



FUNNELS | WARBY PARKER

Christina Hogya - Learn SQL from Scratch

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GET FAMILIAR WITH WARBY PARKER

SURVEY TABLE COLUMNS | RESPONSE TOTALS | RESPONSE COMPLETION RATES

GET FAMILIAR WITH WARBY PARKER

- Warby Parker, Founded in 2010, is a transformative lifestyle brand that for every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need
- Warby Parker's purchase funnel is: Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses
- The funnels and the tables provided are below:

QUIZ FUNNEL
survey

HOME TRY ON FUNNEL		
quiz	home_try_on	purchase

1.1 COLUMNS IN THE SURVEY TABLE

What columns does the table have?

- question
- user_id
- response

```
SELECT *  
FROM survey  
LIMIT 10;
```

Query Results		
question	user_id	response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What's your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

1.2 RESPONSES PER QUESTION

What is the number of responses for each question?

- 500 for Question 1
- 475 for Question 2
- 380 for Question 3
- 361 for Question 4
- 270 for Question 5

```
SELECT question, COUNT (response)
FROM survey
GROUP BY 1;
```

Query Results	
question	COUNT (response)
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

1.3 QUESTION COMPLETION RATES

Which question(s) of the quiz have a lower completion rates?

- Question 5 with a 75% completion rate
- Question 3 with a 80% completion rate

What do you think is the reason?

- Question 5: Memory recall for ones' last eye exam could be a contributing factor to lack of completion
- Question 3: User experience from previous questions automatically moves to the next question after selecting an option, without reading the "help text" under the question a user may not know that they can select more than one preference

Question	Completion Rate
1. What are you looking for?	100.00%
2. What's your fit?	95.00%
3. Which shapes do you like?	80.00%
4. Which colors do you like?	95.00%
5. When was your last eye exam?	74.79%

A/B TESTING

COLUMNS OF 3 TABLES | COMBINING THE TABLES | 5 PAIRS V 3 PAIRS

2.1 COLUMNS IN THE 3 TABLES

QUIZ TABLE COLUMNS

user_id	style	fit	shape	color
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```
SELECT *  
FROM quiz  
LIMIT 5;
```

HOME_TRY_ON TABLE COLUMNS

user_id	number_of_pairs	address	color
---------	-----------------	---------	-------

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

PURCHASE TABLE COLUMNS

user_id	product_id	style	model_name	color	price
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```
SELECT *  
FROM purchase  
LIMIT 5;
```

2.2 NEW TABLE WITH LEFT JOIN

Query Results

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	True	3 pairs	False
291f1cca-e507-48be-b063-002b14906468	True	3 pairs	True
75122300-0736-4087-b6d8-c0c5373a1a04	False	Ø	False
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	True	5 pairs	False
ce965c4d-7a2b-4db6-9847-601747fa7812	True	3 pairs	True
28867d12-27a6-4e6a-a5fb-8bb5440117ae	True	5 pairs	True
5a7a7e13-fbcf-46e4-9093-79799649d6c5	False	Ø	False
0143cb8b-bb81-4916-9750-ce956c9f9bd9	False	Ø	False
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	True	5 pairs	False
b1dded76-cd60-4222-82cb-f6d464104298	True	3 pairs	False

```
SELECT DISTINCT q.user_id,
CASE
    WHEN (h.user_id IS NOT NULL)
    THEN 'True' ELSE 'False'
    END AS 'is_home_try_on',
h.number_of_pairs,
CASE
    WHEN (p.user_id IS NOT NULL)
    THEN 'True' ELSE 'False'
    END AS 'is_purchase'
FROM quiz AS 'q'
LEFT JOIN home_try_on AS 'h'
    ON q.user_id = h.user_id
LEFT JOIN purchase AS 'p'
    ON p.user_id = q.user_id
LIMIT 10;
```

2.3 MORE PAIRS TO TRY = MORE PURCHASES

Users get either 3 or 5 pairs to try on a home. **5 pairs has higher conversion-to-purchase rate**

