



Warby Parker – Usage Funnels Analysis

Learn SQL from Scratch

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Get Familiar with Warby Parker

[Get Familiar with Warby Parker](#)

Introduction to Warby Parker

WARBY PARKER

Warby Parker is a transformative lifestyle brand with the objective of offering designed eyewear at a 'revolutionary' price whilst also leading the way for socially conscious businesses. In order to do this, Warby Parker offer a pair of sunglasses to someone in need every time a pair of eyeglasses or sunglasses sold.

Founded in 2010 and named after the characters in Jack Kerouac Journal, Warby Parker has since believed in creative thinking, smart design and doing good for the world, following in line with their main objective.

The following project will provide an analysis on Warby Parker's marketing funnels so that a conversion rate can be calculated to demonstrate the performance of their style quiz and home try-on service.

[Get Familiar with Warby Parker](#)

Overview of 'Funnels'

In the marketing world, "funnel" is a word that is often used. A funnel is a marketing model used which demonstrates the "customer journey" towards the purchase of a product, and in the case of Warby Parker, the purchase of either eyeglasses or sunglasses.

Examining Warby Parker, a funnel can be used to represent the customer's journey in answering the quiz up until purchase. This can be done through the evaluation of two funnels:

1. The Quiz Funnel which demonstrates how a user progresses through the "Style Quiz"
2. The Home Try-on Funnel which demonstrates the user's progress from completing the quiz up to the purchase of their product.

By understanding the information portrayed in each of the proceeding slides, a final analysis can be undertaken to make informed decisions through actionable insights that can allow for Warby Parker to make improvements in their marketing. In order to do this, SQL can be used to look into these funnels so insights can be gained into a user's behaviour.



What is the Quiz Funnel?

(1), (2) & (3)

What is the Quiz Funnel?

Overview of the survey Table

In order to help their users find the perfect frame, Warby Parker have created a style quiz that has 5 key questions:

- “What are you looking for?”
- “What’s your fit?”
- “Which shapes do you like?”
- “Which colors do you like?”
- “When was your last eye exam?”

The responses for each user are stored within a table named `survey`. The schema for this table can be found below, with the code and type of results yielded to demonstrate this being shown to the right. In order to allow the query to operate quickly and to show the information in a controlled way, the `LIMIT` clause will be used to specify a maximum of 10 rows within the results.

question	user_id	response
TEXT	TEXT	TEXT

```
-- (1)
```

```
SELECT *  
FROM survey  
LIMIT 10;
```

Query Results		
question	user_id	response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What's your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

What is the Quiz Funnel?

What is the number of responses for each question?

Not every user would have completed the Style Quiz from Warby Parker. It is important to gain insight as to which questions may have prompted a user to stop working on a survey. The number of users to complete each question can be found by querying the `survey` table, with the results to this being found below.

Query 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

- Question 1 – 500 Users
- Question 2 – 475 Users (-25)
- Question 3 – 380 Users (-95)
- Question 4 – 361 Users (-19)
- Question 5 – 270 Users (-91)

```
-- (2)

SELECT question,
       COUNT(DISTINCT user_id)
FROM survey
GROUP BY 1;
```

<- In selecting the question as the first column and then counting the number of users that responded to each, we are able to begin to see the funnel. The **GROUP BY** clause groups the results to each question, with the results already being ordered to represent the funnel.

What is the Quiz Funnel?

Which questions of the survey have a lower completion rate?

Based on the results of the previous slide, the completion rate (%) can be calculated to show the percentage completion rate from question to question. SQL could be used to calculate this percentage change, however this isn't necessarily the easiest and most efficient way to do it. Instead, a spreadsheet program, such as Microsoft Excel can be used to display this information. The results of this have been reformatted from Microsoft Excel on the right hand side. Based on the completion rate, certain deductions can be made on why users may have been more reluctant to answer certain questions:

- Question 3 – “Which shapes do you like?”

