WARBY PARKER

LEARN SQL FROM SCRATCH
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OUTLINE

- Introduction

- Most common results of the style quiz

- Most common types of purchase made

- Number of responses for each question

- A/B Test Results With Home Try-On Funnel

- Insights

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- ✓ A transformative lifestyle brand

- ✓ Founded in 2010 and named after two characters in an early Jack Kerouac journal

- ✓ Believes in creative thinking, smart design, and doing good in the world

MOST COMMON RESULTS OF THE STYLE QUIZ

RESULTS

Style	Count
Women's Styles	469
Men's Styles	432
I'm not sure. Let's skip it.	99

QUERY CODE

```
SELECT style,
COUNT(DISTINCT user_id)
AS 'Count'
FROM quiz
GROUP BY 1
ORDER BY 2 DESC;
```

- ✓ Women Styles have the highest number of count (469) from the style quiz.
- ✓ **99** of the respondents were not sure of the style they want.

MOST COMMON TYPES OF PURCHASE MADE

RESULTS

Model Name	Count
Eugene Narrow	116
Dawes	107
Brady	95
Lucy	86
Olive	50
Monocle	41

QUERY CODE

```
SELECT model_name,
COUNT(DISTINCT user_id)
AS 'Count'
FROM purchase
GROUP BY 1
ORDER BY 2 DESC;
```

- ✓ **116** purchase were registered for Eugene Narrow model, followed by Dawes with **107** purchases.
- ✓ Lower purchases for Olive and Monocle models at 50 and 41 respectively.

RESULTS

Question	Count	Conversion rate
1. What are you looking for?	500	
2. What's your fit?	475	95.0%
3. Which shapes do you like?	380	80.0%
4. Which colors do you like?	361	95.0%
5. When was your last eye exam?	270	74.8%

Based on survey, there is a decreasing trend among the number of respondents in answering questions 1 to 5.

Both, questions 2 & 4, had a conversion rate of 95.0% while question 3 got 80.0%. Lastly, question 5 got 74.8% conversion rate.

QUERY CODE

```
SELECT question, COUNT(DISTINCT user_id) AS 'Count'
FROM survey
GROUP BY 1;
```

A/B TEST RESULTS WITH HOME TRY-ON FUNNEL

QUERY CODE

```
WITH funnel AS (
  SELECT DISTINCT q.user_id,
  h.user_id IS NOT NULL AS 'is_home_try_on',
  h.number_of_pairs,
  p.user_id IS NOT NULL AS 'is_purchase'
FROM quiz AS q
LEFT JOIN home_try_on AS h
        ON q.user_id = h.user_id
LEFT JOIN purchase AS p
        ON p.user_id = q.user_id)
SELECT number_of_pairs,
SUM(is_purchase) AS 'num_purchase'
FROM funnel
WHERE number_of_pairs IS NOT NULL
GROUP BY 1;
```
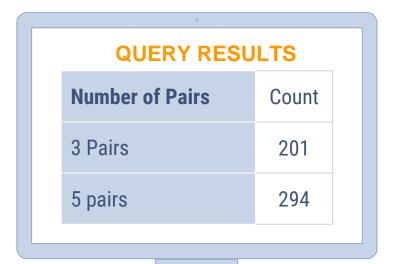
SCENARIO

The A/B During the Home Try-On stage, we will be conducting an A/B Test:
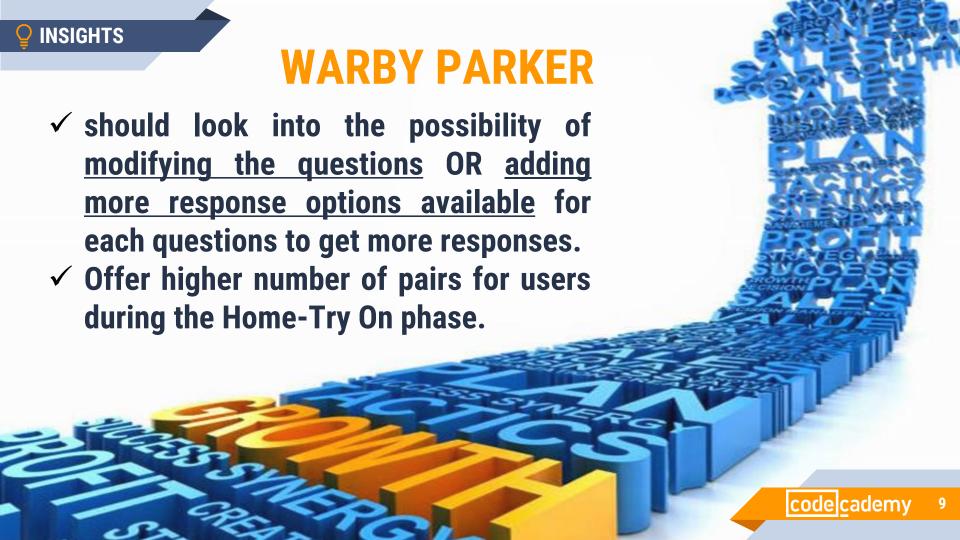
✓ 50% of the users will get 3 pairs to try on
✓ 50% of the users will get 5 pairs to try on

Based on the query code above, the results showed that **users who got more pairs** listed **294 purchases** which 93 more compared to that of users who got lesser pairs with **201 purchases**.

QUERY RESULTS

Number of Pairs	Count
3 Pairs	201
5 pairs	294

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- ✓ **should look into the possibility of <u>modifying the questions</u> OR <u>adding more response options available</u> for each questions to get more responses.**
- ✓ **Offer higher number of pairs for users during the Home-Try On phase.**

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THANKS!