OPPO E-COMMERCE DASHBOARD

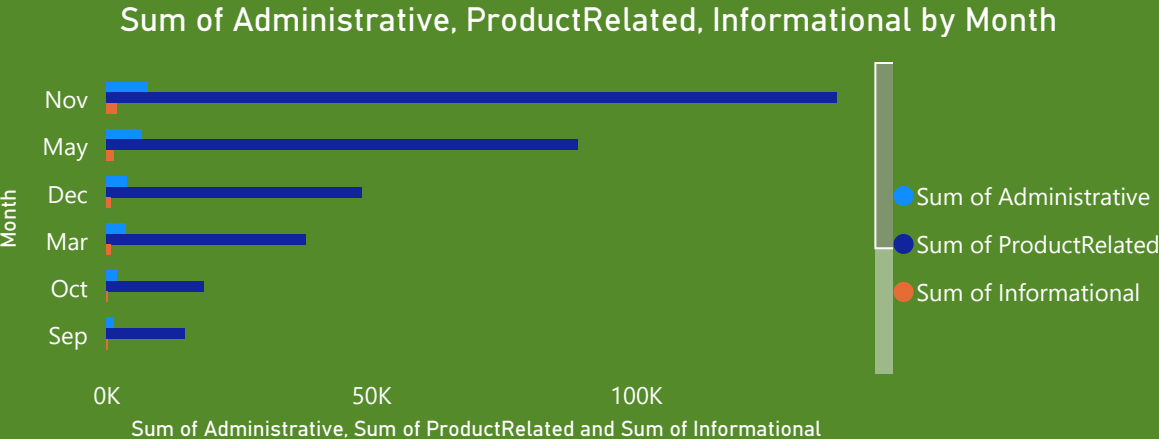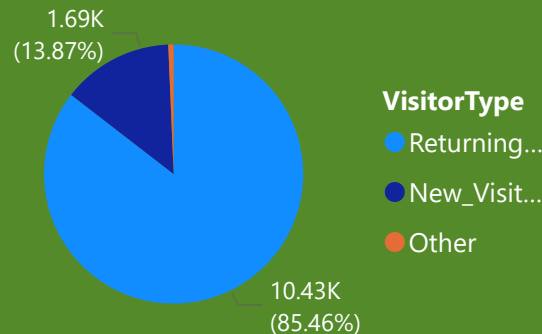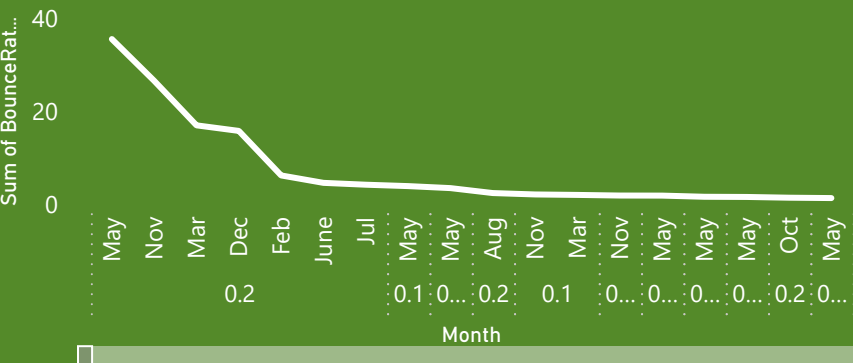| ConversionRate	Average Bounce..	Average Exit...	Total Returning...	Total Other visitors	Total New visitors	Total Visitor
0.16	0.02	0.04	10K	81	2K	12K

Sum of Administrative, ProductRelated, Informational by Month

- Sum of Administrative
- Sum of ProductRelated
- Sum of Informational

Sum of Administrative, Sum of ProductRelated and Sum of Informational

Count of VisitorType by VisitorType

1.69K (13.87%)
10.43K (85.46%)

