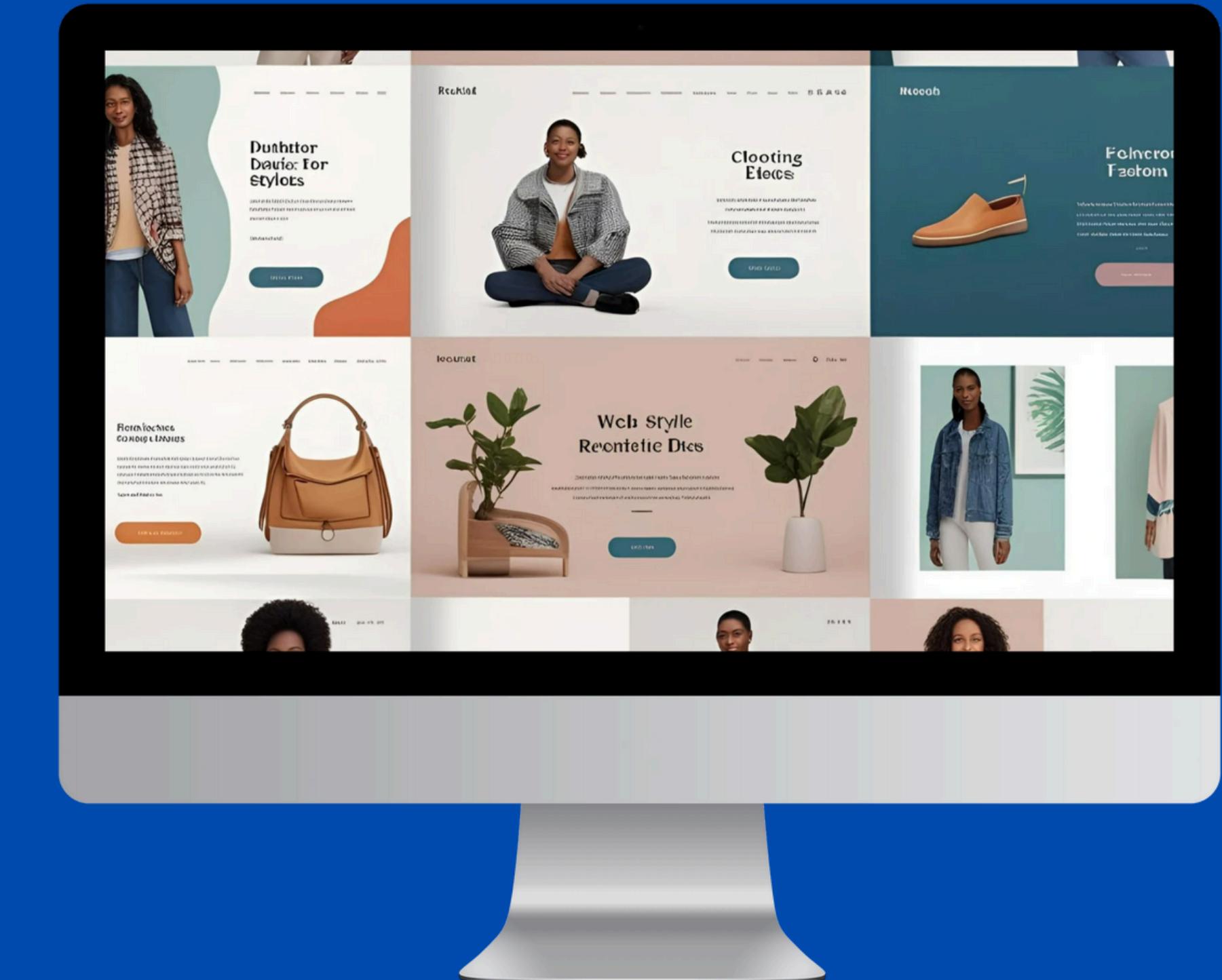


DATA VISUALIZATION

AURA'S MARKETING CAMPAIGN PERFORMANCE ANALYSIS



Aashna Chib, Eva John, Taylor Yin,
Youjung Kim, Yuri Jung



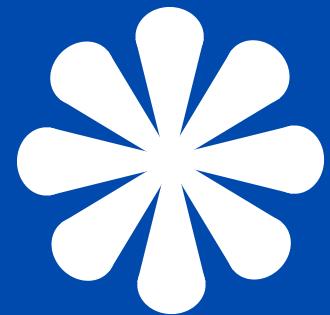
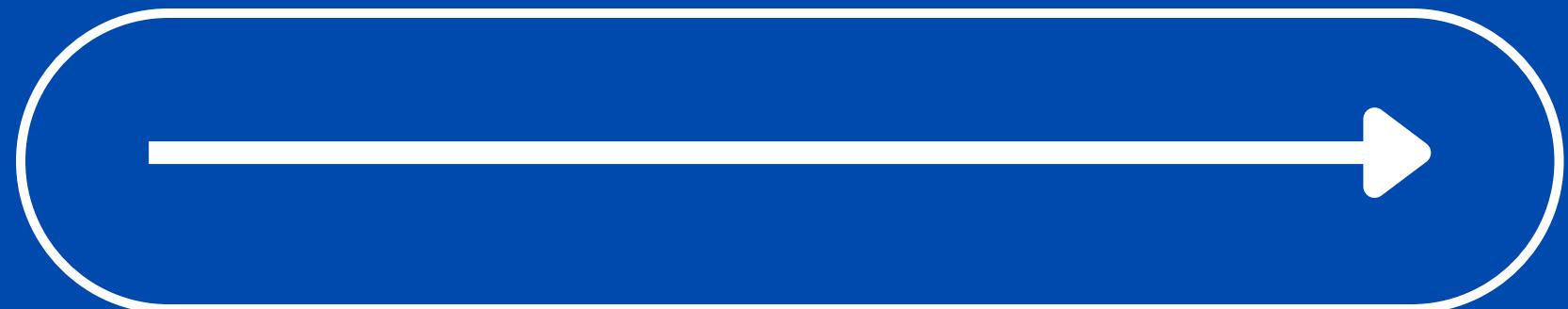


TABLE OF CONTENT



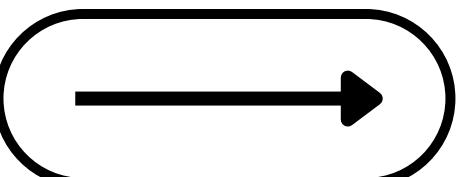
- INTRODUCTION
- CAMPAIGN EFFECTIVENESS
- HOW CAMPAIGNS & CONVERSION RATES WORK TOGETHER
- SESSION DURATION VS CONVERSION RATE
- USER ENGAGEMENT INSIGHTS
- TIME TREND
- GEOGRAPHY
- CONCLUSION
- RECOMMENDATION

01

INTRODUCTION



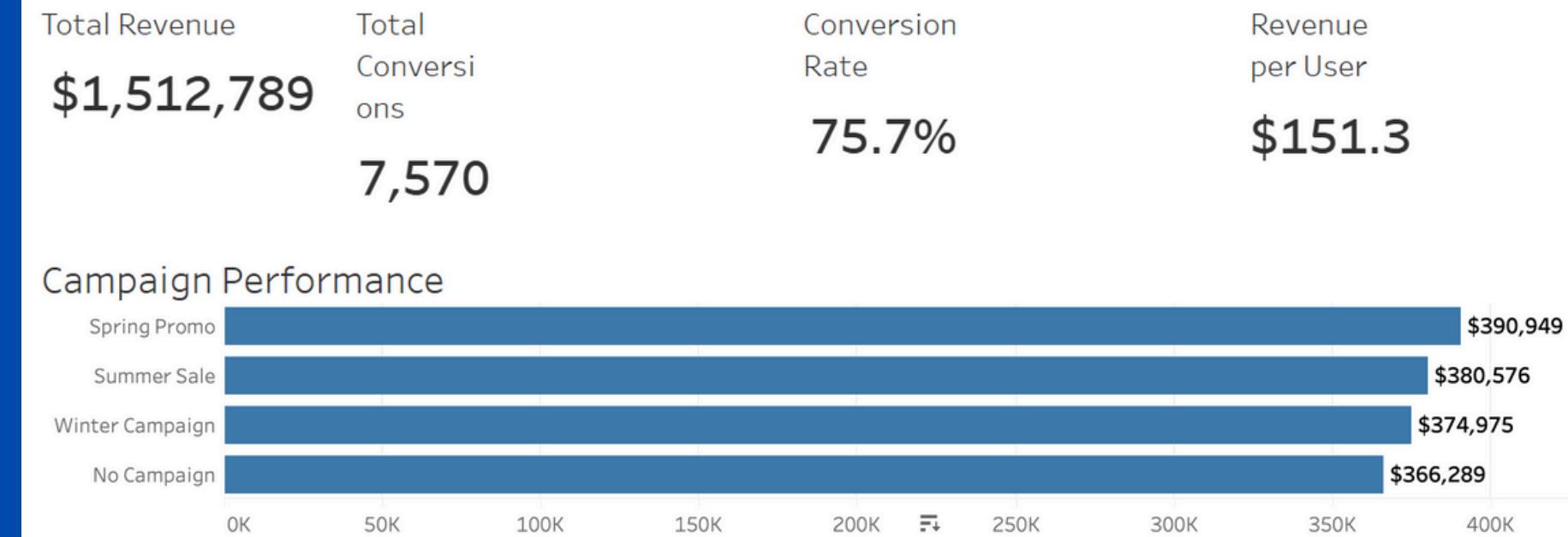
- Aura is a fictional North America–based fashion and lifestyle e-commerce brand with global reach
- The dataset captures recent user sessions and marketing campaign performance
- It includes details like traffic source, campaign type, device, and user location
- Key metrics: session duration, page views, new users, conversions, and revenue



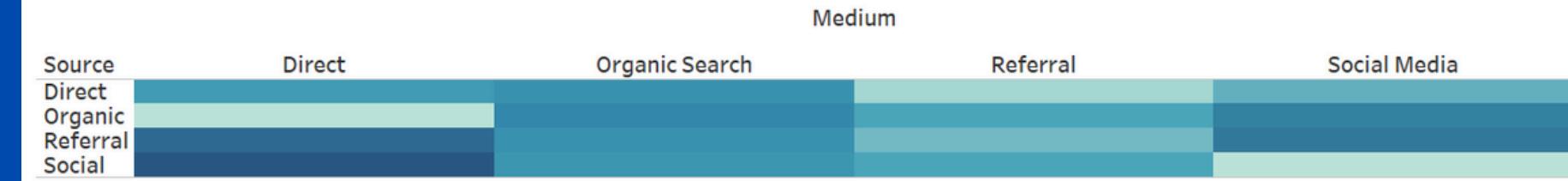
02

Which campaigns generate the most revenue and conversions?

