



# Warby Parker

Learn SQL from Scratch

Erin Geiman

June 2019



# Table of Contents

1. Introduction to Warby Parker
2. Survey Quiz Funnel
3. Home Try On Funnel
4. Actionable Insights for Warby Parker

**Warby Parker was founded with a rebellious spirit and a lofty objective: to offer designer eyewear at a revolutionary price, while leading the way for socially conscious businesses.**

**Objective:**  
Review data from user  
surveys and home try on  
purchases to improve  
Warby Parker's user  
experience and  
offerings





Try frames at home—for free

Take a quiz

Browse frames

# STYLE QUIZ FUNNEL

Users are offered to take a quiz to tailor their purchasing experience

Pick 5 frames

We'll mail them to you for free

Spend 5 full days with 'em

Then send them back with our free shipping label

Find your favorite?

Buy now from \$95 or pay over time with Affirm



# INTRODUCTION TO THE SURVEY TABLE

The survey table contains data from 5 survey questions with responses from 500 participants. Responses from these participants will guide our recommendations .

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

# SURVEY TABLE: COMPLETION RATES

Looking at completion rates for the style survey, there are two drop off points where a large percent of users quit the survey (1) at question #3 and (2) at question #5.

Only 54% of people make it to the end of the survey!



Question	Distinct Users	Percent Completing this Question
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%

# What Do People Say They Want?

## 1. What are you looking for?



Men's styles



Women's styles

I'm not sure. Let's skip it.



# What Do People Say They Want?

## 2. What's your fit?



**Narrow**

I'd say it's slender and narrow

☒ Medium

**Medium**

Not sure? This is a good place to land.



**Wide**

It's definitely on the wider side

**No preference**

# What Do People Say They Want?

## 3. Which shapes do you like?



Round



Rectangular



Square

No preference

# What Do People Say They Want?

## 4. Which colors do you like?

Neutral Black Tortoise Crystal Two-tone

No preference

# Last Eye Exam?

## 5. When was your last eye exam?

< 1

Less than 1 year

1 - 3

1-3 years

3 +

3+ years

I'm not sure. Let's skip it.

# Survey Result Summary

Question	Response	Distinct User
1. What are you looking for?	I'm not sure. Let's skip it.	92
<b>1. What are you looking for?</b>	<b>Men's Styles</b>	<b>242</b>
1. What are you looking for?	Women's Styles	209
2. What's your fit?	Medium	132
<b>2. What's your fit?</b>	<b>Narrow</b>	<b>208</b>
2. What's your fit?	Wide	88
3. Which shapes do you like?	No Preference	29
<b>3. Which shapes do you like?</b>	<b>Rectangular</b>	<b>141</b>
3. Which shapes do you like?	Round	91
3. Which shapes do you like?	Square	119
4. Which colors do you like?	Black	112
4. Which colors do you like?	Crystal	69
4. Which colors do you like?	Neutral	36
<b>4. Which colors do you like?</b>	<b>Tortoise</b>	<b>117</b>
4. Which colors do you like?	Two-Tone	27
5. When was your last eye exam?	1-3 Years	56
5. When was your last eye exam?	3+ Years	37
<b>5. When was your last eye exam?</b>	<b>&lt;1 Year</b>	<b>141</b>
5. When was your last eye exam?	Not Sure. Let's Skip It	36



Try frames at home—for free

Take a quiz

Browse frames

# HOME TRY ON FUNNEL

Users are offered to pick 5 frames  
to try on at home for 5 days

Pick 5 frames

We'll mail them to you for free

Spend 5 full days with 'em

Then send them back with our free shipping label

Find your favorite?

Buy now from \$95 or pay over time with Affirm



# INTRODUCTION TO THE HOME TRY FUNNEL

Data is pulled from 3 tables: quiz, home try on and purchase.

## Quiz

user_id	style	fit	shape	color
---------	-------	-----	-------	-------

## Home\_try\_on

user_id	number_of_pairs	address
---------	-----------------	---------

## Purchase

user_id	product_id	style	model_name	color	price
---------	------------	-------	------------	-------	-------

