# KOKOLU Ecommerce Data Analysis

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# Summary

# Customer's Journey to buy

- Optimization

| SEO- increase visibility of website | Put commercial ads | Optimize Web page |
|---|---|---|

**Research** → **Awareness** → **Consideration** → **Conversion** → **Post conversion**

What is sustainable clothing?

Sustainable women's clothing

Sustainable clothing brands

Buy sustainable products

How to wash organic cotton

A customer does not have a particular product in mind but is searching for inspiration.

A customer is aware of a general product, bjt does not know the specifics of what they want

A customer has decided on a product, and is looking for comparisons and options to find the perfect item

A customer has intent to purchase a particular product and knows what they are in the market for.

A product has been purchased and a customer is looking for information about how they can be used or looked after

# Background

KOKOLU is a sustainable lifestyle brand that focus on promoting eco-friendly product. The company has many international customers, so they run paid advertising and social media campaigns 24 hours a day, seven days a week. The digital marketing leadership is pleased with the website traffic these campaigns are generating. However, the average number of new accounts created each week is below the expected target.

KOKOLU

# Metrics examined:

·**Users:** The number of unique individuals who visited the website

·**Sessions:** The number of sessions (site visits) per user

·**Bounce Rate:** The percentage of users who leave the site after visiting a single page

·**Pages / Session:** The average number of pages users visit per session

·**Avg. Session:** The average number of sessions per user

·**Duration:** The average length of session visits

·**Conversion Rate:** The percentage of all site visitors who create an account

·**Conversions:** The number of site visitors who create an account

# Project Goals

**Ads Strategy**

Maximize conversion

**Path**

Optimize purchase process

**SEO**

Increase website traffic

**A/B Test**

A/B Testing plan to increase conversion

# Ads Strategy- maximize conversion

| SUM of Sessions | Day of Week | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Hour of Day | 0 - Sunday | 1 - Monday | 2 - Tuesday | 3 - Wednesday | 4 - Thursday | 5 - Friday | 6 - Saturday | Grand Total |
| 0:00 | 1966 | 618 | 430 | 1012 | 1189 | 1138 | 1124 | 7477 |
| 1:00 | 1536 | 565 | 341 | 745 | 697 | 983 | 1107 | 5974 |
| 2:00 | 1135 | 416 | 228 | 548 | 593 | 692 | 347 | 3959 |
| 3:00 | 1614 | 1660 | 1107 | 1194 | 1381 | 1773 | 1677 | 10406 |
| 4:00 | 1345 | 969 | 788 | 1047 | 795 | 1050 | 938 | 6932 |
| 5:00 | 710 | 834 | 438 | 812 | 641 | 757 | 608 | 4800 |
| 6:00 | 897 | 1153 | 682 | 1194 | 998 | 1029 | 652 | 6605 |
| 7:00 | 1336 | 2800 | 1543 | 2260 | 2454 | 2123 | 885 | 13401 |
| 8:00 | 1911 | 5051 | 2967 | 3846 | 4569 | 3804 | 1256 | 23404 |
| 9:00 | 2661 | 5840 | 3906 | 5333 | 5645 | 4768 | 1604 | 29757 |
| 10:00 | 5450 | 7071 | 7119 | 8212 | 8502 | 7604 | 4723 | 48681 |
| 11:00 | 4454 | 8037 | 5942 | 8801 | 7858 | 8527 | 2244 | 45863 |
| 12:00 | 5331 | 5164 | 4390 | 6833 | 5298 | 5412 | 1781 | 34209 |
| 13:00 | 5187 | 4449 | 4287 | 7572 | 5504 | 5385 | 1829 | 34213 |
| 14:00 | 5061 | 3665 | 3917 | 6772 | 5505 | 4907 | 1864 | 31691 |
| 15:00 | 5157 | 3141 | 3129 | 5089 | 4871 | 3728 | 1844 | 26959 |
| 16:00 | 5103 | 2980 | 2701 | 4158 | 4663 | 3129 | 2133 | 24867 |
| 17:00 | 4812 | 2569 | 2556 | 3578 | 4101 | 2597 | 3121 | 23334 |
| 18:00 | 4477 | 3302 | 2711 | 3508 | 3836 | 2586 | 3616 | 24036 |
| 19:00 | 4260 | 2651 | 2941 | 3511 | 4203 | 2505 | 3142 | 23213 |
| 20:00 | 3616 | 1956 | 3407 | 3539 | 3419 | 2453 | 3503 | 21893 |
| 21:00 | 2545 | 1520 | 3712 | 3567 | 3101 | 3305 | 3972 | 21722 |
| 22:00 | 1743 | 1301 | 2772 | 3139 | 2202 | 2546 | 4273 | 17976 |
| 23:00 | 1207 | 675 | 1672 | 2162 | 2580 | 1632 | 4187 | 14115 |
| Grand Total | 73514 | 68387 | 63686 | 88432 | 84605 | 74433 | 52430 | 505487 |