This question may perhaps be problematic for the user as they may not know what shape suits them, hence the need to take the quiz in the first instance. For this reason, the question may seem vague, unanswerable and personal due to the person's taste. Following on from the previous question, “What's your fit?”, users may be confused as to what the difference in the “shape” and “fit” is, querying the repetition of the question and therefore not completing.

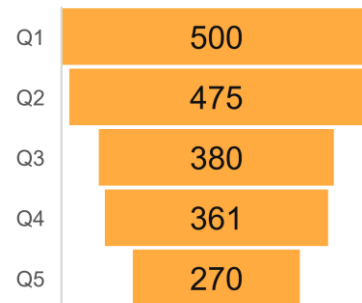
- Question 5 - “When was your last eye exam?”

This question could be seen as personal, with users perhaps not wanting to divulge this information, and perhaps not remember when their last eye exam was. Another reason is that this question isn't relevant to users when they wish to use Warby Parker when purchasing sunglasses and not eyeglasses.

Question Number	Number of Answers	Percentage completion of each question
1	500	100.00%
2	475	95.00%
3	380	80.00%
4	361	95.00%
5	270	74.79%

Formulas used:

- $b2/b2 = 100.00\%$
- $b3/b2 = 95.00\%$
- $b4/b3 = 80.00\%$
- $b5/b4 = 95.00\%$
- $b6/b5 = 47.79$





A/B Testing with Home Try-On Funnel

(4) & (5)

A/B Testing with Home Try-On Funnel

Table Overview for quiz, home_try_on, purchase

Warby Parker have a purchase funnel which follows users from undertaking the style quiz to purchasing a pair of glasses:

Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses

During the Home Try-on stage of the process, Warby Parker will be conducting an A/B test where:

- 50% of users will get to try on 3 pairs of glasses
- 50% of users will get to try on 5 pairs of glasses

Ultimately, we will be able to answer how the funnel is different between the two groups, or in more layman terms, whether or not users who get to try on more pairs will be more likely to make a purchase.

However, before getting to this stage, it is important to understand the table structure of each of the tables that this data is held within. The data is distributed across three tables in line with the purchase funnel:

- Take the style quiz – **quiz** table
- Home Try-On – **home_try_on** table
- Purchase the perfect pair of glasses – **purchase** table

The column names for each of these tables and their structure can be seen within the results on the right hand side of this slide, and are shown using 3 simple queries that are limited to 5 rows.

```
-- (4)
```

```
SELECT *  
FROM quiz  
LIMIT 5;
```

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

```
SELECT *  
FROM purchase  
LIMIT 5;
```

Query Results					
user_id	style	fit	shape	color	
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise	
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black	
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone	
75bc6ebd-40cd-4e1d-a301-27dd93b12e2	Women's Styles	Narrow	Square	Two-Tone	
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black	
user_id	number_of_pairs		address		
d8add87-3217-4429-9a01-d56d68111da7	5 pairs		145 New York 9a		
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs		383 Madison Ave		
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs		287 Pell St		
4e71850e-8bbf-4e6b-acc-49a7bb46c586	3 pairs		347 Madison Square N		
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs		182 Cornelia St		
user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-ab1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fd106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

A/B Testing with Home Try-On Funnel

Table Overview for quiz, home_try_on, purchase (cont.)

The primary key for each of the tables is the `user_id` column, which is a unique ID to each user of the Warby Parker site. The corresponding information within each table is held in columns based on the stage of the process the user has made it to. The columns within each table is noted below:

- quiz
 - `user_id`
 - `style`
 - `fit`
 - `shape`
 - `color`
- home_try_on
 - `user_id`
 - `number_of_pairs`
- purchase
 - `user_id`
 - `product_id`
 - `style`
 - `model_name`
 - `color`
 - `price`

```
-- (4)
```

```
SELECT *  
FROM quiz  
LIMIT 5;
```

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

```
SELECT *  
FROM purchase  
LIMIT 5;
```

