



# Funnels with Warby Parker

Learn SQL from Scratch

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# 1. Survey Overview

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Warby Parker has a Style Quiz with 5 questions. Here is a fennel regarding those questions.

- In the end, only 54% response rate for the quiz.
- Customers might not sure the exact answers to the quiz questions.
- We also see a very sharp drop of response rate from question 4 to 5 from 72% to 54%.

Possible actions :

- Better wording of the questions are required to increase the completion rate.
- Remove question 5

question	count(*)
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

## 2. Fennel analysis

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Here is a break down of the funnel

Take the Style Quiz →

Home Try-On →

Purchase the Perfect Pair of Glasses

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

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

## 2. Fennel Analysis

- A/B tested customer shows much higher willingness for completing the quiz
- Customers with 5 pairs tried on exhibit a 79% purchasing rate.

number_of_pairs	quizzed	is_home_try_on	is_purchase%
Ø	250	0	Ø
3 pairs	379	379	53.03
5 pairs	371	371	79.25

### Possible actions

- Increase the range if number of pairs to try on for A/B testing, i.e. 3, 5, 7, 9 pairs to try on and find the optimal purchase rate.
- Is quiz really necessary?