

question	user_id
1. What are you looking for?	005e7f99-d48c-4fce-b605-105
2. What's your fit?	005e7f99-d48c-4fce-b605-105
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27
1. What are you looking for?	00a556ed-f13e-4c67-8704-27
2. What's your fit?	00a556ed-f13e-4c67-8704-27
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c

question	COUNT(DISTINCT user_id)
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

user_id	style
4e8118dc-bb3d-49bf-85fc-cca8d832	Women's Styles
291f1cca-e507-48be-b063-002b149c	Women's Styles
75122300-0736-4087-b6d8-c0c5373	Women's Styles
75bc6ebd-40cd-4e1d-a301-27ddd93	Women's Styles
ce965c4d-7a2b-4db6-9847-601747f2	Women's Styles

user_id	number_of_pairs
d8addd87-3217-4429-9a01-d56d681	5 pairs
f52b07c8-abe4-4f4a-9d39-ba9fc9a18	5 pairs
8ba0d2d5-1a31-403e-9fa5-79540f84	5 pairs
4e71850e-8bbf-4e6b-acc4-49a7bb46	3 pairs
3bc8f97f-2336-4dab-bd86-e391609d	5 pairs

user_id	product_id
00a9dd17-36c8-430c-9d76-df49d419	8
00e15fe0-c86f-4818-9c63-3422211b	7
017506f7-aba1-4b9d-8b7b-f4426e71	4
0176bfb3-9c51-4b1c-b593-87edab3c	10
01fdf106-f73c-4d3f-a036-2f3e2ab1ce	8

user_id	is_home_try_on
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4e8118dc-bb3d-49bf-85fc-cca8d832f291f1cca-e507-48be-b063-002b149075122300-0736-4087-b6d8-c0c5373b75bc6ebd-40cd-4e1d-a301-27ddd93bce965c4d-7a2b-4db6-9847-601747fa28867d12-27a6-4e6a-a5fb-8bb544075a7a7e13-fbcf-46e4-9093-797996490143cb8b-bb81-4916-9750-ce956c9ba4ccc1b3-cbb6-449c-b7a5-03af42c9b1dded76-cd60-4222-82cb-f6d46410	TRUE
	TRUE
	FALSE
	TRUE
	TRUE
	TRUE
	FALSE
	FALSE
	TRUE
	TRUE
quiz_to_home_conversion	home_to_purchase_conversion
75.00%	66.00%
number_of_pairs	purchase_rate
3 pairs	53.03%
5 pairs	79.25%
style	color
Women's Styles	Tortoise
Men's Styles	Tortoise
Women's Styles	Black
Men's Styles	Black
Women's Styles	Crystal
model_name	style
Dawes	Men's Styles
Eugene Narrow	Women's Styles
Eugene Narrow	Women's Styles
Brady	Men's Styles
Olive	Women's Styles

name	type
user_id	TEXT
number_of_pairs	TEXT
address	TEXT

Rows: 750

name	type
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user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER
Rows: 495	

name	type
question	TEXT
user_id	TEXT
response	TEXT
Rows: 1986	

name	type
user_id	TEXT
style	TEXT
fit	TEXT
shape	TEXT
color	TEXT
Rows: 1000	

response

Women's Styles
Medium
Round
Two-Tone
I'm not sure. Let's skip it.
Narrow
<1 Year
Square
<1 Year
Medium

Retention

100.00%
95.00%
80.00%
95.00%
74.79%

fit

Medium
Narrow
Wide
Narrow
Wide

shape

Rectangular
Round
Rectangular
Square
Rectangular

color

Tortoise
Black
Two-Tone
Two-Tone
Black

address

145 New York 9a
383 Madison Ave
287 Pell St
347 Madison Square N
182 Cornelia St

style

Women's Styles
Women's Styles
Men's Styles
Women's Styles
Women's Styles

model_name

Lucy
Lucy
Dawes
Eugene Narrow
Lucy

color

Jet Black
Elderflower Crystal
Jet Black
Rosewood Tortoise
Jet Black

price

150
150
150
95
150

number_of_pairs

is_purchase

3 pairs	FALSE
3 pairs	TRUE
	FALSE
5 pairs	FALSE
3 pairs	TRUE
5 pairs	TRUE
	FALSE
	FALSE
5 pairs	FALSE
3 pairs	FALSE

ision

count	
	142
	128
	126
	121
	106
color	purchase_count
Driftwood Fade	63
Rosewood Tortoise	62
Rose Crystal	54
Layered Tortoise Matte	52
Pearled Tortoise	50