LEARN SQL FROM SCRATCH

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1. ¿What people are looking for?
2. ¿How good is the conversion rate?
3. ¿What people are buying?

WARBY PARKER

1. <u>¿What people are looking for?</u>
2. ¿How good is the conversion rate?
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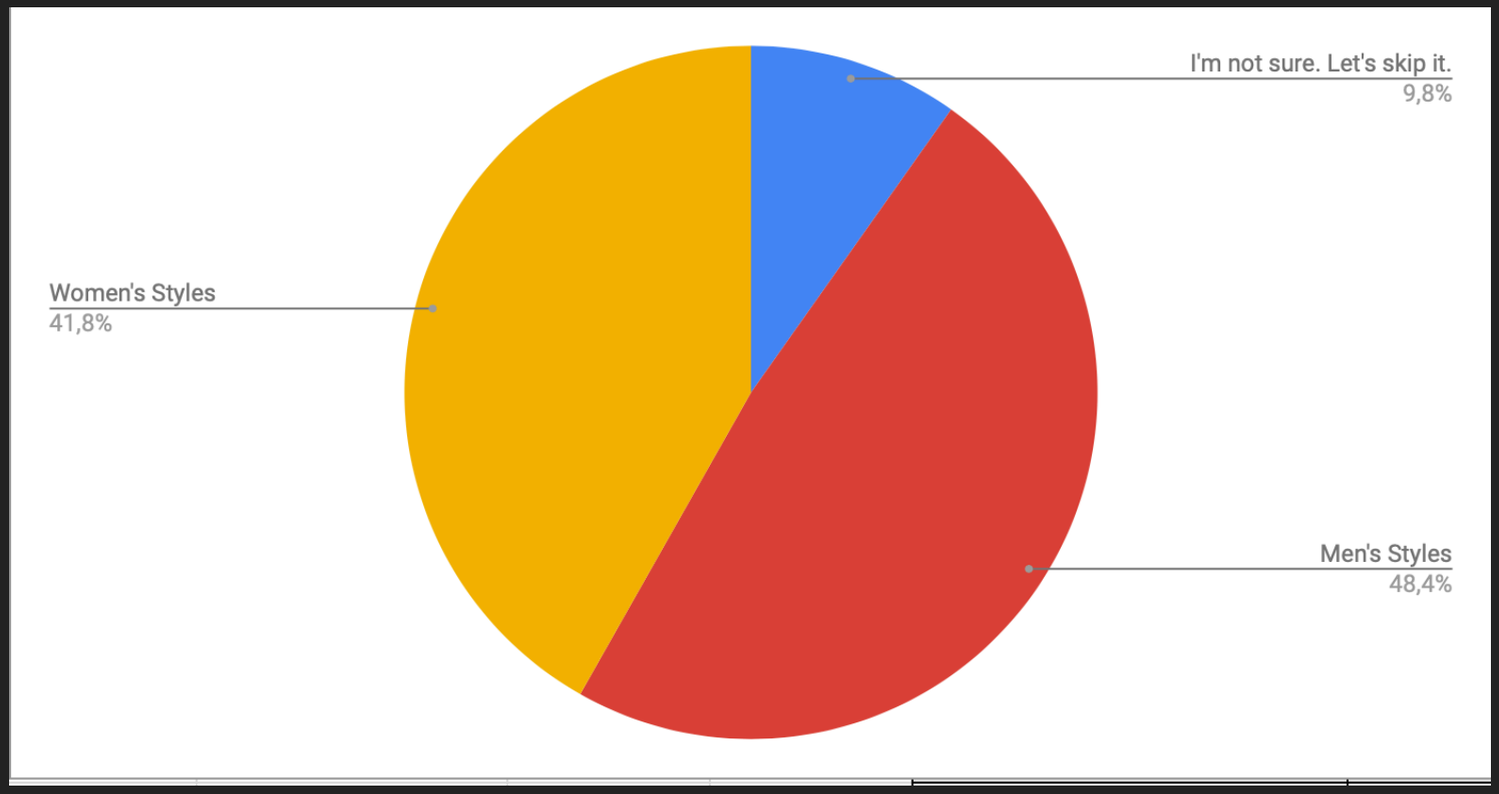
WARBY PARKER

1. ¿What people are looking for?



- Mainly (*41,8%*), people are looking for glasses for men, while women tend to prefer less this kind of purchase (*14% less than men*)(I)

WARBY PARKER

1. ¿What people are looking for?

