code cademy

Capstone Project

(Funnels with Warby Parker)

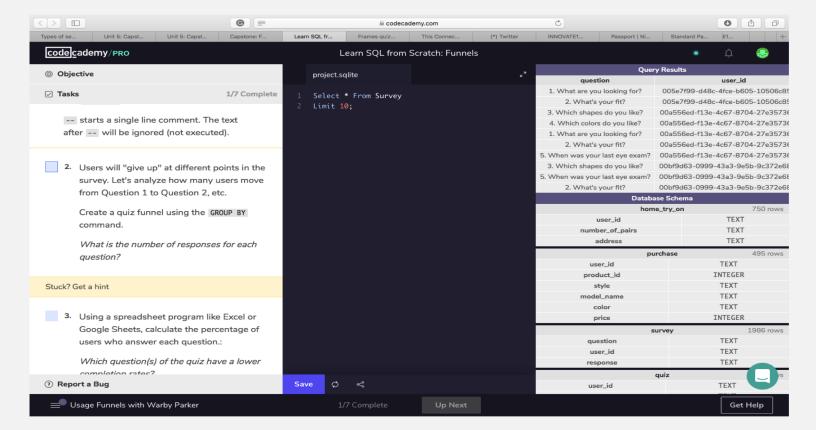
[Gregory] [Adejinle] [07/16/2018]

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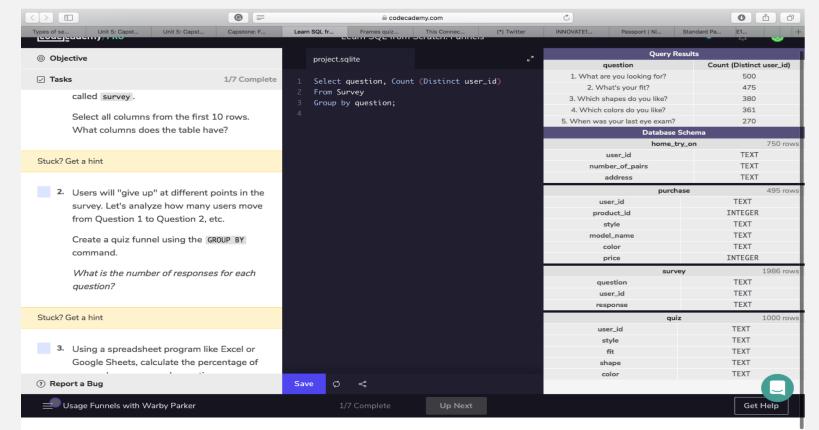
1. Columns from survey

Columns From Survey



2. Creating a Quiz Funnel using Group By

Creating a Quiz Funnel using Group By



3. Percentage calculation using Excel

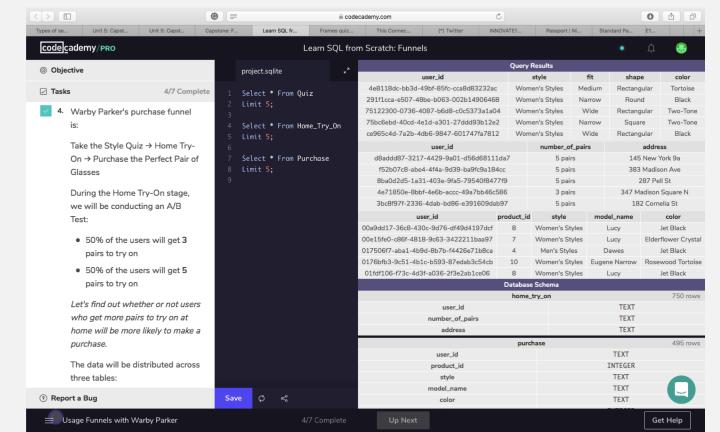
| | А | В | С | D | Е | F | G | Н | 1 |
|---|----------|-------|----------|---|---|---------------------------------|---|----|---|
| 1 | | | | | | | | | |
| 2 | Question | Count | % | | | | | | |
| 3 | 1 | 500 | 100 | | | how percentages were calculated | | | |
| 4 | 2 | 475 | 95 | | | (475/500) * 100 | | 95 | |
| 5 | 3 | 380 | 80 | | | | | | |
| 6 | 4 | 361 | 95 | | | | | | |
| 7 | 5 | 270 | 74.79224 | | | | | | |
| 8 | | | | | | | | | |

Questions 3 and 5 are the ones with the lowest completion rates showing 80% and 75% respectively.

Question 3 does not seem that relevant to choosing a product and for question 5 lack of frequent eye exams which leads to poor or no recollection of a earlier exams may be the reason for the low response.

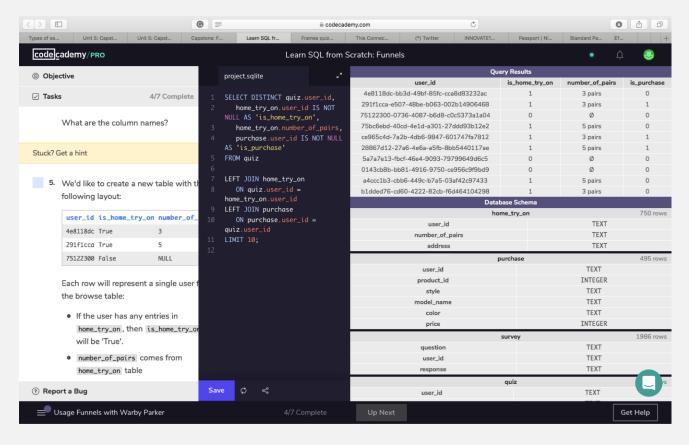
4. Warby Parker purchase funnel

Warby Parker Purchase Funnel



5.Merging 3 tables using the Left Join

Merging 3 tables using the Left Join



6.Actionable Insights

Actionable Insights.

• When customers try on at least 5 pairs they tend to purchase at least one of them whereas when they on try three pairs the purchase is considerably lower. Therefore, Warby parker should advice employees to make or encourage customers to try on at least 5 pairs as that will make them more susceptible to purchase at least one pair.

Thank You!