Traffic Analysis Report

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Report Summary

The given datasets are the website traffic including information about Region, Category, and Source from 2020 to 2022 among cities of Viet Nam. This report is made to give the overview performance and find factors that may affect our website traffic.

Observations found in the report:

1. Website traffic is facing a decrease (significantly dropped in March 2021)
2. Direct sources played a key role in website traffic (Daily active users)
3. The most attractive product did not have the highest CVR, Lead CR*
4. The laptop was a non-linear relationship with other products
5. Ho Chi Minh City remained the most contributed traffic

Data Explanation

Group	Terms	Definition
metrics	dau	daily active users - the number of users who have visited and at least have one page load during the given period.
	dau_w_adview	number of daily active users who have viewed at least 1 ad.
	dau_w_lead	number of daily active users who have made at least 1 lead.
	leads	an event buyer make to contact sellers, including call, chat, and text (sms).
source	Direct	user voluntarily gets on the website, not through any sources
	Organic Search	SEO
	Display	facebook ads, google ads etc...
	Paid Search	google shopping ad etc...
	Social	campaigns running on social networks platforms, i.e Facebook etc...
	Referral	via Referral Campaigns

(*)

CVR: Conversion Rate = dau / dau_w_adview

Lead CR: Lead Conversion Rate = dau / dau_w_lead

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Findings / Observations

Finding 1: The website traffic is decreasing

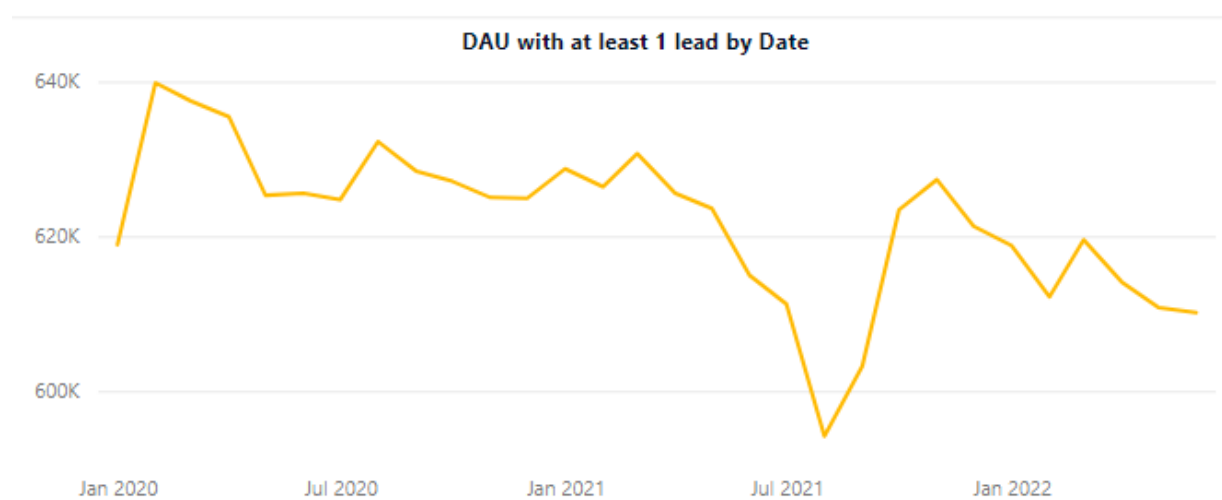Overall from Jan 2020 to Jan 2022:

+ Daily active users (DAU): **35M**

+ DAU that viewed at least one advertise: **32M**

+ DAU that made at least one lead: **19M**

The average conversion rate: 65.17%

The average engagement rate: 95/06%

(Figure 1: Dau who made at least 1 lead)

There was a rise in both DAU and DAU who viewed at least one ad (DAU_w_adview) from **Jan to Feb 2020**, which also reached its peak with **1.2M DAU**.

