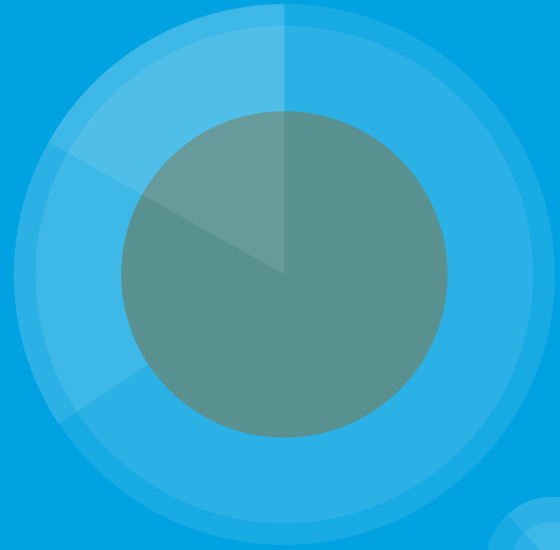# Warby Parker Marketing Analysis

Learn SQL from Scratch
Mary Zhou
5/16/2019

Quiz Funnel

Columns Found in Style Quiz

The Style Quiz has 3 columns:

- question
- User_id
- response

Number of Responses to Each Question

Question	Response 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

These are the questions that we ask in the Style Quiz and the number of responses received for each question.

We've formatted the questions so the user needs to reply to the current question on the page before going to the next question.

Why Question 5 Has the Lowest Responses

Question	Percent of Reponses
What are you looking for?	100.00%
What's your fit?	95.00%
What shapes do you like?	80.00%
Which colors do you like?	95.00%
When was your last eye exam?	74.79%

When was your last eye exam?

Please choose one

< 1	1-3	3-12	12+
In the last mo.	1–3 mos. ago	3–12 mos. ago	Over a year ago

I'm not sure. Let's skip it.

The question with the lowest response percentage is the last question with ~75%. The reason for this low response could be due to the fact that most people do not remember when their last exam was. Because Warby Parker offers a "I'm not sure. Let's skip it." option, people will tend to choose that over guessing.

Home Try-On Funnel

Columns in Quiz, Home Try-On, and Purchase

The Quiz has 5 columns:
- user_id
- style
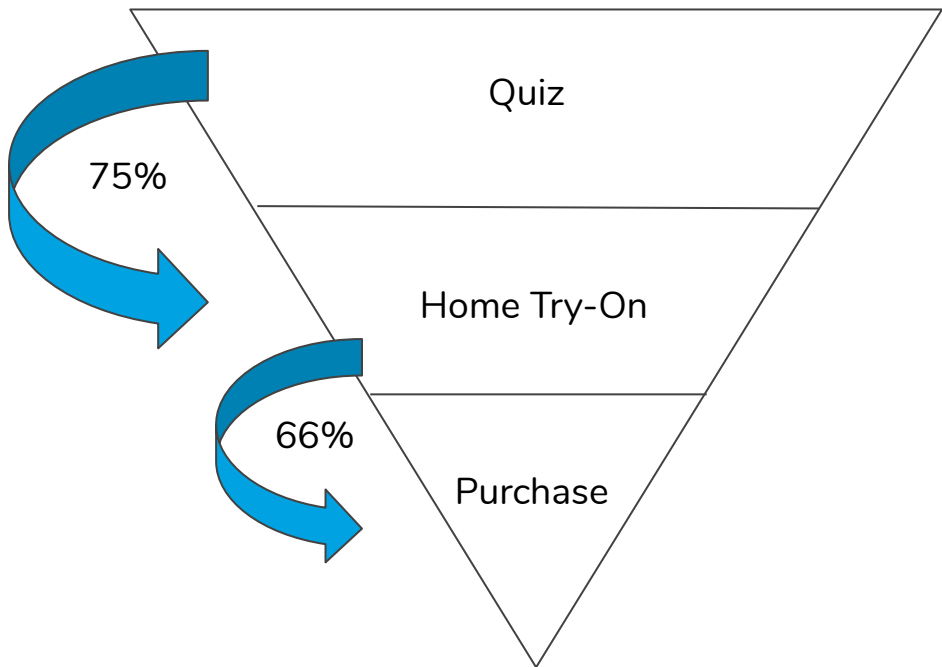- fit
- shape
- color

