

# WARBY PARKER

## eyewear

Data Analysis - 7/3/2018

[GitHub Link](#)

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# Style Quiz

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To help users find their perfect frame, Warby Parker has a [Style Quiz](#) that has the following 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?"

# Style Quiz

The preliminary results of the style quiz suggest that WP should consider revisiting questions 3 and 5. These questions have lower response rates than 2 and 4 and, since none of the questions are sensitive, the drop off in response rate suggests that the customer doesn't know the answer to the question. Can we really expect people to know the date of their last eye-exam!?

Question	Responses / Question	% Answered Each Question
1. What are you looking for?	500	-
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%

# Style Quiz

The results of the quiz provide interesting insight about the WP customer base. Here are the most popular responses to each of the questions in the style quiz:

Question	Response
1. What are you looking for?	Men's Styles
2. What's your fit?	Narrow
3. Which shapes do you like?	Rectangular
4. Which colors do you like?	Tortoise
5. When was your last eye exam?	<1 Year

# Home Try On A/B Test

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WP is running an A/B test to determine *whether or not users who get more pairs to try on at home will be more likely to make a purchase*. During the Home Try-On stage:

- 50% of the users will get **3** pairs to try on
- 50% of the users will get **5** pairs to try on

Let's see the results!



# Home Try On A/B Test

Yes! Users who get more pairs to try on at home are more likely to make a purchase. Of the customers who tried on glasses at home, 79% of those who received 5 pairs made a purchase v/s only 53% of those who received 3 pairs made a purchase.

<b>Number of Glasses</b>	<b># Individuals Received Glasses at Home</b>	<b>Purchases Made</b>	<b>% Individuals That Made a Purchase</b>
3 pairs	379	201	53.0%
5 pairs	371	294	79.2%



# Home Try On A/B Test

Furthermore, it's safe to say that the Home Try On program is a successful one. Of the customers that participated, and received either 3 or 5 pairs of glasses, 66% made a purchase.

# Individuals Received Glasses at Home	Purchases Made	% Individuals That Made a Purchase
750	495	66.0%

# Home Try On A/B Test

Other interesting information that came from the A/B relates to customer preferences. The most popular color of glasses purchased is Jet Black and the most popular model is Eugene Narrow.

Color	Count
Jet Black	86
Driftwood Fade	63
Rosewood Tortoise	62
Rose Crystal	54
Layered Tortoise Matte	52
Pearled Tortoise	50

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