

# TABLEAU CAPSTONE PROJECT

By Adeniyi Adeyemi

# An E-commerce case study of Digital Path Innovations

# Company Overview

DigitalPath Innovations , a leader in digital marketing solutions seeks to enhance its website's user experience to improve engagement metrics, conversion rates and customer satisfaction.

The company has conducted an A&B test over a two-week period presenting two distinct versions of its webpage (version A and version B) to a randomized group of users.

# Objectives

DigitalPath Innovations has compiled a detailed dataset capturing user interactions , behaviours and responses to each web page version thereby employing tableau for visual analysis.

Therefore, this analysis aims to:

- ❑ Identify which web page version performs better across various user engagements metrics.
- ❑ To analyze the effectiveness of each design.
- ❑ To inform future design iterations.
- ❑ Ultimately enhance user experience based on data –driven insights.

# Key performance Indicators (KPI's)

Checkout rate  
62%

Mins per session  
4

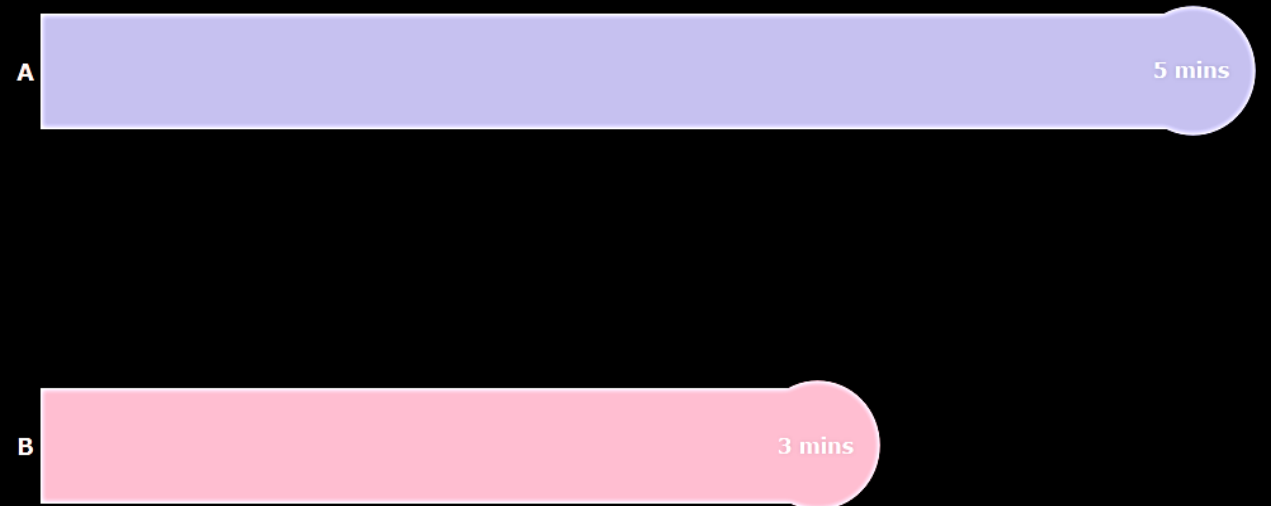
Pages viewed on Avg  
7

Conversion rate  
54%

## Insights from Analysis

- The industry standard as it relates to Average Time spent on site should be 2-3mins:version A had user engagement on an average of 5mins while version B had 3mins.
- It clearly reveals that version A which had higher average time spent on site in user engagement is better than version B.

