

COOL T SHIRTS WEBSITE ANALYSIS

LEARN SQL FROM SCRATCH CAPSTONE

PROJECT 3

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COOL T SHIRTS WEBSITE PAGES

- Once a customer clicks on a campaign from a source website, they will be redirected to the Cool T Shirts website that has 4 pages:
 - Landing Page
 - Shopping Cart
 - Checkout
 - Purchase

TYPICAL VISITOR JOURNEY

- Through all of the campaigns Cool T Shirts is running, 2000 initial visits hit the landing page.
- From there, 1900 visitors find a t shirt that they would like to purchase.
- 1431 visitors make it to the checkout, ready to make their purchase.
- However, the final purchase made drops significantly to 361 visitors.
 - Of those, 361 visitors, it seems like they click away and come back to finalize their purchase at a later date.

COOL T SHIRTS CAMPAIGNS

- Cool T Shirts is currently running 8 advertising campaigns on various sources:
 - Getting to Know Cool T Shirts
 - Weekly Newsletter
 - Ten Crazy Cool T Shirts Facts
 - Retargeting Campaign
 - Retargeting Ad
 - Interview with Cool T Shirts Founder
 - Paid Search
 - Cool T Shirts Search

COOL T SHIRTS SOURCES

- Each advertising campaign is run through 6 distinct sources where customers can click on and be redirected to the Cool T Shirts Website:
 - Google
 - E-mail
 - New York Times
 - Facebook
 - Medium
 - BuzzFeed

RELATIONSHIP BETWEEN SOURCES AND CAMPAIGNS

Campaigns	Sources
getting-to-know-cool-tshirts	nytimes
weekly-newsletter	email
ten-crazy-cool-tshirts-facts	buzzfeed
retargeting-campaign	email
retargeting-ad	facebook
interview-with-cool-tshirts-founder	medium
paid-search	google
cool-tshirts-search	google

- Cool T Shirts have specialized campaigns that they're running to bring business to their website.
- The campaigns are run on the individual sources listed in the table to the left.
- The sources provide a link through each individual campaign that leads a visitor to the Cool T Shirts website.

FIRST TOUCH CAMPAIGNS

- Of all the campaigns Cool T Shirts are currently running, 4 are the most popular with directing first time visitors to our website.
- Also, the most popular source seems to be through Medium where we're running the Interview with Cool T Shirts Founder.

Source	Campaign	Campaign First Touches
google	cool-tshirts-search	169
buzzfeed	ten-crazy-cool-tshirts-facts	576
nytimes	getting-to-know-cool-tshirts	612
medium	interview-with-cool-tshirts-founder	622

LAST TOUCH CAMPAIGNS

Source	Campaign	Campaign Last Touches
google	cool-tshirts-search	60
google	paid-search	178
medium	interview-with-cool-tshirts-founder	184
buzzfeed	ten-crazy-cool-tshirts-facts	190
nytimes	getting-to-know-cool-tshirts	232
email	retargetting-campaign	245
facebook	retargetting-ad	443
email	weekly-newsletter	447

- To the left, the table reflects the last touch website visitors made through various campaigns Cool T Shirts is currently running.
- The most popular campaigns that keeps visitors coming back for a final visit is the weekly newsletter campaign that's run through e-mail.

WEBSITE VISITORS PURCHASE

- Out of 5692 distinct clicks on the Cool T Shirts Website, only 361 ended up actually completing their purchase.
- To the right, the graph shows the break down of the last touches visitors had to that led to a purchase.

Source	Campaign	Purchases From Last Touches
google	cool-tshirts-search	2
medium	interview-with-cool-tshirts-founder	7
nytimes	getting-to-know-cool-tshirts	9
buzzfeed	ten-crazy-cool-tshirts-facts	9
google	paid-search	52
email	retargetting-campaign	54
facebook	retargetting-ad	113
email	weekly-newsletter	115

CAMPAIGN BUDGET OPTIMIZATION

- Out of the 8 current campaigns that Cool T Shirts use, I recommend that we devote funding for the below 5 campaigns:
 - Weekly Newsletter
 - Retargeting Ad
 - Retargeting Campaign
 - Paid Search
 - Ten Crazy Cool T Shirt Facts
- All of these campaigns have a high return of customers completing their purchases whereas the popular first touch campaigns do not keep the customers on the website for long or encourage them to make a final purchase.