Warby Parker: Funnel Conversion Capstone

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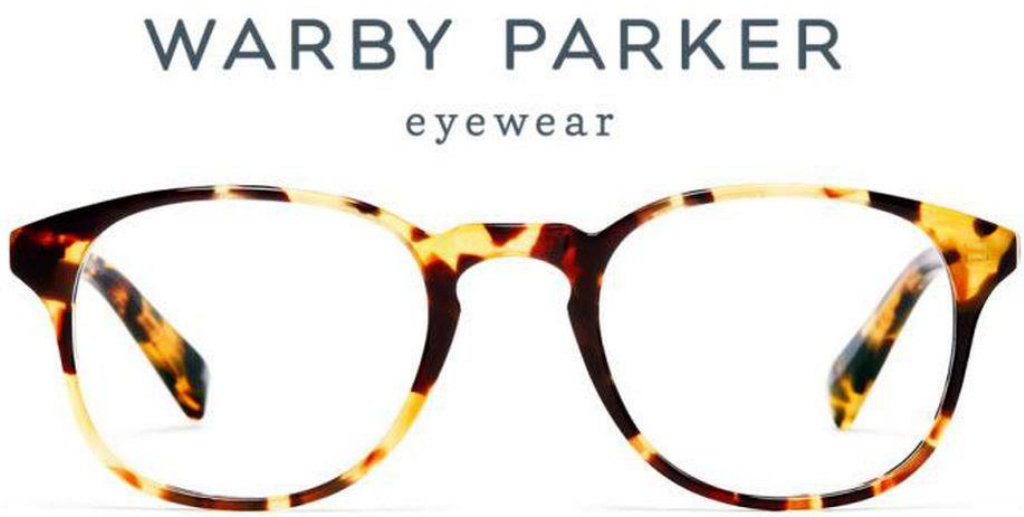
Changing the way we buy glasses

Warby Parker is an innovative glasses manufacture that sells directly to consumers at a more affordable cost without compromising the quality of the product



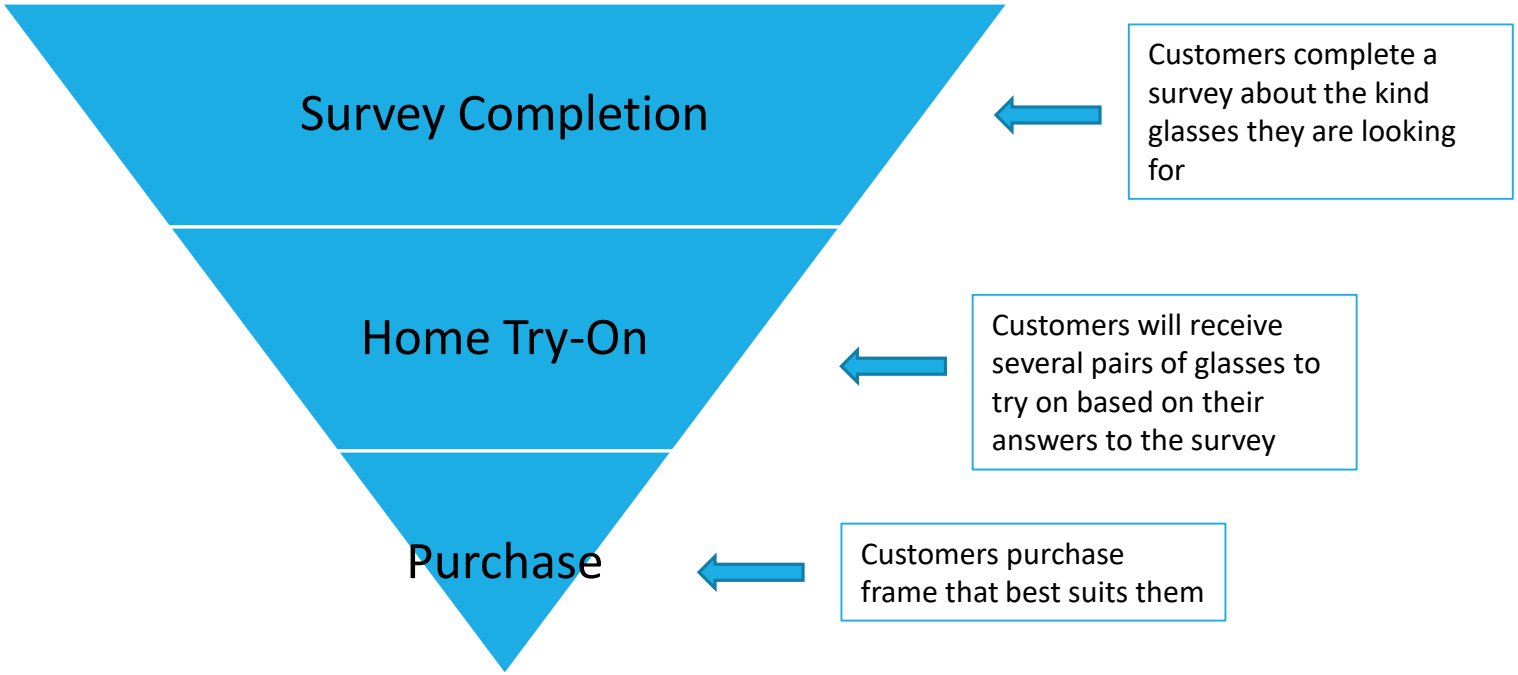
Objective

The objective of this presentation is to outline areas to improve the purchase pathway based on the insights from the Warby Parker data from each step of the funnel.

