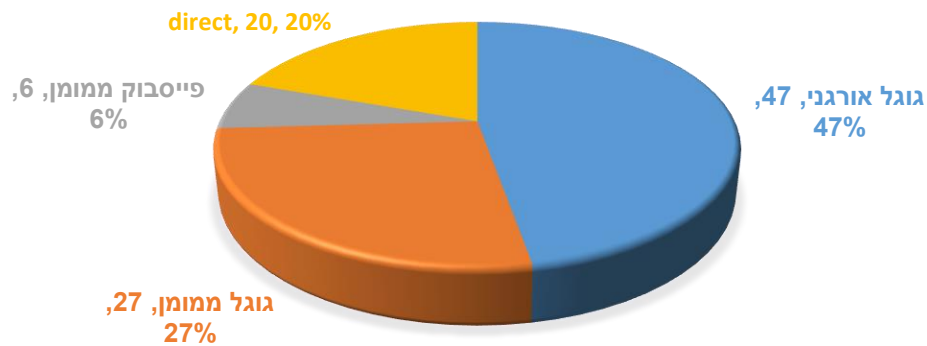


Part 2 - Business analytics, Section 1 - Management Report "Fly":

1) looking at the traffic source, which of the traffic sources is the one that brings on more visitors:

direct	פייסבוק ממומן	גוגל ממומן	גוגל אורגני	Source
1,974,430	640,650	2,713,625	4,763,553	sum of sessions
20	6	27	47	percentage %

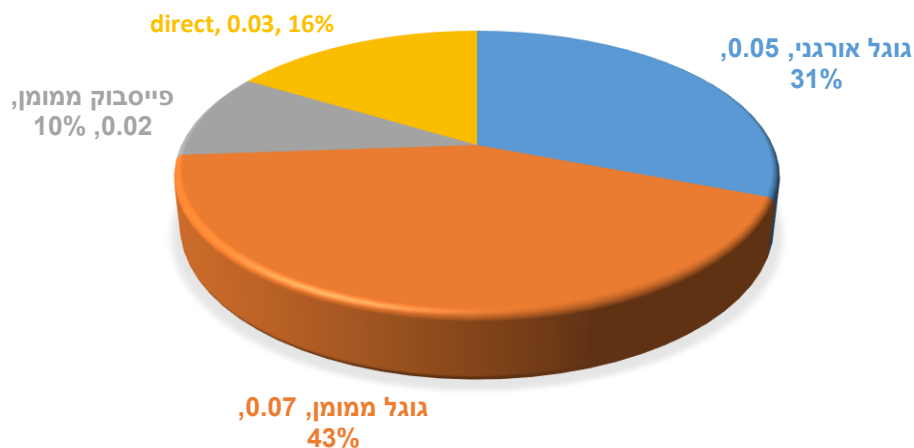
TRAFFIC FROM THE SOURCES IN PERSENTAGE



2) now we check that the traffic from this source is not only visiting the site but are also more likely to turn into customers:

