

# Warby Parker Analyse

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WARBY PARKER

# ABSTRACT

1. Summary
2. Style Quiz
3. A/B Test Result
4. Purchase Analyse
5. Conclusion and Recommendation



# 1 Summary



**\$55,795**

Total Revenue

**Most popular product: 3**

Style: Men's Styles  
Color: Driftwood Fade  
Model: Dawes  
Sold Number: 63  
UNIT PRICE: 150\$



## A/B Test Results

**Five** pairs instead of **Three**



**+26.2**

Percentage  
Point Increase



**+93**

More Purchases



Quiz

Home try on

Purchase

**100%>>75%>>66%**



Quiz Completion  
Rate

**54%**

## Most Popular (% of Purchases):

<b>50.9%</b>	<b>Women's</b> Style	<b>17.4%</b>	<b>Jet Black</b> Color
<b>23.4%</b>	<b>Eugene Narrow</b> Model	<b>44.4%</b>	<b>\$95</b> Price Point

# 2 Style Quiz

## Queries:

```
SELECT question,  
count(DISTINCT user_id) AS 'Number of reponses'  
FROM survey  
GROUP BY 1;
```

```
SELECT COUNT(DISTINCT quiz.user_id) AS 'Quiz',  
COUNT(home_try_on.user_id) AS 'Home Try On',  
COUNT(purchase.product_id) AS 'Purchase'  
FROM quiz  
LEFT JOIN home_try_on  
on quiz.user_id = home_try_on.user_id  
LEFT JOIN purchase  
on purchase.user_id = quiz.user_id;
```

Which steps have the most number of users giving up?

Question	Number Of Reponses	Conversion rate
1. What are you looking for?	500	100.0%
2. What's your fit?	475	95.0%
3. Which shapes do you like?	380	80.0%
4. Which colors do you like?	361	95.0%
5. When was your last eye exam?	270	74.8%

The Change of Step From Quiz To Purchase:

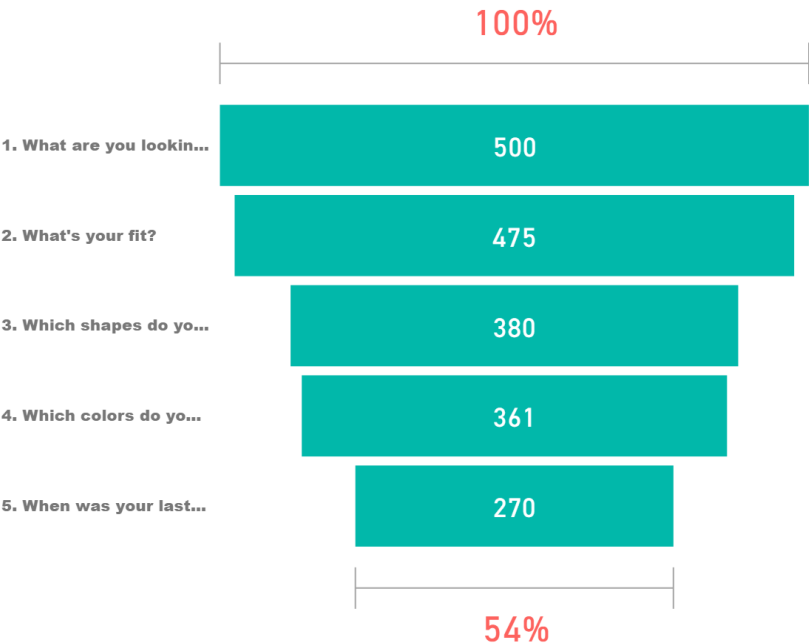
Step	Number	Conversion rate
Quiz	1000	100.0%
Home Try On	750	75.0%
Purchase	495	66.0%

## Insights:

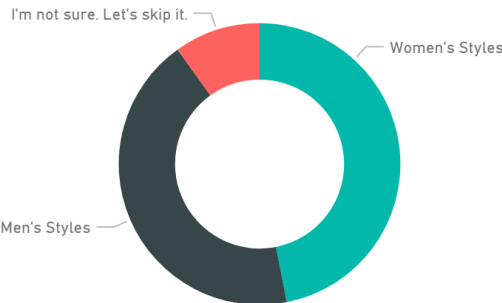
- Fewer people answer the **third and the last** question.

