

ANALYTICS FOR WARBY PARKER

CodeAcademy Capstone

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Introduction to Warby Parker

Warby Parker makes designer glasses and sunglasses accessible to everyone while providing a pair to someone in need with every purchase.

Warby Parker's business strategy is driven by innovative thinking and data analytics.

Preliminary Analytics (Question 1)

A review of the “Style Quiz” question

**“Survey”
table has
three
columns**

- “question” column
- “user_id” column
- “response” column

Preliminary Analytics (Question 2 & 3)

The “Style Quiz” table:

user_id	question	COUNT(response)	Percentage
ff8461f7-e500-458c-9087-98fa63562d99	1. What are you looking for?	500	25.176234
ff8461f7-e500-458c-9087-98fa63562d99	2. What's your fit?	475	23.917422
ff8461f7-e500-458c-9087-98fa63562d99	3. Which shapes do you like?	380	19.133938
ff8461f7-e500-458c-9087-98fa63562d99	4. Which colors do you like?	361	18.177241
ff48cdf3-e09e-4fb3-a46b-3751c9764dc7	5. When was your last eye exam?	270	13.595166
	Total	1986	

From the above “Style Quiz” table:

- ☐ A total of 1986 answers were returned
- ☐ Question 5 -“When was your last eye exam?” had the lowest completion rate of 270 responses which is about 13.6%. Some possible reasons are:
 - a. It’s difficult for responders to remember when they got their last eye exam, or
 - b. They have not been to an ophthalmologist in a long time

Preliminary Analytics (Question 4)

The “Quiz” table has 5 columns:

- user_id, style, fit, shape, and color

“home_try_on” table has 3 columns:

- user_id, number_of_pairs, and address

While the “Purchase” table has 6 columns:

- user_id, product_id, style, model_name, color, and price

Detailed Analytics (Question 5)

- SQL code attached in another file.

Actionable Insights from Analytics (Question 6)

1. There seems to be a correlation between trying Warby Parker's glasses at home and making a purchase
2. However, interest in going all the way to making a purchase looks to be diminishing when customers try more than 3 pairs.

SUMMARY RESULTS:

- **250 customers** made a purchase without trying out glasses at home
- **750 customers** made a purchase after trying **3 pairs** at home
- **371 customers** made a purchase after trying **5 pairs** at home.