

Ecommerce process flow analysis

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Project Goals

SEO

Better search
engine

Cohort analysis

Boost customer
retention

Funnel

Increase
Conversion

Path

Optimize purchase
process

Company Intro

KOKOLU is a sustainable lifestyle brand that designs and produces extremely sustainable footwear, clothing, furniture for consumers around the world, aiming to accelerate the transition of people's lifestyles. Their online store offers sustainable products. They launched its website in 2015 and had achieved some moderate traffic gain. The problem was they couldn't surpass 3000 monthly visitors.

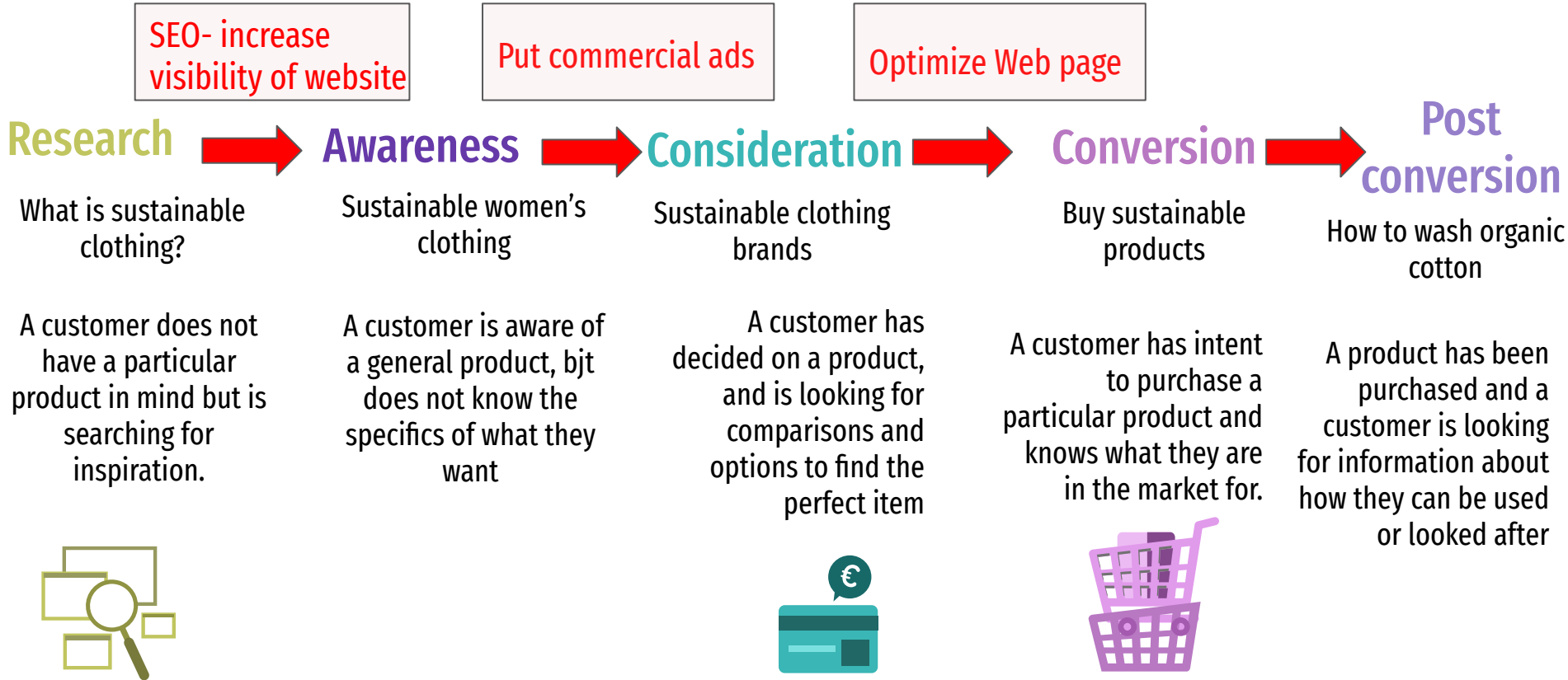
The KOKOLU logo is positioned in the top right corner. It consists of the word "KOKOLU" in a white, sans-serif font, centered within a square background that features a vertical rainbow gradient from blue at the top to yellow at the bottom.

