



Marketing Web Analytics and Insights

Krushita Pradeepbhai Umrigar

Agenda

- **Company Introduction**
- **Business Objectives**
- **Key Performance Indicators**
 - Revenue
 - Conversion Rate
 - Average Order Value
- **Recommendations**
- **Waterfall Table Analysis**



Company: Target

- **General merchandise retailer** with stores in all the US states
- Tagline: '**Expect More. Pay Less.**'
- A total of **1954** stores in the USA
- Teamed up with **Apple, Ulta Beauty, Starbucks, Levi, Strauss & Co** to create innovative new in-store and digital shopping experiences
- There are **45+ owned brands** unique to target
- **5%** of Target's profits go back to the community



Business Objectives



- Increasing **Revenue** across all geographical locations in the US, channels and device categories.
- Increasing the **percentage of website visitors** who will make more purchases and enhance overall business growth.
- Increasing **Average Order Value** across different states in the US and across all visitors that come into our website.

Key Performance Indicators



Revenue



Conversion Rate



Average Order Value (AOV)

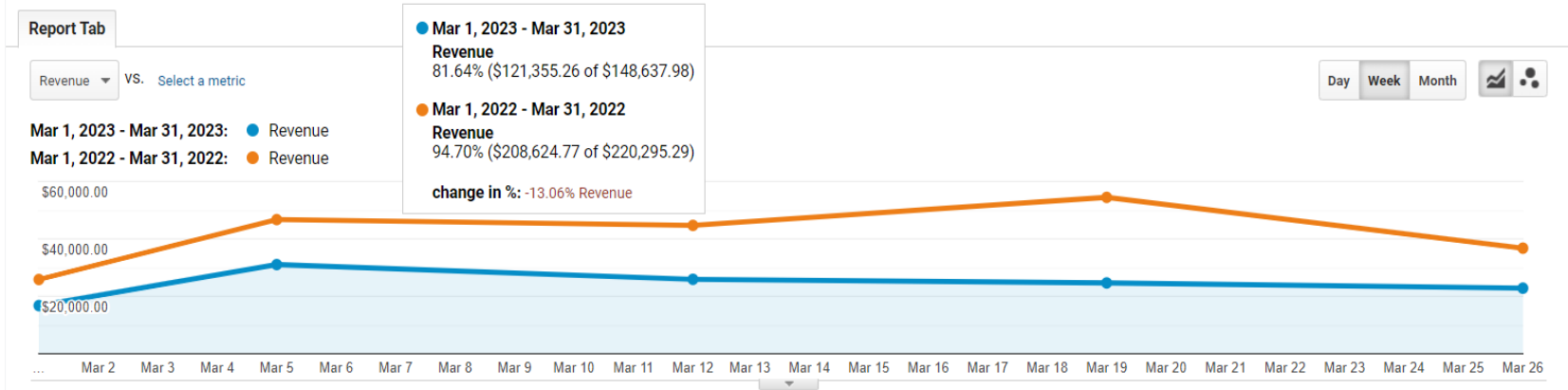
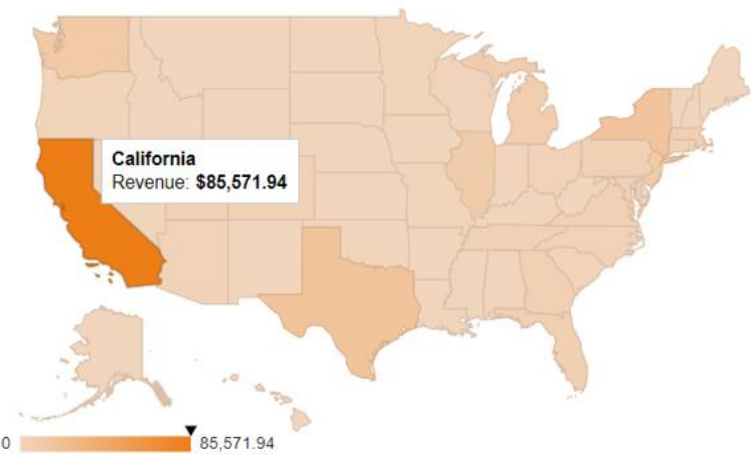
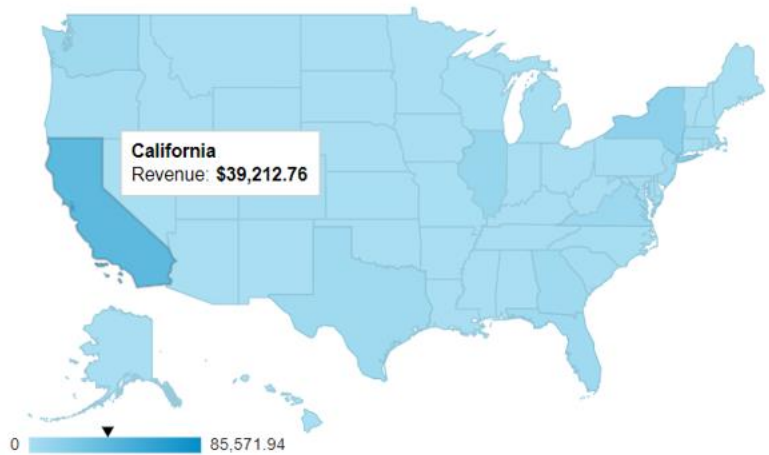