## Sessions

- Day with the most sessions overall: **Wednesday**
- Highest engagement days: **Wednesday–Friday**
- Day with the least sessions overall: **Saturday**
- Period with the most weekly sessions: **10:00am–12:00pm** (totals above 30,000)

## General observations/trends:

- The highest single block for *every day of the week* is either 10:00 or 11:00
- General weekday pattern: a mid-morning spike in sessions, followed by a slow decline through the afternoon and evening
- Weekends don't follow this pattern (steeper dropoff Saturday; slower Sunday)

| AVERAGE of Conversion Rate | Day of Week | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| Hour of Day | 0 - Sunday | 1 - Monday | 2 - Tuesday | 3 - Wednesday | 4 - Thursday | 5 - Friday | 6 - Saturday | Grand Total |
| 0:00 | 10.33% | 15.05% | 14.65% | 13.74% | 13.04% | 13.27% | 13.97% | 13.44% |
| 1:00 | 9.57% | 11.86% | 10.56% | 14.63% | 12.77% | 11.50% | 12.38% | 11.90% |
| 2:00 | 9.52% | 10.82% | 9.65% | 11.68% | 10.96% | 10.40% | 8.36% | 10.20% |
| 3:00 | 7.00% | 4.94% | 5.60% | 6.03% | 5.43% | 6.88% | 5.31% | 5.88% |
| 4:00 | 6.84% | 7.43% | 4.57% | 4.97% | 7.55% | 6.86% | 7.57% | 6.54% |
| 5:00 | 10.28% | 9.95% | 10.96% | 10.22% | 10.92% | 8.72% | 7.89% | 9.85% |
| 6:00 | 9.48% | 10.75% | 11.58% | 10.47% | 10.42% | 11.37% | 10.28% | 10.62% |
| 7:00 | 9.43% | 11.46% | 15.88% | 14.12% | 13.94% | 13.71% | 10.06% | 12.66% |
| 8:00 | 9.26% | 12.53% | 16.75% | 16.17% | 16.50% | 14.93% | 11.70% | 13.98% |
| 9:00 | 8.98% | 13.72% | 18.07% | 16.39% | 18.12% | 16.88% | 10.97% | 14.73% |
| 10:00 | 6.79% | 13.44% | 12.45% | 14.67% | 12.66% | 12.16% | 4.34% | 10.93% |
| 11:00 | 9.34% | 10.69% | 15.62% | 11.36% | 13.43% | 11.08% | 9.54% | 11.58% |
| 12:00 | 8.61% | 14.68% | 16.08% | 16.17% | 17.23% | 16.32% | 12.07% | 14.45% |
| 13:00 | 10.14% | 17.22% | 18.96% | 15.76% | 17.70% | 15.90% | 12.63% | 15.47% |
| 14:00 | 10.10% | 17.14% | 18.00% | 16.42% | 16.22% | 15.47% | 11.86% | 15.03% |
| 15:00 | 10.14% | 16.97% | 19.90% | 16.76% | 15.54% | 13.71% | 12.15% | 15.02% |
| 16:00 | 10.29% | 16.61% | 18.55% | 16.88% | 14.73% | 15.66% | 12.52% | 15.03% |
| 17:00 | 9.58% | 18.45% | 17.92% | 16.04% | 15.48% | 15.36% | 11.44% | 14.90% |
| 18:00 | 10.63% | 15.23% | 17.74% | 16.62% | 14.57% | 13.92% | 11.62% | 14.33% |
| 19:00 | 12.46% | 16.56% | 17.41% | 15.69% | 14.51% | 13.21% | 10.82% | 14.38% |
| 20:00 | 12.91% | 18.76% | 16.61% | 15.60% | 14.95% | 12.88% | 11.68% | 14.77% |
| 21:00 | 13.05% | 19.93% | 14.41% | 14.66% | 15.70% | 12.10% | 10.45% | 14.33% |
| 22:00 | 13.43% | 16.22% | 13.92% | 13.19% | 15.21% | 10.49% | 9.57% | 13.15% |
| 23:00 | 14.08% | 15.70% | 14.83% | 13.83% | 9.65% | 12.75% | 9.36% | 12.89% |
| Grand Total | 10.09% | 14.00% | 14.61% | 13.84% | 13.63% | 12.73% | 10.36% | 0.127523214 |

