**2. Marketing Performance KPIs**

**RPS (Revenue per Session)**

SUM(orders.price\_usd) ÷ COUNT(website\_sessions)

* All orders were made by unique sessions therefore COUNT(website\_sessions) always equals to 1
* Conclusion: RPS = orders.price\_usd

----------------------------------------------------------------------

**Case 1: UTM = NULL & http\_referer = NULL “direct”**

* **Meaning:** No tracking info → direct traffic, bookmarks, untracked apps, or HTTPS→HTTP referrer loss.
* **Impact:** Conversions cannot be attributed to any source/campaign (blind spot).
* **Analytics Handling:** Labeled as **Direct/Unknown traffic**. Use tagging, cookies, or defaults to reduce unattributed traffic.

**Case 2: UTM = NULL & http\_referer ≠ NULL**

* **Meaning:** Referral source is known, but no campaign tagging. Example: organic search, social media, partner links.
* **Impact:** Partial attribution → can identify domain/channel but not specific campaigns.
* **Analytics Handling:** Grouped under referrer domain/channel. Considered **non-campaign traffic**.
* **Optimization:** Enforce consistent UTM usage on all marketing links to improve granularity.

**3. Funnel Conversion Info**

**394,318 Total Users**

**│**

**├── Homepage**

**│ └── /home (137,576)**

**│ All direct users (UTMs & http\_referer are NULLs)= 39,917 landing on “/home”**

**│**

**├── Campaign Landing Pages**

**│ ├── /lander-1 (47,574)**

**│ ├── /lander-2 (131,170)**

**│ ├── /lander-3 (79,000)**

**│ ├── /lander-4 (9,385)**

**│ └── /lander-5 (68,166)**

**├── Total users from Homepage and Campaign Landing Pages is (472,871) is the same │ sessions number**

**├── Product Exploration**

**│ ├── /products (261,231)**

**│ ├── /the-original-mr-fuzzy (162,525)**

**│ ├── /the-forever-love-bear (26,033)**

**│ ├── /the-birthday-sugar-panda (19,046)**

**│ └── /the-hudson-river-mini-bear (2,610)**

**│**

**└── Checkout Funnel**

**├── /cart (94,953)**

**├── /shipping (64,484)**

**├── /billing-2 (48,441)**

**├── /billing (3,617)**

**└── /thank-you-for-your-order (32,313)**

* Sessions lacking UTM values indicate direct traffic or sources without campaign tracking, These users consistently arrive at the /home page as their initial landing point the users number equals 83,328 user
* Out of the 394,318 total users, ~137K (~35%) landed or navigated to the homepage.
* The rest entered through other landing pages (like /lander-1, /lander-2, etc.), probably from campaigns.
*  **Strong Product Focus**: /the-original-mr-fuzzy is by far the most popular product (over 160K visits).
*  **Checkout Funnel Bottleneck**: Slight drop-offs between /shipping (64K) and sum of /billing & /billing-2 (52K).
*  **Final Orders**: 32,313 reached "thank-you" page → overall conversion ≈ **62.1% of users** in billing phase

**Funnel Clickthrough Rates (CTR)**

| **Step** | **Sessions** | **CTR from Products** | **CTR from Previous Step** |
| --- | --- | --- | --- |
| **Products** | **261,231** | **100%** | **—** |
| **Cart** | **94,953** | **36.3%** | **36.3%** |
| **Shipping** | **64,484** | **24.7%** | **67.9%** |
| **Billing** | **52,058** | **19.9%** | **80.7%** |
| **Thank You (Order)** | **32,313** | **12.4%** | **62.1%** |

**Interpretation**

* **From the Products page, 36.3% of users add something to the cart.**
* **Of those who reach the cart, about 67.9% continue to shipping.**
* **Billing sees strong retention, with 80.7% completing that step.**
* **The final conversion into orders (Thank You page) is 62.1% of billing visitors.**
* **The largest drop-off occurs at the first step: most visitors (63.7%) never add a product to the cart.**