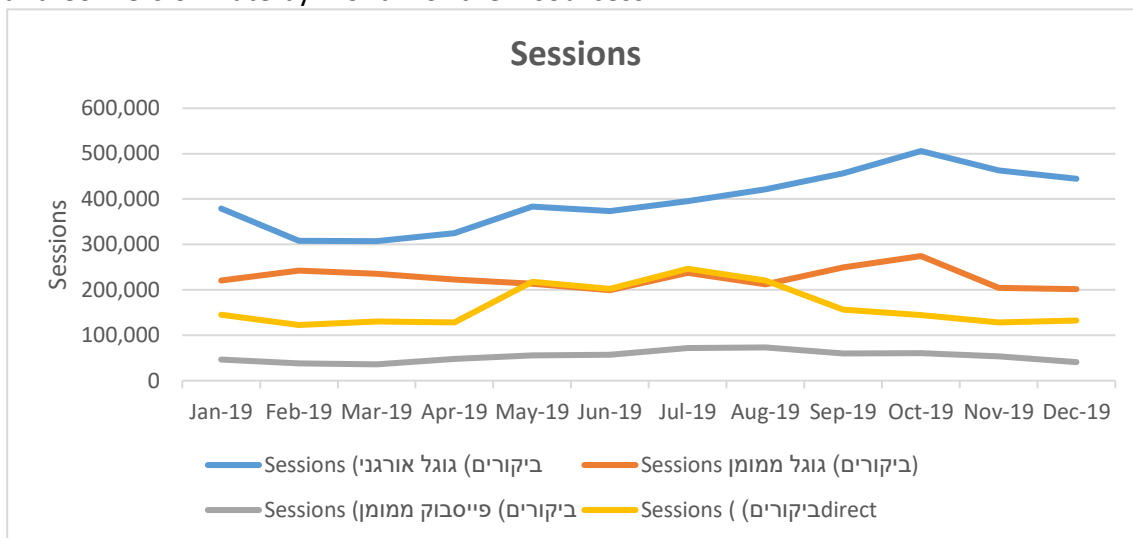
direct	פייסבוק ממומן	גוגל ממומן	גוגל אורגני	Source
1,974,430	640,650	2,713,625	4,763,553	sum of session
512	100	1854	2338	sum of transactions
0.03	0.02	0.07	0.05	OverAll Conversion rate

OVERALL CONVERSION RATE

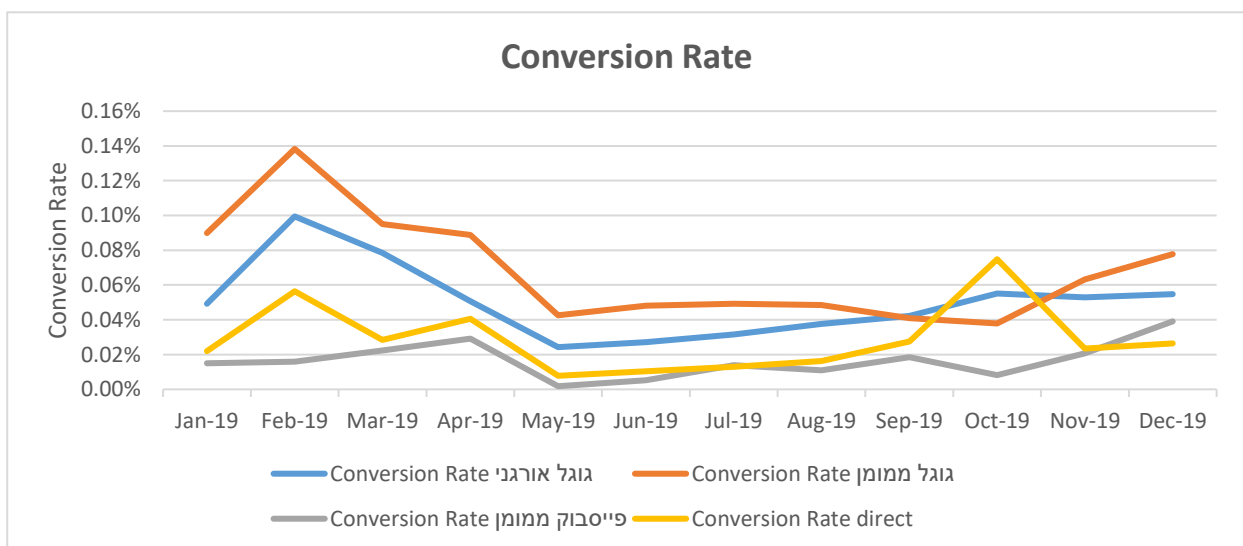


Conclusion: While Google Organic drives the most traffic, Google Ads demonstrates a higher conversion rate.

