



Warby Parker's insights

Learn SQL from Scratch

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1. A/B test insights

1.1 We've got a winner

In the A/B testing, the clear winner is 5 pairs, since it produces 25%+ bigger conversion than it's 3 pair counterpart

COUNT(user_id)	SUM(is_home_try_on)	number_of_pairs	SUM(is_purchase)	Conversion
250	0		0	
379	379	3 pairs	201	53.03%
371	371	5 pairs	294	79.25%

1.2 The revenue share supports 5 pairs

Considering A/B testing is random, taking in account conversion percentage and revenue share, moving to 5 pairs is a good move that may impact directly in the bottom line.

pairs	Sales Total	Share	sales_count
3 pairs	22765	41%	201
5 pairs	33030	59%	294

2. Survey analysis

2.1 Shapes are not well placed

The shapes question loses an important share of respondents... While previous and next question don't.

Changing this question to 4th place may help gather more responses.

question	COUNT(*)	Percentage	Lost
1. What are you looking for?	500	100.00%	
2. What's your fit?	475	95.00%	5.00%
3. Which shapes do you like?	380	80.00%	20.00%
4. Which colors do you like?	361	95.00%	5.00%
5. When was your last eye exam?	270	74.79%	25.21%

1.2 Deep survey analysis

- Even though more respondents go for men's styles, it does not reflect on bottom line share
- Narrow is almost biggest share, might want to create more models for this type
- Black and tortoise are by far the most loved colors... in the survey
- Opportunity with eyes exams: 47%+ of respondents either not sure or have not checked their eyes in more than a year

question_1	totals	Percentage
I'm not sure. Let's skip it.	49	9.80%
Men's Styles	242	48.40%
Women's Styles	209	41.80%
question_2	totals	Percentage
I'm not sure. Let's skip it.	47	9.89%
Medium	132	27.79%
Narrow	208	43.79%
Wide	88	18.53%
question_3	totals	Percentage
No Preference	29	7.63%
Rectangular	141	37.11%
Round	91	23.95%
Square	119	31.32%
question_4	totals	Percentage
Black	112	31.02%
Crystal	69	19.11%
Neutral	36	9.97%
Tortoise	117	32.41%
Two-Tone	27	7.48%
question_5	totals	Percentage
1-3 Years	56	20.74%
3+ Years	37	13.70%
<1 Year	141	52.22%
Not Sure. Let's Skip It	36	13.33%

3. Sales / user opportunities

3.1 We need to upsale

Every user bought only one pair.

We should look for ways to make a second sale (as a gift or enriching the glasses options to wear)

users	sales_quantity
495	1

4. Gender Data

4.1 Women's share... just a bit more

Even though women share and revenue per sale are bigger... it's just by a margin... This piece of data is interesting though, considering that a men's style got 7% more respondents.

Sales process is more efficient with women's styles

style	sales	Share	sales_quantity	Revenue per sale
Men's Styles	27125	48.62%	243	111.63
Women's Styles	28670	51.38%	252	113.77

5. Color data

4.1 Jet black!

Jet black is the most wanted and the one who contributes a lot... followed by driftwood fade.

Might want to explore more models with those colors... while limiting the presence of endangered tortoise and sea glass gray in marketing initiatives.

color	sales_num	revenue	Share	Revenue / sale
Driftwood Fade	63	9450	16.94%	150
Elderflower Crystal	44	6600	11.83%	150
Endangered Tortoise	41	2050	3.67%	50
Jet Black	86	12900	23.12%	150
Layered Tortoise Matte	52	4940	8.85%	95
Pearled Tortoise	50	4750	8.51%	95
Rose Crystal	54	5130	9.19%	95
Rosewood Tortoise	62	5890	10.56%	95
Sea Glass Gray	43	4085	7.32%	95