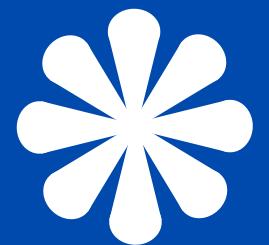
Marketing Campaign and Channel Effectiveness Overview



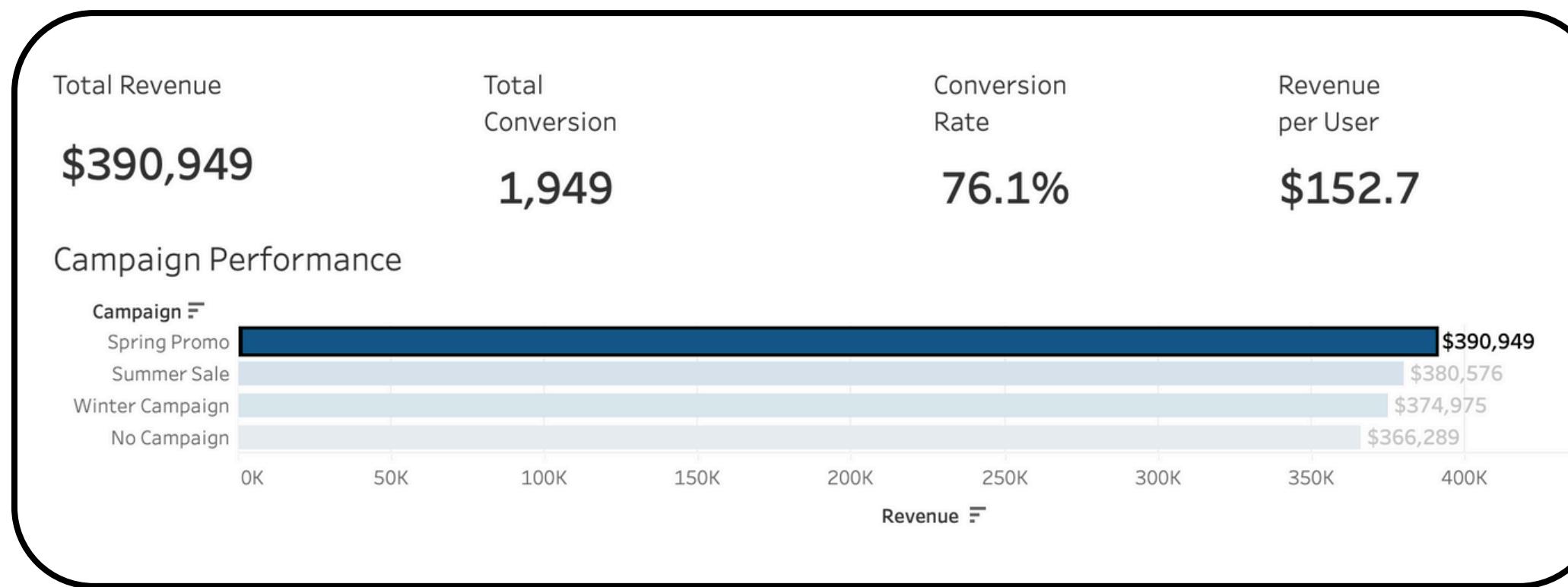
Source × Medium Efficiency



CAMPAIGN EFFECTIVENESS

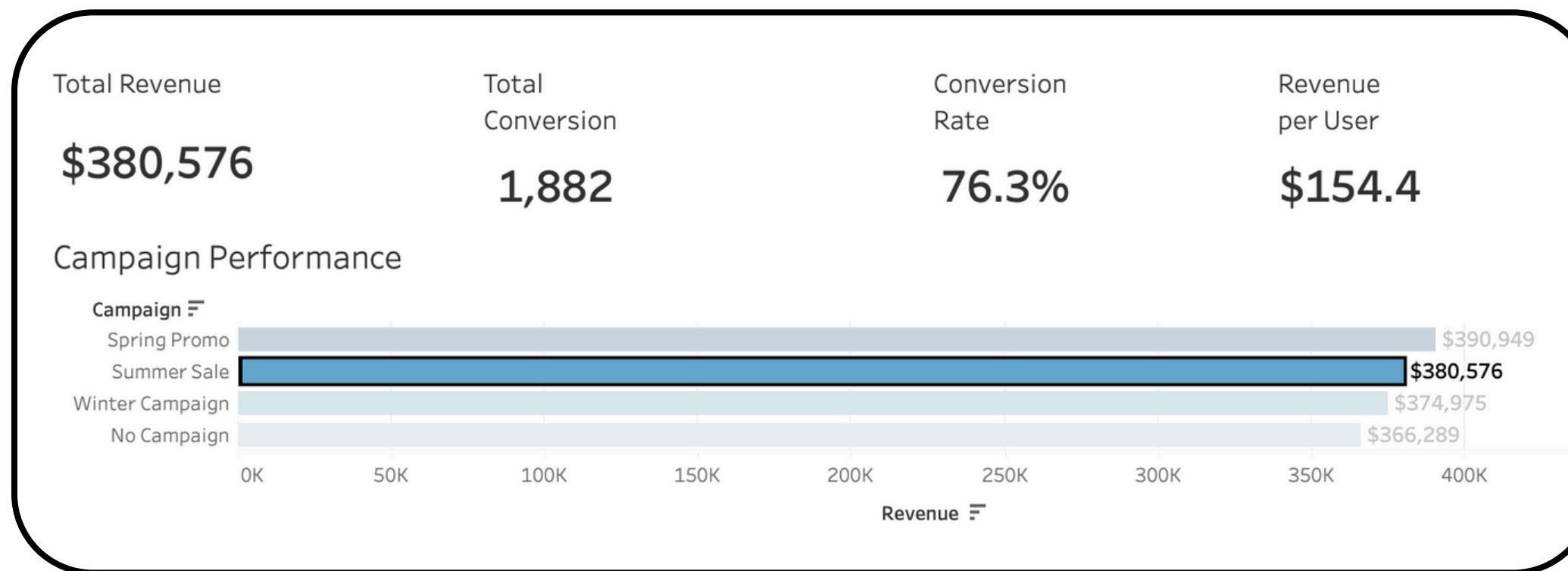


SPRING CAMPAIGN ATTRACTED HIGH-SPENDING USERS



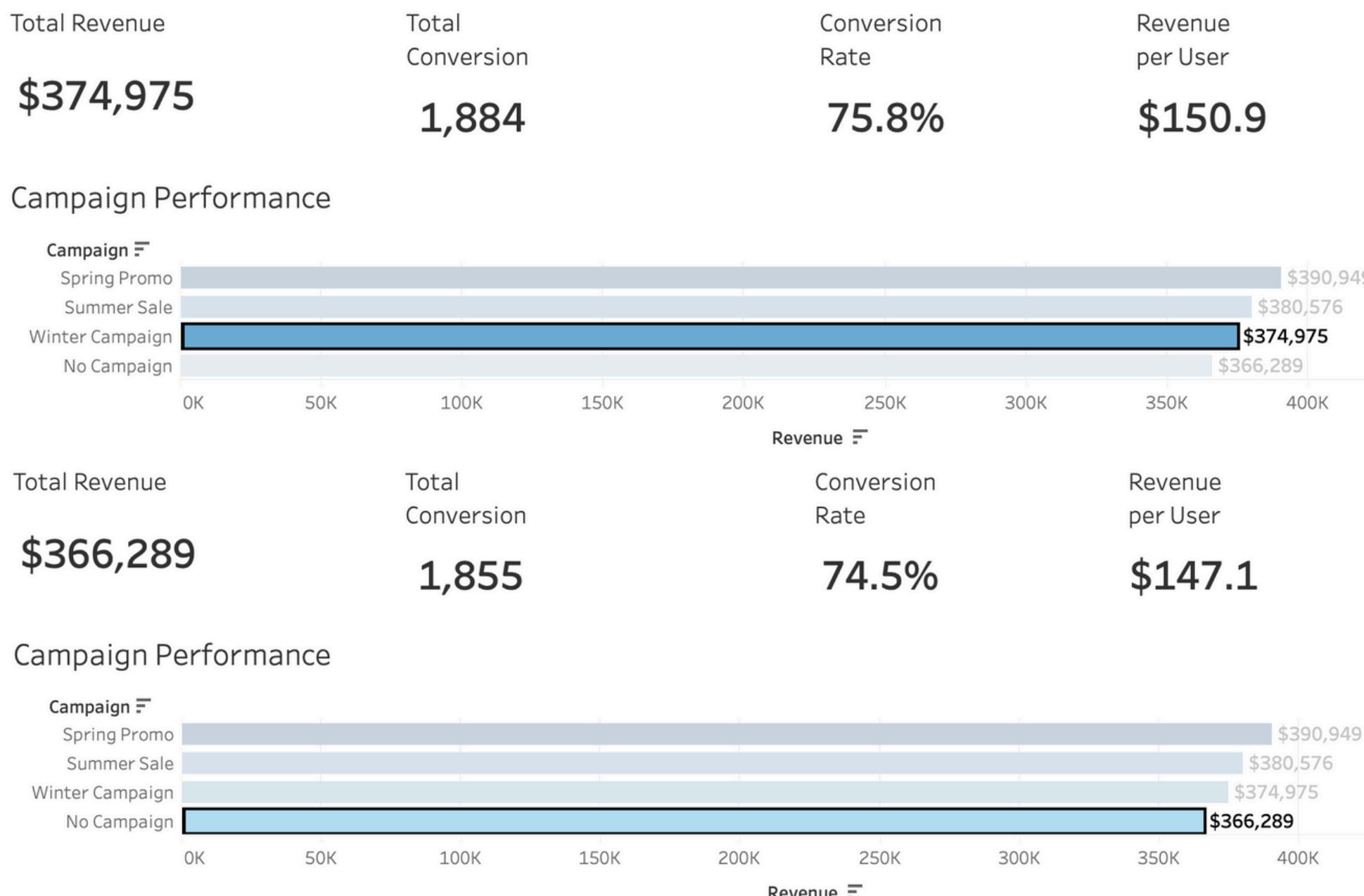
- Brought in **\$390,949**, the **highest revenue** across all campaigns.
- Strong conversion rate of **76.1%**, showing high-value engagement even if conversion volume wasn't the peak.
- This suggests Spring drove **fewer but more profitable users**, likely influenced by pricing, timing, or product mix.

SUMMER SALE BROAD REACH WITH HIGHEST CONVERSION RATE



- Achieved the **highest conversion rate (76.3%)**.
- Generated slightly less revenue at **\$380,576**, pointing to **broader reach but slightly lower value per user**.
- This makes Summer ideal for **scaling reach** and building brand momentum.

LOWER ENGAGEMENT DURING WINTER AND NON-PROMOTIONAL PERIODS



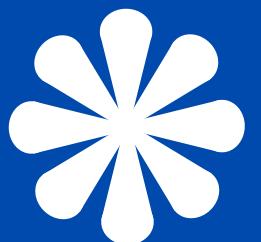
- Winter and no-campaign periods had the **lowest revenue and conversions**, reinforcing the impact of structured seasonal promotions.
- Both still performed respectably, but lacked the edge of more active, targeted campaigns.

03

Which campaign leveraged the most efficient Source–Medium paths to drive conversions?



