

codecademy X



WARBY PARKER FUNNEL ANALYSIS

Learn SQL from Scratch

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1. Quiz Funnel

1. Quiz Funnel

- Question 3 and 5 had the lowest percentage of completions from users
- Potential reasons could be:
 - Users feeling uncertain about their preferences for shapes and whether which shapes would best suit them
 - Users might not have their eye exam in recent times to qualify to buy a purchase with Warby Parker and therefore there is no further need to complete the quiz
- To improve completion rate of quiz, Warby Parker can look into assisting users with visual try-ons to discover their preference for shapes, for example using augmented reality technology

Questions	Completions	Percentage Completions
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%

2. Home Try-On Funnel

2.1 Home Try-On Funnel Overview

- Combining the tables from quiz, home_try_on, and purchase using a **LEFT JOIN** creates the combined table which is labelled as “FUNNEL” in the subsequent queries and analysis

user_id	is_home_try_on	number_of_pairs	is_purchase
4e8118dc-bb3d-49bf-85fc-cca8d83232ac	1	3 pairs	0
291f1cca-e507-48be-b063-002b14906468	1	3 pairs	1
75122300-0736-4087-b6d8-c0c5373a1a04	0		0
75bc6ebd-40cd-4e1d-a301-27ddd93b12e2	1	5 pairs	0
ce965c4d-7a2b-4db6-9847-601747fa7812	1	3 pairs	1
28867d12-27a6-4e6a-a5fb-8bb5440117ae	1	5 pairs	1

2.2 Home Try-On Funnel Conversion Rate

- 75% of users who took the quiz proceed to take part in home try-on
- 66% of home try-on users make a purchase
- Overall, 49.5% of quiz takers eventually make through the funnel to an eventual purchase

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home try-on



Funnel	Count of Users	Conversion rate
Quiz Takers	1000	100%
Total Home Tries	750	75%
Total Purchase	495	66%

```
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 q  
  LEFT JOIN home_try_on h  
    ON q.user_id = h.user_id  
  LEFT JOIN purchase p  
    ON p.user_id = q.user_id)  
  
SELECT COUNT (user_id) AS "Quiz_takers", SUM  
  (is_home_try_on) AS "Total Home Tries", SUM  
  (is_purchase) AS "Total Purchases"  
FROM FUNNEL;
```

3. AB Test Results

3. AB Testing: 3 Pairs vs. 5 Pairs of Home Try-On

- Users, who were sent 5 pairs of eyewear for home try-on, had a 79.25% conversion rate that is significantly higher than users who were sent 3 pairs at 53.03%

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home try-on



number_of_pairs	Total Home Tries	Total Purchases	Conversion Rate
3 pairs	379	201	53.03%
5 pairs	371	294	79.25%

```
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 q  
  LEFT JOIN home_try_on h  
    ON q.user_id = h.user_id  
  LEFT JOIN purchase p  
    ON p.user_id = q.user_id)  
  
SELECT DISTINCT number_of_pairs, SUM  
  (is_home_try_on) AS "Total Home Tries", SUM  
  (is_purchase) AS "Total Purchases"  
FROM FUNNEL  
WHERE number_of_pairs IS NOT NULL  
GROUP BY number_of_pairs;
```

4. Top Model

4. Top Purchased Model

- Women's Styles eyewear were purchased almost in equal volume as Men's styles. Women's Styles' total was 252, while Men's Styles' total was 243
- The highest purchased eyewear model was the Eugene Narrow

```
SELECT model_name, style, COUNT (user_id)
FROM purchase
GROUP BY model_name, style;
```

model_name	style	COUNT (user_id)
Brady	Men's Styles	95
Dawes	Men's Styles	107
Eugene Narrow	Women's Styles	116
Lucy	Women's Styles	86
Monocle	Men's Styles	41
Olive	Women's Styles	50