Query Results					
user_id	style	fit	shape	color	
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise	
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black	
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone	
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone	
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black	
user_id	number_of_pairs		address		
d8add87-3217-4429-9a01-d56d68111da7	5 pairs		145 New York 9a		
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs		383 Madison Ave		
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs		287 Pell St		
4e71850e-8bbf-4e6b-acc-49a7bb46c586	3 pairs		347 Madison Square N		
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs		182 Cornelia St		
	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fd106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

A/B Testing with Home Try-On Funnel

Unique user evaluation

To create a table that takes the information from these tables and portrays it in a way where an evaluation can begin to take place for the A/B test, a LEFT JOIN can be used on the user_id across all three tables to represent a single users' progression. The table structure that will be used to display this information can be noted below.

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc	True	3	False

Each row within the table will represent a single user, with the following criteria/ information being used:

- If the use has any entries in home_try_on, then is_home_try_on will be 'True'.
- number_of_pairs comes from the home_try_on table
- If the user has any entries in is_purchase, then is_purchase will be 'True'.

This will accurately represent the purchase funnel, from the top of the funnel with the user browsing, to the bottom of the funnel where they purchase a pair of glasses.

To limit the information for the purpose of this exercise, a LIMIT clause has been placed on the query to limit the results to 10 rows to allow the query to run efficiently. 1= True, 0 = False.

```
-- (5)

SELECT q.user_id,
       h.user_id IS NOT NULL AS 'is_home_try_on',
       h.number_of_pairs,
       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
LIMIT 10;
```

Query Results			
user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0	∅	0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0	∅	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	∅	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0



Final Analysis

(6)

A/B Testing with Home Try-On Funnel

Final Evaluation and Actionable Insights

Now that the data is in a table that portrays the purchase funnel for Warby Parker, it can be analysed in several ways, for example:

- The overall conversion rates can be calculated
- The conversion rates from each stage can be compared
- The results of the A/B test with a comparison in the purchase rates between customer who had tried on 3 pairs and 5 pairs

The following slides will offer an in depth evaluation alongside insights for Warby Parker to understand their purchase funnel so they may action business changes where appropriate.

Overall Conversion Rate (Quiz -> Purchase)

```
-- Overall Conversion Rate

WITH purchase_funnel AS (
  SELECT DISTINCT q.user_id,
                  h.user_id IS NOT NULL AS 'is_home_try_on',
                  h.number_of_pairs,
                  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 'quiz_participants',
         SUM (is_purchase) AS 'total_purchases'
  FROM purchase_funnel;
```

Query Results	
quiz_participants	total_purchases
1000	495

- The total number of participants in the quiz has been 1000
- A total of 495 distinct users have purchased a pair of glasses
- This is a total conversion rate of 49.5% from the top of the funnel to the bottom of the funnel
- It would be valuable for Warby Parker to look at methods in which they can improve this overall conversion, with the home_try_on_service potentially not being enough.

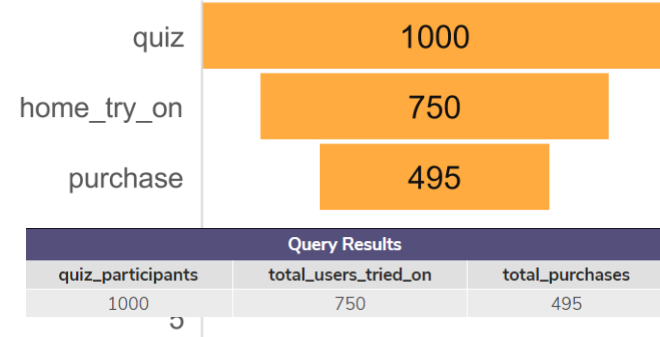
Final Evaluation and Actionable Insights (cont.)

