Analysis of Warby Parker Usage Funnels

Codecademy SQL Class

Question 1:

- The *survey* table contains the columns *question, user_id* and *response*

Question 2:

Question	Count
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

- Counts for completion of each survey question shown at left

Question 3:

Question	Completion Rate
What are you looking for?	100%
What's your fit?	95%
Which shapes do you like?	80%
Which colors do you like?	95%
When was your last eye exam?	75%

- The shapes and eye exam questions had the lowest completion rates
- The shapes question is likely harder for users to answer
- The eye exam question is both hard to answer and personal

Question 4:

- The *quiz* table contains the columns *user_id*, *style*, *fit*, *shape* and *color*

- The *home_try_on* table contains the columns *user_id*, *number_of_pairs* and *address*

- The *purchase* table contains the columns *user_id*, *product_id*, *style*, *model_name*, *color* and *price*

Question 5:

- See SQL file

Question 6a:

Purchase Step	Conversion Rate
Quiz → Home Try On	75%
Home Try On → Purchase	66%

- Quiz to home try on conversion rates are markedly higher than home try on to purchase conversion rates
- Improvement efforts should be focused on the home try on process to improve these rates

Question 6b:

Number of Glasses	Purchase Rate
3	53%
5	79%

- 5 home try on glasses resulted in much higher purchase rates than 3 glasses
- 5 pairs of glasses should be made available for home try on
- The effects of more than 5 pairs of glasses on purchase rates should be evaluated

Conclusions

- The eye exam question is a major chokepoint in the quiz funnel and should be removed if possible

- More customers are lost during home try on than at the quiz stage and home try on should therefore be a focus of improvement

- Making 5 glasses available for try on results in more purchases than 3 glasses

- The costs and benefits of more than 5 glasses for try on should be evaluated