Managing Digital Business and Markets

Individual Research Project

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Dashboard 1

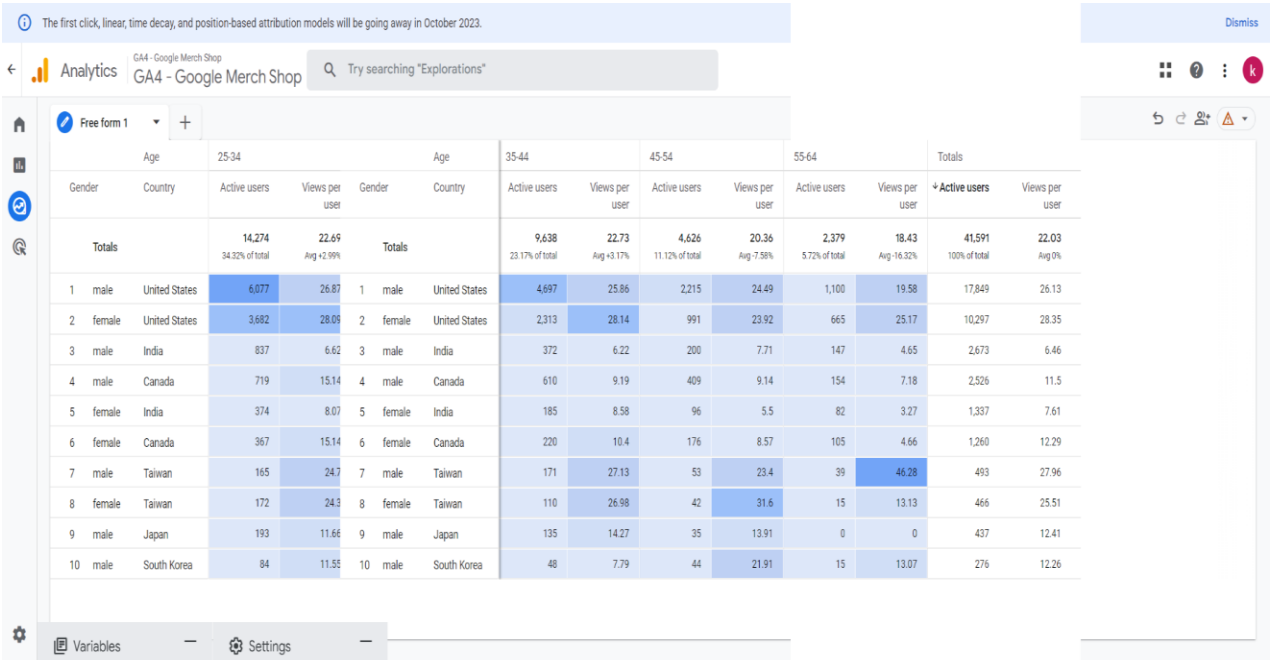
This is a free chart wherein the comparison between active users and sessions per user is taken into consideration based on countries. For this purpose, the age group of these users are also visualized along with the top 10 user groups.

Here the top 10 users' groups are individually ranked according to the genders who are active on this site.

The age groups taken into consideration is from 25 to 34, 35 to 44, 45 to 54, 55 to 64.

The main goal of this chart is to visualize the trends that follows a individual group when you look for sessions a user had.

This analysis is purely based on September 13th to October 9th data for the year 2023.



	Age		25-34			Age		35-44		45-54		55-64		Totals	
	Gender	Country	Active users	Views per user		Gender	Country	Active users	Views per user	Active users	Views per user	Active users	Views per user	Active users	Views per user
	Totals		14,274 34.32% of total	22.69 Avg +2.99%		Totals		9,638 23.17% of total	22.73 Avg +3.17%	4,626 11.12% of total	20.36 Avg -7.58%	2,379 5.72% of total	18.43 Avg -16.32%	41,591 100% of total	22.03 Avg 0%
1	male	United States	6,077	26.87	1	male	United States	4,697	25.86	2,215	24.49	1,100	19.58	17,849	26.13
2	female	United States	3,682	28.09	2	female	United States	2,313	28.14	991	23.92	665	25.17	10,297	28.35
3	male	India	837	6.62	3	male	India	372	6.22	200	7.71	147	4.65	2,673	6.46
4	male	Canada	719	15.14	4	male	Canada	610	9.19	409	9.14	154	7.18	2,526	11.5
5	female	India	374	8.07	5	female	India	185	8.58	96	5.5	82	3.27	1,337	7.61
6	female	Canada	367	15.14	6	female	Canada	220	10.4	176	8.57	105	4.66	1,260	12.29
7	male	Taiwan	165	24.7	7	male	Taiwan	171	27.13	53	23.4	39	46.28	493	27.96
8	female	Taiwan	172	24.3	8	female	Taiwan	110	26.98	42	31.6	15	13.13	466	25.51
9	male	Japan	193	11.66	9	male	Japan	135	14.27	35	13.91	0	0	437	12.41
10	male	South Korea	84	11.55	10	male	South Korea	48	7.79	44	21.91	15	13.07	276	12.26

For age group 25 to 34

Here we see that on the contrary to popular belief about women being the main market contributor for this group we see that males from the Unites States have the highest proportion of active users along with this it can be also concluded that contrary to the country a woman lives in, she has a higher count of session per website for scrolling and adding any item to a cart. This also correlates to the natural understanding that a women need more time to think while buying a particular item while comparing to their male counterpart.

For age group 35 to 44

We can also take a look at the data of population who live in Taiwan have a high session number as compared to the percentage of active users. This same trend cannot be seen when we compare other countries for the same scenario. This shows the trends in which the market flows in this particular country.

