



# WARBY PARKER

## USAGE FUNNEL ANALYSIS

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# WHAT IS THE STYLE QUIZ FUNNEL?

To help its customers find their perfect frame, Warby Parker provides each prospective client with a “Style Quiz” tailored to better identify their specific needs:

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?

## Find frames to try on at home

Answer a few questions, select 5 frames for your Home Try-On, and we'll send them to you for free!

[Take the quiz](#)



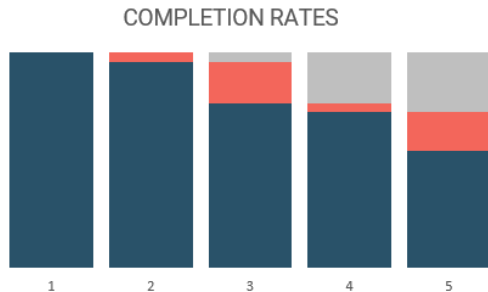
## WHAT IS THE STYLE QUIZ FUNNEL? (CONTINUED)

The data herein is a snapshot of recent responses to the Style Quiz. Of respondents who answered the first question, only **54.0%** actually completed the entire quiz.

Attrition primarily occurred during questions **3** and **5** which ask about fit and last eye exam date, respectively. Possible reasons for such attrition include:

- While color is a common factor to have a strong preference for, it is not often we're asked to reflect on shape preference - the user may lack a strong existing preference in this regard.
- The user may not have the details of their last eye exam readily available and abandoned the quiz.
- The user became otherwise engaged and left the quiz before fully completing all questions.

QUESTION	RESPONSES	COMPLETE %
1. What are you looking for?	500	N/A
2. What's your fit?	475	95.0%
3. Which shapes do you like?	380	80.0%
4. Which colors do you like?	361	95.0%
5. When was your last eye exam?	270	74.8%



```
-- Summarize each question of the Style Quiz.  
SELECT question, COUNT(user_id)  
FROM survey AS sv  
GROUP BY 1;
```

## A/B TESTING WITH HOME TRY-ON FUNNEL

After completing the quiz, users are invited to receive several pairs of glasses to try on at home. To determine whether users who get **more** pairs of glasses to try are more likely to purchase, an A/B study was conducted where users received either 3 or 5 pairs of glasses to try at home.

Based on the following results, where approximately 50% of users received 3 pairs and the other 50% received 5 pairs, users who received **more** pairs to try at home were indeed **more likely** to purchase.

RESULTS	3 PAIRS	5 PAIRS
Tried At Home	379	371
Made Purchase	201	294
Conversion %	53.0%	79.2%

```
-- Create a temporary table to determine the number of users
-- who took the quiz and whether they proceeded to try on
-- at home and ultimately purchase.
WITH funnel AS (SELECT
    qz.user_id,
    hto.user_id NOT NULL AS 'is_home_try_on',
    hto.number_of_pairs,
    pc.user_id NOT NULL AS 'is_purchase'

FROM quiz AS qz

LEFT JOIN home_try_on AS hto
    ON qz.user_id = hto.user_id

LEFT JOIN purchase AS pc
    ON qz.user_id = pc.user_id)

-- Split the population of respondents by the number of pairs
-- received to support our A/B conversion comparison.
SELECT number_of_pairs,
    SUM(is_home_try_on) AS "tried_at_home",
    SUM(is_purchase) AS 'made_purchase',
    ROUND(1.0 * SUM(is_purchase) / SUM(is_home_try_on),2) AS "percent_purchase"
FROM funnel
WHERE number_of_pairs NOT NULL
GROUP BY 1;
```