SQL Project : Usage funnels with Warby Parker

Usage Funnels
Analyze Warby Parker’s marketing funnel from Quiz → Home Try-On → Purchase in order to calculate conversion rates.

codecademy

Usage Funnels Insights

Analyze Data with SQL

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2019-06-16

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1. About

Warby Parker is a transformative lifestyle brand with a lofty objective: to offer designer eyewear at a revolutionary price while leading the way for socially conscious businesses. Founded in 2010 and named after two characters in an early Jack Kerouac journal, Warby Parker believes in creative thinking, smart design, and doing good in the world — for every pair of eyeglasses and sunglasses sold, a pair is distributed to someone in need..

- In this project, I analyzed different Warby Parker's marketing funnels in order to calculate conversion rates
- Below are the funnel tables given

Survey : quiz funnel table

Home-try-on funnel

- Quiz table
- Home_try_on table
- Purchase table

2 Quiz responses and questions completion rates

- Quiz questions showed top least completions where for Q5 (74.8%) and Q3 (80.0%) respectively
- Overall conversion rate at 49%

question	num_response	%Total	Completion rate
1. What are you looking for?	500	25.2%	
2. What's your fit?	475	23.9%	95.0%
3. Which shapes do you like?	380	19.1%	80.0%
4. Which colors do you like?	361	18.2%	95.0%
5. When was your last eye exam?	270	13.6%	74.8%
	1986		

```
--What is the number of responses for each question?
select question, count(distinct user_id) as
num_response
from survey
group by 1;

--Calculating overall conversion rate
with jtable as(

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 h.user_id =
q.user_id

      left join purchase p on p.user_id = q.user_id

)
select round(1.0 * sum(is_purchase)/count(user_id),2)
as overall_cr

from jtable

;
```

3 Overall vs pairs conversions

- Overall conversion rate (CR) at 49%
- 3 pairs CR at 53%
- 5 pairs CR at 79%, always best to capitalize on 5 pairs USP for unknown or first-time visitors

number_of_pairs	overall_cr
3 pairs	0.53
5 pairs	0.79

```
--We can calculate the difference in purchase rates between customers who had 3 number_of_pairs with ones who had 5.
with jtable as(
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 h.user_id = q.user_id
      left join purchase p on p.user_id = q.user_id

)
select number_of_pairs,round(1.0 * sum(is_purchase)/count(user_id),2) as overall_cr

from jtable

where number_of_pairs is not null

group by 1

;
```

4 What types are most common

- Most common purchase model are the Eugine Narrow, followed by Dawes and Brady

model_name	num_purchase
Eugene Narrow	116
Dawes	107
Brady	95
Lucy	86
Olive	50
Monocle	41

```
--The most common types of purchase made.
select distinct model_name, count(user_id) as
num_purchase
from purchase
group by 1
order by 2 desc
;
```