

OPPO E-COMMERCE DASHBOARD

ConversionRate

0.16

Average Bounce..

0.02

Average Exit...

0.04

Total Returning...

10K

Total Other visitors

81

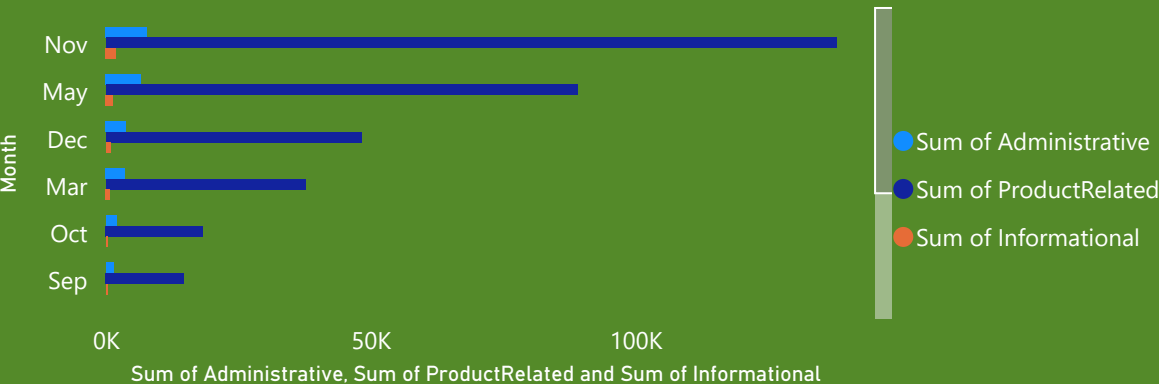
Total New visitors

2K

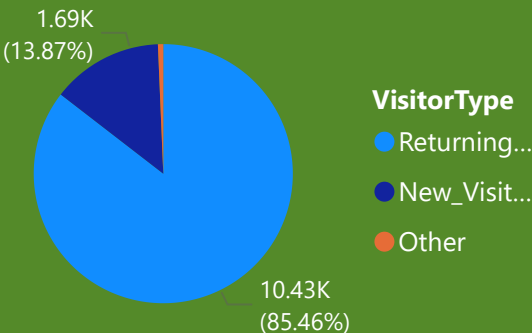
Total Visitor

12K

Sum of Administrative, ProductRelated, Informational by Month



Count of VisitorType by VisitorType



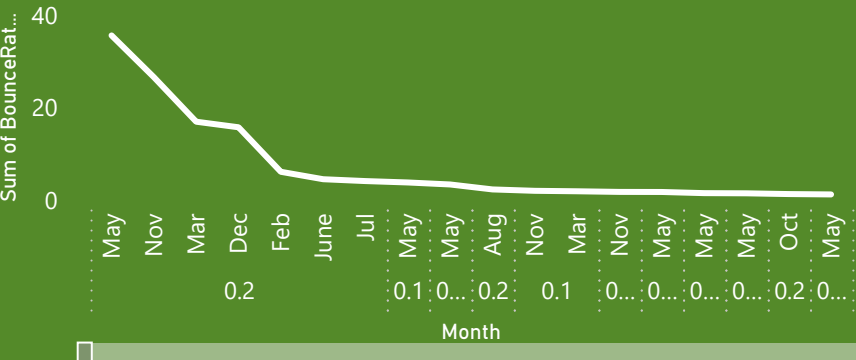
Average informational...

34.83

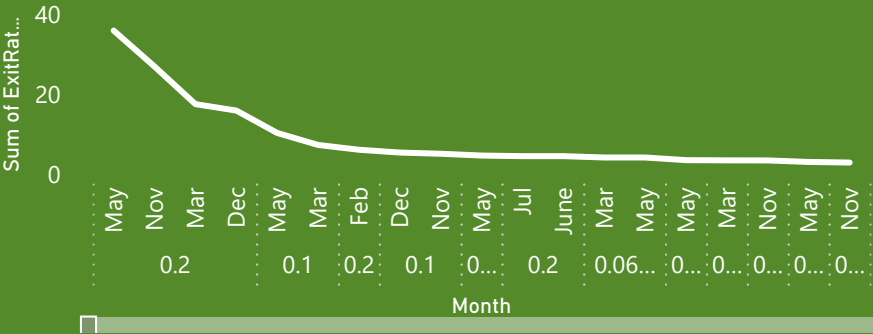
Average Administraiv...