Revenue – Overall Analysis



Mar 1, 2023 - Mar 31, 2023

Mar 1, 2022 - Mar 31, 2022



- **California** has retained its top spot as the state with the highest revenue for the month of March in year 2022 and 2023.
- According to the line graph, the United States' overall revenue was around **41% lower** in 2023 than it was in 2022 for March.
- There was a significant change in revenue difference ratio after a first fortnight and at the conclusion of month, it retained the original ratio.

Revenue – Channel Grouping



	Total
Default Channel Grouping	Revenue ↓
1. Direct	
Mar 1, 2023 - Mar 31, 2023	\$103,655.14
Mar 1, 2022 - Mar 31, 2022	\$183,425.28
% Change	-43.49%
2. Paid Search	
Mar 1, 2023 - Mar 31, 2023	\$17,643.32
Mar 1, 2022 - Mar 31, 2022	\$21,791.49
% Change	-19.04%
3. Display	
Mar 1, 2023 - Mar 31, 2023	\$56.80
Mar 1, 2022 - Mar 31, 2022	\$0.00
% Change	∞%
4. Affiliates	
Mar 1, 2023 - Mar 31, 2023	\$0.00
Mar 1, 2022 - Mar 31, 2022	\$3,408.00
% Change	-100.00%

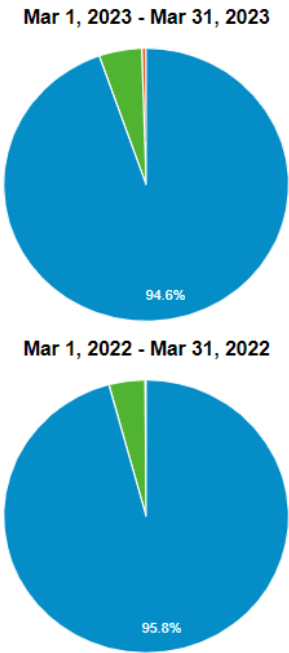
Default Channel Grouping	Revenue ↓	Revenue ↓
	41.83% ↓ \$121,355.26 vs \$208,624.77	41.83% ↓ \$121,355.26 vs \$208,624.77
1. Direct		
Mar 1, 2023 - Mar 31, 2023	\$103,655.14	85.41%
Mar 1, 2022 - Mar 31, 2022	\$183,425.28	87.92%
2. Paid Search		
Mar 1, 2023 - Mar 31, 2023	\$17,643.32	14.54%
Mar 1, 2022 - Mar 31, 2022	\$21,791.49	10.45%
3. Display		
Mar 1, 2023 - Mar 31, 2023	\$56.80	0.05%
Mar 1, 2022 - Mar 31, 2022	\$0.00	0.00%
4. Affiliates		
Mar 1, 2023 - Mar 31, 2023	\$0.00	0.00%
Mar 1, 2022 - Mar 31, 2022	\$3,408.00	1.63%

- Direct channel is the primary driver of revenue for the website, as it consistently generates the most revenue in both March 2022 and March 2023
- Paid Search generates a smaller portion of the revenue, but it still plays an important role in driving traffic to the website.
- Display and Affiliates channels generated minimal revenue in both March 2022 and March 2023. This suggests that the website may not be putting enough resources into these channels.

