



# Warby Parker Funnels

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WARBY PARKER



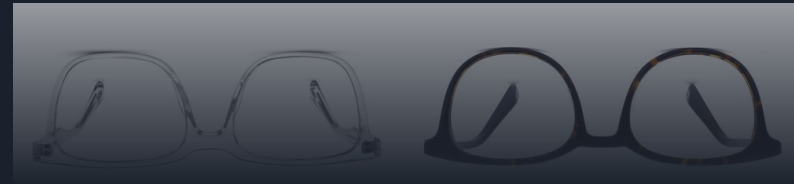
# Warby Parker Overview

Founded 2010

Objective: *offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses .*

Style Quiz: Help customers find the perfect frames with short, online quiz

Free *Home Try-on*: Customers receive frames in the mail to fully explore their new look



# STYLE QUIZ



# Style Quiz

The online style quiz helps users choose the perfect frames.  
It is 6 questions long:

- "What are you looking for?"
- "What's your fit?"
- "Which shapes do you like?"
- "Which colors do you like?"
- "When was your last eye exam?"

The survey table contains 3 columns:

- question
- user\_id
- response

```
project.sqlite
```

```
1 SELECT *
2 FROM survey
3 LIMIT 10;
4
5
6
7
8
9
10
11
12
13
```

Query Results		
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



# User Response by Question

*Style Quiz* grouped by questions answered.

Query Results	
question	COUNT(*)
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

project.sqlite

```
1 SELECT question, COUNT(*)
2 FROM survey
3 GROUP BY 1;
```



# Style Quiz Analysis

The upper chart shows overall user completion per question.

Lower chart shows user completion when shown that question.

The two questions least answered (based on seen question) are 3 and 5.

5 was the least answered question, I would think because it is the hardest to answer. It is not based on preference but on prior history, a user has to remember the date something occurred.

Count	User Completion	Question
500	100.00%	1. What are you looking for?
475	95.00%	2. What's your fit?
380	76.00%	3. Which shapes do you like?
361	72.20%	4. Which colors do you like?
270	54.00%	5. When was your last eye exam?

Count	User Completion	Question
500	100.00%	1. What are you looking for?
475	95.00%	2. What's your fit?
380	80.00%	3. Which shapes do you like?
361	95.00%	4. Which colors do you like?
270	74.79%	5. When was your last eye exam?



HOME TRY-ON



# Explore Tables

Warby Parker Purchase Funnel : Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses

Take the Style Quiz is *quiz* table.

*quiz* columns: *user\_id*, *style*, *fit*, *shape*, *color*

Home Try-On is *home\_try\_on* table.

*home\_try\_on* columns: *user\_id*, *number\_of\_pairs*, *address*

Purchase the Perfect Pair of Glasses is *purchase* table.

*purchase* columns: *user\_id*, *product\_id*, *style*, *model\_name*, *color*, *price*

project.sqlite

```
1 SELECT *
2 FROM quiz
3 LIMIT 5;
4
5 SELECT *
6 FROM home_try_on
7 LIMIT 5;
8
9 SELECT *
10 FROM purchase
11 LIMIT 5;
12
```

Query Results						
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	
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-accb-49a7bb46c586		3 pairs		347 Madison Square N		
3bc8f97f-2336-4dab-bd86-e391609dab97		5 pairs		182 Cornelia St		
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

# Conversion Rates

75% of users who took the quiz got frames to try at home.

66% of users who tried at home purchased.

49.5% of users who took quiz purchased.

53% who tried on 3 pairs purchased.

79% who tried on 5 pairs purchased.

Query Results		
number_of_pairs	purchased	tried_on
0	0	0
3 pairs	201	379
5 pairs	294	371

project.sqlite

```
1 WITH funnels AS (  
2   SELECT q.user_id,  
3     h.user_id IS NOT NULL AS 'is_home_try_on',  
4     h.number_of_pairs,  
5     p.user_id IS NOT NULL AS 'is_purchase'  
6   FROM quiz q  
7   LEFT JOIN home_try_on h  
8     ON q.user_id = h.user_id  
9   LEFT JOIN purchase p  
10    ON p.user_id = q.user_id)  
11 SELECT 1.0*COUNT(number_of_pairs)/COUNT(*) AS  
12 'quiz_to_home',  
13 1.0*SUM(is_purchase)/COUNT(number_of_pairs) AS  
14 'home_to_purchase',  
15 1.0*SUM(is_purchase)/COUNT(*) AS  
16 'quiz_to_purchase'  
17 FROM funnels;
```

Query Results		
quiz_to_home	home_to_purchase	quiz_to_purchase
0.75	0.66	0.495

Query Results		
took_quiz	tried_at_home	purchased
1000	750	495



# Further Findings

469 selected Women's Style while 442 selected Men's Style on the quiz.

The most common quiz answer was Men's Style, Narrow Fit, Rectangle Shape, and Tortoise Color with 23 results.

Warby Parker's most popular, purchased model is *Eugene Narrow*.

The most popular order is product\_id 3; Men's Style, Dawes, Driftwood Fade, for \$150.

46% of Women buy *Eugene Narrow*, 34% buy *Lucy* and 20% buy *Olive*.

44% of Men buy *Dawes*, 39% buy *Brady* and 17% buy *Monocle*.

project.sqlite

```
1 SELECT COUNT(*), style
2 FROM quiz
3 GROUP BY 2;
4
5 SELECT COUNT(*), style, fit, shape, color
6 FROM quiz
7 GROUP BY 2,3,4,5
8 ORDER BY 1 desc;
9
10
11 SELECT COUNT(*), model_name
12 FROM purchase
13 GROUP BY 2
14 ORDER BY 1 desc;
15
16 SELECT COUNT(*), product_id, style, model_name,
17 color, price
18 FROM purchase
19 GROUP BY 2,3,4,5,6
20 ORDER BY 1 desc;
21
22 SELECT COUNT(*), style, model_name
23 FROM purchase
24 GROUP BY 2,3
25 ORDER BY 1 desc;
26
27
```



# Insights

Styles Quiz - I would recommend removing question 5 completely as it was the least answered in every way. I would also recommend moving question 3 and 4 around as the response rate on 4 was much higher than question 3 (will generate more information from users).

Home Try-On - I would recommend sending 5 pairs to try on at home because the conversion rate for 5 pairs (79%) was much higher than 3 pairs (53%).

Purchase - The survey results have Tortoise and Black being the top 2 answers for both Men and Women. The most popular, purchased Women's style is *Eugene Narrow* and it is not offered in black. The most popular, purchased Men's style is *Dawes* and it is not available in Tortoise. Making these models in these colors could further increase sales.