



Warby Parker Funnels

Learn SQL from Scratch

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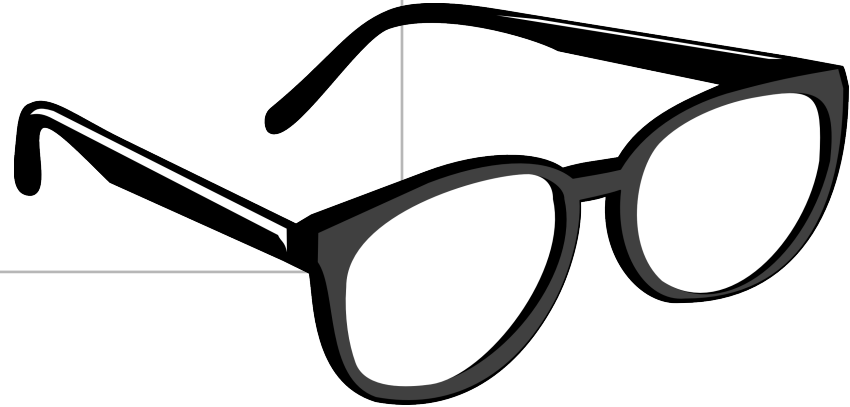
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1. Warby Parker

What is Warby Parker?

Warby Parker is an online seller of prescription glasses.

They offer a unique service where customers can order a set of glasses they are interested in to try on at home and then they can return the glasses and purchase their favorite.



2. Quiz Funnel

What is a Quiz Funnel?

Warby Parker has their customers take a survey.
This survey consists of 5 questions.

In order to measure how many people finish the survey, which questions people stop at, types of purchases made, the efficiency of home testing with 3 or 5 pairs and more, we use the funnel.

Funnels are tools that shows us the journey a customer takes to purchasing a product.



3. A/B Testing

3.1 What Columns Does the Survey Table Have?

The survey table has three columns. The columns are question, user_id and response. This table looks at what users answered to each of the five questions and lists the responses.

Question	User_id	Response

3.2 What is the Number of Responses for each Question?

Using the following query I was able to calculate the number of responses from users. This shows that 500 people started the survey and answered at least one question and as the survey progressed more people dropped off.

- Q1 had 500 responses
- Q2 had 475 responses
- Q3 had 380 responses
- Q4 had 361 responses
- Q5 had 270 responses

COUNT(DISTINCT user_id)	question
500	What are you looking for?
475	What's your fit?
380	Which shapes do you like?
361	Which colors do you like?
270	When was your last eye exam?

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

3.3 Which Question(s) have a lower completion rate?

- The completion rate for each question was completed by dividing the number of people answering the question by the number who answered the previous question.
- Question 5 had the lowest completion rate. Followed by question three.
- Question 5 was "When was your last eye exam?" This question may have a low response rate because it is a question people may not remember the answer to, they may not be able to recall when they had an eye exam previously. Another reason could be because they have not had one for a long time and don't want to record the date.

Questions	Completion Rate
1	100%
2	95%
3	80%
4	95%
5	74.7%

3.4 A/B Testing: What are the Column Names?

The Columns of the three tables are listed below in the blue boxes.

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

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

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

user_id	style	fit	shape	color	
user_id	number_of_pairs	address			
user_id	product_id	style	model_name	color	price

3.5 Will users who get more pairs to try on at home be more likely to make a purchase?

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

Here is the joined table query.

```
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 q  
LEFT JOIN home_try_on h  
      ON q.user_id = h.user_id  
LEFT JOIN purchase p  
      ON p.user_id = q.user_id  
LIMIT 10;
```

3.6 What are some actionable insights for Warby Parker?

- 1000 people took the survey, 750 of those tried the Home Try On process.
- Of the 750 people who used the Home Try On process, 495 purchased glasses. This means 66% of people purchased glasses after using Home Try On.
- Of those 750, 379 received 3 pairs of glasses and 371 received 5 pairs of glasses. 79% of those who received 5 pairs of glasses purchased glasses. Only 53% of those who received 3 pairs, purchased glasses.

- These statistics show that the 5 glasses option yields better purchase rates than the 3 glasses option.
- Overall the Home Try On process was very successful because over half of those who used it did purchase glasses.

Thank You