Conversion throughout the Purchase Funnel

- The total number of participants thus far in the quiz is 1000
- 750 of the users then opted to try on a pair of glasses at home
- Of this 750, 495 users then chose to purchase a pair of glasses from Warby Parker
- The percentage conversion rate for each stage can be seen below, and has been reformatted from MS Excel.

Stage of Purchase Funnel	Number of Users	Conversion Rate
quiz	1000	100.00%
home_try_on	750	75.00%
purchase	495	66.00%

- 75% of users tried on glasses at home that took the quiz
- 66% of users purchased glasses after having tried them on at home
- A large number of users interacted well with the results of the quiz which led them to take the option of trying on glasses at home
- Just under 2/3 of users purchased glasses after trying them on at home, demonstrating a good conversion rate.



```
-- Purchase Funnel Overview

WITH purchase_funnel AS (
SELECT DISTINCT q.user_id,
                h.user_id IS NOT NULL AS 'is_home_try_on',
                h.number_of_pairs,
                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 'quiz_participants',
       SUM (is_home_try_on) AS 'total_users_tried_on',
       SUM (is_purchase) AS 'total_purchases'
FROM purchase_funnel;
```


A/B Testing with Home Try-On Funnel

Final Evaluation and Actionable Insights (cont.)

A/B Test Results

As previously discussed, Warby Parker had run an A/B test to see if either three or five pairs of glasses provided at the home try on stage would lead to the most purchases. Initially, it is important to see the number of users that tried on 5 pairs, and then number that tried on 3 pairs, with the results of this being seen below...

```
-- A/B Test Result pt.1
```

```
SELECT DISTINCT number_of_pairs,
COUNT(DISTINCT CASE
    WHEN number_of_pairs = '3 pairs' THEN
user_id
END) AS '3 Pair Test',
COUNT(DISTINCT CASE
    WHEN number_of_pairs = '5 pairs' THEN
user_id
END) AS '5 Pair Test'
FROM home_try_on
GROUP BY 1
ORDER BY 1;
```

Query Results		
number_of_pairs	3 Pair Test	5 Pair Test
3 pairs	379	0
5 pairs	0	371

...As seen from the table, 379 users tried on 3 pairs, and 371 tried on 5 pairs. From here, it is important to understand the total number of users that then purchased a pair of glasses from Warby Parker.

```
-- A/B Test Result pt.2
```

```
SELECT DISTINCT home_try_on.number_of_pairs,
COUNT(DISTINCT CASE
    WHEN home_try_on.number_of_pairs = '3 pairs' AND purchase.user_id =
home_try_on.user_id THEN home_try_on.user_id
END) AS '3 Pair Purchase',
COUNT(DISTINCT CASE
    WHEN home_try_on.number_of_pairs = '5 pairs' AND purchase.user_id =
home_try_on.user_id THEN home_try_on.user_id
END) AS '5 Pair Purchase'
FROM home_try_on
LEFT JOIN purchase
    ON purchase.user_id = home_try_on.user_id
GROUP BY 1
ORDER BY 1;
```

Query Results		
number_of_pairs	3 Pair Purchase	5 Pair Purchase
3 pairs	201	0
5 pairs	0	294

3 Pairs: 201/379 = 53.03%

5 Pairs: 294/371 = 79.25%

According to the results, 5 pairs is the number of glasses that will most likely lead to a purchase, and therefore this is the number of glasses Warby Parker should look to offer to their customers.

Final Evaluation and Actionable Insights (cont.)

Are women's or men's styles most popular?

The results of the above question can lead to Warby Parker having an understanding on which styles are most popular. This can allow them to make informed decisions in relation to which gender are most likely to purchase their product, allowing them to aim marketing campaigns and website design to appeal more to that gender.

