

# Warby Parker Analysis

Analysis of Customer Data with SQL

Christopher Miley

April 5, 2025

# Table of Contents

1. Which survey questions caused the biggest drop-off?
2. Which glasses are the most common conclusions from the quiz?
3. Which are the most commonly purchased glasses?

1. Which survey questions caused the biggest drop-off?

# 1.1 Survey Questions

The number of participants in the survey were grouped by each question and sorted.

- Question #3, "Which shape do you like?", and question #5, "When was your last eye exam?", were the two questions to cause the biggest drop-off, with 80% and 74.79% of participants, respectively, remaining after each question
- Perhaps these questions should be revised, avoiding personal preference questions, as well as questions that cause people to have to respond with personal information that they may not remember.

question	COUNT(DISTINCT user_id)	Retention
1. What are you looking for?	500	100.00%
2. What's your fit?	475	95.00%
3. Which shapes do you like?	380	80.00%
4. Which colors do you like?	361	95.00%
5. When was your last eye exam?	270	74.79%

2. What was the difference in purchase rate between customers given 3 pairs of glasses and customers given 5 pairs?

## 2.1 Purchase Rates By Number of Pairs

The data in this slide is a result of calculating the purchase rate of glasses by customers, grouped by the number of pairs customers were given.

- Customers given 5 pairs purchased glasses at a rate 26 points higher than customers given 3 pairs.
- It is clear that customers given more pairs to try on feel more comfortable with making a final purchase.

number_of_pairs	purchase_rate
3 pairs	53.03%
5 pairs	79.25%

```
SELECT
h.number_of_pairs,
ROUND(COUNT(DISTINCT p.user_id) * 100.0 / COUNT(DISTINCT
h.user_id), 2) AS purchase_rate
FROM home_try_on h
LEFT JOIN purchase p ON h.user_id = p.user_id
GROUP BY h.number_of_pairs;
```

**3.** What were the most common types of glasses purchased?

# 3.1 Top Purchase Types

- The top five purchased glasses were queried, grouped by model name, style, and color
- Men’s Dawes were the most purchased pair of glasses, just one more than second place
- Women’s Eugene Narrow came in second and third, separated by different colors. Combined, they would take #1 by a significant amount.
- Women’s Styles hold 3 of the top 5 spots, and Eugene Narrow holds 2 of the top 5, the only model to appear more than once

```
SELECT model_name, style, color, COUNT(*) AS
purchase_count
FROM purchase
GROUP BY model_name, style, color
ORDER BY purchase_count DESC
LIMIT 5;
```

model name	style	color	purchase count
Dawes	Men's Styles	Driftwood Fade	63
Eugene Narrow	Women's Styles	Rosewood Tortoise	62
Eugene Narrow	Women's Styles	Rose Crystal	54
Brady	Men's Styles	Layered Tortoise Matte	52
Olive	Women's Styles	Pearled Tortoise	50