

WARBY PARKER

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INTRODUCTION

- Warby Parker, an eyeglass retailer, has asked me to take a look at their marketing funnel and calculate conversion rates.
- These are their 4 tables
 - survey
 - home_try_on
 - purchase
 - quiz

WHAT DO THE COLOUMNS OF THE "SURVEY" TABLE LOOK LIKE

- It's not very complicated, the question, the specific user id who responded and their response. Here are 10 rows of that entire spread sheet (there were 500 respondents).

| 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 |

HOW MANY PEOPLE RESPONDED PER QUESTION (HOW DOES THE QUESTION FUNNEL LOOK)?

Discussion on the next two slides.

| Question | Number of people Who Answered |
|---------------------------------|-------------------------------|
| 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 |

THE NUMBERS EXPLAINED ... (1 OF 2)

- So we can see 500 responded to the first question, then 25 less responded to the second question (possibly people who clicked on the quiz who had a different expectation).
- From the 2nd to 3rd question, we lose a whopping 95 respondents (I'll allocate some to impatience/too much hassle, again others may have had a expected the glasses to have appeared by now so they can see that they like what kind of suggestions are coming out of this). But as we move from the 3rd to 4th questions, we only have lost 19 respondents. That's amazing, this looks like the patient bunch whom really want the results of this quiz... yet, hold on..

THE NUMBERS EXPLAINED (2 OF 2)

- D'OH! We suffered a similar loss of respondents just like between questions 2 and 3; 91 lost respondents. Yet this time I know why they didn't complete the survey, the last question is so "out of left field". It feels like their trying to covertly book them in for an eye exam!
- Not to mention that the eye exam has nothing to do with their taste is style (although an important issue that needs to be kept up to date), many people don't believe in eye exams or don't understand that the eye may change with time. Some people believe this old myth that getting an eye exams actually make your eyes worse!

WHAT ARE THE COLUMN NAMES FOR THE TAKE HOME TRY ON MARKETING TABLES

- home_try_on – user_id, number_of_pairs, address
- purchase – user_id, product_id, stle, model_name, colour, price
- quiz – user_id, style, fit, shape, colour

WHAT ARE SOME ACTIONABLE INSIGHTS THAT WARBY PARKER CAN TAKE?

- Well let's start with the basic numbers.
- We know the B group performed better than the A group (Users who had 5 pairs to try on purchased more than the users who received only 3 pairs).

This could be possibly to the fact people like options, in the next slide we'll see how this conclusion is valid.

| |
|---|
| 3 pairs -> Purchase |
| 201 |
| 5 pairs -> Purchase |
| 294 |
| Total Number of Clients Who Chose The Home Try-On |
| 750 |
| Total A Group |
| 379 |
| Total B Group |
| 371 |
| Total Survey Participants |
| 500 |
| Total Quiz Participants |
| 1000 |

MORE ACTIONABLE INSIGHTS

- So by color, we can see where fashion is headed. The pricing strategy may be chosen to reflect this;
- We also know that from the quiz, that most people *have a preferred shape* in mind. Ideally having a quiz and letting clients try on pairs really shows that Warby Parker has their clients in mind.

| style | color | price | Number of users |
|----------------|------------------------|-------|-----------------|
| Women's Styles | Jet Black | 150 | 86 |
| Men's Styles | Driftwood Fade | 150 | 63 |
| Women's Styles | Rosewood Tortoise | 95 | 62 |
| Women's Styles | Rose Crystal | 95 | 54 |
| Men's Styles | Layered Tortoise Matte | 95 | 52 |
| Women's Styles | Pearled Tortoise | 95 | 50 |
| Women's Styles | Elderflower Crystal | 150 | 44 |
| Men's Styles | Sea Glass Gray | 95 | 43 |
| Men's Styles | Endangered Tortoise | 50 | 41 |

CONCLUSION

- Moving forward, the success of this campaign is shown that more people like options when choosing glasses to suit them. Having the 5 choices instead of 3 proved to make clients follow through to make a purchase. If Warby Parker has started to expand, perhaps the company could move towards using more technology based applications, like augmented reality (companies like IKEA utilize augmented reality to allow customers to "try out" their furniture in the room of their choice). AR would help lower cost, and allow customers to try on glasses on their own time. This option of providing clients with different choices they like helps eliminate doubt, leaving the customer satisfied with their final decision.