VisitorType
- Returning...
- New_Visit...
- Other

Average informational...
34.83

Average Administraiv...
81.65

Avg ProductRelated Duration
1.21K

Sum of BounceRates by BounceRates and Month

Sum of ExitRates by ExitRates and Month

Count of Revenue	Count None Revenue
2K	10K

VisitorType	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	Total
New_Visitor	37	1870	420	396	745	252	35	1400	81	220	561		78	14	30	16		18	19	340	**6532**
Other	7	22	21		5	6		8		30	11		13							960	**1083**
Returning_Visitor	2344	5930	5598	3868	550	2400	245	1336	288	4250	2145	12	9373	168	525	32	17	162	304	2560	**42107**
Total	2388	7822	6039	4264	1300	2658	280	2744	369	4500	2717	12	9464	182	555	48	17	180	323	3860	**49722**

VisitorType

New_Vis...	Other	Returnin...

OPPO E-COMMERECE DASHBOARD

Sum of Browser and Region

Sum of Browser and Sum of ...

- Sum of Browser
- Sum of Region

Region
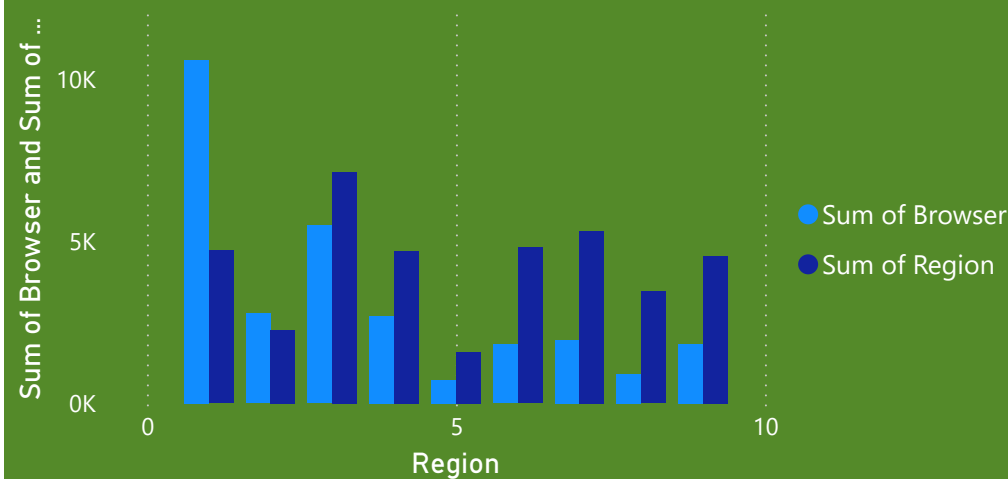
Sum of Administrative_Duration and Informational_Duration by MonthNumber

Sum of Administrative_Durati...

