# README - Avocci Conversion Analysis

# Avocci Customer Conversion Analysis  
  
This project is part of the DNSC 6290 Customer Analytics course at George Washington University. The goal is to analyze Avocci’s customer acquisition funnel data to identify key drivers behind the decline in conversion rates and provide actionable recommendations for business improvement.  
  
## 📌 Objective  
- Understand and evaluate the customer acquisition funnel across marketing channels, customer types, product franchises, and device categories.  
- Identify insights and trends that indicate performance issues.  
- Determine root causes for the drop in conversions.  
- Recommend actionable strategies to boost conversion rates.  
  
## 📁 Dataset Overview  
The dataset includes the following key variables:  
- \*\*WEEK\_START\_DATE\*\*: Weekly breakdown of sessions and activity  
- \*\*CUSTOMER\_TYPE\*\*: Prospect vs. Existing  
- \*\*CHANNEL\*\*: Traffic source  
- \*\*DEVICE\_CATEGORY\*\*: Desktop, Tablet, Mobile  
- \*\*VISITS\*\* through \*\*VISITS\_WITH\_ORDER\_COMPLETE\*\*: Funnel stages  
- \*\*BOUNCE\_VISITS\*\*, \*\*PDP\_VIEWED\*\*, \*\*VARIANT\_OOS\*\*: Engagement and availability metrics  
- \*\*GROSS\_SALES\*\*, \*\*ORDER\_COUNTS\*\*, \*\*UNITS\_ORDERED\*\*: Revenue and transaction indicators  
  
## 🔍 Methodology  
- Merged and cleaned funnel and product data  
- Analyzed trends by segment: channel, customer type, device, product franchise  
- Investigated inventory effects (OOS variants) on conversions  
- Visualized funnel efficiency using conversion ratios across stages  
  
## 🧠 Key Insights  
- Conversion drop heavily attributed to \*\*Prospect Customers\*\* and \*\*Mobile Users\*\*  
- Channels like \*\*Paid Social\*\* and \*\*Display Ads\*\* show sharp performance decline  
- Specific franchises (e.g., \*\*M-Brand\*\*) struggle with inventory and bounce rate  
- High out-of-stock views negatively impacted product engagement and order completions  
  
## 💡 Recommendations  
1. \*\*Refocus marketing investment\*\* toward channels with consistent returns (e.g., Email, Organic Search)  
2. \*\*Improve inventory visibility\*\* and restocking for franchises with high OOS ratios  
3. \*\*Optimize mobile experience\*\* to reduce bounce rates and increase checkout conversions  
  
## 📊 Tools Used  
- Excel for dataset merging, cleaning, and analysis  
- Charts and metrics for visual storytelling  
  
## 🧾 Deliverables  
- Final project PowerPoint presentation (max 12 slides)  
- Summary findings aligned with root-cause analysis and improvement strategies  
  
Project submitted by: Abdul Haleem & Team   
Course: DNSC 6290 - Fall 2024   
Instructor: Dr. Ali Pilehvar