Marketing Analysis Case Study: Double Revenue

1. Problem

A company A achieved 10+ billion VND for gross revenue in July. In August, they want to double their gross revenue from 10 billion VND to 20 billion VND. The marketing team has available data of historical sales performance and traffic source performance in July. Based on this historical data, marketing team is responsible to conduct a data analysis to identify key findings and propose action plan that need to take in order to achieve the company's goal.

2. Methodology

To conduct this analysis, a data-driven approach was employed. First, I extracted hypothetical data from Kaggle. This data includes order details, customer behavior, and traffic metrics such as date, discount price, original price, quantity,…. The data was downloaded in Excel format. Once the data was obtained, I used Power Query for data cleaning, including removing duplicates and handling missing values to ensure being ready for data analysis. Next, I used Power BI to visualize the cleaned data. I created an interactive dashboard for both orders and traffic sources. The dashboard includes a problem, an orders overview, and a traffic overview. The problem section states available data and challenges that the company faces. The orders overview captures key metrics such as total orders, items sold, average discount price, order statuses, shipping fee, and order volume over time. The traffic overview highlighted total revenue, traffic source performance, and conversion rates. Online dashboard can be accessed via this [link](#).

By combining these analytical techniques, I can identify actionable insights that form the basis of the proposed solutions.

3. Orders Overview

Figure 1: Orders Overview Dashboard

From figure 1, different trends and patterns of order performance have been highlighted together with proposed solution. As can be seen, the average number of items per order is low (1.8 items/order) suggesting that current customers are primarily purchasing single items. This means company can increase basket size through bundling strategies and upselling. They can offer more bundled product or launch "buy more, save more" campaigns to encourage customers to purchase multiple items per transaction.

On the other hand, the dashboard shows a significant increase in orders between the 10th and 12th days of the month, with a highest peak reaching near 30K orders on one day. Outside of this period, the order volume remains relatively low and flat throughout the month. The average discount price is 83.8K VND but no voucher was offered during this period. In addition, the average shipping fees decline significantly in the final days of the month, below 8K VND, much lower than average shipping free of 10.8K VND. These numbers suggest company can implement strategic promotions to boost order volumes. For example, implement targeted voucher programs during the 10th-12th days of the month, where customer demand is very high. In addition, the company can introduce month-end incentives such as free shipping or exclusive discounts for higher spending customers.

As shown, only 4 payment types are currently offered. Therefore, integrating additional payment methods such as digital wallets or international payment options can meet more diverse customer preferences hence enhance payment flexibility and reduce cart abandonment rates.

