SQL Capstone Project: Warby Parker

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Finding from the survey

Questions	Number of Responses	Proportion
1. What are you looking for?	500	25.2%
2. What's your fit?	475	24%
3. Which shapes do you like?	380	19.1%
4. Which colors do you like?	361	18.2%
5. When was your last eye exam?	270	13.5%

Query: select question, count(question) from survey group by question;

From this query, we can see there is a decreasing number of users who are willing to proceed to the next question. Therefore, we can draw a conclusion that users are not less willing to respond to the questions that appeal to their personal preferences.

Findings from the purchase record

Sum(is_home_try_on)	Sum(is_purchase)
750	495

Query: with left_join as (select distinct q.user_id as 'user_id', h.user_id is not null as 'is_home_try_on', h.number_of_pairs as 'number_of_pairs', p.user_id is not null as 'is_purchase' from quiz as 'q' left join home_try_on as 'h' on h.user_id = q.user_id left join purchase as 'p' on p.user_id = q.user_id) select sum(is_home_try_on), sum(is_purchase) from left_join where is_home_try_on = 1;

I made this query to see if the trying on the glasses at home will help increase the amount of purchase. It shows that among all the 750 customers who tried on the glasses at home, 495 of them finally bought the glasses. Therefore, trying the glasses at home helps with the amount of purchase.

Findings on the number of pairs tried on

Number of pairs	Number of Customers
3 pairs	379
5 pairs	371

Query: select number_of_pairs, count(distinct user_id) from home_try_on group by number_of_pairs

I made this query to see whether the customers tend to try on 3 pairs or 5 pairs more. It shows that 379 customers choose to try 3 pairs and 371 customers choose to try 5 pairs. Although those who tried 5 pairs are slightly fewer than those who tried on 3 pairs, the numbers are almost the same.

Findings about the style from quiz

Style	Number of customers
I'm not sure. Let's skip it.	99
Men's styles	432
Women's styles	469

Query: select style, count(style) from quiz group by style;

In this query, more customers choose women's styles, which means that women are more likely to buy glasses.

Findings about the style from purchase

Style	Amount of purchase
Men's style	243
Women's style	252

Query: select style, count(style) from purchase group by style;

In the actual purchase, it also shows that women are more likely to buy glasses, as more women's style glasses are purchased.