SELECT \*

FROM survey

LIMIT 10;

SELECT question, COUNT(DISTINCT user\_id)

FROM survey

GROUP BY 1

ORDER BY 1;

SELECT \*

FROM quiz

LIMIT 5;

SELECT \*

FROM home\_try\_on

LIMIT 5;

SELECT \*

FROM purchase

LIMIT 5;

SELECT DISTINCT q.user\_id,

CASE

WHEN h.user\_id IS NOT NULL THEN 'True'

ELSE 'False'

END AS 'is\_home\_try\_on',

h.number\_of\_pairs,

CASE

WHEN p.user\_id IS NOT NULL THEN 'True'

ELSE 'False'

END AS 'is\_purchase'

FROM quiz AS 'q'

LEFT JOIN home\_try\_on AS 'h'

ON q.user\_id = h.user\_id

LEFT JOIN purchase AS 'p'

ON h.user\_id = p.user\_id

LIMIT 10;

WITH funnels AS

(SELECT DISTINCT q.user\_id, h.user\_id IS NOT NULL AS 'is\_home\_try\_on', p.user\_id IS NOT NULL AS 'is\_purchase'

FROM quiz AS 'q'

LEFT JOIN home\_try\_on AS 'h'

ON q.user\_id = h.user\_id

LEFT JOIN purchase AS 'p'

ON h.user\_id = p.user\_id

)

SELECT COUNT(\*) AS 'num\_quiz',

SUM(is\_home\_try\_on) AS 'num\_tried',

SUM(is\_purchase) AS 'num\_purchased',

1.0 \* SUM(is\_home\_try\_on) / COUNT(\*) AS 'tried\_to\_quiz',

1.0 \* SUM(is\_purchase) / SUM(is\_home\_try\_on) AS 'purchased\_to\_tried',

1.0 \* SUM(is\_purchase) / COUNT(\*) AS 'purchased\_to\_quiz'

FROM funnels;

WITH funnels AS

(SELECT DISTINCT h.number\_of\_pairs, h.user\_id,p.user\_id IS NOT NULL AS 'is\_purchase'

FROM home\_try\_on AS 'h'

LEFT JOIN purchase AS 'p'

ON h.user\_id = p.user\_id

)

SELECT \*

FROM funnels

LIMIT 100;

WITH funnels AS

(SELECT DISTINCT h.number\_of\_pairs, h.user\_id,p.user\_id IS NOT NULL AS 'is\_purchase'

FROM home\_try\_on AS 'h'

LEFT JOIN purchase AS 'p'

ON h.user\_id = p.user\_id

)

SELECT number\_of\_pairs, COUNT(\*) AS 'num\_tried', SUM(is\_purchase) AS 'num\_purchased',

1.0 \* SUM(is\_purchase) / COUNT(\*) AS 'purchased\_to\_tried'

FROM funnels

GROUP BY 1;

SELECT fit, COUNT(\*)

FROM quiz

GROUP BY 1

ORDER BY 2 DESC;

SELECT shape, COUNT(\*)

FROM quiz

GROUP BY 1

ORDER BY 2 DESC;

SELECT color, COUNT(\*)

FROM quiz

GROUP BY 1

ORDER BY 2 DESC;

SELECT model\_name, COUNT(\*)

FROM purchase

GROUP BY model\_name

ORDER BY 2 DESC;

SELECT color, COUNT(\*)

FROM purchase

GROUP BY 1

ORDER BY 2 DESC;

SELECT style, COUNT(\*)

FROM purchase

GROUP BY 1

ORDER BY 2 DESC;

SELECT price, COUNT(\*) AS 'num\_of\_glasses\_sold',

price \* COUNT(\*) AS 'revenue\_at\_price\_level'

FROM purchase

GROUP BY 1

ORDER BY 2 DESC;