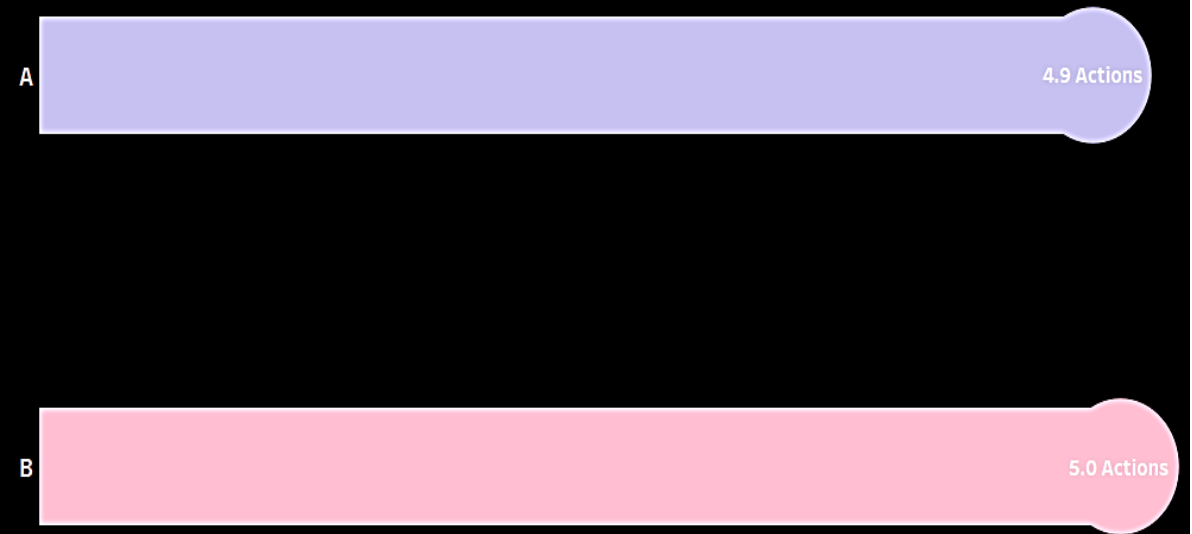
Avg time spent (Minutes)



## Insights from Analysis

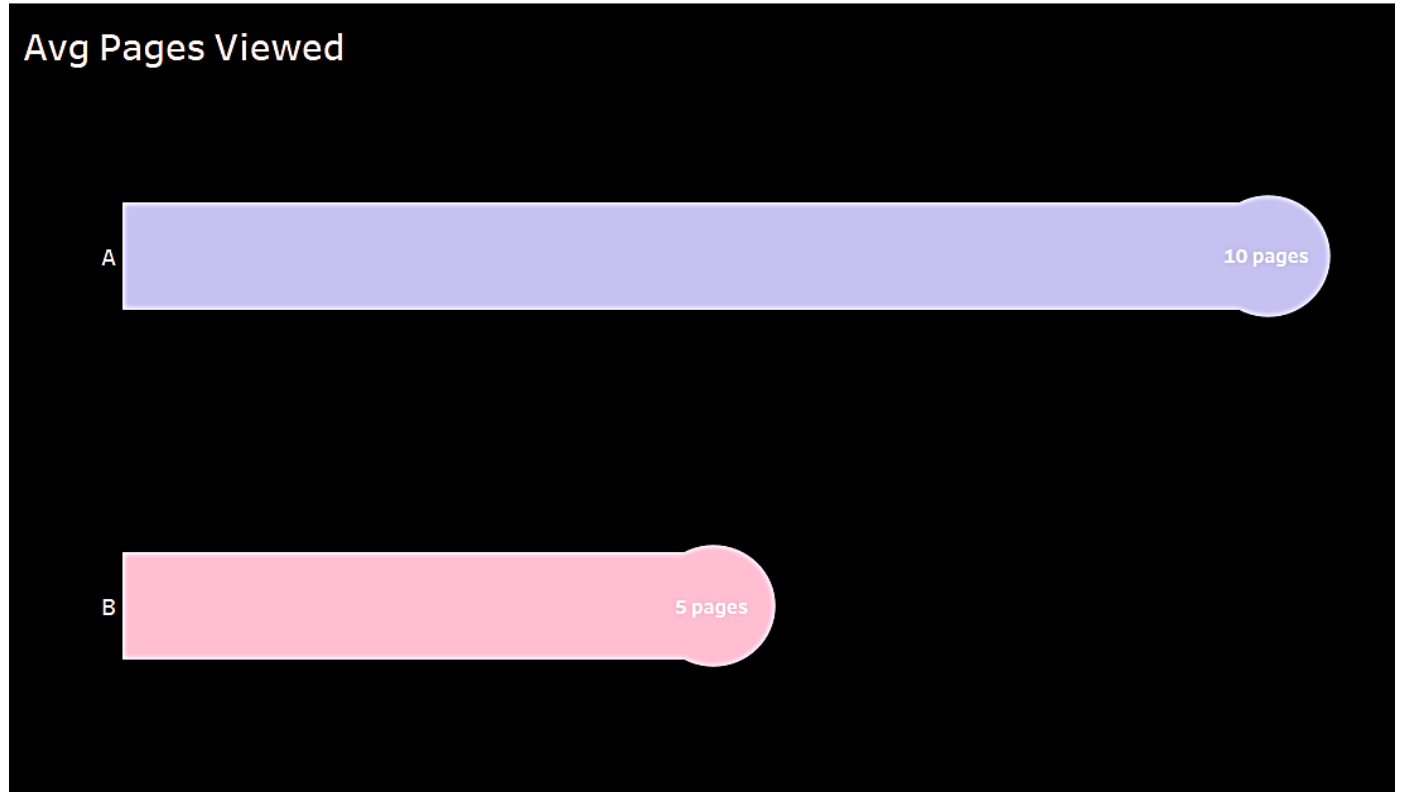
- ❑ It can be seen that the margins in the actions taken by user engagement is not much, 0.1 to be precise.
- ❑ Therefore, we can say that based on the time spent on the site and the pages viewed both didn't have a substantial effect on actions taken on the site.

