Weekly user session analysis

Session Definition

Duration between first and last action(event) timestamp of a user on website when intervals between actions are not more than 600 seconds

10 minutes session

| 10:52 | 10:52 | 10:53 | 10:53 | 10:55 | 10:56 | 10:58 | 10:59 | 11:02 |

User first visit — User engagement — Scroll — Page view — Scroll — View promotion — Add to cart — Begin checkout — Purchase

3 minutes session   8 minutes session

| 10:52 | 10:52 | 10:53 | 10:55 | 10 minute pause (> 600 seconds) | 11:17 | 11:17 | 11:20 | 11:21 | 11:25 |

User first visit — User engagement — Scroll — Page view — Page view — View promotion — Add to cart — Begin checkout — Purchase

Basic Stats

Data period	2020-11-01 to 2021-01-31
User Count	265,721
Campaign Count	8 (Including referrals)
Converted users	3975
Conversion rate (purchase)	1.50%
Total sessions duration (m)	701,158
Session duration per customer	2.64
Purchase count	5132
Total revenue	354,107
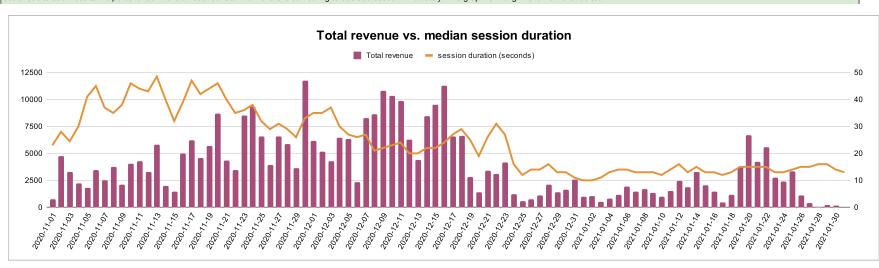
Campaign Name	Campaign Time	Duration
BlackFriday_V1	2020-11-27 to 2021-01-29	63
BlackFriday_V2	2020-11-27 to 2020-12-10	13
Holiday_V1	2020-12-10 to 2021-01-05	26
Holiday_V2	2020-12-10 to 2020-12-19	9
NewYear_V1	2021-01-27 to 2021-01-31	5
NewYear_V2	2021-01-27 to 2021-01-30	4
Data Share Promo	2020-11-01 to 2021-01-31	91
(referral)	2020-11-01 to 2021-01-31	91

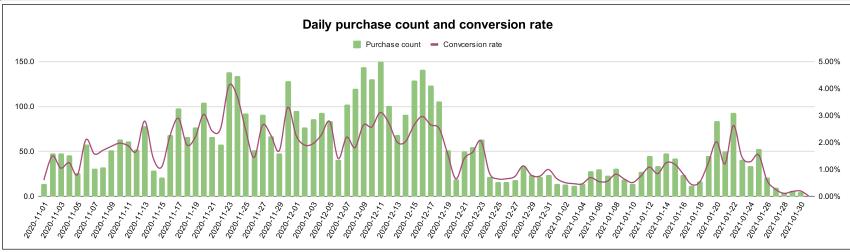## Daily visit count vs. median session duration

Starting from 29th of November util 18th of December, we see a rise on visit count. However, the median session duration is declining in this period. This move is consistant with the rise of Bounce rate. The hype for Christmas shopping and two Black Friday campaigns (usually flash sales) could also be the reason behind these moves.
The overall trend of session duration is in constant decline and we can see the lowest points right after the new year with only 10 seconds per visit, which is very close to bounce limit. Even thopugh the visit count has a small increase in the first week of the year, it does not make up for overall session duration.

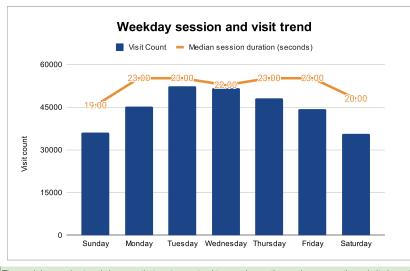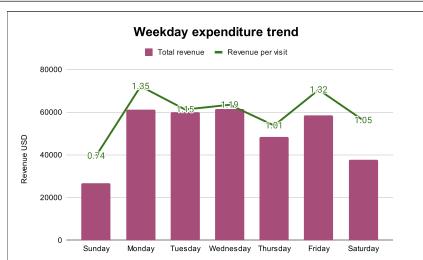## Daily bounce count and rate

A bounced user is defined as a user with no action on the webstie or a total session of under 5 seconds.

