



Warby Parker

Learn SQL from Scratch

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What is Warby Park?

- A lifestyle eyewear brand that was founded in 2010
- Their mission is to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses
- They distributing a pair of glasses to someone in need with every pair of eyeglasses or sunglasses sold

What Data was Provided?

survey 1986 rows	
question	TEXT
user_id	TEXT
response	TEXT

quiz 1000 rows	
user_id	TEXT
style	TEXT
fit	TEXT
shape	TEXT
color	TEXT

purchase 495 rows	
user_id	TEXT
product_id	INTEGER
style	TEXT
model_name	TEXT
color	TEXT
price	INTEGER

home_try_on 750 rows	
user_id	TEXT
number_of_pairs	TEXT
address	TEXT

These are the four different tables that Warby Parker provided and the records in each table.

Two funnels were tested with this data:

- Survey completion
- Quiz → Try at home → Purchase

Funnel: Survey completion

Survey Information

- There are a total of 500 respondents that started the survey
- Only 54% of people who started the survey finished
- Question 2 and 4 have the largest percentage difference
- Question 3 and 5 have the smallest percentage difference

Questions	Number of Responses	Percentage	Percent Difference
1. What are you looking for?	500	100%	NA
2. What's your fit?	475	95%	-5%
3. Which shapes do you like?	380	76%	-19%
4. Which colors do you like?	361	72%	-4%
5. When was your last eye exam?	270	54%	-18%

Possible reasons for unfinished surveys?

The Results Show:

- Individuals are unsure what shapes they prefer
- Individuals taking the survey either do not know when their last eye exam was or they did not feel comfortable giving out that information

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**Funnel: Quiz → Try at
home → Purchase**

Quiz Takers Who End up Making a Purchase

- A total of 1000 people took the quiz
- A total of 75% of people that took the quiz, ended up trying on a pair of glasses at home
- Of the people who tried on a pair of glasses at home, 66% of them purchased a pair

Quiz Takers	Tried at Home	Purchases	Percent Who Tried at Home	Percent of Tried at Home Who Purchased
1000	750	495	0.75	0.66

Does the Number of Pairs Tried at Home Matter?

Try at Home	Number of Pairs	Purchases	Percent Purchase
379	3 pairs	201	0.53
371	5 pairs	294	0.79

Query:

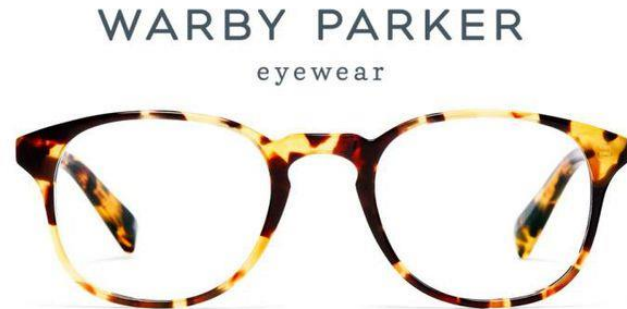
```
SELECT
COUNT(home_try_on.user_id) as
'Try at Home',
home_try_on.number_of_pairs
'Number of Pairs',
COUNT(purchase.user_id)
'Purchases'
FROM home_try_on
LEFT JOIN purchase
on home_try_on.user_id =
purchase.user_id
group by number_of_pairs;
```

Does Number of Pairs Tried at Home Matter? Continued...

- 26% more purchases were made by customers who tried on five pairs of glasses compared to three
- With this data, Warby Parker should either:
 1. Get rid of the three pair option
 2. Get rid of the three pair option and add a seven pair option

Conclusion

- Questions 3 and 5 of the survey should be revised due to the number of individuals that give up at those points
 1. Question 3 may be too difficult to answer due to uncertainty in preferences
 2. Question 5 may be too personal
- The more pairs of glasses Warby Parker can get its potential customers to try at home, the more likely the customer is to purchase a pair



Thank You