# Warby Parker's Style Quiz Visualization

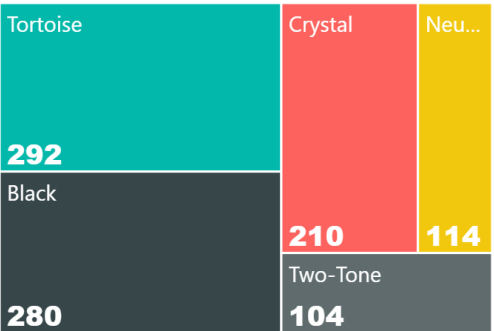
Quiz Funnels



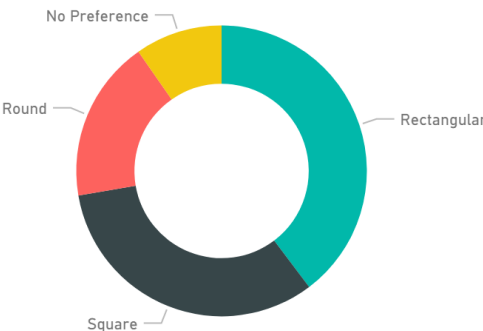
Style Preference



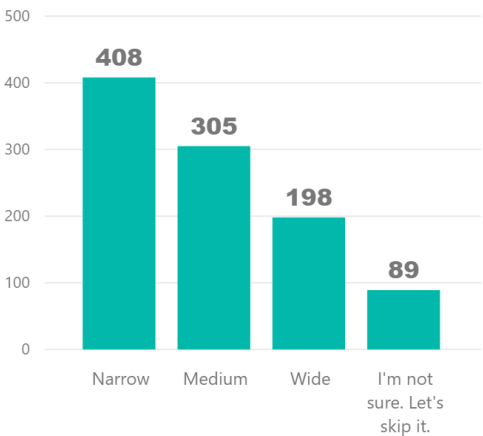
Color Preference



Shape Preference





Size Preference



# 3 A/B Test Result

## QUERIES:

```
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 q.user_id = h.user_id
LEFT JOIN purchase p
ON p.user_id = q.user_id
)
SELECT number_of_pairs AS 'A/B Test',
COUNT(user_id) AS 'Users Number',
SUM(is_home_try_on) AS 'No. of Users trying at Home',
SUM(is_purchase) AS 'No. of Users Make Purchase',
1.0 * SUM(is_home_try_on) / COUNT(user_id) AS 'quiz to
home_try_on',
Round(1.0 * SUM(is_purchase) / SUM(is_home_try_on),2) AS
'home_try_on to purchase'
FROM funnels
WHERE number_of_pairs IS NOT NULL
GROUP BY 1;
```

A/B Test	Users Number	No. of Users trying at Home	No. of Users Make Purchase	quiz to home_try_on	home_try_on to purchase
3 pairs	379	379	201 	1.0	0.53 
5 pairs	371	371	294	1.0	0.79

