UDACITY

# Marketing Data and Technology

## Draw Insights from Marketing Data

# Part One: Setting Goals

# Identify Key Business Objectives

| | |
|---|---|
| 1 | *Rise brand awareness by driving 45K new visitors to the website this quarter* |
| 2 | *Generate sneakers sales $70K in Q4 of this year* |
| 3 | *convert 60% leads into sales by the end of this year* |

# Identify Key Performance Indicators

| | |
|---|---|
| 1 | *Branded search* |
| 2 | *Monthly Sales Growth* |
| 3 | *Conversion Rate* |

# Part Two:
# A/B Testing Proposal

# A/B Testing Proposal: KPI, Variable, and Hypothesis

KPI used as the basis for an A/B Test:

*Monthly Sales Growth*

Ad creative

Using motion graphic advertising of the sneakers to will increase the total number of clicks

# A/B Testing Proposal: Testing Process

Describe the steps you would take to perform the A/B test.

1- testing ad copy

2- 500 users

3- data will be collected by click-through rate

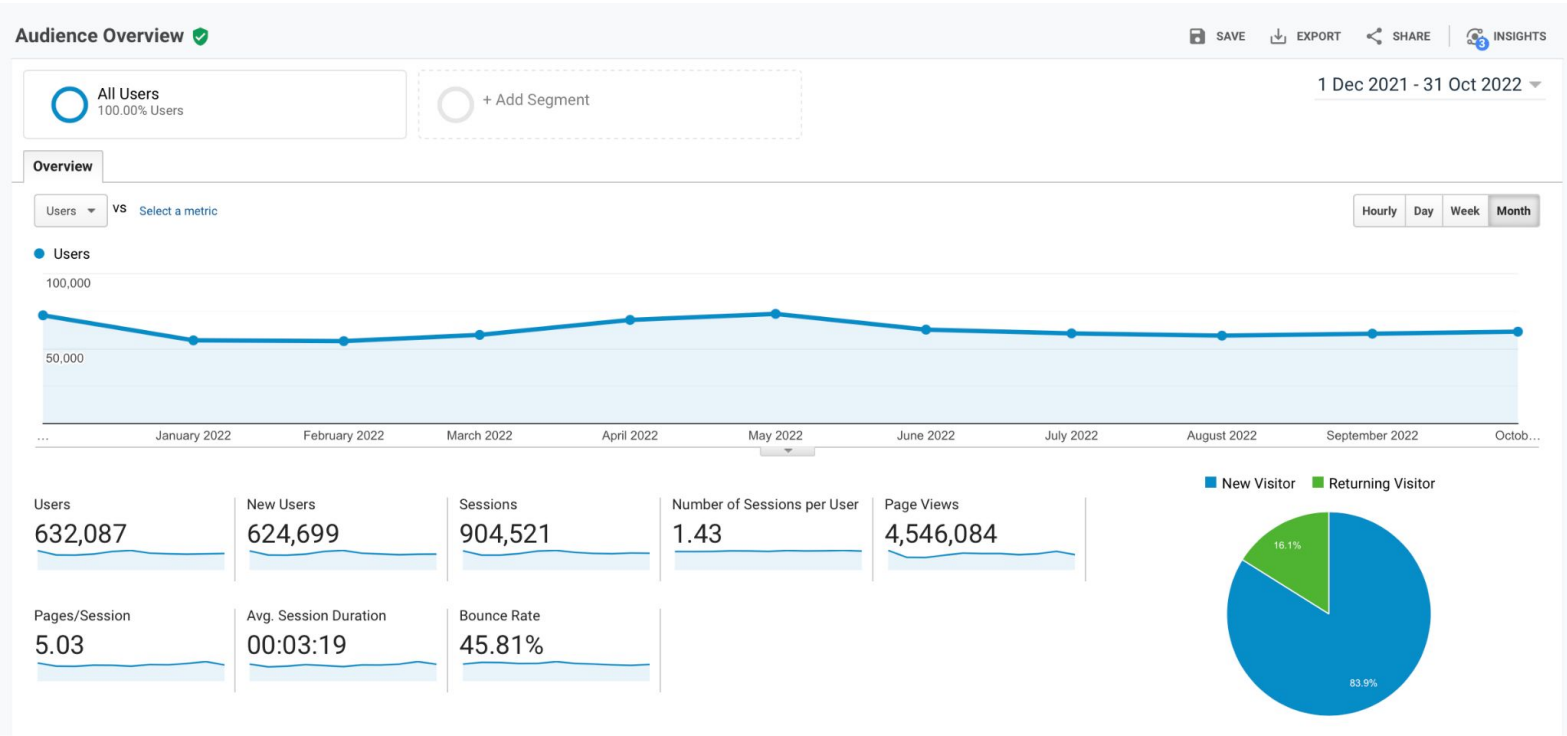
4- test will be run for 2 weeks

Higher click-through rate for the motion graphic ad

interpret data by google analytics

# Part Three: Data Exploration

# Standard Display - Audience



# Standard Display - Audience

Which month had the most visitors, and which month had the fewest visitors to your site?

May has the most visitor to site while February got the least visitor

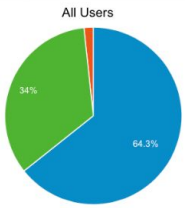
Do you have any ideas why certain trends are associated with these specific months?

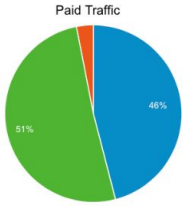
May celebrates Eid al-Fitr, so site visits and shopping operations are frequent

# Percentage Display:  Audience

Plot Rows | Secondary dimension | Sort Type: Default | advanced

| Device Category | Users | Users | contribution to total: Users |
