

# Usage Funnels with Warby Parker

## Learn SQL from Scratch

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WARBY PARKER



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# Warby Parker Introduction

**Warby Parker was founded in 2010 to offer designer eyewear at affordable prices to their consumers.**

**Their products are higher-quality, made in-house, and can be purchased at HALF the price of regular designer eyewear.**

**Not only is Warby Parker great for customers but they're also charitable. For every frame purchased, another pair is donated to someone in the world in need!**



# Survey Completion Rate

Warby Parker uses a survey to guide their interested customers into picking the perfect frame. We use this to see how many customers who completed the survey. We noticed that the amount of users completing questions on the survey goes down significantly after Question 4. The completion rate drop from 72% in Question 4 to 54% in Question 5.

This drop is likely due to the fact that most users do not recall easily when their last eye exam was and chose to skip the question as it doesn't directly affect the aesthetic of their Warby Parker frames.

Question	Number of Users Completing Each Question	Percentage of Users Completing Each Question
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%

# Warby Parker Home Try-On Funnel

**Warby Parker's Home Try-On funnel is used to see how many of their customers who completed their Style Quiz went on to purchase a pair of frames. The funnel is as follows : Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses**

**During the Home Try-On stage, we conducted an A/B Test where 50% of the users got 3 pairs to try on and 50% of the users got 5 pairs to try on**

## Style Quiz

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-a301-27dd93b12e2	Women's Styles	Narrow	Square	Two-Tone
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black

## Home Try On

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

**Here is a glance at the data we gathered from the three parts of the funnel. Each part of the funnel is broken down to a table.**

## Purchase

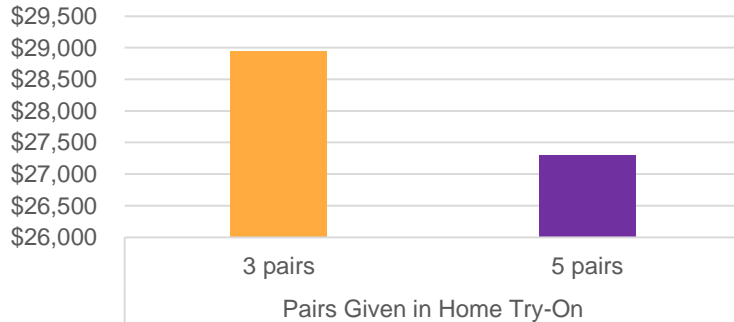
user_id	product_id	style	model_name	color	price
00a9dd17-36c8-430c-9d76-df49d4197dcf	8	Women's Styles	Lucy	Jet Black	150
00e15fe0-c86f-4818-9c63-3422211baa97	7	Women's Styles	Lucy	Elderflower Crystal	150
017506f7-aba1-4b9d-8b7b-f4426e71b8ca	4	Men's Styles	Dawes	Jet Black	150
0176bfb3-9c51-4b1c-b593-87edab3c54cb	10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06	8	Women's Styles	Lucy	Jet Black	150

**From this test we will see if the number of pairs that a user had to try on affected if they purchased a pair of glasses.**

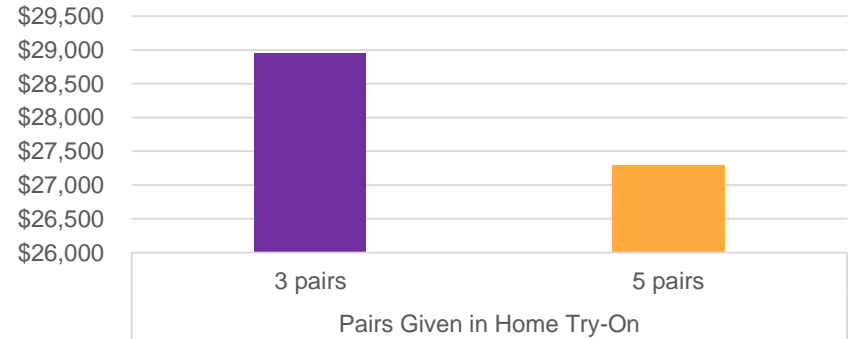
# Results of the A/B Test

**Although having users try on 5 pairs led to more purchases (304 pairs vs 193 pairs) , the overall sales from having users try on 3 pairs exceeded the total sales from the 5 pairs (\$27,035 vs \$28,950).**

