

Warby Parker

Purchase Funnel Analysis

Agenda

1. Purchase Funnel Overview
2. Style Quiz
3. Home Try On & Purchasing
4. Recommendations provided throughout

Warby Parker Purchase Funnel

Style Quiz → Home Try On → Purchase

1. Style Quiz

- To help users find their perfect fit, Warby Parker has developed a Style Quiz.
- Quiz questions are sequential and must be answered one after another.*
- Responses to Questions 1-5 are stored in a table named 'survey' with the following fields:
 - question
 - user_id
 - response
- Users who complete Questions 1-4 have their responses stored in a separate table named 'quiz,' and can proceed to Home Try On.

```
1 -- Task #1:
2 -- Get familiar with the table
3 -- related to the Style Quiz
4
5 SELECT *
6 FROM survey
7 LIMIT 10;
```

Style Quiz 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?

* assumption based on funnel data & actual Style Quiz on Warby Parker's website

1. Style Quiz

- Not all Users who start the Style Quiz will complete all 5 questions.

- **54%** of Users complete **ALL 5** questions ($270 / 500 = .54$)
- **AVERAGE** completion rate is **88.96%**
 $(100 + 95 + 80 + 95 + 74.8) / 5$

- Below average completion rate for Question 5 could be attributed to Users feeling like they are being asked for too much info. They just want to sample via Home Try On!

- Eliminating Question 5 provides a **72.2%** overall completion rate and pushes more Users to move on to the next step in the process - Home Try On.

- Recommend repositioning Question 5 at the end of the Home Try On phase when Users purchasing impulse is heightened!

```
1 -- Task #2:
2 -- Create Quiz Funnel to count
3 -- responses to each question
4
5 SELECT question,
6        COUNT (DISTINCT user_id) AS Responses
7 FROM survey
8 GROUP BY question
9 ORDER BY question;
```

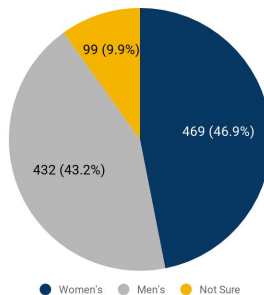
Question	Responses	Completion % from Previous Question
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	74.8%

1. Style Quiz

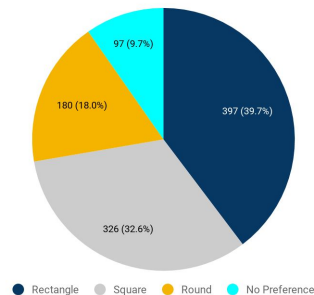
Style Quiz Highlights

- Concentration of Narrow and Medium fits
- Concentration of Rectangle and Square shapes
- Concentration of Black and Tortoise colors

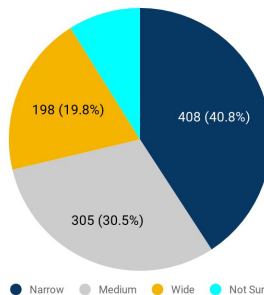
Style



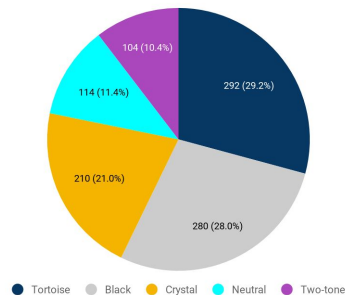
Shape



Fit



Color



2. Home Try On & Purchasing

- Users responses from the Style Quiz are also stored in the table named 'quiz':*

Response Q1 → quiz.style

Response Q2 → quiz.fit

Response Q3 → quiz.shape

Response Q4 → quiz.color

- Users will receive either 3 or 5 pairs of frames to sample as part of an A/B test. The data is stored, along with User IDs and User's address, in the table 'home_try_on.'

- Users who purchase are stored in a 3rd table, 'purchase.' This table also contains the product ID number, style, model, color, and price of the purchased item.

```
1  -- Task #4:
2  -- Get familiar with the 3 tables
3  -- related to Home Try On
4
5  SELECT *
6  FROM quiz
7  LIMIT 5;
8
9  SELECT *
10 FROM home_try_on
11 LIMIT 5;
12
13 SELECT *
14 FROM purchase
15 LIMIT 5;
```

*assuming 500 additional records added to 'quiz' table for the sake of this project

