

Warby Parker Codecademy Capstone

Learn SQL from Scratch

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Warby Parker

- Founded in 2010 and named after two characters in an early Jack Kerouac journal.
- A transformative and socially conscious lifestyle brand that aims to offer designer eyewear at an attractive price point for customers.

We are given four funnels: Home Try-On, Purchases, Survey, and Quiz

Home Try-On contains three columns: User ID, Number of Pairs, and Address

Purchases contains six columns: User ID, Product ID, Style, Model Name, Color, and Price

Survey contains three columns: Question, User ID, and Response

Quiz contains four columns: User ID, Style, Fit, and Shape

What is the quiz funnel?

- A funnel is a marketing model that illustrates the theoretical customer journey towards the purchase of a product or service.
- Oftentimes, we want to track how many users complete a series of steps and know which steps have the most number of users giving up.
- Some examples are funnels are:
 1. Browsing a selection of products > viewing shopping cart > checking out
 2. customer satisfaction surveys
 3. clicking through an onboarding model

Take the Style Quiz

Warby Parker has a Style Quiz that has the five following questions (in exact order):

1. "What are you looking for?"
2. "What's your fit?"
3. "Which shapes do you like?"
4. "Which color do you like?"
5. "When was your last eye exam?"

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

Question #	Question	Total answers per question	Total % of answers per question
1	What are you looking for?	500	100%
2	What's your fit?	475	95%
3	Which shape do you like?	380	76%
4	Which colors do you like?	361	72%
5	When was last eye exam?	270	54%

Interpretation:

As we can see from the participants moving through the quiz funnel, the biggest decreases in percentage is at question 3 and question 5. This could signal that most potential customers are either unsure about what type of fit they are really looking or if they can remember their last eye exam.

A/B Testing with Home Try-On Funnel

- Warby Parker's purchase funnel consists of:
 1. Take the Style Quiz
 2. Home Try-On
 3. Purchase the Perfect Pair of Glasses
- For the Home Try-On stage, we conducted an A/B Test:
 1. 50% of users received 3 pairs of glasses to try on
 2. 50% of the users received 5 pairs of glasses to try on
- Findings:
 1. Out of 495 purchases, 294 of the purchases were from customers who had 5 pairs of glasses to try on.
 2. Out of 495 purchases, 201 of the purchases were from customers who had 3 pairs of glasses to try on.
- Therefore, one could conclude that the more try-on options would lead to a greater number of sales.

Home Try-On	Number of Pairs	Purchased
3	3	201
5	5	294

```
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', COUNT(number_of_pairs)
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
WHERE is_purchase = 1
AND is_home_try_on = 1
GROUP BY number_of_pairs;
```