MBA 590 Web Analytics (25612)

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Project Report

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Website name: Deeksha's Coffee Shop

Site URL:

https://deekshascoffeeshop.yolasite.com/

EXECUTIVE SUMMARY

Deeksha's Coffee Shop is a start up in Chicago, Illinois that has developed a line of premium coffees and espressos complimented with pastries. Deeksha's Coffee Shop is an informational website designed and determined to capture the attention of coffee addicts.

Three distinct visitor groups can be identified for Deeksha's Coffee Shop. The first group of visitors are the ones who are visiting the website for the first time and are interested to learn about the coffee shop through its website and this constitutes about 91.2% of the total number of visitors. Overall goal completion of 2312 goals was recorded with a conversion rate of 694.29% along with 158 file download and 202 form submission events which makes it clear that the website is performing well and is providing all the necessary information to the visitors that it intended to provide. The second group of visitors can be identified as the group of visitors who have already visited the website before and are further interested in the upcoming events of the coffee shop and this constitutes about 8.8% of the overall visitor count. A third group of visitors can be identified as those visitors who are not interested in the information provided by the website or who accidently landed on the website and this group of visitors is identified by the bounce rate of new visits which constitutes about 5.22% of the new visitors count.

The traffic acquisition channel for the all the three categories of visitors is direct acquisition with a total number of sessions of 333 with 6.84 average pages/session. The average duration per session is 2 min 12 seconds which is slightly above the average duration of time a person spends on an informational website. The total percentage of users can be split into desktop users (75.30%), mobile users (24.30%) and tablet users (0.40%). 83.27% of the overall visitors are from the United States, 14.74% from India and the rest 2% of the visitors are from the United Kingdom, Australia, Singapore and Thailand which shows that the coffee shop has customers from all over the world.

Deeksha's Coffee shop has a funnel conversion rate of 82.39% and it can be seen that some of the customers exited after viewing the Home Page of the website (16.04%) and Location Page of the website (1.87%) while most of the customers who visited the website viewed all the three pages of the website which shows that the website is well designed and displays the required content.

Taking into account all the above mentioned factors, Deeksha's Coffee Shops financial picture looks quite promising. The expected average monetization value for the website based on the current statistics is $6738 and is expected to increase by 14% and 25% in the next two months respectively.

Trend in the Site Monetization Value for 3 Months (In Dollars)
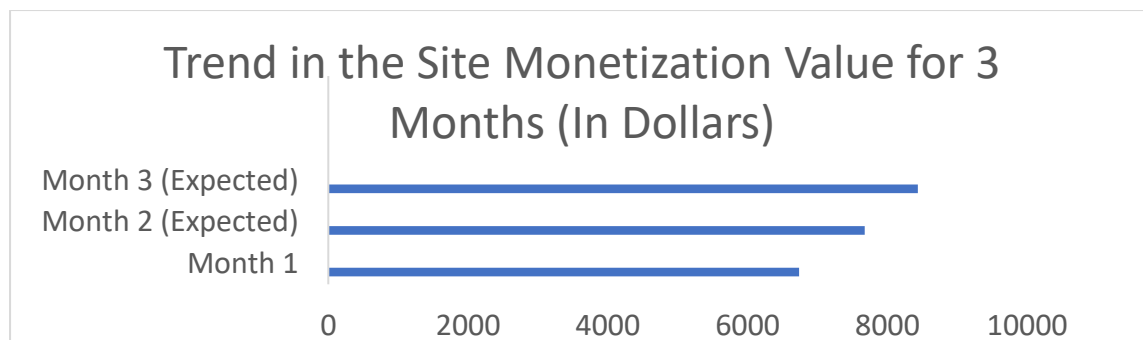
Analysis