The trend kept plunging and remained stable from then until **May 2021**, it started to **drop significantly**, afterward, it recovered from **August to November 2021.**

**DAU and DAU with at least 1 ad viewed by date**
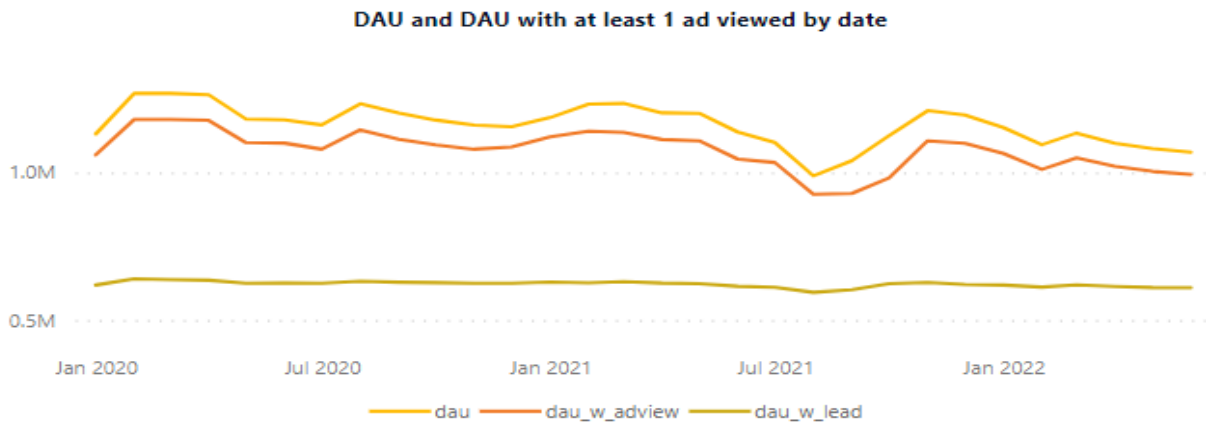
(Figure 2)

There might be reasons to explain the drop in **May 2021**:

Many important sources such as **Direct, Organic Search, and Other**,...faced a decline.

Because **Direct sources** (user voluntarily gets on the website, not through any sources) distributed the most in terms of Total DAU, but it faced a drop since **Aug 2020**, the reasons may come from:

- The other sources which are Email, Social, Display, and so on were not used efficiently.

- Our website faced a problem like slow responses, a higher volume of traffic

- Other component websites had something more interesting such as discounts, and marketing campaigns.