Number of Frames Purchased

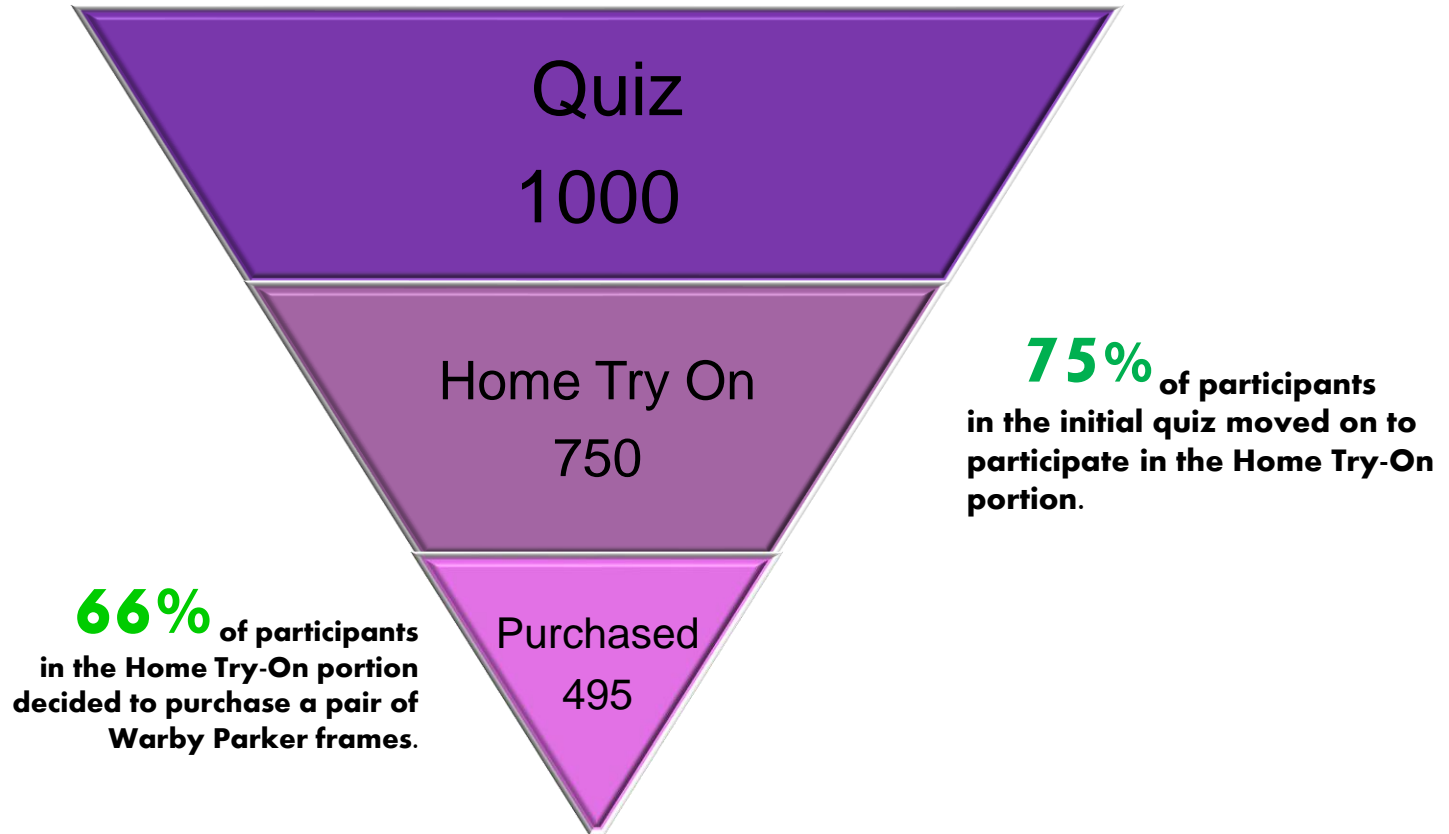


Total Sales

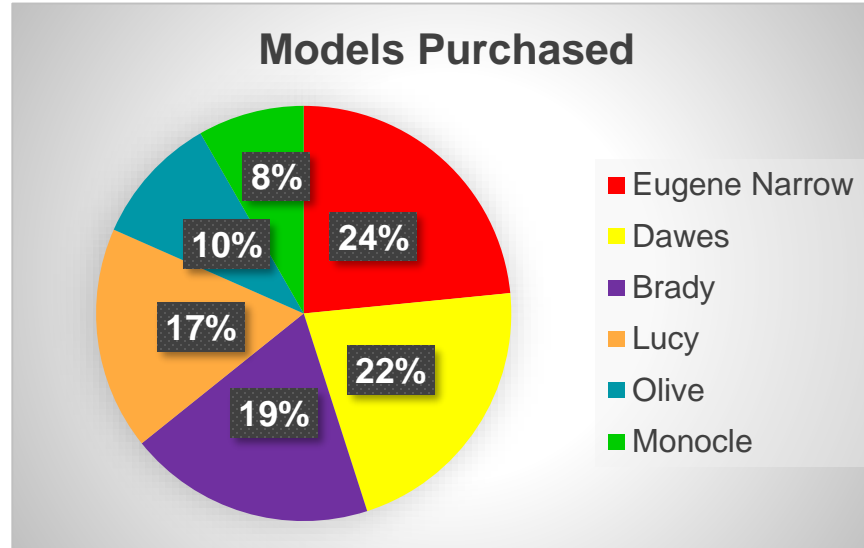


**Based on these results, we recommend offering users to try on **3 pairs** during the home-try on step as it will be most profitable for Warby Parker.**

