



Warby Parker

USAGE FUNNELS REPORT

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ABOUT

WARBY PARKER
eyewear

Warby Parker was founded in 2010 with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Its mission is to inspire and impact the world with vision, purpose, and style by providing higher-quality, better-looking prescription eyewear at a fraction of the going price.

SCOPE

In this report, I will analyze the data collected along the company's marketing funnels to calculate conversion rates and provide actionable insights.

Two marketing funnels are included:

1. Quiz Funnel

- dataset: survey**

2. Purchase Funnel

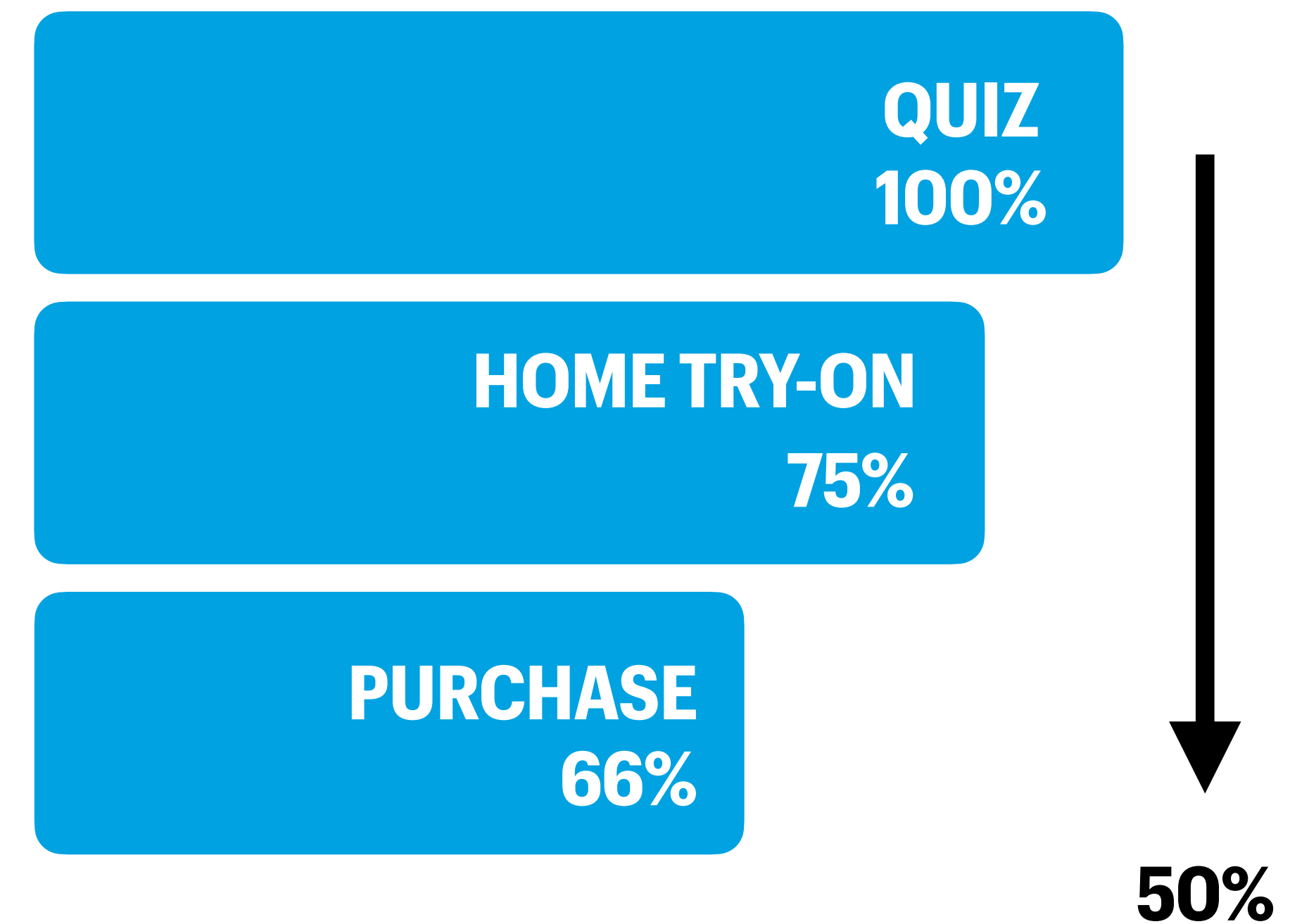
- datasets: quiz, home_try_on, purchase**

PURCHASE FUNNEL

What Is The Conversion Rate For Each Stage?