Total DAU by date and Source
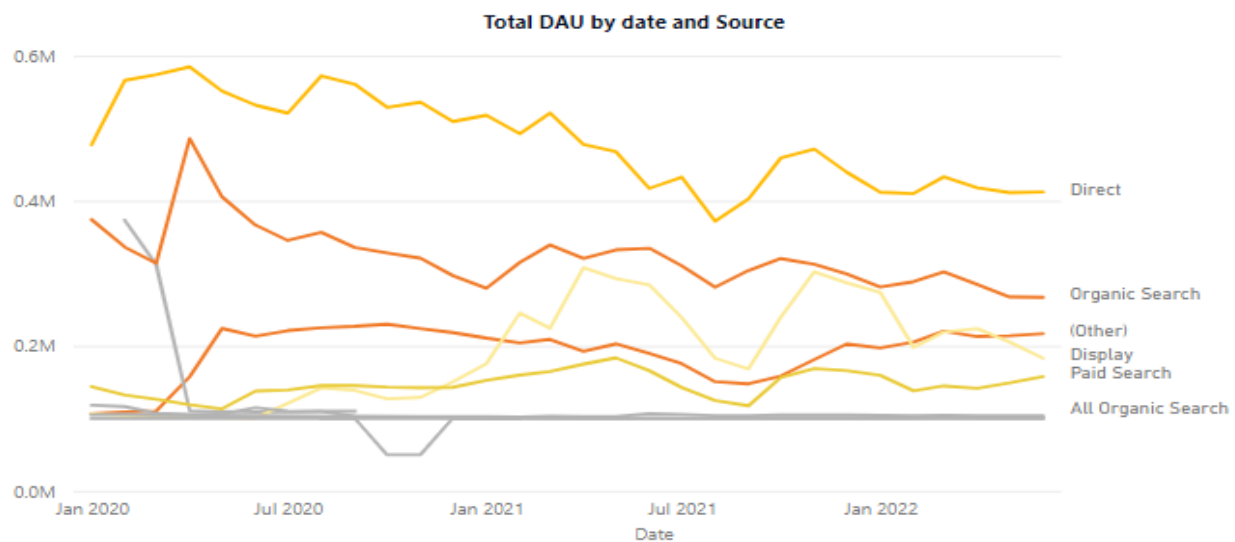
(Figure 3: Total DAU by date and Source)
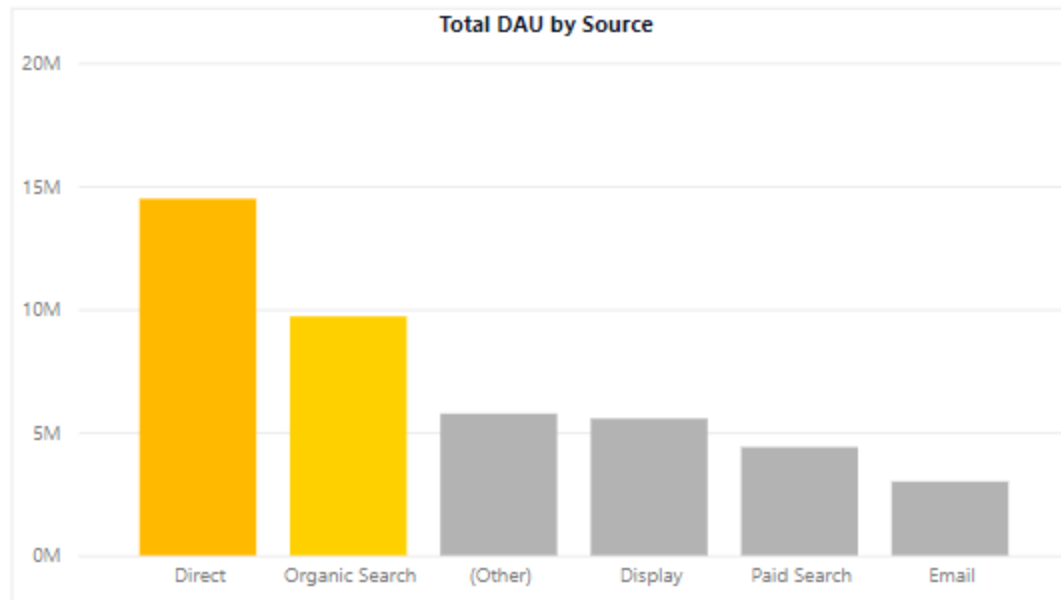
(Figure 4: Total DAU by Source)

From Figure 4 we can see that Direct and Organic Search (SEO) users were important roles in terms of daily active users.

Finding 2: Mobile Phones was the most attractive product
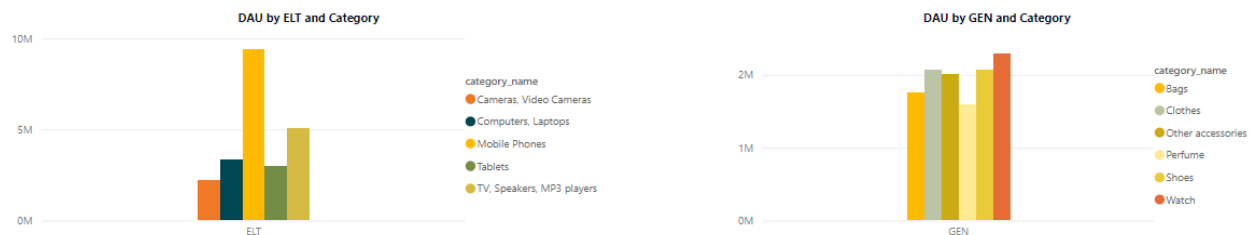
In term of DAU who made at least one lead:
- ELT: DAU watched Mobile phones the most, next was TV, Speakers, MP3.
- GEN: DAU often viewed Watch, Clothes and Other accessories.

