

WARBY PARKER MARKETING FUNNELS

CHAD CALLENDER

JUNE 1, 2020

TABLE OF CONTENTS

1. What are the columns of the *survey* table?
2. What is the number of responses for each question of the style quiz?
3. Analysis of completion rates of the style quiz.
4. What are the columns of the *quiz*, *home_try_on*, *purchase*?
5. Analysis of conversion rated for Warby Parker's Funnel.
6. Trends.
7. Actionable insights for Warby Parker.

QUIZ FUNNEL

SURVEY TABLE—COLUMNS

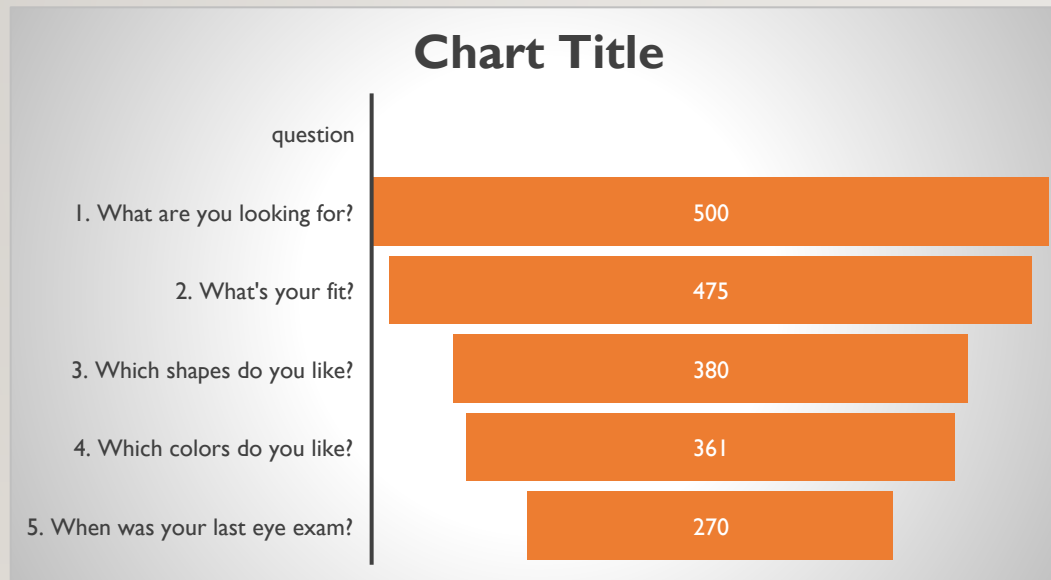
- The columns of the *survey* table are *question*, *user_id*, and *response*.

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.

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

SURVEY TABLE—RESPONSES

- The number of responses for questions 1, 2, 3, 4, 5 are 500, 475, 380, 361, 270 respectively.
- Shown by the funnel below.



```
SELECT question,  
       COUNT(DISTINCT user_id)  
       AS 'num_responses'  
FROM survey  
GROUP BY 1  
ORDER BY 2 DESC;
```


SURVEY TABLE—COMPLETION RATES

question	num_responses	completion_rate
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	80%
4. Which colors do you like?	361	95%
5. When was your last eye exam?	270	75%

- Questions 3 and 5 had the lowest completion rates with 80% and 75%.
- Possibly due to the oddness of question 5—it seems like an irrelevant question to ask for someone who hasn't committed to making a purchase yet.
- Compared to the color and fit, shape is not as important to customers when choosing eyeglasses.

HOME TRY-ON FUNNEL

QUIZ TABLE—COLUMNS

- The columns of the *quiz* table are *user_id*, *style*, *fit*, *shape*, and *color*.

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

```
SELECT *  
FROM quiz  
LIMIT 10;
```


HOME_TRY_ON TABLE—COLUMNS

- The columns of the *home_try_on* table are *user_id*, *number_of_pairs*, *address*.

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

```
SELECT *  
FROM home_try_on  
LIMIT 3;
```

PURCHASE TABLE—COLUMNS

- The columns of the *purchase* table are *user_id*, *product_id*, *style*, *model_name*, *color*, and *price*.