- When a user gets 5 pairs, there is a 80% conversion-to-purchase rate
- When a user gets 3 pairs, there is a 53% conversion-to-purchase rate

5 PAIRS		
control_try_on	control_purchase	conversion-to-purchase rate
371	294	79.25%

3 PAIRS		
variant_try_on	variant_purchase	conversion-to-purchase rate
379	201	53.03%

```
WITH browse_funnel 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 AS 'q'  
  LEFT JOIN home_try_on AS 'h'  
    ON q.user_id = h.user_id  
  LEFT JOIN purchase AS 'p'  
    ON p.user_id = q.user_id  
)  
SELECT  
  COUNT (CASE WHEN number_of_pairs = '5  
pairs' THEN  
    number_of_pairs END) AS  
'control_try_on',  
  COUNT (CASE WHEN number_of_pairs = '5  
pairs' AND  
    is_purchase = 1 THEN user_id END) AS  
'control_purchase',  
  COUNT (CASE WHEN number_of_pairs = '3  
pairs' THEN  
    number_of_pairs END) AS  
'variant_try_on',  
  COUNT (CASE WHEN number_of_pairs = '3  
pairs' AND  
    is_purchase = 1 THEN user_id END) AS  
'variant_purchase'  
FROM browse_funnel;
```

ACTIONABLE INSIGHTS

SUMMARY | OVERALL PURCHASE CONVERSION | WOMEN'S STYLE OVERVIEW

Summary of Actionable Insights

INSIGHT: More purchases with 5 pair “home try on”

- **Prioritize 5 pairs for “home try on”**

INSIGHT: More women styles were purchased

- **Target more women to increase overall conversion**

INSIGHT: ‘Eugene Narrow’ in ‘Rosewood Tortoise’ was the most popular women’s model purchased

- **Ensure this model is part of “home try on”**
- **Leverage this model as “WARBY PARKER CUSTOMER FAVORITE” in marketing efforts**

3.1 QUIZ TO PURCHASE CONVERSION

QUIZ CONVERSION		49.50%
num_quiz	num_home_try_on	num_purchase
1000	750	495

```
WITH browse_funnel 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 AS 'q'  
    LEFT JOIN home_try_on AS 'h'  
      ON q.user_id = h.user_id  
    LEFT JOIN purchase AS 'p'  
      ON p.user_id = q.user_id  
  SELECT COUNT (user_id) AS 'num_quiz',  
    SUM (is_home_try_on) AS  
    'num_home_try_on',  
    SUM(is_purchase) AS 'num_purchase'  
  FROM browse_funnel;
```

GENDER STYLE	WOMEN
women	men
252	243
Of those conversions, more women styles were purchased <ul style="list-style-type: none">252 women styles243 men styles	<pre>SELECT COUNT (user_id) FROM purchase; SELECT COUNT (style) FROM purchase WHERE style LIKE 'Women%'; SELECT COUNT (style) FROM purchase WHERE style LIKE 'Men%';</pre>

3.2 MOST POPULAR WOMEN'S STYLE

MODEL NAME: Eugene Narrow
COLOR: Rosewood Tortoise

Query Results		
model_name	color	number_of_purchases
Eugene Narrow	Rosewood Tortoise	62
Eugene Narrow	Rose Crystal	54
Olive	Pearled Tortoise	50
Lucy	Elderflower Crystal	44
Lucy	Jet Black	42

```
SELECT model_name, color, COUNT (model_name) AS 'number_of_purchases'
FROM purchase
WHERE style LIKE 'Women%'
GROUP BY 2
ORDER BY 3 DESC;
```

APPENDIX

TASKS & QUERIES

TASKS & QUERIES

WHAT	WHERE
All queries	https://drive.google.com/file/d/13e7kJFUyDpBmcJQCdIBvY3c1xWHVziOL/view?usp=sharing
Calculations	https://docs.google.com/spreadsheets/d/1jx-VSiuaqlu3pbuDclqoh0-RL4CwJvAzE0laRQqDYA0/edit?usp=sharing