|---|---|---|---|
| **All Users** | 684,128<br>% of Total: 100.00% (684,128) | 684,128<br>% of Total: 100.00% (684,128) | |
| **Paid Traffic** | 96,329<br>% of Total: 14.08% (684,128) | 96,329<br>% of Total: 14.08% (684,128) | |
| 1. desktop | | | |
| All Users | **442,639** | 64.32% | |
| Paid Traffic | **44,477** | 45.97% | |
| 2. mobile | | | |
| All Users | **233,807** | 33.97% | |
| Paid Traffic | **49,295** | 50.95% | |
| 3. tablet | | | |
| All Users | **11,729** | 1.70% | |
| Paid Traffic | **2,975** | 3.08% | |



# Standard Display: Acquisition

All Users
100.00% Users

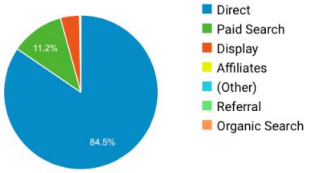
+ Add Segment

1 Nov 2021 - 31 Oct 2022

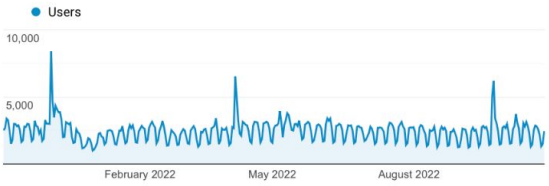
Primary Dimension: Default Channel Grouping

Conversion: E-commerce

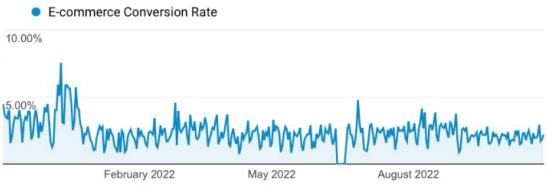
Top Channels




Users




Conversions




| | Acquisition | | | Behaviour | | | Conversions | | |
|---|---|---|---|---|---|---|---|---|---|
| | Users | New Users | Sessions | Bounce Rate | Pages/Session | Avg. Session Duration | E-commerce Conversion Rate | Transactions | Revenue |
| | 689,700 | 681,656 | 989,598 | 45.83% | 5.04 | 00:03:20 | 2.47% | 24,435 | US$2,758,247.62 |
| 1 Direct | 587,177 | | | 42.52% | | | 2.62% | | |
| 2 Paid Search | 77,721 | | | 60.33% | | | 2.02% | | |
| 3 Display | 27,779 | | | 86.57% | | | <0.01% | | |
| 4 Affiliates | 2,014 | | | 67.66% | | | 0.41% | | |
| 5 (Other) | 109 | | | 63.33% | | | 0.00% | | |
| 6 Referral | 6 | | | 0.00% | | | 0.00% | | |
| 7 Organic Search | 3 | | | 33.33% | | | 0.00% | | |

# Standard Display: Acquisition

During the twelve month period you've selected, excluding *Direct* and *(Other),* which channels had the highest and lowest bounce rates and the highest and lowest eCommerce conversion rates?

