Funnels with Warby Parker

Learn SQL from Scratch
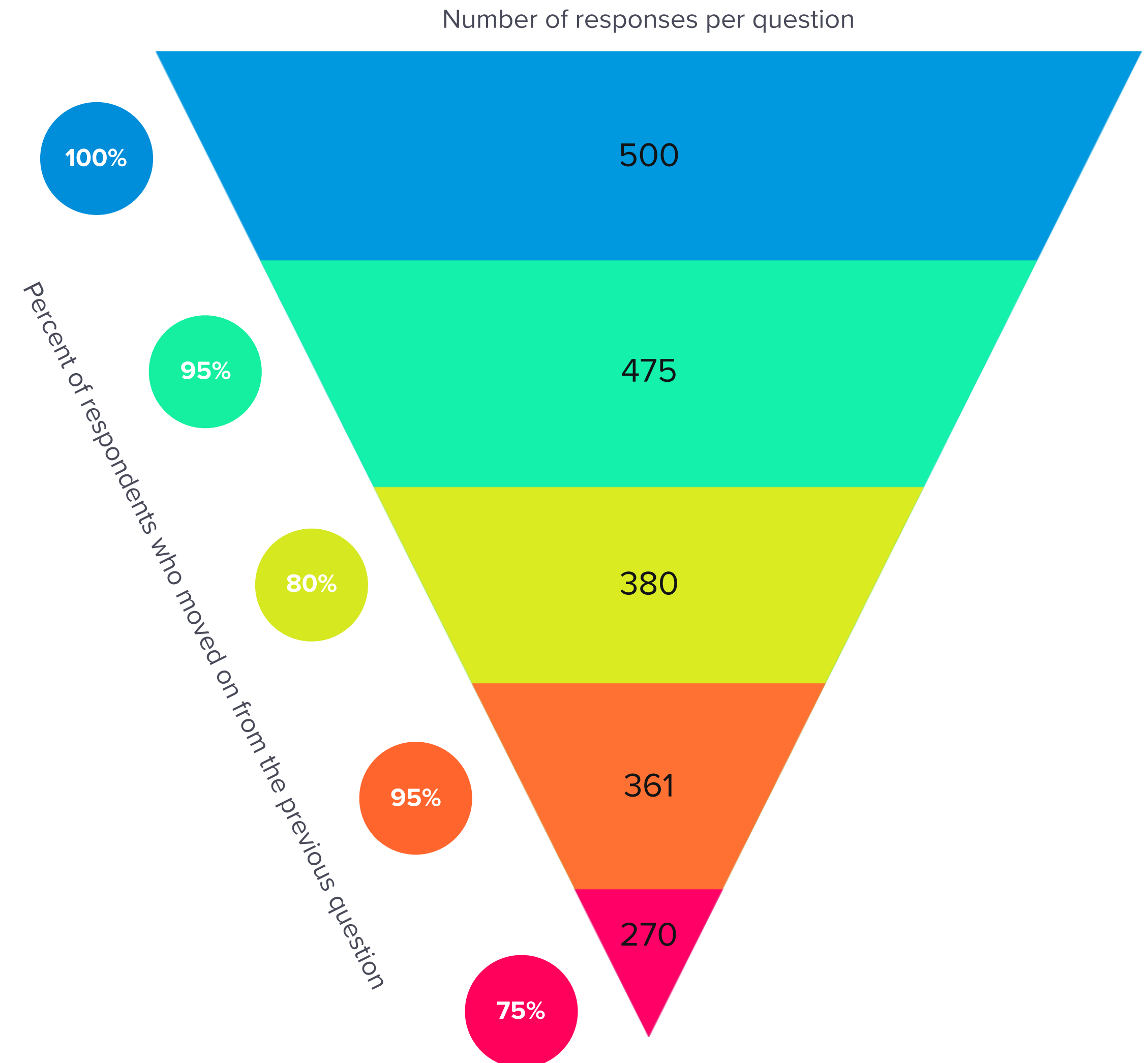
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Style Quiz Funnel

a. Results

The survey consists of 5 questions

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?

Number of responses per question

Percent of respondents who moved on from the previous question

100% — 500
95% — 475
80% — 380
95% — 361
75% — 270

Style Quiz Funnel

a. Results

What columns does the [survey] table have?

question, user_id, response

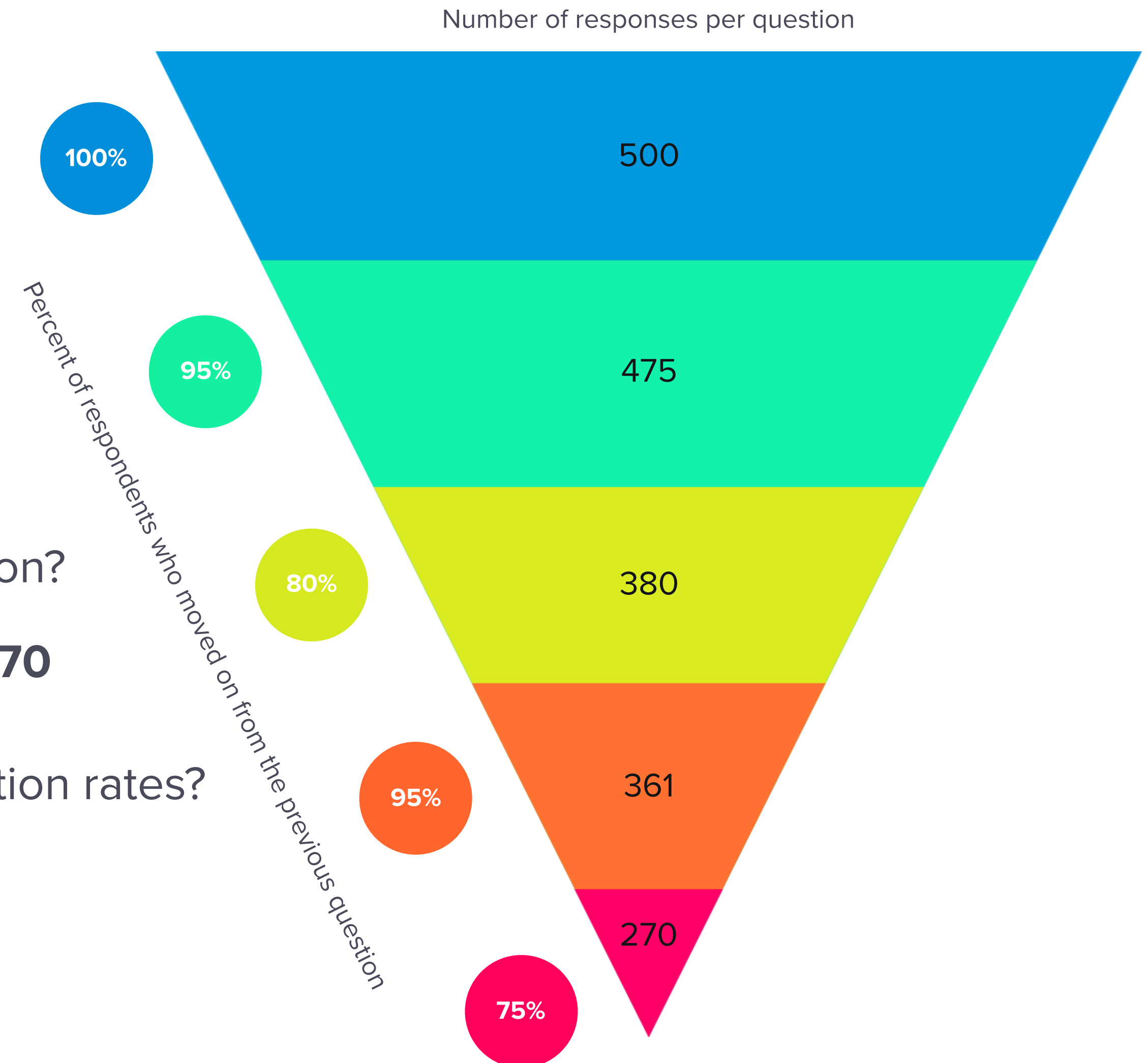What are the number of responses for each question?

Questions 1-5 respectively: 500, 475, 380, 361, 270

Which question(s) of the quiz have a lower completion rates?

**Questions 3 and 5**

What do you think is the reason?

See next slides!

Number of responses per question

Percent of respondents who moved on from the previous question

100%
500

95%
475

80%
380

95%
361

75%
270

Style Quiz Funnel

b. Analysis I - Question 3

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?

100%   95%   80%   95%   75%
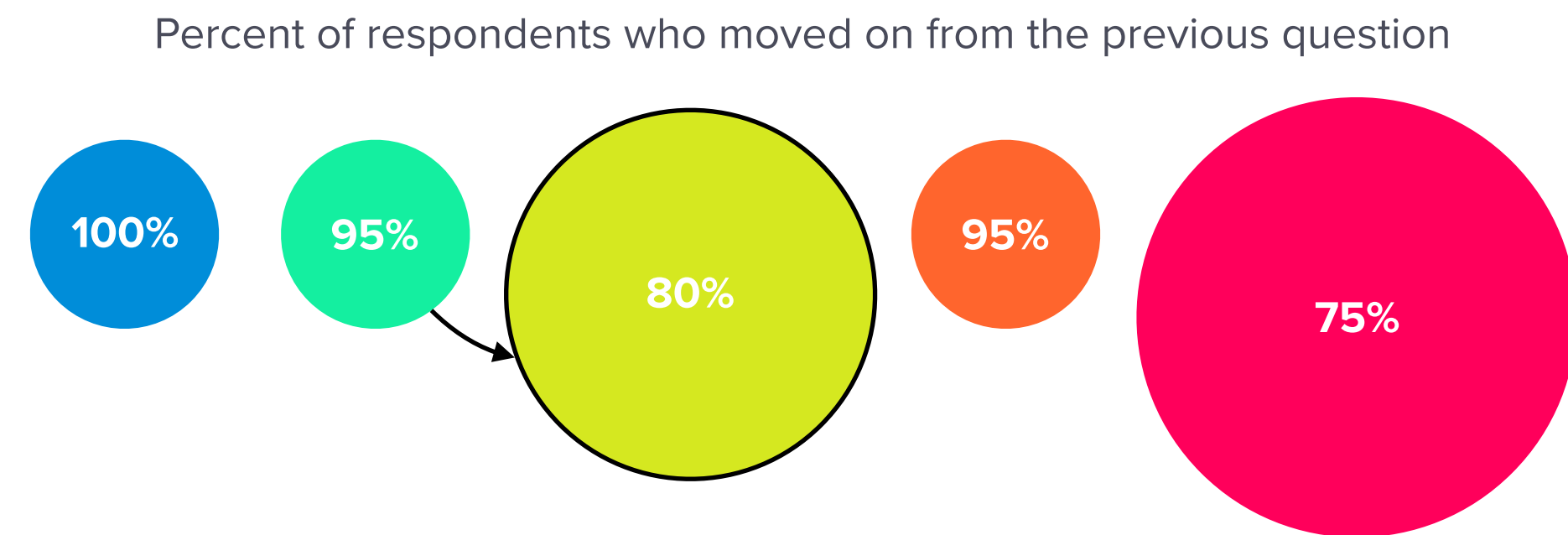
The response rate drops off significantly (15%) moving from question 2 to **3**.

