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1. Get familiar with Warby Parker

Warby Parker Marketing Funnels

Warby Parker is a transformative lifestyle brand that offers designer eyewear. There are two marketing funnels the company wants to look at to determine the effectiveness of the marketing efforts. These marketing funnels are:

- A quiz used by potential customers to find help them find their perfect frame and eyewear.
- A home try-on program where potential customers can try on multiple pairs of eyewear after taking the quiz before making a purchase.

2. What is the Quiz Funnel

Warby Parker Quiz Funnel

The quiz that potential customers take has 5 questions:

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

The table below shows the number of users who answered each question. It also shows the percent of users who answered each question of those who answered the previous question.

This data shows that questions 3 and 5 had the lowest completion rates.

Question	Count	Completion Rate
1. What are you looking for?	500	100.00%
2. What's your fit?	475	95.00%
3. Which shapes do you like?	380	80.00%
4. Which colors do you like?	361	95.00%
5. When was your last eye exam?	270	74.79%

```
--Number of responses for each question
SELECT COUNT(user_id), question
FROM survey
GROUP BY question;
```

Warby Parker Quiz Funnel

Questions 3 and 5 had the lowest completion rates. These questions are:

- Question 3: What shapes do you like?
- Question 5: When was your last eye exam?

Question 3 may have had a lower completion rate because users did not know which shape they like. They may also be unsure about which shape would look best on them without having tried them on. While there is an answer choice of no preference, respondents may have been unsure of their preference rather than not having a preference. This could have caused them to skip the question.

For question 5, the lower completion rate could be because participants did not want to provide this information. While there is an answer choice to select if they are unsure, since this was the last question of the quiz, it is possible that people who were unsure of their last eye exam chose to not answer this question rather than select this answer choice.

Warby Parker Quiz Funnel, Question 1

Question 1 on the quiz was: What are you looking for?

More participants selected men's styles for this question, though almost as many participants selected women's styles. There were 96 participants who indicated that they were unsure.

Answer	Count
I'm not sure. Let's skip it.	96
Men's Styles	242
Women's Styles	209

Warby Parker Quiz Funnel, Question 2

Question 2 asked: What's your fit?

A majority of participants answered narrow, with the next most common answer being medium. Very few participants selected wide as their fit.

Answer	Count
Medium	132
Narrow	208
Wide	88

Warby Parker Quiz Funnel, Question 3

Question 3 asked: Which shapes do you like?

A majority of respondents selected rectangular, with the next most common answer being square. Very few respondents selected round. Only 29 respondents selected no preference showing that most people who took the quiz and answered this question know which shape they like.

Answer	Count
No Preference	29
Rectangular	141
Round	91
Square	119

Warby Parker Quiz Funnel, Question 4

Question 4 was: Which colors do you like?

The most common responses were black or tortoise. The least common answer choices were two-tone and neutral.

Answer	Count
Black	112
Crystal	69
Neutral	36
Tortoise	117
Two-Tone	27

Warby Parker Quiz Funnel, Question 5

Question 5 asked: When was your last eye exam?

Most participants answered <1 year for this question. 36 participants indicated that they weren't sure.

Answer	Count
1-3 Years	56
3+ Years	37
<1 Year	141
Not Sure. Let's Skip It	36

3. What are Customers Purchasing

Customer Purchases by Color

Jet Black is the most popular color for customers to purchase with 86 purchases, a significantly higher number of purchases than the other colors. Elderflower Crystal, Sea Glass Gray, and Endangered Tortoise are the least popular colors for customers to purchase with all 3 colors have less than 50 purchases.

```
--Number of times each color was purchased
SELECT count(*), color
FROM purchase
GROUP BY 2
ORDER BY 1 DESC;
```

Count	Color
86	Jet Black
63	Driftwood Fade
62	Rosewood Tortoise
54	Rose Crystal
52	Layered Tortoise Matte
50	Pearled Tortoise
44	Elderflower Crystal
43	Sea Glass Gray
41	Endangered Tortoise

Customer Purchases by Model

Count	Model Name
116	Eugene Narrow
107	Dawes
95	Brady
86	Lucy
50	Olive
41	Monocle

Eugene Narrow is the most popular model for customers to purchase, with Dawes being the next popular model. The least popular models for customers to purchase are Olive and Monocle, both with significantly fewer purchases than the other models.

```
--Number of times each model was purchased
SELECT count(*), model_name
FROM purchase
GROUP BY 2
ORDER BY 1;
```

4. A/B Testing with Home Try-On Funnel

Warby Parker A/B Testing with Home Try-On Funnel

The Home Try-On Funnel consists of taking the quiz, receiving a number of pairs of eyewear to try on, and then making a purchase. First we want to look at the conversion rates from each step.

The table below shows the number of potential customers who completed each step of the home try-on funnel as well as the conversion rate between taking the quiz and participating in the home try-on and between participating in the home try-on and making a purchase.

75% of those who took the quiz, participated in the home try-on and of those who participated in the home try-on, 66% made a purchase.

num_quiz	num_home_try_on	num_purchase	quiz_to_home_try_on	home_try_on_to_purchase
1000	750	495	0.75	0.66

```
/*Combine 3 tables to create a new table called
funnels*/
WITH funnels AS(
SELECT q.user_id,
h.user_id IS NOT NULL AS 'is_home_try_on',
number_of_pairs,
p.user_id IS NOT NULL AS 'is_purchase'
FROM quiz AS 'q'
LEFT JOIN home_try_on AS 'h'
ON q.user_id = h.user_id
LEFT JOIN purchase AS 'p'
ON h.user_id=p.user_id)

/*Find the number of people who participated in
each stage of the funnel and conversation
rates*/
SELECT COUNT(*) 'num_quiz',
SUM(is_home_try_on) 'num_home_try_on',
SUM(is_purchase) 'num_purchase',
1.0*SUM(is_home_try_on)/COUNT(user_id)
'quiz_to_home_try_on',
1.0*SUM(is_purchase)/SUM(is_home_try_on)
'home_try_on_to_purchase'
FROM funnels;
```

Warby Parker A/B Testing with Home Try-On Funnel

The A/B Testing involved giving potential customers either 3 or 5 pairs of eyewear to try on in order to determine if one number of pairs was more likely to result in a purchase.

As shown in the table below, those customers who received 5 pairs to try on had a higher purchase rate. The purchase rate of those who received 5 pairs to try on was also higher than the overall purchase rate combining both groups, which was 66%. Therefore, it is recommended to allow potential customers to try on 5 pairs of eyewear rather than 3. This will increase the purchase rate significantly.

Number of Pairs	Count	Number of Purchases	Purchase Rate
3 pairs	379	201	53%
5 pairs	371	294	79%

```
/*Create a new table called funnels by
combining 3 tables*/
WITH funnels AS(SELECT q.user_id,
h.user_id IS NOT NULL AS
'is_home_try_on',
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 h.user_id=p.user_id)

/*Purchase rate based on number of
pairs*/
SELECT is_purchase,
COUNT(DISTINCT CASE
    WHEN number_of_pairs ='5 pairs'
    THEN user_id
    END)'5 pairs',
COUNT(DISTINCT CASE
    WHEN number_of_pairs ='3 pairs'
    THEN user_id
    END) '3 pairs'
FROM funnels
GROUP BY 1;
```

Overall Takeaways

- Reconsider questions 3 and 5 of the quiz. Determine if additional answer choices are needed to increase completion rates.

- For home try-on program, allow customers to try on 5 pairs of eyewear.