### Avg Actions Taken



## Insights from Analysis

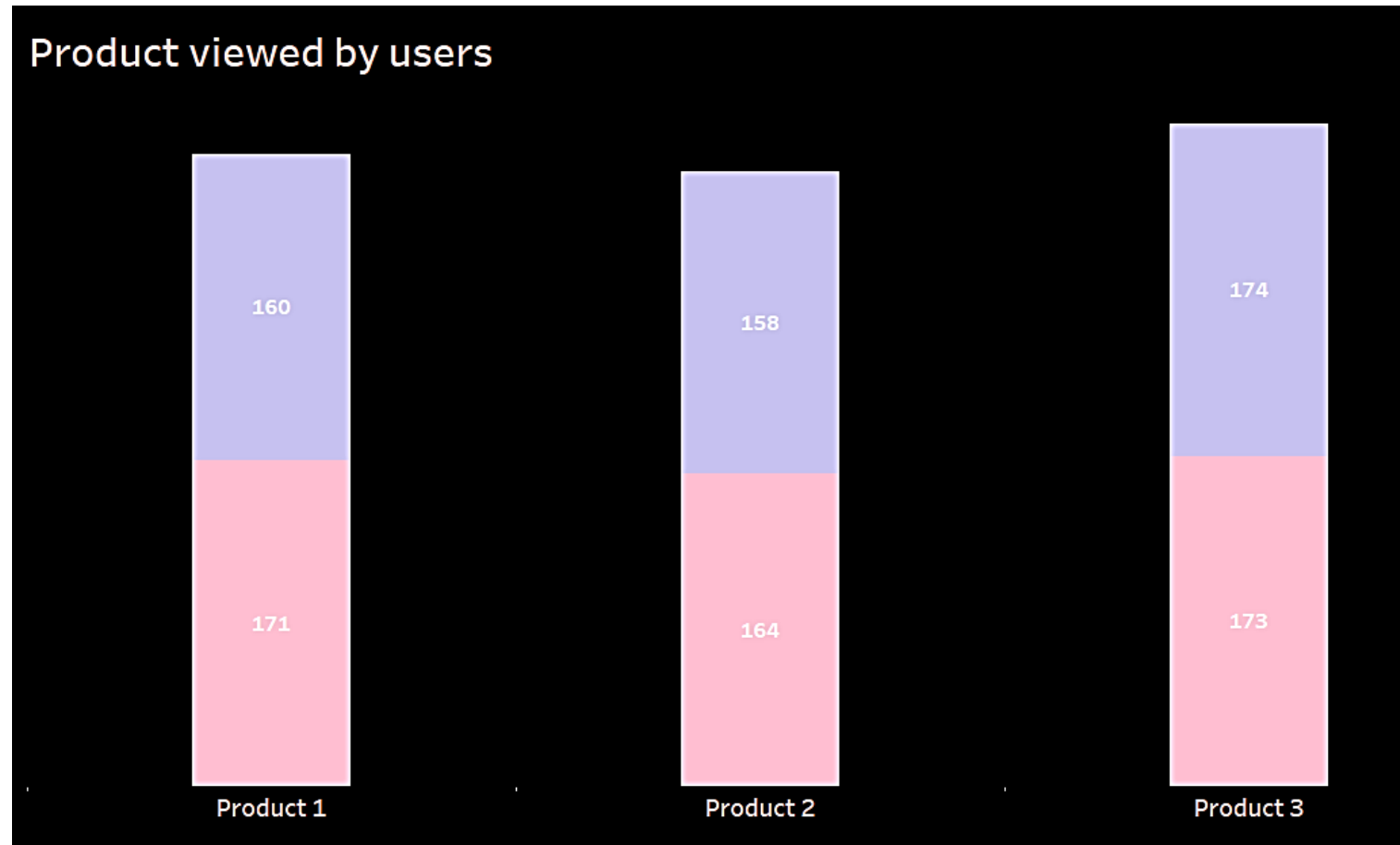
- Version A has the higher average pages viewed than version B, therefore potential users will engage in version A than B since it is also higher than the standard performance Measurement.