3) looking at each source indeividtioaly, checking if there are patrens on the Sessoins and Conversion Rate by month for the 4 sourcess:



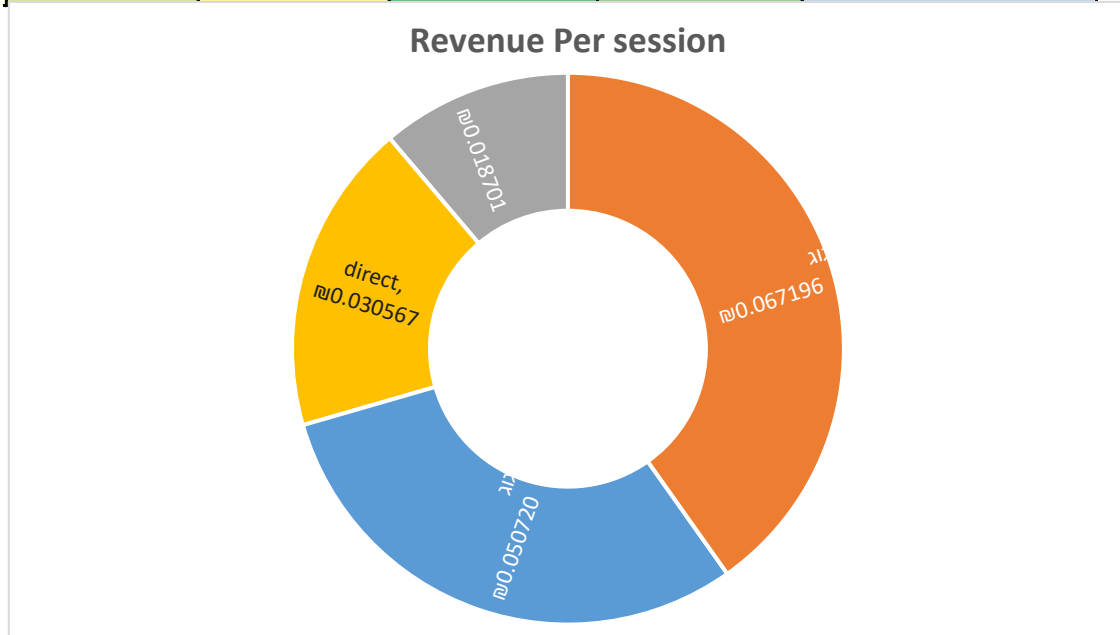
Conclusion: Direct traffic exhibits seasonal trends, peaking during the spring and summer months. In contrast, both Google Organic and Google Ads saw their highest traffic volumes in October



Conclusion: Direct traffic saw a significant spike in conversion rate in October, despite lower overall traffic. February was a strong month for both Google Organic and Google Ads, with the highest conversion rates for these channels. While Google Organic dominated in terms of traffic volume, Google Ads proved more efficient in converting visitors into customers

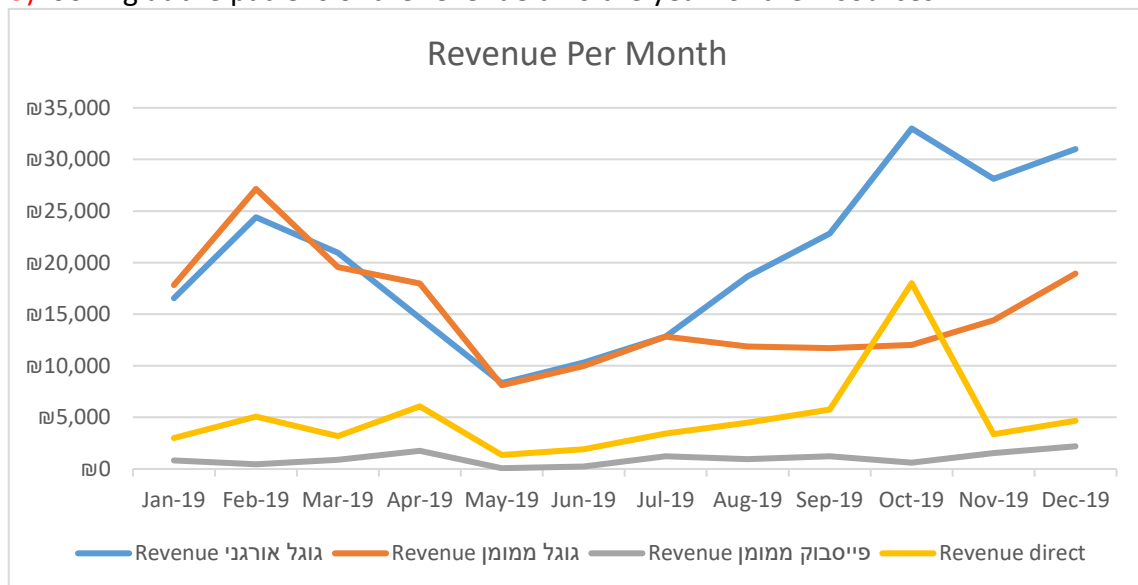
4) Now we check which of the 4 sources has the most quality of traffic in terms of revenue:

