Business Case Study and Report

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ABOUT THE REPORT

This Business Case Study and Report evaluates and analyses aspects of 2 previously provided datasets of obfuscated Google Merchandise Store, a real e-commerce store that sells Google-branded products.

Assumptions to the data:

- Data sets reflect one year period although the data didn't
- Outcomes from the analysis with zero values have not been displayed.
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01.

Google Store Data Analysis

(direct)
Source

(none)
Medium

33K
Total visits

1029
Transactions

Bookings by marketing source

sites.google.com
7 (0.68%)

google 336 (32.65%)

(direct) 665 (64.63%)

source ● (direct) ● google ● sites.googl... ● dfa ● Partners ● mail.goo... ● yahoo ▶

Bounce Rate by Marketing Source

source	bounce_rate %
yahoo	14.63%
bing	15.52%
hangouts.g...	20.00%
support.go...	20.00%
mail.googl...	21.62%
googleads...	25.00%
reddit.com	26.25%
l.messenge...	28.57%
quora.com	29.17%
ask	33.33%
productfor...	33.33%

0%   50%   100%

bounce_rate %

Bounce Rate by Medium

referral
55.18%

(none) 35.72%

cpc
36....

affiliate
47.85%

cpm
39.51%

organic 40.10%

medi... ● (none) ● cpc ● cpm ▶

Source	Medium	Referral Path	Total Transactions	Total Visits
google	organic		273	14343
(direct)	(none)		659	12171
google	cpc		47	1849
Partners	affiliate		4	395
google	cpm		16	382
youtube.com	referral	yt about copyright	1	297
(direct)	(none)	offer 2145	6	282
dfa	cpm		5	270
m.facebook.com	referral		1	239

Source	Medium	Total Visits	Total Bounces	Bounce Rate ▲
yahoo	organic	41	6	14.63%
bing	organic	58	9	15.52%
hangouts.google.com	referral	5	1	20.00%
support.google.com	referral	5	1	20.00%
mail.google.com	referral	74	16	21.62%
googleads.g.doubleclick.net	referral	4	1	25.00%
reddit.com	referral	80	21	26.25%
l.messenger.com	referral	14	4	28.57%
quora.com	referral	24	7	29.17%

