

WARBY PARKER USAGE FUNNELS

A group of students in a classroom or computer lab, focused on their laptops. The image is dimly lit with a blue tint, emphasizing the concentration of the students. The quote is overlaid in white text on the left side of the image.

“Great things are not accomplished by
those who yield to trends and fads and
popular opinion.”

Jack Kerouac

Warby Parker revolutionized online shopping for glasses.

- Glasses are too expensive
- WP offers designer glasses at discount prices
- Home Try-On before purchase
- They started an online store and designed their own glasses to circumvent eyewear licensing fees. They cut out middlemen and markups by selling glasses directly from the suppliers to the consumers, even delivering them to customers to try on. Better yet, for every pair purchased, they donate a pair to someone in need.



**Glasses starting at
\$95, including
prescription lenses**

Try before you buy with a free Home Try-On

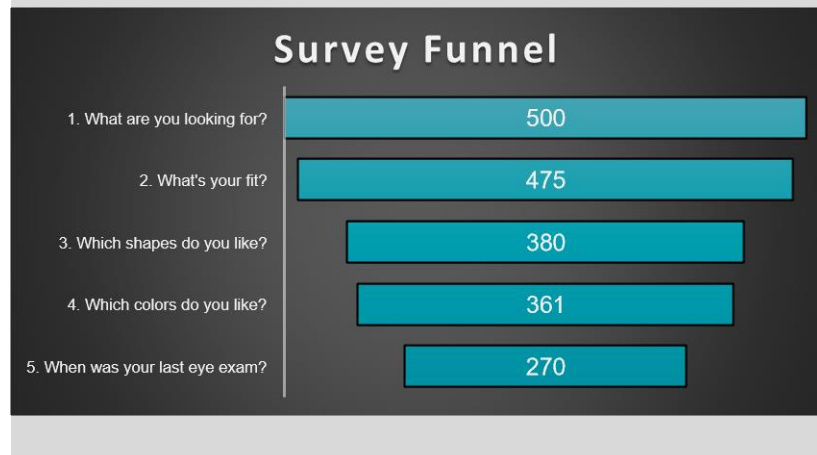
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Quiz Funnel

- 3 out of 4 people completed the entire survey
- The fewest people answered the most personal question (when was their last eye exam)

Question	Count	%
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%

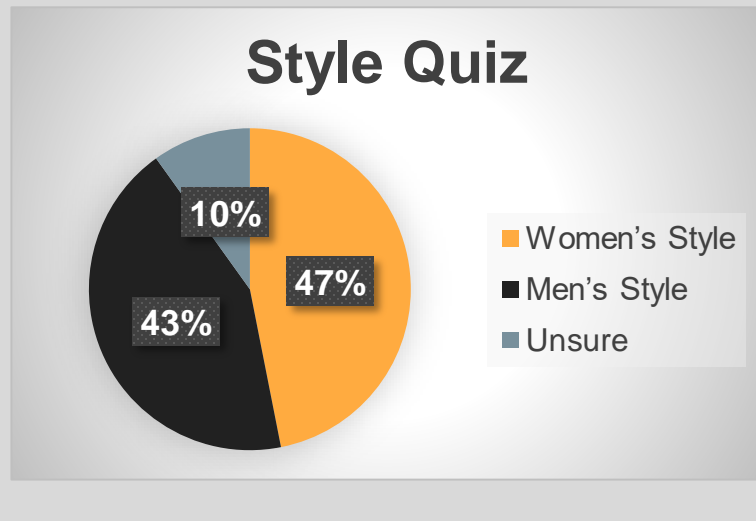
```
-- Quiz Funnel #2
-- What is the number of responses for each question?
SELECT question, COUNT(DISTINCT user_id)
FROM survey
GROUP BY 1;
```



Style Breakdown

Women's Style	469
Men's Style	432
Unsure	99

```
SELECT style AS Style,COUNT(user_ID) AS Responses  
FROM quiz  
GROUP BY style  
ORDER BY style DESC;
```



Home Try On

- Only people who opted for the Home Try On made purchases
- 26% more people made purchases when trying on 5 pairs

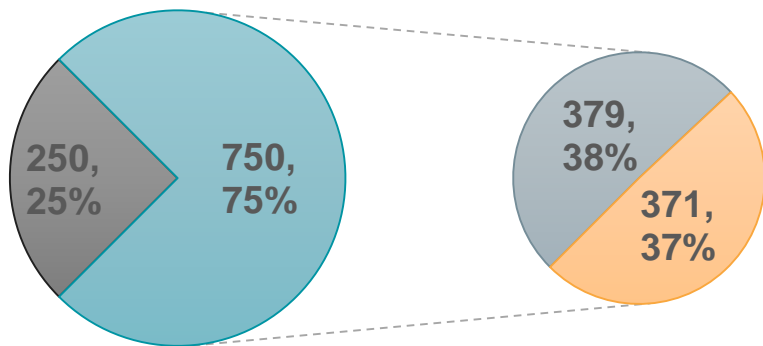
Pairs	Quiz	Home	Purchase	Conversion
0	250	0	0	0
3 pairs	379	379	201	53%
5 pairs	371	371	294	79%

```
WITH funnels AS (SELECT DISTINCT q.user_id,
    h.user_id IS NOT NULL AS 'is_home_try_on',
    h.number_of_pairs AS 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 p.user_id = q.user_id)
SELECT Pairs, COUNT(DISTINCT user_id) AS Quiz,
SUM(is_home_try_on) AS Home,
SUM(is_purchase) AS Purchase, ROUND(1.0 *
SUM(is_purchase)/SUM(is_home_try_on),2) AS Conversion
FROM funnels
--WHERE Pairs IS NOT NULL
GROUP BY Pairs;
```

Home Try On

- Of the 1,000 people who took the quiz, 75% (750) opted for Home Try On
- 379 people chose to try 3 pairs and 371 chose to try 5 pairs

Home Try On Breakdown



■ Home Try On ■ No Home Try On ■ 3 Pairs ■ 5 Pairs

```
WITH funnels AS (SELECT DISTINCT q.user_id,
    h.user_id IS NOT NULL AS 'is_home_try_on',
    h.number_of_pairs AS 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
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    ON p.user_id = q.user_id)
SELECT Pairs, COUNT(DISTINCT user_id) AS Quiz,
SUM(is_home_try_on) AS Home,
SUM(is_purchase) AS Purchase, ROUND(1.0 *
SUM(is_purchase)/SUM(is_home_try_on),2) AS Conversion
FROM funnels
--WHERE Pairs IS NOT NULL
GROUP BY Pairs;
```


Revenue by Model

Model	Quantity	Avg Price	Revenue
Dawes	107	150	16,050
Lucy	86	150	12,900
Eugene Narrow	116	95	11,020
Brady	95	95	9,025
Olive	50	95	4,750
Monocle	41	50	2,050

- The more expensive models are better sellers
- The Dawes and Lucy models far outperform the others

```
SELECT model_name AS Model, COUNT(product_id) AS  
Quantity, ROUND(AVG(price), 2) AS 'Avg Price', 1.0 *  
COUNT(product_id) * ROUND(AVG(price), 2) AS Revenue  
FROM purchase  
GROUP BY Model  
ORDER BY Revenue DESC;
```