

# USAGE FUNNELS WITH WARBY PARKER

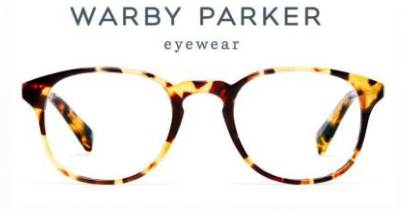
Analyze Data with SQL

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# About The Project



**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.

In this project, different Warby Parker's marketing funnels are analysed in order to calculate conversion rates.

Here are the funnels and the tables that I have been given:

## Quiz Funnel:

- Survey

## Home Try-On Funnel:

- quiz
- home\_try\_on
- purchase

- ***This project is a collaboration with Warby Parker's Data Science team and uses fictional data.***
- ***Codecademy database has been used for SQL queries.***

# Quiz Funnel

There are 5 questions that have been asked on quiz funnel:

1. What are you looking for?
2. What's your fit?
3. Which shapes do you like?
4. Which colours do you like?
5. When was your last eye exam?

According to the table below, users gave up at different points in the survey. Only 13% of the customer answer the 5<sup>th</sup> question. It would make sense to :

- ***Order the questions by their importance to the company***
- ***Ask less questions to increase customer's overall experience***

question	number_of_responses	response_rate
1. What are you looking for?	500	25
2. What's your fit?	475	23
3. Which shapes do you like?	380	19
4. Which colors do you like?	361	18
5. When was your last eye exam?	270	13

--To see the column names

```
SELECT *  
FROM survey  
LIMIT 10;
```

--To see which questions asked to customers

```
SELECT *  
FROM survey  
GROUP BY question;
```

--To see how many customers responded each questions  
And answering percentage of each questions

```
WITH temp_table (question, number_of_responses)  
AS  
(  
    SELECT question, COUNT(DISTINCT user_id)  
    FROM survey  
    GROUP BY question  
)  
SELECT question, number_of_responses,  
number_of_responses * 100/(SELECT  
sum(number_of_responses) FROM temp_table) AS  
response_rate  
FROM temp_table;
```

# Home Try-On Funnel

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, an A/B Test has been conducted:

- 50% of the users will get **3** pairs to try on
- 50% of the users will get **5** pairs to try on

**The objective is** to find out whether or not users who get more pairs to try on at home will be more likely to make a purchase.

*(Printed table is limited to 5 rows to show on this report easier. Normally it prints 1000 rows.)*

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	ø	0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1

**--To discover first five rows of each table**

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

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

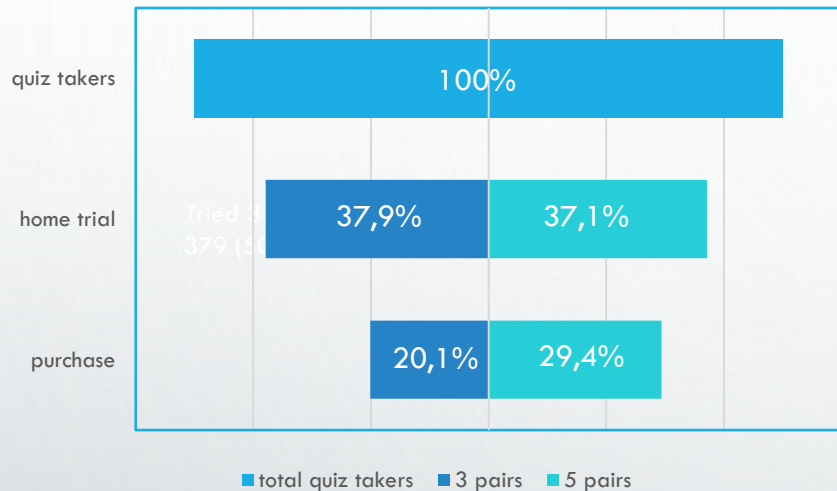
```
SELECT *  
FROM purchase  
LIMIT 5;
```

**--To clean data and see only necessary info on the table**

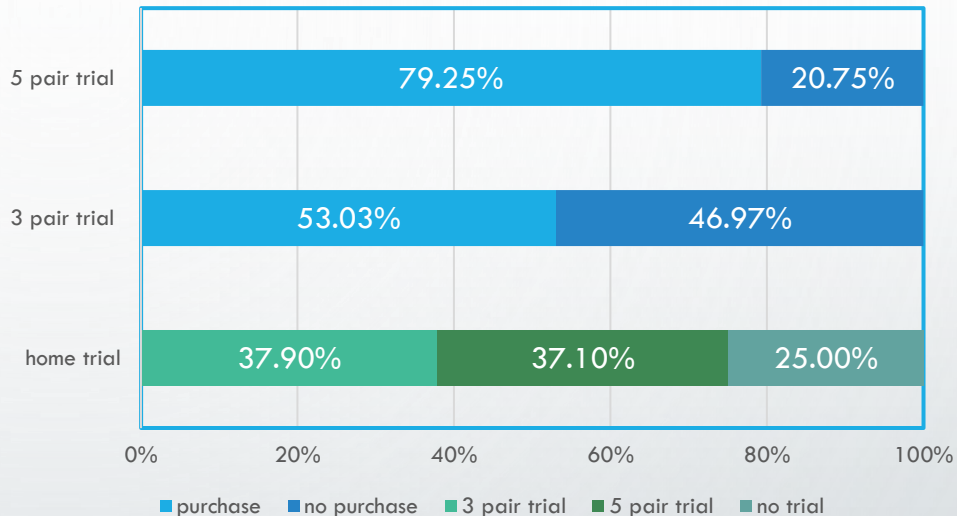
```
SELECT q.user_id, h.user_id IS NOT NULL AS  
'is_home_try_on', h.number_of_pairs, p.user_id IS  
NOT NULL AS 'is_purchase'  
FROM quiz q  
LEFT JOIN home_try_on h  
ON q.user_id = h.user_id  
LEFT JOIN purchase p  
ON q.user_id = p.user_id;
```