Revenue Per session				
direct	פייסבוק ממומן	גוגל ממומן	גוגל אורגני	Sources
1,974,430	640,650	2,713,625	4,763,553	Total Sessions
₪ 60,352.89	₪ 11,980.50	₪ 182,345.30	₪ 241,607.50	Total Revenue
₪ 0.0306	₪ 0.0187	₪ 0.0672	₪ 0.0507	Revenue Per session



Conclusion: While Google Organic drives the most traffic and revenue, Google Ads demonstrates superior efficiency with a higher Revenue Per Session (although it is not that significant).

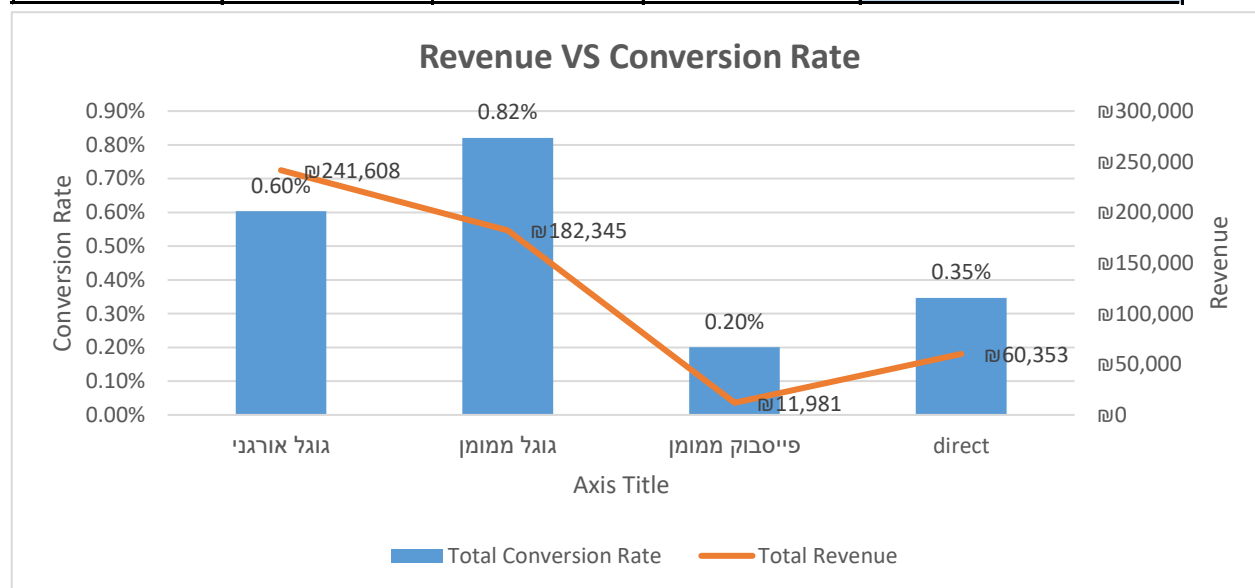
5) looking at the patterns of the revenue thro the year for the 4 sources:



Conclusion: Direct traffic peaked in October, aligning with the peak in conversion rate. Surprisingly, Google Organic revenue also peaked in October, despite having a lower conversion rate.

