Created by

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Inkspire store

2 0 2 5

Project Task

Conducting an analysis of the imaginary Inkspire store's performance by creating a dashboard that presents data for marketing managers, enabling them to make informed decisions regarding the optimization of advertising campaigns, promotional strategies, and product assortment.

The interactive dashboard displays information about the imaginary Inkspire store, allowing users to:

- To quickly review the store's key metrics and conversions (both overall and across key segments)

- independently explore conversions to identify how they vary depending on visitor groups and traffic sources.

The main elements of the dashboard include **metrics on visits**, **orders**, and **sales**, as well as a visualized **funnel** from store visit to purchase.

Tools

The data for this project was obtained from the public GA4 dataset in *BigQuery.*

Database link

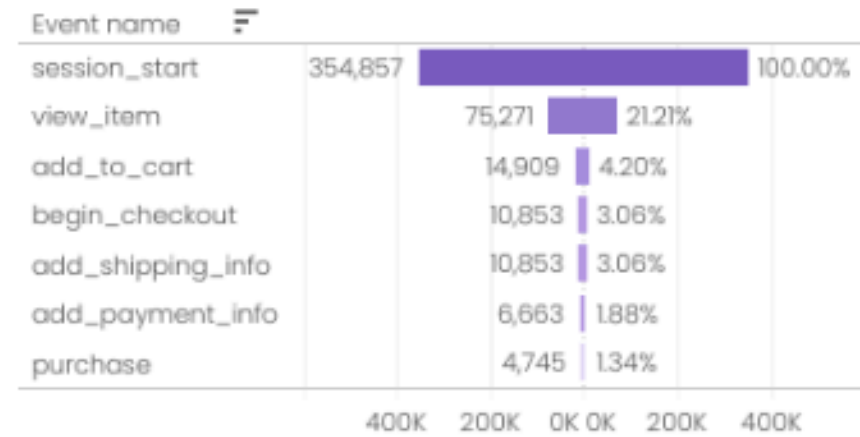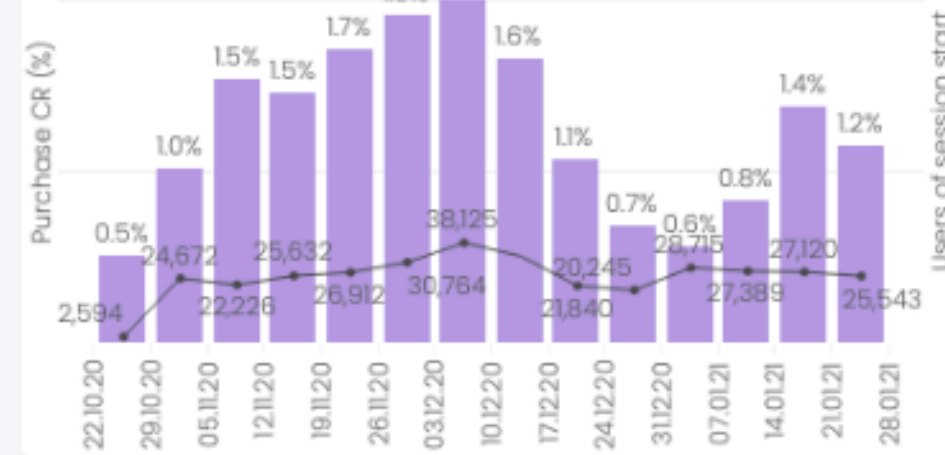The required and processed data were visualized using *Tableau.*

Dashboard link

Inkspire – A treasury where every book inspires new ideas

Dive into a world of stories, creativity, and knowledge with Inkspire.

