Warby Parker Analyse

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ABSTRACT

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):

50.9% **Women's** Style

17.4% **Jet Black** Color

23.4% **Euguene Narrow** Model

44.4% **$95** 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?

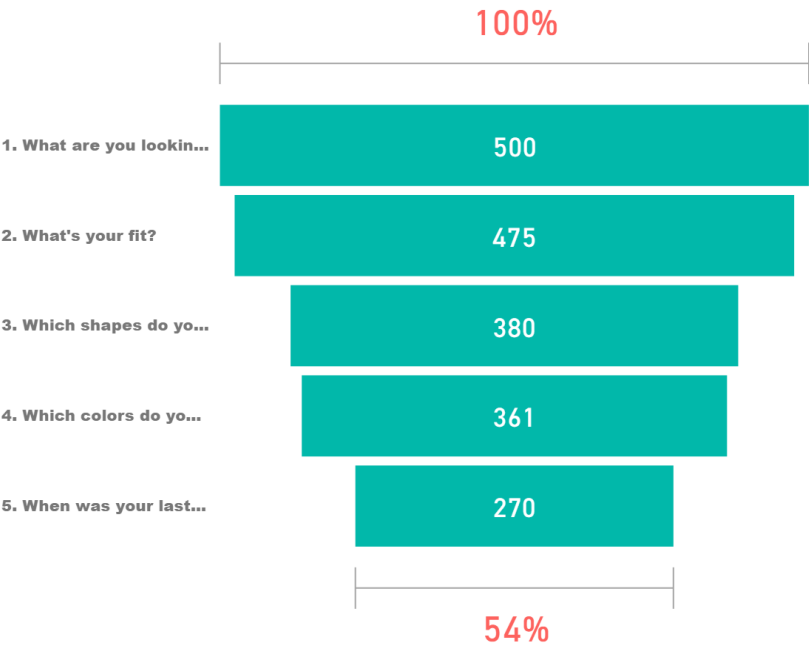| Question	Number Of Reponses	Conversion rate
1. What are you looking for?	500	100.0%
2. What's your fit?	475	95.0%
3. Which shapes do you like?	380	80.0%
4. Which colors do you like?	361	95.0%
5. When was your last eye exam?	270	74.8%

The Change of Step From Quiz To Purchase:

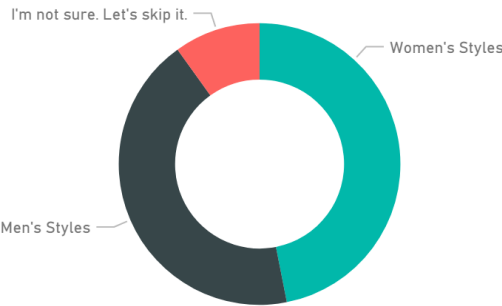| Step	Number	Conversion rate
Quiz	1000	100.0%
Home Try On	750	75.0%
Purchase	495	66.0%

Insights:
- Fewer people answer the third and the last question.
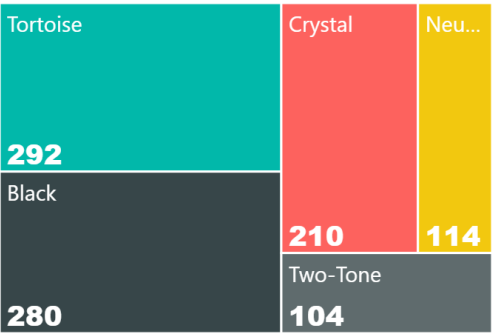
Warby Parker's Style Quiz Visualization
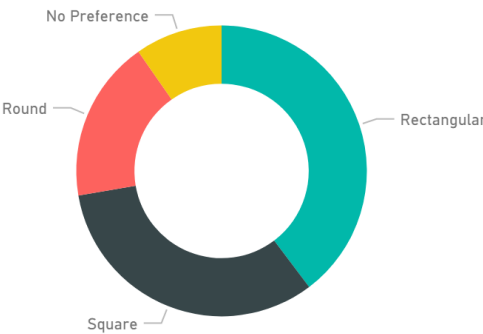
Quiz Funnels

100%

1. What are you lookin...	500
2. What's your fit?	475
3. Which shapes do yo...	380
4. Which colors do yo...	361
5. When was your last...	270

54%

Style Preference

I'm not sure. Let's skip it.

