



Usage Funnels with Warby Parker

Learn SQL from Scratch

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1.1 What is Warby Parker

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.

1.2 Objective

The objective of this capstone is to analyze different Warby Parker marketing funnels in order to calculate conversion rates

1.3 Quiz Funnel Response

Question 5 has the lowest response rate and I believe this to be for 2 reasons

1. People can not remember when their last eye exam was and finding it is not worth the hassle
2. As surveys continue, the completion rate will decline as people get tired of answering questions

question	count(question)	Completion %
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%

```
select question, count(question)
from survey
group by question;
```

1.4a Home Try-On Funnel Response

Out of the 1000 quiz takers, 75% try on pairs at home. Of those 750 another 66% purchase glasses.

count(distinct quiz.user_id)	sum(home_try_on.user_id IS NOT NULL)	sum(purchase.user_id IS NOT NULL)
1000	750	495

Doing a comparison of people who try on 3 pairs vs 5 pairs at home, we can see that people that try on 5 pairs have a higher purchase rate

3 pairs		
Number of at home Trials	Number of Purchases	Purchase %
379	201	53
5 pairs		
Number of at home Trials	Number of Purchases	Purchase %
371	294	79

```
select count(distinct quiz.user_id),
sum(home_try_on.user_id IS NOT NULL),
sum(purchase.user_id IS NOT NULL)
from quiz
LEFT JOIN home_try_on ON quiz.user_id =
home_try_on.user_id
LEFT JOIN purchase ON purchase.user_id = quiz.user_id;
```

```
select sum(home_try_on.user_id IS NOT NULL),
sum(purchase.user_id IS NOT NULL)
from quiz
LEFT JOIN home_try_on ON quiz.user_id =
home_try_on.user_id LEFT JOIN purchase ON
purchase.user_id = quiz.user_id
where number_of_pairs = '3 pairs';
```

```
select sum(home_try_on.user_id IS NOT NULL),
sum(purchase.user_id IS NOT NULL)
from quiz
LEFT JOIN home_try_on ON quiz.user_id =
home_try_on.user_id LEFT JOIN purchase ON
purchase.user_id = quiz.user_id
where number_of_pairs = '5 pairs';
```

1.4b Home Try-On Funnel Response

Product_id 3 is the most popular purchased item

The model Eugene Narrow has the most glasses purchased from his modeling

Men and Women buy about equally from Warby Parker

People most buy the \$95 glasses, then the \$150's and lastly the \$50

Most people prefer Rectangular and Square glasses

```
select product_id, count(*), model_name, style, color, price
from purchase
group by product_id
limit 10;
```

```
select count(*), model_name, style, color, price
from purchase
group by model_name
order by count(*) desc;
```

```
select count(*), shape
from quiz
group by shape
limit 10;
```

1.5 Actionable Insights

3 Main Takeaways:

1. People are more likely to buy a pair when more pairs are sent to them. Perhaps eliminate the option to only have 3 sent to them
2. People do not often buy the \$50 pairs. Studies show that when something is perceived to be too cheap, even if the quality is the same, they would prefer to pay more. Perhaps raise the price of the \$50 lines, people will perceive higher quality even if it is the same
3. Keep more rectangular and square shaped glasses in inventory than circular ones