Revenue – Device Category



<input type="checkbox"/> Device Category	Revenue ▾ ↓	Revenue	Contribution to total: Revenue ▾
	41.83% ↓ \$121,355.26 vs \$208,624.77	41.83% ↓ \$121,355.26 vs \$208,624.77	
<input type="checkbox"/> 1. desktop			Mar 1, 2023 - Mar 31, 2023
	Mar 1, 2023 - Mar 31, 2023	\$114,861.06	94.65%
	Mar 1, 2022 - Mar 31, 2022	\$199,855.64	95.80%
<input type="checkbox"/> 2. mobile			Mar 1, 2023 - Mar 31, 2023
	Mar 1, 2023 - Mar 31, 2023	\$5,917.20	4.88%
	Mar 1, 2022 - Mar 31, 2022	\$8,533.65	4.09%
<input type="checkbox"/> 3. tablet			Mar 1, 2023 - Mar 31, 2023
	Mar 1, 2023 - Mar 31, 2023	\$577.00	0.48%
	Mar 1, 2022 - Mar 31, 2022	\$235.48	0.11%



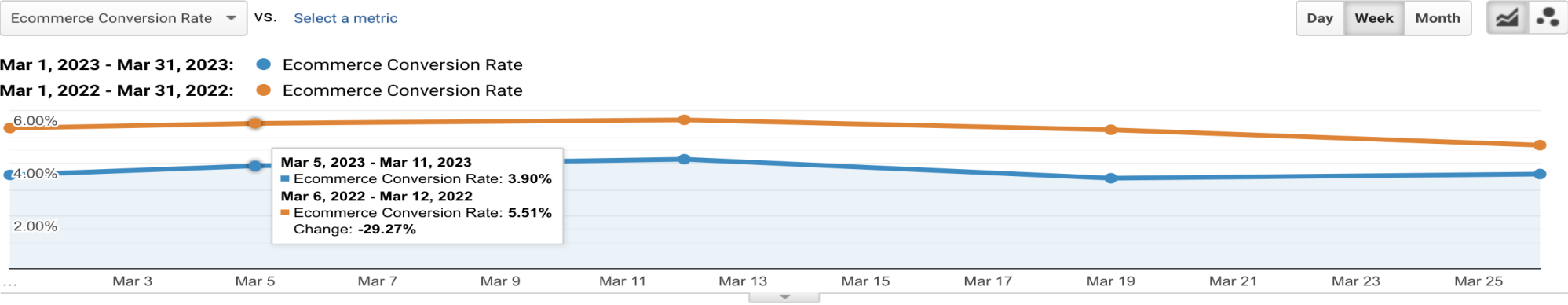
- Revenue from **Desktop traffic** was much greater for both years than from Mobile and Tablet traffic. It consumed almost **95%** of the entire revenue.
- **Mobile and Tablet traffic** dramatically underperformed Desktop in terms of revenue. Especially, Tablet had a **negligible income** for year 2022 than 2023.

Recommendations



- ✓ **Focus on the Direct channel**: It consistently generates the most revenue for the website. By providing these customers with personalized user experiences and incentives to refer their friends, the website can retain them and increase revenue.
- ✓ **Allocate more resources towards improving Paid Search**: The website should allocate more resources toward Paid Search to improve its effectiveness. This can be done by optimizing ad copy, bidding strategies, and targeting to reach potential customers.
- ✓ **Optimizing the Display and Affiliate channels**: It can increase their revenue potential. The website should focus on targeting relevant audiences, optimizing ad placements, and improving the user experience to increase engagement and revenue from these channels.
- ✓ **Invest in improving the website's mobile and tablet experience**: Optimizing the website's design and functionality for smaller screens, improving page load speed, and ensuring a smooth user experience to increase revenue from these channels.

Conversion Rate



Default Channel Grouping	Country ?	Users ?	Ecommerce Conversion Rate ?
		23.20% 20,401 vs 26,564	29.47% 3.74% vs 5.30%
Direct	United States		
Mar 1, 2023 - Mar 31, 2023		15,684 (76.18%)	4.06%
Mar 1, 2022 - Mar 31, 2022		20,005 (75.53%)	6.06%
% Change		-21.60%	-33.00%
Paid Search	United States		
Mar 1, 2023 - Mar 31, 2023		4,844 (23.53%)	2.75%
Mar 1, 2022 - Mar 31, 2022		3,357 (12.67%)	4.52%
% Change		44.30%	-39.20%

Conversion rate has gone down by **29.47%** in 2023.

