

Marketing Funnels

Analyze Data with SQL

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Table of Contents

Marketing Funnel Analysis

- Context
- Survey Funnel
- A/B Test Query

CONTEXT

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

home_try_on	
name	type
user_id	TEXT
number_of_pairs	TEXT
address	TEXT
Rows: 750	
purchase	
name	type
user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER
Rows: 495	
survey	
name	type
question	TEXT
user_id	TEXT
response	TEXT
Rows: 1986	
quiz	
name	type
user_id	TEXT
style	TEXT
fit	TEXT
shape	TEXT
color	TEXT
Rows: 1000	

Survey Funnel

Survey Funnel

Users will “give up” at different points in the survey. Let’s analyze how many users move from Question 1 to Question 2, etc.

```
SELECT question,  
       COUNT(DISTINCT user_id) as 'num_users'  
FROM   survey  
GROUP BY question  
LIMIT 10;
```

Query Results	
question	num_users
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

A/B Test Query

Home Try-On Funnel

Warby Parker's purchase funnel is:

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

During the Home Try-On stage, we will be 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

Let's find out whether or not users who get more pairs to try on at home will be more likely to make a purchase.

Query Results

Total	Home_try_on	Purchase	Percentage Home try on	Percentage purchase
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1000	750	495	0.75	0.66
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Query Results

number_of_pairs	Home Try On	Purchase
3 pairs	379	201
5 pairs	371	294

```
--Temporary Table
WITH 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 q.user_id=h.user_id
    LEFT JOIN purchase as 'p'
    ON h.user_id=p.user_id
)
--Users that go through each stage
SELECT COUNT(*) as 'Total',
    SUM(is_home_try_on) as 'Home_try_on',
    SUM(is_purchase) as 'Purchase',
    1.0*SUM(is_home_try_on) / COUNT(user_id) as
'Percentage Home try on',
    1.0*SUM(is_purchase) / SUM(is_home_try_on) as
'Percentage purchase'
FROM funnel;
```

```
--A/B Test Query
SELECT number_of_pairs,
    SUM(is_home_try_on) as 'Home Try On',
    SUM(is_purchase) as 'Purchase'
FROM funnel
WHERE number_of_pairs is not null
GROUP BY number_of_pairs
LIMIT 10;
```