



E-Commerce Digital Product Analytics

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Role : CEO

Name: Morgan Rockwell
Role : Website Manager

Name: Tom Parmesan
Role : Marketing Manager

Homepage

Marketing Channel Performance

User Engagement & Session Behavior

Traffic Source & Segment Trends

Attribution & Conversion Journey

Product Performance



Marketing Channel Performance



Clear all
slicers

Home

created_at

4/6/2012

4/1/2015

utm_source: All

bsearch

gsearch

utm_campaign:

brand

desktop_targeted

product_name:

The Birthday Suga...

The Forever Love ...

device_type: All

desktop

mobile

Is_Repeat_Order: All

No

Yes

Gross Revenue

1.94M

Total Orders

32.31K

Revenue per Channel

gsearch
1,276,144.93

bsearch
268,672.51

socialbook

Conversion Rate %

6.83

Bounce Rate %

44.76

Repeat Session Rate

16.61

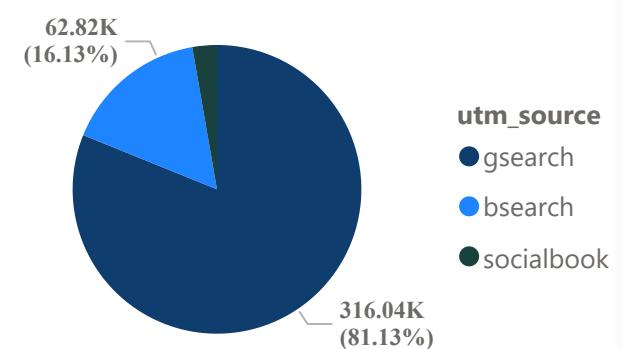
Gross Profit %

58.33

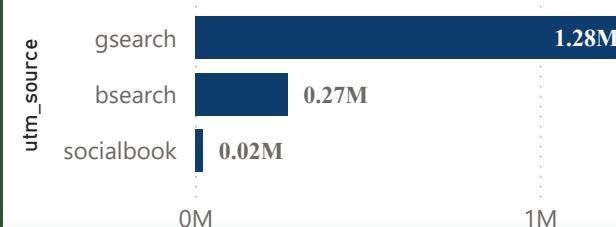
Conversion Rate % by Year and Month



Total Sessions by utm_source



Gross Revenue by utm_source



Channel Sources vs KPIs

utm_source	Total Sessions	Bounce Rate %	AOV	Conversion Rate %	Gross Profit %	Sessions per User
bsearch	62823	47.48	59.45	7.19	58.39	13.92
gsearch	316035	44.39	59.82	6.75	58.23	14.89
socialbook	10685	77.63	64.90	3.21	58.72	31.15



←User Engagement & Session Behavior→

[Clear all
slicers](#)
[Home](#)

created_at

4/6/2012

4/1/2015

utm_source: All

bsearch

gsearch

product_name: All

The Birthday Suga...

The Forever Love ..

The Hudson River...

items_purchased: All

1 2

device_type: All

desktop mobile

Is_Repeat_Order: All

No Yes

Total Sessions

472.87K

Total Orders

32.31K

Conversion Rate %

6.83

Avg Session time for orders (min)

