

# Capstone: Funnels with Warby Parker

Learn SQL from Scratch Maria Hayden July 5, 2018

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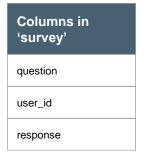
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# 1. Get Familiar with Warby

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.



### Select all columns from the first 10 rows:

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

# Questions in Style Quiz 1. What are your 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?

# 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:

SELECT question, COUNT (DISTINCT user\_id)
FROM survey
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 and 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.

```
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'

FROM quiz

LEFT JOIN home_try_on

ON quiz.user_id = home_try_on.user_id

LEFT JOIN purchase

ON purchase.user_id = quiz.user_id

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