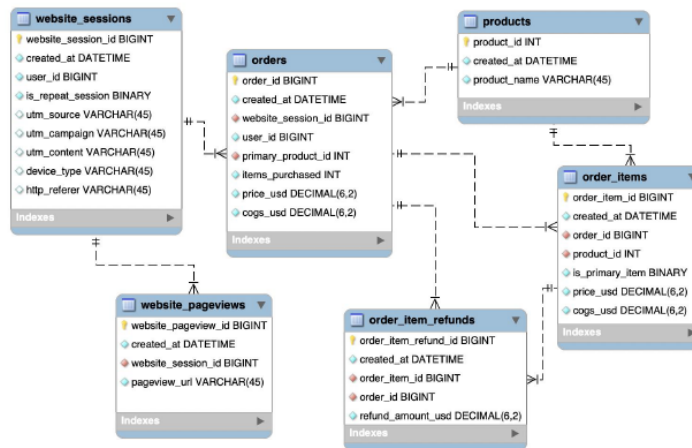


OVERVIEW OF THE MAVEN FUZZY FACTORY DATABASE



We will be working with six related tables, which contain eCommerce data about:

- **Website Activity**
- **Products**
- **Orders and Refunds**

We'll use MySQL to understand how customers access and interact with the site, analyze landing page performance and conversion, and explore product-level sales.

1. FINDING TOP TRAFFIC SOURCES

Let's find what are our top traffic sources by seeing a breakdown by UTM source, campaign and referring domain

	utm_source	utm_campaign	http_referer	sessions
▶	gsearch	nonbrand	https://www.gsearch.com	3613
	NULL	NULL	NULL	28
	NULL	NULL	https://www.gsearch.com	27
	gsearch	brand	https://www.gsearch.com	26
	NULL	NULL	https://www.bsearch.com	7
	bsearch	brand	https://www.bsearch.com	7

We should drill deeper into *gsearch nonbrand* campaign traffic to explore potential optimization as it looks like *gsearch nonbrand* is major traffic source. Based on what is paid for clicks, at least 4% CVR is needed.

2. TRAFFIC CONVERSION RATES

	sessions	orders	session_to_order_conv_rt
▶	3895	112	0.0288

We received 0.0288 conversion rate, i.e. we are below 4% threshold. The impact of bid reductions should be monitored and performance trending by device type should be analysed to refine bidding strategy. Bids were now reduced for *gsearch nonbrand* so let's see how it looks after Apr-15th.

3. TRAFFIC SOURCE TRENDING

	week_start	sessions
▶	2012-03-19	896
	2012-03-25	956
	2012-04-01	1152
	2012-04-08	983
	2012-04-15	621
	2012-04-22	594
	2012-04-29	681
	2012-05-06	399

Non brand traffic seem to be sensitive to bid changes and volume is down, so we are going to monitor volume traffic and think about how to make the campaigns more efficient to increase volume again.

4. TRAFFIC SOURCE BID OPTIMIZATION

	device_type	sessions	orders	session_to_order_conv_rate
▶	desktop	3911	146	0.0373
	mobile	2492	24	0.0096

For desktop versions, conversion rate equals to 3.7%, for mobile traffic it is less than 1%. We are going to increase bids for desktop and analyse if bid changes make an impact.

5. TRAFFIC SOURCE SEGMENT TRENDING

	week_start_date	dtop_sessions	mob_sessions
▶	2012-04-15	383	238
	2012-04-22	360	234
	2012-04-29	425	256
	2012-05-06	430	282
	2012-05-13	403	214
	2012-05-20	661	190
	2012-05-27	585	183
	2012-06-03	582	157

It looks like mobile has been pretty flat or a little down, but desktop is looking strong thanks to the bid changes we made based on your previous conversion analysis. We should continue to monitor device-level volume and be aware of the impact bid levels has and continue to monitor conversion performance at the device-level to optimize spend.