



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.

**2. # of responses for each
survey question?**

2. # of responses for each survey question?

By looking at the results below we can see that only 80% of the users answered Q3, maybe the choices available are not enough. For Q5 the answer rate dropped down to 75% which shows that maybe people have not had an eye exam recently so can't remember when last or maybe they do not want to share that info.

```
--Analyze how many users answered each question
SELECT question, COUNT(DISTINCT user_id) AS 'Num
responses'
FROM survey
GROUP BY 1
LIMIT 10;
```

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%

**3. Do more pairs make
purchase more likely?**

3. Do more pairs make purchases more likely?

During the Home Try On stage an A/B Test was conducted , some users received 5 pairs and some received 3 to try on at home.

By looking at the results we can clearly see that the users that received 5 pairs made more purchases (79%) then 3 pairs (53%), proving that more choices helped.

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

```
--Look at difference of tried on and purchased between 3 and 5
pair home_try_on quiz
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;
```

4. Most popular choice for purchase?

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Mens Style's			
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

--Which product for men and womens style is most popular and which color

```
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;
```

From the results of this query we are able to see that the most popular Men's Style purchased is the Dawes and is one of the most expensive brands.

For the Women's styles it was the Eugene Narrow which is in the mid price range..