68% chose "rectangular" or "square" (a form of rectangle) on question 3. It's possible the choices are redundant or confusing which demotivates users from continuing. Another possibility is that this is not as important a criteria for customers as fit or color.

Style Quiz Funnel

b. Analysis II - Question 5

1. What are you looking for?

2. What's your fit?

3. Which shapes do you like?

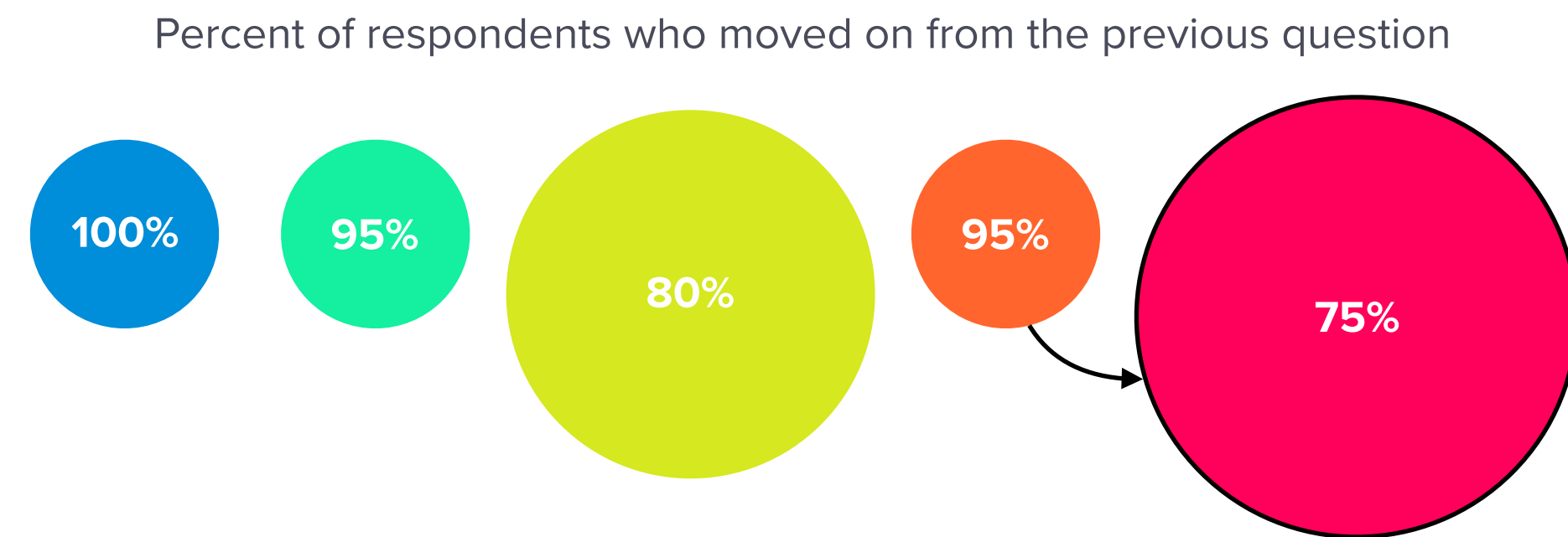4. Which colors do you like?

5. **When was your last eye exam?**

100% **95%** **80%** **95%** **75%**

The response rate plummets 20% moving from question 4 to 5, even more than 2 to 3.
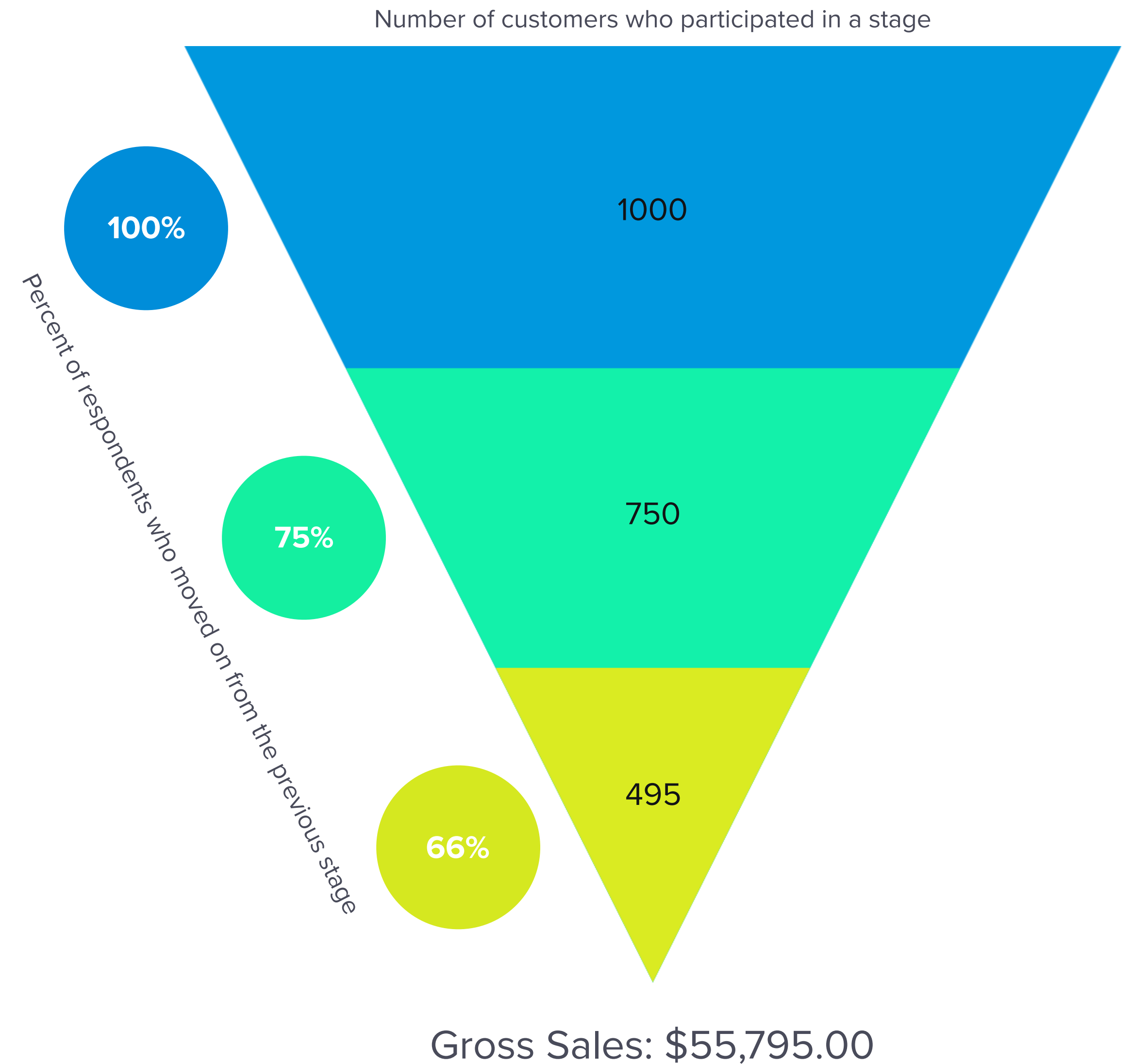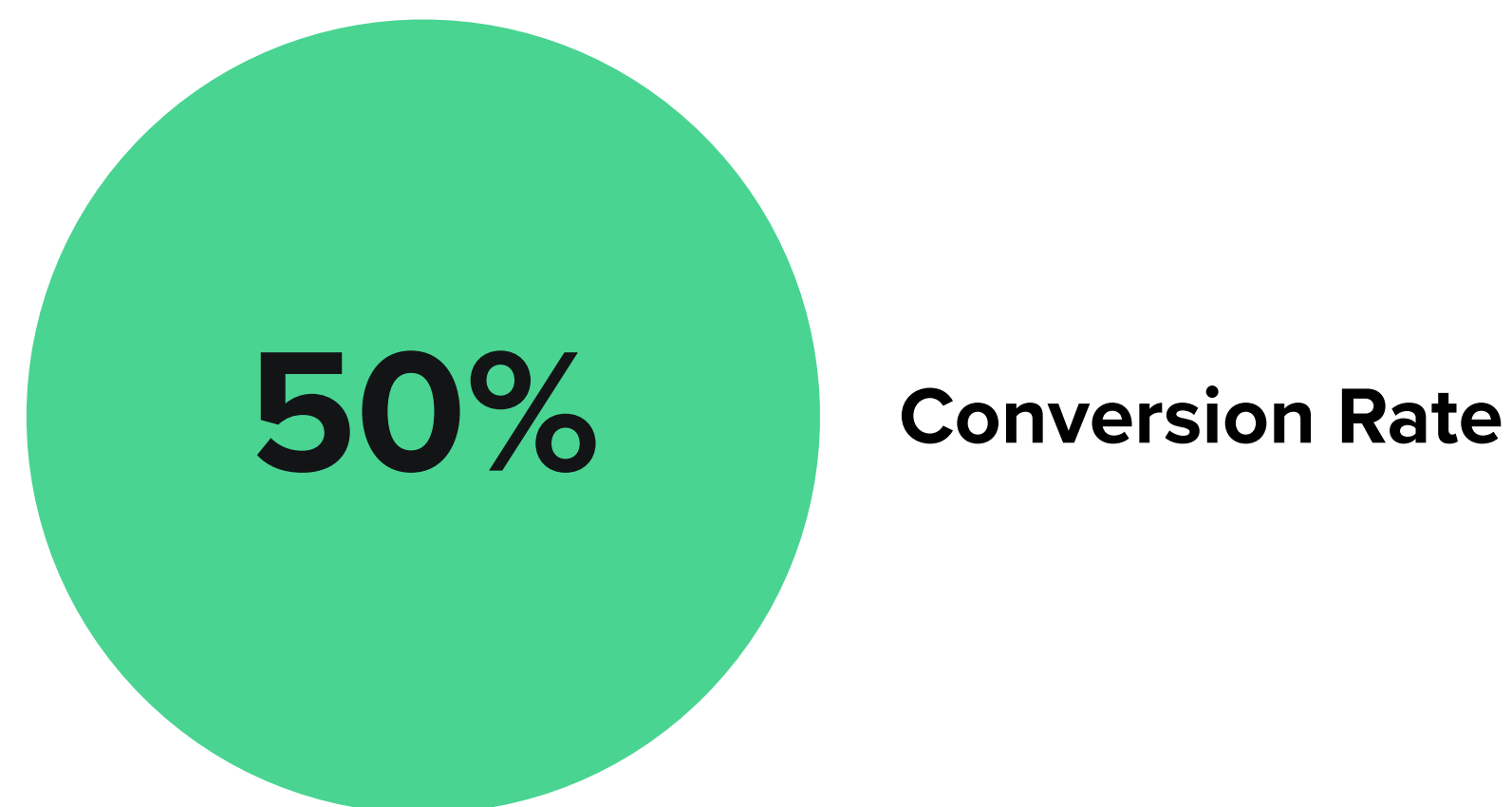
Besides its position as last question on the survey and thus least likely to survive "survey fatigue," remembering the date of your last eye exam is difficult because it's not exactly a big life event. Rather than struggling to remember at the end of a survey, skipping this question is a logical choice. Also, it's not immediately relevant for a customer selecting the style of glasses they want. In this regard, it does not match the other questions on the survey and receives the lowest response rate.