Based on the results seen to the right hand side, the following conclusions can be made:

- 469 users preferred women's styles in the quiz
- 432 users preferred men's styles in the quiz
- 252 users purchased women's glasses
- 234 users purchase men's glasses

Mens: $243/432 = 56.25$

Womens: $252/469 = 53.73\%$

This demonstrates that although more women take the quiz, men are more likely to purchase glasses, however the difference is relatively small (2.52%).

```
-- Quiz Results and Purchase
```

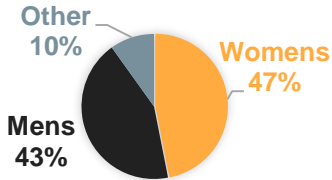
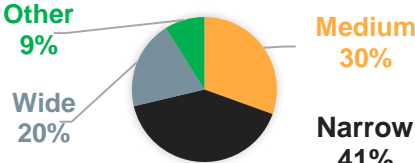
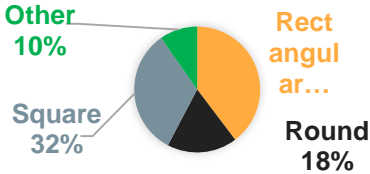
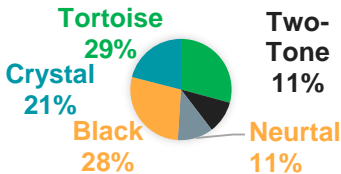
```
SELECT COUNT(DISTINCT CASE
              WHEN q.style = 'Women's Styles' THEN q.user_id
            END) AS 'Quiz Womens',
COUNT(DISTINCT CASE
              WHEN p.style = 'Women's Styles' THEN p.user_id
            END) AS 'Purchase Womens',
COUNT(DISTINCT CASE
              WHEN q.style = 'Men's Styles' THEN q.user_id
            END) AS 'Quiz Mens',
COUNT(DISTINCT CASE
              WHEN p.style = 'Men's Styles' THEN p.user_id
            END) AS 'Purchase Mens'
FROM quiz AS 'q'
LEFT JOIN purchase AS 'p'
      ON p.user_id = q.user_id;
```

Query Results			
Quiz Womens	Purchase Womens	Quiz Mens	Purchase Mens
469	252	432	243

Final Evaluation and Actionable Insights (Cont.)

Most Common Quiz Results

At the quiz stage, users are prompted to select an answer from a multiple choice list. In order to further understand an overall preference for each type of product, it is important to understand how users answered each question. The following table will set out the results as answered by all users.

	Style	Fit	Shape	Color
Query	-- Common Quiz Results - style <pre>SELECT COUNT(*), COUNT(DISTINCT CASE WHEN style = 'Women's Styles' THEN user_id END) AS 'W', COUNT(DISTINCT CASE WHEN style = 'Men's Styles' THEN user_id END) AS 'M' FROM quiz;</pre>	-- Common Quiz Results - fit <pre>SELECT COUNT(*), COUNT(DISTINCT CASE WHEN fit='Medium' THEN user_id END) AS 'M', COUNT(DISTINCT CASE WHEN fit='Narrow' THEN user_id END) AS 'N', COUNT(DISTINCT CASE WHEN fit='Wide' THEN user_id END) AS 'W' FROM quiz;</pre>	-- Common Quiz Results - shape <pre>SELECT COUNT(shape IS NOT NULL), COUNT(DISTINCT CASE WHEN shape='Rectangular' THEN user_id END) AS 'Rec', COUNT(DISTINCT CASE WHEN shape='Round' THEN user_id END) AS 'Rou', COUNT(DISTINCT CASE WHEN shape='Square' THEN user_id END) AS 'Squ' FROM quiz;</pre>	-- Common Quiz Results - color <pre>SELECT SUM(color = 'Tortoise'), SUM(color = 'Black'), SUM(color = 'Two-Tone'), SUM(color = 'Crystal'), SUM(color = 'Neutral') FROM quiz;</pre>
Results	Women's Styles = 469 Men's Styles = 432 I'm not sure. Lets skip it = 99	Medium = 305 Narrow = 408 Wide = 198 I'm not sure. Lets skip it = 89	Rectangular = 397 Round = 180 Square = 326 I'm not sure. Lets skip it = 97	Tortoise = 292 Black = 280 Two-Tone = 104 Crystal = 210 Neutral = 114
Graph	 <p>Other 10% Womens 47% Mens 43%</p>	 <p>Other 9% Wide 20% Narrow 41% Medium 30%</p>	 <p>Other 10% Rectangular 32% Round 18% Square 32%</p>	 <p>Tortoise 29% Black 28% Two-Tone 11% Crystal 21% Neutral 11%</p>
Recommendations	<ul style="list-style-type: none"> - Women's styles are more popular than men's so Warby could focus on marketing to men - Near a tenth of answers had users unsure, Warby Parker should perhaps look to offer more clarification or give an option for unisex. 	<ul style="list-style-type: none"> - The Narrow fit is by far the most popular fit. - Warby Parker could use this information to target users with discount on narrow glasses for example, or know to increase their stock levels for this fit. - Some users may be unclear on the clarification of the fit so need more info. 	<ul style="list-style-type: none"> - Rectangular and Square are the most popular glasses shape - Shapes need further clarification or more options for users to avoid users skipping. 	<ul style="list-style-type: none"> - Tortoise and Black are by far the most popular options. - No clarification on what two-tone means or entails could lead to some confusion.

