

# Usage Funnels with Warby Parker

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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
2. What's your fit? Answers: 475
3. Which shapes do you like? Answers: 380
4. Which colors do you like? Answers: 361
5. When was your last eye exam? Answers: 270

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

**question**

**COUNT(DISTINCT user\_id)**

**Percent Completion Rate**

1. What are you looking for? 500 (100% completion)
2. What's your fit? 475 (95% completion)
3. Which shapes do you like? 380 (76% completion)
4. Which colors do you like? 361 (72.2% completion)
5. When was your last eye exam? 270 (54% completion)

The last three questions have a lower response rate. I think a reason for the decline in responses is possibly due to the length of the survey and its ability to retain the user\_id's for the time period involving completing the survey.

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

Table 1:

**user\_id**

**style**

**fit**

**shape**

**Color**

Table 2:

**user\_id**

**number\_of\_pairs**

**Address**

Table 3:

**user\_id**

**product\_id**

**style**

**model\_name**

**color**

**price**

## **What are some actionable insights for Warby Parker?**

Warby Parker has an opportunity to gain a considerable amount of customer based glasses preferences with style insights in the first 3 questions of the survey - at some point after the 3rd questions surveyors start to decline.

If Warby focused on the first 3 questions as the most significant and tailored those questions accordingly they could shorten the entire survey but still capturing valuable data with a consistent user\_group.

If Warby focused on incentivizing the last 2 to 3 questions it may lead to a higher survey completion rate.