Conversion Funnel

a. Results

The conversion funnel consists of 3 stages

1. Take the Style Quiz

2. Home Try-On

3. Purchase the Perfect Pair of Glasses

50% **Conversion Rate**

Number of customers who participated in a stage

Percent of respondents who moved on from the previous stage

100%

1000

75%

750

66%

495

Gross Sales: $55,795.00
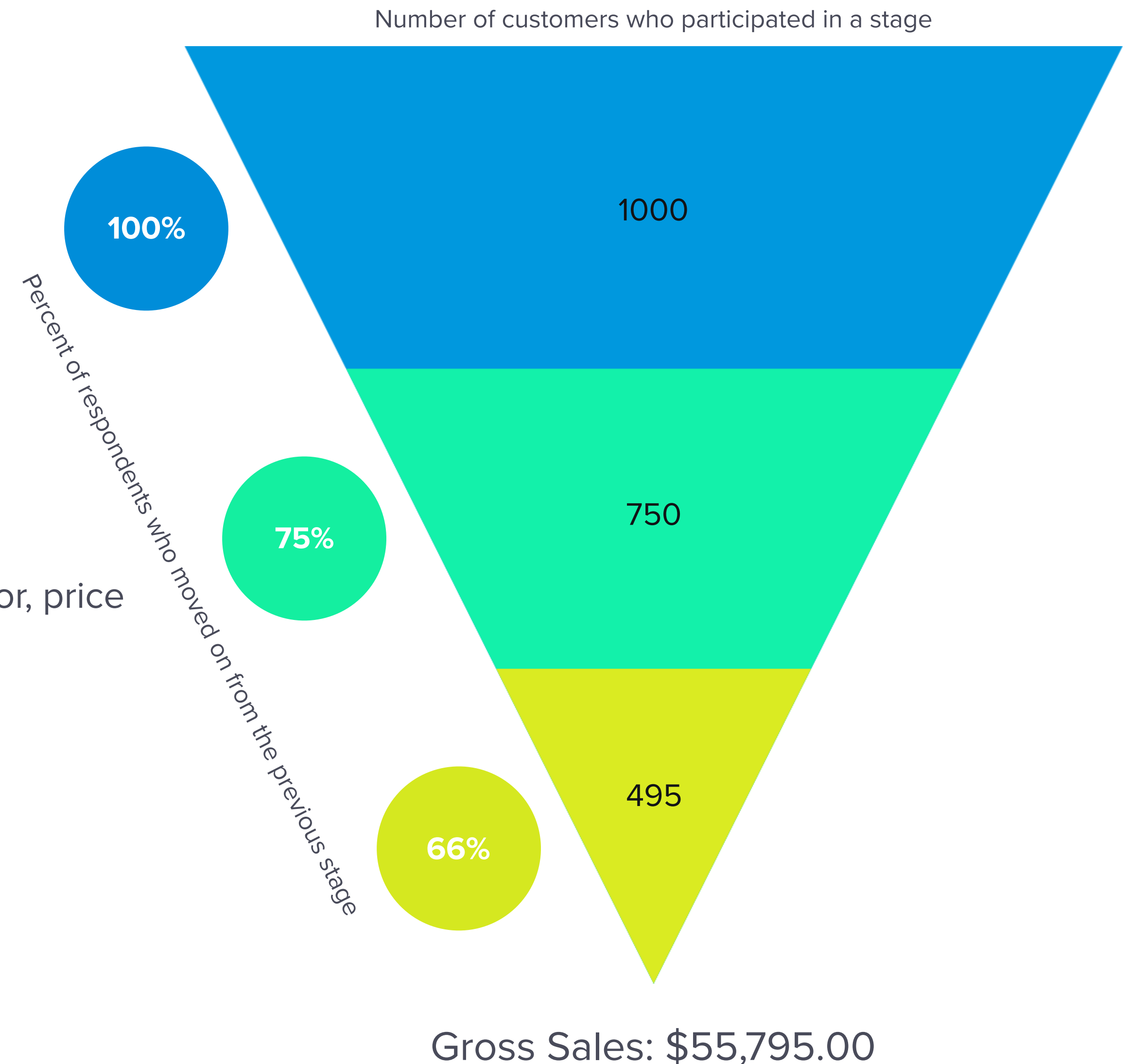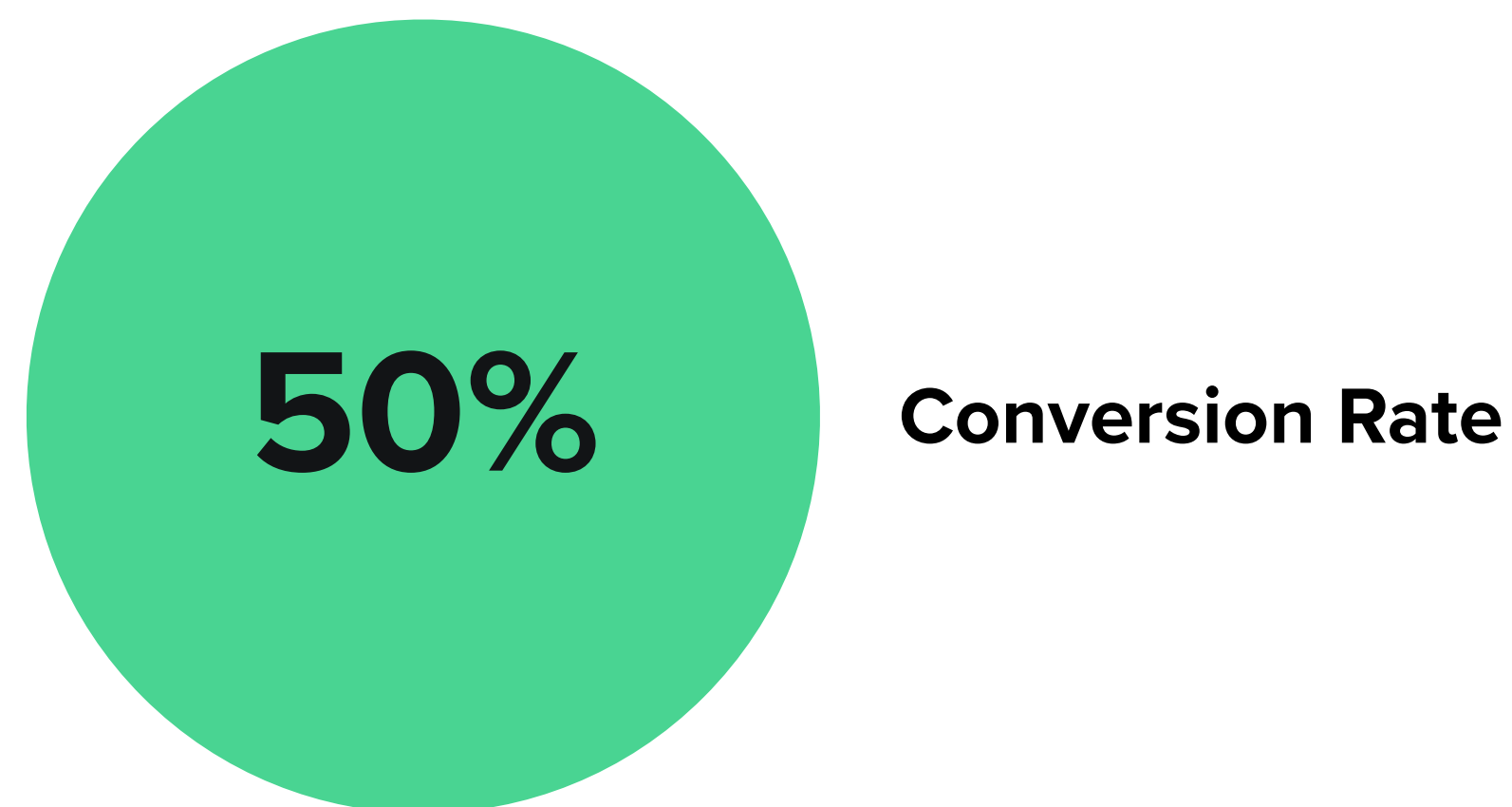
Conversion Funnel

a. Results

What are the column names of the 3 tables?

For **quiz:** user_id, style, fit, shape, color

For **home_try_on:** user_id, number_of_pairs, address

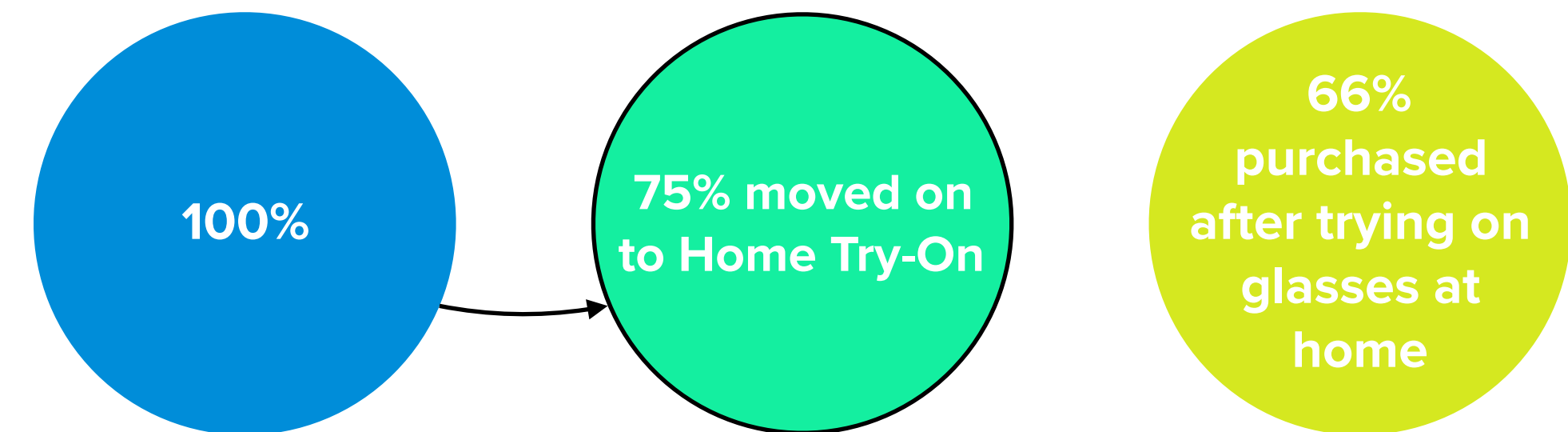For **purchase:** user_id, product_id, style, model_name, color, price

