

USAGE FUNNELS WITH WARBY PARKER

Analyze Data with SQL

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TABLE OF CONTENTS

- About the project
- Quiz Funnel
- Home Try-on Funnel

ABOUT THE PROJECT

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. A user is required to take a quiz to determine what type of glasses the person would like to test at home.

In this project, I am analyzing different Warby Parker marketing funnels in order to calculate conversion rates.

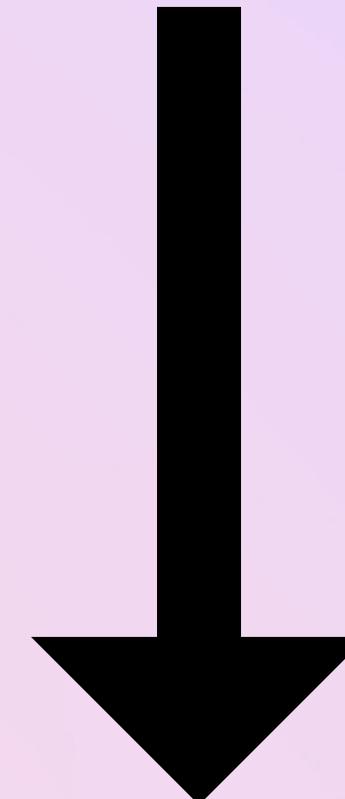
STYLE QUIZ: TO HELP USERS FIND THEIR PERFECT FRAME

We were able to look into the contents of the table 'survey' as shown below

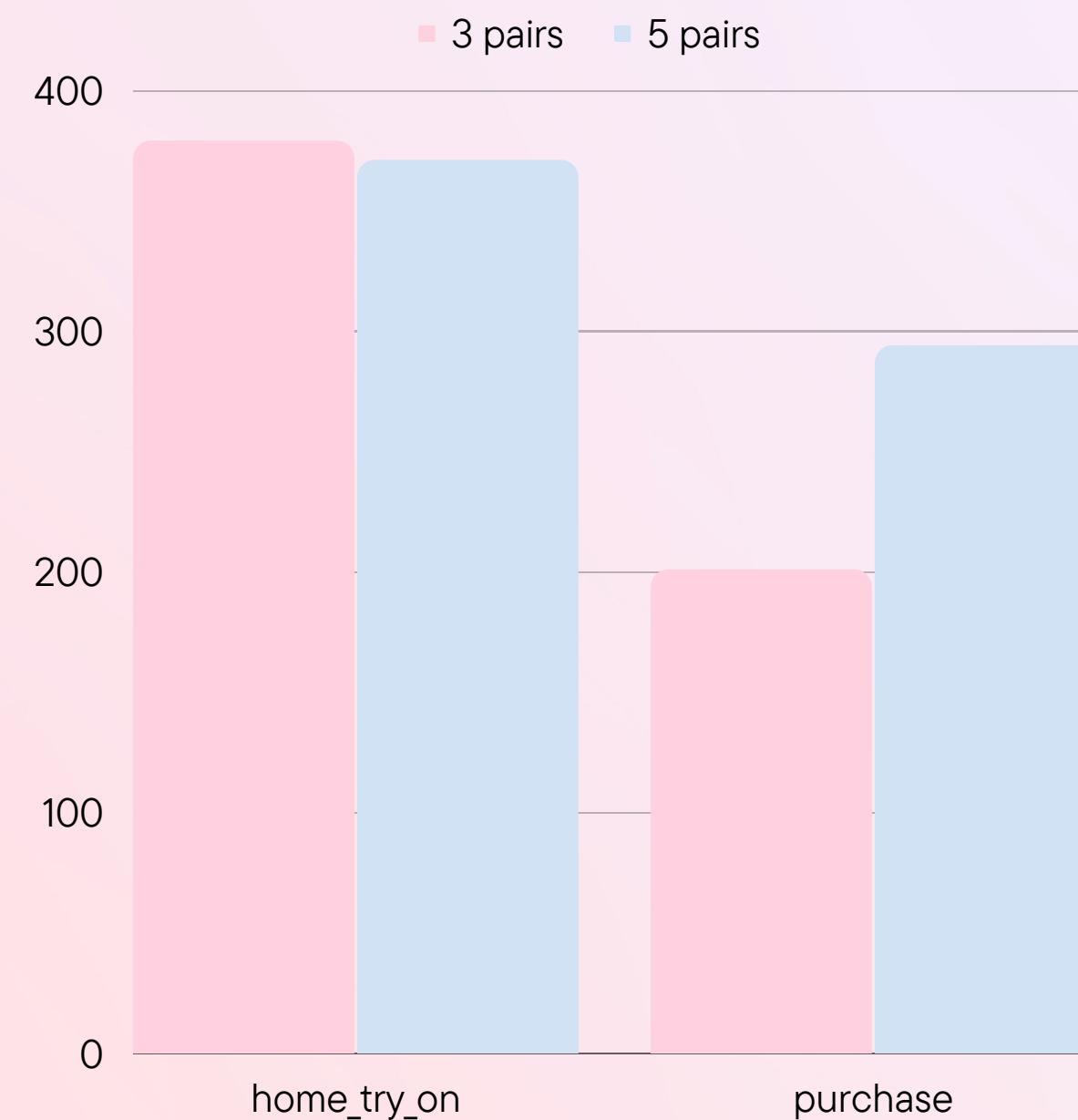
1.What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone

WHAT IS THE NUMBER OF RESPONSES FOR EACH QUESTION?