We will focus on how we can optimize the conversion rates of the survey and the conversion rate of the home try-on step

Purchasing Pathway

Warby Parker's purchasing pathway for consumers involves 3 steps:



```
 select question, count(*) as number_of_responses,
 round(((100*1.0* count(*))/

 (select count( DISTINCT user_id)
  from survey)),0) as percent_answered
from survey
group by question;
```

Survey Completion Analysis

The first step in this analysis is to find out the ratio of users completing the survey to the users starting the survey.

Next is to calculate the percent of users the completed each subsequent step

We can do that using the code seen in the left

Survey Completion Analysis (pt.2)

The code in the previous slide generates the table on the right

We can see that out of 500 users that started the survey, 270 completed it resulting in a 54% completion rate

If we dig deeper we can see that the biggest drop offs occurs on question 3 and 5

question	number_of_responses	percent_answered
1. What are you looking for?	500	100
2. What's your fit?	475	95
3. Which shapes do you like?	380	76
4. Which colors do you like?	361	72
5. When was your last eye exam?	270	54

Survey Completion Analysis (pt.3)

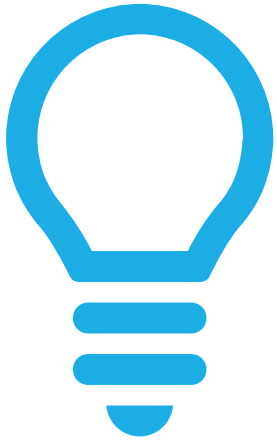
Now that we got our insights, what can conclusions can we draw? And what recommendations can we make?

1nd: Drop off seen in Question 3: “What shapes do you like?”

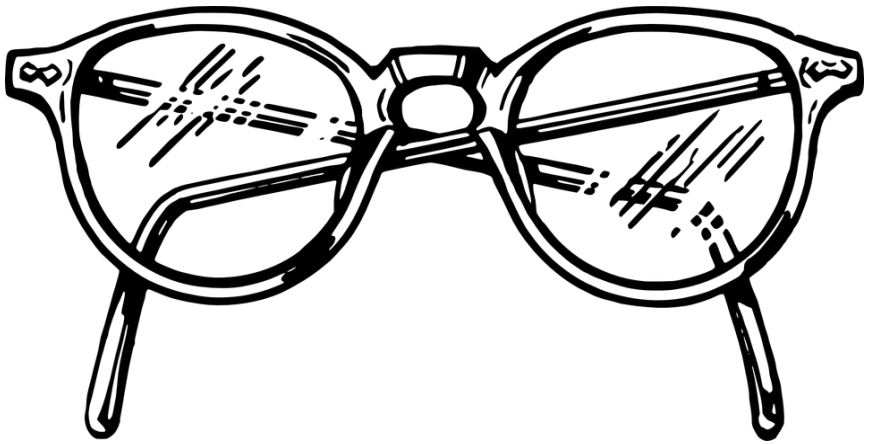
- It could be that many of the users were not able to see the shape they liked and causing them to look elsewhere, or maybe they felt that the pictures displayed were not a good enough representation of the shapes of the frames
  - Recommendation: Add more images of frame types and maybe improve the quality to live pictures as supposed to the seemingly hand-drawn pictures displayed

2nd: Drop seen in Question 5: “When was your last eye exam?”

- Many people probably don’t remember and probably thought it was too much effort to find out
  - Recommendation: Either change this question or provide additional links to make it easier for users to answer this question



Home Try-On Analysis



In the next step of the pathway, users who completed the survey are sent several pairs of glasses to try on and pick the one they like to purchase

Users were sent either three or five pairs

In order to optimize this step, we will analyze whether customers who received three pairs had a higher or lower rate of conversion compared to customers who received 5 pairs

Home Try-On Analysis (pt.2)

The code on the right results in the table below

We can conclude that people more likely to make a purchase when they receive five pairs to try on than when they receive 3 pairs

```
   WITH conversion_table as
(SELECT DISTINCT
q.user_id,
h.user_id IS NOT NULL AS 'is_home_try_on',
h.number_of_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(user_id),
((1.0* (select sum(is_home_try_on)
from conversion_table
where number_of_pairs like '3%'
and is_purchase = 1))
/(select sum(is_home_try_on) as '3 Pairs'
from conversion_table
where number_of_pairs like '3%')) as "conversion rate of
people who tried on three pairs of glasses",

((1.0* (select sum(is_home_try_on)
from conversion_table
where number_of_pairs like '5%'
and is_purchase = 1))
/(select sum(is_home_try_on) as '5 Pairs'
from conversion_table
where number_of_pairs like '5%')) as "conversion rate of
people who tried on five pairs of glasses"
from conversion_table
;
```

conversion rate of people who tried on three pairs of glasses	conversion rate of people who tried on five pairs of glasses
0.530343008	0.79245283

Conclusion

In based on the data from our SQL queries, we now have several actionable insights that can lead to optimizations in our purchasing pathway

- In the first part of the funnel, we can add more frames to be displayed during question 3(“What Shapes do you like?”)
- In the last question (“When was your last eye exam?”), we can provide links to help make it more convenient for users to obtain that information
- Lastly, we can have more users try on 5 pairs of glasses instead of 3 pairs of glasses to improve the conversion rate.

Thank You!