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Survey Funnel

Style Quiz and Survey Table

- The Style Quiz asks the following questions:
 - What are you looking for?
 - What's your fit?
 - Which shapes do you like?
 - Which colors do you like?
 - When was your last eye exam?

The quiz responses are stored in the 'survey' table with the following schema:

name	type
question	TEXT
user_id	TEXT
response	TEXT

Which quiz questions have lower completion rates? Why?

- Questions 3 and 5 saw the largest decreases in answer rates.
- People may not know the names of the shapes, or when their last eye exam was.

```
SELECT question,  
       COUNT(DISTINCT user_id) AS 'num_responses'  
FROM survey  
GROUP BY question;
```

question	num_responses
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

Home Try On Funnel

Quiz Table Schema:

name	type
user_id	TEXT
style	TEXT
fit	TEXT
shape	TEXT
color	TEXT

Home Try On Table Schema:

name	type
user_id	TEXT
number_of_pairs	TEXT
address	TEXT

Purchase Table Schema:

name	type
user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER

What are the overall conversion rates?

- 75% of those who completed the quiz completed the home try on.
- 49.5% of those who completed the home try on ended up making a purchase.

```
WITH hto_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 h.user_id = q.user_id  
    LEFT JOIN purchase AS 'p'  
        ON p.user_id = h.user_id)  
SELECT  
    COUNT(*) AS 'num_quiz',  
    SUM(is_home_try_on) AS 'num_home_try_on',  
    SUM(is_purchase) AS 'num_purchase',  
    1.0 * SUM(is_home_try_on) / COUNT(user_id)  
        AS 'quiz_to_home_try_on',  
    1.0 * SUM(is_purchase) / COUNT(is_home_try_on)  
        AS 'home_try_on_to_purchase'  
FROM hto_funnel;
```

num_quiz	num_home_try_on	num_purchase	quiz_to_home_try_on	home_try_on_to_purchase
1000	750	495	0.75	0.495

What is the difference in purchase rate between customers with 3 pairs and those with 5 pairs?

- 53% of those who had 3 pairs made a purchase.
- 79% of those who had 5 pairs made a purchase.

```
WITH hto_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 h.user_id = q.user_id  
    LEFT JOIN purchase AS 'p'  
        ON p.user_id = h.user_id)  
SELECT  
    number_of_pairs,  
    SUM(is_home_try_on) AS 'num_home_try_on',  
    SUM(is_purchase) AS 'num_purchase',  
    ROUND(1.0 * SUM(is_purchase) / COUNT(is_home_try_on), 2)  
        AS 'home_try_on_to_purchase'  
FROM hto_funnel  
GROUP BY number_of_pairs  
HAVING number_of_pairs > 0;
```

number_of_pairs	num_home_try_on	num_purchase	home_try_on_to_purchase
3 pairs	379	201	0.53
5 pairs	371	294	0.79

Are users who get more pairs to try on at home more likely to make a purchase?

- 26% more people made a purchase when provided with 5 pairs during the home try on period.
- If the cost of providing an additional 2 pairs is not too high, the home try on program can benefit from implementing this change.