50% **Conversion Rate**

Number of customers who participated in a stage

Percent of respondents who moved on from the previous stage

100% 1000

75% 750

66% 495

Gross Sales: $55,795.00

Conversion Funnel

b. Analysis I - Quiz ➜ Home Try-On

1. Take the Style Quiz

2. Home Try-On

3. Purchase the Perfect Pair of Glasses

50% Conversion Rate

100%

75% moved on to Home Try-On
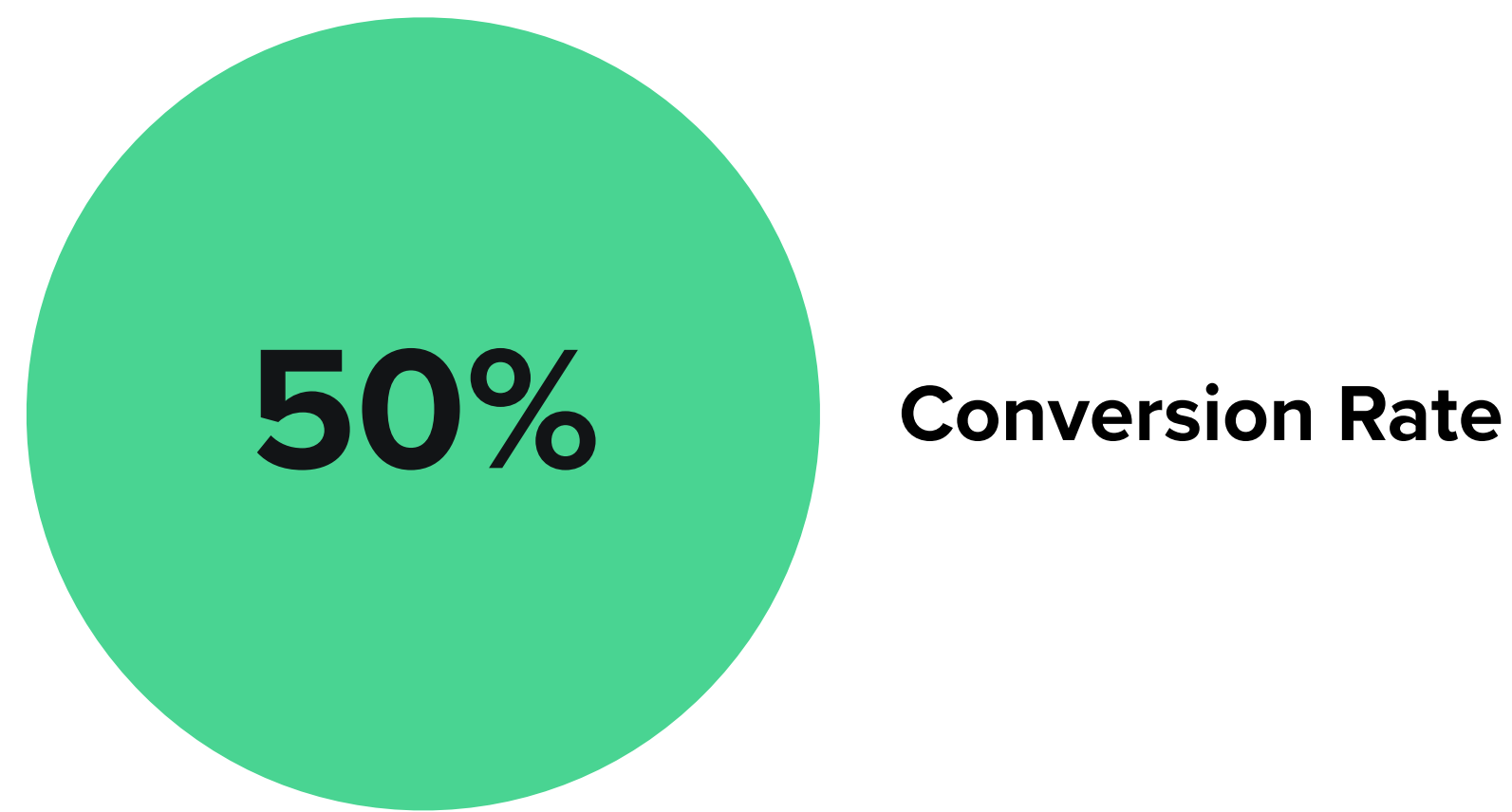
66% purchased after trying on glasses at home

250 people chose to not proceed with the home try-on option after taking the quiz.

While there's no evidence that people interested in men's or women's glasses are any more likely to not proceed, it's worth noting that **12%** of those who did not do home try-on **listed no preference for their style**.

This could imply that they (and perhaps the other 88%) are not purchasing for themselves, but instead browsing for friends, relatives, spouses, or children. If that were the case, it would make sense that they would hesitate to proceed with shipping a box of glasses to an unsuspecting recipient (until confirming with them)!
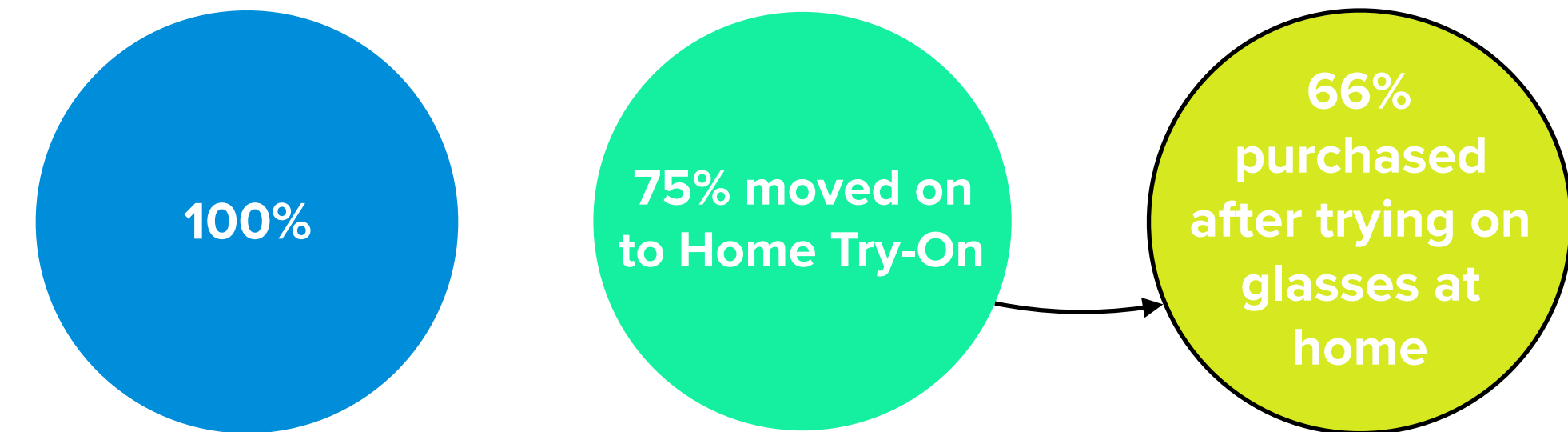
Conversion Funnel

c. Analysis II - Home Try-On ➡ Purchase

1. Take the Style Quiz

2. Home Try-On

3. Purchase the Perfect Pair of Glasses

50% Conversion Rate

100%

75% moved on to Home Try-On
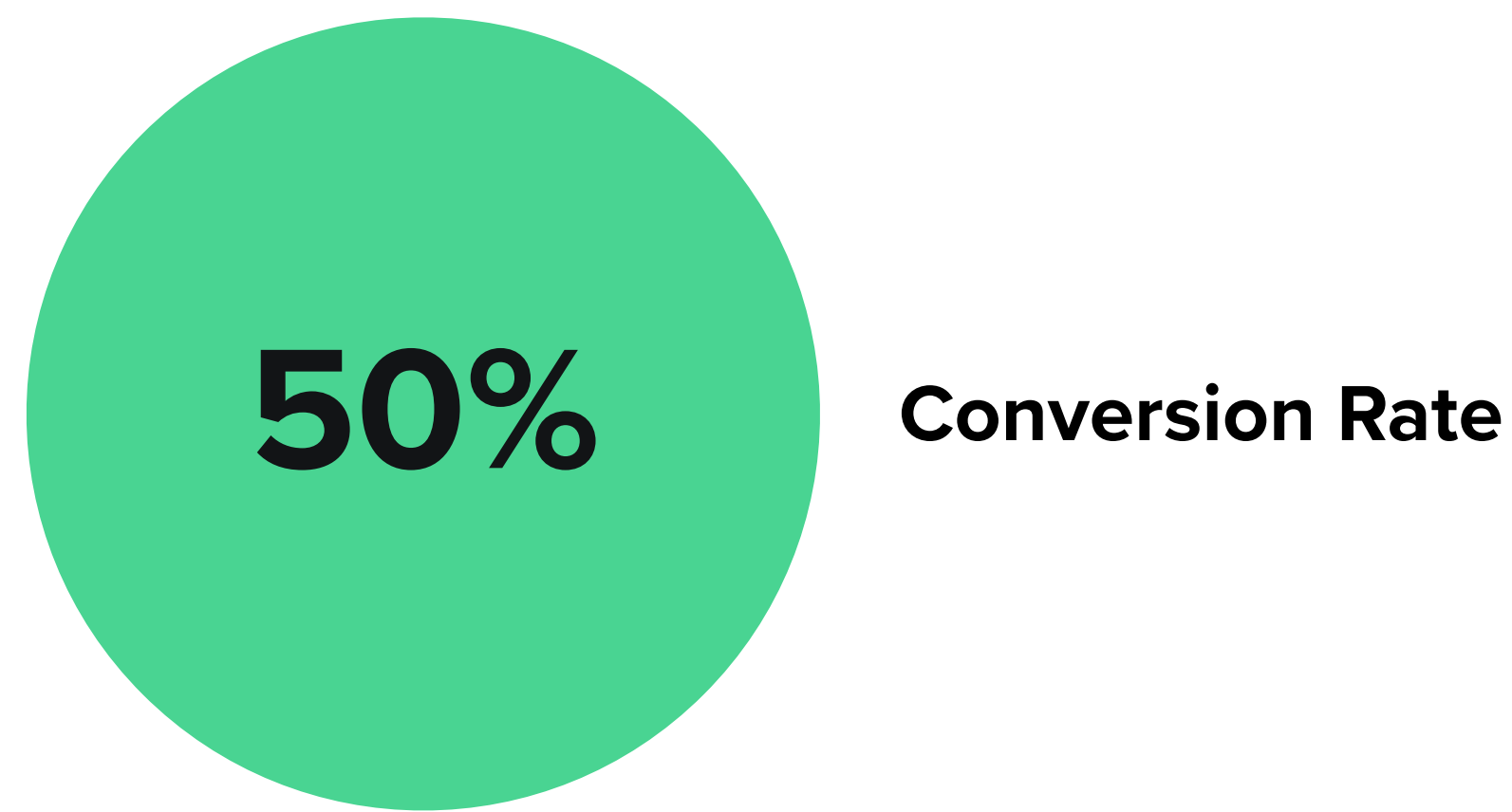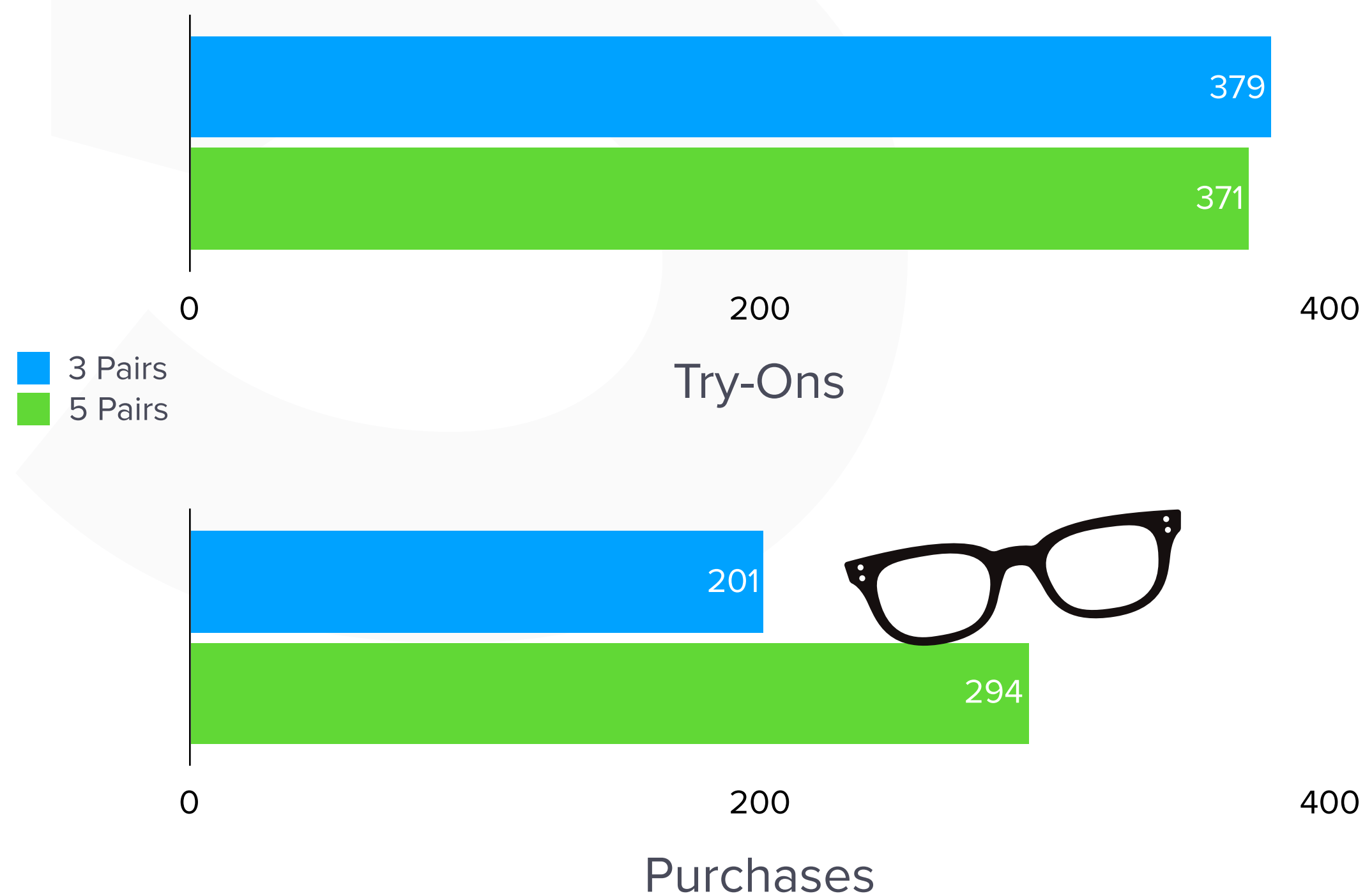
66% purchased after trying on glasses at home