## Insights from Analysis

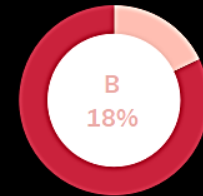
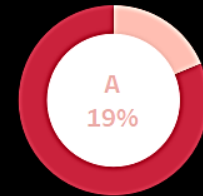
- ❖ There is no much difference in the products viewed by users of both versions because the ratio is so small but one can still say that users will definitely want to go for product 3 because both versions have the highest user interactions in this regards.



## Insights from Analysis

- The difference in the two versions is so small as seen in their %.
- Therefore , feedback from the user engagement of the two versions is balanced.

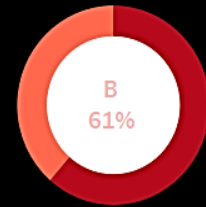
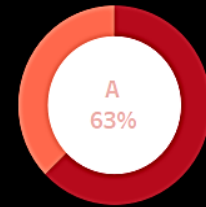
### Feedback Analysis



## Insights from Analysis

- ✓ The checkout initiated by both versions are almost evenly distributed with 63% for version A and 61% for version B

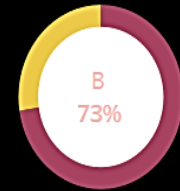
### Checkout Analysis



## Insights from Analysis

- It can be deduced from the analysis the differences in cart additions to both versions are so small meaning cart additions do not influence entire of the versions.