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

```
SELECT *  
FROM home_try_on  
LIMIT 3;
```

CONVERSION RATES

WARBY PARKER'S PURCHASE FUNNEL

- 1000 users took the quiz and 750 opted to try on lenses at home. This is a conversion rate of 75%.
- Furthermore, 495 users made a purchase. This translates to a conversion rate of 66%.

num_users	num_home_try_on	num_purchase	quiz_to_home_try_on	home_try_on_to_purchase
1000	750	495	75%	66%

```
WITH funnels 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 q  
    LEFT JOIN home_try_on h  
        ON h.user_id = q.user_id  
    LEFT JOIN purchase p  
        ON p.user_id = q.user_id  
    SELECT COUNT(user_id) AS 'num_users',  
        SUM(is_home_try_on) AS  
        'num_home_try_on',  
        SUM(is_purchase) AS 'num_purchase',  
        1.0 * SUM(is_home_try_on) /  
        COUNT(user_id) AS 'quiz_to_home_try_on',  
        1.0 * SUM(is_purchase) /  
        SUM(is_home_try_on) AS  
        'home_try_on_to_purchase'  
    FROM funnels;  
)
```

A/B TEST—3 PAIRS VS. 5 PAIRS

- Customers were randomly selected to receive 3 or 5 pairs to try on at home.
- Those who received 5 pairs were more likely to purchase than those who received 3.
- 79% conversion for 5 pairs vs. 53% conversion for 3 pairs.

number_of_pairs	num_home_try_on	num_purchase	home_try_on_to_purchase
3 pairs	379	201	53%
5 pairs	371	294	79%

```
WITH funnels 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 q  
    LEFT JOIN home_try_on h  
        ON h.user_id = q.user_id  
    LEFT JOIN purchase p  
        ON p.user_id = q.user_id)  
SELECT number_of_pairs,  
    SUM(is_home_try_on) AS  
    'num_home_try_on',  
    SUM(is_purchase) AS 'num_purchase',  
    1.0 * SUM(is_purchase) /  
    SUM(is_home_try_on) AS  
    'home_try_on_to_purchase'  
FROM funnels  
WHERE number_of_pairs IS NOT NULL  
GROUP BY 1;
```


TRENDS



STYLE

- Women's styles was overall the more popular of the two.
- In the quiz, 432 users chose Men's styles while 469 users chose Women's styles.
- At checkout, the purchases were 243 for Men's styles vs. 252 for Women's styles.

style	num_respondents	num_purchases
Men's Styles	432	243
Women's Styles	469	252

```
WITH q_p AS (  
    SELECT DISTINCT q.user_id,  
        q.style AS 'style',  
        p.user_id IS NOT NULL AS  
        'is_purchase',  
        p.style AS 'purchase_style'  
    FROM quiz q  
    LEFT JOIN purchase p  
        ON p.user_id = q.user_id)  
SELECT style,  
    COUNT(user_id) AS  
    'num_respondents',  
    SUM(is_purchase) AS  
    'num_purchases'  
FROM q_p  
GROUP BY 1  
HAVING num_purchases > 0;
```

PRICE

- Customers generally value a quality pair of eyeglasses!
- The more expensive eyeglasses were more popular among customers.
- 261 purchase for the \$95 pair, 193 for the \$150 pair, and only 41 for the \$50 pair!

price	num_of_purchases
95	261
150	193
50	41

```
SELECT price,  
        COUNT(price)  
AS  
'num_of_purchases'  
FROM purchase  
GROUP BY 1  
ORDER BY 2 DESC;
```

MOST BOUGHT PAIR

- Dawes Men's style Driftwood Fade topped the charts with 63 purchases even with a price tag of \$150—an unexpected outcome, indeed!

style	color	model_name	price	num_of_purchases
Men's Styles	Driftwood Fade	Dawes	150	63
Women's Styles	Rosewood Tortoise	Eugene Narrow	95	62
Women's Styles	Rose Crystal	Eugene Narrow	95	54
Men's Styles	Layered Tortoise Matte	Brady	95	52
Women's Styles	Pearled Tortoise	Olive	95	50
Men's Styles	Jet Black	Dawes	150	44
Women's Styles	Elderflower Crystal	Lucy	150	44
Men's Styles	Sea Glass Gray	Brady	95	43
Women's Styles	Jet Black	Lucy	150	42
Men's Styles	Endangered Tortoise	Monocle	50	41

```
SELECT style,
       color,
       model_name,
       price,
       COUNT(model_name)
AS 'num_of_purchases'
FROM purchase
GROUP BY product_id
ORDER BY 5 DESC;
```

CONCLUDING THOUGHTS



ACTIONABLE INSIGHTS FOR WARBY PARKER

1. Reorder survey questions by swapping the color and shape questions. Additionally, provide more context to the eye exam question or take it out completely since this question had the lowest completion rate of 75%.
2. When customers were given more options to try on (5 pairs vs. 3 pairs), they were more likely to make a purchase (79% vs. 53% conversion rates respectively). It follows that 5 pairs to try on at home should be the standard.
3. The \$50 pair of eyeglasses sold poorly compared to the more expensive pairs. This can be produced less or taken out as an option completely.

THANK YOU!