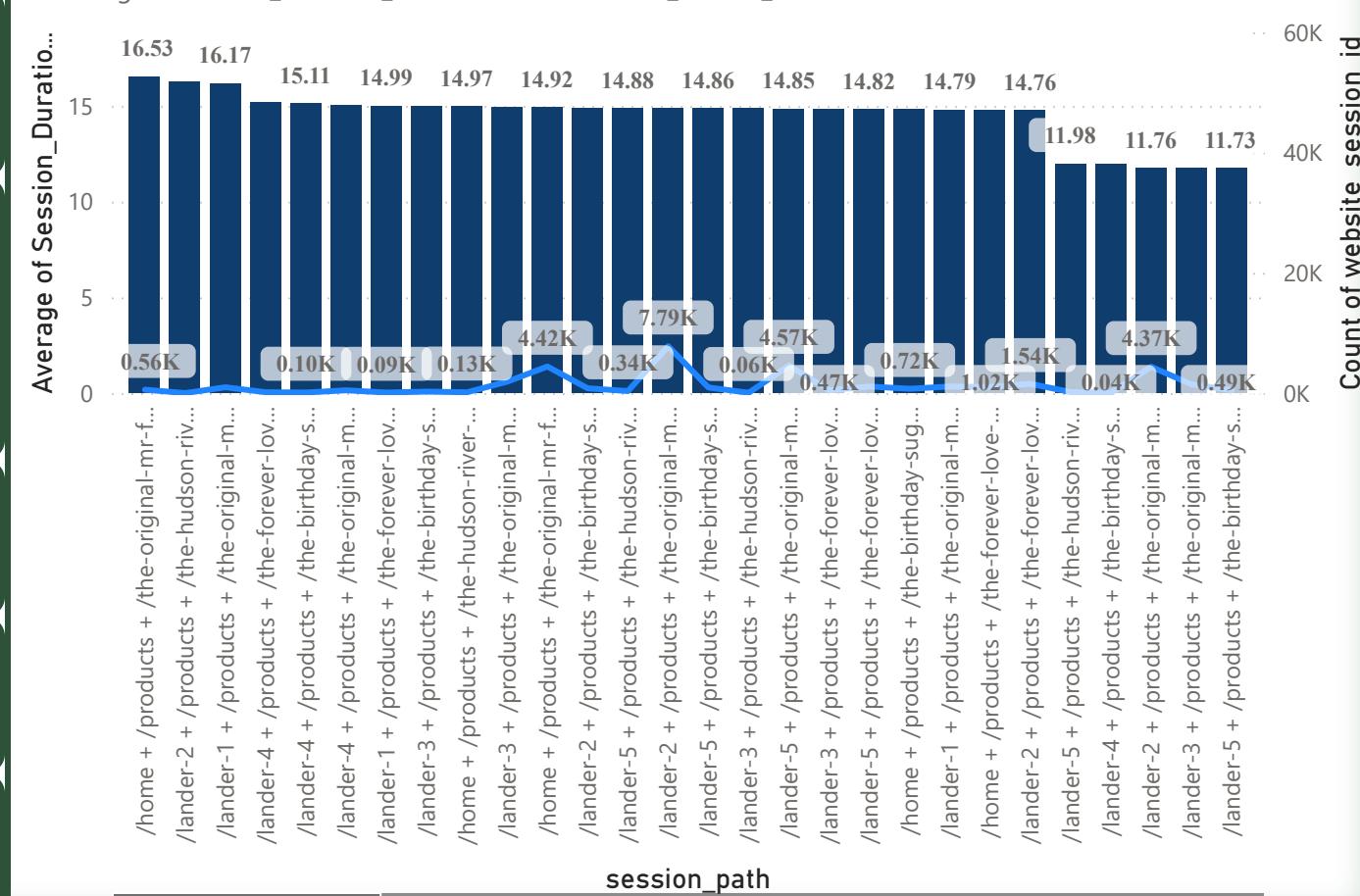
14.95

Bounce Rate %

44.76

Average of Session_Duration_min and Count of website_session_id by session_path

● Average of Session_Duration_min ● Count of website_session_id



Bounce Rate % by utm_source and utm_campaign

utm_campaign ● brand ● desktop_targeted ● nonbrand ● pilot



Bounce Rate % by utm_source and utm_content

utm_content ● b_ad_1 ● b_ad_2 ● g_ad_1 ● g_ad_2





Traffic Source & Segment Trends



Clear all
slicers

Home

created_at

4/6/2012

4/1/2015



utm_source: All

bsearch

gsearch

socialbook

utm_campaign:

brand

desktop_targeted

nonbrand

pilot

device_type: All

desktop

mobile

Is_Repeat_Order: All

No

Yes

Total Sessions

472.87K

Sessions per User

14.92

Conversion Rate %

6.83

Total Users

31.70K

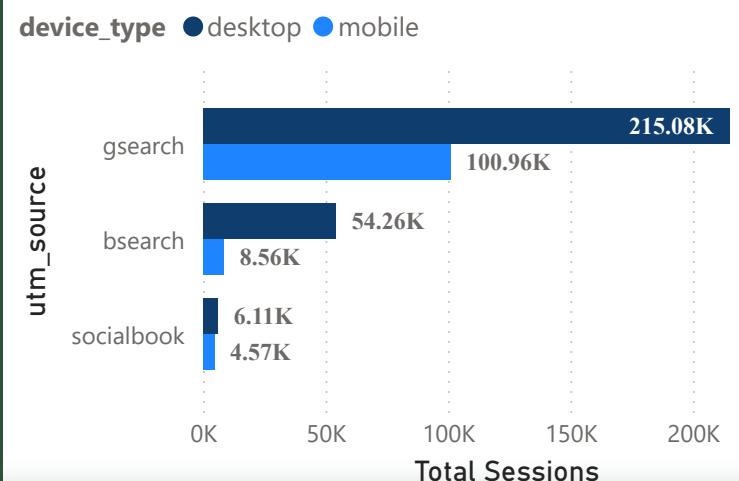
Bounce Rate %

44.76

Total Sessions by Year and Month

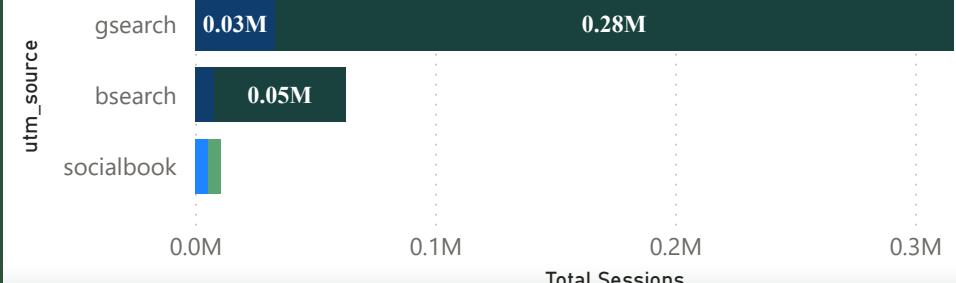


Total Sessions by utm_source and device_type



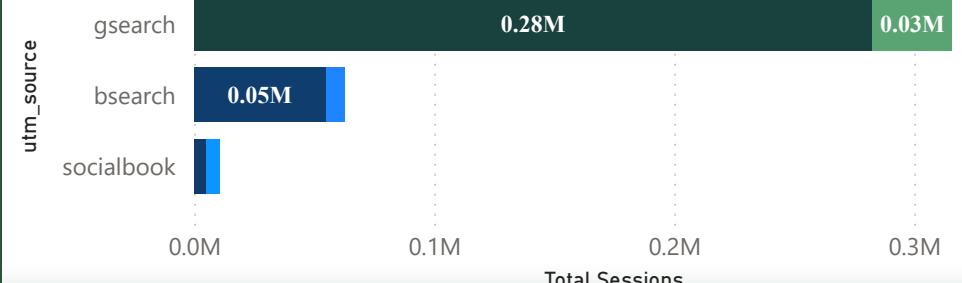
Total Sessions by utm_source and utm_campaign

utm_campaign: brand, desktop_targeted, nonbrand, pilot



Total Sessions by utm_source and utm_content

utm_content: b_ad_1, b_ad_2, g_ad_1, g_ad_2, social_ad_1, social_ad_2





Attribution & Conversion Journey

[Clear all
slicers](#)[Home](#)

created_at

4/6/2012

4/1/2015

utm_source: All

bsearch

gsearch

product_name:

The Birthday Suga...

The Forever Love ..

The Hudson River..

items_purchased: All

1

2

device_type: All

desktop

mobile

Is_Repeat_Order: All

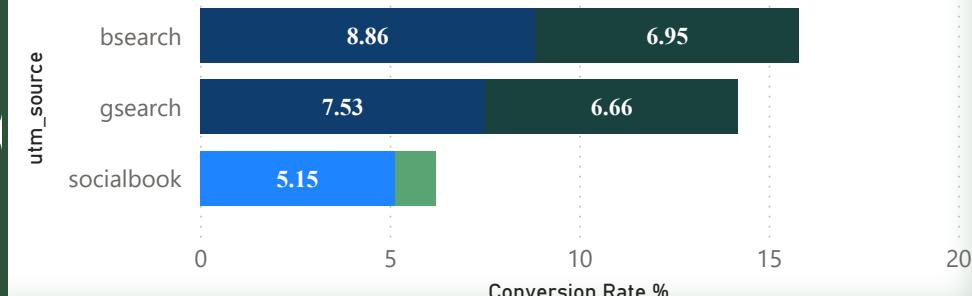
No

Yes

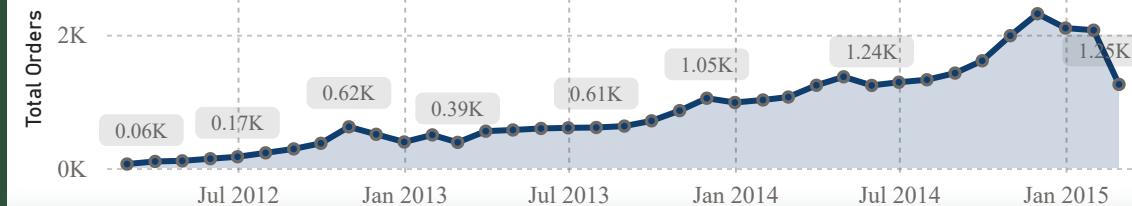
Total Sessions**472.87K****Total Orders****32.31K****Conversion Rate %****6.83****Total Users****31.70K****Bounce Rate %****44.76**