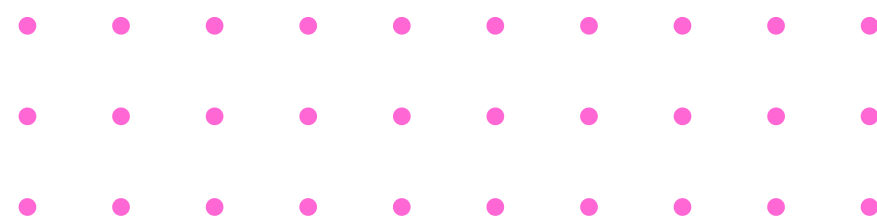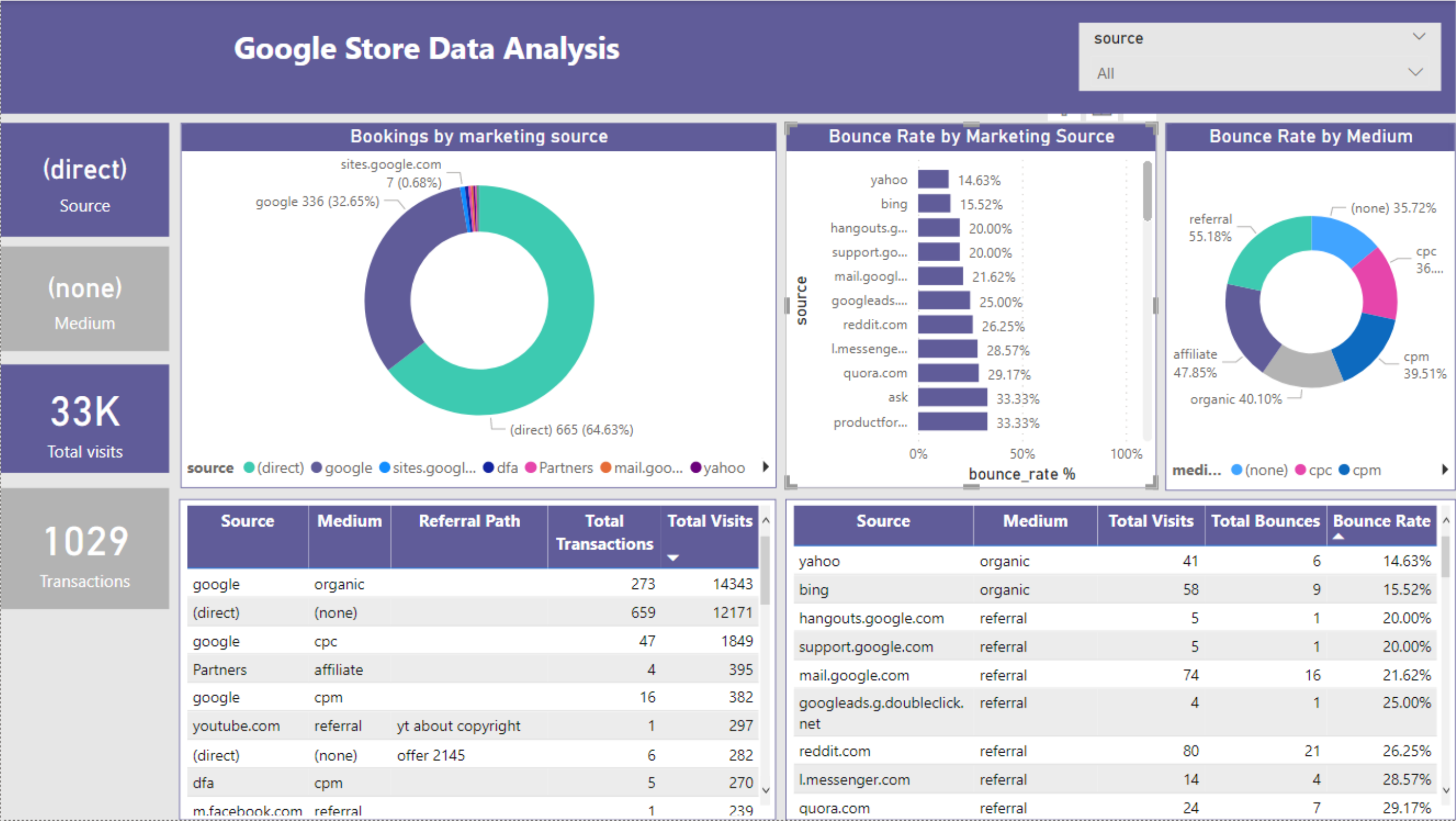