Learn SQL from Scratch

Capstone Project Cool-Tshirts.com

Andrea Talpo
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Overview

Cool-Tshirts is an Online Retail Company. The goal of the presentation is to look at the data gathered from multiple marketing activities in order to have a better understanding of the customers and take decisions on how to best invest the media budget.

Areas of focus.

1 The company

2 User Journey

3 Data-driven recommendations

The company

How many campaigns and how many sources does Cool-Tshirts have and how do these relate?

First objective of our analysis is to look at the marketing channels leveraged by the company (Search, Social, Content) and how these relate to each other.

Cool T-Shirts is leveraging six different marketing channels and a total of eight different campaigns. Email and Google Search Marketing channels both have two campaigns.

The table to the right illustrates the marketing mix.

Traffic source	Campaign name
buzzfeed	ten-crazy-cool-tshirts-facts
email	retargetting-campaign
email	weekly-newsletter
facebook	retargetting-ad
google	cool-tshirts-search
google	paid-search
medium	interview-with-cool-tshirts-founder
nytimes	getting-to-know-cool-tshirts

What pages are on Cool-Tshirts.com?

There are four different sections on the website. Each page will belong to one of these page types, and the order to the right (1-4) describes the user funnel.

This represents the user path from website visitation to product consideration up to transaction and completed purchase.
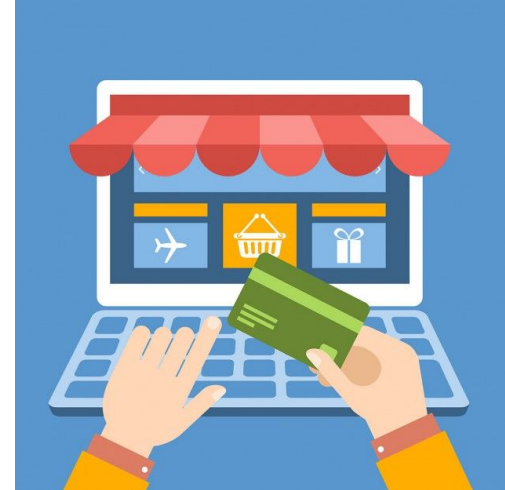
Page name
1 - landing_page
2 - shopping_cart
3 - checkout
4 - purchase

The user journey

How many first touches
is each campaign responsible for?

The results below show what campaigns generated the first visit to the Cool T-Shirts website.

First Touch Campaign	Total
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

How many last touches
is each campaign responsible for?

The results on the table below shows the campaigns that drove the users to the website most recently.

Last Touch Campaign	Total
weekly-newsletter	447
retargetting-ad	443
retargetting-campaign	245
getting-to-know-cool-tshirts	232
ten-crazy-cool-tshirts-facts	190
interview-with-cool-tshirts-founder	184
paid-search	178
cool-tshirts-search	60

How many visitors make a purchase?

Total Users Reached	
1979	
Total Converters	
361	

82%

The majority of unique users that were reached by the campaign and also landed on the website did not proceed to buy products.

18%

A bit less than one fifth of all visitors went through the entire user funnel and turned into customers.

How many last touches on the purchase page is each campaign responsible for?

The table to the right describes the campaigns that generated last louches on the website on the purchase page.

Last Touch Campaign	Total
weekly-newsletter	115
retargetting-ad	113
retargetting-campaign	54
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
interview-with-cool-tshirts-founder	7
cool-tshirts-search	2

What is the typical user journey?

1979 landings **1881 Shopping carts** **1431 checkouts** **361 purchases**

The table below illustrates the breakdown of users who go past each of the steps of the funnel.

Next, we will look into the campaigns that contributed the most to product purchases.

| Page name	Total
1 - landing_page	1979
2 - shopping_cart	1881
3 - checkout	1431
4 - purchase	361

How does Cool T-Shirts drive users back?

A big challenge that most online businesses face is to be able to drive qualified traffic back to the website and persuade them to perform a specific action (such as register to a newsletter, fill in a contact form, order a T-Shirt).

The methods that are usually the most effective at achieving this goal are campaigns that target a small, yet extremely targeted audience or users who already expressed interest in the product or even started the check-out process in the past.