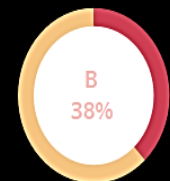
### Cart Addition Analysis



## Insights from Analysis

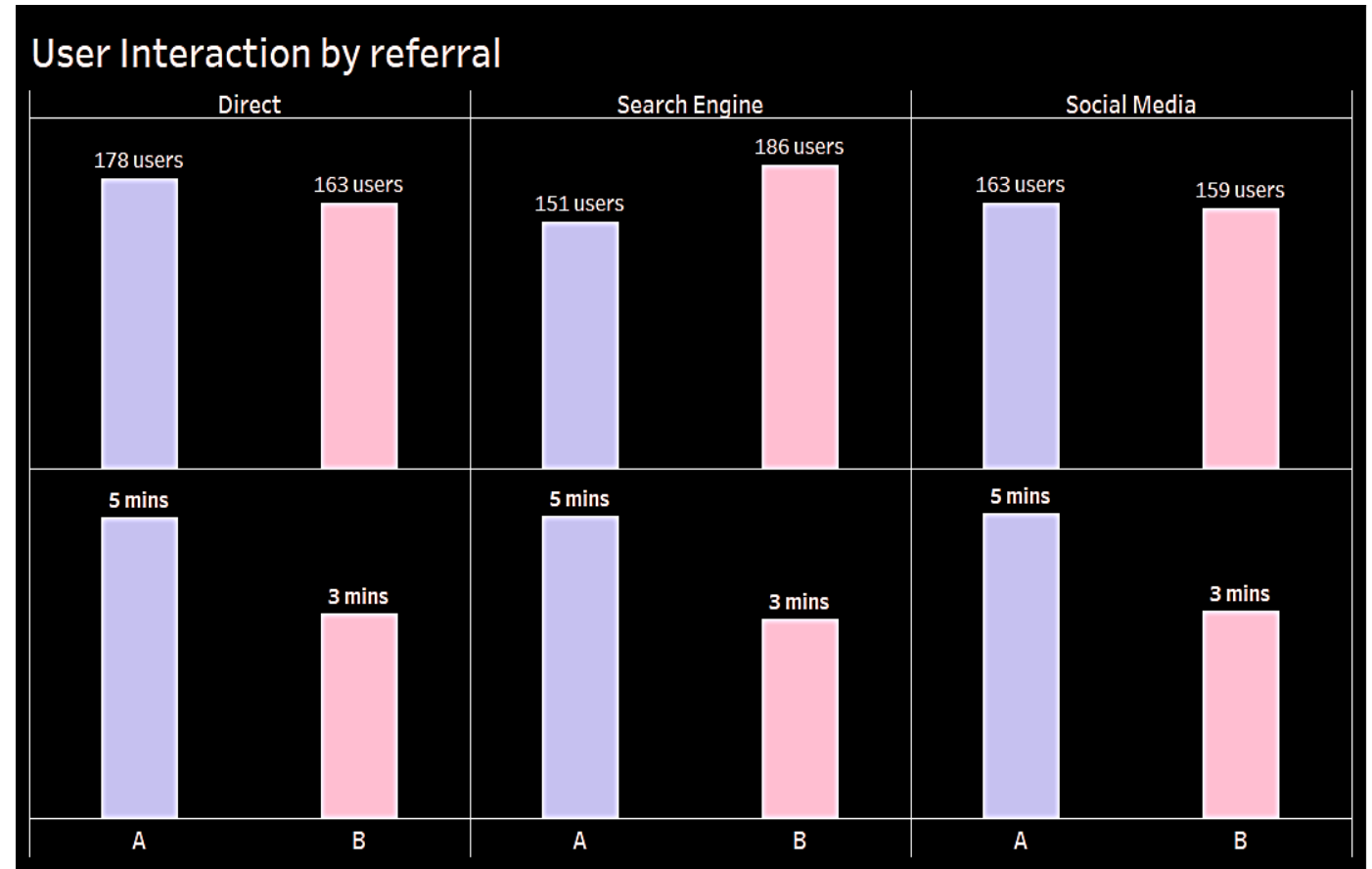
- ❑ The conversion rate for version A is higher than version B with a high margin and in comparing checkout initiated, version A is higher than version B. What might have caused this is perhaps some people made purchases via the counter and the sales department used their own discretion to add to version A.

