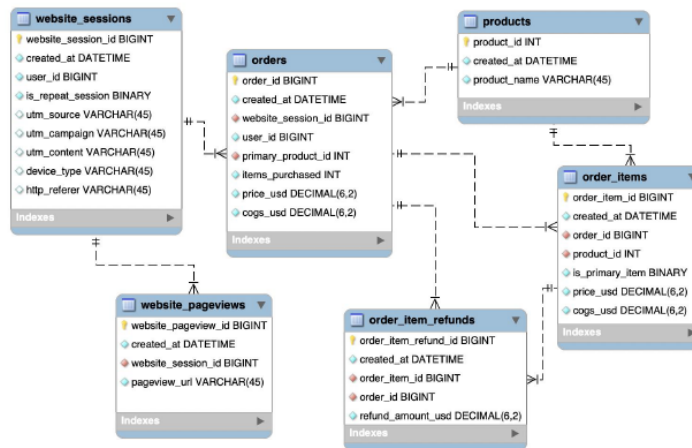


## OVERVIEW OF THE MAVEN FUZZY FACTORY DATABASE



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. IDENTIFYING TOP WEBSITE PAGES

Let's pull most-viewed website pages, ranked by session volume.

	pageview_url	pvs
▶	/home	10403
	/products	4239
	/the-original-mr-fuzzy	3037
	/cart	1306
	/shipping	869
	/billing	716
	/thank-you-for-your-order	306

It definitely seems like the homepage, the products page, and the Mr. Fuzzy page get the bulk of our traffic. We should dig into whether this list is also representative of our top entry pages and analyze the performance of each of our top pages to look for improvement opportunities.

### 2. IDENTIFYING TOP ENTRY PAGES

	landing_page_url	sessions_hitting_this_landing_page
▶	/home	10714

It looks like our traffic all comes in through the homepage right now. We should next analyze landing page performance, for the homepage specifically and think about whether or not the homepage is the best initial experience for all customers.

### 3. CALCULATING BOUNCE RATES

	sessions	bounced_sessions	bounce_rate
▶	11048	6538	0.5918

All of our traffic is landing on the homepage right now. We should check how that landing page is performing. We got almost a 60% bounce rate. That's pretty high, especially for paid search, which

should be high quality traffic. We should keep an eye on bounce rates, which represent a major area of improvement.

#### 4. ANALYZING LANDING PAGE TESTS

Based on your bounce rate analysis, we ran a new custom landing page (/lander-1) in a 50/50 test against the homepage (/home) for our gsearch nonbrand traffic.

	first_created_at	first_pageview_id
▶	2012-06-19 00:35:54	23504

	landing_page	sessions	bounced_sessions	bounce_rate
▶	/home	2261	1319	0.5834
	/lander-1	2315	1232	0.5322

It looks like the custom lander has a lower bounce rate...success. We should work to get campaigns updated so that all *nonbrand* paid traffic is pointing to the new page.

#### 5. LANDING PAGE TREND ANALYSIS

	week_start_date	bounce_rate	home_sessions	lander_sessions
▶	2012-06-01	0.6057	175	0
	2012-06-03	0.5871	792	0
	2012-06-10	0.6160	875	0
	2012-06-17	0.5582	492	350
	2012-06-24	0.5828	369	386
	2012-07-01	0.5821	392	388
	2012-07-08	0.5668	390	411
	2012-07-15	0.5424	429	421
	2012-07-22	0.5138	402	394
	2012-07-29	0.4971	33	995
	2012-08-05	0.5382	0	1087
	2012-08-12	0.5140	0	998
	2012-08-19	0.5010	0	1012
	2012-08-26	0.5390	0	833

Looks like both pages were getting traffic for a while, and then we fully switched over to the custom lander, as intended. And it looks like our overall bounce rate has come down over time.

#### 6. BUILDING CONVERSION FUNNELS

We'd like to understand where we lose our *gsearch* visitors between the new /lander-1 page and placing an order.

	sessions	to_products	to_mrfuzzy	to_cart	to_shipping	to_billing	to_thankyou
▶	4493	2115	1567	683	455	361	158

	lander_click_rt	products_click_rt	mrfuzzy_click_rt	cart_click_rt	shipping_click_rt	billing_click_rt
▶	0.4707	0.7409	0.4359	0.6662	0.7934	0.4377

Looks like we should focus on the lander, Mr. Fuzzy page, and the billing page, which have the lowest click rates.

## 7. ANALYZING CONVERSION FUNNEL TESTS

We tested an updated billing page based on your funnel analysis. Let's take a look and see whether /billing-2 is doing any better than the original /billing page.

	first_created_at	first_pv_id
▶	2012-09-10 00:13:05	53550

	billing_version_seen	sessions	orders	billing_to_order_rt
▶	/billing	657	300	0.4566
	/billing-2	654	410	0.6269

Looks like the new version of the billing page is doing a much better job converting customers.