



Usage Funnels w/ Warby Parker

Learn SQL from Scratch

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1. Style Quiz Responses



Style Quiz Responses

1. "What are you looking for?"
 - "Women's Styles" once
 - "I'm not sure. Let's Skip it" once
2. "What's your fit?"
 - "Medium was responded" with twice
 - "Narrow" once
3. "Which Shapes do you like?"
 - "round " one time
 - "Square" one time
4. "Which colors do you like?"
 - "Two-tone" once
5. "When was your last eye exam?"
 - "<1 year" twice

Style Quiz Responses Table

| | | |
|---------------------------------|--------------------------------------|------------------------------|
| 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 |



2. “When did surveyors stop responding?”



“When did surveyors stop responding?”

1. “What are you looking for?” 500 people remain
2. “What’s your fit?” 475 people remain
3. “Which shapes do you like?” 380 people remain
4. “Which colors do you like?” 361 people remain
5. “When was your last eye exam?” 270 people remain

| | |
|--------------------------------|-----|
| “What are you looking for?” | 500 |
| “What’s your fit?” | 475 |
| “Which shapes do you like?” | 380 |
| “Which colors do you like?” | 361 |
| “When was your last eye exam?” | 270 |

3. Question Completion Rates

Percentages of people who completed questions

1. Question 1 had a 100% completion rate with 500/500 people
2. Question 2 had a 95% completion rate with 475/500 people
3. Question 3 had a 76% completion rate with 380/500 people
4. Question 4 had a 72.2% completion rate with 361/500 people
5. Question 5 had a 54% completion rate with 270/500 people

Question 3 and question 5 have the biggest drops in completion and I think it is because people do not have a preference on the multitude of shapes for question 3 and for question five they just do not feel comfortable talking about when their last eye exam because it has nothing to do with the style of glasses.

Question Completion Rates Table

| | | | |
|-----------------------------------|-----|-------|--|
| 1. "What are you looking for?" | 500 | 1 | |
| 2. "What's your fit?" | 475 | 0.95 | |
| 3. "Which shapes do you like?" | 380 | 0.76 | |
| 4. "Which colors do you like?" | 361 | 0.722 | |
| 5. "When was your last eye exam?" | 270 | 0.54 | |

4. Home Try-On Funnel

Column Names

1. Quiz Table: user_id, style, fit, shape, color
2. Home_try_on Table: user_id, number_of_pairs, address
3. Purchase Table: user_id, product_id, style, model_name, color, price

Quiz Table

| 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 |

home_try_on Table

| 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-accb-49a7bb46c586 | 3 pairs | 347 Madison Square N |
| 3bc8f97f-2336-4dab-bd86-e391609dab97 | 5 pairs | 182 Cornelia St |

Purchase Table

| 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-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 |
| 01fdf106-f73c-4d3f-a036-2f3e2ab1ce06 | 8 | Women's Styles | Lucy | Jet Black | 150 |

5. Three Tables LEFT JOIN(ed)

| user_id | is_home_try_on | number_of_pairs | is_purchase |
|--------------------------------------|----------------|-----------------|-------------|
| 4e8118dc-bb3d-49bf-85fc-cca8d83232ac | yes | 3 pairs | no |
| 291f1cca-e507-48be-b063-002b14906468 | yes | 3 pairs | yes |
| 75122300-0736-4087-b6d8-c0c5373a1a04 | no | NULL | no |
| 75bc6ebd-40cd-4e1d-a301-27ddd93b12e2 | yes | 5 pairs | no |
| ce965c4d-7a2b-4db6-9847-601747fa7812 | yes | 3 pairs | yes |
| 28867d12-27a6-4e6a-a5fb-8bb5440117ae | yes | 5 pairs | yes |
| 5a7a7e13-fbcf-46e4-9093-79799649d6c5 | no | NULL | no |
| 0143cb8b-bb81-4916-9750-ce956c9f9bd9 | no | NULL | no |
| a4ccc1b3-cbb6-449c-b7a5-03af42c97433 | yes | 5 pairs | no |
| b1dded76-cd60-4222-82cb-f6d464104298 | yes | 3 pairs | no |



6. Individual tables important data




A. Quiz Table Data

Important Quiz Data


1. Styles are split almost 50/50 for Men's and Women's Styles (469 Women's 432 Men's)
2. Majority of people prefer the Narrow frame (408) followed close behind by Medium (305)
3. Majority of people prefer Rectangular (397) or Square (326) shaped frames
4. Black (280), Crystal (210), and Tortoise (292) are the preferred choice for color