HOW SOURCE AND MEDIUM POWERED CAMPAIGN SUCCESS

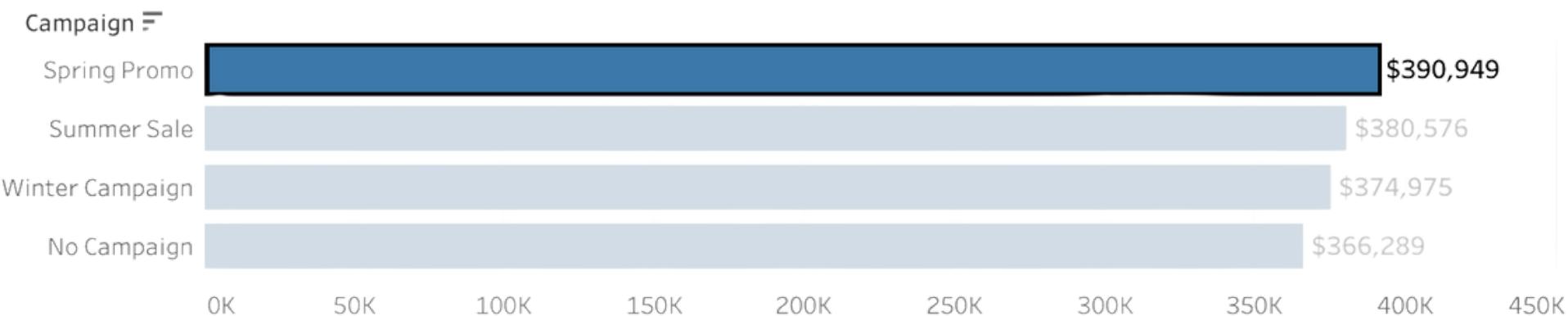


UNDERSTANDING SOURCE X MEDIUM

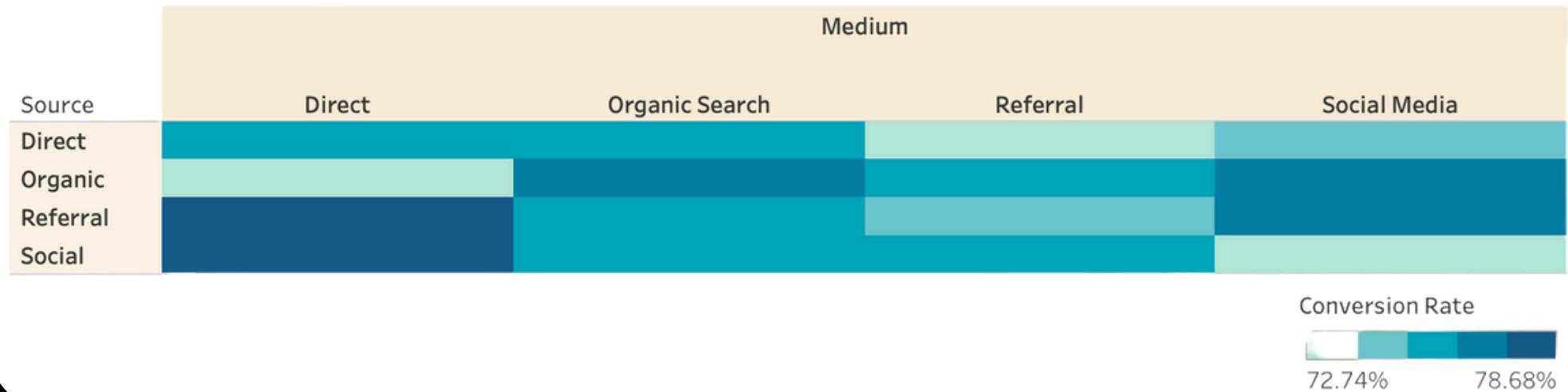
Term	Definition	Examples
Source	<p>This refers to where the traffic came from. It tells you who sent the visitor to your site.</p>	<ul style="list-style-type: none">• Direct: Typed URL or bookmark• Organic: Search engine result• Referral: Link from another website• Social: Instagram, Facebook, Pinterest
Medium	<p>This refers to how the traffic got to you. It shows the method or channel used to reach your site.</p>	<ul style="list-style-type: none">• Direct: No referral• Organic Search: Non-paid search result• Referral: Blog or external article link• Social Media: TikTok, Twitter

SPRING CAMPAIGN LEVERAGED SOCIAL BUZZ AND REPEAT VISITORS

Campaign Performance



Source X Medium Efficiency



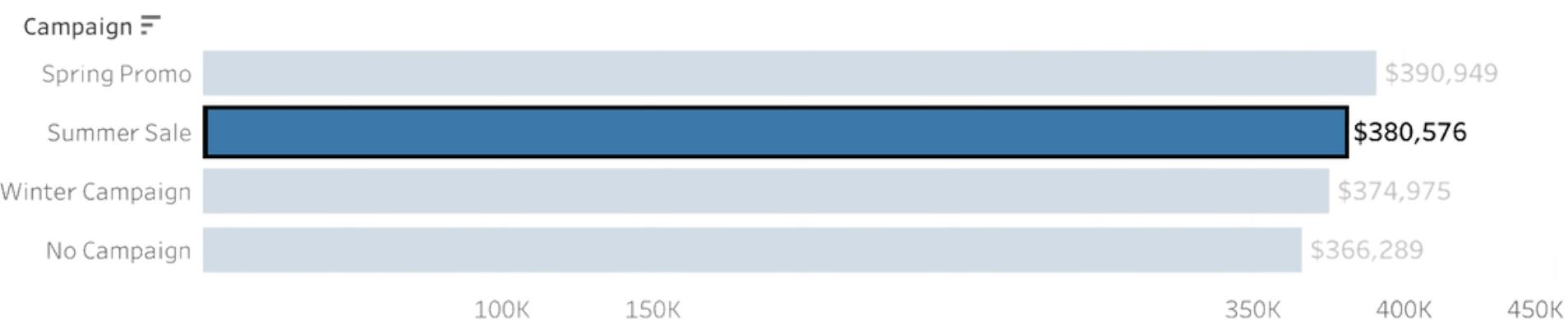
Most effective conversion paths:

- Social → Direct: 83.58%
- Direct → Direct: 79.63%
- Organic → Social Media: 76.99%

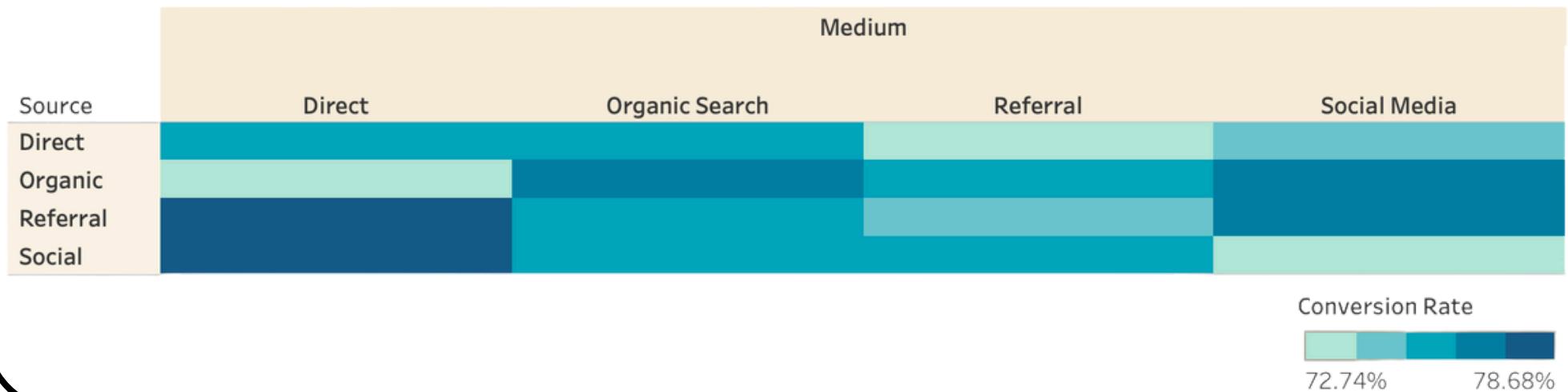
Spring Promo likely capitalized on social media buzz (Social → Direct) and returning visitors (Direct → Direct)

SUMMER CAMPAIGN DROVE ENGAGEMENT THROUGH SOCIAL AND REFERRAL MOMENTUM

Campaign Performance



Source X Medium Efficiency



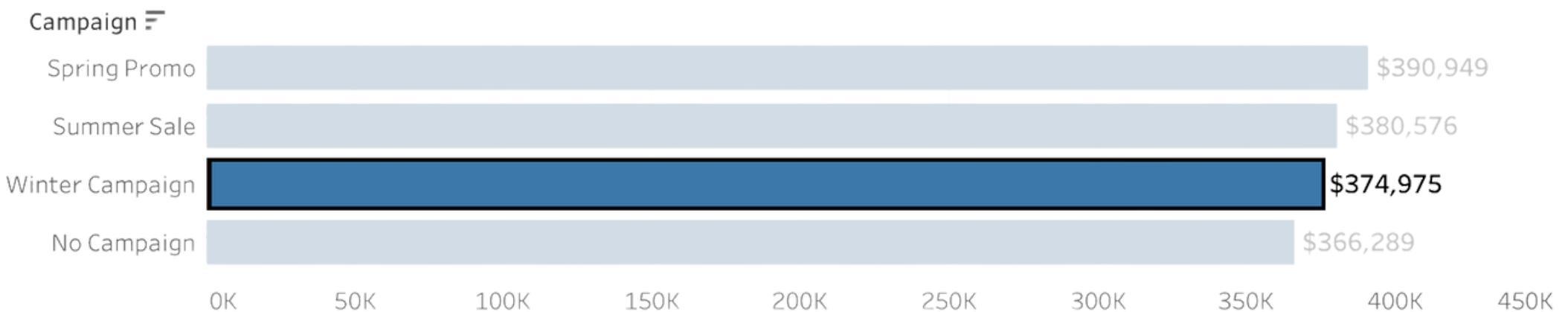
Most effective conversion paths:

- Organic → Social Media: 84.09%
- Social → Direct: 81.82%
- Social → Referral: 80.00%

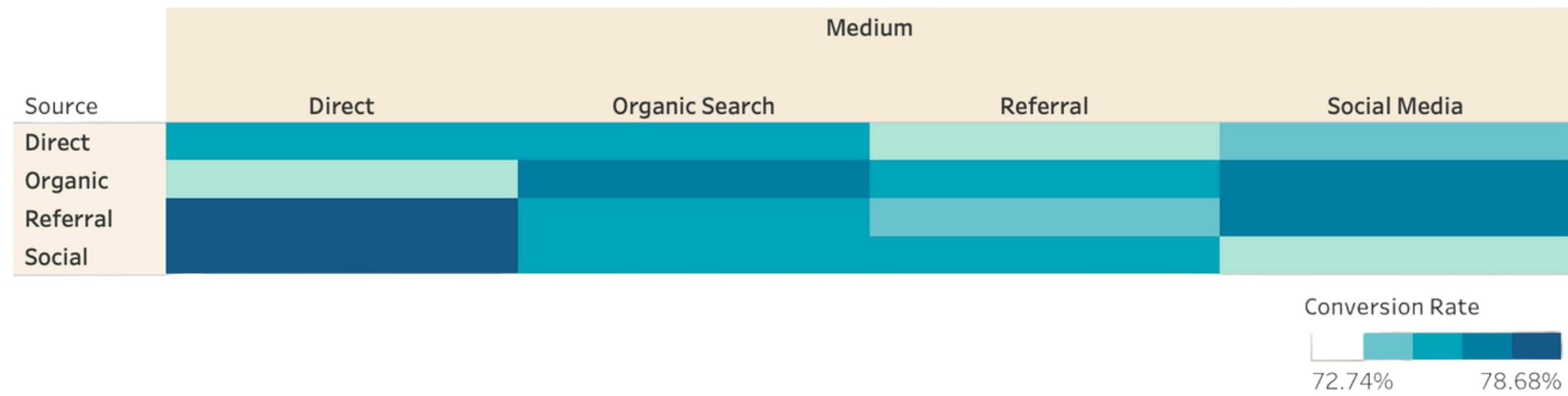
Summer Sale leaned more into social-first strategies, creating momentum through referral and social engagement.

