codecademy

Warby Parker (Usage Funnels)

Learn SQL from Scratch

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1. 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.

2. Quiz Funnel

To help users find their perfect frame, Warby Parker has a Style Quiz that has the following 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?”

In order to understand better their users’ behavior, we analyzed the completion rates from this quiz.

Quiz Analysis

- From our analysis we see that questions three and five (3,5) have the lower completion rates
- Question 3: Probably they do not have a particular preference and chose to leave this one open to suggestions from the site.
- Question 5: Probably they do not want to share or do not remember this information. Perhaps if they finally choose to order from the site they will provide an updated prescription.

Question	Answers	Completion rates
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	74,79%

3. Warby Parker’s purchase funnel

Warby Parker's purchase funnel is:
Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses

We analyzed this funnel to get some insights over the customer’s behavior.

The findings are summarized on the next table.

Quiz, home try-on and purchases

We analyzed the number of users that took the quiz and proceeded to home try-on (first query = Q1). Then we checked how many users who took the home try-on made a purchase (Q2).

- We see that 75% of users who take the quiz proceed to home try-on.
- We see that 66% of those who proceeded to home try-on made a purchase.

```
-- You can put your query here
Q1
select distinct count(quiz.user_id), home_try_on.user_id is not
null as 'is_home_try_on' from quiz left join home_try_on on
quiz.user_id = home_try_on.user_idgroup by 2;

Q2
select distinct count(quiz.user_id), home_try_on.user_id is not
null as 'is_home_try_on', purchase.user_id is not null as
'is_purchase'from quiz left join home_try_on on quiz.user_id =
home_try_on.user_idleft join purchaseon purchase.user_id =
quiz.user_idwhere is_home_try_on is not 0
group by 3;
```

Q1

Number of Users	Home try-on	Rates (%)
250	No	25
750	Yes	75

Q2

Number of Users	Home try-on	Purchase
255	Yes	No
495	Yes	Yes

4. A/B Testing with Home Try-On Funnel

During the Home Try-On stage, Warby Parker is conducting an A/B Test:
50% of the users will get **3** pairs to try on
50% of the users will get **5** pairs to try on

We analyzed this funnel to get some insights over the customer's behavior.

The findings are summarized on the next table.

A/B testing-home try-on and purchases

We analyzed the number of users that got 3 and 5 pairs to home try-on (Q3). Then we checked how many users purchased in relation to the number of pairs they got (Q4).

- 379 (50,53%) customers received 3 pairs and 371 (49,47%) received 5 pairs.
- 79,25% of those who received 5 pairs made a purchase, while 53,03% of those who received 3 pairs made a purchase.

```
Q3
select distinct count(quiz.user_id), home_try_on.user_id is not null
as 'is_home_try_on', home_try_on.number_of_pairs, purchase.user_id is
not null as 'is_purchase'
from quiz left join home_try_on on quiz.user_id =
home_try_on.user_idleft join purchaseon purchase.user_id =
quiz.user_idwhere is_home_try_on is not 0
group by 3;

Q4
select distinct count(quiz.user_id), home_try_on.user_id is not null
as 'is_home_try_on', home_try_on.number_of_pairs, purchase.user_id is
not null as 'is_purchase'
from quiz left join home_try_on on quiz.user_id =
home_try_on.user_idleft join purchaseon purchase.user_id =
quiz.user_idwhere is_purchase is not 0
group by 3;
```

Q3

Number of Users	Home try-on	Number of pairs	Purchase
379	Yes	3 pairs	No
371	Yes	5 pairs	Yes

Q4

Number of Users	Home try-on	Number of pairs	Purchase
201 out of 379	Yes	3 pairs	Yes
294 out of 371	Yes	5 pairs	Yes

5. More actionable Insights

From further analysis of our data we can draw many interesting insights.

By combining data from all tables we can get some actionable insights.

The findings are summarized on the next table.

More actionable insights

We analyzed the number of users that made purchases in relation to model and price.

- The most popular model was “Eugene Narrow” (Q5)
- However, in terms of revenue the model “Dawes” was the most profitable (Q6)

```
select distinct count(quiz.user_id), home_try_on.user_id is not null
as 'is_home_try_on', home_try_on.number_of_pairs, purchase.user_id is
not null as 'is_purchase', purchase.model_name, purchase.style,
purchase.color, purchase.price, count(quiz.user_id) * purchase.price
AS Revenue
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 is_purchase is not 0
group by 5;
```

Number of Users	Home try-on	Number of pairs	Purchase	Model	Style	Color	Price	Revenue
95	1	5 pairs	1	Brady	Men's Styles	Layered Tortoise Matte	95	9025
107	1	5 pairs	1	Dawes	Men's Styles	Jet Black	150	16050
116	1	3 pairs	1	Eugene Narrow	Women's Styles	Rose Crystal	95	11020
86	1	3 pairs	1	Lucy	Women's Styles	Elderflower Crystal	150	12900
41	1	5 pairs	1	Monocle	Men's Styles	Endangered Tortoise	50	2050
50	1	5 pairs	1	Olive	Women's Styles	Pearled Tortoise	95	4750