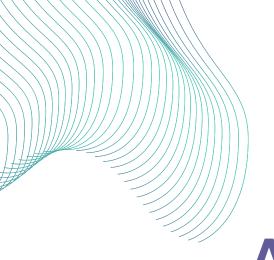


# Business Case Study and Report

By Cynthia Guerra de Arshy

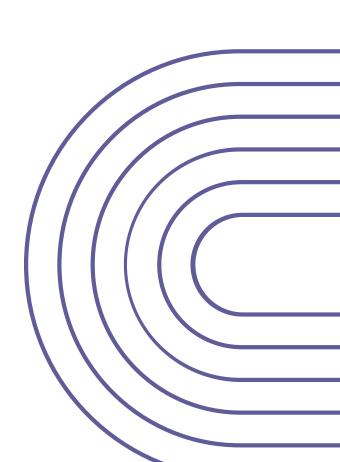


## ABOUT THE REPORT

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.



- O1 ANALYSIS
  - Which marketing source delivers the most bookings?
  - How does the bounce rate vary by marketing channel (source & medium)? Are the differences significant?
- O2 ANALYSIS
  - Which factors most strongly influence conversion rate (transactions / visit)
- O3. ANALYSIS
  - How complex are the paths a user takes to make a booking?
- RECOMMENDATION
  - What appears to be the biggest opportunity to drive incremental bookings?

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01.

#### source **Google Store Data Analysis** All Bounce Rate by Marketing Source Bookings by marketing source Bounce Rate by Medium (direct) sites.google.com 14.63% 7 (0.68%) google 336 (32.65%) Source \_\_ (none) 35.72% referral 55.18% 36.... (none) 26.25% 28.57% affiliate 47.85% 29.17% 39.51% quora.com organic 40.10% -33.33% 33K 33.33% productfor... (direct) 665 (64.63%) **Total visits** 0% 50% 100% source ● (direct) ● google ● sites.googl... ● dfa ● Partners ● mail.goo... ● yahoo ▶ medi... ● (none) ● cpc ● cpm bounce\_rate %

1029
Transactions

Source	Medium	Referral Path	Total	<b>Total Visits</b>
			Transactions	<b>~</b>
google	organic		273	14343
(direct)	(none)		659	12171
google	срс		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