## Insights:

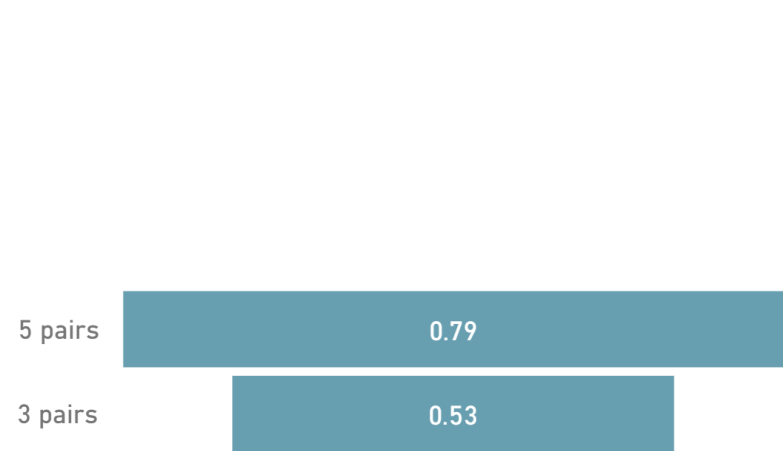
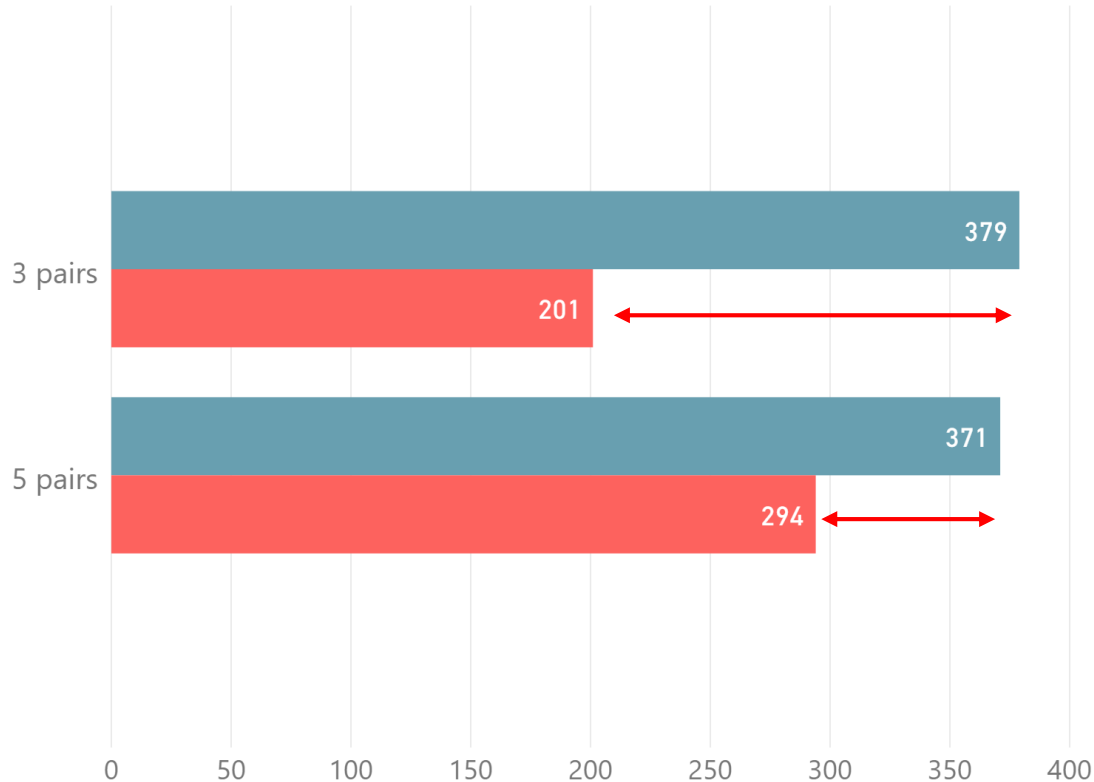
- Those who get **5 pairs** glasses to try at home are more likely to buy.

# A/B Test Result

Which brings more deal? 3 pairs or 5 pairs?

From Home\_try\_on To Purchase's Conversion

● No. of Users trying at Home ● No. of Users Make Purchase



# 4 Purchase Analysis

## QUERIES:

---TOTAL REVENUE---

```
SELECT SUM(price) AS 'Revenue($)'
FROM purchase;
```

```
SELECT price,
COUNT(*) AS 'Sold Number',
SUM(PRICE) AS 'In Total($)'
From purchase
GROUP BY 1
```

ORDER BY 2 DESC;  
---Style Distribution---

```
SELECT style,
COUNT(user_id) AS 'Preference On Style'
FROM purchase
GROUP BY 1
```

ORDER BY 2 DESC;  
---Model Power---

```
SELECT model_name,
COUNT(user_id) AS 'Preference On Model'
FROM purchase
GROUP BY 1
ORDER BY 2 DESC;
```

---Color Preference---

```
SELECT color,
COUNT(user_id) AS 'Preference On Color'
FROM purchase
GROUP BY 1
```

ORDER BY 2 DESC;

---Product Sales Situation---

```
SELECT product_id,style,model_name,color,
price AS 'Unit Price',
COUNT(*) AS 'Sold Number',
price * COUNT(*) AS 'Revenue'
FROM purchase
GROUP BY product_id
ORDER BY price * COUNT(*) DESC;
```

Most Popular Price Points	Purchases	%	Revenue	%
\$95	261	52.7%	\$24,795	44.4%
\$150	193	39.0%	\$28,950	51.9%
\$50	41	8.3%	\$2,050	3.7%
Total	495		\$55,795	

Product	Style	Model	Color	Price	Purchases	Revenue
3	Men's Styles	Dawes	Driftwood Fade	150	63	\$9,450
4	Men's Styles	Dawes	Jet Black	150	44	\$6,600
7	Women's Styles	Lucy	Elderflower Crystal	150	44	\$6,600
8	Women's Styles	Lucy	Jet Black	150	42	\$6,300
10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95	62	\$5,890
9	Women's Styles	Eugene Narrow	Rose Crystal	95	54	\$5,130
1	Men's Styles	Brady	Layered Tortoise Matte	95	52	\$4,940
6	Women's Styles	Olive	Pearled Tortoise	95	50	\$4,750
2	Men's Styles	Brady	Sea Glass Gray	95	43	\$4,085
5	Men's Styles	Monocle	Endangered Tortoise	50	41	\$2,050