WINTER CAMPAIGN RELIED ON SEARCH AND REFERRAL-BASED TRAFFIC

Campaign Performance



Source X Medium Efficiency



Most effective conversion paths:

- Social → Organic Search: 84.14%
- Referral → Referral: 80.00%
- Referral → Social Media: 79.89%

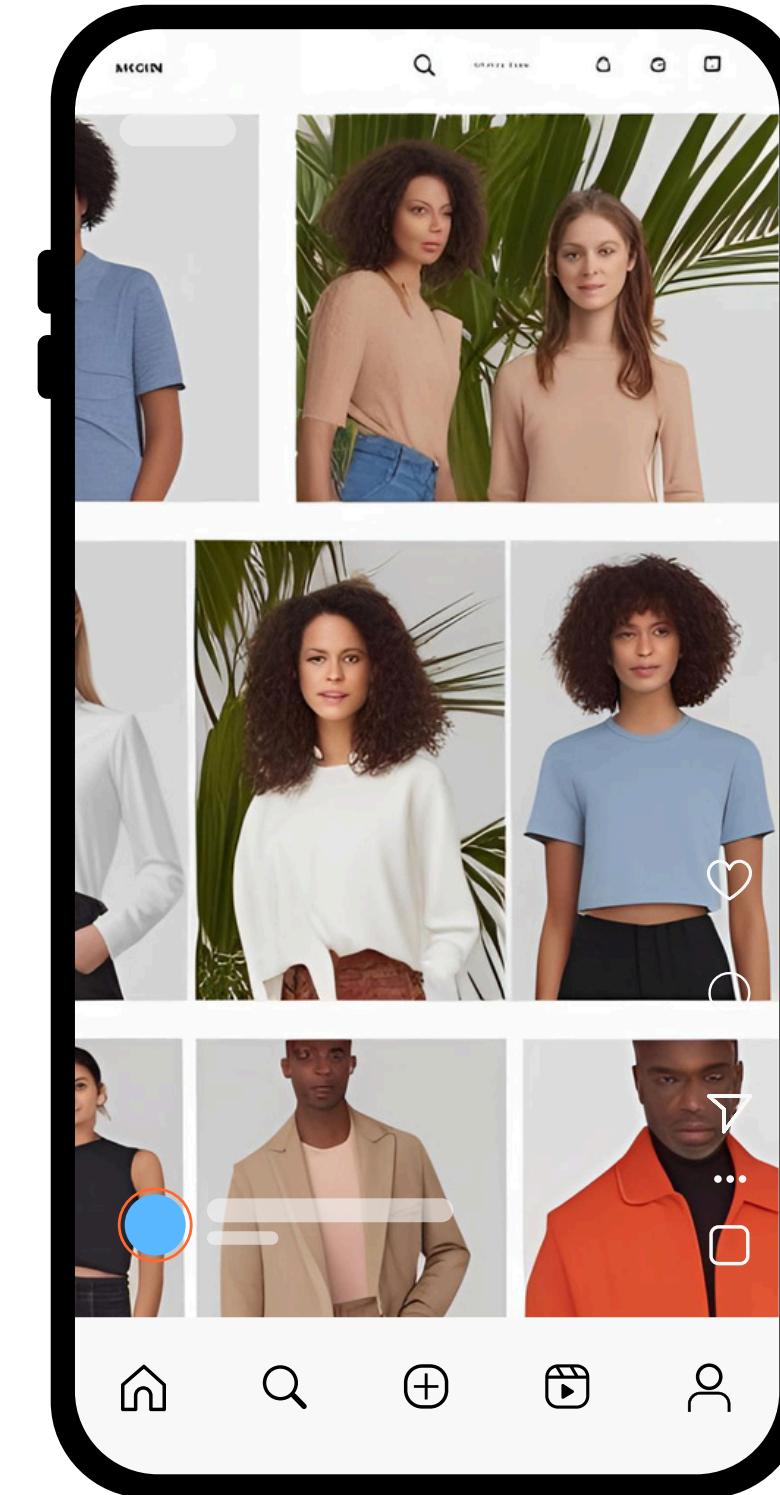
Winter relied more on searchable content and external referral ecosystems.

WHICH CAMPAIGN LEVERAGED THE MOST EFFICIENT SOURCE-MEDIUM PATHS TO DRIVE CONVERSIONS?

Final Takeaway

Social-based journeys performed the best overall in driving conversions, but each campaign used different strengths:

- Spring Promo → strong with repeat visitors
- Summer Sale → high engagement from social channels
- Winter Campaign → relied more on organic search and referrals

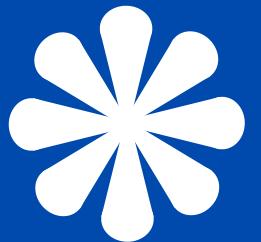


04



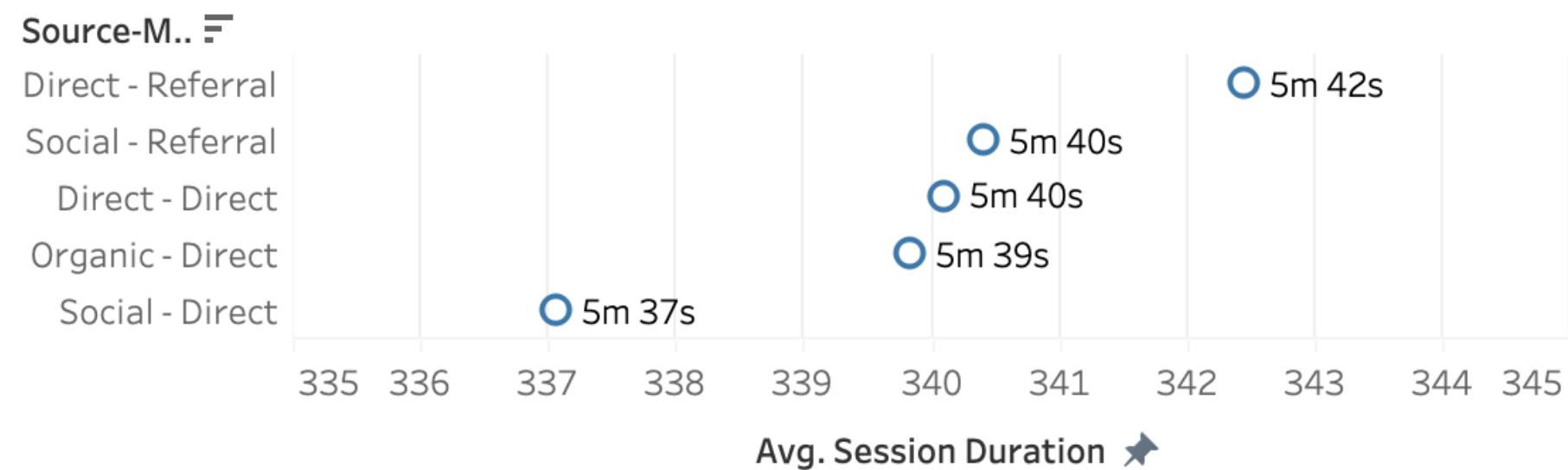
1. Does spending more time mean better conversions?
2. Which channel pairs consistently show strong performance?

SESSION DURATION VS CONVERSION RATE

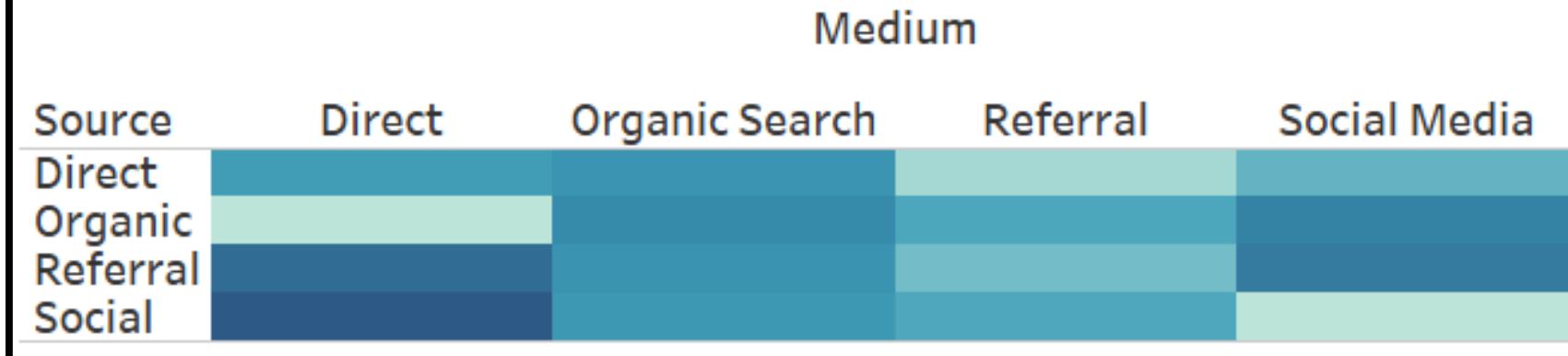


DOES SPENDING MORE TIME MEAN BETTER CONVERSIONS?

Average Session Duration Top 5-Dotplot



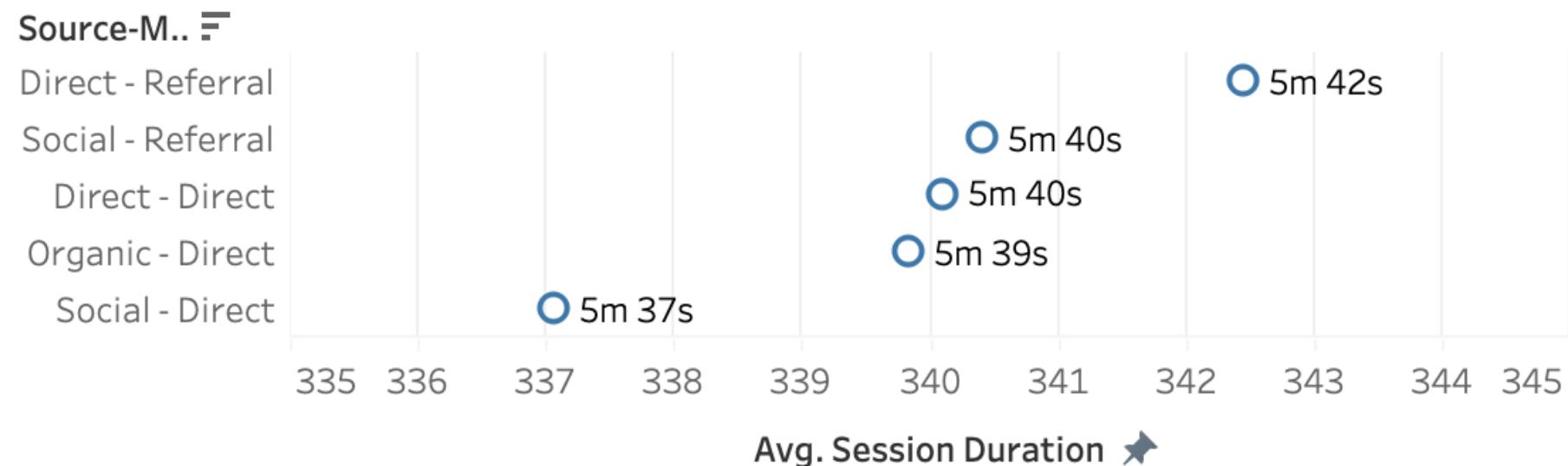
Source × Medium Efficiency



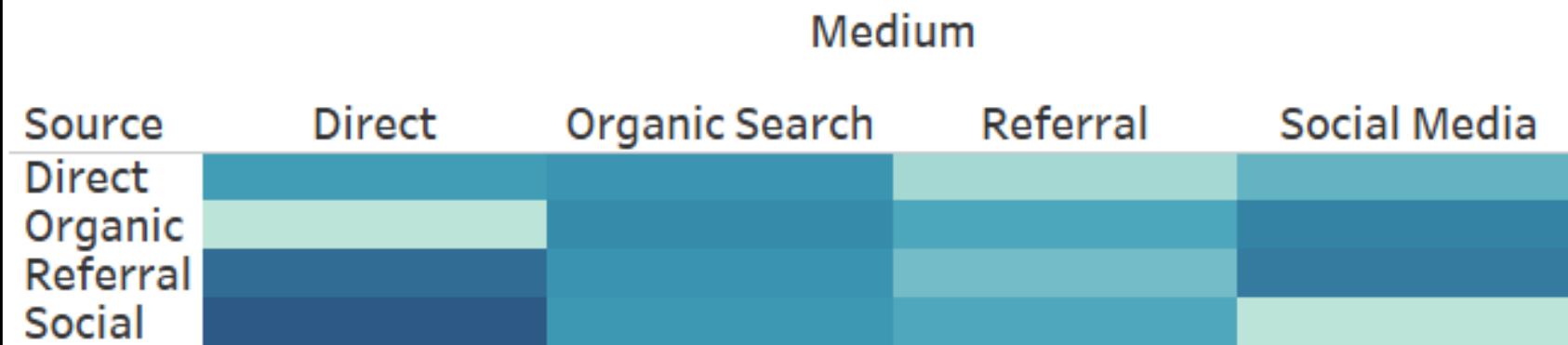
- **Direct X Referral** has one of the longest average session durations around 5 minutes 42 seconds, but only a 73.30% conversion rate
- **Social X Direct** shows a shorter session around 5 minutes 37 seconds yet achieves the highest conversion rate at 78.68%
- This suggests that faster and more decisive visits often from **social media** may lead to better conversion outcomes than longer browsing sessions

WHICH CHANNEL PAIRS CONSISTENTLY SHOW STRONG PERFORMANCE?