Display has the highest bounce rate and lowest goes to Referral

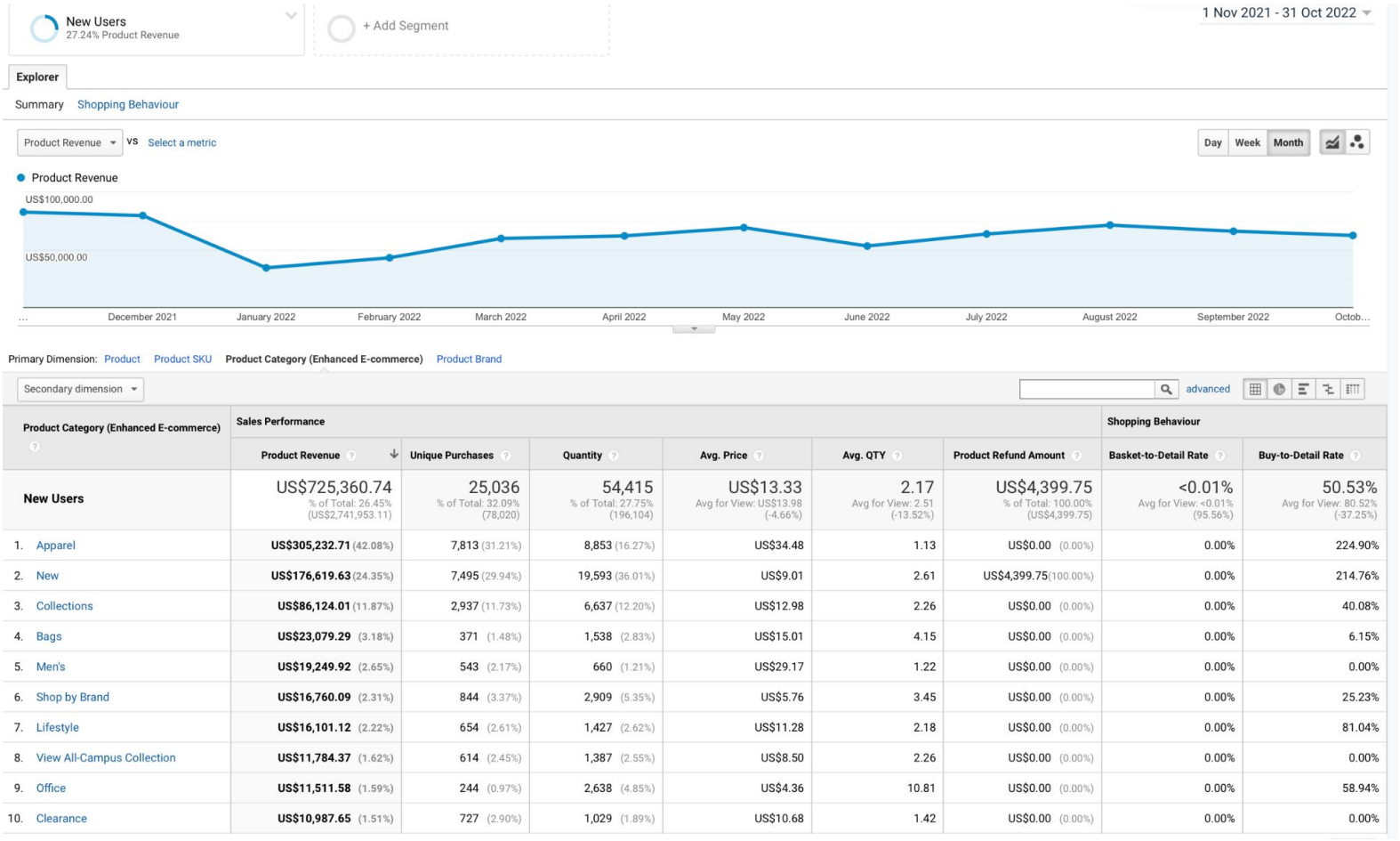
Direct channel has the highest eCommerce conversion rate when referral and organic search channel has the least rate

What do these metrics mean, based on your experience?

a metric that represents the percentage of web users that view a page and then leave rather than continuing to browse the site pages.

