



Funnels with Warby Parker

Learn SQL from Scratch

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1. Getting Familiar with Warby Parker

1.1 Getting Familiar with Table ‘Survey’

Select all columns from the first 10 rows. What columns does the table have?

- In order to help customers find the best frame for them, Warby Parker developed a series of 5 questions. The responses to these questions are stored in a table called ‘Survey’.
- As one can see from part of the results of the query, ‘Survey’ contains 3 columns.
- The first column contains questions asked to customers; the second contains a user id from respondents; the third contains responses to the questions posed.

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

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
5. When was your last eye exam?	00a556ed-f13e-4c67-8704-27e3573684cd	<1 Year

2. Figuring out the Quiz Funnel

2.1 Response Frequency by Question

What is the number of responses for each question?

- Below, and in sequential order, we have the number of responses for each question.
- In total, there were 1986 respondents.
- As we'll see in the next slide, the number breakdown of respondents corresponding to each question is important information for Warby Parker, especially when trying to gauge which questions respondents might feel more comfortable answering.

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

Question	COUNT(DISTINCT user_id)
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

2.2 Response Frequency – Differing Rates of Completion

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

- Questions 3 and 5 seem to have more noticeably lower rates of completion than the questions directly preceding them.
- Knowing this information gives Warby Parker the opportunity to amend certain elements of those questions in order to capture more customer feedback from respondents.

Question	Completion Rates
1. What are you looking for?	100%
2. What's your fit?	95%
3. Which shapes do you like?	76%
4. Which colors do you like?	72%
5. When was your last eye exam?	54%

2.2 Response Frequency – Differing Rates of Completion cont.

What do you think is the reason?

- There could be many reasons for the drop-off in completion for Questions 3 and 5.
 - The drop-off in Question 3 could be explained by respondents not wanting to limit themselves. Some respondents may feel that the shape and design of glasses go hand-in-hand, and thus might not want to rule out any particular shape. To combat this, Warby Parker could make the text on the quiz saying “Pick as many as you want” a bit larger and more imposing stylistically.
 - The drop-off in Question 5 could be explained by respondents’ lack of willingness to share medical information online. To combat this, Warby Parker should make a strong assurance of confidentiality, saying this information will **only** be used for customer assistance purposes.

Question	Completion Rates
1. What are you looking for?	100%
2. What's your fit?	95%
3. Which shapes do you like?	76%
4. Which colors do you like?	72%
5. When was your last eye exam?	54%