The site value for Deeksha's Coffee Shop was analysed and calculated for the given preset monetization rates. Based on the calculation, the site value for the first month was estimated to be $6738.
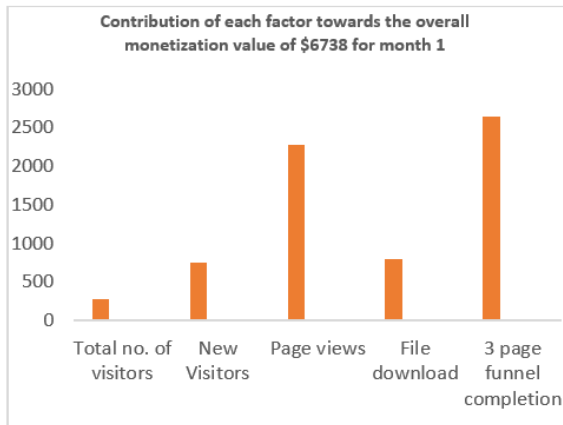

The overall total number of visitors contributed to $273 and the total no. of new visitors contributed to $747. The total number of pageviews for the site for the first month was 2278 and it contributed $2278 of the overall site value. The remaining $790 came from the file download event and $2650 from the 3 page funnel completion.

A Baseline Model, an Optimistic and a Pessimistic Model for the recorded data was analysed and constructed for the current month as well as the next two months. The results from these calculations were as follows:

Baseline Model:
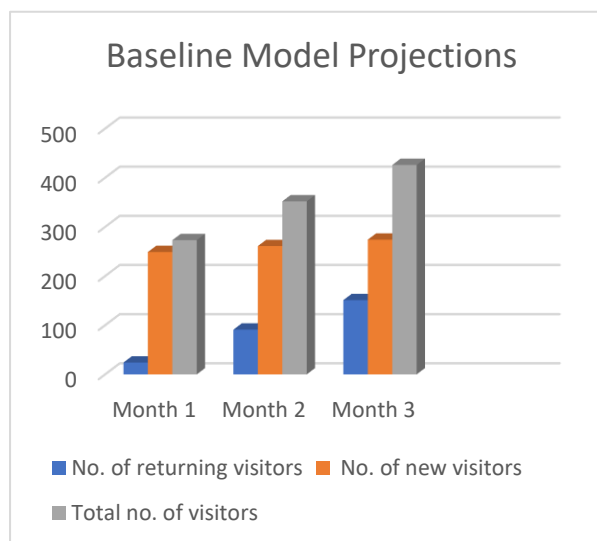
Bar Graph depicting the trend in Baseline analysis

The number of new visitors and returning visitors was calculated using the baseline estimates for next 2 months based on the data recorded for the current month and can be visualised with the bar chart shown on left. There was an increase of 29% of total visitors for the second month and an increase of 56% in the third month. The number of new visitors and returning visitors increased by 5% and 279% for the second month and 9% and 84% for the third month respectively. Therefore, there is a linear increase in the number of visitors every month based on the assumptions of the baseline model.
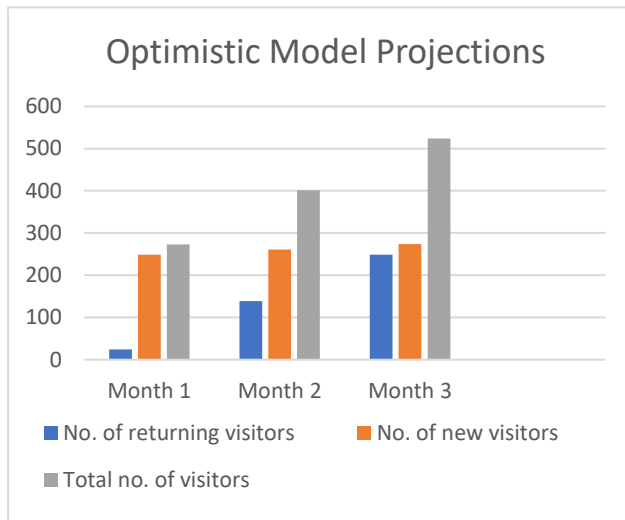

Pie Chart depicting the total no. of visitors for month 2

Pie Chart depicting the total no. of visitors for month 3

Optimistic Model:

Bar Graph depicting the trend in optimistic analysis

The number of new visitors and returning visitors was calculated using an optimistic projection for the next two months based on the data recorded for the current month and can be visualized with the bar chart shown on the left. There was an increase of 46.8% and 92.13% of the total number of visitors in the month 2 and month 3 respectively. The percentage increase of the new visitors and returning visitors for month 2 is 4.8% and 479% and for the month 3 the percentage increase is 10% and 937% respectively. Compared to the baseline model, the total number of new visitors increased by 14% and the returning visitors increased by 23%.
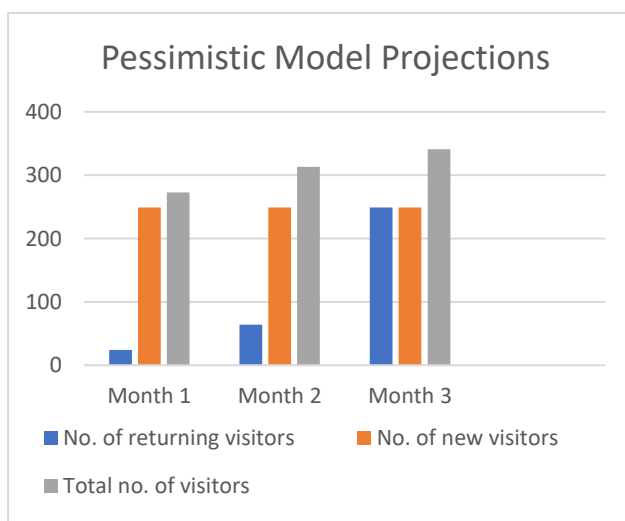

Pie Chart depicting the total no. of visitors for month 2

Pie Chart depicting the total no. of visitors for month 3

Pessimistic Model:

Bar Graph depicting the trend in pessimistic analysis

The number of new visitors and returning visitors was calculated using a Pessimistic approach for the next two months based on the data recorded for the current month and can be visualized with the bar chart shown on the left. The number of returning users increased by 166% in the month 2 and 283% in the month 3 compared to month 1. The percentage decrease in the total number of visitors with respect to the baseline model is 11% for month 2 and 20% for month 3.
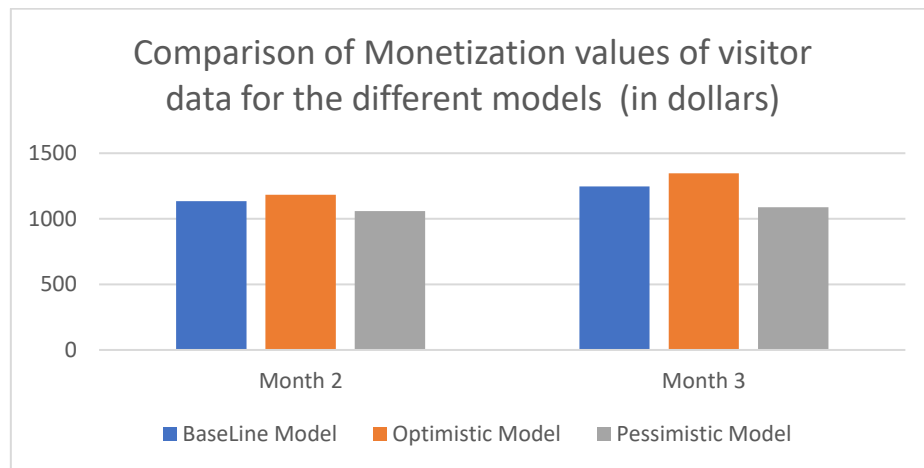
Month 2 Total Visitors

■ New visitors ■ Returning visitors

Pie Chart depicting the total no. of visitors for month 2

Month 3 Total Visitors

■ New visitors ■ Returning visitors

Pie Chart depicting the total no. of visitors for month 3

Conclusion:

Comparison of Monetization values of visitor data for the different models (in dollars)

■ BaseLine Model ■ Optimistic Model ■ Pessimistic Model

Bar Graph depicting the comparison of the different models

Based on the above analysis conducted using three different methods of estimation, it can be concluded that Deeksha's Coffee Shop is expecting some dramatic growth in its monetization estimate for the next two months. The factors that play a key role in boosting the total site value are increase in the number of new and return visitors and the goal conversion rates.

Through a combination of solid business models and strong web data analytics, it is possible to turn Deeksha's Coffee Shop from a start up business to a significant market player in the high end coffee market in no time.