Learn SQL from scratch

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Warby Parker

Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world. For every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.

They have come up with a 'STYLE QUIZ' to help customers find the perfect frame.   This survey consists of five questions.   Customers will 'give up' at certain points during the survey.

We have analysed the data that has come back from the quiz and will look at what points users stop taking the quiz, and theorize as to why that might be happening.

Warby Parker Quiz Result Funnel Data

Question asked	Count	% continuing from previous step	% still participating from the beginning
1. What are you looking for?	500	n/a	n/a
2. What's your fit?	475	95%	95%
3. What shapes do you like	380	80%	76%
4. What colors do you like	361	95%	72%
5. When was your last eye exam?	270	75%	54%

Quiz Funnel Analysis

The data takes into account only those who answered the first question.   95% of the respondents continued on to the second question concerning fit.   Of that group, 80% answered the third one regarding shape.   This drop off was greater than the drop of to the fourth question regarding color. **This suggests swapping the third and fourth questions to potentially have more people continue thru the funnel.**   Perhaps some of those opting out after the shape question would have answered the question regarding color, putting them one step more invested in the process and thusly giving input on the shape.

The largest drop off came with the fifth and final question asking folks about when they had their last eye exam.   Only 75% of the folks who got thru the first four questions gave a response.   The lowest of all the questions.   This also brought the percentage of individuals completing the survey down to 54%.   If this questions was removed, the survey would have a 72% overall response.   (I, like many, don't know when my last eye exam was, and would doubt the accuracy of many who answered.)

 I would recommend removing the final question and switching the third and fourth questions.

Home Try On Project

Warby Parker sent glasses to the homes of people who completed the style quiz. 50% of them received 3 pairs. 50% received 5 pairs.   They wanted to find out if which group was more likely to make a purchase.

Overall, 66% of those who were sent glasses to try at home made purchases!

Now to look at the data to see which of the two options garnered better results.

3 pairs or 5 pairs.... Look at the data.

	Number of try ons	Number who then purchased	Percent who purchased
Total	750	495	66%
3 pairs	379	201	53.03%
5 pairs	371	295	79.51%

The data clearly shows that the folks who were sent 5 pairs of glasses were more likely to make a purchase than those who were only sent 3 pairs. A difference of 26%. 5 pairs looks to be the way to go!

Let's dig a little deeper....

MEN

3 pair	103	42.38%
5 pair	140	57.61%

WOMEN

3 pair	98	38.88%
5 pair	154	61.11%

The data above shows the purchases made separated by sex.

Women were more likely to make a purchase when sent 5 pairs.

Men were also more likely, but not nearly by as wide of a margin.

And a little deeper....

MEN

COST	Number purchased	Percent of purchased
$50	41	16.87%
$95	95	39.09%
$150	107	44.03%

WOMEN

COST	Number purchased	Percent of purchased
$50	0	0.00%
$95	166	65.87%
$150	86	34.12%

Above shows the purchases broken down by price.   Women did not purchase a single item at the lowest price point!   A suggestion would be to not bother including any of these $50 product items in the ones sent to try on.   The men were more likely to go with the most expensive option, but overall spending by the sexes was pretty even.   The men spent $27,125, and the women $28,670.   A difference of only 1.38%