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Usage Funnels with Warby Parker
Ostrovska Maria

About

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.

For every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.

In this project, we will analyze Warby Parker **marketing funnels** in order to calculate conversion rates.

WARBY PARKER
eyewear

Report plan

1. Quiz funnel
2. Purchase rate by 'try on'
3. Conversion rate
4. Conclusion

1. Quiz funnel

What is the completion rate of the quiz?

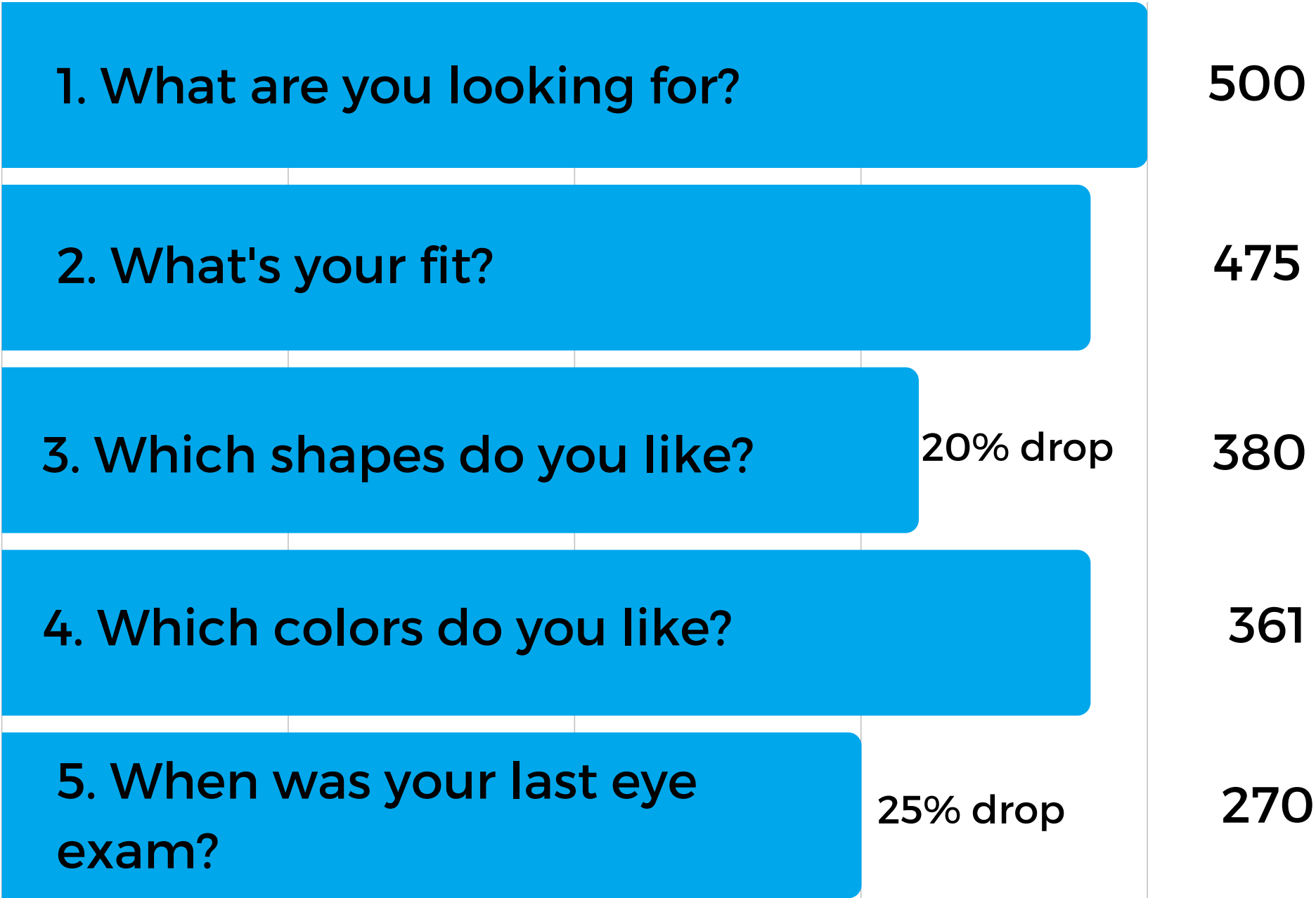| question	COUNT (DISTINCT user_id)	Completion rate, %
1. What are you looking for?	500	
2. What's your fit?	475	95
3. Which shapes do you like?	380	80
4. Which colors do you like?	361	95
5. When was your last eye exam?	270	75
Overall completion rate	270	54