	Most Popular	Percentage of Purchases
Style	Women's	50.9%
Model	Eugene Narrow	23.4%
Color	Jet Black	17.4%

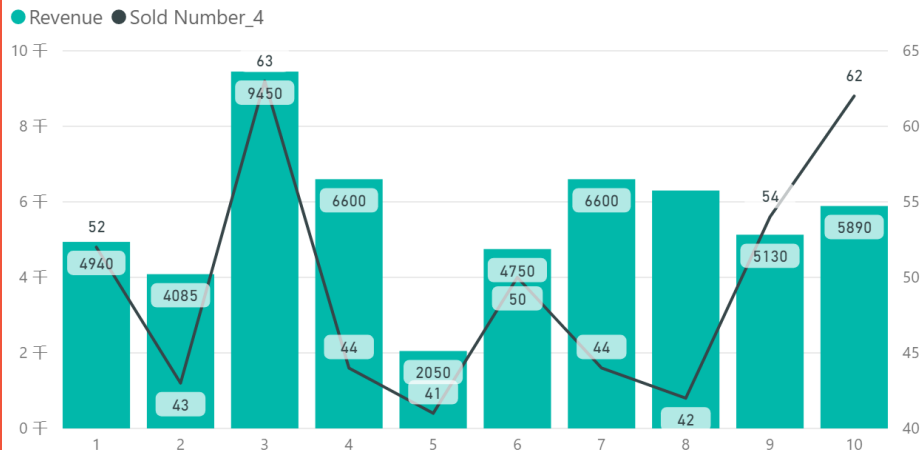
## Insights:

- People are more willing to pay at a **medium level** price.
- Model **Eugene Narrow** is the most popular model who attract most cutomers.
- **Jet Black** is the most popular color.

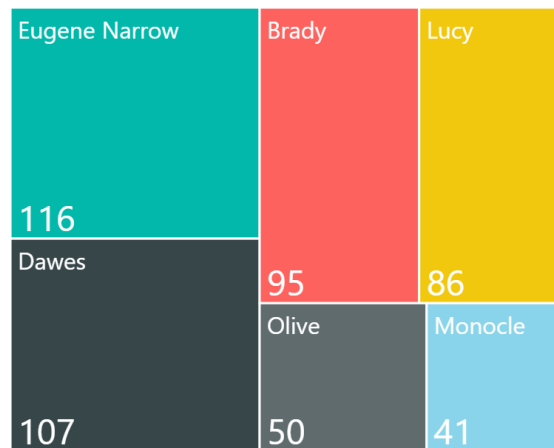


# Purchase Situation

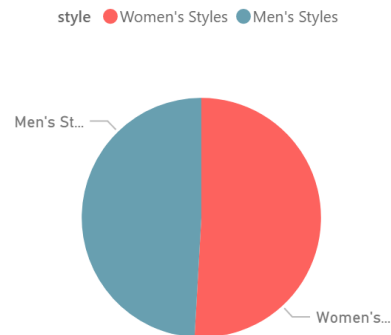
Which product is more popular?



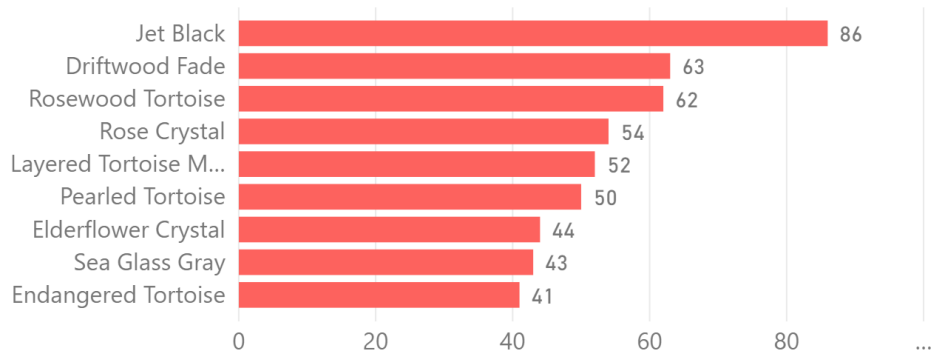
Which color does customers buy?



What style does customer interest in?



Model Effect



50 price	41 Sold Number	2050 In Total(\$)
95 price	261 Sold Number	24795 In Total(\$)
150 price	193 Sold Number	28950 In Total(\$)

# 5 Conclusion and Recommendation

- Users who get *more pairs to try on at home will be more likely to make a purchase.*
- Focus on Model power and make suitable collocation;
- Get more products setting price at a medium level;
- Traditional color seems get more preference.
- Quiz design should be more simple.