codecademy

Capstone: Warby Parker

Learn SQL from Scratch

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1/26/19

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Warby Parker is an online prescription glasses retailer. They've created a special method for customers to test out glasses from the comfort of their own homes. To begin this process, customers fill out a **Style Quiz**. This quiz has the following 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?"

In this project, I will analyze different Warby Parker's marketing funnels in order to calculate conversion rates. These are the **tables** and **columns** I'll be working with:

Quiz Funnel:
- survey

Home Try-On Funnel:
- quiz
- home_try_on
- purchase

2. What is the Quiz Funnel?

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We wanted to know which questions from the Warby Parker quiz had lower completion rates and why. But first we need to figure out **what is the number of responses for each question?**

- It looks like there was a **5%** drop for **question 2** and then a **15%** drop for **question 3**. The highest drop rate is from **question 5** which had a drop rate of **20%**.
- I think there was a higher drop rate for question 5 (When was your last eye exam?) because people may not even remember. They could also just be browsing and not willing to give that information just yet. Other possible reasons could be embarrassment from it being so long, or they simply don't remember.

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

Question	COUNT(DISTINCT user_id)
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

3. A/B Testing with Home Try-On Funnel

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For the A/B test, **50%** of users will receive **3 pairs** of glasses to try on, while the other **50%** will receive **5 pairs**. We want to find out if users who receive more pairs to try on at home are more likely to make a purchase. We'll be working with 3 tables, **quiz**, **home_try_on**, and **purchase**:

- The **quiz** table has 5 columns: user_id, style, fit, shape, and color.
- The **home_try_on** table has 3 columns: user_id, number_of_pairs, and address.
- The **purchase** table has 6 columns: user_id, product_id, style, model_name, color, and price.

Number	Percent Completing the Question
1	100%
2	95%
3	80%
4	95%
5	75%

4. Conclusion

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What are some actionable insights for Warby Parker?

- Customers who do not test the glasses out at home are not likely to purchase.
- When I limit the table to 50, I see a ratio of 15-3, with the 5 pair plan achieving a purchase 5 times more than 3 pair plan.
- Those who did not do the home try on did not purchase glasses.

```
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 50;
```