



Warby Parker Capstone

Learn SQL from Scratch

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Campaign Analysis

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1.1 Survey Funnel Analysis

The first question asks how many responses there are to each question. Below is the breakdown of those responses.

Question	Responses	Completion Rate
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	74.8%

- Questions 3 and 5 have lower completion rates
- The customer may not know or feel comfortable answering these questions

```
SELECT question,  
       COUNT(DISTINCT user_id)  
FROM survey  
GROUP BY question;
```

1.2 Home Try-On Analysis

The next question was posed to determine success rate/auxiliary data for the home-try on program:

- How many browsers opted for home try-on?
- What is the purchase rate for 3 pair vs. 5 pair purchases?
- The data show that customers with 5 pairs for try-on vs. 3 pair, are ~26% more likely to purchase.

Number of Pairs	Customers	Purchases	Purchase Rate
0 Pairs	250	0	0%
3 Pairs	379	201	53%
5 Pairs	371	294	79%

```
with funnels 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 p.user_id = q.user_id)  
  
select number_of_pairs,  
       count(*) as 'num_browse',  
       sum(is_home_try_on) as 'try_ons',  
       sum(is_purchase) as 'purchases',  
       1.0 * sum(is_purchase)/count(*) as 'purchase_rate'  
from funnels  
group by number_of_pairs;
```

1.3 Quiz Data Analysis

The tables on this slides aggregate some of the quiz results of the 1,000 website quiz takers:

Preferred Fit	Responses	Response Rate
Narrow	408	40.8%
Medium	305	30.5%
Wide	198	19.8%
Im Not Sure. Let's Skip It.	89	8.9%

Preferred Shape	Responses	Response Rate
Rectangular	397	39.7%
Square	326	32.6%
Round	180	18.0%
No Preference	97	9.7%

Preferred Style	Responses	Response Rate
Womens	469	46.9%
Mens	432	43.2%
Im Not Sure. Let's Skip It.	99	9.9%

Preferred Color	Responses	Response Rate
Tortoise	292	29.2%
Black	280	28.0%
Crystal	210	21.0%
Neutral	114	11.4%
Two-Tone	104	10.4%

APPENDIX

```
with funnels 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 p.user_id = q.user_id)  
  
select number_of_pairs as 'try-ons',  
       count(distinct(user_id)) as quiz_takers,  
       sum(is_purchase) as 'purchases',  
       1.0 * sum(is_purchase)/count(*) as 'purchase_rate'  
from funnels  
group by number_of_pairs;
```

```
select style, count(*) as responses  
from quiz  
group by style  
order by responses desc;
```

```
select fit, count(*) as responses  
from quiz  
group by fit  
order by responses desc;
```

```
select shape, count(*) as responses  
from quiz  
group by shape  
order by responses desc;
```

```
select color, count(*) as responses  
from quiz  
group by color  
order by responses desc;
```