Completion rate of the quiz= 54%.
Nearly every second completes the whole quiz.

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

1. Quiz funnel

What is the completion rate of the quiz?

The **3rd** and **5th questions** are the most challenging because not everyone knows the shapes of glasses they prefer. Moreover, some people don't remember when they took an eye exam for the last time. These questions should be modified.

Question	Value
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like? — 20% drop	380
4. Which colors do you like?	361
5. When was your last eye exam? — 25% drop	270

2. Purchase rate by 'try on'

How many **'try on home pairs'** of glass (3 or 5) will make the client more likely to purchase?

Let's conduct **the A/B test**:

50% of users got 3 pairs to try on

50% of users got 5 pairs to try on

2. Purchase rate by 'try on'

```
WITH base_table AS (
   SELECT DISTINCT q.user_id,
    h.user_id IS NOT NULL AS
'is_home_try_on',
   h.number_of_pairs AS 'AB_variant',
   p.user_id IS NOT NULL AS
'is_purchase'
   FROM quiz  q
   LEFT JOIN home_try_on  AS h
   ON q.user_id=h.user_id
   LEFT JOIN purchase  AS p
   ON p.user_id=q.user_id
)
SELECT AB_variant,
SUM (CASE WHEN is_home_try_on=1
    THEN 1
ELSE 0
END) AS 'home_trial',
SUM(CASE WHEN is_purchase=1
THEN 1
ELSE 0
END) AS 'purchase'
FROM base_table
GROUP BY AB_variant
HAVING home_trial>0;
```

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

2. Purchase rate by 'try on'

How many 'try on home pairs' of glass (3 or 5) will make the client more likely to purchase?

During **the A/B test** we found out that **53%** users bought a pair of glasses after trying 3 pairs and **79%** users bought a pair of glasses after trying 5 pairs.

Users who got **5 pairs** to try on **are more likely to buy** a pair of glasses.

AB_variant	home_trial	purchase	purchase rate, %
3 pairs	379	201	53
5 pairs	371	294	79

3.Conversion rate

How many customers who tried on glasses **made a purchase**?
Let's compare the **conversion** from 'quiz' to 'try on at home' and 'try on at home' to 'purchase'.

3.Conversion rate

```
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 q
LEFT JOIN home_try_on h
 ON q.user_id = h.user_id
LEFT JOIN purchase p
 ON p.user_id = q.user_id
LIMIT 10;

WITH q AS (
 SELECT '1-quiz' AS stage, COUNT(DISTINCT user_id)
 FROM quiz
),
 h AS (
 SELECT '2-home-try-on' AS stage, COUNT(DISTINCT
user_id)
 FROM home_try_on
),
p AS (
 SELECT '3-purchase' AS stage, COUNT(DISTINCT
user_id)
 FROM purchase
)
SELECT *
FROM q
UNION ALL SELECT *
FROM h
UNION ALL SELECT *
FROM p;
```

stage	COUNT(DISTINCT user_id)	Conversion rate,%
1-quiz	1000	
2-home-try-on	750	75
3-purchase	495	66

3.Conversion rate

66% of customers who tried on glasses made a purchase.