In term of normal DAU:
- ELT: Mobile Phones and TV, Speakers, MP3 players had the highest DAU
- GEN: Watch, Clothes and Other accessories attracted DAU the most.
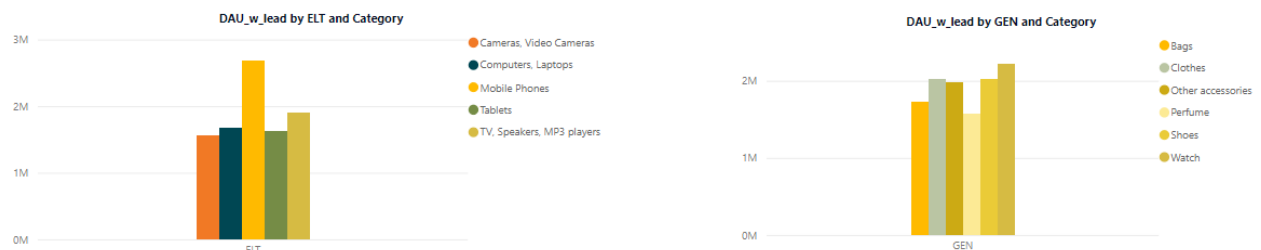
(Figure 5: Total dau_w_lead by Vertical and Category)

(Figure 5: Total dau by Vertical and Category)

The product Mobile Phone significantly contribution to both DAU and DAU_w_lead.

Therefore, we will look at the trend of Mobile Phones on the next page, to see if there is any relationship with other products.

Finding 3: Moblie Phones remained the top 1 in terms of metrics

Despite the good traffic performance of Mobile Phones, this product category only contributed 28,48% at Adview Conversion Rate (ACR), and 85.64% at Lead Conversion Rate (LCR).

category_name	dau	dau_w_lead	dau_w_adview	Adview CR	Leads CR
Perfume	1594893	1506902	1579812	99.05%	94.48%
Bags	1752981	1515616	1734992	98.97%	86.46%
Other accessories	2005833	1535218	1976984	98.56%	76.54%
Shoes	2068691	1541782	2023588	97.82%	74.53%
Clothes	2077336	1540647	2030334	97.74%	74.16%
Watch	2300277	1561922	2227427	96.83%	67.90%
Cameras, Video Cameras	2233358	1557971	2113200	94.62%	69.76%
Computers, Laptops	3339013	1680812	3102396	92.91%	50.34%
TV, Speakers, MP3 players	5096658	1901664	4721394	92.64%	37.31%
Tablets	2970816	1632131	2698575	90.84%	54.94%
Mobile Phones	9430039	2686132	8075579	85.64%	28.48%
Total	**34869895**	**18660797**	**32284281**	**92.58%**	**53.52%**

Meanwhile:

- **Perfume** was the product that remained **the highest ACR** and **LCR**.

- **The ACR of Phones** tells you that **28.56%** of users who visited your site also viewed an ad. A higher conversion rate indicates that your ads are resonating with your audience and driving engagement

- **The LCR** tells you **how effective** your site is at generating leads. A higher lead conversion rate indicates that your site is effectively engaging and converting users into leads.

Average of Conversion Rate & Average of Engagement Rate

● Average of Conversion_Rate ● Average of Engagement Rate
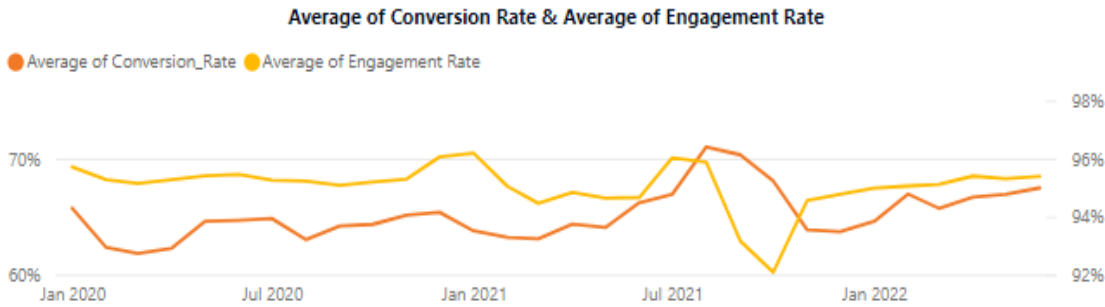
(Figure 6: Relation between the ACR & AER)