Average Session Duration Top 5-Dotplot



Source × Medium Efficiency



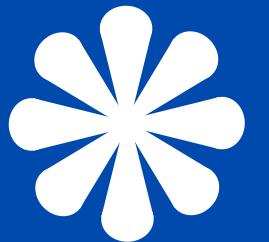
- **Sources: Referral and Social**
- **Mediums: Direct and Social Media**
- Social as a source consistently performs well, especially in the **Social X Direct** and **Social X Organic** channel paths
- These paths show strong conversion rates of 78.68% and 75.52%, with session durations of 5m 37s and 5m 40s
- This suggests that **social media users** are high-intent visitors, likely already familiar with the brand and ready to make quick purchase decisions

05



1. Do more page views always lead to higher revenue?
2. What kind of campaign strategies bring in new users effectively?

USER ENGAGEMENT INSIGHTS

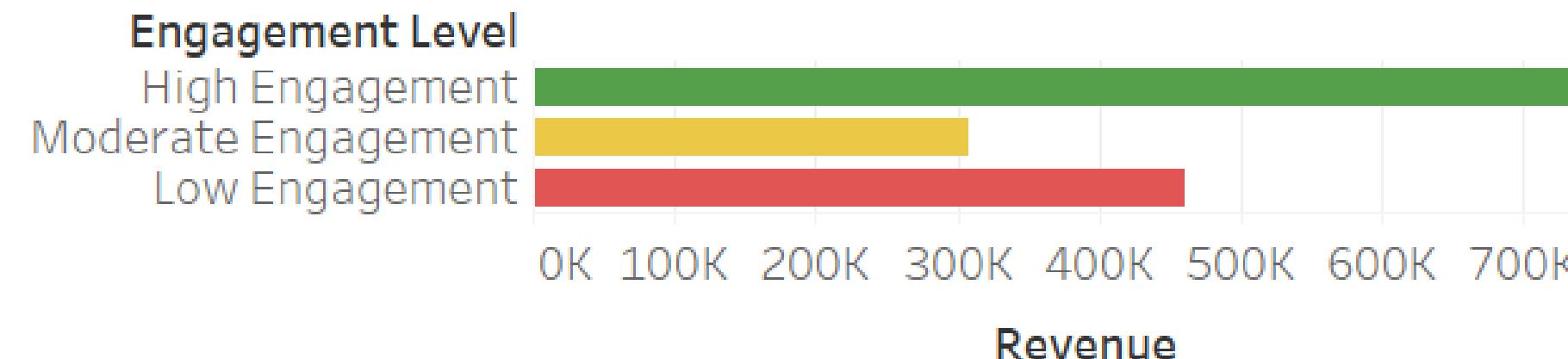


DO MORE PAGE VIEWS ALWAYS LEAD TO HIGHER REVENUE?

Engagement Level
of Users

Engagement Level	
Low Engagement	3,035
Moderate Engagement	2,027
High Engagement	4,938

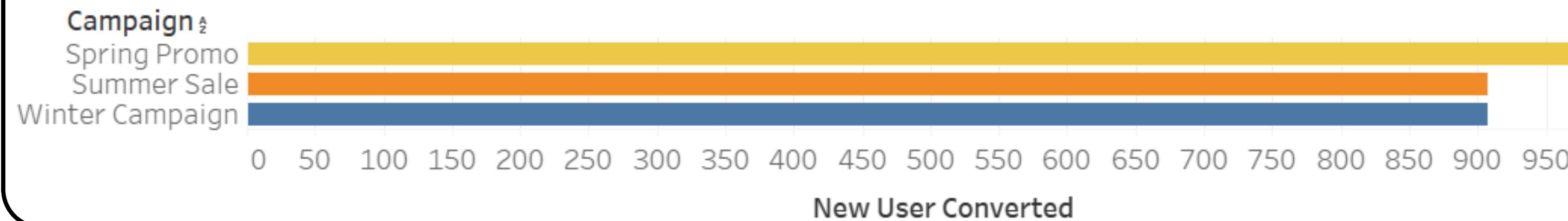
Revenue based on Engagement Level



- **High Engagement** (6+ page views) users contributed the most revenue overall
- **Low Engagement** (0–4 page views) users surprisingly generated more revenue than **Moderate Engagement** (4–6 page views) users
- This suggests that both highly engaged and quick, goal-driven users convert well, while moderately engaged users may be browsing without strong purchase intent

WHAT KIND OF CAMPAIGN STRATEGIES BRING IN NEW USERS EFFECTIVELY?

New User Conversion Rate by Campaign



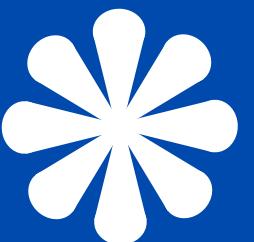
- **Spring Promo** converted the most new users (970), slightly ahead of **Summer Sale and Winter Campaign** (908 each).
- First-time discounts and limited bundle offers likely drove stronger interest from new shoppers looking for value and urgency.

06

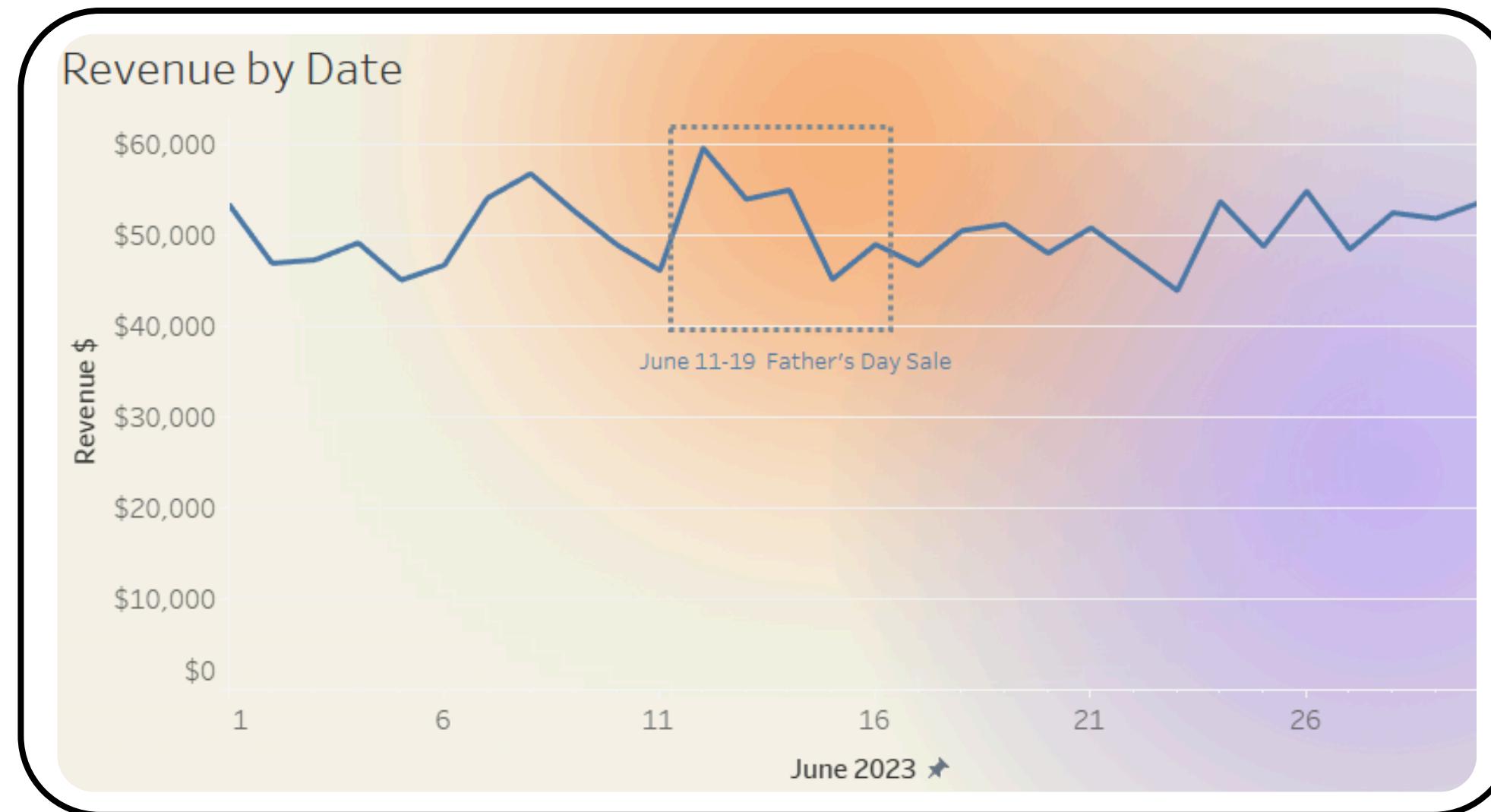


TIME TREND

1. How does revenue fluctuate throughout the month?
2. How did the impact of the Father's Day campaign differ across countries?
3. Which weekdays bring the highest page views and Conversions?
4. How do daily conversion patterns differ by country?

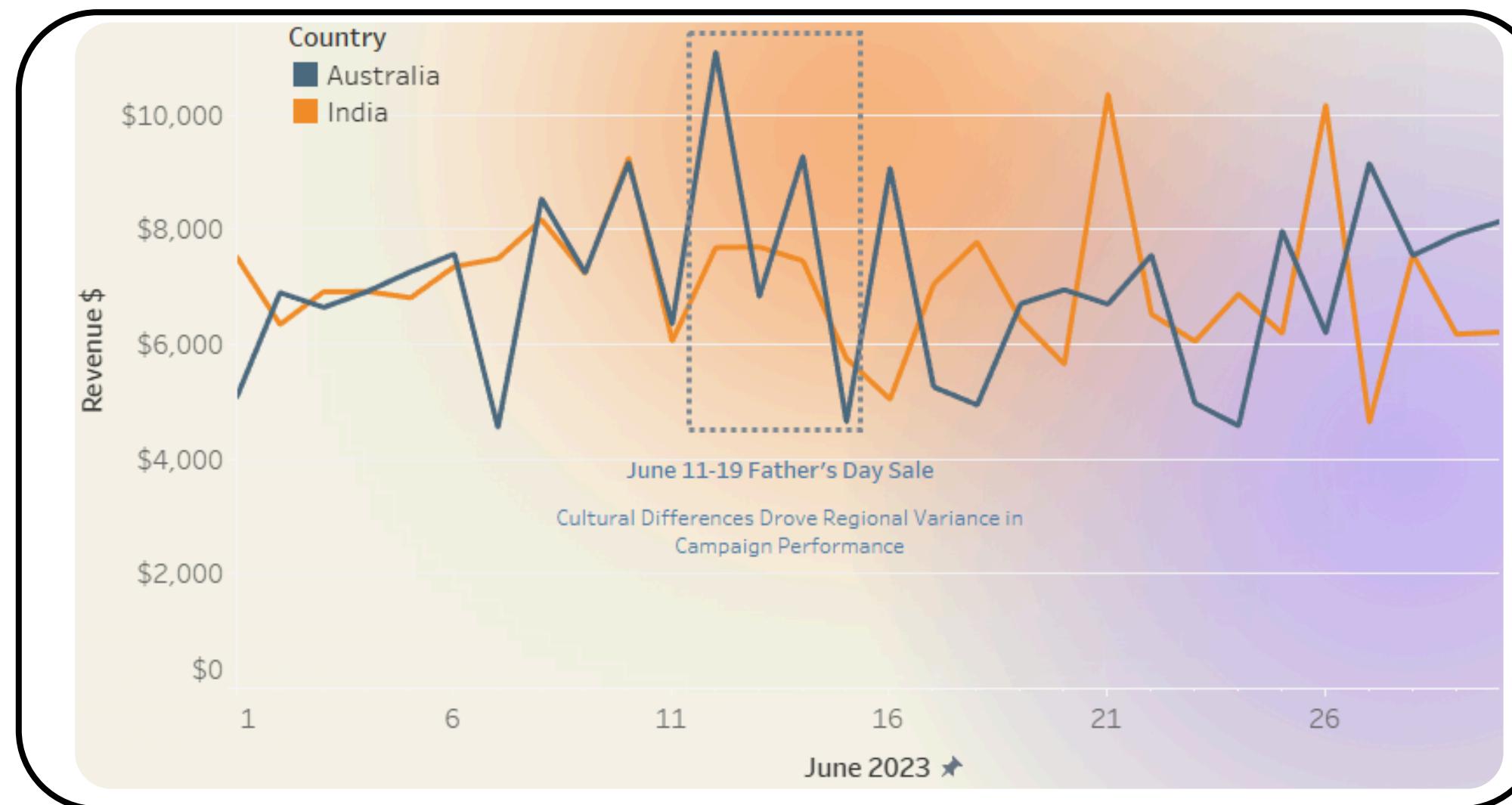


HOW DOES REVENUE FLUCTUATE THROUGHOUT THE MONTH?



