Using Funnels with Warby Parker
Learn SQL from Scratch

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July 15, 2018

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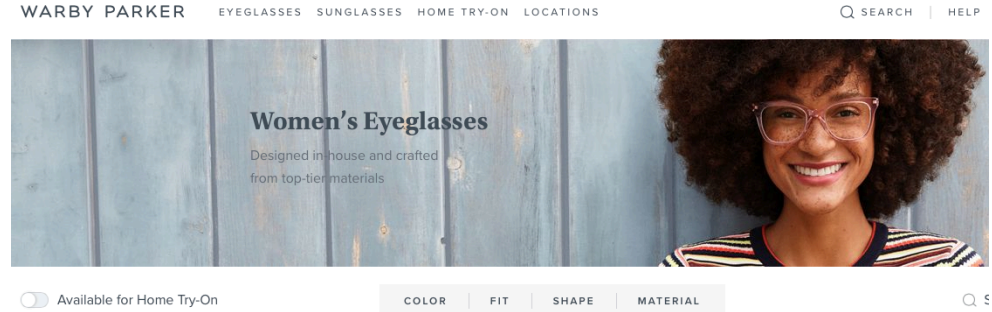   Quiz Outcome and Analysis

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Get Familiar with Warby Parker

Warby Parker is a lifestyle brand with the objective to offer designer eyewear at revolutionary prices while leading the way for socially conscious businesses.

What is the Quiz Funnel

To help users find their perfect frame, Warby Parker has a "Style Quiz" that has the following questions:

1. What are you looking for?
2. What's your fit?
3. What shape do you like?
4. Which colors do you like?
5. When was your last eye exam?

Take a quiz and find 5 frames to try at home—for free!

Free shipping and free returns, always

Constructed with state-of-the-art materials

For every pair sold, a pair is distributed to someone in need

Let's do this

Quiz Outcome and Analysis


```
project.sqlite
1  SELECT COUNT (distinct user_id) AS 'Count
   of Users', question
2  FROM survey
3  GROUP by question;
```

Question	Number of Responses	Completion Rate
What are you looking for?	500	100%
What is your fit?	475	95%
Which shape do you like?	380	80%
Which color do you like?	361	95%
When was your last eye exam?	270	75%

Which questions have a lower completion rate and why do you think that is?

Questions with lowest completion rate:
- What shape do you like?
- When was your last eye exam?

Possible reasons for that:
- Users don't know about flattering frame shape for their particular face shape and may search web for this information
- Users may not remember when was the last time he/she had an eye exam

A/B Testing with Home Try-on Funnel

During the Home Try-On stage, will be conducting an A/B Test:

- 50% of users will get 3 pairs to try on
- 50% of users will get 5 pairs to try on

In order to find out whether or not users who get more pairs to try on at home will be more likely to make a purchase
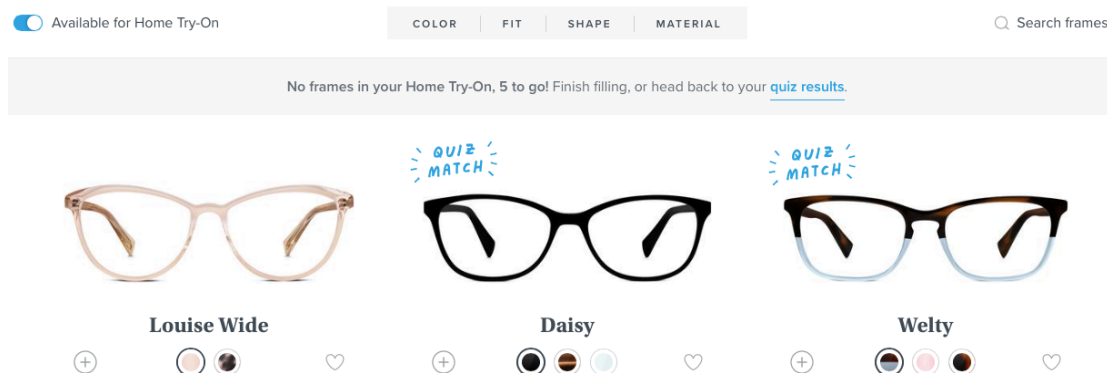
A/B Testing Outcome and Analysis

			Query Results			
3 pairs	5 pairs	quiz	home_try_on	purchase	quiz to home try on	home try on to purchase
0	0	250	0	0	0.0	Ø
379	0	379	379	201	1.0	0.530343007915567
0	371	371	371	294	1.0	0.792452830188679

- Of the 379 users that received 3 pair of glasses 201 of them made a purchase, 53% purchase rate.

- Of the 371 users that received 5 pair of glasses 294 of them made a purchase, 79% purchase rate.

Conclusion:

Users that receive 5 pair of glasses, ie more options, are more likely to make a purchase.

```sql
project.sqlite

1  WITH funnels AS
2  (SELECT DISTINCT q.user_id, hto.user_id IS NOT
   NULL as 'is_home_try_on', hto.number_of_pairs,
   p.user_id IS NOT NULL as 'is_purchase'
3  FROM quiz as 'q'
4  LEFT JOIN home_try_on AS 'hto'
5  ON hto.user_id=q.user_id
6  LEFT JOIN purchase as 'p'
7  on p.user_id= hto.user_id)
8
9  SELECT COUNT (DISTINCT CASE WHEN
   number_of_pairs = '3 pairs' THEN user_id END)
   AS '3 pairs', COUNT (DISTINCT CASE WHEN
   number_of_pairs= '5 pairs' THEN user_id END)
   AS '5 pairs', COUNT (*) AS 'quiz', SUM
   (is_home_try_on) AS 'home_try_on' , SUM
   (is_purchase) AS 'purchase', 1.0 * SUM
   (is_home_try_on) / COUNT (user_id) AS 'quiz to
   home try on', 1.0* SUM (is_purchase)/ SUM
   (is_home_try_on) AS 'home try on to purchase'
10 FROM Funnels
11 GROUP BY number_of_pairs
12 ORDER BY number_of_pairs;
```

Actionable Insight for Warby Parker

Address the following questions:
- What shape do you like?
- When was your last eye exam?

Suggestions:
- Include images of people wearing the different shape of glasses
- Don't ask when was the last eye exam

Which shapes do you like?
Pick as many as you want

Round   Rectangular   Square   Cat-eye

When was your last eye exam?
Please choose one

<1   1-3   3-12   12+

In the last mo.   1–3 mos. ago   3–12 mos. ago   Over a year ago