Further Information

Further Statistics for Warby Parker

Average Product price = 112.72

```
-- Further Statistics

SELECT ROUND(AVG(price),2)
FROM purchase;
```

Total income = 55795

```
-- Further Statistics

SELECT SUM(price)
FROM purchase;
```

Most popular model purchased – Eugene Narrow

```
-- Further Statistics

SELECT DISTINCT model_name, COUNT(user_id)
FROM purchase
GROUP BY model_name
ORDER BY model_name;
```

Price spent on glasses user total - 95

```
-- Further Statistics

SELECT DISTINCT price, COUNT(user_id)
FROM purchase
GROUP BY price
ORDER BY price;
```

price	Count(user_id)
50	41
95	261
150	193

Most popular color purchased = Jet Black

```
-- Further Statistics

SELECT DISTINCT color, COUNT(user_id)
FROM purchase
GROUP BY color
ORDER BY color;
```

Lowest Priced Product = 50

```
-- Further Statistics

SELECT MIN(price)
FROM purchase;
```

Highest Priced Product = 150

```
-- Further Statistics

SELECT MAX(price)
FROM purchase;
```

Final Evaluation and Actionable Insights - Conclusion

A number of key conclusions can be drawn from the analysis on the Quiz Funnel and Home Try-On Funnel

Quiz Funnel

The quiz funnel demonstrated that with ambiguity in questions, as well as asking more personal information, users may not answer a question which can limit the number of users that then continue throughout the quiz. From the 500 people that took the survey, only 270 completed it – a 54% conversion rate. The lowest number of completions were question 3 and 5, with the reasoning for this being analysed in slide 9. Between these two questions alone, 186 users chose not to answer, which is 80.87% of the users that withdrew from answering the quiz.



Home Try-On Funnel

- The overall conversion from the quiz to purchase is 49.5%. This then breaks down throughout the full funnel to 1000 > 750 > 495. Although 49.5 is a solid conversion rate, there are improvements that could be made.
- Such improvements could be done through only offering users 5 pairs to try on. The reasoning behind this is that the results of the A/B test show that 79.25% of users that tried 5 pairs against 53.03% who tried 3 pairs then proceeded to purchase a pair of glasses. This should lead to a higher overall conversion rate.
- The most popular pair of glasses sold is the Eugene Narrow. Perhaps if Warby Parker were to send these as one of the 5 pairs in the home try-on box, users would be more likely to purchase them.
- Men's glasses are more likely to be purchased, however women's glasses are selected more at the quiz stage. Perhaps discounts on women's styles could lead to more purchases, and marketing campaigns to target more men to Warby Parker could ultimately lead to a more balanced, and more effective outreach and conversion.