The Home Try-On has 3 columns:
- user_id
- number_of_pairs
- address

The Purchase has 6 columns:
- user_id
- product_id
- style
- model_name
- color
- price

Conversions By Funnel

Quiz

75%

Home Try-On

66%

Purchase

From users that take the quiz to doing home try-ons is about 75%.

Users who went from home try-on to purchasing is about 66%.

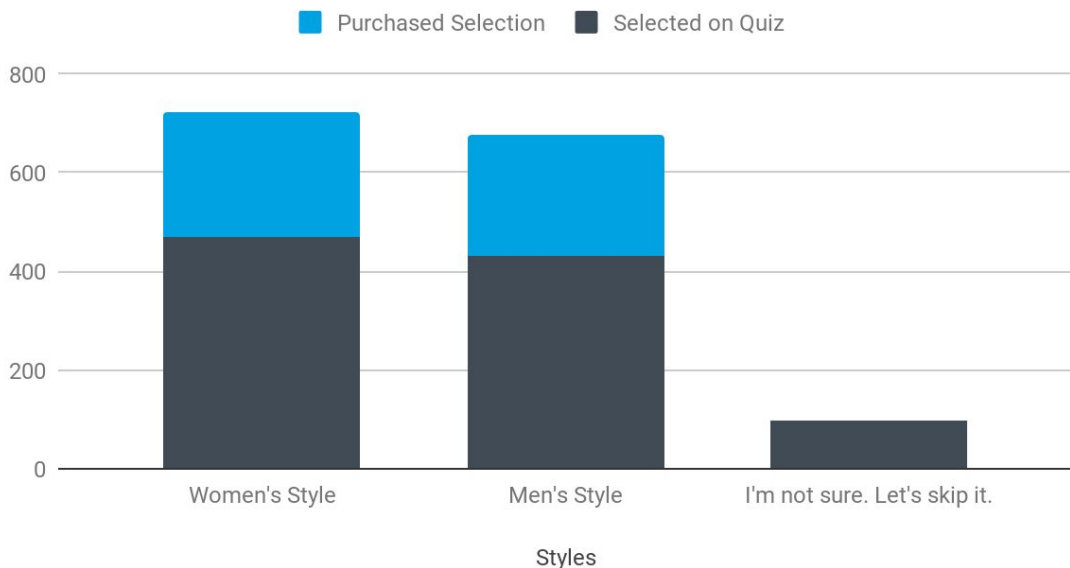Overall the conversion rate is doing well.

The Most Popular Style

Quiz Response to Purchase

Legend: ■ Purchased Selection ■ Selected on Quiz

Chart axis values: 800, 600, 400, 200, 0

Categories: Women's Style, Men's Style, I'm not sure. Let's skip it.

Styles

The women's style is currently the most popular style that our users are looking for based on the Style quiz.

