



Analysis of Warby Parker Marketing Funnel

Analyze Data with SQL

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1. Completion rate of style quiz questions

Observations/Insights

- Question 5 has the lowest completion rate; Users may find this question irrelevant to their style quiz.
- In Question 3 and 4, 24% and 28% of users did not choose the shapes and colours respectively; This represents a significant size of group of users who will not continue into the next stage of the marketing funnel.

Deduction/Recommendation

- To review validity or improve on purpose of question 5 to get better completion rate.
- To improve on question 3 and 4 to get better completion rate and continue to the next stage of the funnel.

Style Quiz Questions	Completion Rate (Total User = 500)	Percentage of users who completed this questions
1. What are you looking for?	500	100%
2. What's your fit?	475	95%
3. Which shapes do you like?	380	76%
4. Which colors do you like?	361	72%
5. When was your last eye exam?	270	54%

2. Conversion rate of marketing funnel

Observation/Insight

- 75% of users completed the style quiz and proceeded to request for home_try_on.
- 66% of users bought after trying on the choices offered.

Deduction/Recommendation

- Could the style quiz experience be improved to enthuse the rest of 25% of users to try?
- Could the choices offered be improved to encourage purchase?

Quiz →	Home_try_on →	Purchase
1000 users	750 users	495 users
	75%	66%

```
WITH funnel AS (  
    SELECT DISTINCT q.user_id AS 'user_id',  
        h.user_id IS NOT NULL AS 'is_home_try_on',  
        p.user_id IS NOT NULL AS 'is_purchase'  
    FROM quiz AS 'q'  
    LEFT JOIN home_try_on AS 'h'  
        ON q.user_id = h.user_id  
    LEFT JOIN purchase AS 'p'  
        ON h.user_id = p.user_id)  
  
SELECT COUNT(user_id) AS 'Users_who_did_Style_Quiz',  
    SUM(is_home_try_on) AS 'Quiz_to_Home_try_on',  
    SUM(is_purchase) AS 'Home_try_on_to_Purchase',  
    1.0 * SUM(is_home_try_on)/COUNT(user_id) AS '% of  
quiz_to_home_try_on',  
    1.0 * SUM(is_purchase)/SUM(is_home_try_on) AS '%  
of home_try_on_to_purchase'  
FROM funnel;
```

3. Responses to A/B testing of home_try_on options

Observation/Insight

- 5-pairs option has better conversion rate than 3-pairs option; giving more options increase the chances of purchase.

Deduction/Recommendation

- Proceed with 5-pairs home_try_on option.

No_of_pairs_options	Users_home_try_on	Users_purchase
3-pairs	379	201
5-pairs	371	294
		% conversion_to_purchase
	3-pairs	53%
	5-pairs	79%

4. Common types of purchase made

Observation/Insight

- Generally similar trend of purchase types from 3-pair_try_on and 5-pair_try_on groups.
- Overall proportion of purchase for the Men's style (n=243) and Women's style (n=252) are similar.
- Top 5 model_name purchased are in the order of Eugene Na, Dawes, Braly, Lucy and Olive.
- The top 5 model_name constituted 91.7% of the total purchases; excluding Olive, the top 4 model_name constituted about 82% of the total purchase.
- Based on price, the average price or customer value per purchase is \$112; The average customer value is closer to max price.

Deduction/Recommendation

- Warby Parker brands appeals similarly to both Men and Women.
- Focus on model_names Eugene Na, Dawes, Braly and Lucy. Review Olive and others.
- Customer value is closer to Max Price, suggesting a greater appeal for the higher priced brands. This is a good trend to keep.

Purchase_types	3-pair	5-pair	Total
Style			
Style – Men's	103	140	243
Style – Women's	98	154	252
Model_Name – Top 5			
Eugene Na	54	62	116
Dawes	49	58	107
Braly	39	56	95
Lucy	30	56	86
Olive	14	36	50
Customer Value/Price			
Average Price	113.2	112.3	
Max Price	150	150	
Min Price	50	50	

Thank You