### Conversion Rate



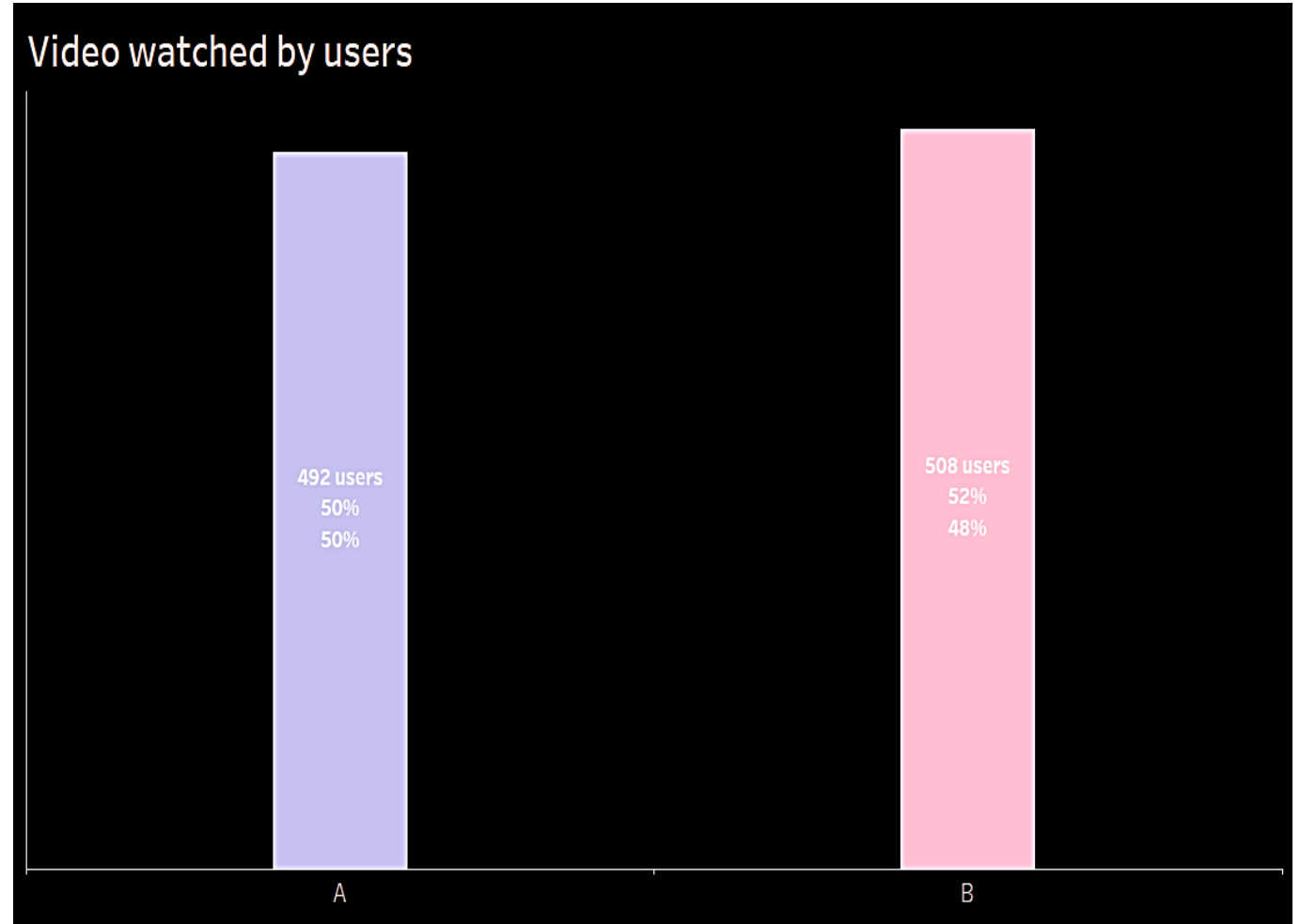
## Insights from Analysis

- ❑ Direct referral has the highest referral source for version A followed by social media and the lowest being search engine while comparing it with version B , the highest in referral source is the search engine followed by direct and the lowest is social media.



## Insights from Analysis

- ✓ It is seen that there is no much difference for both versions on the video watched except that version B had more users than version A



## Recommendation

Generally, there is no much difference in version A and version B on user engagement on the site but the take away is that:

- ❑ It is advisable to encourage version A to continue to do things on the site that makes users to spend more time than version B.