Women's Styles

Men's Styles

Color Preference

Tortoise	Crystal	Neu...
292		
Black	210	114
	Two-Tone	
280	104	

Shape Preference

No Preference

Round

Rectangular

Square

Size Preference

Narrow	408
Medium	305
Wide	198
I'm not sure. Let's skip it.	89
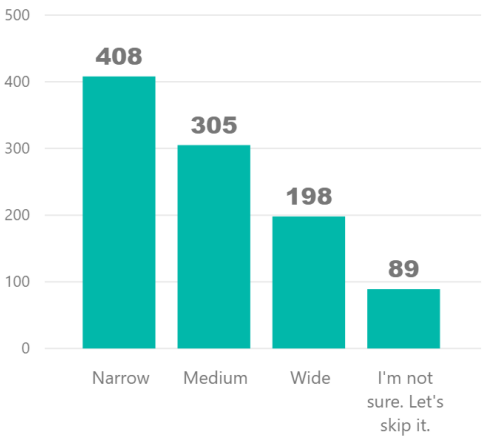
3 A/B Test Result

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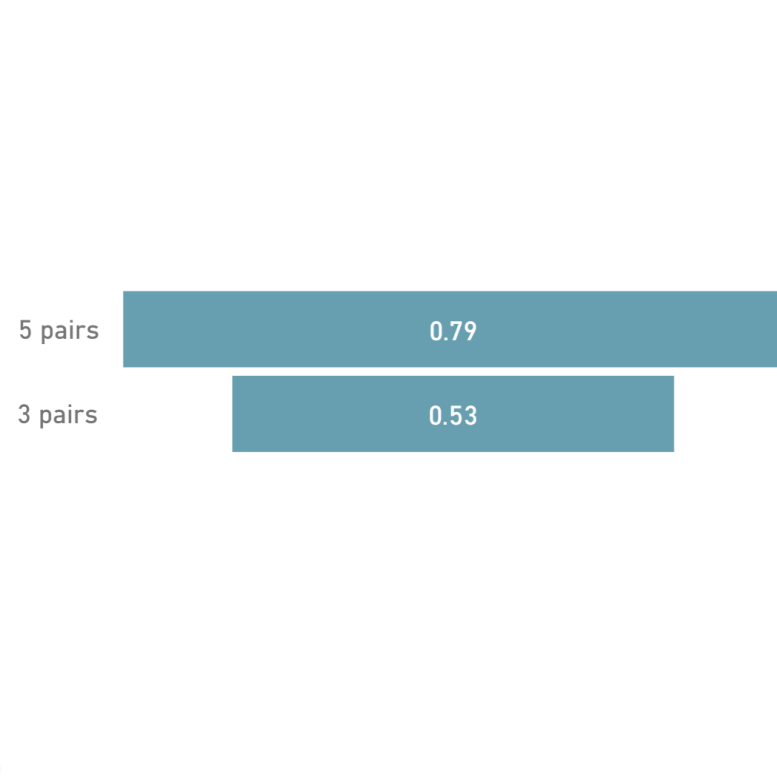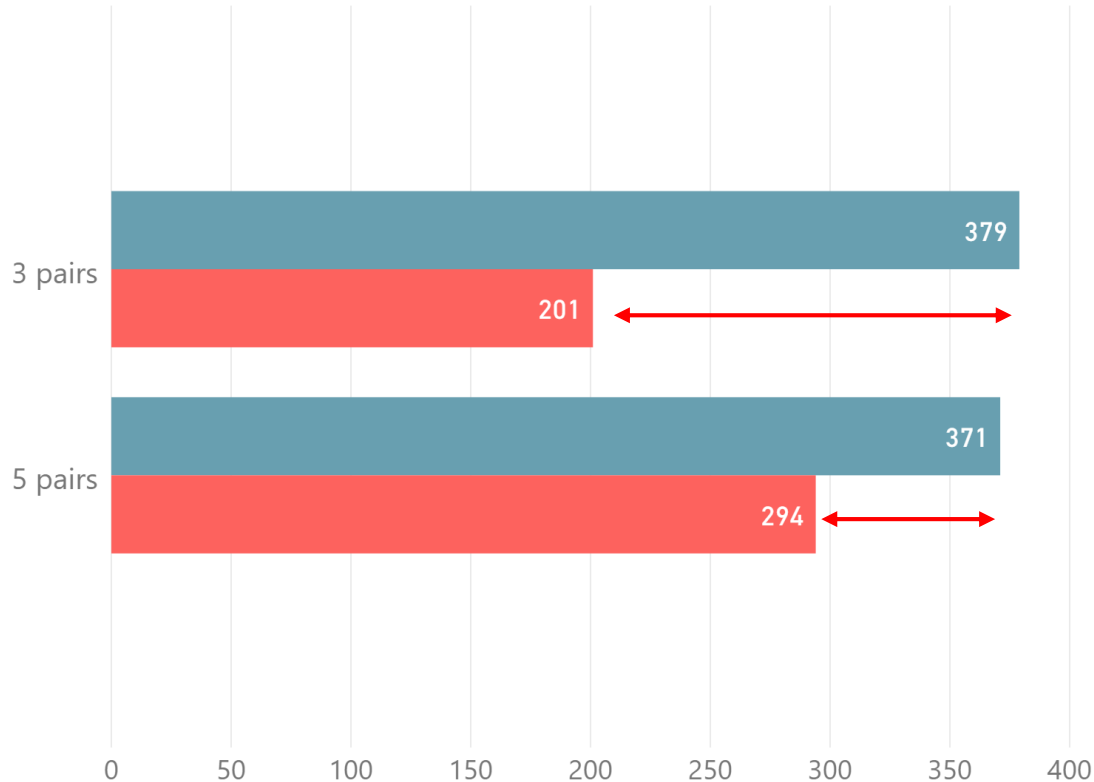
- Those who get 5 pairs glasses to try at home are more likely to buy.

A/B Test Result

Which brings more deal?3 pairs or 5 pairs?

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

3 pairs	379
	201
5 pairs	371
	294

