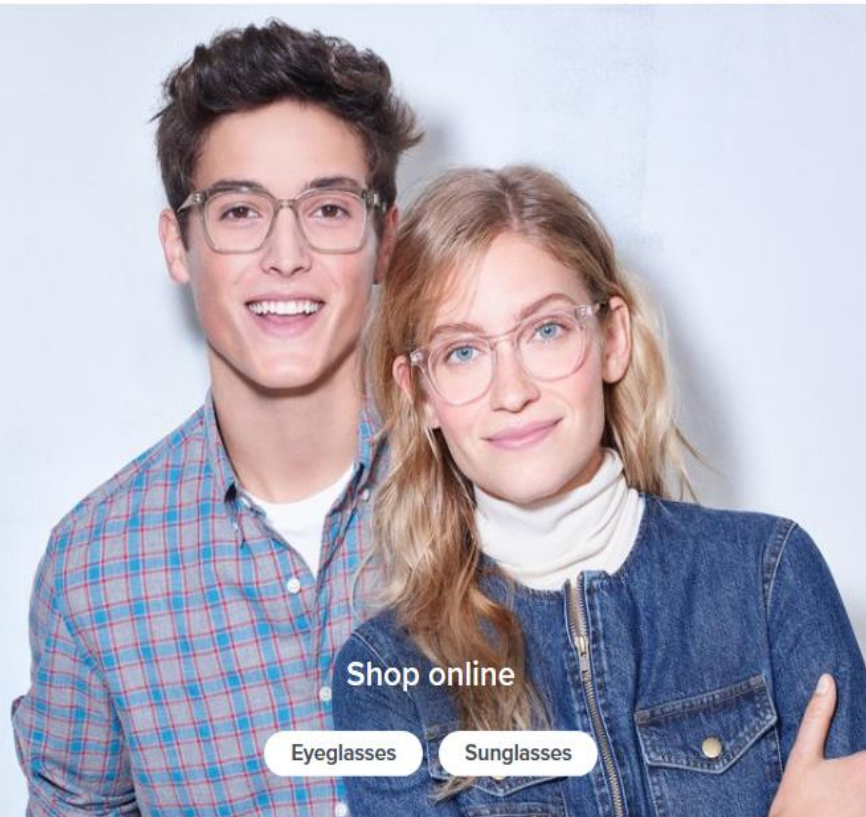




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Source: <https://www.warbyparker.com/>



# Funnels with Warby Parker

Learn SQL from Scratch

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# **1. Get familiar with Warby Parker**

# 1. Warby Parker

**Warby Parker** was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.

Warby Parker started as an alternative when the stakeholders as students identified the problem of glasses being too expensive and the cost of replacement quite high.

It's success story is based on the following :

| Bypassing traditional delivery model | Designing In-house | Engaging with customers directly | Buy a Pair<br>Give a Pair    |
|--------------------------------------|--------------------|----------------------------------|------------------------------|
| Fraction of going price              | Higher quality     | Easy and Fun                     | Over 4 Mio pair distributed  |
| Does not leave wallets bare          | Price control      | Happy and Good looking           | Two scalable models deployed |

## 2. Quiz Funnel

## 2.1 Survey

Warby Parker conducts an ongoing survey and asks the participants five set of questions to clearly align with their needs and stay specific to their requirements.

The questions leads to very specific searches and the results are stored in survey table.

The survey table consists of three columns:

| question  | user_id   | response      |
|---|---|---------------|
| Five questions where each user_id and response can get recorded | Unique id for each user to identify response to questions | User response |

-- Select all cloumns from survey, limit 10

```
SELECT *  
FROM survey  
LIMIT 10;
```

-- question  
-- user\_id  
-- response

-- We are limiting our results to 10 rows only  
whereas the data actually comprises of 1986  
rows

## 2.2 Quiz Funnel

The survey consists of questions concerning:

Q1 - What are you looking for?

Q2 - What's your fit?

Q3 - Which shapes do you like?

Q4 - Which colors do you like?

Q5 - When was your last eye exam?