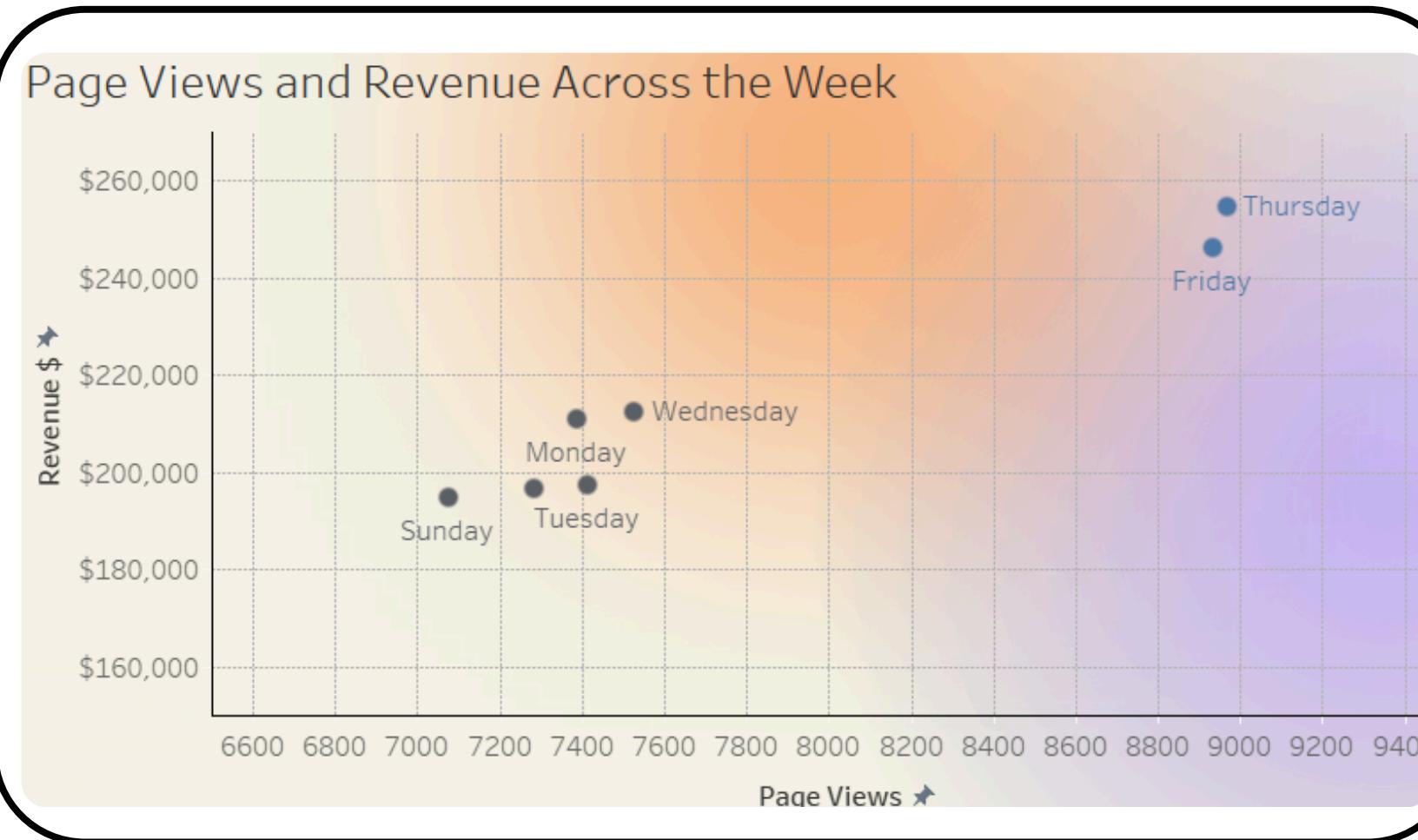
- Sharp increase followed by gradual decline shows short-term promotional impact
- Early peak suggests **urgency-driven behavior**, likely triggered by limited-time messaging or early-bird offers
- Slower decline post-peak indicates **fading novelty effect** rather than sudden loss of interest

HOW DID THE IMPACT OF THE FATHER'S DAY CAMPAIGN DIFFER BETWEEN AUSTRALIA AND INDIA?



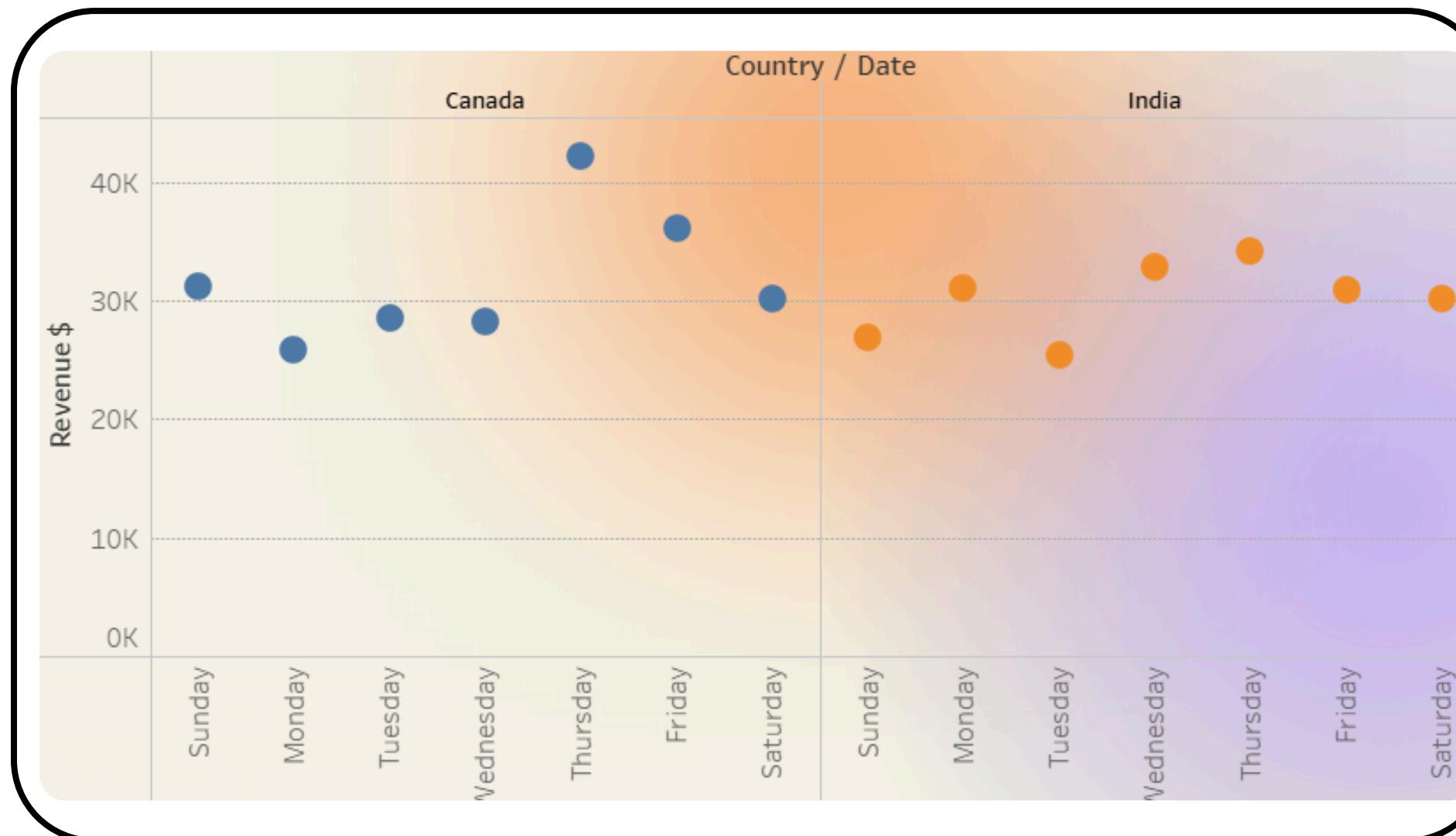
- Australia's sharp spike indicates **strong but short-lived response to promotions**
- India's steady revenue pattern suggests **consistent, routine-driven purchasing**
- Australia needs timed, high-impact campaigns; India benefits from sustained value-driven messaging

WHICH WEEKDAYS BRING THE HIGHEST PAGE VIEWS AND CONVERSIONS?



- Late-week engagement pattern: Potential coincidence with end-of-week promotional emails, payday cycles, or time-limited offers
- Sunday to Wednesday: baseline performance from habitual users
- Lack of fluctuation during low-performing days: casual or returning customers browse passively without strong purchase intent

HOW DO DAILY CONVERSION AND PAGE VIEWS DIFFER BETWEEN CANADA AND INDIA?



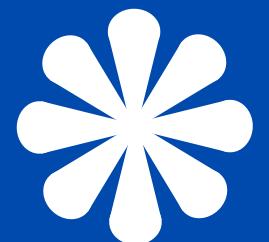
- Canada's sharp late-week spikes suggest time-sensitive buying tied to payday or campaign timing
- India's steady revenue reflects routine-driven purchasing with less response to daily promotions
- ***Canada needs high-impact, well-timed offers; India responds better to consistent, long-term engagement***

