



# Usage Funnels with Warby Parker

Learn SQL from Scratch

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# Question #1

To help users find their perfect frame, Warby Parker has a [Style Quiz](#) that has the following questions:

- 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?”

The users’ responses are stored in a table called survey.

Select all columns from the first 10 rows.

What columns does the table have?

Answer: The table has three columns :

- 1) Question
- 2) User\_Id
- 3) Response

Question	User_Id	Response
1. What are you looking for?	005e7f99-d48c-4fce-b605-10506c85aaf7	Women's Styles
2. What's your fit?	005e7f99-d48c-4fce-b605-10506c85aaf7	Medium
3. Which shapes do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Round
4. Which colors do you like?	00a556ed-f13e-4c67-8704-27e3573684cd	Two-Tone
1. What are you looking for?	00a556ed-f13e-4c67-8704-27e3573684cd	I'm not sure. Let's skip it.
2. What's your fit?	00a556ed-f13e-4c67-8704-27e3573684cd	Narrow
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year
3. Which shapes do you like?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Square
5. When was your last eye exam?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	<1 Year
2. What's your fit?	00bf9d63-0999-43a3-9e5b-9c372e6890d2	Medium

# Question #2

Users will “give up” at different points in the survey. Let’s analyze how many users move from Question 1 to Question 2, etc.  
Create a quiz funnel using the GROUP BY command.  
*What is the number of responses for each question?*

Question	Response
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

# Question #3

Using a spreadsheet program like Excel or Google Sheets, calculate the percentage of users who answer each question.:

*Which question(s) of the quiz have a lower completion rates?*

*What do you think is the reason?*

Add this finding to your presentation slides!

**Answer:**

- 1) Question #5 has the lower completion rates
- 2) It may have been difficult to remember when the last eye exam occurred

Question	User_id	Percentages
1. What are you looking for?	500	25%
2. What's your fit?	475	24%
3. Which shapes do you like?	380	19%
4. Which colors do you like?	361	18%
5. When was your last eye exam?	270	14%
	1986	

## Question #4

Warby Parker's purchase funnel is:  
Take the Style Quiz → Home Try-On →  
Purchase the Perfect Pair of Glasses  
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

*Let's find out whether or not users who get more pairs to try on at home will be more likely to make a purchase.*

The data will be distributed across three tables:

- quiz
- home\_try\_on
- purchase

Examine the first five rows of each table  
What are the column names?

TABLE: Quiz

- Column Names
- User\_ID
- Style
- Fit
- Shape
- Color

user_id	style	fit	shape	color
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	Women's Styles	Medium	Rectangular	Tortoise
291f1cca-e507-48be-b063-002b14906468	Women's Styles	Narrow	Round	Black
75122300-0736-4087-b6d8-c0c5373a1a04	Women's Styles	Wide	Rectangular	Two-Tone
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

TABLE: Purchase

- Column Names
- User\_ID
- Product\_Id
- Style
- Model Name
- Color
- Price

user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

TABLE: Home\_Tryon

- Column Names
- User\_ID
- Number\_Of\_Pairs
- Address

user_id	number_of_pairs	address
d8addd87-3217-4429-9a01-d56d68111da7	5 pairs	145 New York 9a
f52b07c8-abe4-4f4a-9d39-ba9fc9a184cc	5 pairs	383 Madison Ave
8ba0d2d5-1a31-403e-9fa5-79540f8477f9	5 pairs	287 Pell St
4e71850e-8bbf-4e6b-accc-49a7bb46c586	3 pairs	347 Madison Square N
3bc8f97f-2336-4dab-bd86-e391609dab97	5 pairs	182 Cornelia St

# Question #5

Once we have the data in this format, we can analyze it in several ways:

- We can calculate overall conversion rates by aggregating across all rows.
- We can compare conversion from quiz → home\_try\_on and home\_try\_on → purchase.
- We can calculate the difference in purchase rates between customers who had 3 number\_of\_pairs with ones who had 5.

• And more!

We can also use the original tables to calculate things like:

- The most common results of the style quiz.
- The most common types of purchase made.
- And more!

*What are some actionable insights for Warby Parker?*

Answer:

Home try option increased the number of purchases that were made

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