# Home Try-On Funnel

Home-Try-On Funnel



Detailed Analysis of Each Funnel



Following insights can be provided:

- After taking the quiz, **75%** of the users decide to order pairs to try on at home.
- Users who get more pairs to try on at home are more likely to make a purchase:
- **79,25%** of the users who tried 5 pairs at home made purchase.
- **53,3 %** of the users who tried 3 pairs at home made purchase.
- Overall conversion rate of the company is **49,5%**.

# Home Try-On Funnel

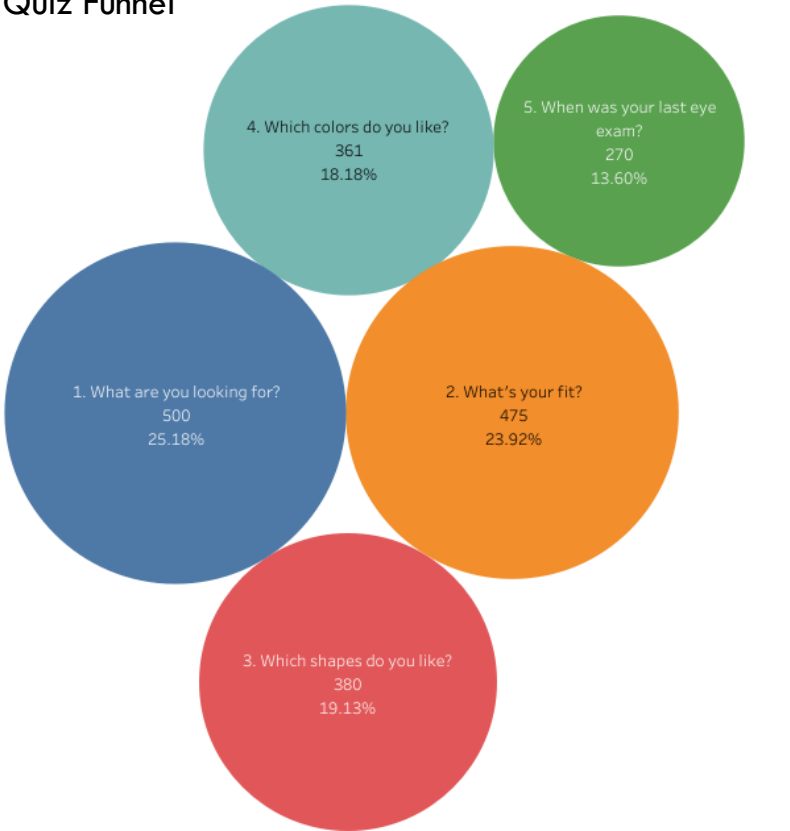
--Previous table is used as temporary table to sum up the results on new table

```
WITH temp_table 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 COUNT (DISTINCT user_id) AS number_of_users,  
is_home_try_on,number_of_pairs,is_purchase  
FROM temp_table  
GROUP BY is_home_try_on, number_of_pairs,  
is_purchase;
```

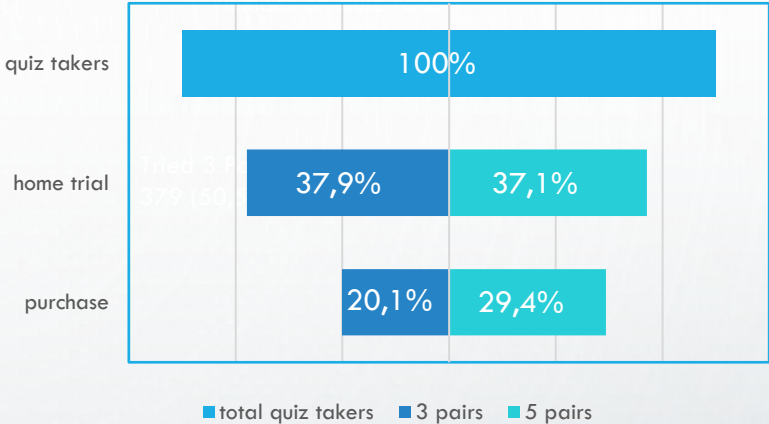
number_of_users	is_home_try_on	number_of_pairs	is_purchase
250	0	∅	0
178	1	3 pairs	0
201	1	3 pairs	1
77	1	5 pairs	0
294	1	5 pairs	1

# Dashboard

## Quiz Funnel



## Home-Try-On Funnel



## Detailed Analysis of Each Funnel