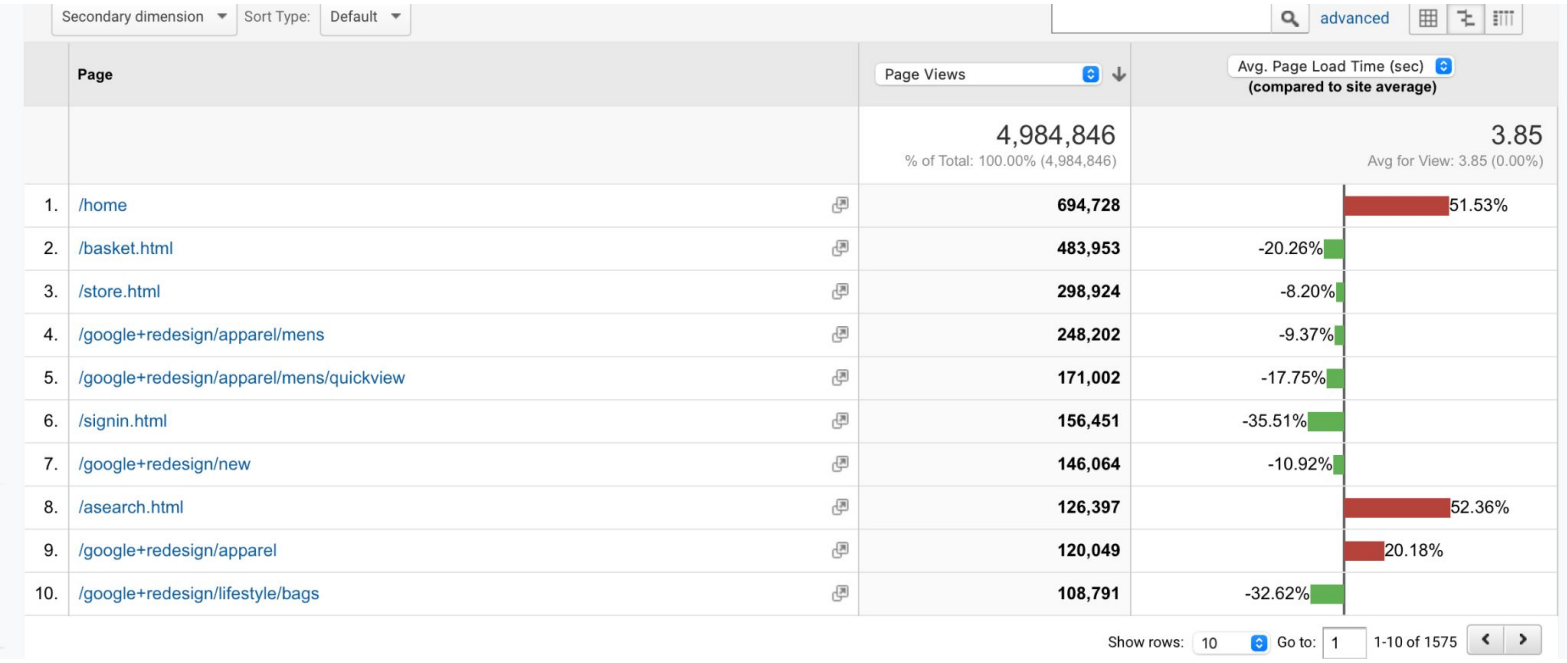
Ecommerce conversion rate is the percentage of visitors to your ecommerce website or landing page that convert, or complete a desired action.

