



# USAGE FUNNELS WITH WARBY PARKER

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- *Is there a difference between the 3 try on pairs and 5 try on pairs groups?*

- Additional information:

- *Which model is most popular?*
- *What are the most common quiz results?*

# QUIZ FUNNEL



# Quiz Funnel

- The quiz questions and corresponding number of responses and completion rate are listed in the table on the right.
- The completion rates for question 3 and 5 are significantly lower than for the other questions.
- I expect that people who take this quiz hope that a shape of glasses that matches their face, completion and personality will be recommended as a result. Question 3 could be disappointing.
- Question 5 may seem irrelevant for the quiz and might be perceived as too personal.

Question	# Responses	Completion Rate
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	75



Round



Rectangular



Square



Cat-eye

```
-- QUERY
SELECT question,
       COUNT(response IS NOT NULL) AS 'number of
responses'
FROM survey
GROUP BY question
ORDER BY question
LIMIT 10;
```

# HOME TRY-ON FUNNEL



# Home Try-On Funnel

User	Is home try on	Number of pairs	Is purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0		0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0		0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0		0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

```
-- QUERY
SELECT quiz.user_id,
       home_try_on.user_id IS NOT NULL AS
       'is_home_try_on',
       home_try_on.number_of_pairs,
       purchase.user_id IS NOT NULL as
       'is_purchase'
FROM quiz
LEFT JOIN home_try_on
ON home_try_on.user_id = quiz.user_id
LEFT JOIN purchase
ON purchase.user_id = quiz.user_id
LIMIT 10;
```

# Home Try-On Funnel

- **75%** of the quiz participants moves on to home try on
- **66%** of the people who use home try-on make an actual purchase

% to home try on	% to purchase
75	66

```
-- QUERY
WITH funnel AS (SELECT quiz.user_id,
                      home_try_on.user_id IS NOT NULL AS
                    'is_home_try_on',
                      home_try_on.number_of_pairs,
                      purchase.user_id IS NOT NULL as
                    'is_purchase'
                  FROM quiz
                  LEFT JOIN home_try_on
                        ON home_try_on.user_id = quiz.user_id
                  LEFT JOIN purchase
                        ON purchase.user_id = quiz.user_id
                  )
SELECT 100 * SUM(is_home_try_on) /
COUNT(user_id) AS
'percent_to_home_try_on',
       100 * SUM(is_purchase) /
SUM(is_home_try_on) AS
'percent_to_purchase'
FROM funnel;
```

# Home Try-On Funnel

- People who get 5 pairs of try on glasses are **67% more likely to make a purchase** than people who only get 3 pairs.

# pairs	% to purchase
3 pairs	53
5 pairs	79

```
-- QUERY
WITH funnel AS (SELECT quiz.user_id,
    home_try_on.user_id IS NOT NULL AS
    'is_home_try_on',
    home_try_on.number_of_pairs,
    purchase.user_id IS NOT NULL as
    'is_purchase'
    FROM quiz
    LEFT JOIN home_try_on
        ON home_try_on.user_id = quiz.user_id
    LEFT JOIN purchase
        ON purchase.user_id = quiz.user_id
)
SELECT number_of_pairs,
    100 * SUM(is_purchase) /
    SUM(is_home_try_on) AS
    'percent_to_purchase'
FROM funnel
WHERE number_of_pairs IS NOT NULL
GROUP BY number_of_pairs;
```



EXTRA INFORMATION



# Model popularity

- The distinct glasses models are listed and ordered by the number of purchases.

- 

Model name	# purchases
Eugene Narrow	116
Dawes	107
Brady	95
Lucy	86
Olive	50
Monocle	41

```
-- QUERY
SELECT model_name, COUNT(*)
FROM purchase
GROUP BY model_name
ORDER BY 2 DESC;
```

# Most common quiz answers

- The most common quiz results are listed.
- The difference in counts between the individual groups is small.
- Men's and women's styles seem equally common.
- A **narrow fit** is most common.
- A **rectangular shape** is most common.
- The colors '**Tortoise**' and '**Black**' are most common.

COUNT(*)	style	fit	shape	color
23	Men's Styles	Narrow	Rectangular	Tortoise
20	Women's Styles	Narrow	Rectangular	Black
20	Women's Styles	Narrow	Rectangular	Tortoise
19	Men's Styles	Medium	Rectangular	Tortoise
18	Men's Styles	Narrow	Rectangular	Black
17	Men's Styles	Medium	Rectangular	Black
16	Men's Styles	Narrow	Square	Tortoise
16	Women's Styles	Medium	Rectangular	Tortoise
16	Women's Styles	Medium	Square	Tortoise
16	Women's Styles	Narrow	Square	Crystal

```
-- QUERY
SELECT COUNT(*), style, fit, shape, color
FROM quiz
GROUP BY style, fit, shape, color
ORDER BY 1 DESC
LIMIT 10;
```

# Recommendations:

- Modify question 3 and 5 of the quiz for higher conversion rates.
- Send all home try on participants 5 pairs of glasses for higher conversion rate to purchase.