Usage Funnels with Warby Parker

Analyze Data with SQL
Athena Mascarenhas
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Project Description

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Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world. For every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.

In this project, we analyzed different Warby Parker marketing funnels in order to calculate conversion rates. Here are the funnels and the tables that you are given:

Quiz Funnel: survey
Home Try-On Funnel: quiz > home_try_on > purchase

This project was a collaboration with Warby Parker's Data Science team (thank you!) and uses fictional data.

Which question(s) of the survey have a lower completion rates? What could be the reason?

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Question 3 and Question 5 have the lowest completion rates in the survey:
- 80% of users completed Question 3 – Which shapes do you like?
  - Perhaps the choices are limited
- 75% of users completed Question 5 – When was your last eye exam?
  - Could be a sensitive question and the users don't want to share that information

question	response_count	conversion_rate
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%

What is the overall conversion rates from quiz to purchase?

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Using a usage funnel was able to determine the overall conversion rates from quiz to purchase:
- quiz to home_try_on
  - 75% of users that took the quiz requested eyewear to try on
- home_try_on to purchase
  - 66% of users purchased eyewear after the home_try_on

Users	Count	Rate
Users that completed the quiz	1000	100%
Users that requested eyewear to try on	750	75%
Users that purchased eyewear	495	66%

Is there a difference in purchase rates based on the number of eyewear items received to try on?

Is there a difference in purchase rates based on the number of eyewear items received to try on?

During the Home Try-On stage, an A/B Test was conducted. Approximately 50% received 3 pairs of eyewear and approximately 50% received 5 pairs of eyewear.
- The purchase rate was higher for users that received 5 pairs (79%) vs the users that received 3 pairs (53%)

Pairs received	Users	Total Users that made a purchase	Percent Purchased
3 pairs	379	201	53%
5 pairs	371	294	79%

What are common types of eyewear purchased for each style?

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Men's Styles:
- *Dawes Driftwood Fade* was the most popular and one of the most expensive choices of eyewear
- *Monocle Endangered Tortoise* was the least popular and the cheapest choice of eyewear

Women's Styles:
- *Eugene Narrow Rosewood Tortoise* was the most popular and has a mid-range price
- *Lucy Jet Black* was the least popular and one of the most expensive choices

It appears that pricing may be a factor of consideration for Women's styles compared to Men's styles.

```
SELECT RANK() OVER (
            PARTITION BY style
            ORDER BY purchase_num DESC) as rank,
style, model_name, color, price, purchase_num
from  (
SELECT style, model_name, color, price,
            COUNT(user_ID) as purchase_num
FROM purchase
GROUP BY 1,2,3
ORDER by 4 DESC);
```

Men's Styles			
Model name	**color**	**price**	**Number of purchases**
Dawes	Driftwood Fade	150	63
Brady	Layered Tortoise Matte	95	52
Dawes	Jet Black	150	44
Brady	Sea Glass Gray	95	43
Monocle	Endangered Tortoise	50	41

Women's Styles			
Model name	**color**	**price**	**Number of purchases**
Eugene Narrow	Rosewood Tortoise	95	62
Eugene Narrow	Rose Crystal	95	54
Olive	Pearled Tortoise	95	50
Lucy	Elderflower Crystal	150	44
Lucy	Jet Black	150	42

Conclusion

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- For Question 3 in the survey, include more choices for shapes
- Perhaps consider removing Question 5 from the survey as it might be too sensitive
- Trying on more eyewear during the Home try On stage could result in more purchases
- The price of Women's Style eyewear might have an impact on purchase, but further exploration needs to be done