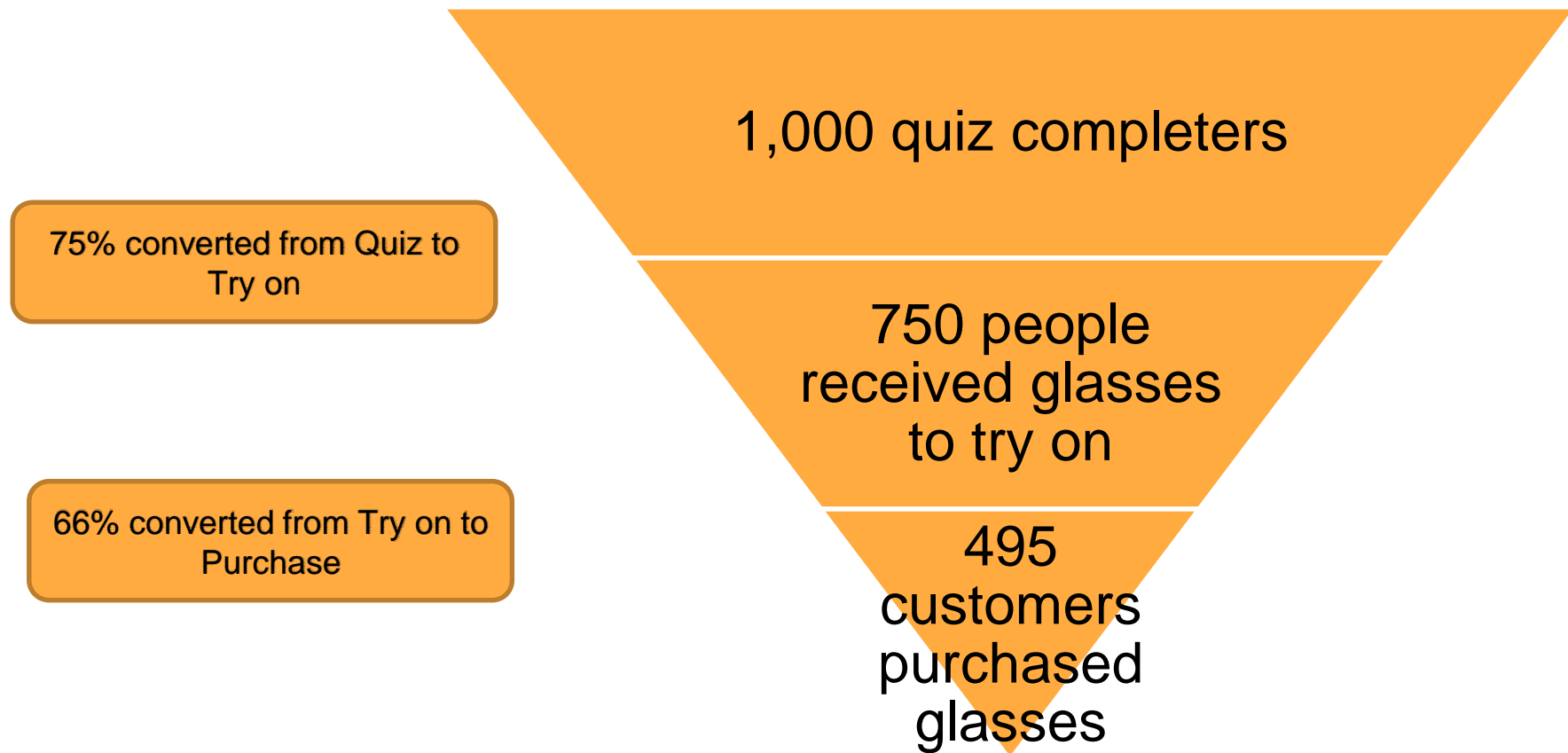
## Query

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

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

```
SELECT *  
FROM purchase  
LIMIT 5;
```

# Warby Parker Home Try On Funnel



# Difference in Purchase Rates Between Customers Who had 3 vs 5 Pairs

number_of_pairs	num_browse	num_try_on	num_purchase	try_on_to_purchase
0	250	0	0	
3 pairs	379	379	201	0.530343007915567
5 pairs	371	371	294	0.792452830188679

79.2% sales conversion offering 5 pairs vs  
53% conversion offering 3 pairs

## Query

```
WITH 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 q
    LEFT JOIN home_try_on h
        ON q.user_id = h.user_id
    LEFT JOIN purchase p
        ON p.user_id = q.user_id
)
SELECT number_of_pairs,
COUNT(*) AS 'num_browse',
SUM(is_home_try_on) AS 'num_try_on',
SUM(is_purchase) AS 'num_purchase',
1.0 * SUM(is_purchase) /
SUM(is_home_try_on) AS 'try_on_to_purchase'
FROM funnel
GROUP BY number_of_pairs;
```

# The most common purchases made (by model)

style	model_name	color	price	COUNT (user_id)
Women's Styles	Eugene Narrow	Rosewood Tortoise	95	116
Men's Styles		Driftwood Fade	150	107
Men's Styles	Brady	Sea Glass Gray	95	95
Women's Styles	Lucy	Elderflower Crystal	150	86
Women's Styles	Olive	Pearled Tortoise	95	50
Men's Styles	Monocle	Endangered Tortoise	50	41

## Query

```
SELECT *,  
COUNT (user_id)  
FROM purchase  
GROUP BY model_name  
ORDER BY COUNT(user_id) DESC;
```

# The most common purchases made (by women's vs men's style)

style	model_name	color	price	COUNT (user_id)
Women's Styles	Eugene Narrow	Rosewood Tortoise	95	252
Men's Styles	Brady	Sea Glass Gray	95	243

## Query

```
SELECT *,
COUNT (user_id)
FROM purchase
GROUP BY style
ORDER BY COUNT(user_id) DESC;
```



Where  
Do We  
Go From  
Here?



## Insights:

- Shorten survey or prioritize questions in the survey quiz toward the beginning of the survey based on drop off rate
- Offer 5 pairs of glasses for the home trial as this results in a higher try on to purchase rate.
- Based on survey response, continue to offer men's styles, narrow fit, rectangular shapes, and tortoise colors.
- Based on purchase data, continue to offer Eugene Narrow and Rosewood Tortoise.