From Figure 6, there seemed to be a linear relationship between the two metrics, which means the trends are similar to each other. However, in **August 2021**, they went in opposite directions, more specifically, the **AER** went down dramatically while the **ACR moved up** from **May 2021** and went at peak at **August 2021 (96.88%).**

This could be explained that:

- The number of daily active users (dau) at this time visited our website and also viewed an ad. A higher conversion rate indicates that your ads are resonating with your audience and driving engagement.

- At this time, the fourth wave of the Covid-19 pandemic was spreading back strongly in Vietnam (Source: WHO), and we had to stay at home during the lockdown. Therefore, many workers and students had to prepare devices for work-from-home. It leads to the fact that Mobiles Phones, tablets, and even laptops were being looked for the most.

- We will look at this information in the following Finding.

Finding 4: Laptop was non-linear relationship with other products

As I mentioned above, the lockdown from April 2021 gave rise to new digital categories.
YouTube, TV, and home activities have gained the most during COVID-19.
Some 38 percent of the surveyed consumers said they had tried e-learning apps online for the first time in the past month (Source: The survey of Mobile Marketing Association).

While other products on our platform faced a dramatic decrease, **Laptop and computer** search and leads went up enormously.
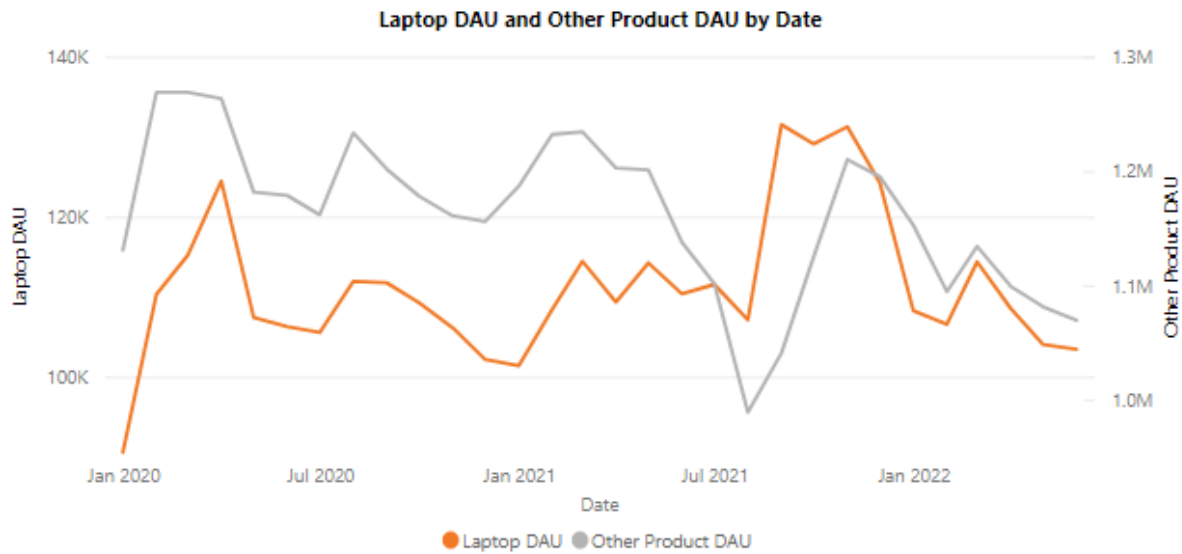
(Figure 7: Relation between the dau of Laptop & dau of other products)

