



Codeacademy WARBY PARKER

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Learn SQL from Scratch





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1. Quiz Funnel

What do we want to know?

What do we find out?

1. What are you looking for?
2. What's your fit?
3. Which shapes do you like?
4. Which colors do you like?
5. When was your last eye exam?



Quiz

Answers' rate per question and conversion funnel.

Question	Responses / question	Relative	Total
1. What are you looking for?	500	-	-
2. What's your fit?	475	95.00%	95.00%
3. Which shapes do you like?	380	80.00%	76.00%
4. Which colors do you like?	361	95.00%	72.20%
5. When was your last eye exam?	270	74.79%	54.00%

Conversion per question



1. *What is the number of responses for each question?*
 - Column B
2. *Which question(s) of the quiz have a lower completion rates?*
 - *What do you think is the reason?*

1 - In column B we can see the number of answers per question.

2 - We can probably assume the lower number of answers to question 5 is due to the fact of people not remembering when they had a test for the last time.

As per question 3, a possibility would be wanting to have a range of try-on of different glasses and not necessarily only one frame type.



2. Home Try-On Funnel

Let's find out whether or not users who get more pairs to try on at home will be more likely to make a purchase.

1. Quiz
2. Try-on
3. Purchase



Quiz > Try-on

Number of pairs	Number of participants	Try_on	CVR
3 pairs	500	379	0.76
5 pairs	500	371	0.74

- Findings - The conversion “Quiz > Try_on” is not affected by the number of pairs offered.
- Possible actions:
 - Change the questions in the quiz to increase conversion.
 - Change the order of the questions.

Try-on > Purchase

Table 1	Number of pairs	Try_on	Purchases	CVR
	3 pairs	379	201	0.53
	5 pairs	371	294	0.79

Table 2	Price	Sales
	50	41
	95	261
	150	193

Table 3	Shape	Sales
	No Preference	97
	Rectangular	397
	Round	180
	Square	326

Table 4	Model	Sales
	Brady	95
	Dawes	107
	Eugene Narrow	116
	Lucy	86
	Monocle	41
	Olive	50

Try-on > Purchase - Insights & Actions



Table 1 - Conversion per number of pairs

- Findings:
 - Conversion Try-on > Purchase is 0.79 for people who had 5 pairs (against only 0.53 for people who tried on 3 pairs).
 - Users who receive a higher number of pairs to try are more likely to buy.
- Possible actions - if the costs are manageable, do a test with 7 pairs to see if the conversion try_on to purchase is even higher.

Table 2 - Sales per price

- Findings:
 - The medium and higher price tiers is the one preferred by the highest number of customers.
- Possible actions - lower marketing expenses towards the lower tier / increase for medium & high.



Table 3 - Sales per Shape

- Findings:
 - Rectangular and square frames are generally preferred..
- Possible actions - Warbyparker could take different paths:
 - Increase marketing costs on square/rectangular frames
 - Do content marketing campaigns trying to increase popularity on round frames.

Table 4 - Sales per Model

- Findings:
 - "Dawes" and "Eugene Narrow" are the most popular models.
 - "Olive" and "Monocle" are the least preferred options
- Possible actions
 - Replace "Olive" and "Monocle " by 2 other models.