From Home_try_on To Purchase's Conversion

5 pairs	0.79
3 pairs	0.53

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	

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

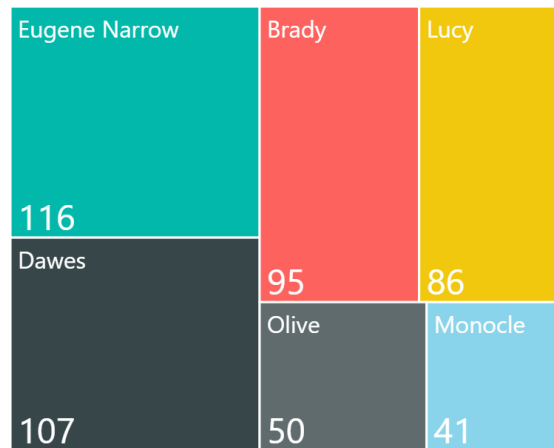| Product	Style	Model	Color	Price	Purchases	Revenue
3	Men's Styles	Dawes	Driftwood Fade	150	63	$9,450
4	Men's Styles	Dawes	Jet Black	150	44	$6,600
7	Women's Styles	Lucy	Elderflower Crystal	150	44	$6,600
8	Women's Styles	Lucy	Jet Black	150	42	$6,300
10	Women's Styles	Eugene Narrow	Rosewood Tortoise	95	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

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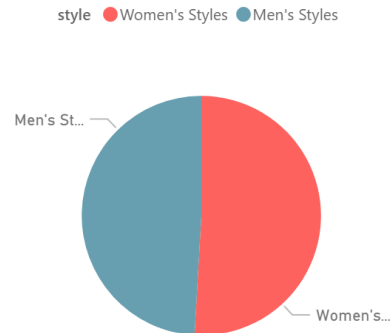- Jet Black is the most popular color.

