

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 of the data:

- Data sets don't show one year period as stated in assessment instructions.
 - The graphs are not displaying outcomes with zero values.
 - When analysing the complexity of the booking paths, assumptions were made on the order of website pages from landing page to booking, and hit numbers were considered navigating to the next step.
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01.

ANALYSIS

- *Which marketing source delivers the most bookings?*
- *How does the bounce rate vary by marketing channel (source & medium)? Are the differences significant?*

02.

ANALYSIS

- *Which factors most strongly influence conversion rate (transactions / visit)*

03.

ANALYSIS

- *How complex are the paths a user takes to make a booking?*

04.

RECOMMENDATION

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

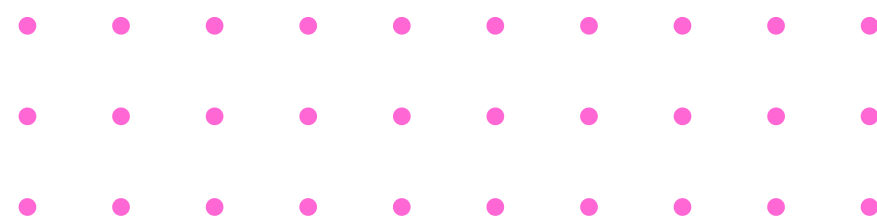
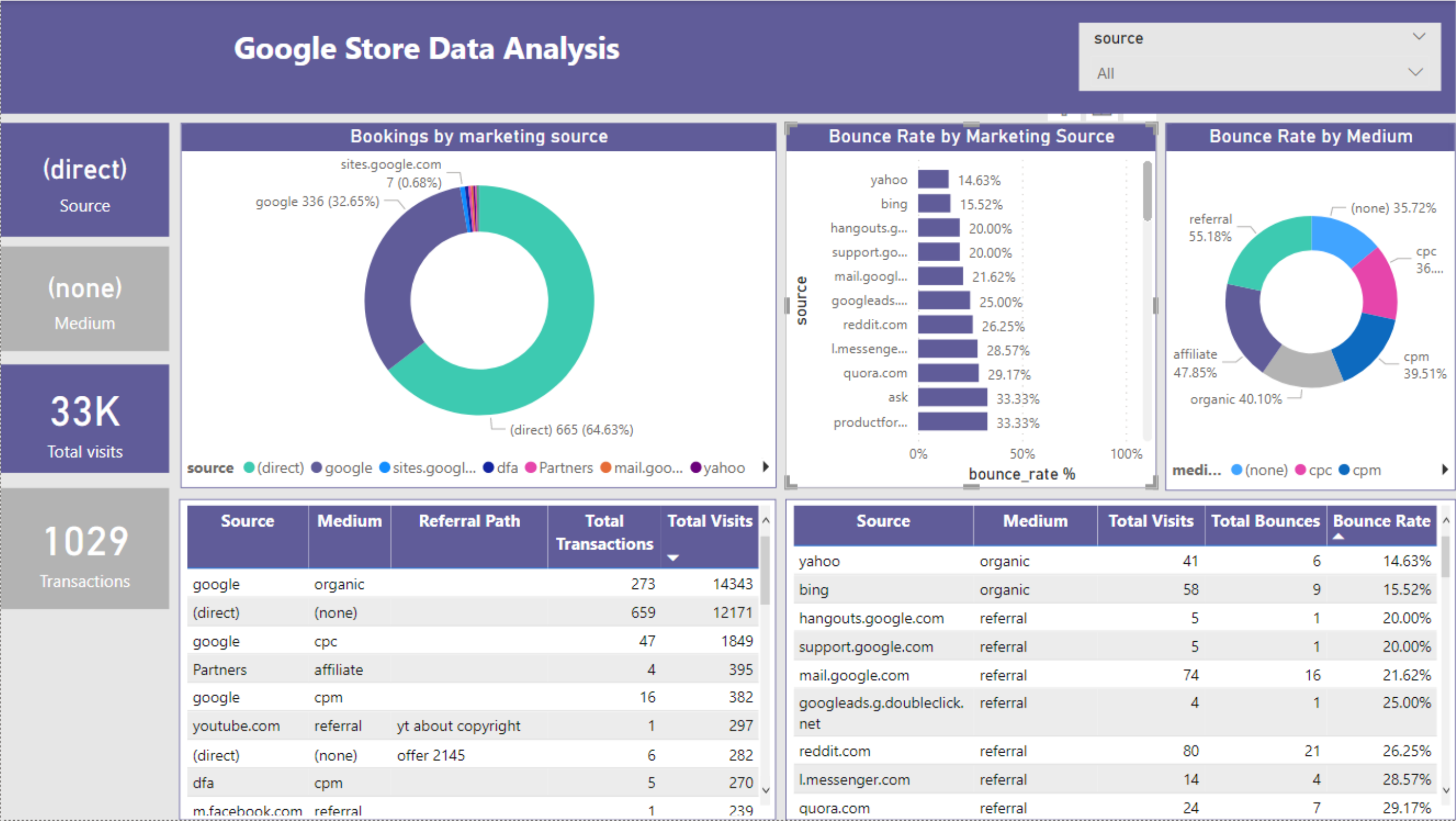