81.65

Sum of BounceRates by BounceRates and Month



Sum of ExitRates by ExitRates and Month



Avg ProductRelated Duration

1.21K

Count of Revenue

2K

Count None Revenue

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

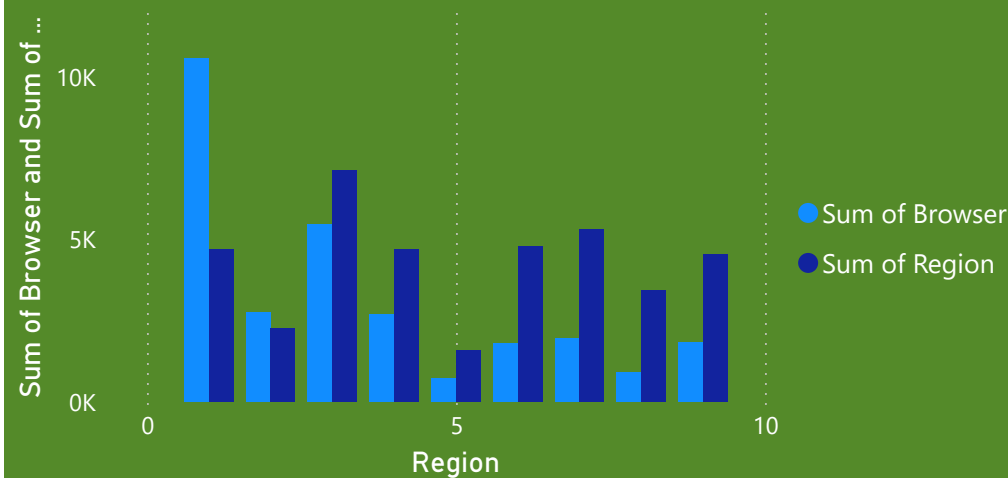
New_Vis...

Other

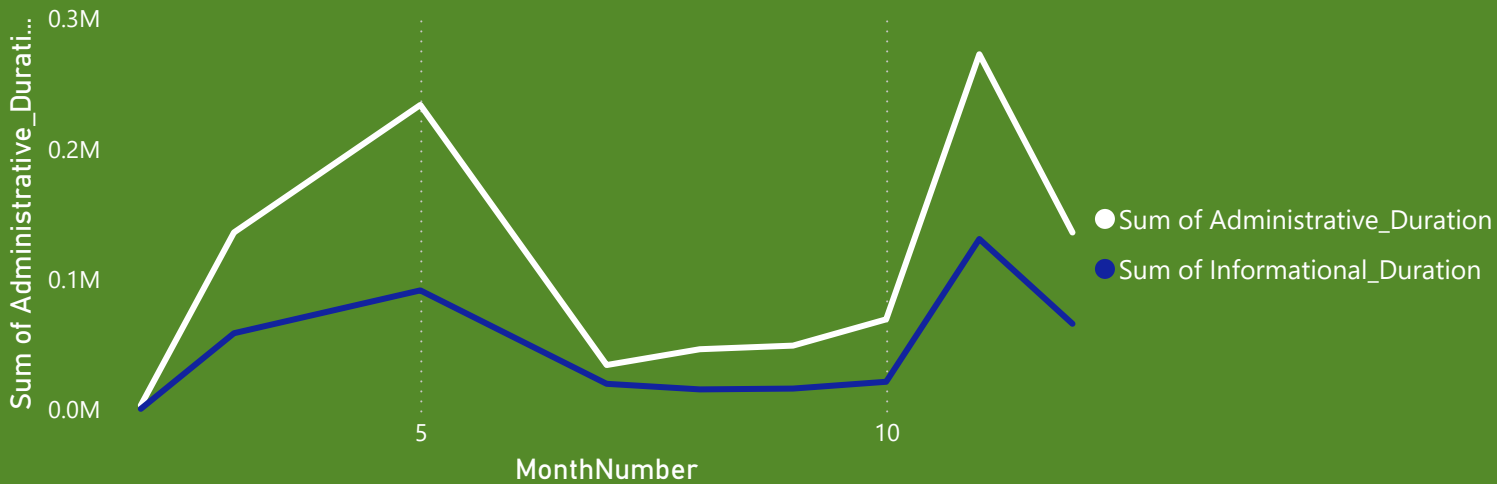
Returnin...

OPPO E-COMMERCE DASHBOARD

Sum of Browser and Region



Sum of Administrative_Duration and Sum of Informational_Duration by MonthNumber



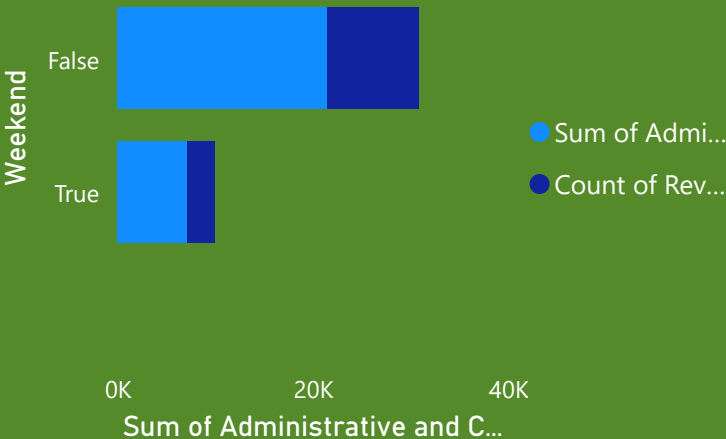
VisitorType

New_...

Other

Retur...

Sum of Administrative, Count of Revenue and Sum of Administrative by Weekend



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 converting into paying customers efficiently.

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.