

# WARBY PARKER

FUNNEL ANALYSIS

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- Get familiar with Warby Parker
    - What tables do they use?
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# STYLE QUIZ

DATA AND FUNNEL ANALYSIS



# WARBY PARKER – STYLE QUIZ

- Customers are asked to complete a 5 question survey to find the style that is best suited to them.
- Warby Parker ask
  - What are you looking for?
  - What's your fit?
  - Which shapes do you like?
  - Which colours do you like?
  - When was your last eye exam?
- This table tracks responses and this is used to make suggestions of frames to the customer.

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
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What's your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

```
1  SELECT *
2  FROM survey
3  LIMIT 10;
```

# STYLE QUIZ FUNNEL ANALYSIS

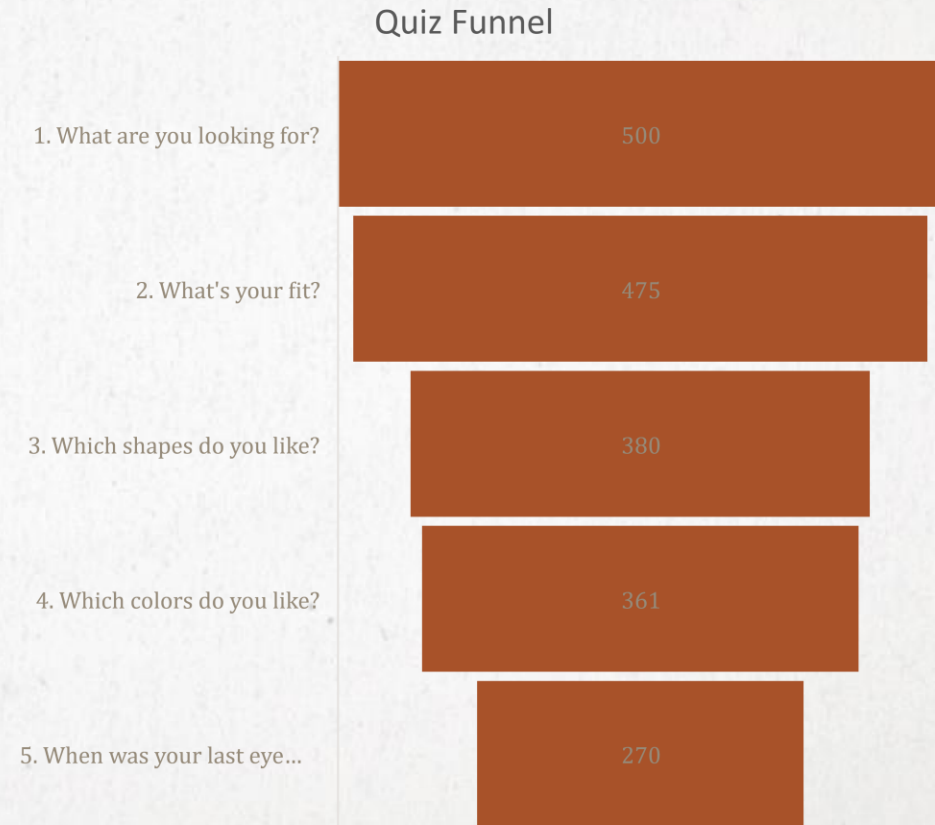
- Out of 500 responses only 54% continue to completion.
- 20% of people who answered Q2 didn't answer Q3. I believe this may be because people don't know what styles suit them.
- A quarter of the people who answered Q4 didn't answer Q5. This may be because of the personal nature of the question or people not knowing when this was.

question	number of responses	Average overall	Average Continuing
1. What are you looking for?	500	100%	100%
2. What's your fit?	475	95%	95%
3. Which shapes do you like?	380	76%	80%
4. Which colors do you like?	361	72%	95%
5. When was your last eye exam?	270	54%	75%

```
1  SELECT question,  
2     COUNT(DISTINCT(user_id)) AS 'Number_of_responses',  
3  FROM survey  
4  GROUP BY 1  
5  ORDER BY 1;
```

# STYLE QUIZ IMPROVEMENTS

- As customers appear to not know what style suits them. Sending these customer a variety of styles to try on and see what suits them may lead to increased sales.
- Customers don't know when their last eye exam was. Getting this information at a later stage of the journey may lead to increased conversion of sales.