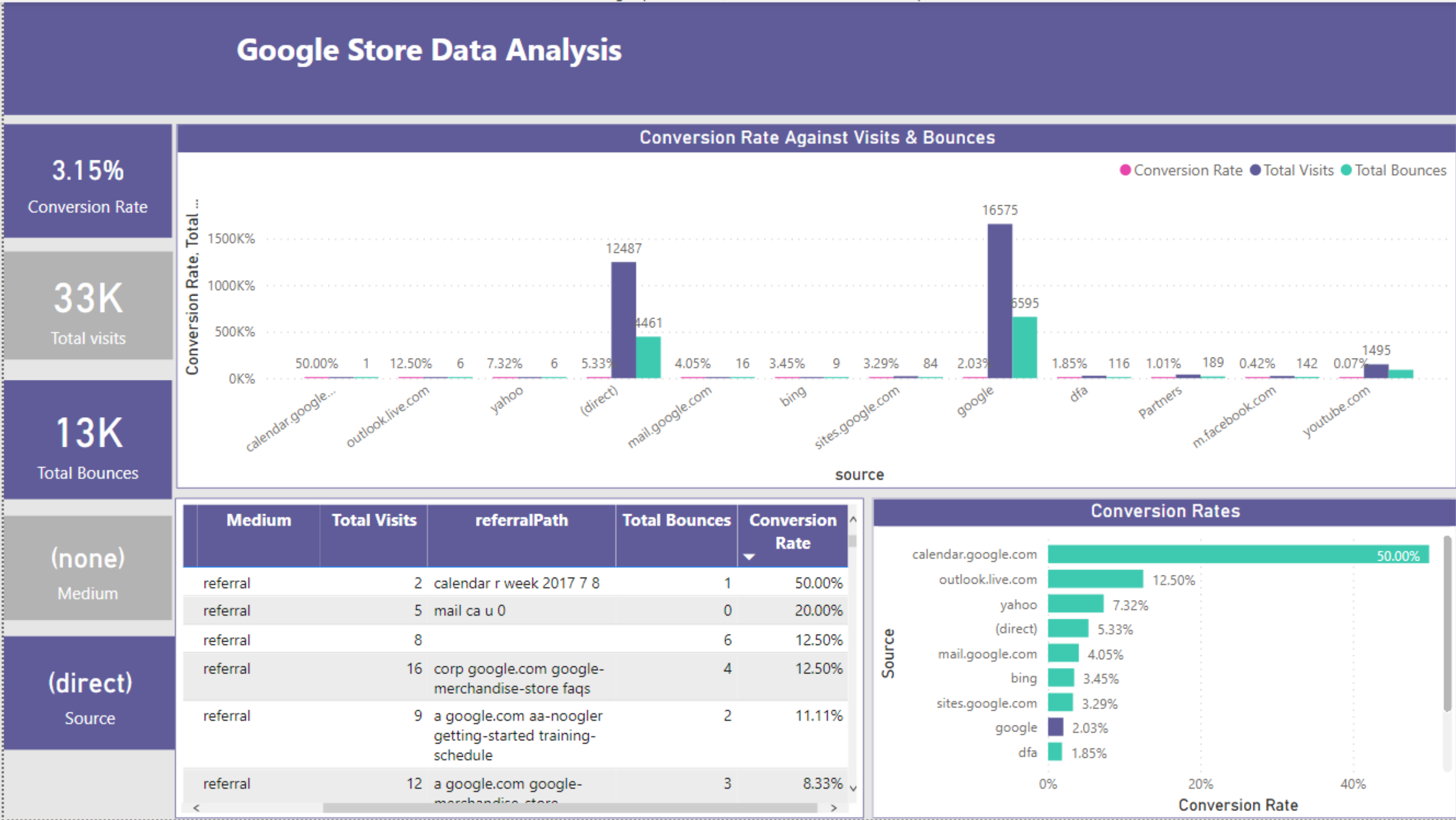
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Marketing source analysis

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 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.

