

Warby Parker Usage Funnels

Presented by Andy DeMambro

Task 1

What columns does the table have?

question, user_id, response

Query:

select *

from survey

limit 10;

Task 2

What is the number of responses for each question?

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

Query:

```
select question, count(distinct user_id)
```

```
from survey
```

```
group by 1;
```

Task 3

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

Question 5 had the lowest completion rate at 54%. There were 270 responses to question 5 out of the 500 users who began the quiz. $270/500 = .54$, converted to a percentage is 54%.

The completion rate keeps dropping for each question. The reason may be the user doesn't know how many questions there are and is getting frustrated they haven't completed it yet. Or possibly the user doesn't know the specific date of they're last eye exam so they skipped the question.

Task 4

What are the column names?

Quiz table column names: User_id, style, fit, shape, color

Home_try_on table column names: user_id, number_of_pairs, address

Purchase table column names: user_id, product_id, style, model_name, color, price

Query:

```
select *  
from quiz  
limit 5;  
select *  
from home_try_on  
limit 5;  
select *  
from purchase  
limit 5;
```

Task 5

```
SELECT DISTINCT q.user_id,  
CASE WHEN h.user_ID IS NOT NULL  
    THEN 'True' ELSE 'False'  
END AS 'is_home_try_on',  
case when h.number_of_pairs is null then 'NULL' else  
h.number_of_pairs  
END as 'number_of_pairs',  
CASE WHEN p.user_id IS NOT NULL  
    THEN 'True' ELSE 'False'  
END 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;
```

Task 6

What are some actionable insights for Warby Parker?

1000 people took the quiz and 750 of those took home shoes to try on which is a 75% conversion rate. 495 of those people then went on to purchase which means there was a 49.5% conversion rate from quiz to purchase.

```
select count(distinct quiz.user_id) as 'quiz_user_id', count (distinct home_try_on.user_id) as 'home_try_on_user_id'  
from quiz  
left join home_try_on  
      on quiz.user_id = home_try_on.user_id;
```

```
select count (distinct home_try_on.user_id) as 'home_try_on_user_id', count (distinct purchase.user_id) as  
'purchase_user_id'  
from home_try_on  
left join purchase  
      on home_try_on.user_id = purchase.user_id;
```

Task 6 cont.

The most popular style from the quiz table is *Women's Styles*, the most popular fit is *wide*, the most popular shape is *square*, and the most popular color is *two-tone*.

```
select max(style), max(fit), max(shape),max(color)
from quiz;
```

The most popular style purchased is *Women's Styles*, the most popular model name is *Olive*, the most popular color fit is *Sea-Glass Gray*, and the most common price paid is *\$150*.