This graph shows that there is the bounce rate of the website is increasing throughout the whole period which is not a good sign for the business. Lack of good deals, lack of good UX design and overall aesthetics of the website could lead to such results. 10 percent rise in overall bounce rate in 3 months is something to bbe addressed immediately. This graph is in alignment with revenue too.

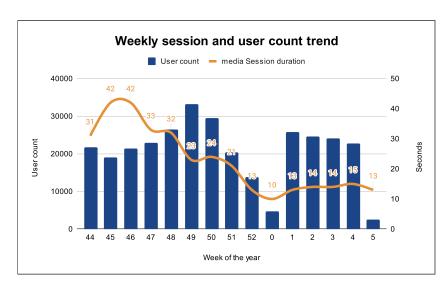## Total revenue vs. median session duration

1 - There is a considerable increase in sales starting from first of november leading to the second week of December which has an overlap with Black Friday and Holiday campaigns.
2 - The highest point of sales is located in the beginning of Black Friday campaigns on November 30th and a sudden drop afterwards, which is followed by Holiday campaigns that form the second and third peak in sales on 9th and 16th of December. However, the chart shows that necessarily there is not a direct relation between session duration per user and sales. There is a visible decrease in average session duration leading to campaign days with a constant steep towards its lowest point on last week of December. The New Year campaigns were complete failures due to close to zero sales and the continuation of decrease in average session duration on last week of Jan.

Daily purchase count and conversion rate

Weekday session and visit trend
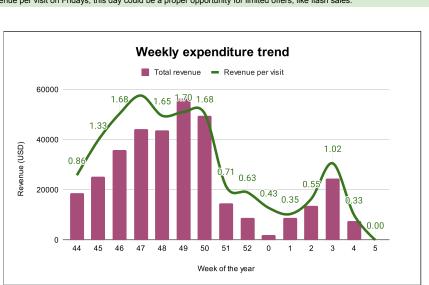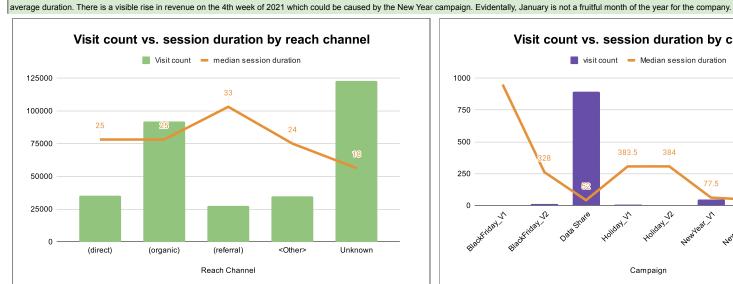

Weekday expenditure trend

The weekday session trend shows us that customers tend to spend more time and money on the website in working days rather than weekends. It would be wise to launch the future campaigns on Mondays. In this way the user has more time to spend on the website and is more eager to buy something. Taking into account the sharp rise in revenue per visit on Fridays, this day could be a proper opportunity for limited offers, like flash sales.

Weekly session and user count trend

Weekly expenditure trend

The first 6 weeks of data (until mid Dec) show the highest amount of sessions and average sessiun duration. The purchase trend before new year justifies this peak which is in allignment with revenue too.
The sudden drop leading to the first week of the newy year shows lack of interest in visiting and purchasing due to holidays. Starting from second week of the new year, the visit count rises to normal levels and sessions stay below the average duration. There is a visible rise in revenue on the 4th week of 2021 which could be caused by the New Year campaigns. Evidentially, January is not a fruitful month of the year for the company.

Visit count vs. session duration by reach channel

Visit count vs. session duration by campaign

The lack of knowledge about a considerable number of visits is not a good thing for the business. Standing at 2nd place, organic reaches are responsible for a lot of visits to the website which is a sign of good SEO performance Referred users could be a good target for future campaign becuase they tend to spend more time compared to other users.
The overall comparison between campaign performance and other reach channels is not directly applicable, Low number of visits from campaign aligned with high session durations could not point to any specific insights because of the outliers. Compared to total visit counts on the website, none of the campaigns are bringing considerable number of users.