Why do 255 people try on glasses and choose not to purchase any of them? Color and shape choices do not differ much from purchasers. However, perhaps a lack of confidence relating to style and fit may play a role. Of these 255 people, 27% were unsure which style they wanted and 7% were unsure which fit would be best. **In fact, of all those who chose to purchase glasses, not a single purchase came from a quiz taker who listed "I'm not sure. Let's skip it." for their style choice. You need confidence to make a decision.**

Also, 43% of the 255 "dropouts" selected women's styles. The simple explanation is that none of the options for women's glasses appealed to these customers' fashion sense.

Conversion Funnel

d. What's the magic number?

379 (3 Pairs)
371 (5 Pairs)

0   200   400

Try-Ons

■ 3 Pairs
■ 5 Pairs

201 (3 Pairs)
294 (5 Pairs)

0   200   400

Purchases

Warby Parker should include **5 pairs of glasses** in their home try-on set.

Customers who received 3 pairs of glasses purchased **53%** of the time, while customers who received 5 pairs of glasses purchased **79%** of the time.
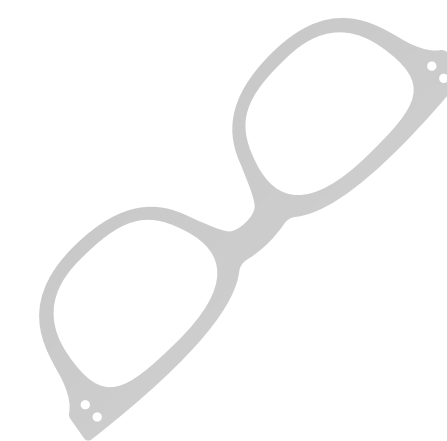
That's almost **50%** more likely to buy!

Conversion Funnel

e. Color (First look)

Customers' purchase patterns differ from their earlier quiz selections. Although "Jet Black" is the single most popular color which aligns with the virtual tie between black and tortoise on the quiz, when taking all variations of color names into account there's a different story under the hood.

Color Choices

Quiz   Purchase

Tortoise
Black
Crystal
Neutral
Two-Tone

Jet Black
Driftwood Fade
Rosewood Tortoise
Rose Crystal
Layered Tortoise Matte
Pearled Tortoise
Elderflower Crystal
Sea Glass Gray
Endangered Tortoise
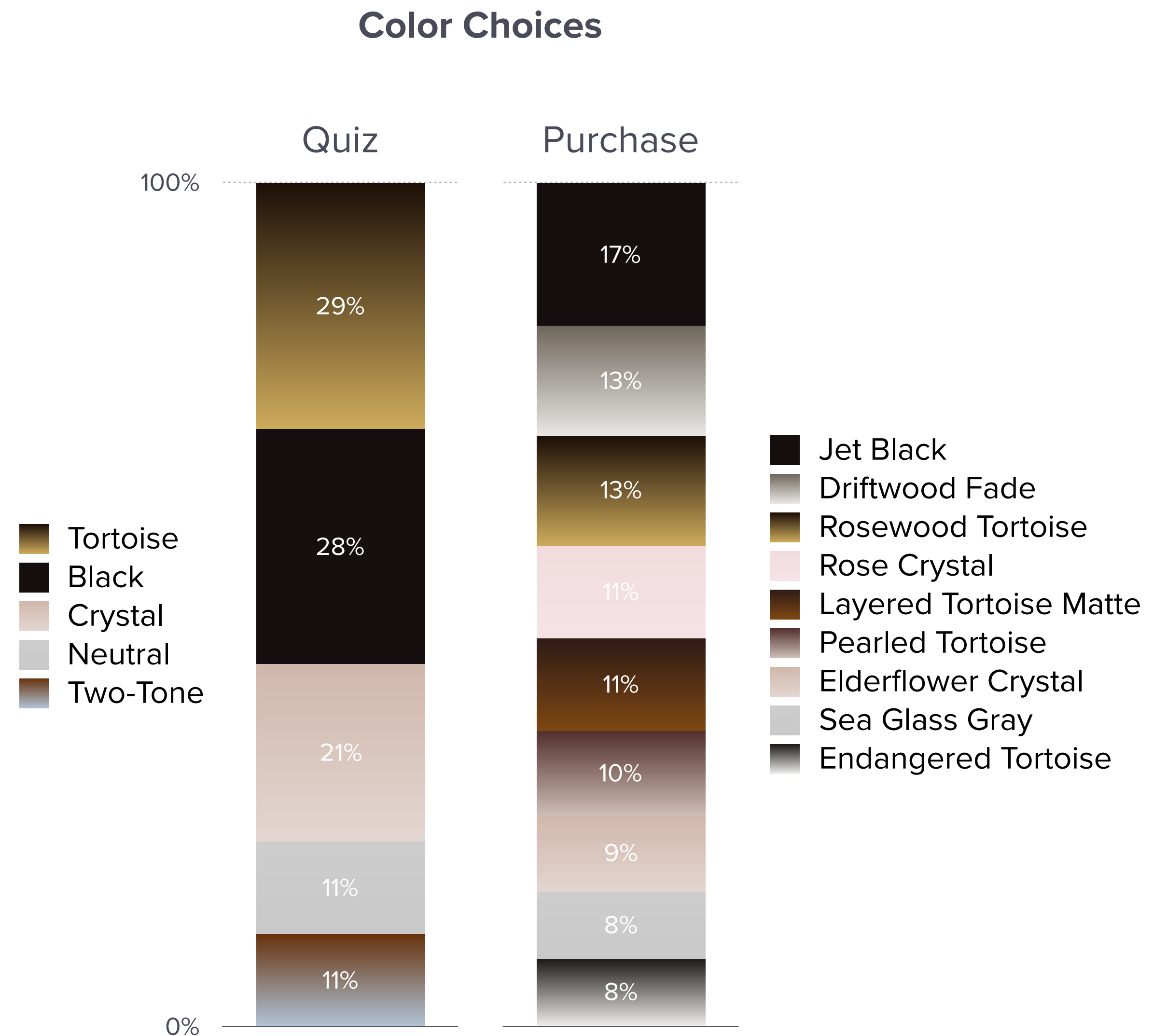
Conversion Funnel