**General observations/trends:**

- The general pattern of account creation broadly mirrors weekly sessions—with some interesting differences
- The conversion rate hovers between 10%–16% for most hours/most days; spikes don't always correlate to session metrics
- The 10–noon block has the most conversions (just like sessions), but the conversion *rate* doesn't spike to the same degree, e.g.:

o **Wednesday 11:00:** 8,801 sessions and 1,000 conversions = **CVR 11.36%**

o **Wednesday 14:00:** 6,772 sessions and 1,112 conversions = **CVR 16.42%**

- The highest conversion rates happen Monday and Wednesday afternoons/evenings, when session volume is moderate.

# Strategy and budget suggestions

1.**Run more ads when conversion rates are highest:**

a.Mondays, 1:00–6:00 PM (1:00–18:00)

b.Mondays, 7:00–10:00 PM (19:00–22:00)

c.Tuesdays, 12:00–8:00 PM (12:00–20:00)

d.Wednesdays, 2:00–7:00 PM (2:00–19:00)
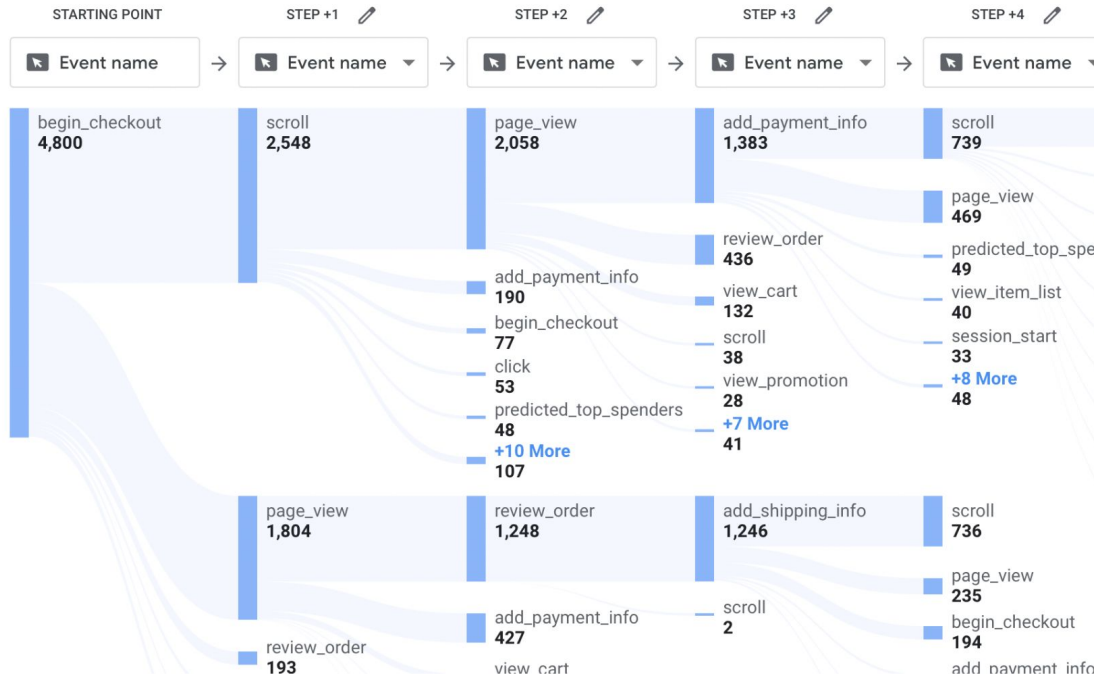
i.**Total hours: 20**