A further breakdown reveals that direct search, which accounts for most visits has seen less decline in conversion rate compared to paid search

Conversion Rate



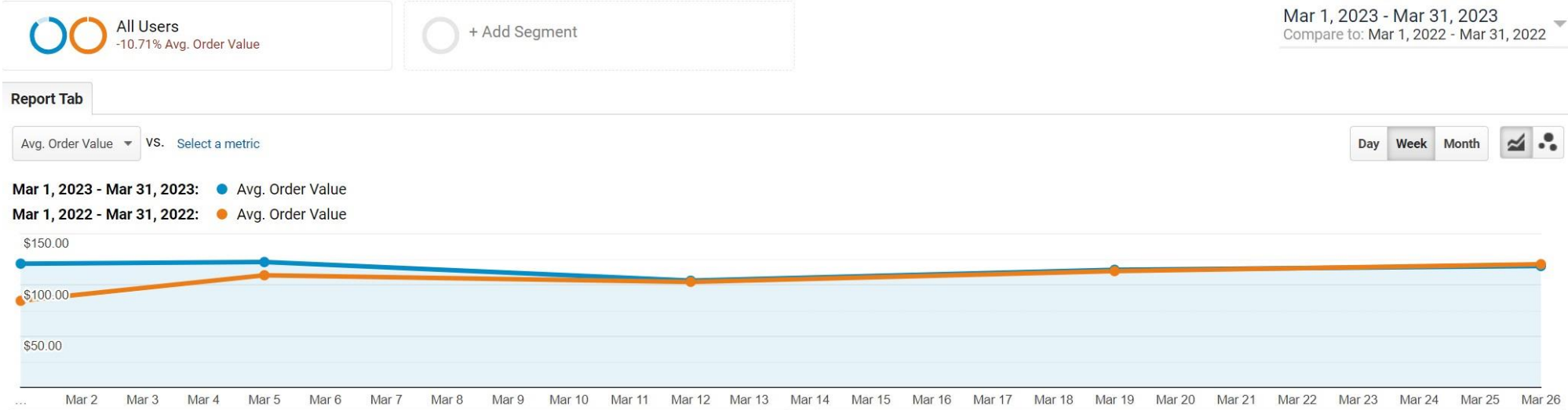
Default Channel Grouping	User Type ? ✕	Ecommerce Conversion Rate ? ⌵
		29.47% ⬇️ 3.74% vs 5.30%
. Direct	Returning Visitor	
Mar 1, 2023 - Mar 31, 2023		6.44%
Mar 1, 2022 - Mar 31, 2022		9.77%
% Change		-34.09%
2. Paid Search	Returning Visitor	
Mar 1, 2023 - Mar 31, 2023		5.02%
Mar 1, 2022 - Mar 31, 2022		10.72%
% Change		-53.15%
3. Direct	New Visitor	
Mar 1, 2023 - Mar 31, 2023		2.65%
Mar 1, 2022 - Mar 31, 2022		3.53%
% Change		-24.84%

Recommendations



- ✓ **Increased user convenience**: By making the **checkout process as easy and seamless** as possible with reduced number of steps required to complete a purchase; it can be possible to increase the degree of user friendliness
- ✓ **Adding Incentives: Coupons or discounts** can be offered to customers who abandon their carts, to encourage them to return and complete the purchase
- ✓ **Enhanced lead generation: Customer reviews and ratings** can be used to show social proof and build trust with potential customers. Detailed breakdown about **shipping and return policies** can also be provided to reduce uncertainty and build trust
- ✓ **Retargeted campaigns: Social media retargeting ads** can be used to reach customers who have visited the website but did not make a purchase. **Abandoned cart emails** can be sent to customers who leave items in their cart but do not complete the checkout process.