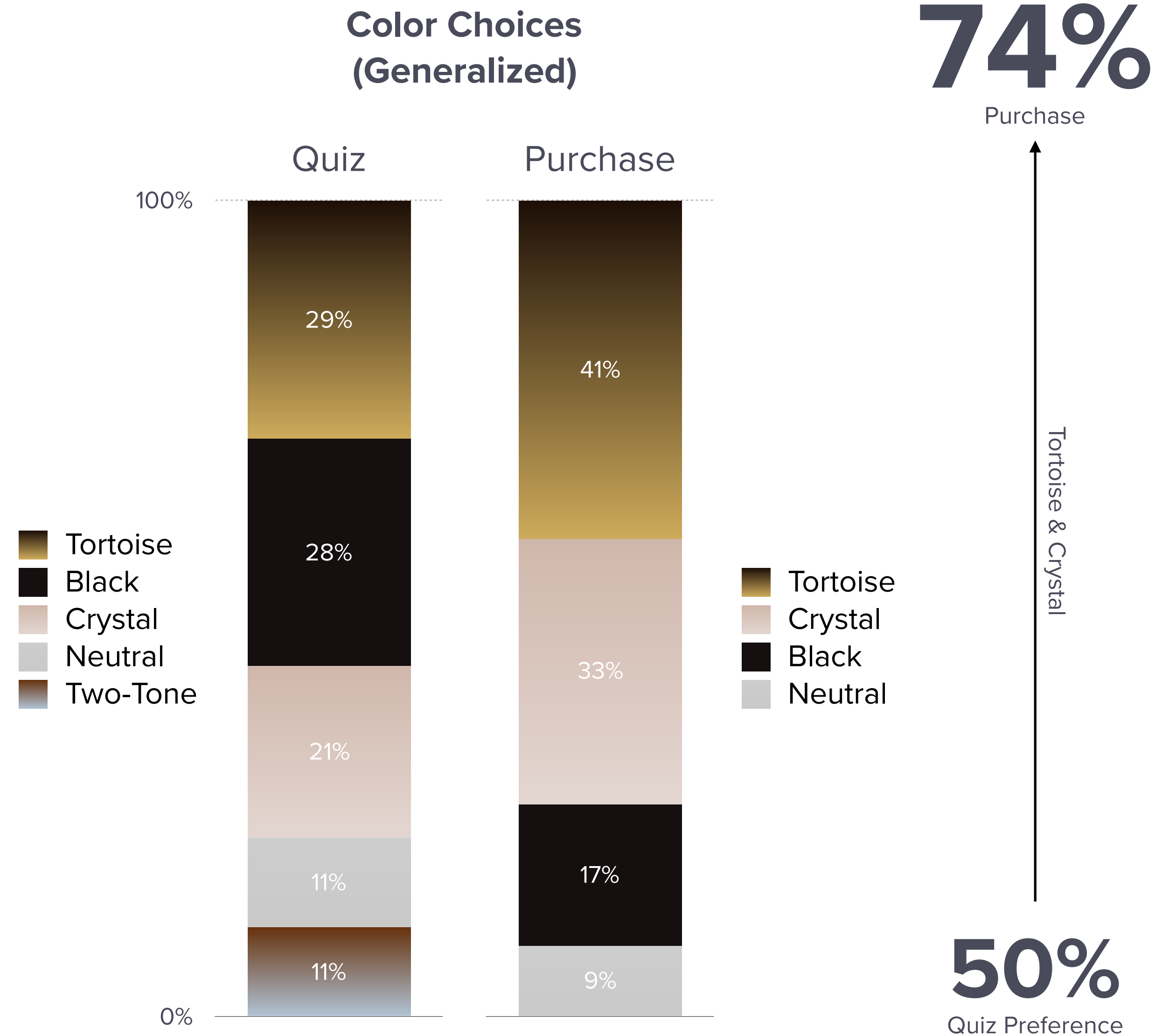## f. Color (Look again)

Warby Parker should invest in tortoise and crystal.
The various color names of glasses customers purchased actually correspond to their quiz preference counterparts in a much different way. Most noticeably after cross-checking the official Warby Parker website, it seems that two-tone glasses were not present in *any* purchases.

Meanwhile, crystal made a *huge* leap to surpass black as a percentage of total sales (sidebar: the only color that could be construed as neutral — "Sea Glass Gray" — also happens to appear under the "crystal" filter on warbyparker.com which would make crystal equal to tortoise if so grouped). Viewed in this light, both tortoise and crystal rush into the lead at the expense of black and two-tone.

Color Choices (Generalized)

Quiz	Purchase
Tortoise 29%	Tortoise 41%
Black 28%	Crystal 33%
Crystal 21%	Black 17%
Neutral 11%	Neutral 9%
Two-Tone 11%	

Legend (Quiz):
- Tortoise
- Black
- Crystal
- Neutral
- Two-Tone

Legend (Purchase):
- Tortoise
- Crystal
- Black
- Neutral

74%
Purchase

Tortoise & Crystal

50%
Quiz Preference

Takeaways

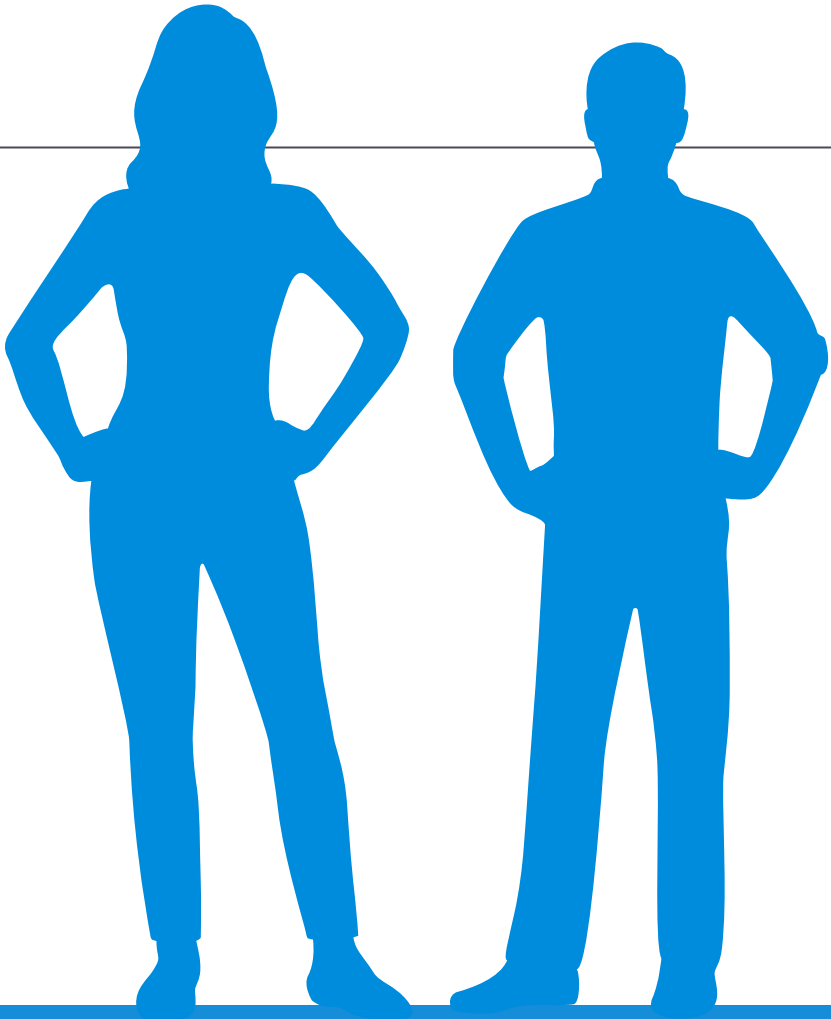Additional Style Quiz Preferences vs. Purchase Behavior

Trends started at the beginning of the funnel remain consistent* at purchase time.**

*See slides 12-13 for color comparison
**See slides 15-19 for style, fit, and shape analysis

Takeaways

Additional Style Quiz Preferences of All Quiz Takers

style	num_style	fit	num_fit	shape	num_shape
Women's Styles	**469**	**Narrow**	**408**	**Rectangular**	**397**
Men's Styles	432	Medium	305	Square	326
I'm not sure. Let's skip it.	99	Wide	198	Round	180
—	—	I'm not sure. Let's skip it.	89	No Preference	97

Takeaways

Additional Style Quiz Preferences of Shoppers Who Purchased
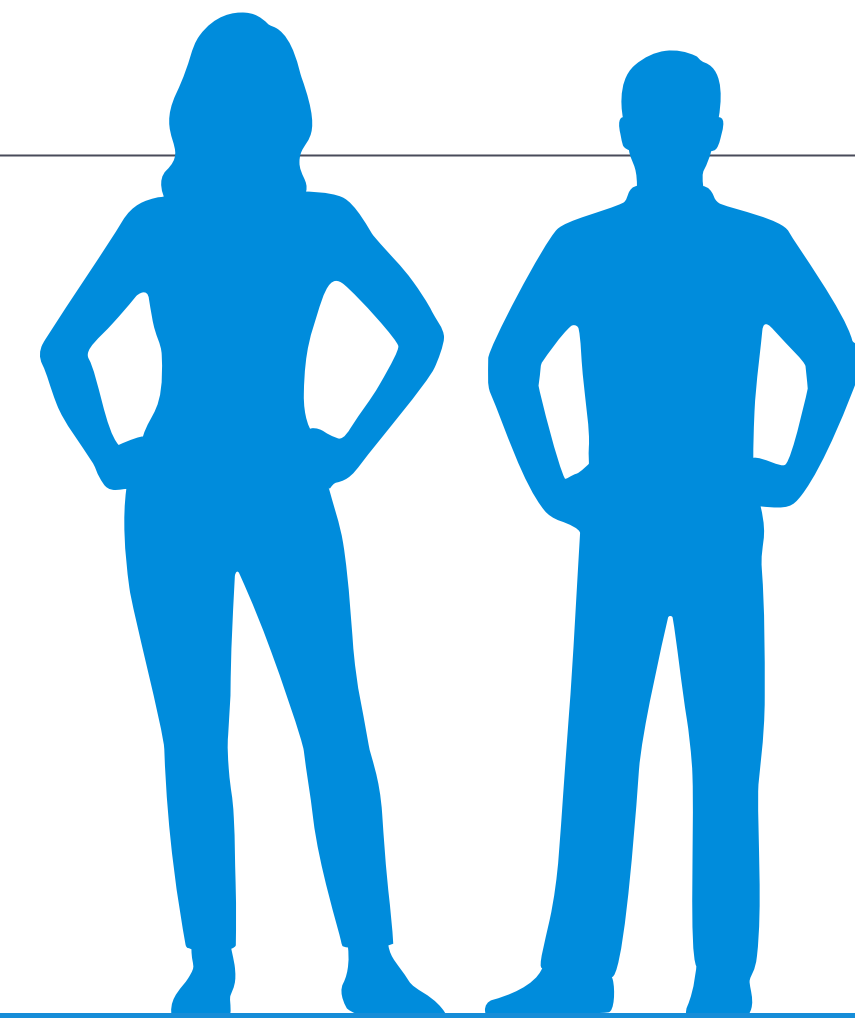
style	num_style	fit	num_fit	shape	num_shape
Women's Styles	**252**	**Narrow**	**193**	**Rectangular**	**189**
Men's Styles	243	Medium	152	Square	158
—	—	Wide	105	Round	95
—	—	I'm not sure. Let's skip it.	45	No Preference	53