# Percentage Display: Conversion




| Product Category (Enhanced E-commerce) | Sales Performance | | | | | | Shopping Behaviour | |
|---|---|---|---|---|---|---|---|---|
| | Product Revenue | Unique Purchases | Quantity | Avg. Price | Avg. QTY | Product Refund Amount | Basket-to-Detail Rate | Buy-to-Detail Rate |
| **New Users** | US$725,360.74<br>% of Total: 26.45% (US$2,741,953.11) | 25,036<br>% of Total: 32.09% (78,020) | 54,415<br>% of Total: 27.75% (196,104) | US$13.33<br>Avg for View: US$13.98 (-4.66%) | 2.17<br>Avg for View: 2.51 (-13.52%) | US$4,399.75<br>% of Total: 100.00% (US$4,399.75) | <0.01%<br>Avg for View: <0.01% (95.56%) | 50.53%<br>Avg for View: 80.52% (-37.25%) |
| 1. Apparel | **US$305,232.71** (42.08%) | 7,813 (31.21%) | 8,853 (16.27%) | US$34.48 | 1.13 | US$0.00 (0.00%) | 0.00% | 224.90% |
| 2. New | **US$176,619.63** (24.35%) | 7,495 (29.94%) | 19,593 (36.01%) | US$9.01 | 2.61 | US$4,399.75 (100.00%) | 0.00% | 214.76% |
| 3. Collections | **US$86,124.01** (11.87%) | 2,937 (11.73%) | 6,637 (12.20%) | US$12.98 | 2.26 | US$0.00 (0.00%) | 0.00% | 40.08% |
| 4. Bags | **US$23,079.29** (3.18%) | 371 (1.48%) | 1,538 (2.83%) | US$15.01 | 4.15 | US$0.00 (0.00%) | 0.00% | 6.15% |
| 5. Men's | **US$19,249.92** (2.65%) | 543 (2.17%) | 660 (1.21%) | US$29.17 | 1.22 | US$0.00 (0.00%) | 0.00% | 0.00% |
| 6. Shop by Brand | **US$16,760.09** (2.31%) | 844 (3.37%) | 2,909 (5.35%) | US$5.76 | 3.45 | US$0.00 (0.00%) | 0.00% | 25.23% |
| 7. Lifestyle | **US$16,101.12** (2.22%) | 654 (2.61%) | 1,427 (2.62%) | US$11.28 | 2.18 | US$0.00 (0.00%) | 0.00% | 81.04% |
| 8. View All-Campus Collection | **US$11,784.37** (1.62%) | 614 (2.45%) | 1,387 (2.55%) | US$8.50 | 2.26 | US$0.00 (0.00%) | 0.00% | 0.00% |
| 9. Office | **US$11,511.58** (1.59%) | 244 (0.97%) | 2,638 (4.85%) | US$4.36 | 10.81 | US$0.00 (0.00%) | 0.00% | 58.94% |
| 10. Clearance | **US$10,987.65** (1.51%) | 727 (2.90%) | 1,029 (1.89%) | US$10.68 | 1.42 | US$0.00 (0.00%) | 0.00% | 0.00% |

# Comparison Display:  Behavior



Secondary dimension | Sort Type: Default | advanced

| | Page | Page Views | Avg. Page Load Time (sec) (compared to site average) |
|---|---|---|---|
| | | 4,984,846<br>% of Total: 100.00% (4,984,846) | 3.85<br>Avg for View: 3.85 (0.00%) |
| 1. | /home | 694,728 | 51.53% |
| 2. | /basket.html | 483,953 | -20.26% |
| 3. | /store.html | 298,924 | -8.20% |
| 4. | /google+redesign/apparel/mens | 248,202 | -9.37% |
| 5. | /google+redesign/apparel/mens/quickview | 171,002 | -17.75% |
| 6. | /signin.html | 156,451 | -35.51% |
| 7. | /google+redesign/new | 146,064 | -10.92% |
| 8. | /asearch.html | 126,397 | 52.36% |
| 9. | /google+redesign/apparel | 120,049 | 20.18% |
| 10. | /google+redesign/lifestyle/bags | 108,791 | -32.62% |

