



Warby Parker Presentation

Learn SQL from Scratch

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October 24, 2018

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1. What columns does the table have?

1 What columns does the table have?

The table has given us 3 columns. They would be “question”, “user_id” and “response”.

Question	user_id	response
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

```
SELECT *  
FROM survey  
LIMIT 10;
```




**2. What is the number of
responses for each
question?**

2. What is the number of responses for each question?

- When we look at the data on the right hand side, we can see the responses decreased with every response. From the first question to the last you can see that by the end there were just above half the number of responses.

question	COUNT(DISTINCT user_id)
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



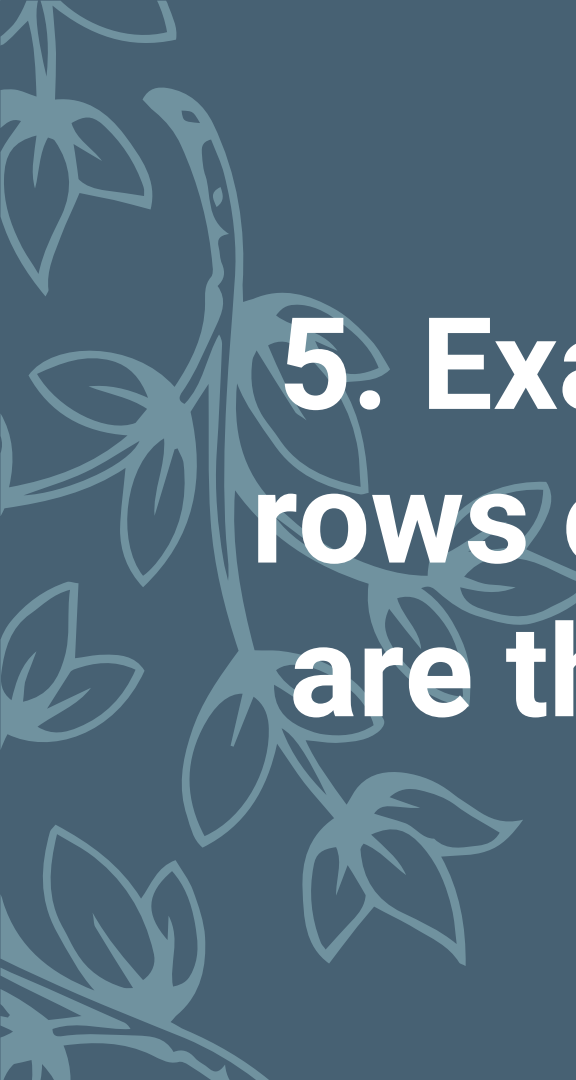
3 & 4. Which question(s) of the quiz have a lower completion rates? What do you think is the reason?

3. Which question(s) of the quiz have a lower completion rates? 4. What do you think is the reason?

- After reviewing the percentages, I drew the conclusion that the later questions have the lowest percentage rate. Our very first questions are at 95 and 100%. As we get down to the last 3 they drop from about a quarter less to almost half as many responses.
- Based on personal experience, usually it comes down to a loss of interest in survey. Usually if people aren't sure how to answer, or they no longer have an interest in the survey they will drop off mid answer.

Question	response	% answered
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72.2%
5. When was your last eye exam?	270	54%

```
SELECT question,  
        COUNT(DISTINCT user_id)  
FROM survey  
GROUP BY 1;
```

5. Examine the first five rows of each table; What are the column names?

5. Examine the first five rows of each table; What are the column names?

Warby Parker's purchase funnel is: Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses. Out of those 3 steps we found the following column names below.

user_id	style	fit	shape	color
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Take the Style Quiz

user_id	number_of_pairs	address
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Home Try-On

user_id	product_id	style	model_name	color	price
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Purchase the Perfect Pair of Glasses



**6. What are some
actionable insights for
Warby Parker?**

6.What are some actionable insights for Warby Parker?

Based on the data we have gathered here, we can see where the users tried on and whether they purchased a product or not. Warby would want to look at the 3 users who have purchased a pair and what they liked. He would mainly want to take a look and see the users that did not purchase but did try on pairs of glasses.

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	n/a	0
75bc6ebd-40cd-4e1d-a301-27dd93b12e2	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	n/a	0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0	n/a	0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

A decorative pattern of stylized teal leaves and branches is located on the left side of the slide, extending from the top to the bottom.

Conclusions

- As we can see from the data we gathered (see slide 8) we can see where users chose to answer. We can successfully draw a conclusion that as the quiz went on people were less likely to answer. Where this can be drawn to in understanding how it would affect us is in slide 12. We see where users were likely to take home a pair or purchase after.
- Combining this data together Warby would want to reevaluate the quiz and come up with better questions to ask. As well as see how he can improve his product to persuade people want to bring home his product.