# Final Report - Avocci Case Study

# Final Report: Avocci Case Study – Customer Conversion Analysis  
  
## 1. Introduction  
This report presents findings from a group project submitted as part of the DNSC 6290 Customer Analytics course at George Washington University (Fall 2024). The project investigates Avocci’s declining customer conversion rates by analyzing funnel data across different customer types, channels, devices, and product categories.  
  
## 2. Data Overview  
The dataset includes weekly data capturing visits, product views, add-to-cart events, checkouts, order completions, bounce visits, SKUs viewed (including out-of-stock), and financial metrics like gross sales and units ordered. Key segmentation includes:  
- Marketing channels  
- Customer types (Existing vs. Prospect)  
- Device categories  
- Product franchises  
  
## 3. Methodology  
- Consolidated funnel and product data from provided Excel sheets.  
- Cleaned and formatted date fields and categorical data.  
- Analyzed funnel performance across multiple dimensions.  
- Built conversion ratios (e.g., Checkout to Add-to-Cart, Order Complete to PDP View).  
- Identified patterns and pain points through visualization and pivot tables.  
  
## 4. Key Findings  
- \*\*Customer Type Impact\*\*: Prospect customers experienced a sharper conversion decline than existing ones.  
- \*\*Device Category\*\*: Mobile device users had the highest bounce and lowest checkout rates.  
- \*\*Channel Performance\*\*: Paid Social and Display channels saw major conversion drop-offs.  
- \*\*Inventory Effects\*\*: Franchises like “M-Brand” had high out-of-stock ratios affecting PDP views and conversions.  
  
## 5. Recommendations  
1. \*\*Channel Optimization\*\*: Allocate more spend to high-performing channels like Organic Search and Email.  
2. \*\*Inventory Management\*\*: Improve product availability and reduce out-of-stock SKUs for key product lines.  
3. \*\*Mobile UX Improvements\*\*: Enhance mobile site experience to reduce friction and bounce.  
  
## 6. Conclusion  
By focusing on improving the mobile customer journey, optimizing marketing spend, and resolving inventory issues, Avocci can address the core causes behind conversion drops and improve performance across its customer funnel.  
  
Submitted by: Abdul Haleem & Team   
Date: 12/4/2024   
Instructor: Dr. Ali Pilehvar   
Course: DNSC 6290 – Customer Analytics (Fall 2024)