Quiz Table

| Quiz Question | Quiz Response | Number of responses |
|---------------|----------------|---------------------|
| style | Not sure, skip | 99 |
| | Men's Styles | 432 |
| | Women's Styles | 469 |
| | | |
| fit | Not sure, skip | 89 |
| | Medium | 305 |
| | Narrow | 408 |
| | Wide | 198 |
| | | |
| shape | No Preference | 97 |
| | Rectangular | 397 |
| | Round | 180 |
| | Square | 326 |
| | | |
| color | Black | 280 |
| | Crystal | 210 |
| | Neutral | 114 |
| | Tortoise | 292 |
| | Two-Tone | 104 |



B. Home_try_on Table Data



Important Data from home_try_on table

Customers were split almost 50/50 between 3 pairs (50.54%) and 5 pairs (49.46%)

Home_try_on table

| # of pairs of glasses | # of responses |
|-----------------------|----------------|
| 3 pairs | 379 |
| 5 pairs | 371 |



C. Important data from Purchase Table



Important data from Purchase Table

1. Product_ID 3 and 10 sold the most with 3 selling 63 and 10 selling 62 followed by ID 9 with 54 sales
2. Men's and Women's styles sold almost 50/50 with Men's at 49% and 51% for Women's
3. Dawes and Eugene Narrow models sold the most at 107 sales for Dawes and 116 for Eugene Narrow being 45.1% of all sales.
4. Jet Black was the most sold color at 86 sales followed by Driftwood Fade at 63 sales
5. There were a total of 495 sales

Purchased Table

| Product_ID | # purchases | Style | # Purchased | Model_name | # Purchased | Color | # Purchased |
|------------|-------------|---------|-------------|---------------|-------------|------------------------|-------------|
| 1 | 52 | Men's | 243 | Brady | 95 | Driftwood Fade | 63 |
| 2 | 43 | Women's | 252 | Dawes | 107 | Elderflower Crystal | 44 |
| 3 | 63 | | | Eugene Narrow | 116 | Endangered Tortoise | 41 |
| 4 | 44 | | | Lucy | 86 | Jet Black | 86 |
| 5 | 41 | | | Monocle | 41 | Layered Tortoise | 52 |
| 6 | 50 | | | Olive | 50 | Pearled Tortoise | 50 |
| 7 | 44 | | | | | Rose Crystal | 54 |
| 8 | 42 | | | | | Rosewood Tortoise | 62 |
| 9 | 54 | | | | | Sea Glass Gray | 43 |
| 10 | 62 | | | | | | |



Joined Table Important Data



Joined Table important Data pt.1

66% of people who participated in the home try on purchased glasses

| # of glasses for HTO | # of People | # Home Try_ons | type of glasses purchased | # purchased | Total Purchased | % people who bought/didnt |
|----------------------|-------------|----------------|---------------------------|-------------|-----------------|---------------------------|
| 3 pairs | 379 | 750 | Men's | 243 | 495 | 0.66 |
| 5 pairs | 371 | | Women's | 252 | | |

Joint Table important data pt.2

Using the 10 people that are shown on the table we see that 70% of the people actually participated in the home try on.

4 people chose to try 3 pairs of glasses, the other 3 chose to try 5 pairs of glasses

2 out of 4 or 50% of the people who tried 3 pairs of glasses purchased glasses.

1 out of 3 or 33.33% of people who tried 5 pairs of glasses purchased glasses

So we can assume that half of people who tried 3 pairs will purchase glasses and one third of people who tried 5 will also purchase glasses.

Joint Table important data pt.2 Table

| User_ID | is_home_try_on | #_of_pairs | is_purchased |
|---------|----------------|------------|--------------|
| | TRUE | 3 pairs | FALSE |
| | TRUE | 3 pairs | TRUE |
| | FALSE | null | FALSE |
| | TRUE | 5 pairs | FALSE |
| | TRUE | 3 pairs | TRUE |
| | TRUE | 5 pairs | TRUE |
| | FALSE | null | FALSE |
| | FALSE | null | FALSE |
| | TRUE | 5 pairs | FALSE |
| | TRUE | 3 pairs | FALSE |

Fin.