Conversion Rate % by utm_source and utm_campaign

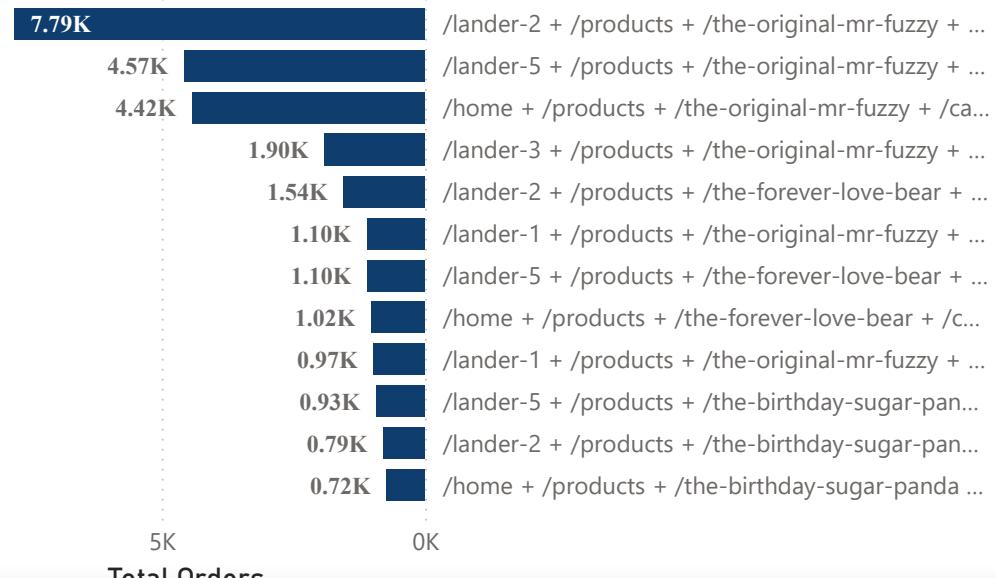
utm_campaign ● brand ● desktop_targeted ● nonbrand ● pilot



Total Orders by Year and Month

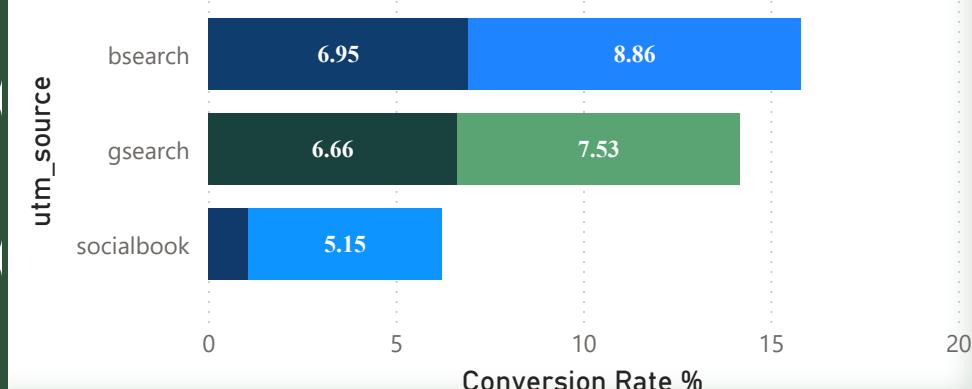


Total Orders by session_path



Conversion Rate % by utm_source and utm_content

utm_content ● b_ad_1 ● b_ad_2 ● g_ad_1 ● g_ad_2 ● social_a... ● social_a...



session path



Product Performance


[Clear all
slicers](#)
[Home](#)
6.83

Conversion Rate %

1.94M

Gross Revenue

40.03K

Total Units Sold

32.31K

Total Orders

1.22M

Total Margin

4.40

Refund Rate %

created_at

4/6/2012

4/1/2015

utm_source

All

device_type: All

desktop mobile

Is_Repeat_Order: All

No Yes

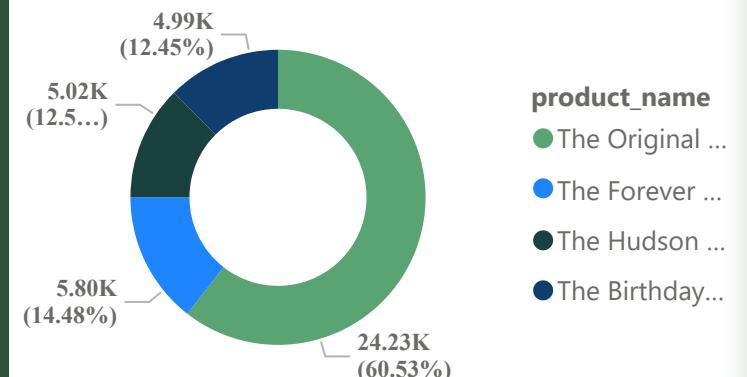
Is_Returned: All

No Yes



Cross-Selling Product Metrics (Orders count)

product_name	The Birthday Sugar Panda	The Forever Love Bear	The Hudson River Mini bear
The Original Mr. Fuzzy	2036	944	3142
The Forever Love Bear	248		680
The Birthday Sugar Panda			662

Total Units Sold by product_name

Total Refunds by product_name