Takeaways

Is Warby Parker more popular with men or women?
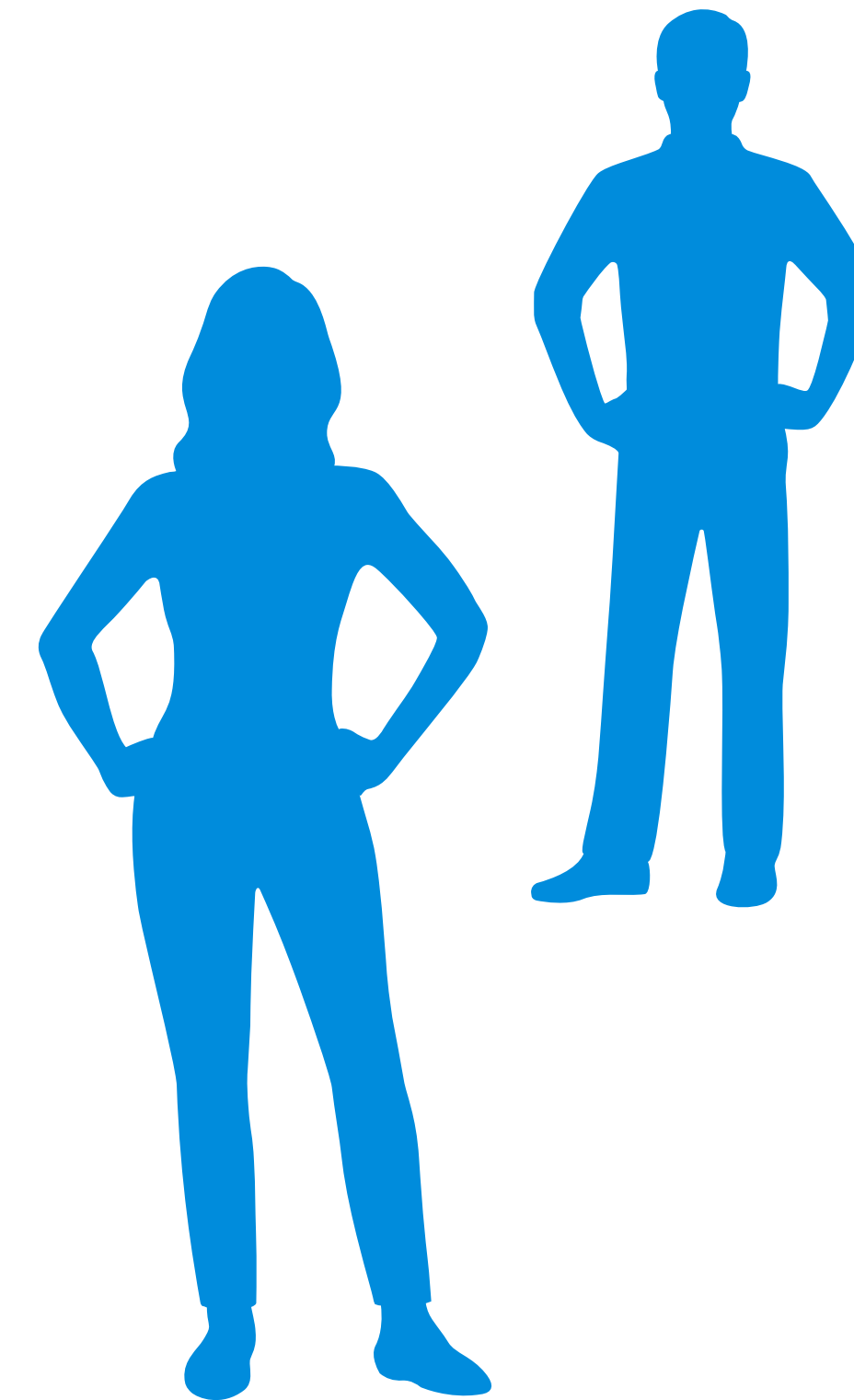
Women

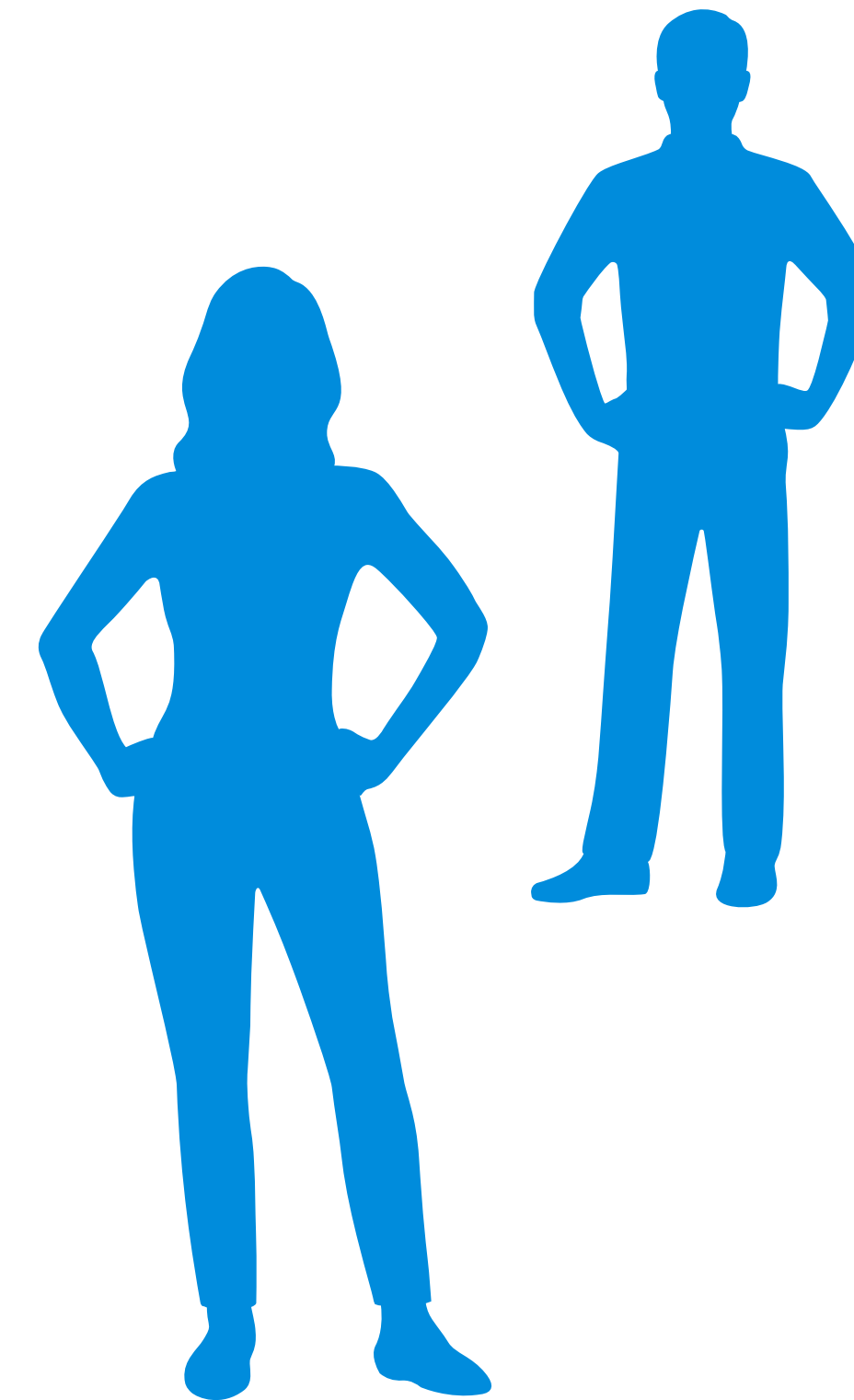| fit	num_fit
Women's Styles	**252**
Men's Styles	243

Although the style doesn't fully prove who exactly purchased the glasses, it appears that **Warby Parker is slightly more popular with women.**

Takeaways

What's the most popular fit with those who purchased?

Narrow

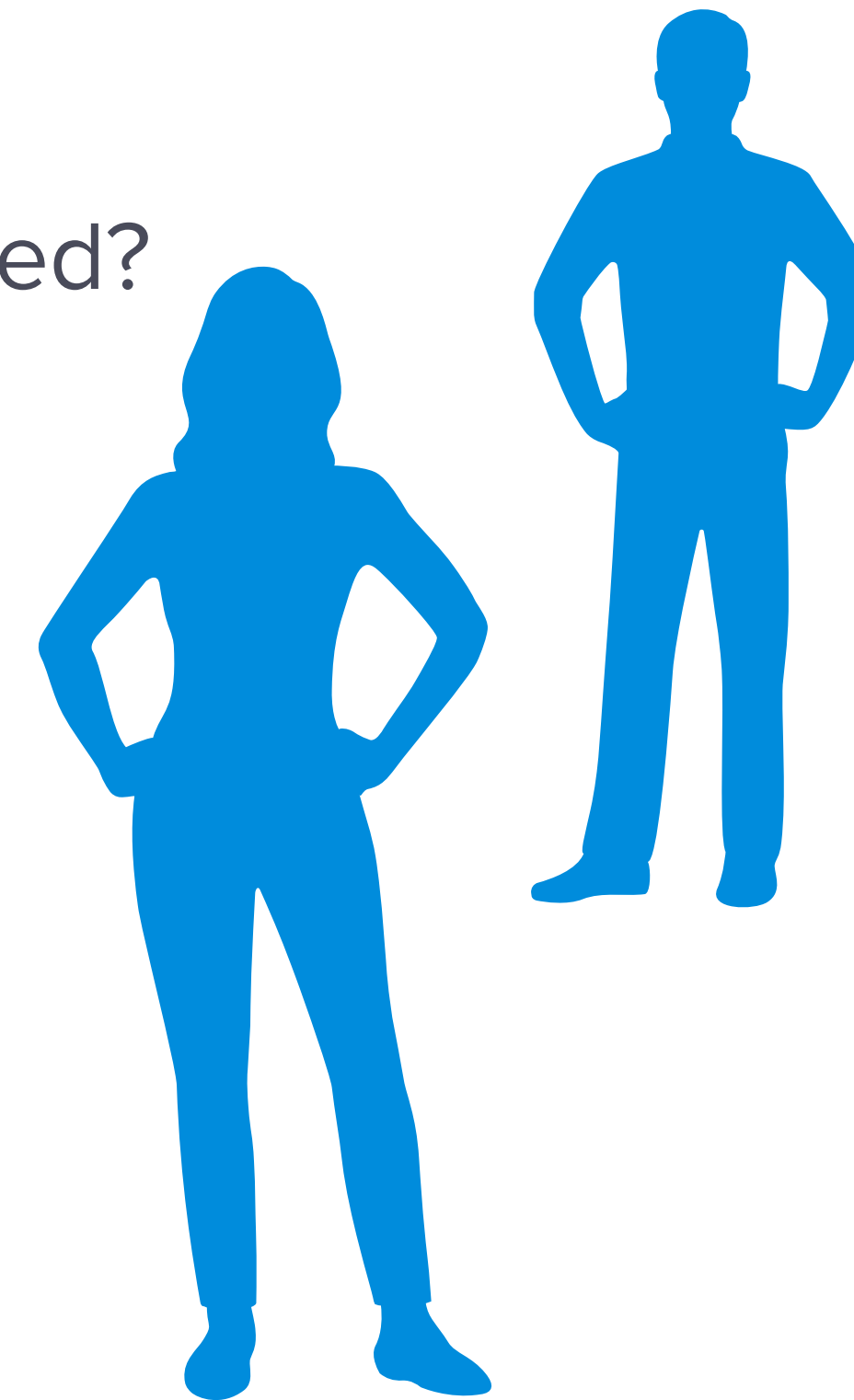| fit	num_fit
Narrow	**193**
Medium	152
Wide	105
I'm not sure. Let's skip it.	45

Almost 40% chose narrow for their fit at purchase time.

