Executive Summary

Key Findings

• Revenue is driven primarily by premium mattresses (Lux, Royal, Cloud), accounting for ~78% of total revenue.

• Google Ads and Microsoft Ads deliver the highest-value customers, while Facebook Ads contribute negligible revenue.

• Conversion funnel analysis shows strong checkout performance (0% abandonment) but weak session-to-order conversion (~0.7%).

• Organic traffic performs well but is partially inflated by missing attribution identifiers.

• Returning users are few but produce high repeat revenue (> $1k per returning customer).

Metrics Used

• Channel Metrics: Orders, revenue, ROAS proxy, LTV by channel, first-touch vs. last-touch attribution.

• Conversion Metrics: Sessions, product views, checkout starts, completed orders, session-to-order rate.

• Product Metrics: Revenue per SKU, percentage contribution, Pareto concentration.

• Behavioral Metrics: Pageviews, session duration, event depth, weekday/hour patterns.

• Retention Metrics: Cohort-month activity and repeat revenue.

Areas for Improvement

• Product pages need optimization to reduce mid-funnel drop-off.

• Attribution gaps must be fixed to accurately measure paid performance.

• Marketing spend should shift away from Facebook toward high-intent channels.

• Long-tail product inventory and marketing should be deprioritized.

• Strong post-purchase and retention flows should be implemented.

Machine Learning Insights

• Key predictors of conversion: pageview_count, session_duration_seconds, and event_count.

• Model confirms that deeper engagement drives conversion.

• Channel and device categories hold lower predictive power.

• ML serves as a diagnostic tool due to class imbalance.

Communication & Prioritization

• Findings are communicated in clear business terms for executive decision-making.

• Focus is placed on high-impact metrics: revenue drivers, channel efficiency, conversion friction.

• Low-signal variables (browser, weekday drift) were deprioritized.