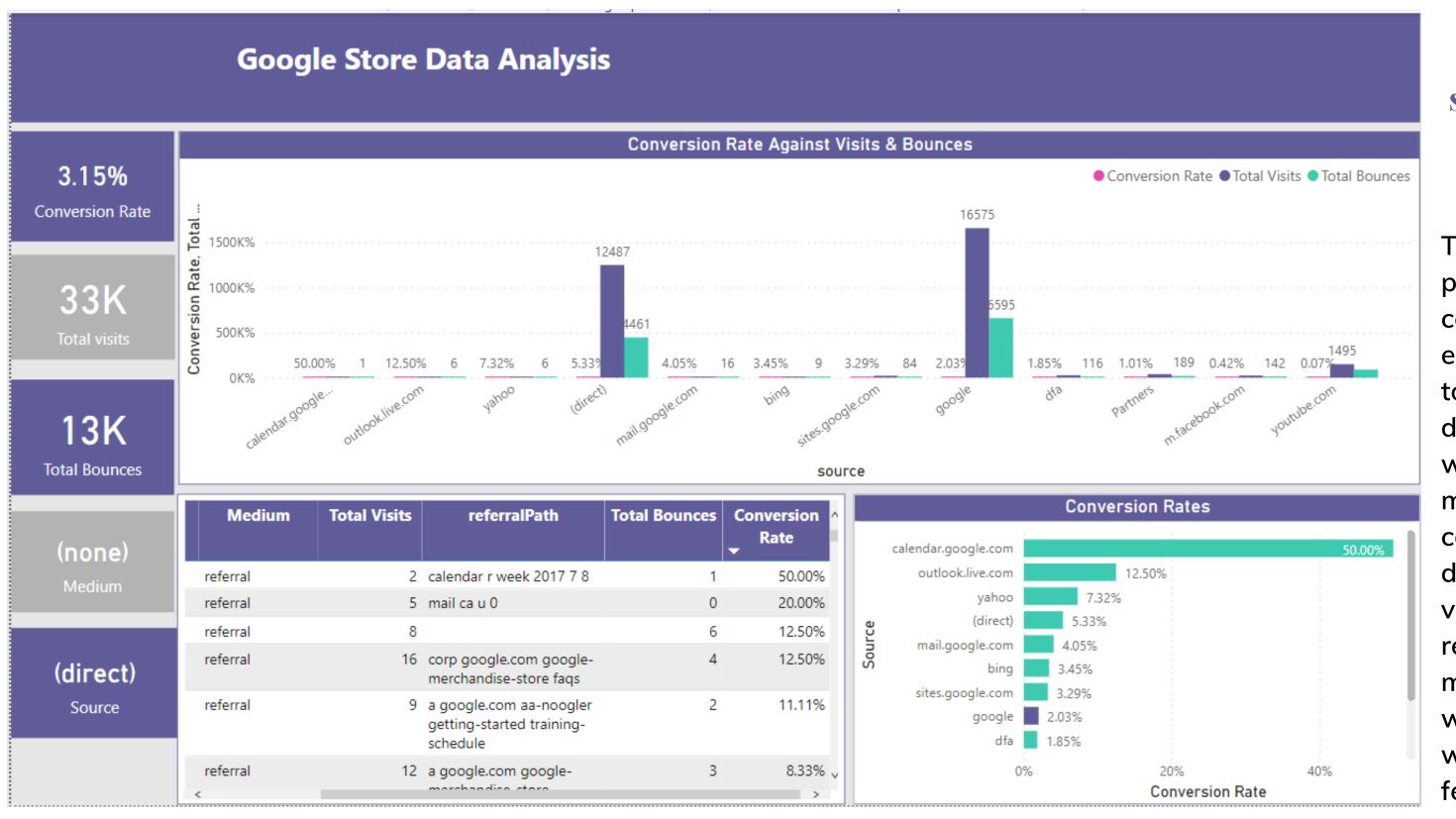
Source	Medium	Total Visits	Total Bounces	Bounce Rate
yahoo	organic	41	6	14.63%
bing	organic	58	9	15.52%
hangouts.google.com	referral	5	1	20.00%
support.google.com	referral	5	1	20.00%
mail.google.com	referral	74	16	21.62%
googleads.g.doubleclick. net	referral	4	1	25.00%
reddit.com	referral	80	21	26.25%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

02.

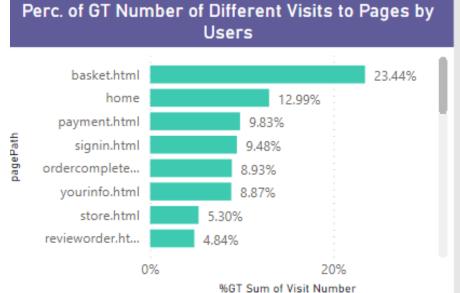


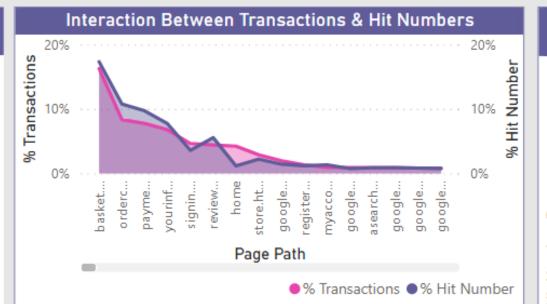
# Factors that most strongly influence conversion rate analysis

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.

#### **Google Store Data Analysis**





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



Different Page Paths

### Complexity of the paths users take to make a booking

In analysing the complexity of the path, I ignored the redesigning pages in order to evaluate and calculate how the users interact with the pages, and how many visits they need to complete the transactions. Percentage difference since users enter the website landing page, to order completion or booking. As seen on this bar chart, on the home page, 15.48% of the visitors hit or proceed to different stages. Comparing this on every page will give us an indication of the navigation and the booking complexity.

#### 04. 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 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.

