



# Warby Parker SQL Capstone

User: JLomax

# Warby Parker Style Quiz

# of Responses

500

What are you looking for?

475

What's your fit?

380

Which shapes do you like?

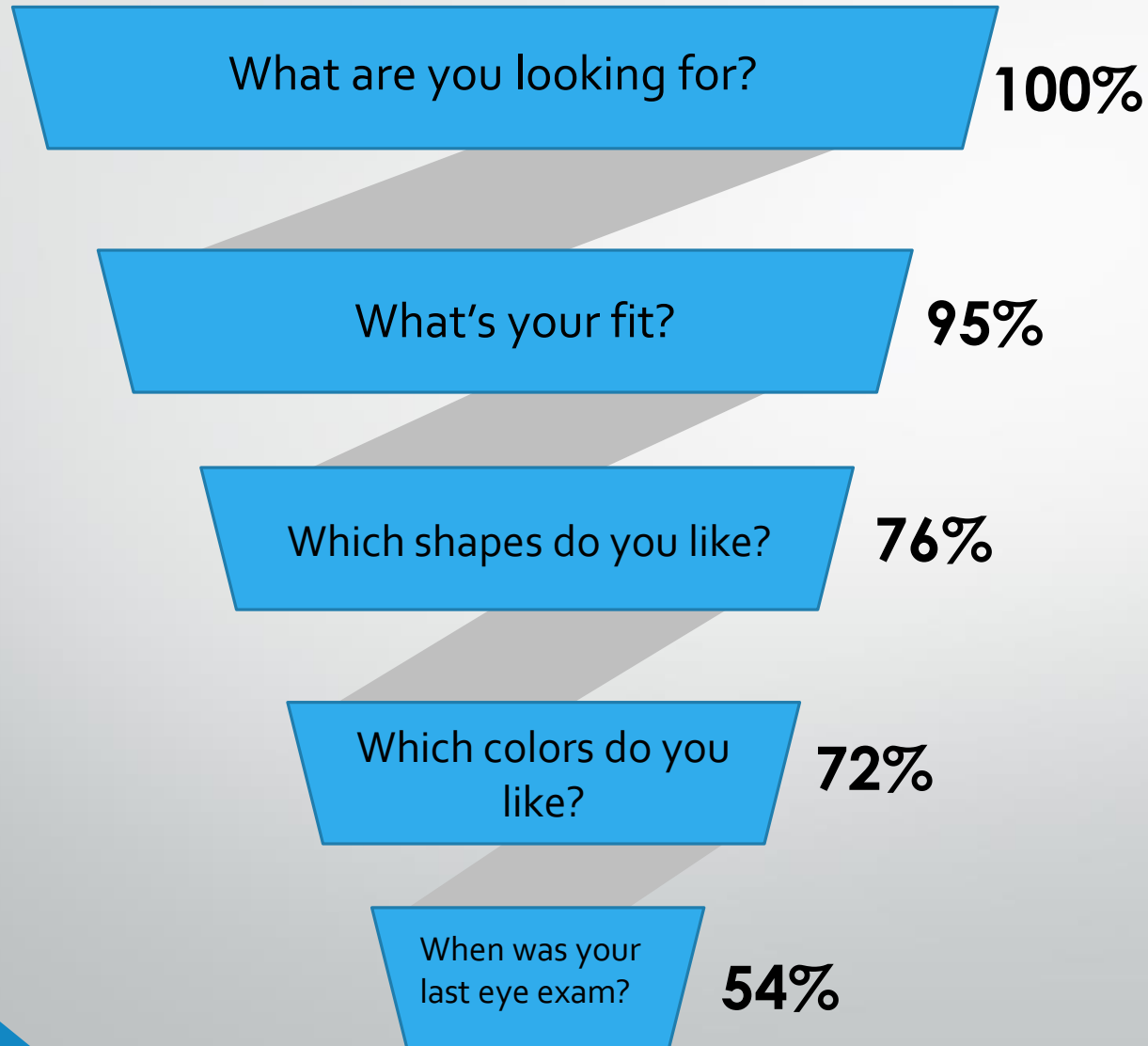
361

Which colors do you like?