Average Order Value



Plot Rows

Secondary dimension

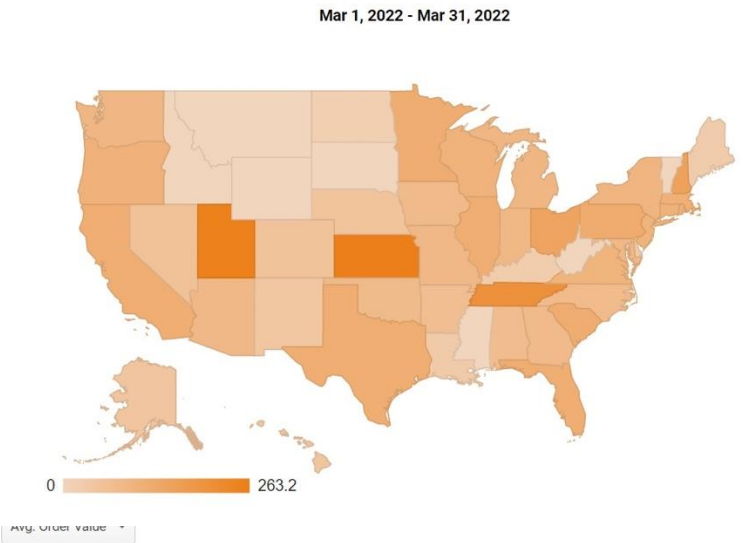
Sort Type: Default

advanced

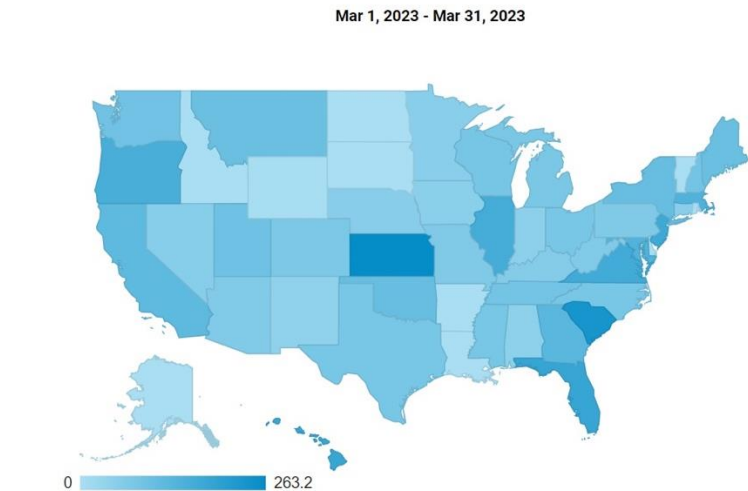
<input type="checkbox"/> Year ?	Avg. Order Value ?
<input type="checkbox"/> 1. 2023	8.19% ▲ \$115.58 vs \$106.82
Mar 1, 2023 - Mar 31, 2023	\$115.58
Mar 1, 2022 - Mar 31, 2022	\$106.82
% Change	8.19%
<input type="checkbox"/> 2. 2022	
Mar 1, 2023 - Mar 31, 2023	\$115.58
Mar 1, 2022 - Mar 31, 2022	\$106.82
% Change	-100.00%

Average Order Value has gone up by 8.19% compared to March 2023. Even though it seemed like the AOV was dropping in the second week of March 2023, it ultimately stays a little higher at \$115.

Average Order Value



REGION	AOV 2022	AOV 2023	% CHANGE
TEXAS	\$118.39	\$78.12	-34.02%
FLORIDA	\$118.31	\$182.80	54.51%
NEW JERSEY	\$100.70	\$170.49	69.31%
PENNSYLVANIA	\$124.94	\$67.34	-46.10%
OHIO	\$145.38	\$78.00	-46.35%
TENNESSEE	\$204.45	\$85.38	-58.24%
SOUTH CAROLINA	\$120.90	\$235.42	94.72%
UTAH	\$255.35	\$94.67	-62.92%
NEW HAMPSHIRE	\$154.73	\$85.60	-44.68%
HAWAII	\$48.75	\$180.00	269.23%



Alarming drops in: Texas, Pennsylvania, Ohio, Tennessee, Utah, New Hampshire

Notable increase in: Florida, New Jersey, South Carolina and Hawaii

Recommendations



- ✓ **Offer Product Bundles:** Creating product bundles can encourage customers to buy more items at once and increase the AOV. Bundling complementary products that customers typically purchase together and offering a discounted price for the bundle.
- ✓ **Upsell and Cross-Sell:** Suggesting complementary products or upgrades to customers during the checkout process or on product pages. For example, if a customer is buying a camera, suggest a camera bag or additional lenses to go with it.
- ✓ **Implement a Loyalty Program:** Rewarding customers for spending more with a loyalty program. Offering discounts, free items, or exclusive access to products for customers who reach certain spending thresholds.

Waterfall Table



	Mar-23	Mar-22	% Change vs LY	# Change vs LY
Revenue	\$ 121,355	\$ 208,625	-41.83%	\$ (87,269.51)
Visits	28065	36815	-23.77%	-8750
AOV	\$ 115.58	\$ 106.82	8.20%	\$ 8.76
Conv	3.74%	5.30%	-29.43%	-0.016

	Impact on Revenue	Ratio	Adjusted Impact on Revenue
Visits	\$ (49,537.78)	0.53	\$ (46,092.06)
AOV	\$ 17,092.47	-0.18	\$ 15,903.56
Conv	\$ (61,348.22)	0.65	\$ (57,081.01)
	\$ (93,793.53)		

- **Decrease in conversion rate** has been the biggest driver of decrease in revenue with an adjusted impact of approximately **(\$57k)**
- **Increase in AOV** had a positive impact on revenue with adjusted impact of approximately **\$15k**
- **Decrease in number of visits** had a negative impact on revenue with adjusted impact of approximately **(\$46k)**