



# Warby Parker

Home Try-On Funnel Project

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Oct 16, 2018

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# 1. Executive Summary

## **Key Findings:**

Home try-on program is successful in driving purchase conversion rate. More pairs of try-on leads to higher purchase conversion rate. Customers need more fit advice and they tend to favor square and rectangular shapes.

## **Action plan:**

1. Optimize quiz funnel by putting easiest questions at front to increase complete rate.
2. Analyze if more pairs of try-on also leads to more pairs of purchase. How many pairs of sunglasses customers purchased out of their 3 or 5 pairs of try-on? If more pairs of try-on leads to higher purchase conversion and higher unit sales, Warby Parker should prioritize implementing 5 pairs of try-on in a wider scale.
3. Work back with product and merchandising team to cross-examine the most popular and least popular styles with customer preferences and consider if product design needs to be modified to meet customer preferences better.

## 2. Style Quiz completion optimization

Looking at the completion rate per question, we noticed that Q2 and Q5 have much lower completion rates as people may not know their fit themselves and fewer people take eye exams and remember the time.

Q3 (Which shapes do you like?) had a much higher completion rate than Q2. Q3 is more intuitive and straight-forward and therefore, easier to answer. To capture more customer info and optimize the quiz funnel, Warby Parker should move Q3 before Q2.

```
select question, count (distinct user_id) from survey  
group by question;
```

question	count (distinct user_id)	Completion rate
1. What are you looking for?	500	N/A
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	75%

### 3. Home try-on conversion

num_browse	num_home_try_on	number_purchase	% of home try on	% of try on to purchase	overall conversion
1000	750	495	75	66	49

The conversion rate of home try-on from quiz is 75%, purchase from home try-on is 66%, and overall conversion is at 49% which is significantly higher than average e-commerce conversion rate of 2%.

Next, we ran another query to examine that if more pairs to try on will lead to higher purchase conversion. The results indicate that 5 pairs of try-on has a conversion rate 26 percentage points high than 3 pairs of try-on.

number_of_pairs	% of try on to purchase
3 pairs	53
5 pairs	79

```
with funnels as (select 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 q.user_id=p.user_id)
select number_of_pairs, count (*) as 'num_browse', sum(is_home_try_on) as
'num_home_try_on', sum(is_purchase) as 'number_purchase', 100*sum
(is_home_try_on)/count (user_id) as '% of home try on', 100*sum
(is_purchase)/sum(is_home_try_on) as '% of try on to purchase',100*sum
(is_purchase)/count (user_id) as 'overall conversion'
from funnels;
```

```
with funnels as (select 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 q.user_id=p.user_id)
select number_of_pairs,100*sum (is_purchase)/sum(is_home_try_on) as '% of try
on to purchase'
from funnels
group by number_of_pairs;
```

# 4. Customer Preferences

Customers prefer rectangular and square shaped sunglasses that together accounted for 71% of total preferences.

In terms of models purchased, Eugene Narrow was most popular women’s style and Dawes most popular men’s style. Monocle and Olive are least popular models. We might want to examine if they are correlated with shape preferences.

Interestingly, we saw an almost 50/50 split between sunglasses purchased between women’s and men’s styles. Can we assume there is no significant difference in conversion rate between genders? We will need additional info such as gender of the users to find out.

shape	num_shape	%
No Preference	97	9
Rectangular	397	39
Round	180	18
Square	326	32

model_name	style	num_model
Brady	Men's Styles	95
Dawes	Men's Styles	107
Eugene Narrow	Women's Styles	116
Lucy	Women's Styles	86
Monocle	Men's Styles	41
Olive	Women's Styles	50

style	SUM of num_model
Men's Styles	243
Women's Styles	252
Grand Total	495

```
with style as (select shape, count (shape) as 'num_shape'
from quiz
group by shape)
select shape, num_shape, 100*num_shape/1000 as '%' from style
group by shape;

select model_name, style, count (model_name) as 'num_model'
from purchase
group by model_name;
```