KOKOLU



Customer's Journey to buy

- Optimization



Optimize SEO

Keyword	KD ⁱ	Volume [↓] ⁱ	Updated ⁱ
kokolu tote bag	2	250	1 December
apartmaji+pri+kokolu+partizanska+cesta+2	N/A	40	
kokolu	0	40	30 November
kokolu bag	N/A	20	
kokolu bags	N/A	20	
pri+kokolu+bled+slovenia+apartmaji	N/A	10	
kokolu eco	N/A	10	
kokolu shoes	N/A	10	
kokolu sneakers	N/A	10	

Goals: Help an e-commerce store increase its ranking keywords by 764% and bring in around 10,000 monthly website visitors.

SEO Strategy:

- 1.collect keyword of sustainable fashion
 2. Filter unnecessary words
 3. Use keywords that with technical depth
- Choose proper Green keywords
Focus on Search Intent

Cohort Retention Analysis

	WEEK 0	WEEK 1	WEEK 2	WEEK 3	WEEK 4
All Users Active users	90,337	3,402	982	337	42
Nov 23 - Nov 26, 2022 6,901 users	6,901	412	175	103	42
Nov 27 - Dec 3, 2022 15,018 users	15,018	1,087	395	234	
Dec 4 - Dec 10, 2022 40,355 users	40,355	1,297	412		
Dec 11 - Dec 17, 2022 17,620 users	17,620	608			
Dec 18 - Dec 22, 2022 10,324 users	10,324				

cohort show a retention rate of 90% in week one column, 2.3% in the third week.

Discover retention drivers

- By month of purchase- see if month-long campaigns, site changes or seasonality(a holiday coming up) play a role in some months.
- By first product bought- how it works on customer satisfaction and next orders
- By coupon used for first order- reveals what kinds of promotions work best with customers

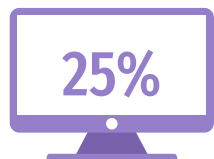
Online Shopping Trends

Device category		desktop	mobile	tablet	Totals
City	Country	Active users	Active users	Active users	↓ Active users
Totals		31,725 53.03% of total	27,709 46.32% of total	916 1.53% of total	59,821 100% of total
1	(not set) United States	1,605	3,282	222	5,091
2	New York United States	2,097	2,035	141	4,256
3	Los Angeles United States	815	1,486	104	2,396
4	(not set) China	893	1,217	48	2,156
5	Chicago United States	754	1,318	85	2,148
6	San Jose United States	1,135	949	42	2,115
7	Mountain View United States	1,540	213	0	1,752
8	Toronto Canada	1,258	474	0	1,725
9	San Francisco United States	970	548	0	1,516
10	Sunnysvale United States	1,290	167	0	1,456

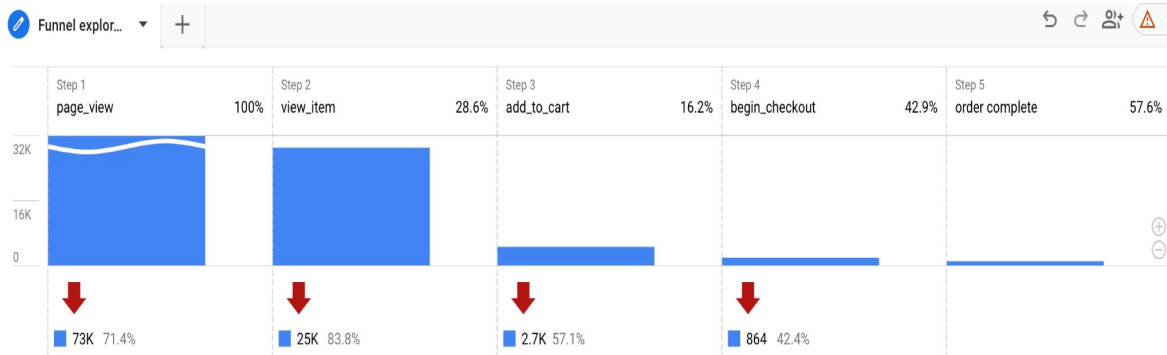
Over the last year its estimated that 30% of all online sales came from a mobile device- a number that has been increasing year-over-year since smartphones were invented.

