Usage Funnels with Warby Parker

Learn SQL from Scratch
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Quiz Funnel 1:

What columns does the table have?

question, user_id, response

Quiz Funnel 2:

What is the number of responses for each question?

1. What are you looking for? 500 responses
2. What's your fit? 475 responses
3. Which shapes do you like? 380 responses
4. Which colors do you like? 361 responses
5. When was your last eye exam? 270 responses

Quiz Funnel 3:

Which question(s) of the quiz have a lower completion rates?

1. What are you looking for? 500/500 100%

2. What's your fit? 475/500 95%

3. Which shapes do you like? 380/500 76%

4. Which colors do you like? 361/500 72%

5. When was your last eye exam? 270/500 54%

Every question after the first question has a lower rate of completion. The most notable being,"Which shapes do you like?" and "When was your last eye exam?"

What do you think is the reason?

Certain questions eliminate potential buyers because the potential buyer does not know the answer and they do not progress to the next question.

Quiz Funnel 4:

What are the column names?

Home_try_on have the columns of **user_id, number_of_pairs, address.**
Purchase have the columns of **user_id, product_id, style, model_name, color, price.**
Quiz have the columns of **user_id, style, fit, shape, color.**

Quiz Funnel 5:

Use the **LEFT JOIN** to combine the three tables, and show the first 10 rows.

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0	Ø	0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0	Ø	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	Ø	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

Quiz Funnel 6:

What are some actionable insights for Warby Parker?

What is the difference in purchase rates between customers who had 3 with ones who had 5?

number_of_pairs	number_of_purchase
3 pairs	379
5 pairs	371

There is no significant difference in purchase rates between customers trying on 3-pairs vs 5-pairs. In the future the company can limit try-on process to only three pairs of glasses.

What is the most popular model purchased?

The highest selling model is Eugene Narrow, the lowest seller is Monocle.

model_name	count(Distinct user_id)
Brady	95
Dawes	107
Eugene Narrow	116
Lucy	86
Monocle	41
Olive	50

Thank you!