From the Figure 7, the DAU of Laptop met the DAU of other products in July 2021, this was the exact time that the lockdown rule was released by the Vietnamese Government.
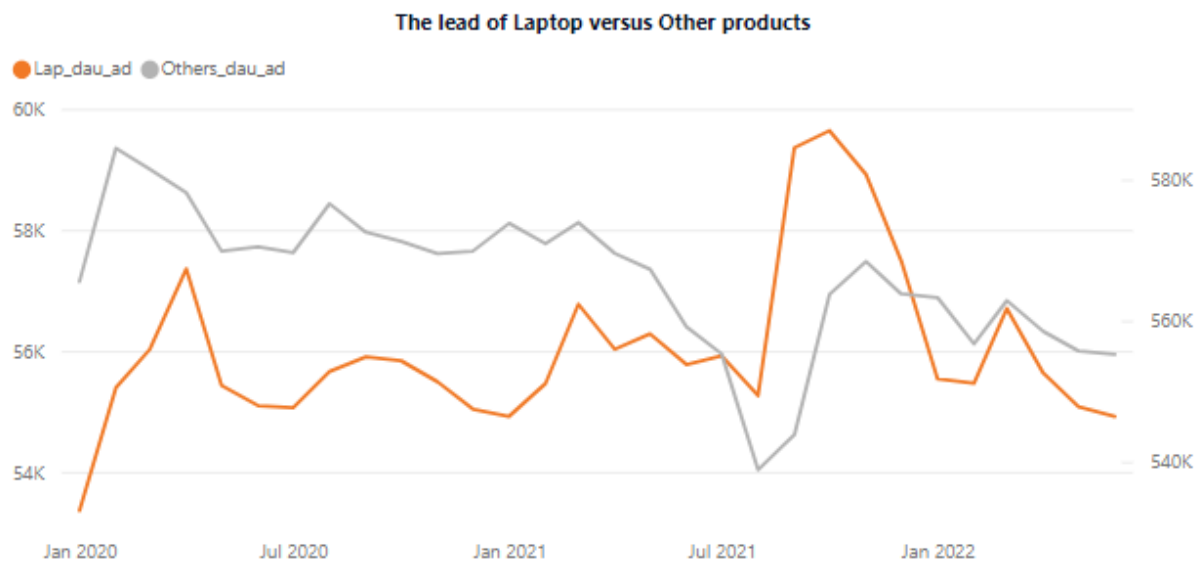
(Figure 8: Relationship between the dau_w_lead of Laptop & other products)

The number of lead by daily active users also increased as this metrics is very important to look at, it can tell us that event buyers make to contact sellers, including call, chat, and text (sms).

Finding 5: Ho Chi Minh City remained the most contributed traffic

Ho Chi Minh is a metropolitan in Vietnam and always seems to lead in top cities with the highest GRDP. This leads to the fact that this large city always has a huge impact on our traffic.