Purchase Situation

Which product is more popular?

● Revenue ● Sold Number_4

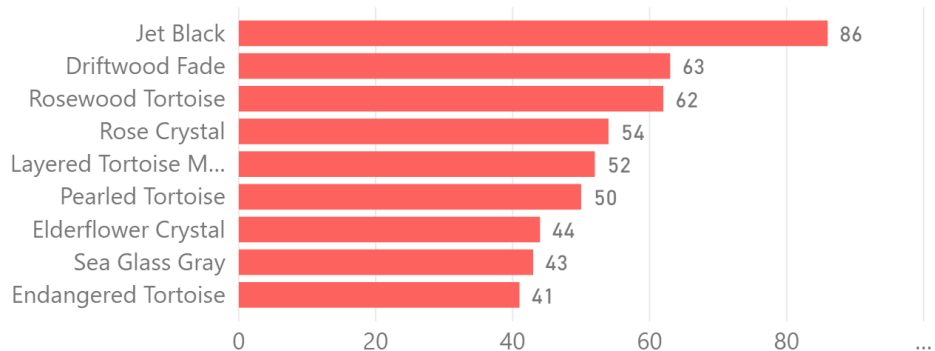| Product	Revenue	Sold Number
1	4940	52
2	4085	43
3	9450	63
4	6600	44
5	2050	41
6	4750	50
7	6600	44
8	6250	42
9	5130	54
10	5890	62
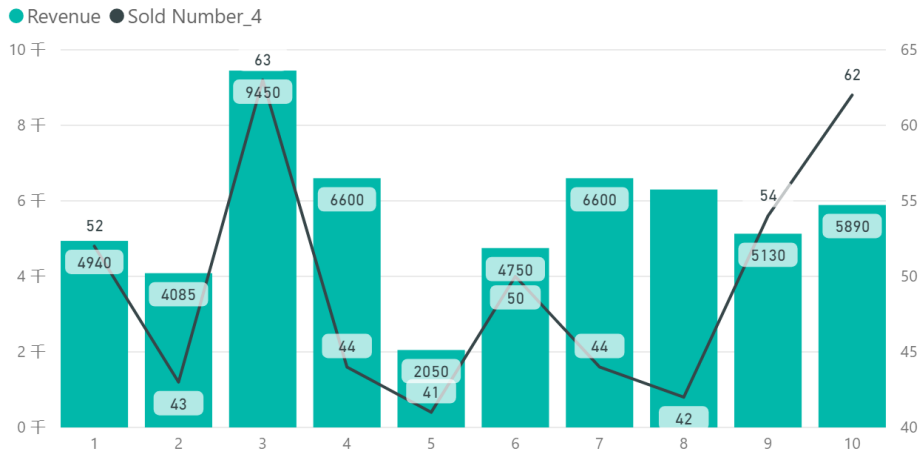
Which color does customers buy?

Color	Value
Eugene Narrow	116
Brady	95
Lucy	86
Dawes	107
Olive	50
Monocle	41

What style does customer interest in?

style ● Women's Styles ● Men's Styles

- Men's St...
- Women's...

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

Model Effect

Model	Value
Jet Black	86
Driftwood Fade	63
Rosewood Tortoise	62
Rose Crystal	54
Layered Tortoise M...	52
Pearled Tortoise	50
Elderflower Crystal	44
Sea Glass Gray	43
Endangered Tortoise	41

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.