- Sum of Administrative_Duration
- Sum of Informational_Duration

MonthNumber
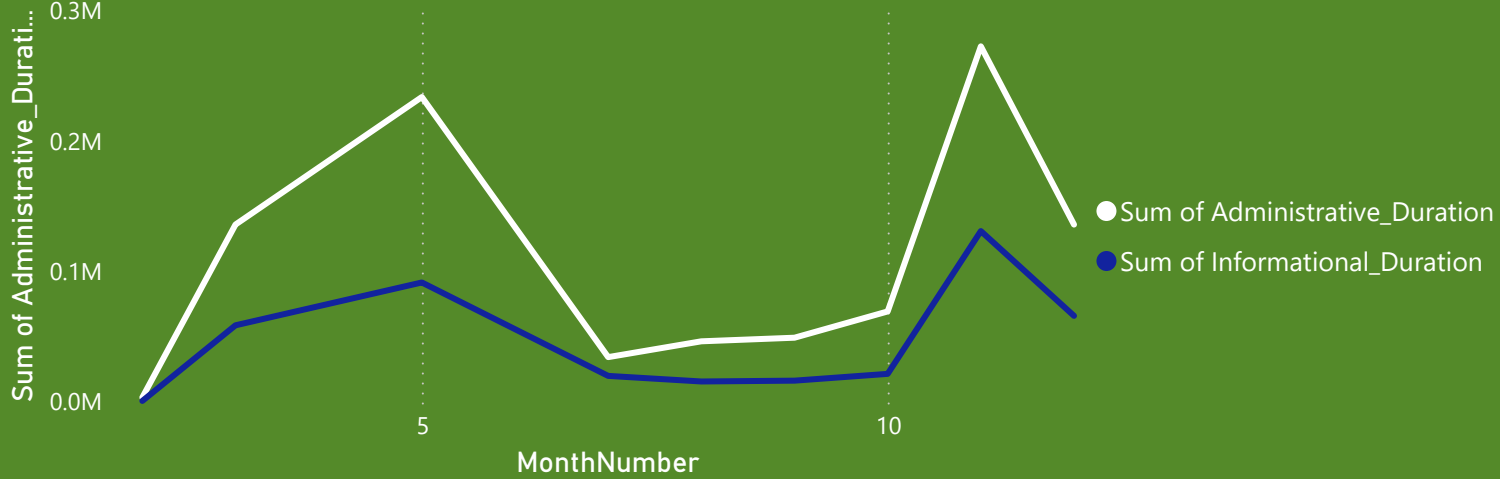
VisitorType

New_...

Other

Retur...

Count of Revenue by Weekend

Weekend

False

True

Count of Revenue

Sum of total Visits by Months
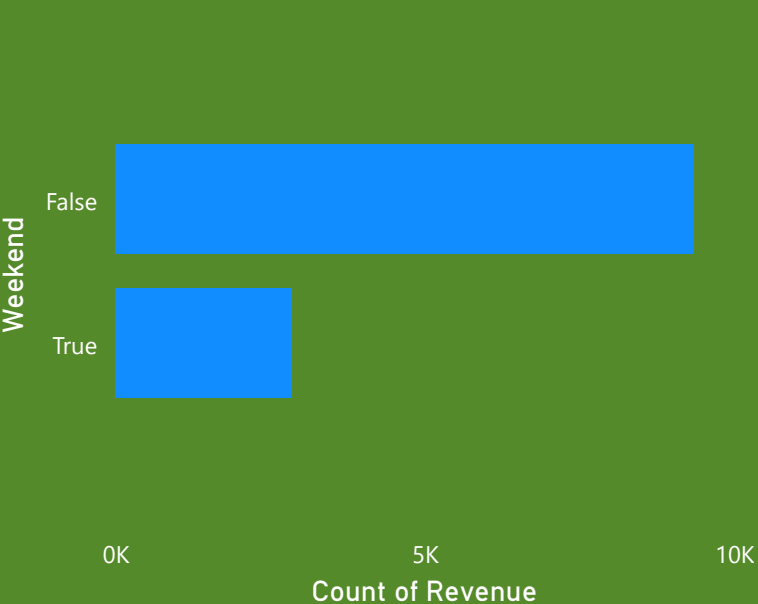
Aug

| 1358 | 235 | 16566 |
| Sum of Administrative | Sum of Informational | Sum of ProductRelated |

Dec

| 3793 | 885 | 48326 |
| Sum of Administrative | Sum of Informational | Sum of ProductRelated |

Feb

| 100 | 16 | 2055 |
| Sum of Administrative | Sum of Informational | Sum of ProductRelated |

Jul

| 1047 | 223 | 15728 |
| Sum of Administrative | Sum of Informational | Sum of ProductRelated |

OPPO E-COMMERCE INSIGHTS

Insight: Visitor Distribution
Data Point: The dataset categorizes visitors as `Returning_Visitor`, `New_Visitor`, and `Other`.
Insight: A significant portion of the traffic comes from returning visitors, which indicates good retention but also highlights the need to attract more new visitors.
Recommendation:
- Enhance marketing strategies to attract new visitors by using targeted ads, SEO, and social media campaigns.
- Implement referral programs to encourage existing users to invite new visitors.