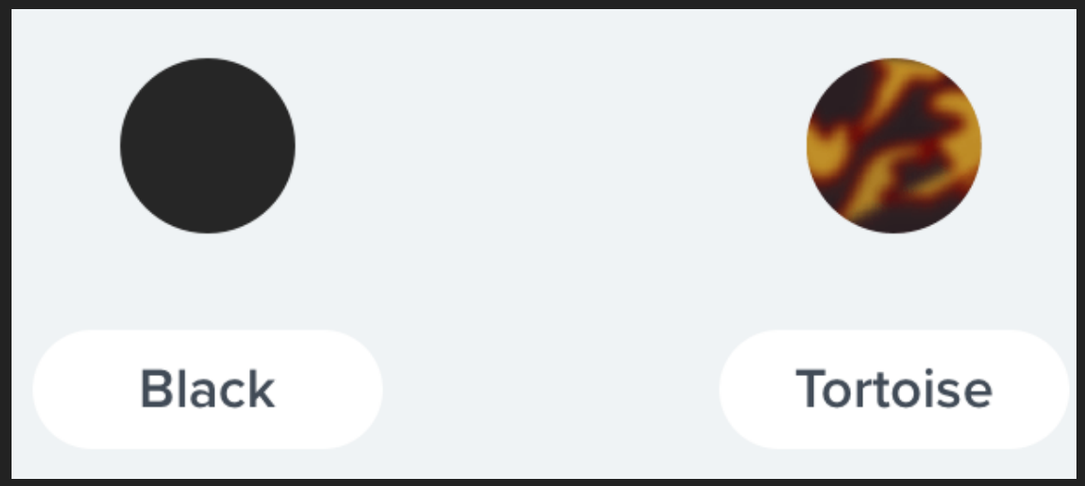
- Almost half of the people are slender (*44%*) , while those considered to have a wide shape are merely 1/5 (*19%*)(I)
- People tend to like more the rectangular shape, but it’s not the clear preference:

- Additionally, Cat-Eye shape wasn’t selected a single time (available only for Women)

WARBY PARKER

1. ¿What people are looking for?

- The users seem to be quite conservative on their initial choices, as Tortoise (*32%*) and Black (*31%*) are the favorite colors.



- The quiz shows that most of the people interested on the glasses have recently had their eyes tested and want to refresh their look (*52%*).

WARBY PARKER

1. ¿What people are looking for?

- In the whole quiz, we have lost 46% of those who started it, the biggest drop is in the 5th question (*When was your last eye exam?)*
- If the last question would be eliminated we would end up with 34% more of users willing to check the models out.

WARBY PARKER

1. ¿What people are looking for?

```
SELECT question, response, count(user_id)

FROM survey

GROUP BY 1,2;
```

(|)

```
SELECT question, count(user_id)

FROM survey

GROUP BY 1;
```

question	count(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

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1. ¿What people are looking for?
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2. ¿How good is the conversion rate?

- From the data analyzed, of those 1000 users that started the quiz:(II)
  - 750 of them (*75%*) of those users tried the glasses at home
  - Of those, 495 decided to purchase glasses, this means 66% of them
- Finally, from those users who started the quiz, 49,50% of the users decided to purchase glasses.
- When the users request 5 pairs of glasses to try on, the conversion rate is 49% higher than when 3 pairs are requested.(III)

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2. ¿How good is the conversion rate?

```
with users as (
select distinct q.user_id,
h.user_id is not null as 'is_home_try_on',
h.number_of_pairs,
p.user_id is not null as 'is_purchase'
from quiz q
left join home_try_on h on
q.user_id = h.user_id
left join purchase p on
h.user_id = p.user_id)

select count (distinct user_id),
sum(is_home_try_on),
1.0*sum(is_home_try_on)/count(distinct
user_id) as 'Tried',
sum(is_purchase),
1.0*sum(is_purchase)/
sum(is_home_try_on) as 'Purchased'
from users;
```

```
with users as (
select distinct q.user_id,
h.user_id is not null as 'is_home_try_on',
h.number_of_pairs,
p.user_id is not null as 'is_purchase'
from quiz q
left join home_try_on h on
q.user_id = h.user_id
left join purchase p on
h.user_id = p.user_id)

select number_of_pairs,
sum(is_home_try_on), sum (is_purchase),
1.0*sum(is_purchase)/
sum(is_home_try_on) as conversion_rate
from users
group by 1;
```

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3. ¿What people are buying?

- Women(IV) and Men(V) have similar preferences, having the Rectangular Shape as favorite and the Round Shape as less favorite:

- Among Women the favorite model has been Eugene Narrow (46%), followed by Lucy (34%) and finally Olive (20%)
- While Men tend to prefer Dawes (44%), followed by Brady (39%) and finally some others went for a classical look with the Monocle

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3. ¿What people are buying?

- And finally, Women and Men don’t have huge differences on how much they buy, from the 1000 users studied, Women did only 3,7% more purchases than men, and spent in average only 1,92% than Men. (VI)

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3. ¿What people are buying?

```
select model_name, color, count(user_id)
from purchase
where style like 'Wom%'
group by 1,2
order by 3 desc;
```

IV

```
select model_name, color, count(user_id)
from purchase
where style like 'Men%'
group by 1,2
order by 3 desc;
```

V

```
select model_name, color, count(user_id)
from purchase
where style like 'Wom%'
group by 1,2
order by 3 desc;
```

VI

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