07

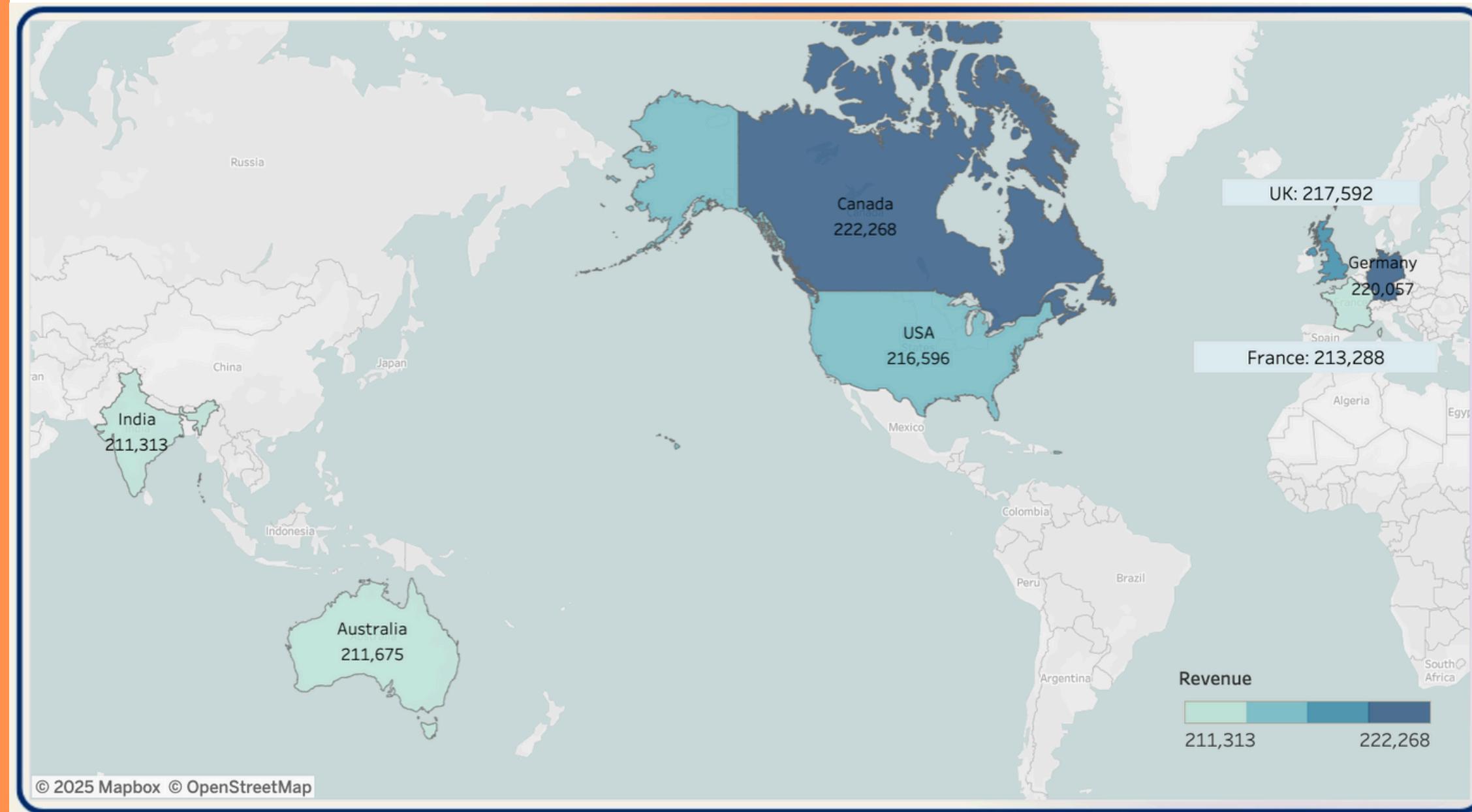
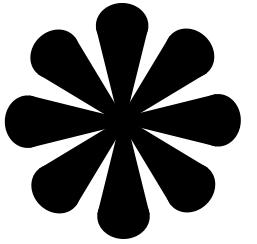


GEOGRAPHIC ANALYSIS

1. Which countries have the highest revenue?
2. Which countries have the highest conversion rates?
3. Which countries have the most new users?
4. Which countries have the highest page views per capita?
5. Which countries have the highest session duration per capita?

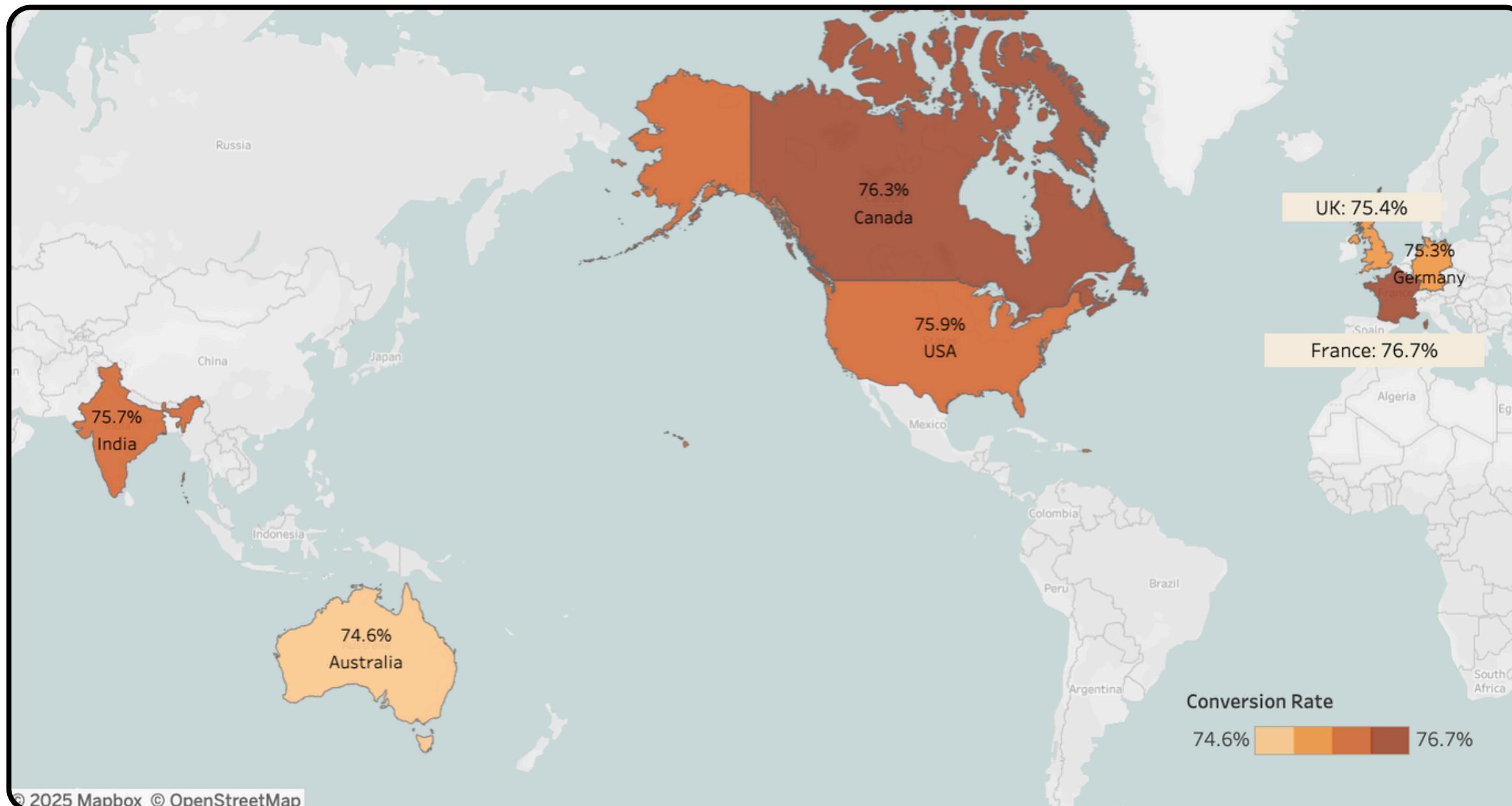


WHICH COUNTRIES HAVE THE HIGHEST REVENUE?



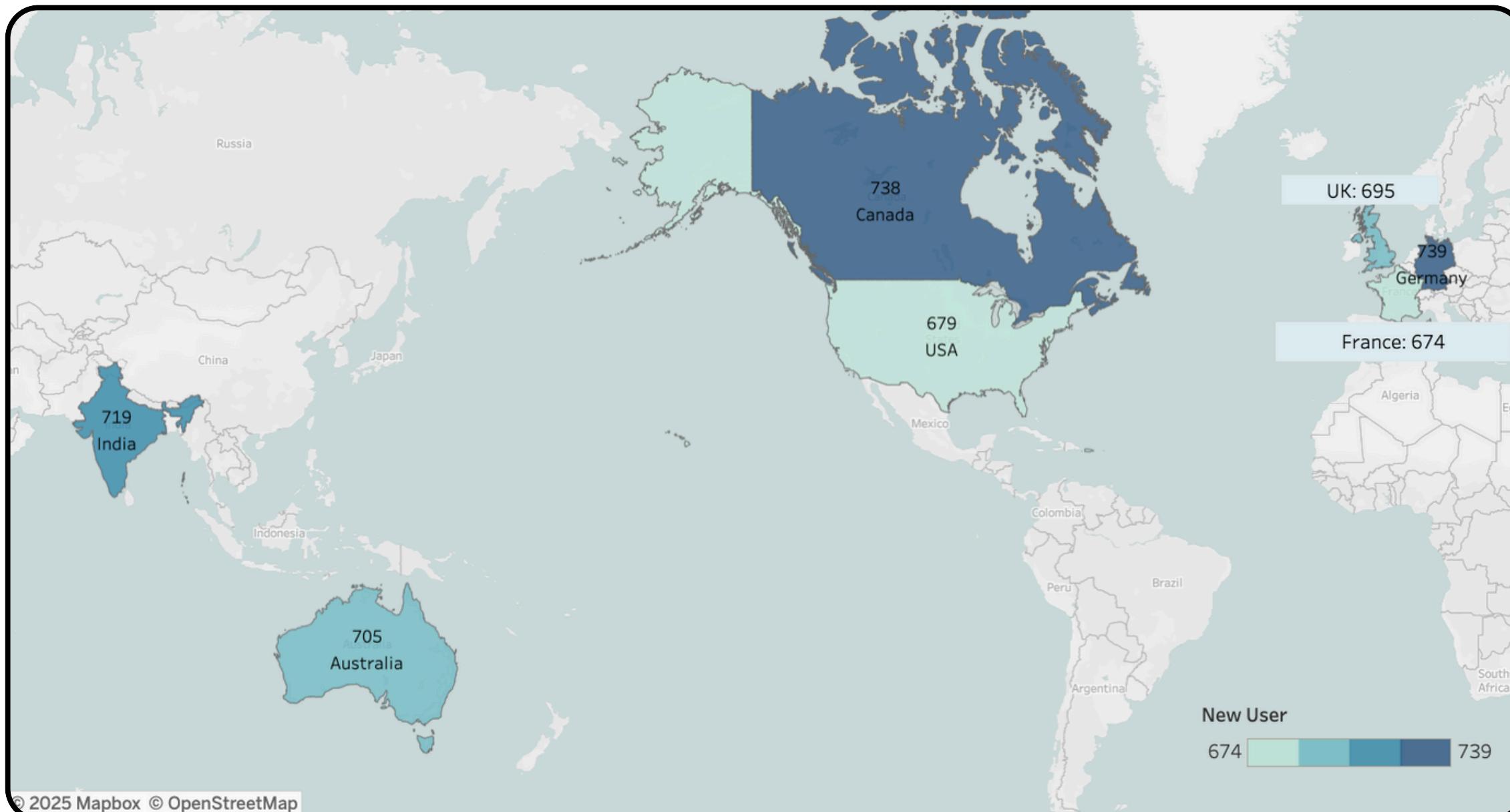
- Top 1 revenue: Canada
- Top 2 revenue: Germany
- Top 3 revenue: UK
- Headquarters based in North America

WHICH COUNTRIES HAVE THE HIGHEST CONVERSION RATES?



