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WARBY PARKER

USAGE FUNNELS

Analyze Data with SQL

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1. About this project

Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world. For every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.

In this project I had to analyze different Warby Parker marketing funnels in order to calculate conversion rates. Here are the funnels and the tables that you are given:

Quiz Funnel:
survey

Home Try-On Funnel:
quiz
home_try_on
purchase

This project was a collaboration with Warby Parker's Data Science team (thank you!) and uses fictional data.

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2. # of responses for each survey question?

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- **80%** of the users answered Question 3 (**Which shapes do you like?**) - maybe the choices available are not enough?

- **75%** of the users answered Question 5 (**When was your last eye exam?**) - perhaps people have not had an eye exam recently so can't remember the date or maybe they do not want to share that type of info.

Question	Num responses	% responses
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	75%

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3. Do more try on pairs make purchase more likely?

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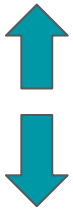
- **A/B Test** was conducted for Home Try On stage - some users received 5 pairs to try on and others received 3
- **5 pairs** received : made more purchases, of 371 tried on, 294 purchased (**79%**)
- **3 pairs** received: less purchases made, of 379 tried on, 201 purchased (**53%**)



Pairs recd	Total Tried at Home	Total Purchased	% Purchased
3 pairs	379	201	53
5 pairs	371	294	79

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4. Most popular choice for purchase?

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Men's Styles			
model_name	**color**	**price**	**Purchased**
Dawes	Driftwood Fade	150	63
Brady	Layered Tortoise	95	52
Dawes	Jet Black	150	44
Brady	Sea Glass Gray	95	43
Monocle	End Tortoise	50	41
Women's Styles			
model_name	**color**	**price**	**Purchased**
Eugene Narrow	Rose Tortoise	95	62
Eugene Narrow	Rose Crystal	95	54
Olive	Pearled Tortoise	95	50
Lucy	Elderflower Crystal	150	44
Lucy	Jet Black	150	42

- **Men's Choice**
  - Dawes Driftwood fade was top purchase
  - Is one of the most expensive choices
  - Monocle End Tortoise least purchased
  - It is the cheapest choice there is

- **Women's Choice**
  - Eugene Narrow in Rose Tortoise is most purchased
  - Is in the mid priced range
  - Lucy in Jet black is least purchased
  - Is one of the two most expensive

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5. Conclusion

- I would suggest omitting the Question about the last eye exam, it seems a lot of people drop out here so it might help increase the answer rate.
- Sending 3 pairs for users to try on doesn't seem to have such a great purchase rate, it would be more beneficial to only send 5 pairs and no longer send just the 3.
- With regards to the Mens and Womens purchases, it seems that there is not one very popular choice but more spread out over the different cost and style options which one could assume means people are happy with the options available.

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6. Data

```sql
--2. # of responses for each survey question?

SELECT question, COUNT(DISTINCT user_id) AS 'Num responses'
FROM survey
GROUP BY 1
LIMIT 10;
```

```sql
--4. Most popular choice for purchase?

SELECT model_name, color, price, COUNT(*) AS 'Total Purchased'
FROM purchase
WHERE style = "Men's Styles"
GROUP BY 1, 2
ORDER BY 4 DESC;

SELECT model_name, color, price, COUNT(*) AS 'Total Purchased'
FROM purchase
WHERE style = "Women's Styles"
GROUP BY 1, 2
ORDER BY 4 DESC;
```

```sql
--3. Do more pairs make purchases more likely?

WITH totals_table AS (SELECT quiz.user_id,
home_try_on.user_id IS NOT NULL AS 'is_home_try_on',
home_try_on.number_of_pairs AS 'num_pairs',
purchase.user_id IS NOT NULL AS 'is_purchase'
FROM quiz
LEFT JOIN home_try_on
ON home_try_on.user_id = quiz.user_id
LEFT JOIN purchase
ON purchase.user_id = quiz.user_id)
SELECT num_pairs AS "Pairs recd",
SUM(is_home_try_on) AS 'Total Tried at Home',
SUM(is_purchase) AS 'Total Purchased',
100 * SUM(is_purchase) / COUNT(is_home_try_on) AS 'Percentage Purchased'
FROM totals_table
WHERE num_pairs IS NOT NULL
GROUP BY 1;
```