Show rows: 10 Go to: 1 1-10 of 1575

# Comparison Display:  Behavior

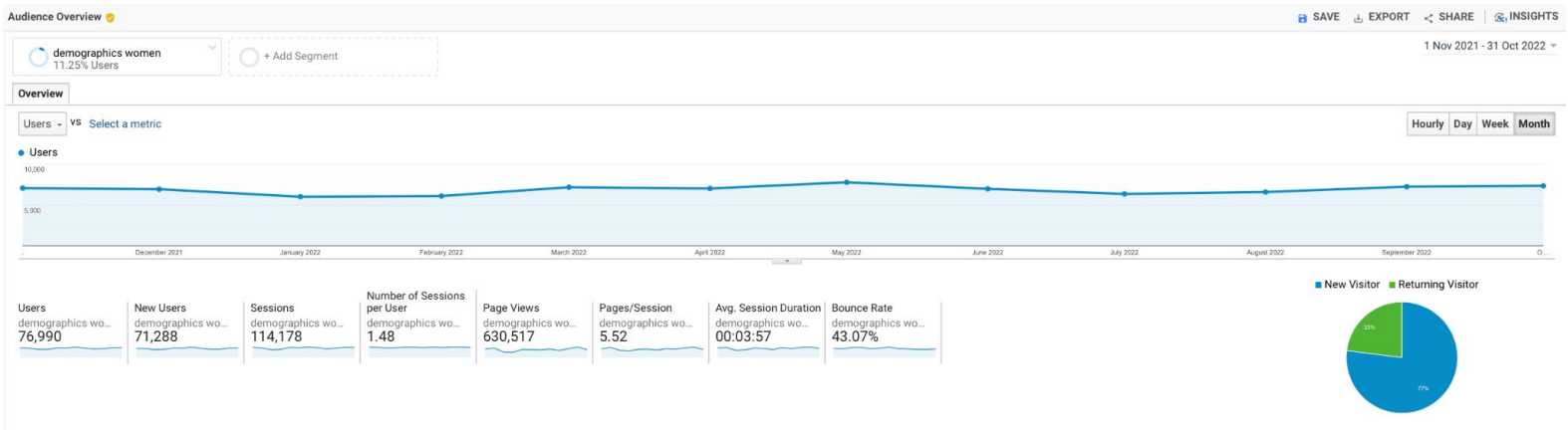
Based on the screenshot, Identify any trouble spots related to speed page timings.

*Home page takes long time to load*

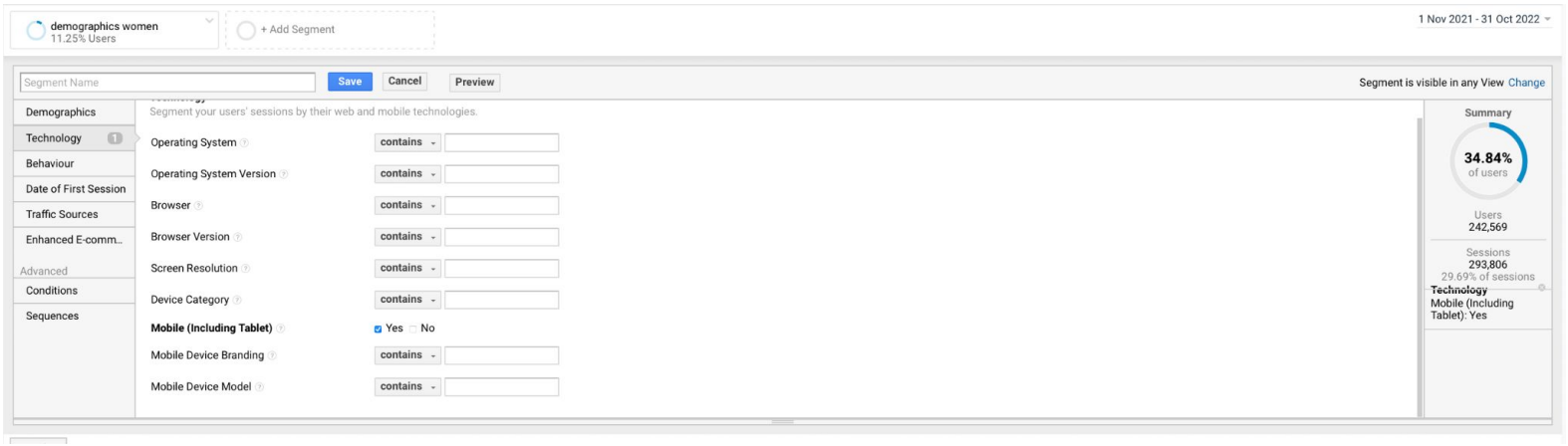
*page 10 fast to load but has the least views*