- Top 1 conversions rate: France
- Top 2 conversions rate: Canada
- Top 3 conversions rate: USA

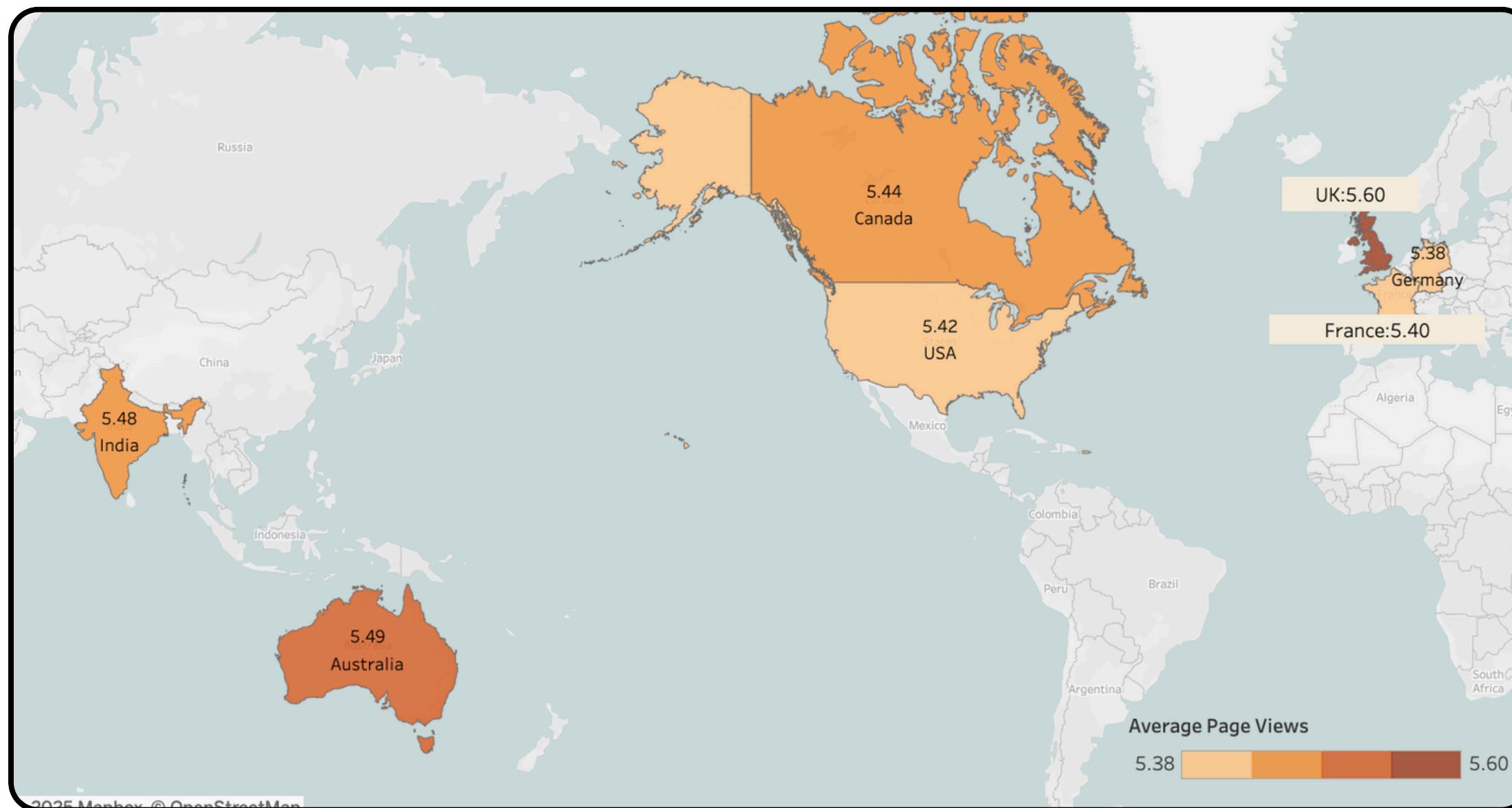
WHICH COUNTRIES HAVE THE MOST NEW USERS?



- Top 1 new users: Germany
- Top 2 new users: Canada
- Top 3 new users: India

India and Germany are two of the most important new emerging markets the company is focusing on

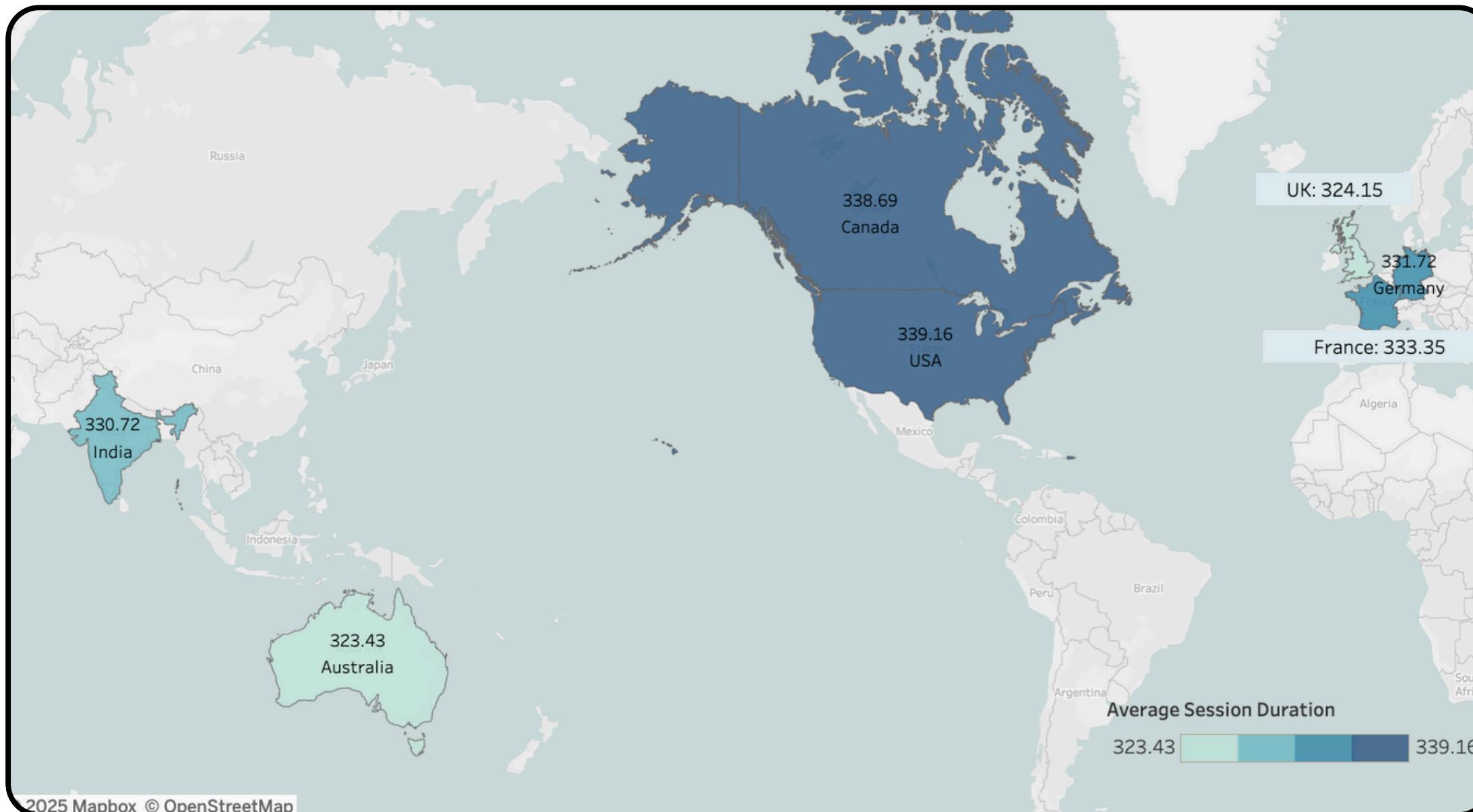
WHICH COUNTRIES HAVE THE HIGHEST PAGE VIEWS PER CAPITA?



- Top 1 page view: UK
- Top 2 page view: Australia
- Top 3 page view: India

Page views per capita seem to be another story very different from revenue and conversions, with the UK and Australia topping the chart.

WHICH COUNTRIES HAVE THE HIGHEST SESSION DURATION PER CAPITA?



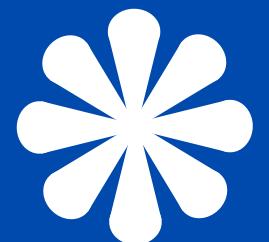
- Top 1 session duration: USA
- Top 2 session duration: Canada
- Top 3 session duration: France

It seems that users from the major areas like the USA and Canada spend the longest session durations. Meanwhile, France is also prominent in this metric.

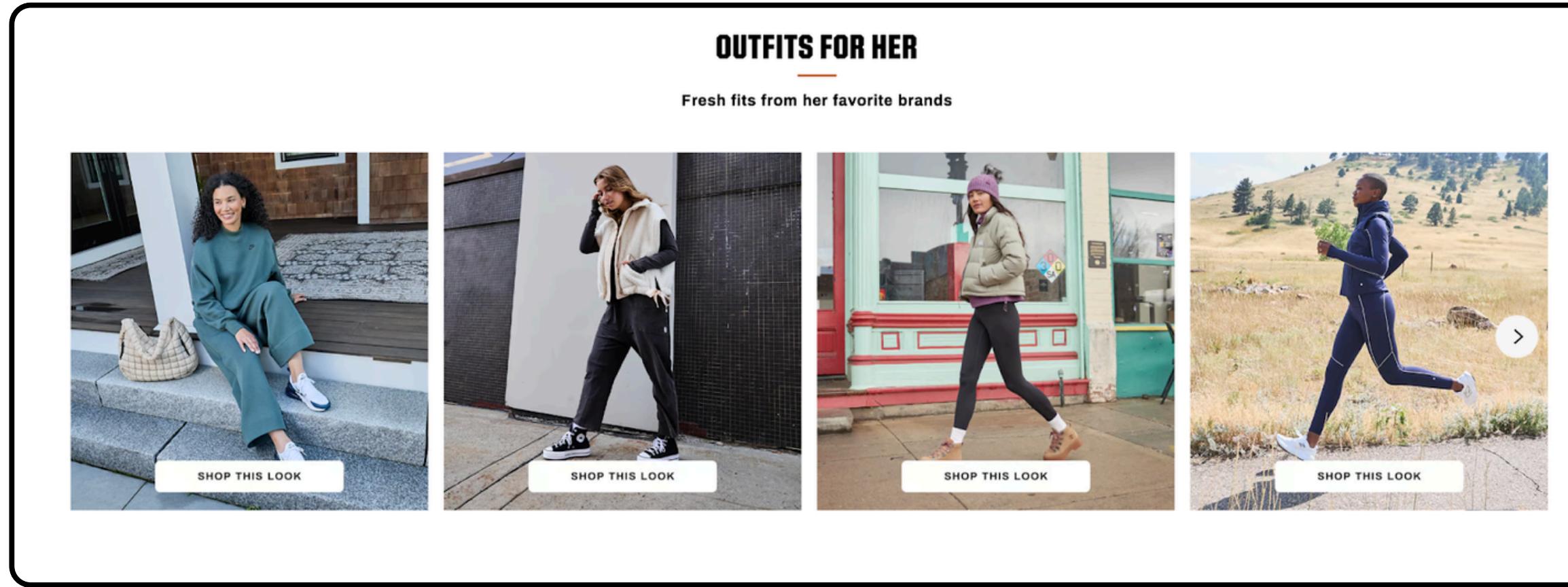
08



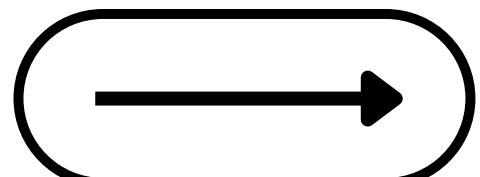
CONCLUSION



KEY FINDINGS



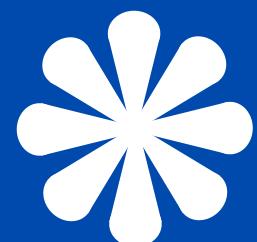
- **Spring Promo** brought in the most new users (970), likely driven by time-limited offers.
- **Social media campaigns** achieved the highest conversion rates (~78.7%) and strong session durations (~5m 40s), showing high user intent.
- **Moderate engagement users** converted less, suggesting a need for better targeting.
- Revenue spiked during **Father's Day Sale** and was consistently high on **Thursdays**.
- Users in **Canada, USA, and France** had the longest sessions and stronger engagement.



09



RECOMMENDATION



01

STRATEGIC OPPORTUNITIES



- Invest more in **social media marketing**, leveraging its high conversion efficiency and ability
- Continue offering **first-time user promotions** (discounts, bundles), especially during **targeted time windows** like Thursdays and global events (e.g., Father's Day, seasonal sales)
- **Localize campaign content** for high-performing regions (Canada, U.S., France)
- Personalize the experience for moderately engaged users, such as via **product recommendations, retargeting ads, or exclusive limited-time offers**
- Analyze and replicate successful patterns from the **Spring Promo**, especially the **urgency triggers**

THANK YOU

