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Warby Parker Usage Funnels

Learn SQL from Scratch

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5/23/19

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1. About Warby Parker

WARBY PARKER

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.

How does it work?

- **Style Quiz:** Warby Parker allows its' consumers the opportunity to take a style quiz, which will ultimately provide recommendations of glasses that are in line with the customers preferences.
- **Home Try-On:** After completing the style quiz, Warby Parker sends consumers glasses to physically try on within the comfort of their home.
- **Purchase:** After deciding which pair(s) work best, consumers can buy their Warby Parker glasses.

2. Style Quiz

2.1 Warby Parker Style Quiz Funnel

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?

Warby Parker offers its' customers the opportunity to take a 'Style Quiz' to help them identify which glasses they may want to try on at home.
- The quiz contains 5 questions.
- Along with each question, the survey table has user_id and response columns.

question	user_id	response
1. What are you looking for?	ff8461f7-e500-458c-9087-98fa63562d99	Women's Styles
2. What's your fit?	ff8461f7-e500-458c-9087-98fa63562d99	Narrow
3. Which shapes do you like?	ff8461f7-e500-458c-9087-98fa63562d99	Rectangular
4. Which colors do you like?	ff8461f7-e500-458c-9087-98fa63562d99	Tortoise
5. When was your last eye exam?	ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	<1 Year

2.2 Style Quiz Funnel

When looking at the quiz funnel, we see that 95% of customers completed the second question, but that completion rate drops off at Question #3 to 80%, and the lowest rate at question #5 at 75%. The lower completion rate for question 3 is likely due to consumers being unsure of which shape looks best on their face and therefore they want to keep their options open by skipping this question. Question #5 would be considered a more sensitive question to some consumers as it requires providing some medical information.

Recommendation:

In order to improve the number of questions being completed, Warby Parker should:

- Rearrange the questions so that the easiest, least sensitive questions are first. For example, they should move #4 up and #3 to the fourth spot.
- They should also consider providing recommendations for most common shapes to make customer more likely to respond.

question	count(distinct user_id)	% completed
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%

```
select question,
    count(distinct  user_id)
from  survey
group by 1;
```

2.3 Style Quiz Common Results

Recommendation: Warby Parker should consider using these common style quiz answers to help draw consumers into the funnel with marketing. They should also use some of these insights to guide design efforts towards what is resonating with consumers.

style	count(distinct user_id)
Women's Styles	469

fit	count(distinct user_id)
Narrow	408

shape	count(distinct user_id)
Rectangular	397

color	count(distinct user_id)
Tortoise	292

```
--Quiz Style
select style,
count(distinct  user_id)
from quiz
group by 1
order by 2 desc
limit 1;

--Quiz Fit
select fit,
count(distinct  user_id)
from quiz
group by 1
order by 2 desc
limit 1;


--Quiz Shape
select shape,
count(distinct  user_id)
from quiz
group by 1
order by 2 desc
limit 1;

--Quiz Color
select color,
count(distinct  user_id)
from quiz
group by 1
order by 2 desc
limit 1;
```

3. Home Try-On

3.1 Home Try-On A/B Test

To find out if consumers are more likely to buy after trying 5 pairs of glasses compared to 3, we ran an A/B Test with the following parameters:
- 50% of the users will get **3** pairs to try on
- 50% of the users will get **5** pairs to try on

The results of the A/B test highlight that customers who receive 5 pairs of glasses to try on at home are more likely to make a purchase compared to the customers who receive only 3 pairs.

**Recommendation:** Warby Parker should give customer 5 pairs to try on to increase conversion.

```
with funnels as
(select distinct q.user_id,
    h.user_id is not null as 'is_home_try_on',
    h.number_of_pairs  as 'num_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 num_pairs,
sum(is_purchase) as 'num_purchase'
from funnels
group by 1;
```

num_pairs	num_purchase
3 pairs	201
5 pairs	294

4. Conversion

4.1 Warby Parker Conversion Funnel
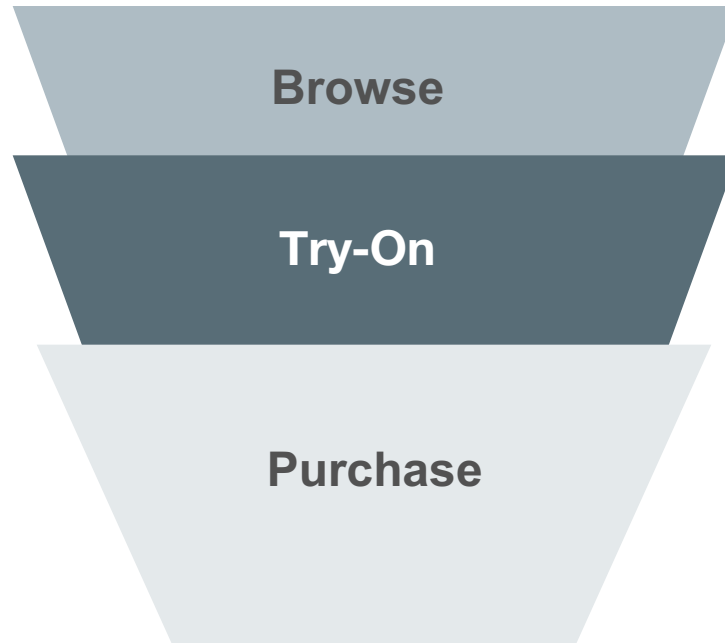
4.2 Conversion

When looking at Warby Parker's funnel, we can see that:
- In total about 50% of individuals who browse will ultimately purchase glasses
- About 75% of consumers participate in the Home Try-On process
- 66% of the consumers who try on glasses ultimately make a purchase

Recommendation: Since consumers who try on glasses are more likely to convert, Warby Parker should focus on increasing the number of consumers who proceed to this part of the funnel through its' marketing efforts.

```
with funnels as
(select distinct q.user_id,
    h.user_id is not null as 'is_home_try_on',
    h.number_of_pairs as 'num_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
count(*) as 'num_browse',
sum(is_home_try_on) as 'num_try_on',
sum(is_purchase) as 'num_purchase'
from funnels;
```

num_browse	num_try_on	num_purchase
1000	750	495
	0.75	0.66

4.3 Common Purchases

Of the 495 purchases, we saw that:
- 51% were Women's Styles, with the most popular model being the Eugene Narrow (46% of Women's purchases).
- The most popular Men's Style was the Dawes, accounting for 44% of the Men's purchases

Recommendation: Warby Parker should focus its' marketing efforts heavily on these two styles for each of the gender segments.

style	model_name	count(distinct user_id)
Women's Styles	Eugene Narrow	116
Women's Styles	Lucy	86
Women's Styles	Olive	50
Men's Styles	Dawes	107
Men's Styles	Brady	95
Men's Styles	Monocle	41

```
---Women's purchase

select style,
    model_name,
    count(distinct user_id),
    price
from purchase
where style like 'Women%'
group by 2
order by 3 desc;

---Men's purchase

select style,
    model_name,
    count(distinct user_id),
    Price
from purchase
where style like 'Men%'
group by 2
order by 3 desc;
```