# WEBSITE USER BEHAVIOUR ANALYSIS DASHBOARD

Version

Checkout rate  
62%

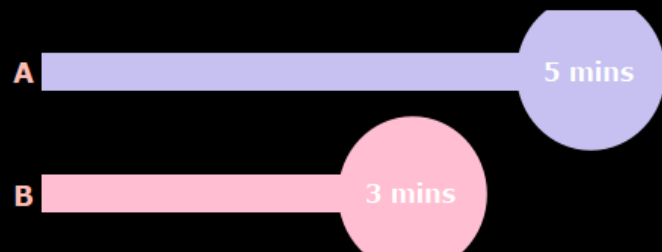
mins per session  
4

Pages viewed on Avg  
7

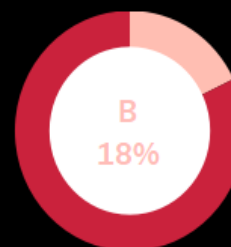
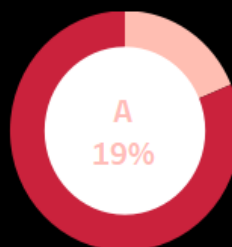
Conversion rate  
54%

☒ (All)  
☐ A  
☐ B

## Avg time spent (Minutes)



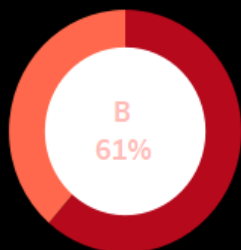
## Feedback Analysis



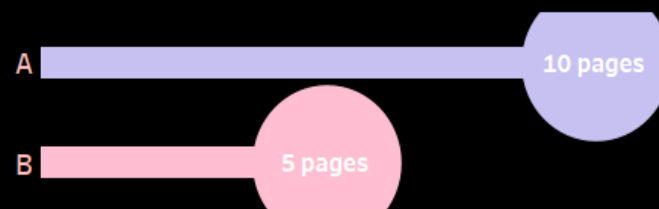
## User Interaction by referral

Direct		Search Engine		Social Media	
178 users	163 users	151 users	186 users	163 users	159 users
5 mins	3 mins	5 mins	3 mins	5 mins	3 mins
A	B	A	B	A	B

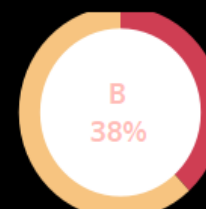
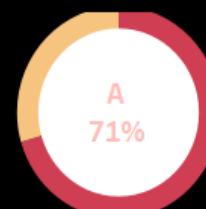
## Checkout Analysis



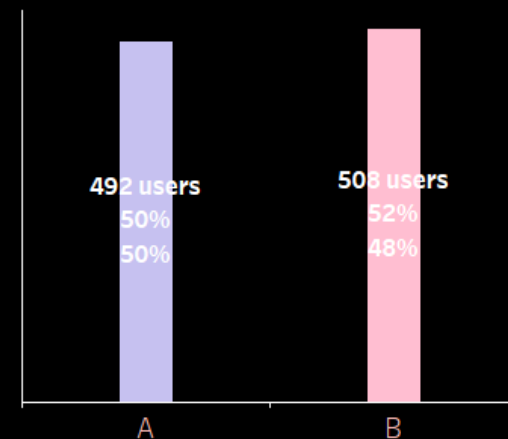
## Avg Pages Viewed



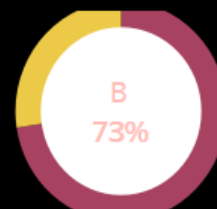
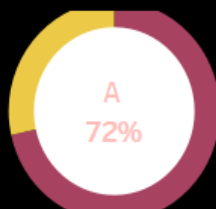
## Conversion Rate



## Video watched by users



## Cart Addition Analysis



## Avg Actions Taken