The cancellation rate of 19.6% is significantly high. This might be due to payment issues or delivery delays. However, with unavailable data, I can't estimate the root causes. Additional data collection and analysis should be conducted to identify the root causes of order cancellations and help company recover lost revenue.
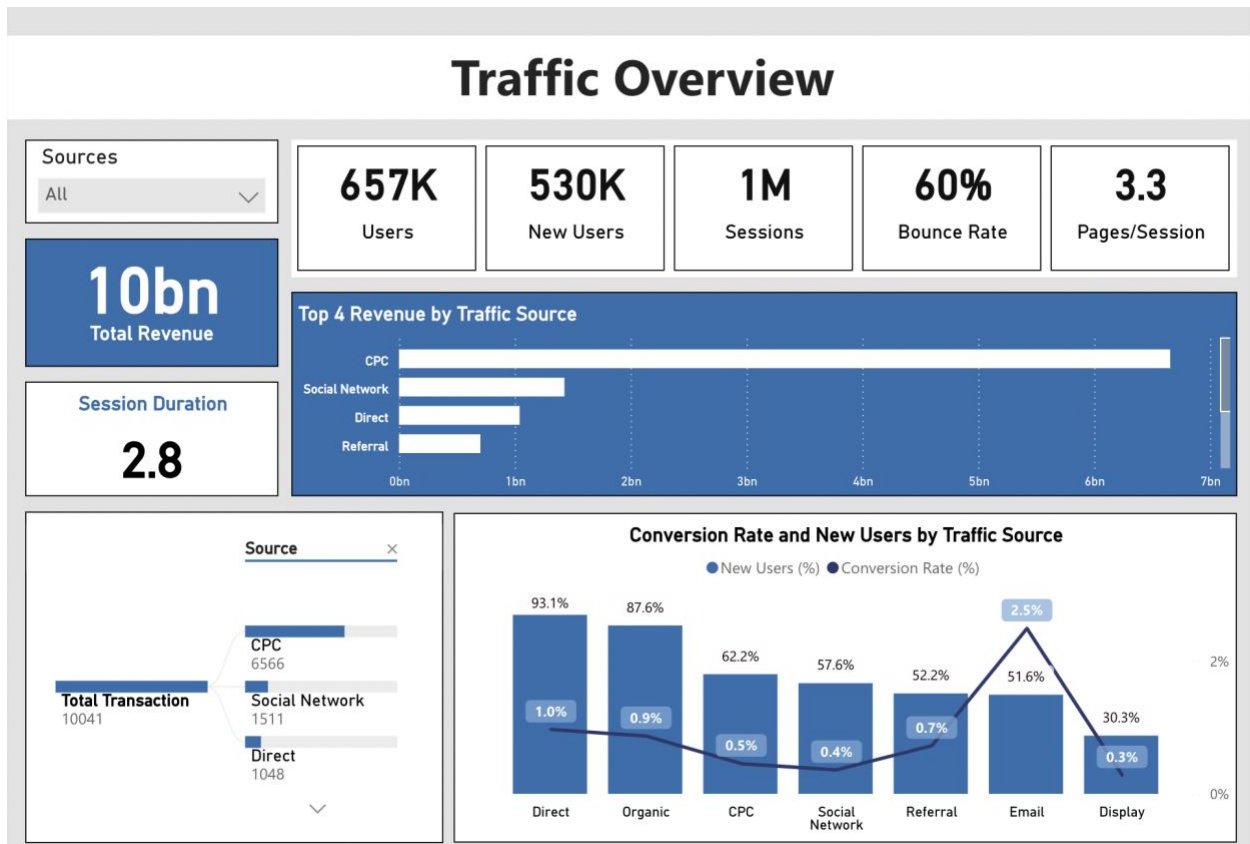
4. Traffic Overview

Figure 2: Traffic Overview Dashboard

The traffic overview visualization provides a comprehensive understanding of traffic performance and its contribution to company's revenue. Noticed that CPC and social network traffic contribute the highest revenues, particularly CPC which alone accounts for nearly 7 billion VND. However, their conversion rates are low (0.5% for CPC and 0.4% for social networks). This indicates that while these sources drive significant traffic, they fail to convert users into customers effectively. Also, it attracts new users not as high as other traffic sources do. Direct traffic demonstrates a stronger conversion rate of 1%, accounts for a considerable share of transactions and attracts the highest number of new users. These suggest that customers who visit the site directly are highly motivated buyers. Email marketing outperforms other traffic sources

with the highest conversion of 2.5%. However, it attracts less new users (51.6% new users), indicating that email campaigns primarily engage existing customers.

The bounce rate is at 60% which is relatively high, indicating that users are leaving the site without taking any action. The average session duration of 2.8 minutes and 3.3 pages per session suggests potential issues with user engagement and website navigation.

With those insights obtained, potential web improvement and budget reallocation should be considered to optimize traffic performance and drive revenue growth. First, the company should allocate additional budget to CPC and targeted social media advertising campaigns to attract more traffic. They can partner with influencers and content creators to promote products and drive traffic from social networks by sharing engaging, high-quality content that aligns with customer interests and encouraging customers to purchase. Second, the company can enhance the website user experience (UX) by simplifying user journey and navigation on web. While email demonstrates good conversion rates, it attracts less new users. So, the company can develop lead-generation campaigns to grow the email subscriber base or launch targeted email campaigns with promotional offers for new customers. To reduce the bounce rates, the company should optimize pages with compelling content, clear calls-to-action, and relevant product recommendations. A/B testing can be used to further improve this web performance.

5. Conclusion

In conclusion, several actions the company could take to achieve the goal of doubling gross revenue from 10 billion VND to 20 billion VND within one month. The company can offer vouchers and discounts during the 10th and 12th days of the month or end of month, introduce bundled products and loyalty rewards to encourage larger transactions and repeat purchases. The

company should identify and address the root causes of high order cancellations. Besides, the company can increase budgets for CPC and targeted social media ads while optimizing website UX to reduce bounce rates, grow the email subscriber base, focus on high-performing traffic sources like direct and email while improving conversion rates for CPC and social networks.

Overall, this report has demonstrated how data analysis techniques ranging from SQL for data collection, Power Query for cleaning and Power BI for visualization can be used to derive actional insights.