July 24, 2018

Code.sql File

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***QUERY 1: Initial Query of Database : Selects all columns from the first 10 rows of page\_visits.***

SELECT \*

FROM page\_visits

LIMIT 10;

***STYLE* QUIZ TABLE QUERY**

SELECT \*

FROM survey

LIMIT 10;

***A look at the QUIZ Funnel Query to understand how users move through the survey questions.***

SELECT question,

COUNT(DISTINCT user\_id)

FROM survey

GROUP BY question

LIMIT 10;

*The three* ***tables Used in the funnel: quiz, home\_try\_on, purchase***

:

SELECT \*

FROM quiz

LIMIT 5;

SELECT \*

FROM home\_try\_on

LIMIT 5;

SELECT \*

FROM purchase

LIMIT 5;

***Uses a LEFT JOIN to combine the three tables, starting with the top of the funnel (browse) and ending with the bottom of the funnel (purchase).***

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

LIMIT 10;

**The Difference in purchase rates between customers who had 3 number\_of\_pairs with ones who had 5.**

SELECT COUNT(\*) AS TOT\_pairs\_Purchased, H\_NUMBER\_of\_PAIRS

FROM (

SELECT q.user\_id q\_user\_id, h.user\_id h\_userid,

CASE

WHEN h.user\_id IS NOT NULL

THEN 'TRUE' ELSE 'FALSE'

END is\_home\_try\_on ,

h.NUMBER\_OF\_PAIRS h\_number\_of\_pairs ,

CASE

WHEN p.user\_id IS NOT NULL THEN 'TRUE' ELSE 'FALSE' END is\_purchase

FROM quiz q JOIN home\_try\_on h

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

JOIN purchase p

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

WHERE q.user\_id IS NOT NULL

AND h.user\_id IS NOT NULL

AND p.user\_id IS NOT NULL)

GROUP BY h\_number\_of\_pairs;

***The Most Commonly Purchased Model Names by Style***

SELECT COUNT(\*) AS count\_of\_purchase\_perstyle, p.model\_name, q.style

FROM quiz q

JOIN home\_try\_on h

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

JOIN purchase p

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

WHERE q.user\_id IS NOT NULL

AND p.user\_id IS NOT NULL

GROUP BY p.model\_name

ORDER BY q.style, count\_of\_purchase\_perstyle DESC;

**This table shows a comparison by user id from two tables which customers participated in the home try –on and the number of pairs they purchased .**

SELECT q.user\_id q\_user\_id,h.user\_id h\_userid,

CASE

WHEN h.user\_id IS NOT NULL

THEN 'true' ELSE 'false'

END is\_home\_try\_on,

h.NUMBER\_OF\_PAIRS h\_number\_of\_pairs ,

CASE WHEN p.user\_id IS NOT NULL THEN'TRUE' else 'FALSE' END is\_purchase

FROM quiz q LEFT JOIN home\_try\_on h

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

JOIN purchase p

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

WHERE q.user\_id IS NOT NULL

AND h.USER\_ID IS NOT NULL

AND p.user\_id IS NOT NULL;

SELECT COUNT (\*) AS 'clients'

SUM(h\_number\_of\_pairs ='3 pairs') AS 'three\_pairs',

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

1.0\*SUM(h\_number\_of\_pairs ='3 pairs')/COUNT(is\_purchase) AS'success\_3\_pair\_purchase',

1.0\*SUM(h\_number\_of\_pairs ='5 pairs')/COUNT(is\_purchase) AS'success\_5\_pair\_purchase‘;

**Overall Conversion Rates for Quiz to Is \_Home\_Try\_On to Purchase**

SELECT COUNT ( q\_user\_id ) count\_quiz\_userid , SUM(is\_home\_try\_on ) count\_hometry\_on, SUM(is\_purchase) count\_is\_purchase ,SUM(fivepairs), SUM(threepairs)

FROM (

SELECT q.user\_id q\_user\_id,h.user\_id h\_userid, p.user\_id p\_userid,

0 is\_home\_try\_on ,

0 fivepairs,

0 threepairs,

0 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 = h.user\_id

UNION

SELECT NULL q\_user\_id,h.user\_id h\_userid, NULL p\_userid,

CASE WHEN h.user\_id IS NOT NULL THEN 1

ELSE 0

END is\_home\_try\_on ,

CASE WHEN h.number\_of\_pairs = '5 pairs' THEN 1 END fivepairs,

CASE WHEN h.number\_of\_pairs = '3 pairs' THEN 1 END threepairs,

NULL is\_purchase

FROM home\_try\_on h LEFT JOIN quiz q

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

UNION

SELECT NULL q\_user\_id, NULL h\_userid, p.user\_id p\_userid,

NULL is\_home\_try\_on ,

0 fivepairs,

0 threepairs,

CASE WHEN p.user\_id IS NOT NULL THEN 1 ELSE 0 END is\_purchase

FROM purchase p LEFT JOIN home\_try\_on h

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