# Conversion Within Home Try-On Funnel



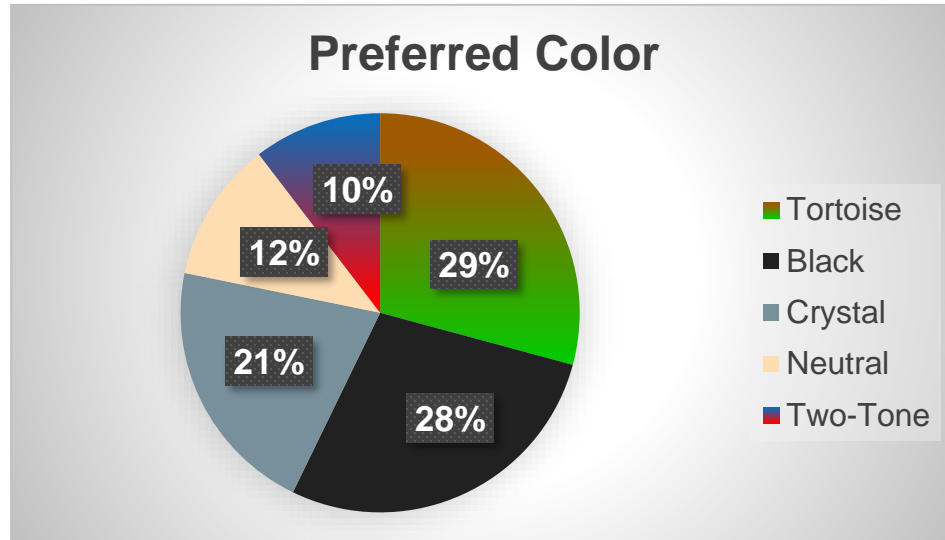
# Preferred Models



**The most frequently purchased frame models are Eugene Narrow, Dawes, and Brady. Based on this information, Warby Parker should invest in having a large stock of these styles in their inventory.**

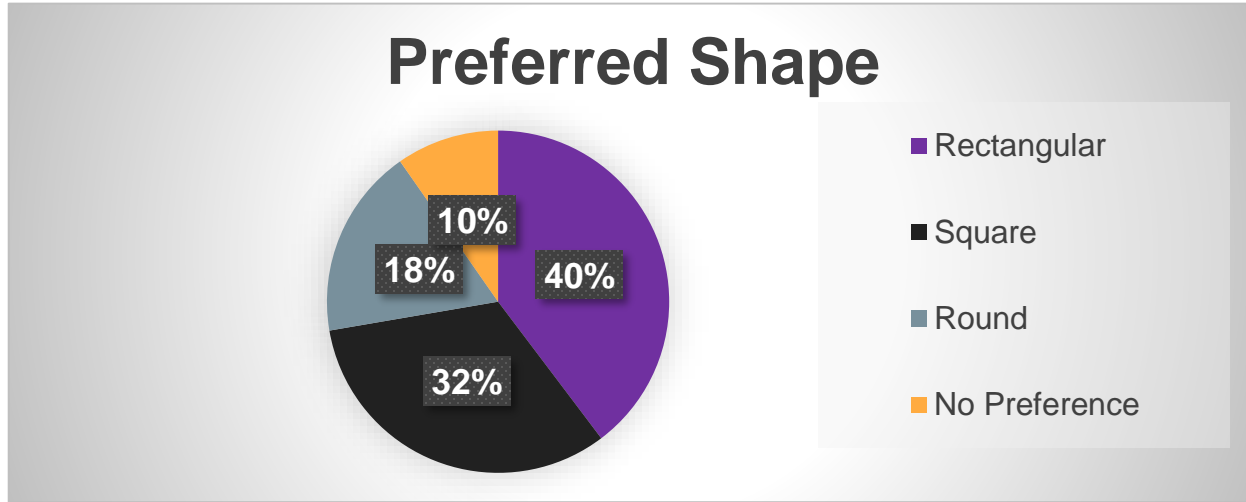


# Preferred Color



**The most frequently mentioned colors for frames in the Style Quiz are Tortoise, Black, and Crystal. We recommend ensuring that these three colors are available for all types of frames.**

# Preferred Shape



**The most frequently mentioned shape of frames are Rectangular and Square. We recommend offering most if not all styles with these shapes as 72% mentioned them in the Style Quiz.**

# Summary

- **Remove or change last question in survey asking users about their last eye exam**
- **Number of pairs recommended for home try- on: 3 Pairs**
- **Frame models to keep in stock: Eugene Narrow, Dawes, and Brady.**
- **Frame colors to offer for each style: Tortoise, Black, and Crystal**
- **Frame shape to offer for each style: Rectangle and Square**