Usage Funnels with Warby Parker

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Codecademy Submission 21 Mar 2019

Select all columns from the first 10 rows. What columns does the table have?

Columns:

question

user_id

response

What is the number of responses for each question?

question

COUNT(DISTINCT user_id)

1. What are you looking for? Answers: 500 = 100% (500/500) completion rate

2. What's your fit? Answers: 475 = 95% (475/500) completion rate

3. Which shapes do you like? Answers: 380 = 80% (380/475) completion rate

4. Which colors do you like? Answers: 361 = 95% (361/380) completion rate

5. When was your last eye exam? Answers: 270 = 75% (270/361) completion rate

Which question(s) of the quiz have a lower completion rates? What do you think is the reason?

question

COUNT(DISTINCT user_id)

1. What are you looking for? Answers: 500 = 100% (500/500)

2. What's your fit? Answers: 475 = 95% (475/500)

3. Which shapes do you like? Answers: 380 = 80% (380/475)

4. Which colors do you like? Answers: 361 = 95% (361/380)

5. When was your last eye exam? Answers: 270 = 75% (270/361)

Questions 3 and 5 have a lower response rate.

I think a reason for the decline in response of Q3 is possibly because they want to try them on before committing to a shape.
A potential reason for the decline in response of Q5 is possibly because it is a question not about the glasses themselves, but about a medical disposition.

Examine the first five rows of each table / What are the column names?

Table 1:	Table 2:	Table 3:
user_id	user_id	user_id
style	number_of_pairs	product_id
fit	Address	style
shape		model_name
Color		color
		price

Home Try-On Analysis: What is the Difference in purchase rates between customers who had 3 number_of_pairs with ones who had 5.

3 pairs: 0.530343007915567 or 53%

5 pairs: 0.792452830188679 or 79%

Based on the above data customers who had 5 number_of_pairs to try on at home compared to a customer who had 3 pairs to try on at home - those with more pairs are 26% more likely to execute a purchase (which is the difference in purchase rates).

What are some actionable insights for Warby Parker?

Warby Parker has an opportunity to gain a considerable amount of customer based glasses preferences with insights in the first 2 questions of the survey. At some point after the 3rd and 5th questions surveyors response rate declines.

If Warby focused all survey questions about the glasses specifically they could shorten the entire survey but still capturing valuable data with a consistent user_group.

If Warby focused on incentivizing the last lower response rate questions it may lead to a higher survey completion rate.

Warby could offer the medical eye exam question as a bonus question that would offer the customer a discount at a participating eye exam company.

Warby should provide customers with 5 pairs of glasses to try on at home rather that the lesser 3 pairs option.