# **PURCHASE END-TO-END ANALYSIS**

**DATA AND FUNNEL ANALYSIS**

# END TO END PURCHASE FUNNEL

- This funnel contains 3 tables.
- Quiz – which tracks the preferences of the customers
- Home Try on – which Tracks the location and if they received 3 or 5 pairs to try on for A/B testing
- Purchase - which tracks if a purchase was completed and what the customer bought.
- To review this data effectively these tables will be merged to create a temp table called funnel. Joining on User\_id

user_id	style	fit	shape	color
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

user_id	number_of_pairs	address
d8addd87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-acc-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs	182 Cornelia St

user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150



# TEMPORARY TABLE – FUNNEL FOR A/B TESTING

- This table is the 3 previous tables joined on User ID
- It tracks if a customer has requested a home try on and then if this has converted to a sale.
- It also shows if a customer has been sent 3 or 5 pairs of glasses to see if more choice means more sales.

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	TRUE	3 pairs	FALSE
291f1cca-e507-48be-b063-002b14906468	TRUE	3 pairs	TRUE
75122300-0736-4087-b6d8-c0c5373a1a04	FALSE		FALSE
75bc6ebd-40cd-4e1d-a301-27dd93b12e2	TRUE	5 pairs	FALSE
ce965c4d-7a2b-4db6-9847-601747fa7812	TRUE	3 pairs	TRUE
28867d12-27a6-4e6a-a5fb-8bb5440117ae	TRUE	5 pairs	TRUE

```
1  WITH funnel AS (  
2    SELECT DISTINCT q.user_id,  
3      h.user_id IS NOT NULL AS 'is_home_try_on',  
4      h.number_of_pairs,  
5      p.user_id IS NOT NULL AS 'is_purchase'  
6    FROM quiz AS 'q'  
7    LEFT JOIN home_try_on AS 'h'  
8      ON h.user_id = q.user_id  
9    LEFT JOIN purchase AS 'p'  
10     ON p.user_id = h.user_id)  
11  
12  SELECT *  
13  FROM funnel  
14  LIMIT 6;
```

# CONVERSION RATE & OTHER ANALYSIS

- Of the 1000 visits to the site, it has led to less than 50% in purchases.
- When a customer was given more choice it led to a 26% increase in sales.
- Increased choice for the customer doesn't mean they chose cheaper frames with the average price per unit within \$1.

Number of Visits	Home Try On	Purchases	Conversion Percentage
1000	750	495	66%

```
SELECT COUNT(DISTINCT(user_id)) AS 'Number of visits',  
SUM(is_home_try_on) AS 'Home Try On',  
SUM(is_purchase) AS 'Purchases'  
FROM funnel;
```

Number of Pairs	Home Try On	Purchases	Conversion Percentage
3 pairs	379	201	53%
5 pairs	371	294	79%

```
SELECT number_of_pairs AS 'Number of Pairs',  
SUM(is_home_try_on) AS 'Home Try On',  
SUM(is_purchase) AS 'Purchases'  
FROM funnel  
GROUP BY 1;
```

Number of Pairs	Number of Purchases	Total Spent (\$)	Average per Frame (\$)
3 pairs	201	22765	113
5 pairs	294	33030	112

```
SELECT number_of_pairs AS 'Number of Pairs',  
SUM(is_purchase) AS 'Number of Purchases',  
SUM(price) AS 'Total Spent'  
FROM funnel  
GROUP BY 1;
```

## CONVERSION RATE & OTHER ANALYSIS CONT.

- With the current system of sending both samples there is a conversion rate of 66%
- This can be improved by sending 5 pairs to every customer and should lead to a increase of Circa \$11,000 dollars over the period of the data
- This would have an increase in postage and stock costs which would also need to be factored in.

	Current Rate	3 Pairs	5 Pairs
Conversion Rate	66%	53%	79%
Spend (\$)	55795	44520	66360