



# Capstone: Funnels with Warby Parker

Learn SQL from Scratch

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- Are users more likely to make a purchase if they receive 3 or 5 pairs of glasses?

# **1. Get Familiar with Warby Parker**

# The Warby Parker Style Quiz

Warby Parker uses a Style Quiz to help users identify glasses they would be most likely to purchase. The users' responses are in a table containing three columns.

## Columns in 'survey'

question

user\_id

response

## Questions in Style Quiz

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?

Select all columns from the first 10 rows:

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

## 2. The Quiz Funnel

# The Quiz Funnel

Not all users who start the Style Quiz complete it. We can use a funnel to see where users “give up” during the quiz.

By identifying how many users respond to each question, we can see where most users give up on the Style Quiz.



# The Quiz Funnel, con't

Using the query, we can see the number of distinct responses to each question.

Then, we can calculate the percentage of responses to each question. We can see that the most significant “give up” points are from Question 2 to 3 and from Question 4 to 5.

question	COUNT (DISTINCT user_id)	percent_responses
1. What are you looking for?	500	
2. What's your fit?	475	95.00%
3. Which shapes do you like?	380	76.00%
4. Which colors do you like?	361	72.00%
5. When was your last eye exam?	270	54.00%

Count responses to each question in the Style Quiz:

```
1 SELECT question, COUNT (DISTINCT user_id)
2 FROM survey
3 GROUP BY question;
```

question	COUNT (DISTINCT user_id)
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

### **3. Home Try-On A/B Test**



# Home Try-On A/B Test

Warby Parker uses a Home Try-On marketing tool where users can have either 3 or 5 pairs sent to their home to try-on.

We will conduct an A/B Test to determine whether a user is more likely to make a purchase if they receive 3 pairs or if they receive 5 pairs during the Home Try-On.

To perform the A/B Test we will need to work with data spread across three tables

- 'quiz' table contains users' responses to the Style Quiz
- 'home\_try\_on' table shows if a user participated in the Home Try-On and how many pairs they received
- 'purchase' table indicates if a user made a purchase and details of what they purchased

```
SELECT *  
FROM quiz  
LIMIT 5;
```

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

```
SELECT *  
FROM purchase  
LIMIT 5;
```

quiz columns
user_id
style
fit
shape
color

home_try_on columns
user_id
number_of_pairs
address

purchase columns
user_id
product_id
style
model_name
color
price

# Home Try-On A/B Test, con't

Using three tables, we can determine how many users make a purchase and how many pairs they received during the Home Try-On.

With the information in this table, we can analyze how many users made purchases and how many pairs they received during their Home Try-On. Warby Parker can then make a decision about eliminating one of the options to try to increase the number of users who complete a purchase.

```
1 SELECT DISTINCT quiz.user_id, home_try_on.user_id IS NOT NULL AS
   'is_home_try_on', home_try_on.number_of_pairs, purchase.user_id IS NOT NULL
   AS 'is_purchase'
2 FROM quiz
3 LEFT JOIN home_try_on
4   ON quiz.user_id = home_try_on.user_id
5 LEFT JOIN purchase
6   ON purchase.user_id = quiz.user_id
7 LIMIT 10;
```

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0		0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0		0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0		0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0