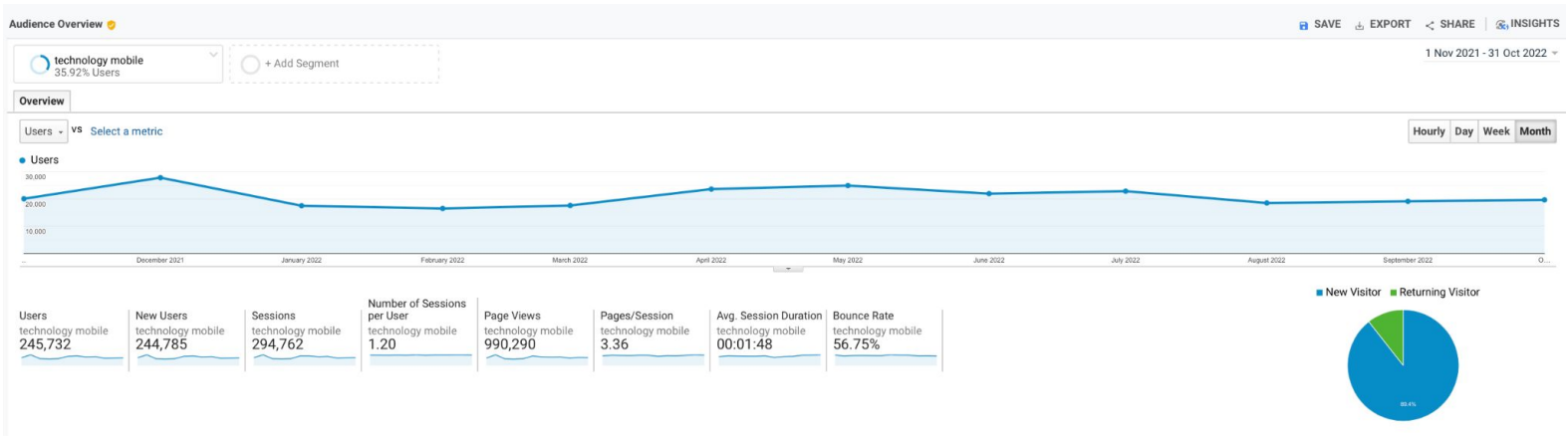
# Part Four: Segmentation

# Audience Segment: Demographics

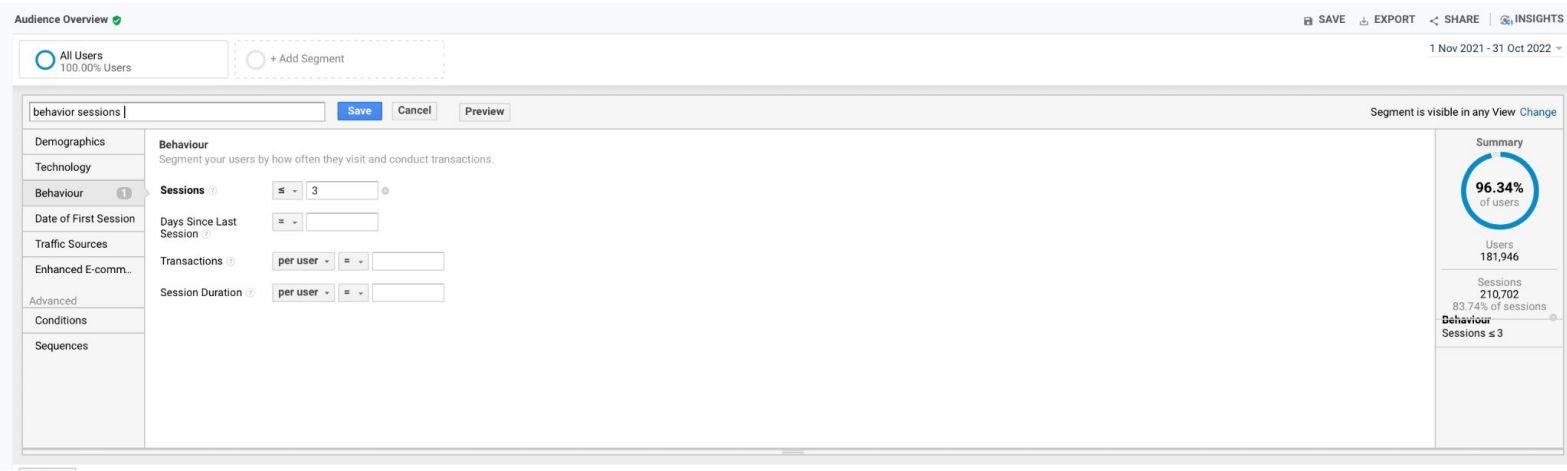


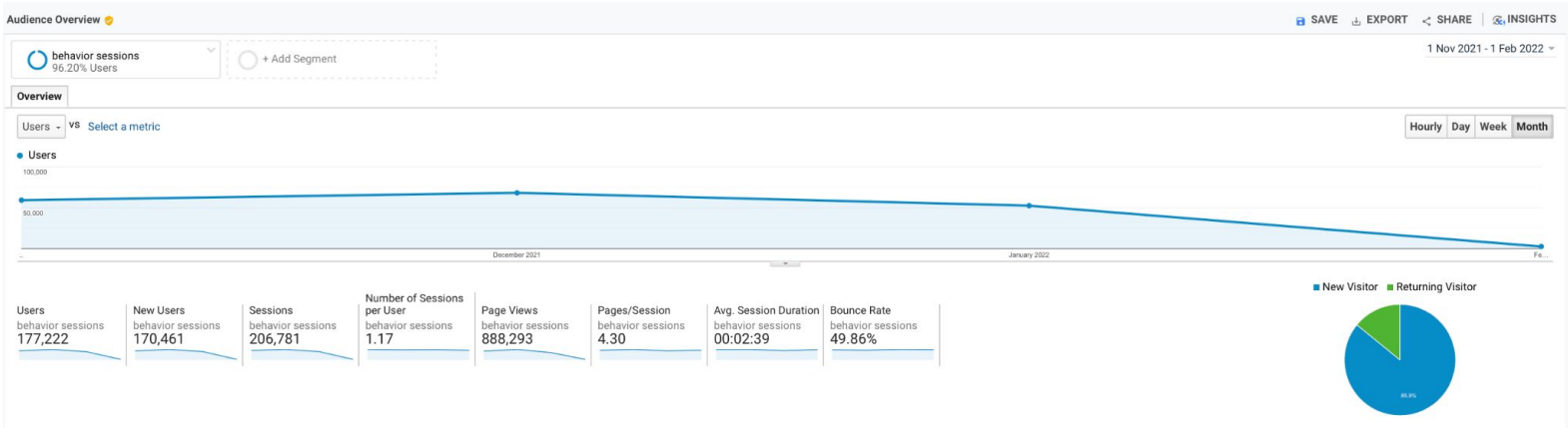
# Audience Segment: Technology



# Audience Segment: User Behavior



# Part Five:
# Analysis and Suggestions

# Analysis and Suggestions: Business Sales Growth

Based on the data and other information provided, how might the campaigns be realigned and improved to potentially achieve a 20% YOY sales growth? You can assume that the c\data will remain consistent over the projected time frame. Please reference specific data to support your answer like metrics and campaigns.

*In order to get a 20% increase in revenue, we must focus the budget on the (Solar Leads - In-Stream RT - Conversions) campaign, because of its impressive success in all metrics .*

*By spending 2760$ on Solar Leads - In-Stream RT - Conversions campaign we can achieve  20k$ revenue.*

*And we will stop campaign Solar Leads - In-Stream Solar Exclusive Website due to its ineffectiveness in the revenue generate or even the number of clicks .*

# Analysis and Suggestions: eCommerce

Looking at your website pages or the Google Merchandise store website and current eCommerce experience, identify one change to the eCommerce UX and one additional eCommerce option you would recommend implementing.

UX change:

*one way to improve eCommerce capabilities would be via Organize Your Checkout Process that will be by Provide clear information about shipping costs upfront and build clear progress indicators like numbered steps during the checkout process to show users how long it will take*

*Also by Offering UX-Friendly Customer Support like using chatbots.*

# Analysis and Suggestions: Technology

| | | |
|---|---|---|
| Google Workspace | 0 | 0 |
| Google Search Console | 0 | 0 |
| Google Analytics | 0 | 0 |
| Deposit Photo | 0 | 0 |
| Paypal | 0 | 0 |
| Calendly | 0 | 0 |
| Adobe Premiere Pro | 0 | 0 |
| Final Cut Pro X | 0 | 0 |
| Microsoft Office Suite | 0 | 0 |
| iPhone 12 Pro | 600 | 50 |
| Macbook Pro 2017 | 0 | 0 |

*Also utilize VR/AR content and provide an Augmented Reality (AR) & Immersive Technologies*