



WARBY PARKER

Learn SQL from Scratch

Ashley Wagner

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Table of Contents

1. Style Quiz Participation
2. A/B Test

1. Style Quiz Participation

Warby Parker has great participation in their style quiz but not everyone answers all of the questions.

- Many people drop after the second question or the 4th question but more than half finish all 5!

Question	Question Participation	%
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%

2. A/B Test

- Of those who made a purchase 60% were able to try on 5 pairs at home
- There were 618 customers who were able to try on at home
 - 27% of those purchased after trying on 3 pairs
 - 40% of those purchased after trying on 5 pairs