Insight: Bounce Rate and Exit Rate
-Data Point: The average bounce rate and exit rate from the dataset.
- Insight: High bounce rates on specific pages indicate that visitors are not finding what they are looking for quickly.
Recommendation:
- Optimize landing pages with clear CTAs (Call to Actions), engaging content, and easy navigation to reduce bounce rates.
- Conduct A/B testing to determine the most effective page designs and content structures.
Insight: Conversion Rate
Data Point: Conversion rate derived from sessions resulting in revenue.
Insight: A low conversion rate suggests that visitors are not efficiently converting into paying customers.

Recommendation:
- Streamline the checkout process by reducing the number of steps and providing multiple payment options.
- Offer limited-time promotions or discounts to incentivize purchases.
- Personalize the shopping experience based on visitor behavior and preferences.

Demographic and Technical Factors Insights
Insight: Device and Browser Usage
- Data Point: Distribution of sessions by operating system and browser.
- **Insight: Majority of visitors use specific browsers and operating systems.**
Recommendation
-Ensure the website is fully optimized and performs well on the most commonly used devices and browsers.
- Conduct regular testing to ensure compatibility and user experience across different platforms.
Insight: Geographic Distribution
- Data Point: Visitor counts by region.
- Insight: Certain regions have higher traffic compared to others.
Recommendation:
- Localize marketing efforts to cater to high-traffic regions.
- Consider regional promotions and content that resonates with the local audience.

Insight: Monthly Trends
- Data Point: Trends in visits and conversions over different months.
- Insight: Peak traffic and conversion periods can be identified, often coinciding with holiday seasons or special promotions.
Recommendation:
- Plan marketing campaigns around peak traffic periods to maximize conversions.
- Utilize historical data to forecast and prepare for high-traffic periods, ensuring sufficient inventory and customer support.
Insight: Special Days Impact
- Data Point: Visitor behavior and transactions on special days.
- Insight: Special days show a spike in traffic and conversions.
Recommendation:
- Capitalize on special days by running targeted promotions and campaigns.
- Highlight special day deals prominently on the website to attract more visitors.
Traffic Sources and Campaign Performance Insights
Insight: Traffic Sources
- Data Point: Sources of traffic (e.g., direct, referral, social media).
- Insight: Some traffic sources are more effective at driving engagement and conversions.
Recommendation:
- Allocate marketing budget to the most effective traffic sources.

Recommendations

Visitor Distribution:

Data Point: The dataset categorizes visitors as `Returning_Visitor`, `New_Visitor`, and `Other`. A significant portion of the traffic comes from returning visitors, which indicates good retention but also highlights the need to attract more new visitors.

• Enhance marketing strategies to attract new visitors by using targeted ads, SEO, and social media campaigns.
• Implement referral programs to encourage existing users to invite new visitors.

Conversion Rate:

Low conversion rates on the site even though the conversion rate for the new visitors is the highest.

• Streamline the checkout process by reducing the number of steps and providing multiple payment options.
• Offer limited-time promotions or discounts to incentivize purchases and also offer gift cards on purchases.
• Personalize the shopping experience based on visitor behavior and preferences.

Monthly Trends and Special Days Impact:

Customers visited the pages most in the month of November and May especially the ProductedRelated page which coincides with holiday or special promotion seasons.

• Plan marketing campaigns around peak traffic periods to maximize conversions.
• Utilize historical data to forecast and prepare for high-traffic periods, ensuring sufficient inventory and customer support.
• Plan on some sales and discounts as part of the promotions.
• Capitalize on special days by running targeted promotions and campaigns.
• Highlight special day deals prominently on the website to

Bounce Rate and Exit Rate

Insight: High bounce rates on specific pages indicate that visitors are not finding what they are looking for quickly.

• Optimize landing pages with clear CTAs (Call to Actions),
• engaging content, and easy navigation to reduce bounce rates.

Visitor behavior by Weekend and Weekdays:

Trends show more visits during weekends

• Consider promoting flash sales on weekends to encourage customers to purchase during weekends