Mobile traffic and desktop traffic are both at the same percentage, meaning half of all website traffic is coming from mobile

It is important than ever to have an easy-to-use mobile shopping experience which includes a well-designed user interface along with blazing quick site speed.



Shopping Behavior Analysis



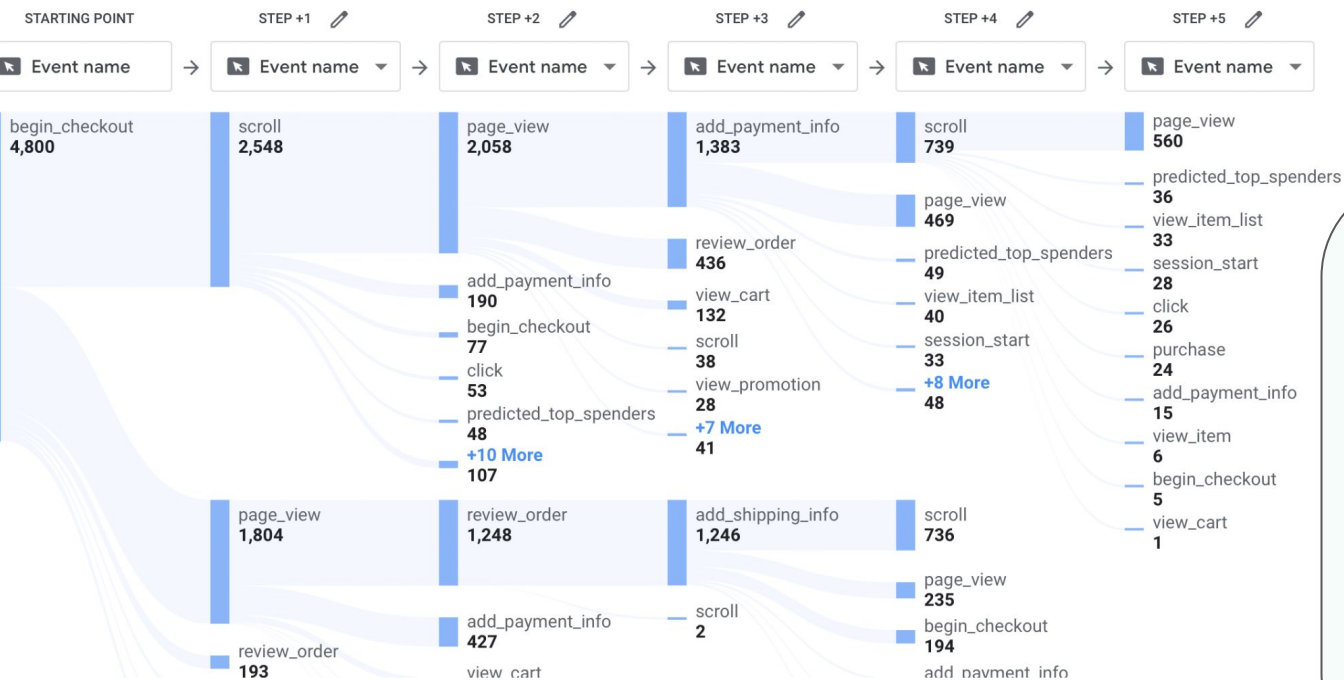
- The completion rate is increasing from the process of page_view to begin_checkout
- 42% of online shopping carts are abandoned.

1. Provide guest checkout options
 2. Show total savings at checkout
 3. Offer several payment options
 4. Offer free shipping
- 28% of conversion rate

1. Use high-quality image and video on product pages
2. Provide limited-time coupon codes
3. Be competitively priced

Purchase Process Analysis

All Users



Checkout process optimization

Checkout completion rate only 20%, we may have to allot resources to improve and optimize checkout.

- Feature multiple checkout buttons
- Remove header & footer distractions
- Use auto-fill features
- Make it easy to review and make changes
- Offer secure capturing of payment info (for repeat customers)