Last Touch Campaign	Total
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retargetting-ad	113
retargetting-campaign	54
paid-search	52
getting-to-know-cool-tshirts	9
ten-crazy-cool-tshirts-facts	9
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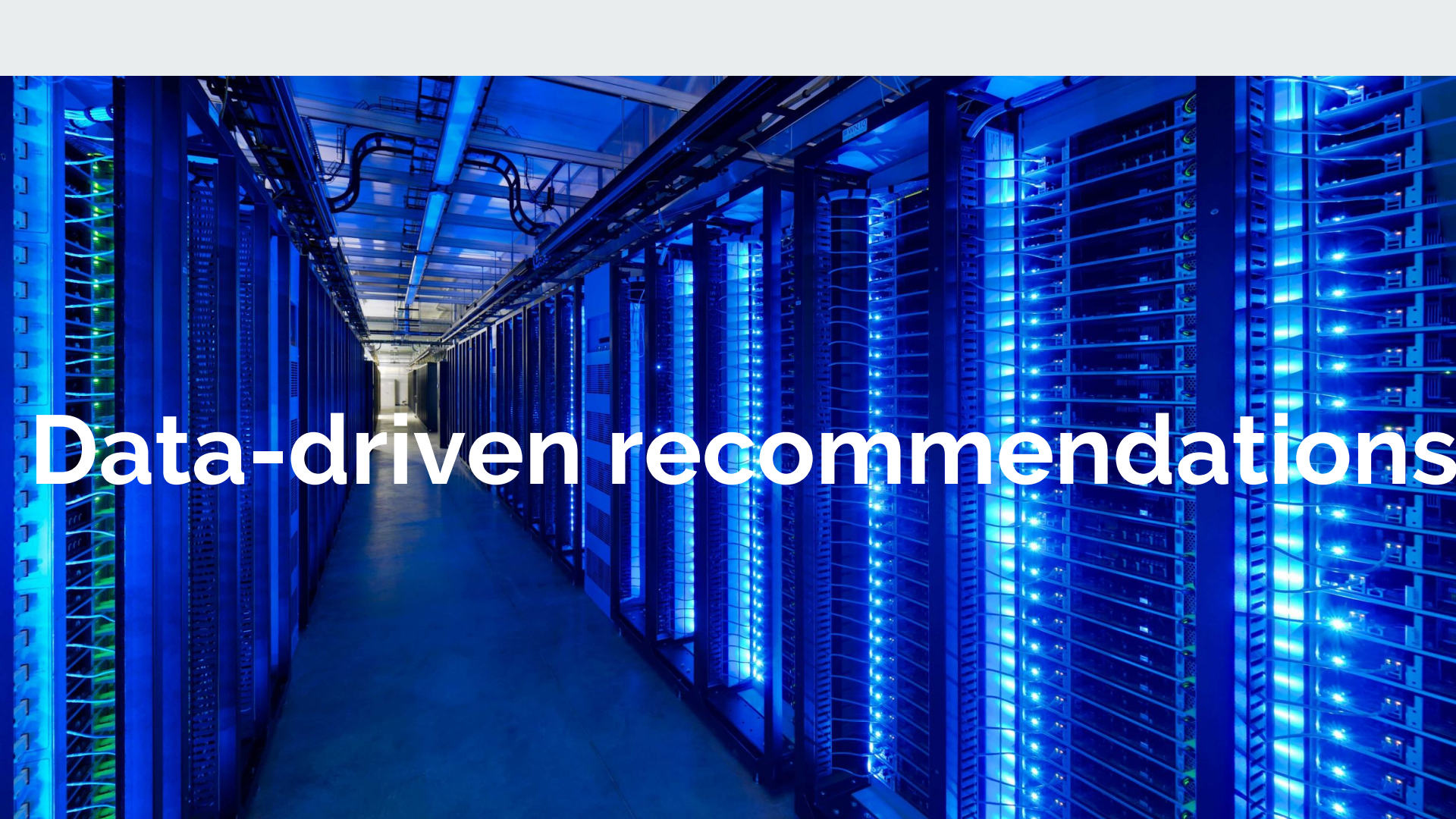
Data-driven recommendations

Budget Planning Recommendations (part 1)

Last Touch Campaign	Total
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It's time to make decisions based on the data we collected and analyzed. We highlighted in the table to the left the campaigns that that are best performing in driving sales.

Four campaigns account for 92% plus of the customers generated by the campaigns (334 purchases, out of 361 in total).

T-Shirts sales represents the company's business model, and we would therefore include these campaigns in the group of campaigns to be re-invested in.

Budget Planning Recommendations (part 2)

First Touch Campaign	Total
interview-with-cool-tshirts-founder	622
getting-to-know-cool-tshirts	612
ten-crazy-cool-tshirts-facts	576
cool-tshirts-search	169

Last Touch Campaign	Total
weekly-newsletter	115
retargetting-ad	113
retargetting-campaign	54
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Let's now compare the list of campaigns responsible for the highest number of first visits to the website (top left) to the list of campaign that drove the highest number of last touches on the purchase page (bottom let). No campaign is present in both tables.

This shows how the campaigns that generated the highest number of first touches were not as successful in turning such users into customers.

Budget Planning Recommendations (part 3)

In conclusion, our recommendation would be to re-invest in the best performing campaigns below:

- Weekly newsletter
- Retargetting ad
- Retargetting campaign
- Paid search

In addition, we would recommend building a list of the customers acquired.

This list would be used to build a retargeting campaign based off the list of all existing clients (both pre-existing as well as generated by the campaigns listed above).

These would be the five campaigns for Cool T-Shirts to invest in.

Thank you.