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Usage Funnels with Warby Parker
Learn SQL from Scratch
YF
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Getting to Know Warby Parker: #1 Warby Parker Style Quiz Questions

Warby Parker uses a style quiz to help users find their perfect frame.

The quiz has the following questions which are stored in a table called survey. The columns of the survey are indicated in the table headers below.

question	user_id	response

Quiz Funnel: #2 Style Quiz Questions "give up" points

Users will "give up" at different points of the style quiz. Below is the breakdown of the number of responses of each question

question	# of users who responded
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

Quiz Funnel: #3 Completion Rates and Possible Reasoning

As mentioned in last slide, the number of users who responded to each question varied. Below, we have calculated the completion rate of each question.

Questions about fit and colors generated completion rate of above 90% whereas questions about shape of glasses had completion rate at 80%. The question about the time of last eye exam was the lowest at 75% possibly due to fact that users may not have known when their last eye exam occurred. Regarding shape, users may not be aware of the types of frame shapes available or unaware of which shapes would flatter face shape the best without a try-on.

question	Completion Rate
1. What are you looking for?	100%
2. What's your fit?	95%
3. Which shapes do you like?	80%
4. Which colors do you like?	95%
5. When was your last eye exam?	75%

Home Try-On Funnel

Home Try-On Funnel: #4 More at home pairs = more likely to make a purchase?

Warby Parker's Purchase funnel is:

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

Data has been distributed across 3 tables: quiz, home_try_on, and purchase
• Below shows the column names of each table

Quiz Table

user_id	style	fit	shape	color

Purchase

user_id	product_id	style	model_name	color	price

Home_Try_On

user_id	number_of_pairs	address

Home Try-On Funnel: #6 Data Summary

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 conducted an A/B Test where
- 50% of users will get 3 pairs to try on
- 50% of users will get 5 pairs to try on

Funnel Stage	Number of Users	Conversion Rate
Quiz	1000	---
Home Try- On	750	75%
Purchase the Perfect Pair of Glasses	495	66%

# of Pairs Given at Home Try-On	Number of Users	Number of Users Who Made the purchase after Home Try-On	Home Try-On to Purchase Rate
3 Pairs	379	201	53%
5 Pairs	371	294	79%

Home Try-On Funnel: #6 Data Summary

Based on data from quiz table
- Roughly the same of number of users were looking for men's styles as were looking at women's styles

- Of the 1000 people who took the quiz, 78% of quiz users said they liked the colors Tortoise, Black, and Crystal

- 71% preferred narrow and medium fit

- 72% preferred frames with rectangular and square shapes

Based on data from purchase table
- Roughly the same of number of users purchased for men's styles as were looking at women's styles

- Of the 495 people who made the purchases, top 3 most purchased, covering 42% of sales were in Jet Black, Driftwood Fade, and Rosewood Tortoise

- Most common model names purchased: Eugene Narrow (116), Dawes (107), Brady (95), and Lucy (86)

- 52% of frames were purchased at $95, 39% were of frames were purchased at $150

Conclusions and Possible Action

- **Offering 5-pairs of glasses for home try-on** may increase overall conversion rate of home try-on to purchase as opposed to 3 pairs

- **Offering a price question** on the quiz as 91% of purchases were either at $95 or $150

- Quiz responses around color were consistent with colors of frames purchased

- Difficult to see if there are correlations between quiz responses regarding "shape" and purchase orders with "model name" because "model name" does not provide known data on shape or fit or other indicators from quiz