6) checking the relation between Revenue and conversion rate:

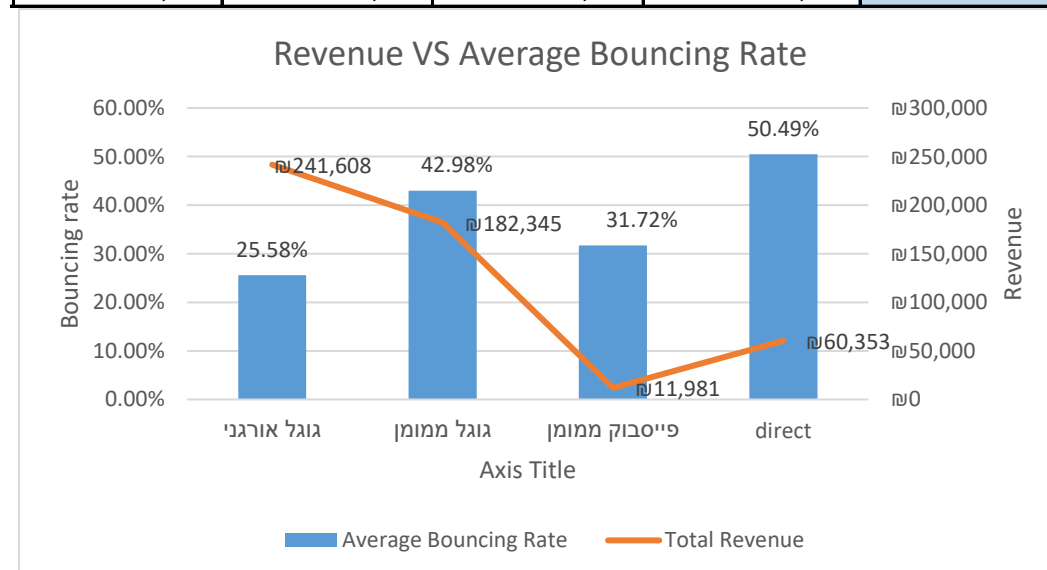
Revenue VS Conversion Rate				
direct	פייסבוק ממומן	גוגל ממומן	גוגל אורגני	Sources
0.35%	0.20%	0.82%	0.60%	Total Conversion Rate
₪ 60,352.89	₪ 11,980.50	₪ 182,345.30	₪ 241,607.50	Total Revenue



Conclusion: While Google Organic is a strong source for driving traffic, it is less efficient than Google Ads, which generates the highest revenue with a relatively high conversion rate.

7) checking the relation between Revenue and Average Bouncing Rate:

Revenue VS Bouncing Rate				
direct	פייסבוק ממומן	גוגל ממומן	גוגל אורגני	Sources
50.49%	31.72%	42.98%	25.58%	Average Bouncing Rate
₪60,353	₪11,981	₪182,345	₪241,608	Total Revenue



Conclusion: Despite a higher bounce rate, Google Ads demonstrated strong performance in terms of conversions and revenue. Direct traffic, have a low revenue and a high bounce rates, this could indicate of a bad user experience.

Marketing Recommendations:

1) Google Ads: optimize it by implementing A\B testing to identify the most effective ad, and optimize the ad's visibility so it would show up for a more relevant audience with high interest to turn into a customer.

2) Google Organic: prioritize improving the website visibility in search engine results. And create a high-quality, relevant content that targets specific keywords and user intent.

3) Direct: Enhance the user experience by conducting UX audits and addressing any issues that may be hindering website navigation, page load speed, or mobile optimization. Create engaging content to keep visitors interested and encourage further exploration. Implement personalized experiences to tailor content to individual user preferences.

4) Facebook Ads: Refine target audience selection, create visually appealing ads suitable for the Facebook audience, and monitor performance metrics to optimize campaigns and achieve desired results.

Extra: To gain a deeper insights into user behavior and improve conversion rates, consider collecting additional data such as "pages per session" and "last viewed page". Analyzing this data can help identify areas for optimization, such as website navigation, content quality, and call-to-action placement. By understanding where users are dropping off and what interests them most, you can tailor your website and marketing efforts to increase conversions.