1. In HCM and Hanoi, the top 3 attractive products: Mobile Phones, Electronic devices.
2. Da Nang is a little different and Electronics are the most favorite products.
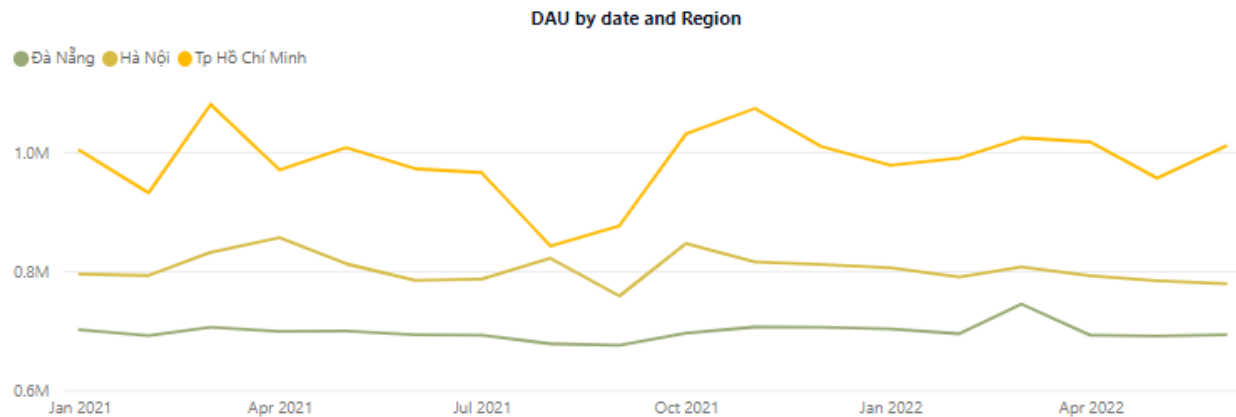
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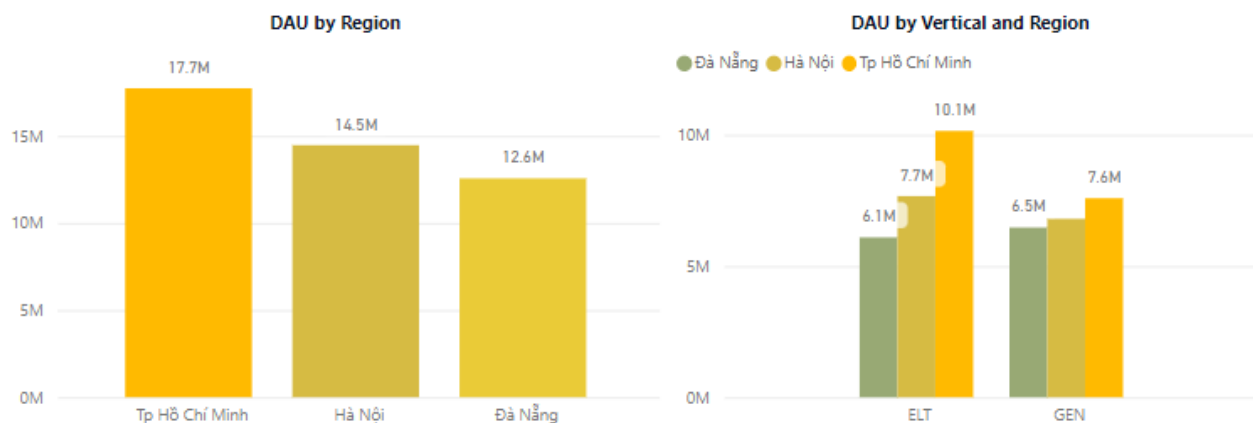
(Figure 9: Daily active users by Vertical & Region)

The daily active users by Region:

- Ho Chi Minh: 17.7M
- Ha Noi: 14.5M
- Da Nang: 12.6M

We will look at the trend of these cities:

(Figure 10: Daily active users trend by Region)

Although the trend of these cities was quite similar to each other, from July 2021, Ho Chi Minh and Ha Noi went in conversed directions.

DAU of Ha Noi started to increase first, as the 4th wave of Covid-19 spread in the North of Vietnam

before Ho Chi Minh and Da Nang (Source: vietnamnet.vn). Then Ho Chi Minh and Da Nang followed afterward.

From what we have discovered so far, it seems that there is a correlation between Covid-19 in Vietnam and the trend of DAU.

Conclusion

Social commerce and conversational commerce, or sales through interactive chat and message channels with customers in the Internet environment, have grown in popularity.

Brands may begin concentrating on social commerce and conversational commerce in the future, with the potential to achieve two to three times the effect by leveraging the trend.

The impact of COVID-19 on consumption and purchasing behavior will be long-lasting, and companies must prepare for the new digital normal in the post-pandemic phase.

We should keep COVID-19's behavioral shifts in mind, and rethink supply chains to digitally service customers and deliver to their homes.

The end

References:

1. How COVID-19 affects Vietnamese consumers' FMCG spend and purchase behaviours (vietnamnews.vn)
2. Consumers change shopping habits amid COVID-19 pandemic | Business | Vietnam+ (VietnamPlus)
3. Four Covid-19 waves in Vietnam in 2021, 2022 (vietnamnet.vn)
4. Viet Nam: WHO Coronavirus Disease (COVID-19) Dashboard With Vaccination Data | WHO Coronavirus (COVID-19) Dashboard With Vaccination Data