49.5%

Quiz
100%

Try on
75%

Purchase
66%
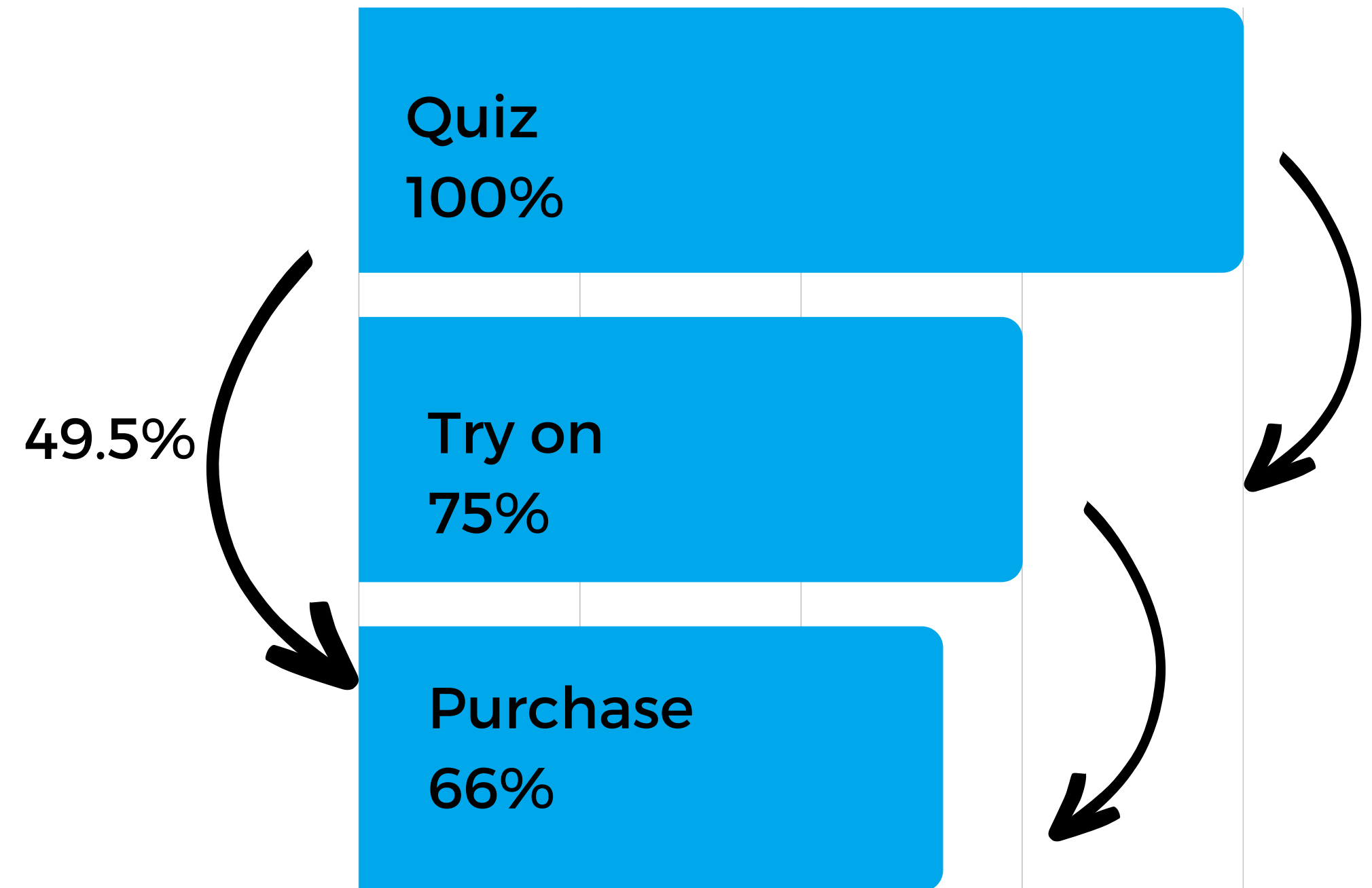
4. Conclusions

1. Make the 3rd and 5th questions easier to fulfill.
2. Send 5 pairs of glasses to try on instead of 3.

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Thank you for your attention!