Warby Parker's purchase funnel is:
Style Quiz → Home Try-On → Purchase

```
SELECT
  ROUND(1.0 * COUNT(q.user_id) / COUNT(q.user_id), 2) AS 'quiz, %',
  ROUND(1.0 * COUNT(h.user_id) / COUNT(q.user_id), 2) AS 'quiz to try, %',
  ROUND(1.0 * COUNT(p.user_id) / COUNT(h.user_id), 2) AS 'try to buy, %',
  ROUND(1.0 * COUNT(p.user_id) / COUNT(q.user_id), 2) AS 'quiz to buy, %'
FROM quiz AS 'q'
LEFT JOIN home_try_on AS 'h'
  ON q.user_id = h.user_id
LEFT JOIN purchase AS 'p'
  ON h.user_id = p.user_id;
```



QUIZ FUNNEL

Which Survey Question Has Low Answer Percentage?

```
SELECT question, COUNT(DISTINCT user_id)
FROM survey
GROUP BY 1
ORDER BY 1;
```

Question	Answers	Percentage
1. What are you looking for?	500	1
2. What's your fit?	475	0.95
3. Which shapes do you like?	380	0.8
4. Which colors do you like?	361	0.95
5. When was your last eye exam?	270	0.748

Around 54% of users stayed till the end of the survey.

Questions 3 and 5 have significantly lower completion rates than other questions.

It is possible that they are difficult to answer for the website users.

PURCHASE RATE

During the home try-on stage, the company conducted A/B testing, where 50% of the users will receive 3 pairs of glasses and the other 50% will receive 5 pairs.

53%

3 pairs of home
try-on glasses

79%

5 pairs of home
try-on glasses

```
WITH funnel AS (  
  SELECT  
    DISTINCT 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 AS 'q'  
  LEFT JOIN home_try_on AS 'h'  
    ON q.user_id = h.user_id  
  LEFT JOIN purchase AS 'p'  
    ON h.user_id = p.user_id  
)  
SELECT  
  number_of_pairs,  
  SUM(is_purchase) AS purchases,  
  ROUND(1.0 * SUM(is_purchase) / COUNT(user_id), 2)  
  AS 'purchase_rate'  
FROM funnel  
GROUP BY 1;
```

PURCHASE BY STYLE

WHAT STYLE WAS PURCHASED THE MOST?

Style	Purchase	Percentage
Women's Styles	252	0.54
Men's Styles	243	0.56

Style	Price	Purchase
Women's Styles	95	166
Women's Styles	150	86
Men's Styles	50	41
Men's Styles	95	95
Men's Styles	150	107

```
SELECT
    style,
    COUNT(*) AS 'number_of_purchase',
    ROUND(1.0 * COUNT(*) / 495, 2)
    AS 'percentage'
FROM purchase
GROUP BY 1
ORDER BY 2 DESC;
```

```
SELECT
    style,
    price,
    COUNT(*)
FROM purchase
GROUP BY 1, 2
ORDER BY 1, 2;
```

Men’s style has a slightly higher purchase rate than women’s style.

When prices are included in the analysis, the \$95 women’s style glasses are sold 50% more than \$150 ones, while more \$150 men’s style glasses are sold than \$50 and \$95.

WHICH PRODUCT IS MOST POPULAR?

product_id	Purchase	style	model_name	color	price
3	63	Men's Styles	Dawes	Driftwood Fade	150
10	62	Women's Styles	Eugene Narrow	Rosewood	95
9	54	Women's Styles	Eugene Narrow	Rose Crystal	95
1	52	Men's Styles	Brady	Layered Tortoise	95
6	50	Women's Styles	Olive	Pearled Tortoise	95
7	44	Women's Styles	Lucy	Elderflower	150
4	44	Men's Styles	Dawes	Jet Black	150
2	43	Men's Styles	Brady	Sea Glass Gray	95
8	42	Women's Styles	Lucy	Jet Black	150
5	41	Men's Styles	Monocle	Endangered	50

CONCLUSION

- **Users tend to give up on survey when encountering questions no.3 and no.5.**
- **Users are more likely to purchase when they receive 5 pairs of home-try-on glasses.**
- **There is a business potential for men's eyewear. On the "Purchase by Style" slide, men's style glasses have a higher purchase rate. Among all the pricing for men's style glasses, the higher-tier glasses (\$150) are sold more than the cheaper options (\$95 and \$50) . Thus, Warby Parker can launch more campaigns that target towards male users.**