



WARBY PARKER: Funnels

Learn SQL from Scratch

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July 3, 2018

Product Update

June 2018

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Survey conversion

1. Survey conversion

Here is an analysis of the customer survey results.

- Q2 | Response rate remains high (95%), indicating customer excitement, curiosity, and confidence in understanding the product.
- Q3, Q4 | A 19% drop in response rate can indicate that some customers would prefer to browse different shape and color options.
- Q5 | Of the 500 different customers that took the survey, only 54% answered the question which can indicate that clients don't know when they last had an eye exam, and/or they think the quiz is too long and are eager to see results.
- **Suggestions:**
 1. Remove Q5 from the initial survey and place question elsewhere so as not to hinder response rate.

QUESTION	Number of Answers	% Completed the quiz	% Completed the question
1. What are you looking for?	500	100.00%	100.00%
2. What is your fit?	475	95.00%	95.00%
3. Which shapes do you like?	380	76.00%	80.00%
4. Which colors do you like?	361	72.20%	95.00%
5. When was your last eye exam?	270	54.00%	74.79%

Quiz Funnel

2 Quiz -> Home Try-On

The Style Quiz seems to be helping customers move to the next step of ordering the Home To-Try kit. Seeing as how 66% of those customers ended up purchasing, the funnel seems to be successful.

- 75% of customers who took the Style Quiz ended up ordering the Home To-Try kit.
- 66% of customers who ordered the Home To-Try kit actually purchased glasses.

We will eventually want to compare these findings over time to see how the model fluctuates.

Table	No. Distinct Users
Survey	500
Quiz	1000
Home To Try	750
Purchase	495

```
SELECT COUNT (DISTINCT user_id) AS 'HTO'  
FROM home_try_on;
```

```
SELECT COUNT (DISTINCT user_id) AS 'Purchase'  
FROM purchase;
```

```
SELECT COUNT (DISTINCT user_id) AS 'Quiz'  
FROM quiz;
```

```
SELECT COUNT (DISTINCT user_id) AS 'Survey'  
FROM survey;
```

Home Try-On results

3. Home Try-On: 3 vs 5 pair

Negligible difference in the number of customers who chose 3 or 5 Home Try-on pairs, but of the 495 of customers who **purchased** glasses:

- 59% customers tried 5 pairs
- 40% customers tried 3 pairs

This may indicate that the more options people try on at home, the more likely they are to finalize a purchase.

Users	3 Pairs	5 Pairs
Ordered	379	371
Purchased	201	294

```
SELECT
    COUNT (DISTINCT CASE
        WHERE home_try_on.number_of_pairs = '5 pairs'
        THEN user_id END) AS '5 Pairs',
    COUNT (DISTINCT CASE
        WHERE home_try_on.number_of_pairs = '3 pairs'
        THEN user_id END) AS '3 Pairs'
FROM home_try_on;
```

```
WITH funnel AS (
    SELECT p.user_id,
        number_of_pairs
    FROM purchase AS 'p'
    LEFT JOIN home_try_on AS 'h'
        ON h.user_id = p.user_id)
SELECT
    COUNT (DISTINCT CASE
        WHEN number_of_pairs = '5 pairs' THEN user_id END)
    AS '5 pairs',
    COUNT (DISTINCT CASE
        WHEN number_of_pairs = '3 pairs' THEN user_id END)
    AS '3 pairs'
FROM funnel;
```


Purchase patterns

4. Purchase patterns

Ranking by purchases made:

- Most popular price \$95
- Most popular Model is the Eugene Narrow

Suggestion:

Making more models and styles in the \$95 price range to encourage purchase of multiple pairs.

Price	No. Users
\$50	41
\$95	261
\$150	193

Model	No. Users	Style
Brady	95	Men’s Styles
Dawes	107	Men's Styles
Eugene Narrow	116	Women's Styles
Lucy	86	Women's Styles
Monocle	41	Men's Styles
Olive	50	Women's Styles

Conclusion

6. Conclusion: IT WORKS!

To conclude analysis on the funnel, you will see that 75% of people took part in the Home Try-On (HTO) who took the quiz, and of those customers, 66% ended up purchasing.

This proves that the HTO model leads to purchases over half the time customers participate in the HTO, but we will need to re-visit this data over time to see if this model is sustainable versus brick-and-mortar stores.

Quiz	HTO	Purchased	HTO/Quiz	Purchase/HTO
1000	750	495	0.75	0.66

```
WITH funnel AS (  
  SELECT DISTINCT q.user_id,  
    h.user_id IS NOT NULL AS 'is_checkout',  
    p.user_id IS NOT NULL AS 'is_purchase'  
  FROM quiz AS 'q'  
  LEFT JOIN home_try_on AS 'h'  
    ON h.user_id = q.user_id  
  LEFT JOIN purchase AS 'p'  
    ON p.user_id = h.user_id)  
SELECT COUNT (*) AS 'num_quiz',  
  SUM (is_checkout) AS 'num_hto',  
  SUM (is_purchase) AS 'num_purchase',  
    1.0 * SUM (is_checkout) /  
      COUNT(user_id),  
  
    1.0 * SUM (is_purchase) /  
      SUM (is_checkout)  
FROM funnel;
```



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