Purchase Funnel

Style Quiz



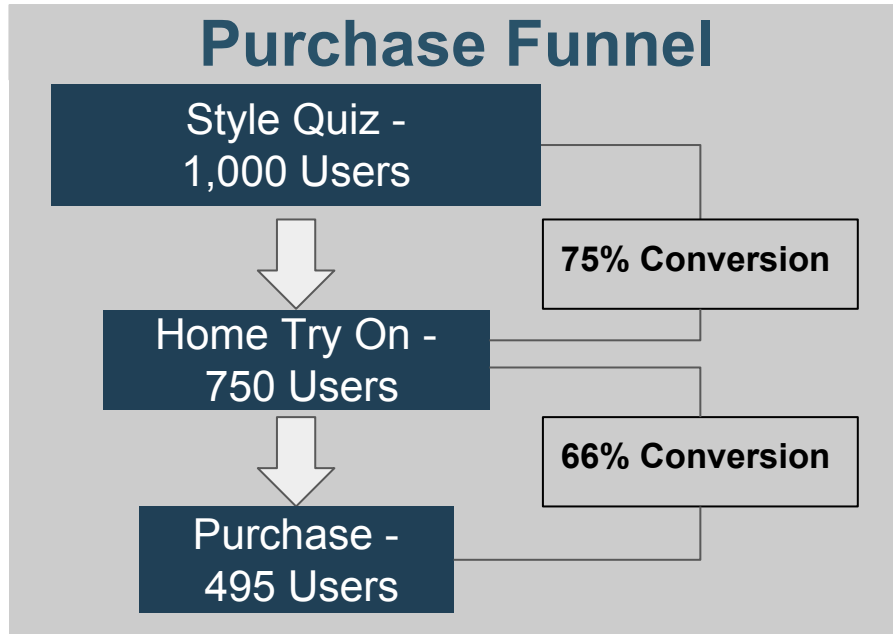
Home Try On



Purchase

2. Home Try On & Purchasing

Overall conversion (Style Quiz → Purchase):
49.5%

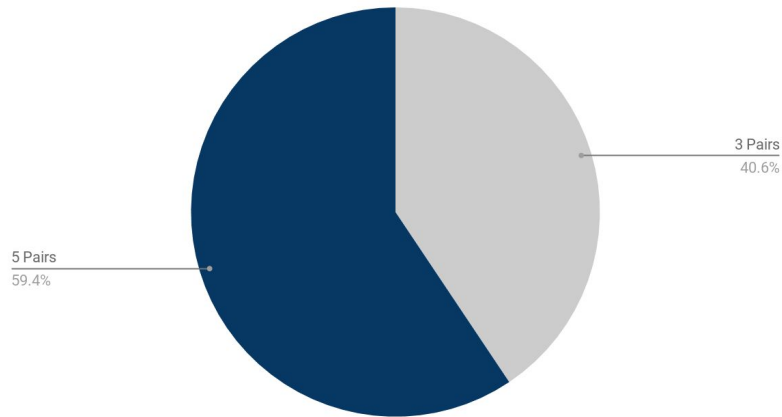


```
1  -- Task #5 & #6:
2  -- Join quiz, home_try_on, and purchase tables
3  -- into one table.
4  -- Count how many Users were involved in each
5  -- stage of the funnel.
6
7  WITH funnel AS (
8      SELECT DISTINCT q.user_id,
9      hto.user_id IS NOT NULL AS 'is_home_try_on',
10     hto.number_of_pairs,
11     p.user_id IS NOT NULL AS 'is_purchase'
12 FROM quiz q
13 LEFT JOIN home_try_on hto
14 ON q.user_id = hto.user_id
15 LEFT JOIN purchase p
16 ON p.user_id = q.user_id
17 )
18
19 SELECT COUNT(DISTINCT user_id) AS 'Style Quiz Takers',
20 SUM(is_home_try_on) AS 'Home Try On',
21 SUM(is_purchase) AS 'Purchasers'
22 FROM funnel;
```


2. Home Try On & Purchasing

- Users who try on 5 pairs are **more likely** to buy vs. those who try 3 pairs

Purchase Conversion by number of pairs tried in Home Try On

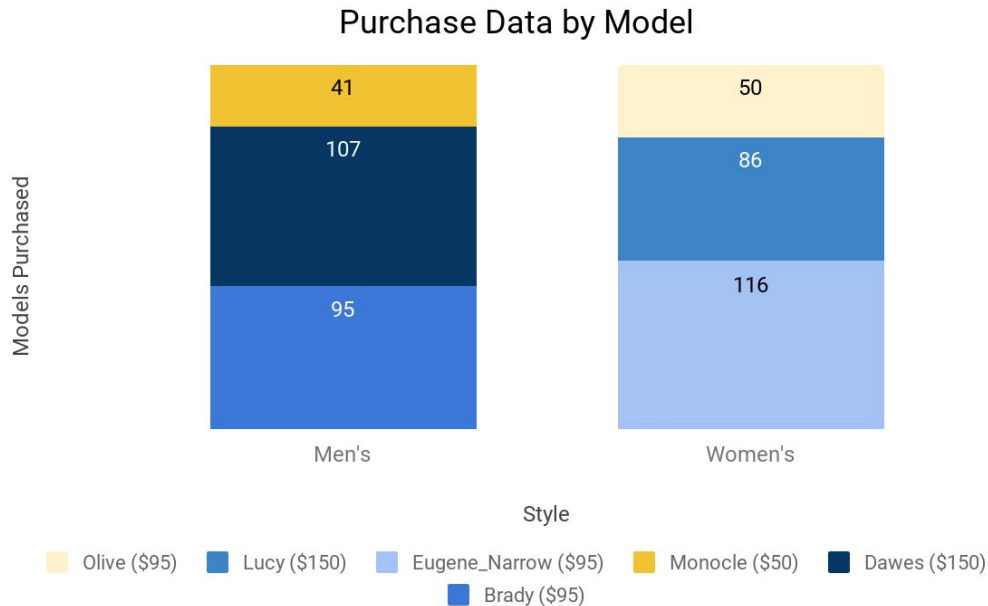


```
1  -- Task #5 & #6:
2  -- Compare purchases for 3 pairs vs. 5 pairs
3
4  WITH funnel AS (
5      SELECT DISTINCT q.user_id,
6          hto.user_id IS NOT NULL AS 'is_home_try_on',
7          hto.number_of_pairs,
8          p.user_id IS NOT NULL AS 'is_purchase'
9  FROM quiz q
10 LEFT JOIN home_try_on hto
11     ON q.user_id = hto.user_id
12 LEFT JOIN purchase p
13     ON p.user_id = q.user_id
14 )
15
16 SELECT number_of_pairs, SUM(is_purchase)
17 FROM funnel
18 GROUP BY 1;
```

2. Home Try On & Purchasing

Purchase Highlights

- More women purchasers than men
- Men's Monocle model is worst seller by quantity, and lowest priced
 - Recommend discontinuing Monocle assuming profit margins are equal across all models
- Recommend reducing pricing on Women's Olive model to boost sales



Thank you!