SELECT \*

FROM SURVEY  
LIMIT 10;

SELECT question, COUNT(DISTINCT user\_id)

FROM survey

GROUP BY question;

WITH Funnels AS (

SELECT DISTINCT quiz.user\_id,

home\_try\_on.user\_id IS NOT NULL AS 'is\_home\_try\_on',

home\_try\_on.number\_of\_pairs,

purchase.user\_id IS NOT NULL AS 'is\_purchase'

FROM quiz

LEFT JOIN home\_try\_on

ON quiz.user\_id = home\_try\_on.user\_id

LEFT JOIN purchase

ON quiz.user\_id = purchase.user\_id)

SELECT number\_of\_pairs, COUNT(\*) AS 'Total Users', SUM(is\_home\_try\_on) AS 'num\_home\_try\_on', SUM(is\_purchase) AS 'num\_purchase',

1.0 \* SUM(is\_home\_try\_on) / COUNT(user\_id) AS 'browse\_to\_home\_try\_on',

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

1.0 \* SUM(is\_purchase) / COUNT(user\_id) AS 'overall\_conv\_rate'

FROM Funnels

GROUP BY number\_of\_pairs;

SELECT COUNT(\*) AS 'Total Users', SUM(is\_home\_try\_on) AS 'num\_home\_try\_on', SUM(is\_purchase) AS 'num\_purchase',

1.0 \* SUM(is\_purchase) / COUNT(user\_id) AS 'overall\_conv\_rate'

FROM Funnels;

SELECT question, response,

COUNT(user\_id)

FROM survey

GROUP BY 2

ORDER BY 1, 3 DESC;

SELECT style, model\_name, COUNT(user\_id)

FROM purchase

GROUP BY 1

ORDER BY 3 DESC;

SELECT model\_name, COUNT(user\_id)

FROM purchase

GROUP BY 1

ORDER BY 2 DESC;

SELECT \*

FROM quiz

LIMIT 5;

SELECT \*

FROM home\_try\_on

LIMIT 5;

SELECT \*

FROM purchase

LIMIT 5;