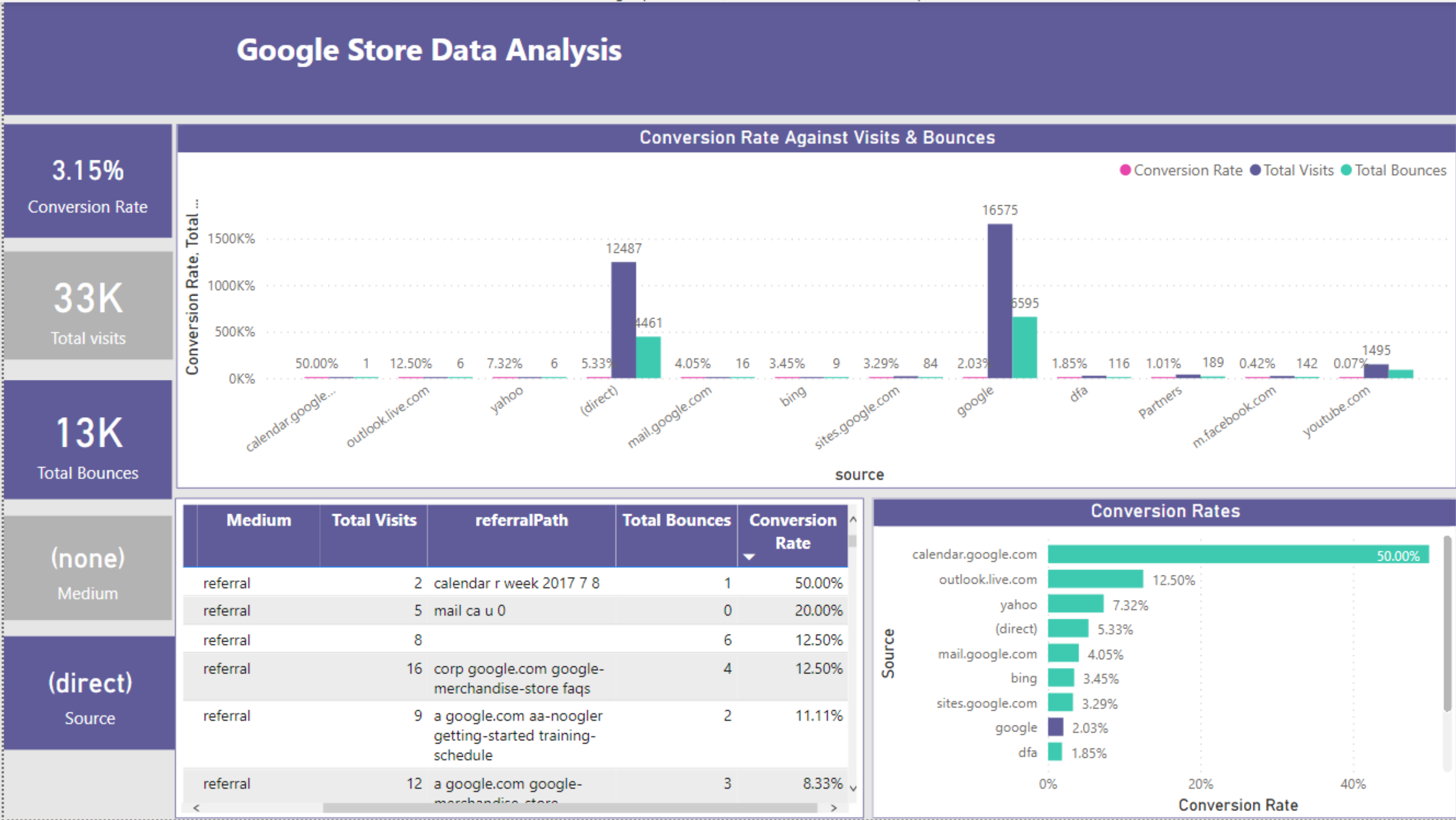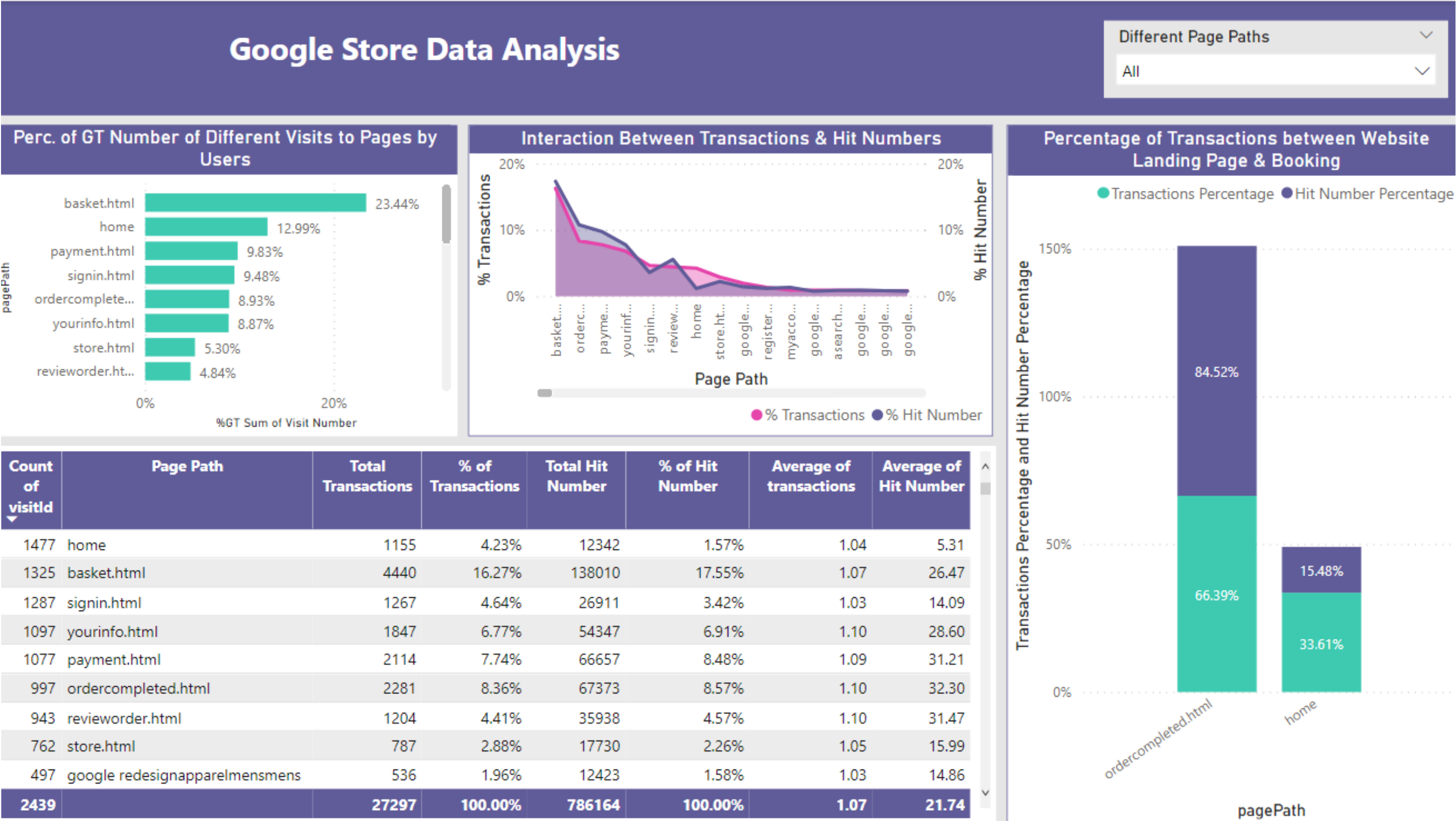## Marketing source analysis