It is not uncommon for customers to give up during the survey and not answer all the questions.

If we work out the responses, the number of answers to each question are as below:

Q1 - 500      Q2 - 475      Q3 - 380

Q4 - 361      Q5 - 270

-- Create a funnel using GROUP BY command and determine the number of responses for each question;

```
SELECT question, COUNT(DISTINCT user_id)
FROM survey GROUP BY 1;
```

-- Q1 - 500

-- Q2 - 475

-- Q3 - 380

-- Q4 - 361

-- Q5 - 270



## 2.3 Quiz Funnel

Once we have the numbers answered for each question, we can work out the % of give ups at each question.

This is done in excel.

Possible answers for give ups in Q5 and Q3 are as below:

**Q5** - Record / remembering the last eye exam may not be readily accessible. At it's best, it may need a guess work

**Q3** - Answering on shape is pretty difficult as this involves self-assessment

Give up at each question; (workings from excel)

- Q1 - 100%
- Q2 - 95%
- Q3 - 80%
- Q4 - 95%
- Q5 - 75%

From the data, we can analyze that Q5 has the least completion rate followed by Q3.

### **3. A/B Testing with Home Try-on funnel**

## 3.1 Purchase Funnel

Warby Parker purchase funnel is – Take the style quiz followed by Home Try-On followed by Purchase.

At Home Try-On stage, A/B test is conducted whereby :

- 50% users will get 3 pairs to try on
- 50% users will get 5 pairs to try on

The data to analyze is distributed across three tables:

- quiz
- home\_try\_on
- purchase

Let's examine the columns of each table.

```
SELECT * FROM quiz LIMIT 5;
```

```
-- user_id | style | fit | shape | color
```

```
SELECT * FROM home_try_on LIMIT 5;
```

```
-- user_id | number_of_pairs | address
```

```
SELECT * FROM purchase LIMIT 5;
```

```
-- user_id | product_id | style | model_name |  
color | price
```

## 3.2 Purchase Funnel

Now we know the data is coming in from different tables.

Let's create a meaningful analytics of the same by combining tables using LEFT JOIN from quiz to home\_try\_on to purchase.

We don't want the result with all the columns so let's select the following ones:

user\_id | is\_home\_try\_on | number\_of\_pairs | is\_purchase

We restrict our result to 10 rows only

```
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;
```

## **4. Results from the A/B Testing**

## 4.0 Results

- ❑ 1000 participants in the quiz, 750 had home\_try\_on and 495 made the purchase
- ❑ Conversion rate from quiz to purchase is 49.5%
- ❑ Conversion from quiz to home\_try\_on @ 75% and from home\_try\_on to purchase at 66%
- ❑ From a sample of 10 rows data, 7 home\_try\_on were attempted of which 3 purchases were made which amounts to a conversion of 43%
- ❑ From amongst the 7 home\_try\_on, 4 \* 3 pairs and 3 \* 5 pairs were attempted of which 2 \* 3 pairs and 1 \* 5 pairs were purchased. Conversion ratio amounts to 50% for 3 pairs and 33% for 5 pairs
- ❑ From a sample of 10 rows in quiz, results show that womens style with a rectangular shape is more sought after
- ❑ From a sample of 10 rows in purchase, results show that:
  - Womens style are sold 6 times
  - Within womens style, Lucy model is more in demand followed by Eugene Narrow
  - Within mens style, Dawes model is more in demand
  - Jet black seems to be the favorite color amongst men and women
  - Majority purchases are for 150 price tag which might mean a high preference for quality

## **5. Strategy for Warby Parker**

## 5. Strategy

- ☐ The survey is seemingly a dominant part of the marketing and branding strategy
- ☐ The questions in the survey are very specific and defines a clear search pattern
- ☐ Refinement in options should be looked into based on the answers and purchase pattern
- ☐ Repeat customers should be identified and specific promotions made for them
- ☐ Buy a pair, give a pair should clearly outline benefits for engaging customers with the society
- ☐ Good luck and best wishes...Happy selling...



**Thank You**