270

When was your last eye exam?

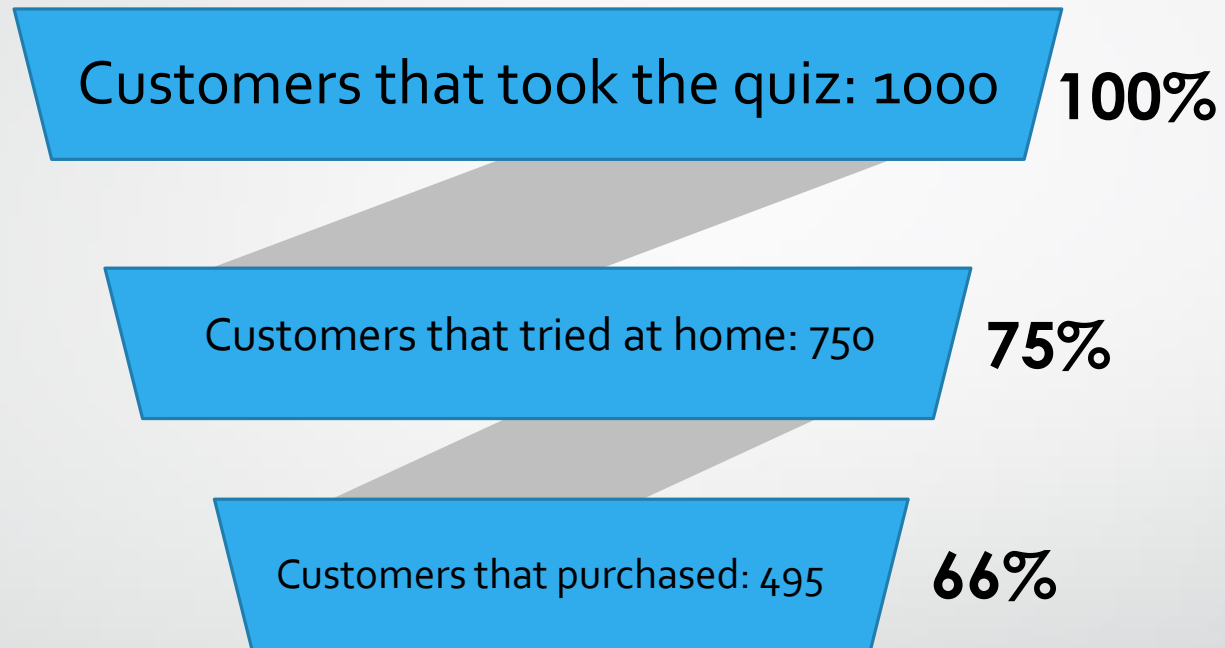
# Warby Parker Style Quiz



Customer responses diminish as they continue down the funnel due to survey fatigue.

The last question is more personal which explains the significant drop in response rate

# Home Try On Funnel



Overall, around 50% of customers that took the quiz eventually ended up purchasing

# Home Try On Funnel: A/B Test

Customers who  
tried 3 pairs

53%

Customers who  
tried 5 pairs

79%

Warby Parker can expect a 26% lift in customer conversion by sending 5 pairs vs 3 pairs of glasses for customers to try!

# Data Backing Up Results

question	COUNT(DISTINCT user_id)
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

num_quiz	num_Try	num_purchase	number_of_pairs	1.0 * SUM(is_home_try_on) / COUNT(user_id)	1.0 * SUM(is_purchase) / SUM(is_home_try_on)
1000	750	495		0.75	0.66

num_quiz	num_Try	num_purchase	number_of_pairs	1.0 * SUM(is_home_try_on) / COUNT(user_id)	1.0 * SUM(is_purchase) / SUM(is_home_try_on)
379	379	201	3 pairs	1.0	0.530343007915567
num_quiz	num_Try	num_purchase	number_of_pairs	1.0 * SUM(is_home_try_on) / COUNT(user_id)	1.0 * SUM(is_purchase) / SUM(is_home_try_on)
371	371	294	5 pairs	1.0	0.792452830188679