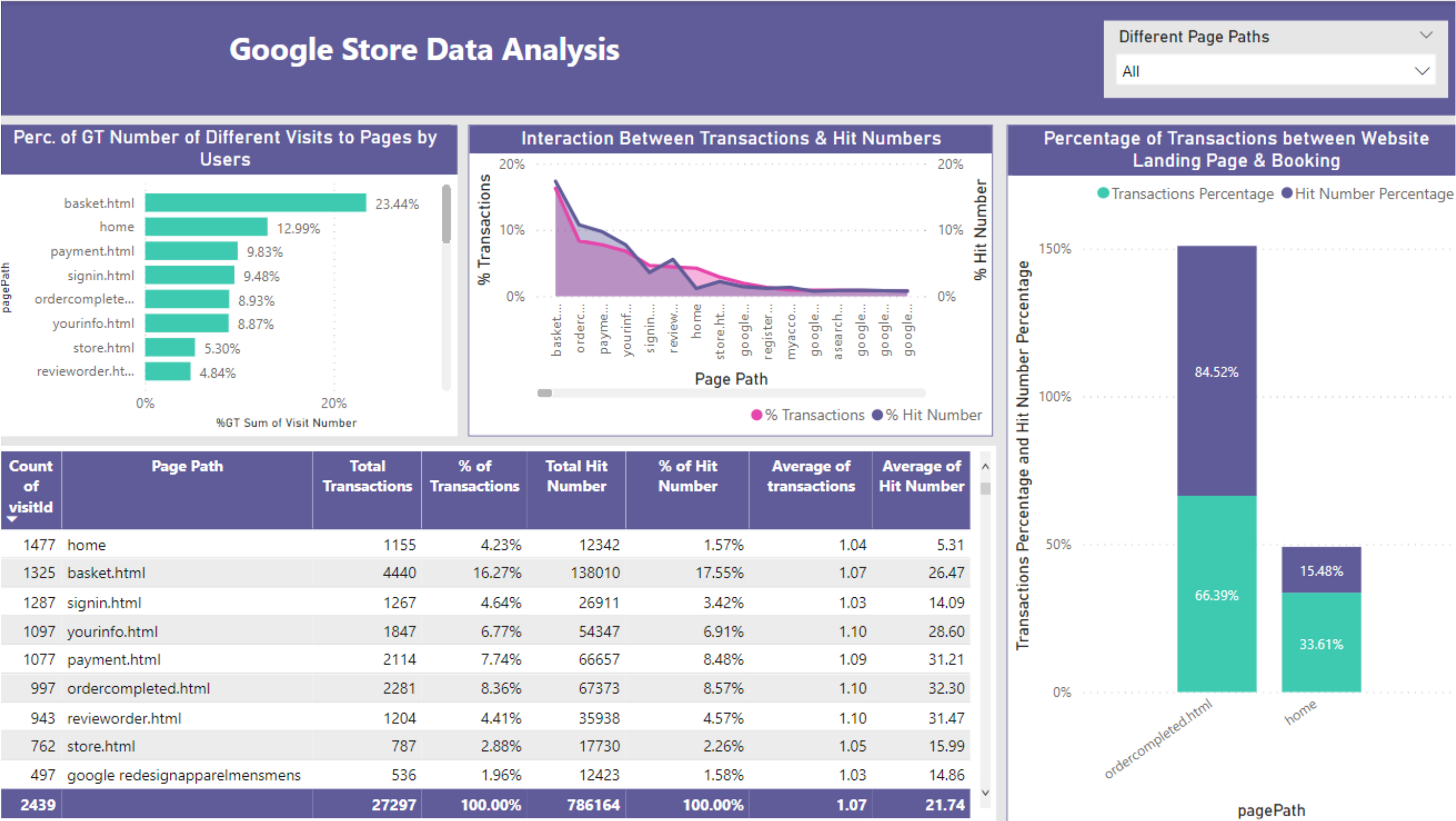


Factors that most strongly influence conversion rate analysis

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, a referral from mail.google.com, which drives the most website visits and fewer bounces.

03.

Complexity of the paths users take to make a booking



04. Recommendations

- *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 continue to focus on this in order to increase sales.

The most significant opportunity to drive incremental bookings is campaigns on mail.google.com which support both, lower page bounce rates and higher conversion rates according to the visitor's numbers.