Women's style has also been purchased more than men's style. **54%** of the users who answered "women's style" on the quiz ends up purchasing.
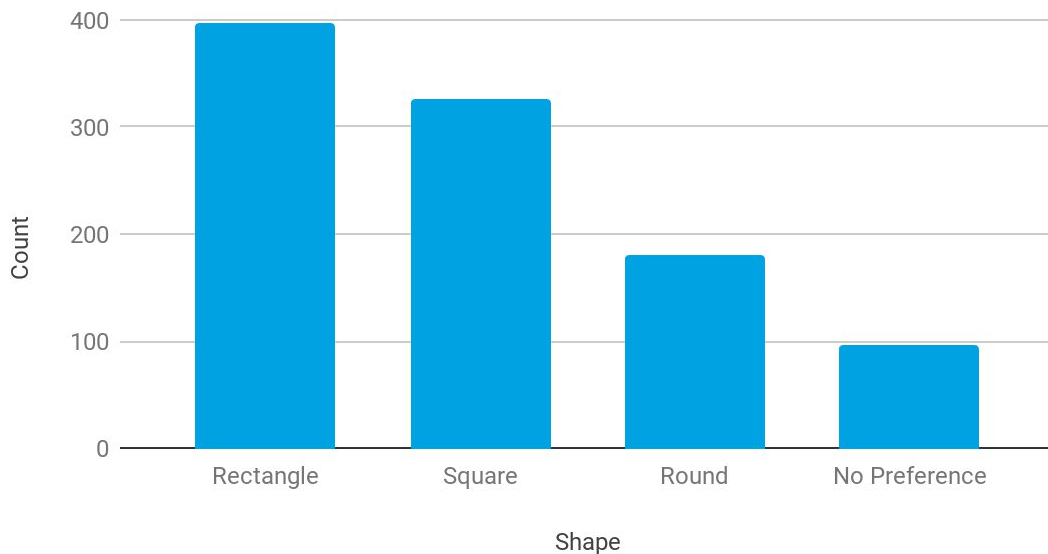
We should consider running more ads directed towards women in our marketing.

The Most Popular Shape

The most popular shape, with 397 people (40% of the results) choosing it, is rectangular. On our website, we should be highlighting more rectangular frames as our "Staff Picks" and creating more designs for this shape.
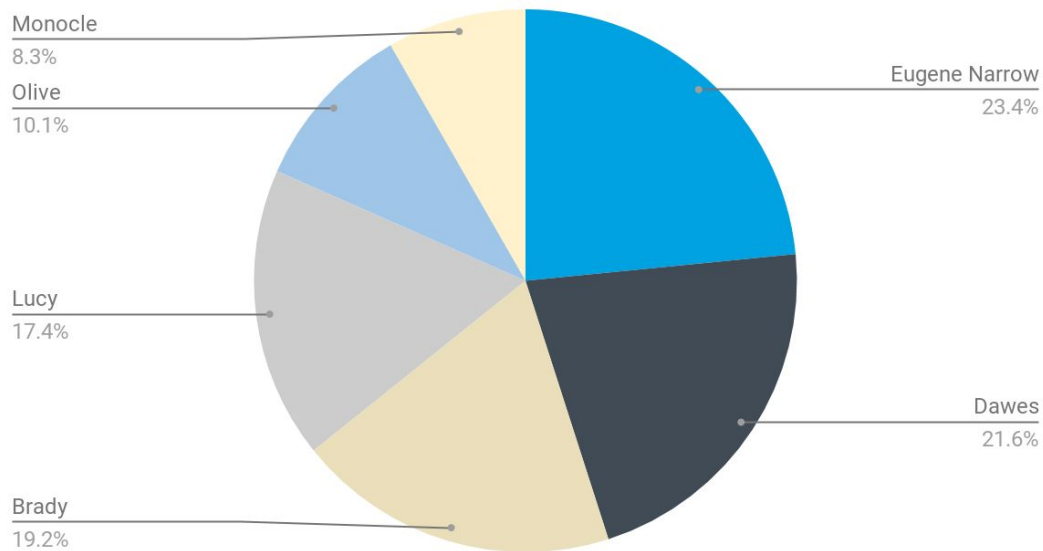
Most Popular Shape

The Most Purchased Eyewear

Most Popular Eyewear

Monocle
8.3%

Olive
10.1%

Lucy
17.4%

Brady
19.2%

Eugene Narrow
23.4%

Dawes
21.6%

The most purchased eyewear was the Eugene Narrow in Rosewood Tortoise. There were 116 purchases.

When we run ads directed at women, we should consider featuring this model. We should also add a "Staff Picks" badge to it.

Conclusion

- We should be focused on highlighting rectangular shapes.
- We should increase digital ads targeted towards women.
- In the ads, we can feature the Eugene Narrow frames as they are our most purchased frames.

Thank you!