2.**Run fewer ads when session volume is high, but conversions are low:**

a.Mondays–Fridays, 3:00–6:00 AM (3:00–6:00)

b.Saturdays and Sundays, 3:00–5:00 AM (3:00–5:00)

c.Mondays, Wednesdays, and Fridays, 11:00 AM–12:00 PM (11:00–12:00)

i.**Total hours: 22**

# Purchase Process Analysis

All Users

| STARTING POINT | STEP +1 | STEP +2 | STEP +3 | STEP +4 | STEP +5 |
|---|---|---|---|---|---|
| Event name | Event name | Event name | Event name | Event name | Event name |

begin_checkout
4,800

scroll
2,548

page_view
2,058

add_payment_info
1,383

scroll
739

page_view
560

page_view
469

predicted_top_spenders
36

view_item_list
33

session_start
28

click
26

purchase
24

add_payment_info
15

view_item
6

begin_checkout
5

view_cart
1

add_payment_info
190

begin_checkout
77

click
53

predicted_top_spenders
48

+10 More
107

review_order
436

view_cart
132

scroll
38

view_promotion
28

+7 More
41

predicted_top_spenders
49

view_item_list
40

session_start
33

+8 More
48

page_view
1,804

review_order
1,248

add_shipping_info
1,246

scroll
736

review_order
193

add_payment_info
427

view_cart

scroll
2

page_view
235

begin_checkout
194

add payment info

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)

# Shopping Behavior Analysis
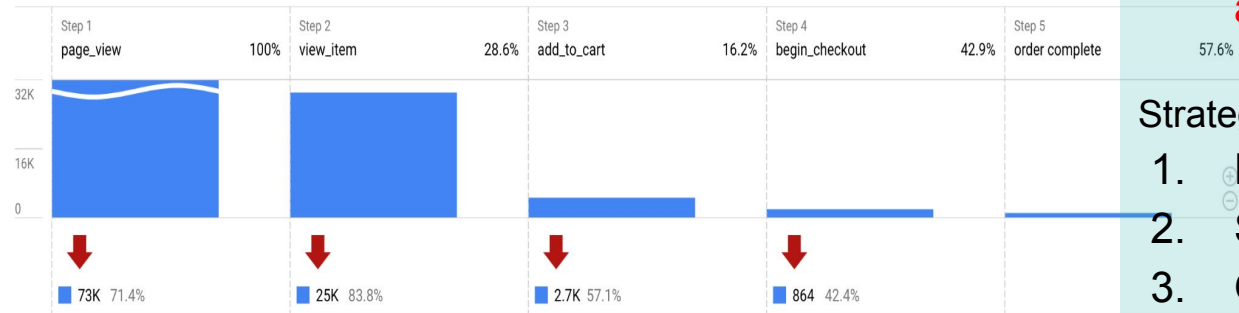


The completion rate is increasing from the process of page_view to begin_checkout

42% of online shopping carts are abandoned.

Strategy:
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

# 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

# A/B Testing Plan

**Variant A (Original):**

**Ad**  https://www.stayhotel.com

KOKOLU- free tote bag for you

Sustainable products made with innovative materials. For every day & everyone

**Variant B (Revised):**

**Ad**  https://www.stayhotel.com

KOKOLU - **Deals Up to 20% Off**

Sustainable products made with innovative materials. For every day & everyone

# A/B Testing Plan Result

**Current conversion rate**

Based on the information provided in the scenario, the current conversion rate for the hotel's Google Ads campaign is 2%.

**Expected conversion rate**

Based on the information provided in the scenario, the expected conversion rate for the hotel's Google Ads campaign is 7%.

**Hypothesis**

- **Research insight:** The hotel recently did research on their target audience. The insight from this research led them to the discovery that their target audience was made up of customers who were deal seekers.
- **Change:** Based on this research insight, the hotel thinks it would be a good idea to change the ad's headline to focus on deals.
- **Impact:** After making this change, the hotel expects the conversion rate to increase by 5 percentage points.

**Headline for Variant B**

Since the hotel would like to feature their current promotion, the exemplar uses the headline "Deals Up to 20% Off" to appeal to customers who are deal seekers. The character count is 19 (including spaces), which fits within the 30-character limit.

# Online Shopping Trends

| Device category | desktop | mobile | tablet | Totals |
|---|---|---|---|---|
| City | Country | Active users | Active users | Active users | ↓ Active users |
| | Totals | **31,725**<br>53.03% of total | **27,709**<br>46.32% of total | **916**<br>1.53% of total | **59,821**<br>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 | Sunnyvale | United States | 1,290 | 167 | 0 | 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.

20%    25%    30%    25%