Takeaways

What's the most popular shape with those who purchased?

Rectangular

shape	num_shape
Rectangular	**189**
Square	158
No Preference	53
Round	95

Almost 40% chose rectangular for their shape at purchase time.

Takeaways

Most Popular Models (V)

- 🔵 Eugene Narrow
- 🟢 Dawes
- 🟡 Brady
- 🔴 Lucy
- 🟣 Olive
- ⚫ Monocle

495 units sold
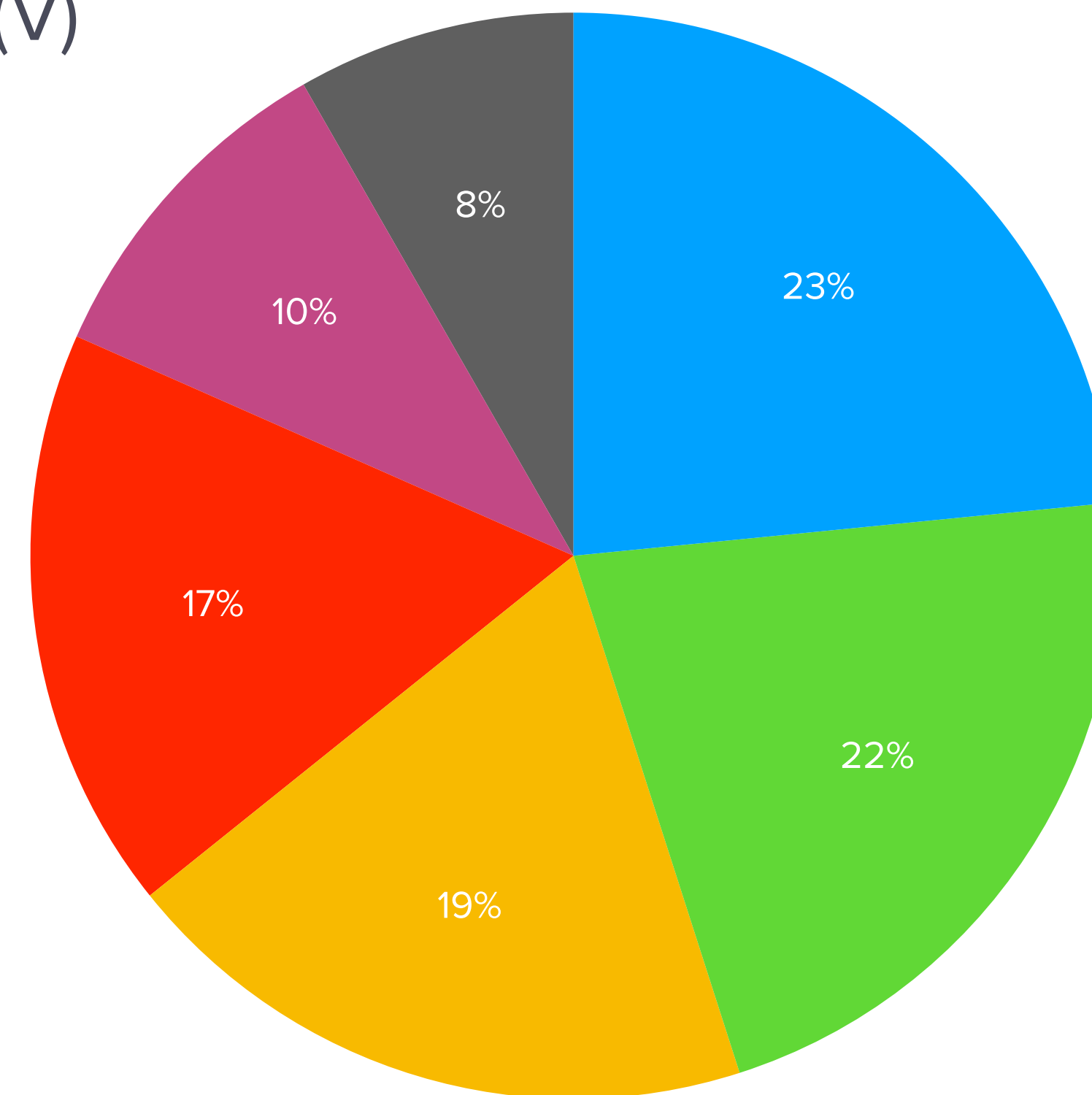
The top 3 models: **Eugene Narrow, Dawes,** and **Brady** made up **64% of volume**. Lucy was also a strong contender. Warby should double down on their efforts to market these models.

However, it would be smart to skip Brady's two-tone model "Tea Rose Fade"* when designing their next campaign in favor of "Layered Tortoise Matte" or "Sea Glass Gray." Likewise, use both the tortoise and crystal varieties of Eugene Narrow. When it comes to Dawes though, emphasize "Driftwood Fade" as customers chose it 18% more than "Jet Black."

Not to be entirely forgotten, "Jet Black" is worth considering as it performed equally well for **Lucy** alongside ""Elderflower Crystal."
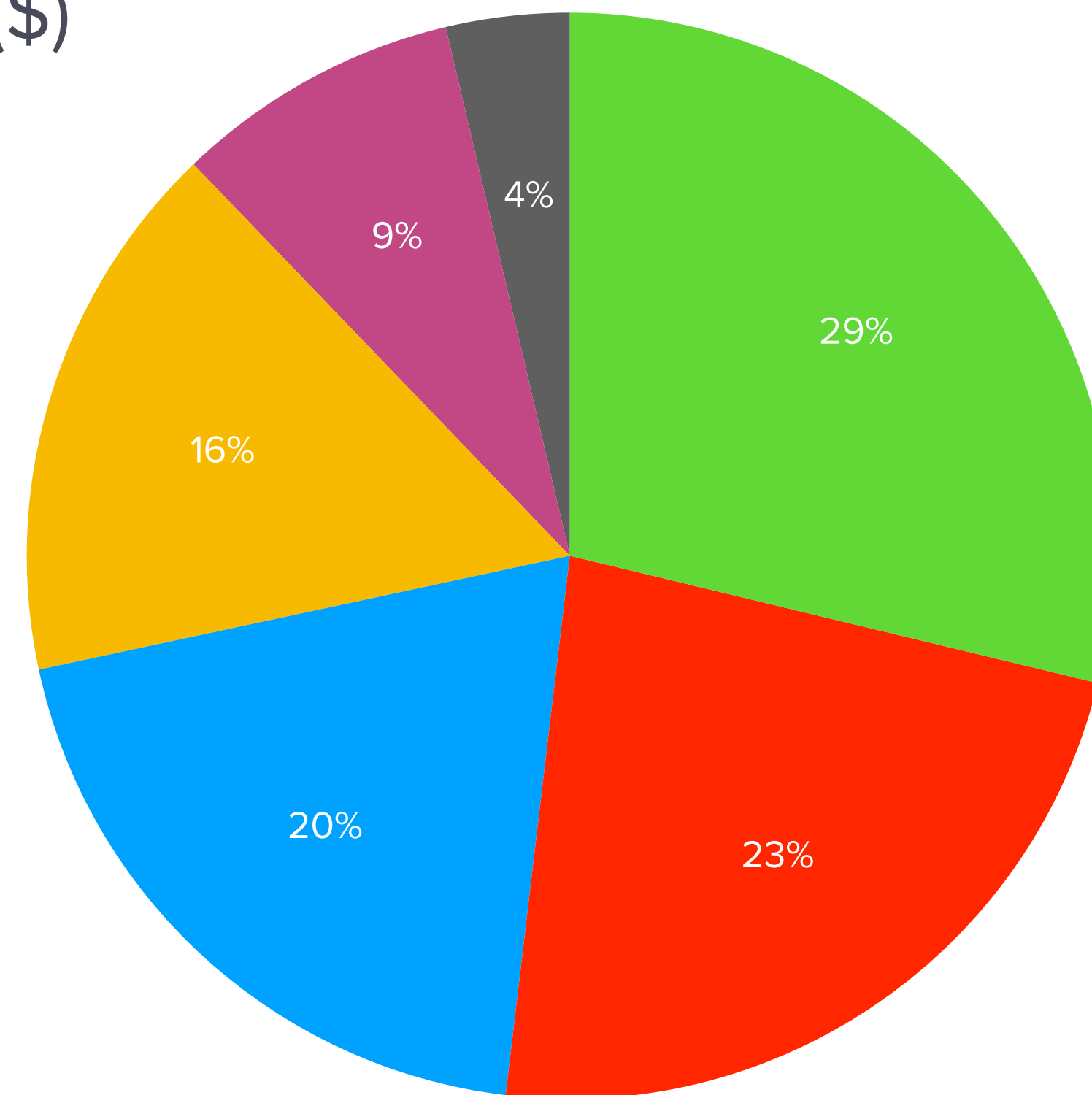
*This color is not present in Codecademy data but is present on the Warby Parker website

Takeaways

Most Popular Models ($)

- 🟢 Dawes
- 🔴 Lucy
- 🔵 Eugene Narrow
- 🟡 Brady
- 🟣 Olive
- ⚫ Monocle

Gross Sales: $55,795.00

Due to variances in product pricing across the assortment, when it comes to gross sales the top 3 models change to: **Dawes, Lucy, and Eugene Narrow** making up **72% of gross sales**.

Both Dawes and Lucy are at the higher price tier of $150, while Eugene Narrow is at the significantly lower $95 level.

Whether Warby Parker chooses to push the lower priced volume route or the slightly higher end path is their choice. However...

Takeaways

Who is the winner in men's glasses?

Dawes

Takeaways

Why Dawes?

Dawes

78%

more popular in gross sales
than the next highest selling men's model

Takeaways

Why Dawes?

Dawes

13%

more popular by number of sales

than the next best selling men's model

Takeaways

Who are the winners in women's glasses?

Eugene Narrow

Lucy

Takeaways

Why Eugene Narrow?

35%

more popular by number of sales

than the next best selling women's model

Eugene Narrow

Takeaways

Why Lucy?

17%

more popular in gross sales
than the next highest selling women's model

Lucy

Takeaways

Who is the overall winner?

Dawes

Takeaways

Why Dawes?

If Warby Parker had to pick a single model to focus on, **my recommendation would be Dawes*** because it performs extremely well even compared to Eugene Narrow (the volume leader). At **#2 in volume** of units moved and **#1 in gross sales**, the data supports Dawes as the clear winner.

*While Dawe's only shows up as a men's style in the Codecademy dataset, it appears as a choice for both men and women on the Warby Parker website.

Dawes

Takeaways

Summary of Actionable Insights

- Rework or remove questions 3 and 5 on the quiz

- Put 5 pairs of glasses (instead of 3 pairs) in the home try-on set

- Market the top 3 models (right) more aggressively

- Expand the tortoise & crystal color variations to new models

Eugene Narrow

Dawes

Lucy

#1 total volume

#1 gross sales

#1 gross sales women's styles