Question	Number of Users	Percent completing each question w.r.t the previous question
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	75%



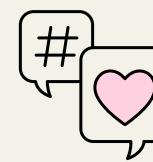
A/B TESTING RESULTS



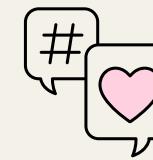
5-pair for home trials is more effective than the 3-pair home trials. Almost 80% of the 5 pair home trials resulted in a purchase.



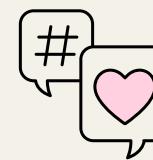
COMMON RESULTS OF THE STYLE QUIZ



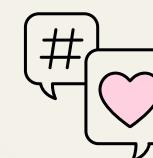
Most common style: Women's style



Most common fit: Narrow

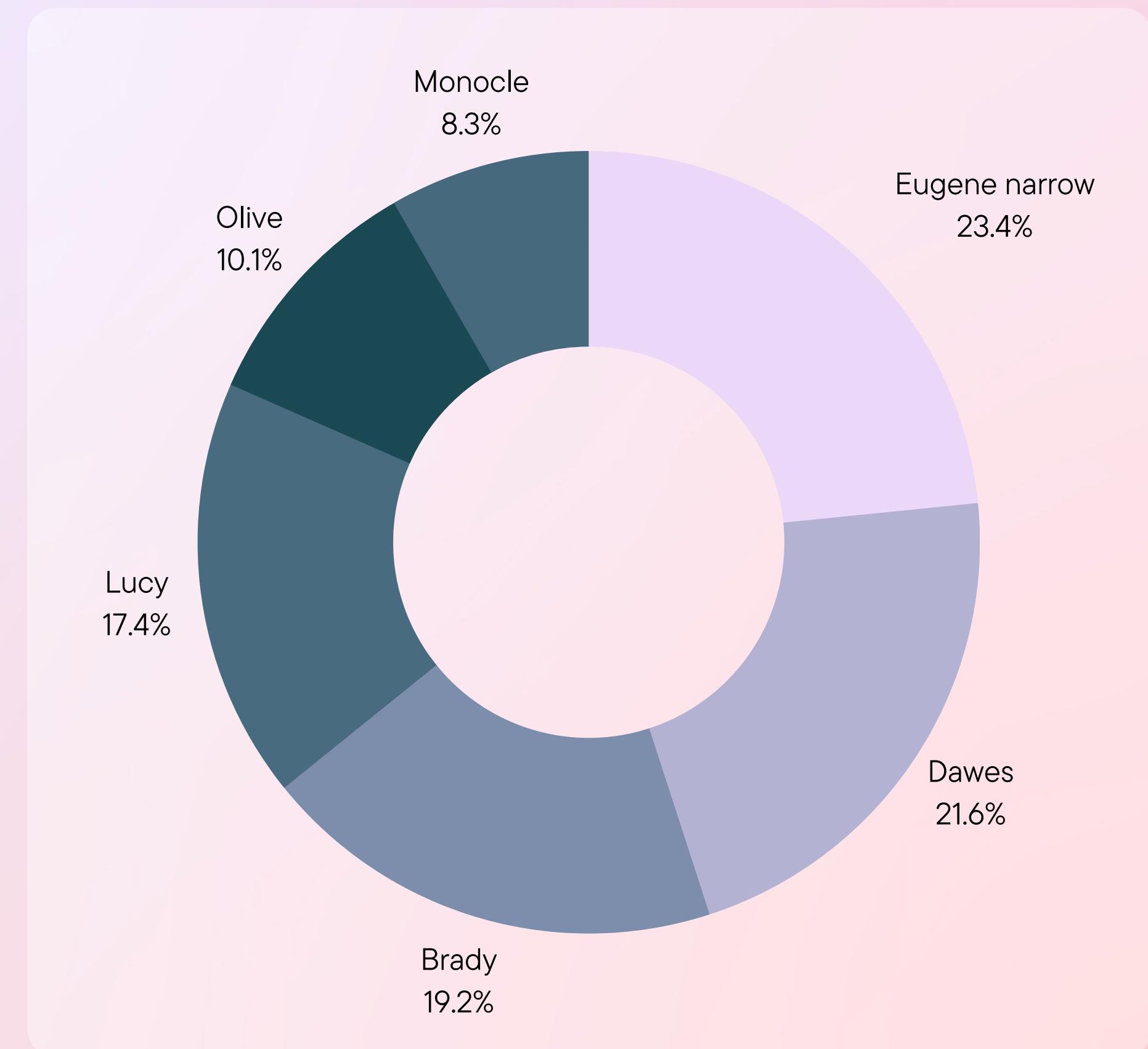


Most common shape: Rectangle



Most common color: Tortoise

MOST COMMON TYPES OF PURCHASES



THANK YOU

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