



Warby Parker's Funnels'

Learn SQL from Scratch

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Table of Contents

1. Introduction: Warby Parker and this Marketing Analysis
2. Quiz Funnel
3. Home Try-On Funnel

1. Introduction

1.1 Warby Parker and the Marketing Analysis

Warby Parker (referred to as WP from now on in this presentation) is a designer eyewear company with a socially conscious business proposal of donating a pair of eyeglasses to a person in need for every pair sold. The Customer Journey at WP is:

Quizz -> Home Try-On -> Purchase

An A/B Test was applied during the Home Try-On phase:

- 50% of the users received 3 pairs to try on,
- while the other 50% received 5 pairs.

This Marketing Analysis' objective is to present Warby Parker a few insights based on data collected from the funnels: the Quizz Funnel, Home Try-On Funnel, and the Purchase Funnel.

2. Quiz Funnel

2.1 Quiz Funnel – Survey and Table

The Quiz Funnel is composed of a Survey with 5 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?

Database Schema	
survey	1986 rows
question	TEXT
user_id	TEXT
response	TEXT

Following are the first 10 entries from the table with the responses to the Quiz from the users :

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

2.2 Quiz Funnel – Completion Rate

When we take a closer look at the quantity of responses per question we notice:

- The quantity of responses decreases to almost half from the beginning of the survey until the end of the survey
- The completion rate of questions 3 and 5 are much lower (80% and 75%) than the other questions (95%), probably because people are more sensitive, therefore more reluctant to answer these questions.

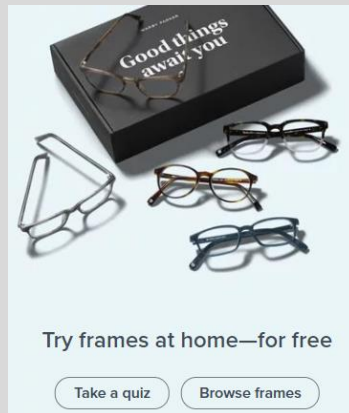
Questions	Quantity of Responses	Completion Rate
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	75%

-- Below is the code used to generate the table on the left:

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

-- The third column was added in the Excel Spreadsheet.

WARBY PARKER

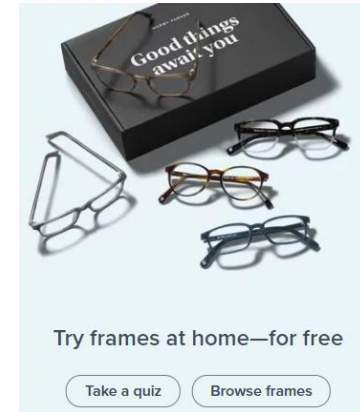


2.3 Quiz Funnel – Completion Rate

- Since the completion rate of questions 3 and 5 are much lower (80% and 75%) than the other questions (95%), probably because people are more sensitive, therefore more reluctant to answer these questions, **it is recommendable that these questions be either substituted or rewritten.**

Questions	Quantity of Responses	Completion Rate
1. What are you looking for?	500	100%
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%

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3. Home Try-On Funnel

3.1 Home Try-On Funnel – 3 Tables

Three tables are created in the Home Try-On Funnel. Below are the first 5 lines of the quiz Table:

user_id	style	fit	shape	color
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

-- Below is the code used to generate the tables on the left:

```
SELECT *  
FROM quiz  
LIMIT 5;
```

Quiz Table

Database Schema	
quiz	1000 rows
user_id	TEXT
style	TEXT
fit	TEXT
shape	TEXT
color	TEXT

What are you looking for?
Please choose one



Men's styles



Women's styles

3.2 Home Try-On Funnel – 3 Tables

Below are the first 5 lines of the home_try_on Table:

user_id	number_of_pairs	address
d8addd87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-acco-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs	182 Cornelia St

-- Below is the code used to generate the tables on the left:

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

Home_Try_On

Data Schema	
home_try_on	750 rows
user_id	TEXT
number_of_pairs	TEXT
address	TEXT

Pick 5 frames to try on at home (it's free!)

Shop Men

Shop Women

3.3 Purchase– 3 Tables



Below are the first 5 lines of the purchase Table:

user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

Purchase

Database Schema	
purchase	495 rows
user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER

```
-- Below is the code used to generate the
table above:
SELECT *
FROM purchase
LIMIT 5;
```

3.4 Home Try-On Funnel– Conversion Rates and A/B Test

We joined three tables of the Home Try-on Funnel:

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	0	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	0	FALSE
0143cb8b-bb81-4916-9750-ce956c9f9bd9	FALSE	0	FALSE
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	TRUE	5 pairs	FALSE
b1dded76-cd60-4222-82cb-f6d464104298	TRUE	3 pairs	FALSE

-- Below is the code used to generate the table on the left:

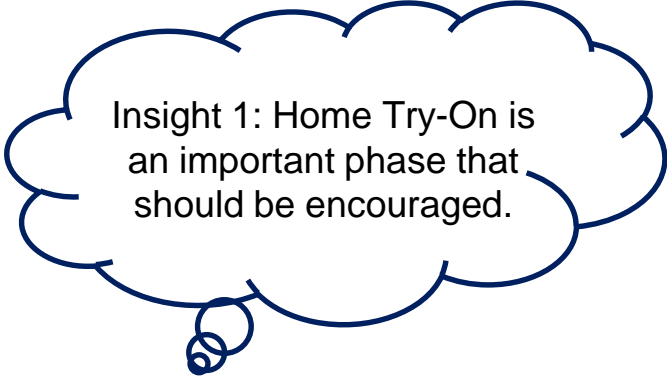
```
SELECT DISTINCT quiz.user_id, CASE
  WHEN home_try_on.user_id IS NOT NULL THEN 'TRUE'
  ELSE 'FALSE'
END AS 'is_home_try_on',
home_try_on.number_of_pairs,
CASE
  WHEN purchase.user_id IS NOT NULL
  THEN 'TRUE'
  ELSE 'FALSE'
END AS 'is_purchase'
FROM quiz
LEFT JOIN home_try_on
ON quiz.user_id = home_try_on.user_id
LEFT JOIN purchase
ON purchase.user_id= quiz.user_id
LIMIT 10;
```

-- The third column was added in the Excel Spreadsheet.


3.4 Home Try-On Funnel– A Couple of Insights

When we join the tables in the Home Try-On Funnel, the data shows us:

- Those who did not take home any pairs ended up not purchasing WP glasses
- Of those who took 3 pairs 2/3 (67%) purchased. On the other hand, of those who took 5 pairs home to try-on, only 1/3 (33%) ended up purchasing glasses at WP.



Insight 1: Home Try-On is an important phase that should be encouraged.



Insight 2: It may be better to allow only 3 pairs of eyeglasses to be taken home.

Cheers!

Society says thank you!

I would like to thank all of you at Codecademy and Warby Parker for making this great learning experience possible!