For age group 35 to 44

For Asian countries we see that there is a very low sessions per user for male population in the chart as compared to their female counterpart. It can also be seen how gradually with increase in the age group there are lesser users but more sessions per users. This also is an indication on the amount of time a particular age group spends on a website before adding an item to the cart.

We see that the individuals from United States have a high chance of browsing for an item online when we take into consideration the population factor of other countries and their trends of buying a product online.

Scope

The future purpose of visualizing this data will be to also chart where the add_to_cart feature will be added along with the number of sessions to understand which age group takes how many sessions before adding at item to cart and going ahead with buying that particular item.

This will help us get insights to understand the consumer pattern in a formulated manner and add more user friendly widgets that help them get a better understanding of the product.

Dashboard 2

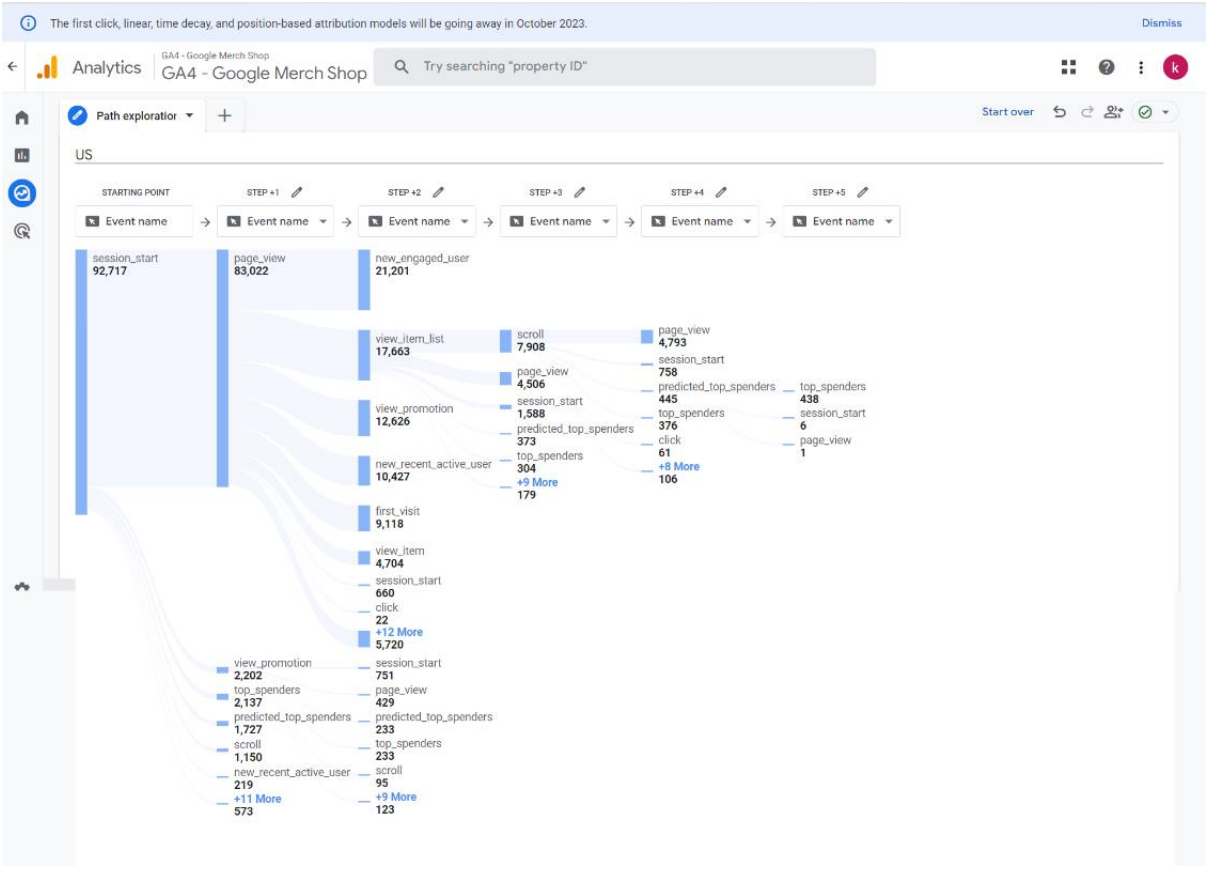
This is a path exploration map where we analyse the path that a user follows when he first lands the home page for google merchandise.

This analysis is purely based on September 13th to October 9th data for the year 2023.

Here we see the number of users residing in the United States and what path they follow. The start of the session shows the number of users who follow the page and what directions they follow.

After a user views the page there initially are various scenarios that a user follows while browsing the webstore. It can be seen that the maximum users are new users who come to the website for the very first time. These users usually follow the organic path of search but many times we see that they do come to the website while looking for the promotions. The promotions range is differentiated based on new users and regular ones. Here when it is analysed that the number of users who view item list there is a path ahead to predict what are the further steps of a user. Here it can be seen that following this path the future top spenders can be predicted and matched from the user's actual flow.

Here it can also be seen that this analysis can also follow a loop wherein a user follows the same path again and again for infinite time before adding an item to the cart and finally purchasing the same.



Scope

The path exploration is a great way to understand user patterns while working on a consumer dataset to understand what are the scenarios in which a consumer thinks while buying a product online.

If we understand how this analysis work it can help understand how the pattern and what are the virtual shopping behaviours that consumers display.

These analytics can help an Analyst get insights on all the alternate items that they can display in the particular path to increase user satisfaction with the webstore along with successfully navigating a customer towards buying a product.