The data exploration and analysis shows that most transactions are direct, without any marketing medium. The marketing source that drives more transactions is Google, from the organic medium, followed by Google ads CPC and CPM.
On the other hand, while analysing the bounce rate, Yahoo and Bing are the organic sources that deliver fewer bounces together with mail.google.com, which drives most website visits and fewer bounces.

O2.

Factors that most strongly influence conversion rate analysis

The data analysis provided a rate of conversion, which equals the number of total transactions divided by the total website visits. The marketing source that converts the most, due to the number of visits, is mail. ca, which is also a referral from mail.google.com, drives most website visits and fewer bounces.

03.

Google Store Data Analysis

Perc. of GT Number of Different Visits to Pages by Users

pagePath	%GT Sum of Visit Number
basket.html	23.44%
home	12.99%
payment.html	9.83%
signin.html	9.48%
ordercomplete...	8.93%
yourinfo.html	8.87%
store.html	5.30%
revieworder.ht...	4.84%

Interaction Between Transactions & Hit Numbers

% Transactions ● % Hit Number

Percentage of Transactions between Website Landing Page & Booking

● Transactions Percentage ● Hit Number Percentage

84.52%
66.39%
15.48%
33.61%

ordercompleted.html   home

pagePath

Count of visitId	Page Path	Total Transactions	% of Transactions	Total Hit Number	% of Hit Number	Average of transactions	Average of Hit Number
1477	home	1155	4.23%	12342	1.57%	1.04	5.31
1325	basket.html	4440	16.27%	138010	17.55%	1.07	26.47
1287	signin.html	1267	4.64%	26911	3.42%	1.03	14.09
1097	yourinfo.html	1847	6.77%	54347	6.91%	1.10	28.60
1077	payment.html	2114	7.74%	66657	8.48%	1.09	31.21
997	ordercompleted.html	2281	8.36%	67373	8.57%	1.10	32.30
943	revieworder.html	1204	4.41%	35938	4.57%	1.10	31.47
762	store.html	787	2.88%	17730	2.26%	1.05	15.99
497	google redesignapparelmensmens	536	1.96%	12423	1.58%	1.03	14.86
2439		27297	100.00%	786164	100.00%	1.07	21.74

Complexity of the paths users take to make a booking

In analysing the complexity of the path, I ignored repetitive design or redesigning pages to evaluate and calculate how the users interact with the pages, and how many visits they need to complete the transactions. And the percentage difference since they enter to the website landing page to the order completion or booking. As seen from the graphs transactions, 15% of the landing visitors proceed to different stages. More percentages are shown in the PowerBI attached report.

05. Recommedations

- *What appears to be the biggest opportunity to drive incremental bookings?*

Google is doing well in attaining direct visitors and conversion without advertisement, indicating that working with the brand and repeated clients is working well and should increase sales.

The biggest opportunity to drive incremental bookings seems to be campaigns on mail.google.com which support both less page bounce rates and higher conversion rates according to the visitors.