



# Warby Parker Project Usage Funnels

Learn SQL from Scratch

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# The Client:

## Warby Parker

# 1: Who is Warby Parker

**Warby Parker**, is an American online retailer of prescription glasses and sunglasses, based in New York City. Warby Parker primarily sells products through their website, but also feature retail locations in the U.S. and Canada.

[Warby Parker](#) is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world — for every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need.



**For every pair purchased, a pair is distributed to someone in need.**

## 2: Style Quiz, the 5 questions

We are asking customers 5 questions. This is to better determine what Warby Parker can do better.

### Questions

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

```
SELECT DISTINCT question  
FROM survey;
```

## 2.1: Style Quiz, the funnel

Users will “leave” at different points in the survey. Let's analyze how many users move from Question 1 to Question 2, etc.

Question	distinct_user
1. What are you looking for?	500
2. What's your fit?	475
3. Which shapes do you like?	380
4. Which colors do you like?	361
5. When was your last eye exam?	270

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

## 2.1: Style Quiz, the funnel

We use a spreadsheet to determine the percentages.

question	distinct_userid	Percentage
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%

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

## 3.1: Home Try-On Funnel:

Warby Parker's purchase funnel is:

Take the Style Quiz → Home Try-On → Purchase the Perfect Pair of Glasses

During the Home Try-On stage, we will be conducting an A/B Test:

50% of the users will get 3 pairs to try on

50% of the users will get 5 pairs to try on

```
SELECT *  
FROM quiz  
LIMIT 5;
```

```
SELECT *  
FROM home_try_on  
LIMIT 5;
```

```
SELECT *  
FROM purchase  
LIMIT 5;
```

Query Results					
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-a301-27ddd93b12e2	Women's Styles	Narrow	Square	Two-Tone	
ce965c4d-7a2b-4db6-9847-601747fa7812	Women's Styles	Wide	Rectangular	Black	
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			
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-b593-87eab3c54cb		10 Women's Styles	Eugene Narrow	Rosewood Tortoise	95
01fdf106-f73c-4d3f-a036-2f3e2ab1ce06		8 Women's Styles	Lucy	Jet Black	150



## 3.2: Home Try-On Funnel:

This data is very hard to dissect the information. We will take this data and join it together to get one place for the analysis take place.

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
5a7a7e13-fbcf-46e4-9093-79799649d6c5	0		0
0143cb8b-bb81-4916-9750-ce956c9f9bd9	0		0
a4ccc1b3-cbb6-449c-b7a5-03af42c97433	1	5 pairs	0
b1dded76-cd60-4222-82cb-f6d464104298	1	3 pairs	0

```
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
LIMIT 10;
```

# What we can learn from this

Once we have the data in this format, we can analyze it in several ways:

- We can calculate overall conversion rates by aggregating across all rows.
- We can compare conversion from quiz→home\_try\_on and home\_try\_on→purchase.
- We can calculate the difference in purchase rates between customers who had 3 number\_of\_pairs with ones who had 5.

We can also use the original tables to calculate things like:

- The most common results of the style quiz.
- The most common types of purchase made.
- Compare how many pairs go home to try on to how many purchases are made.