Welcome
<Full Name>

PURCHASE FUNNEL : Users/Sessions countd and %

Event name		
session_start	354,857	100.00%
view_item	75,271	21.21%
add_to_cart	14,909	4.20%
begin_checkout	10,853	3.06%
add_shipping_info	10,853	3.06%
add_payment_info	6,663	1.88%
purchase	4,745	1.34%

400K 200K 0K 0K 200K 400K

CONVERSION RATE (CR) TO PURCHASE

Purchase CR (%)

Users of session start

0.5% — 2,594
1.0% — 24,672
1.5% — 22,226
1.5% — 25,632
1.7% — 26,912
1.9% — 30,764
2.0% — 38,125
1.6% — 21,840
1.1% — 20,245
0.7% — 28,715
0.6%
0.8% — 27,389
1.4% — 27,120
1.2% — 25,543

22.10.20, 29.10.20, 05.11.20, 12.11.20, 19.11.20, 26.11.20, 03.12.20, 10.12.20, 17.12.20, 24.12.20, 31.12.20, 07.01.21, 14.01.21, 21.01.21, 28.01.21

PAGE LOCATION
Session setting page: https://shop.googlemerchandisestore.co..

Google+Redesign/Apparel	40027 / 11.28%
Google+Redesign/Shop+by..	24071 / 6.78%
Google+Redesign/Apparel/..	18557 / 5.23%
store.html	14910 / 4.20%
Google+Redesign/Apparel/..	7138 / 2.01%
Google+Redesign/Lifestyle/..	5599 / 1.58%
Google+Redesign/Apparel/..	4962 / 1.40%
signin.html	4094 / 1.15%
basket.html	4041 / 1.14%
Google+Redesign/Lifestyle/..	4014 / 1.13%
Google+Redesign/Shop+by..	3840 / 1.08%

MAP : Users/Sessions countd and Country

Canada 26,419
Iceland 103
United States 155,829
Dominican Republic 214

67 Mapbox © OSM 155,829
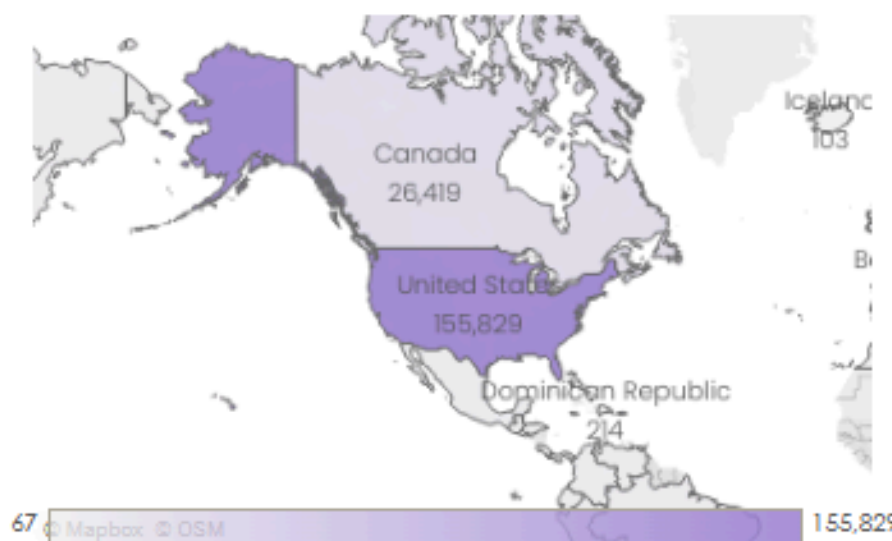
FILTERS

Device category
(All)

Device language
(All)

Device operating system
(All)

Event date
11/1/2020   1/31/2021

Session start
354,857

Add to cart
14,909

Purchase
4,745

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Conclusions

- **Seasonality of User Activity**

In early December 2020, an increase in user interest in the Inkspire store was recorded, corresponding to the pre-holiday period. This led to a rise in book views, especially of gift editions and holiday sets, as well as an increase in items added to the shopping cart.

- **Decline in Activity During the Holiday Period**

At the end of December 2020 and the beginning of January 2021, user activity decreased, resulting in a drop in sales volume. This is expected, considering the end of the holiday season and the reduction in purchasing activity.

Conclusions

- **User Behavior by Product Categories**

Reading accessories (bookmarks, lamps, covers), which are relatively low-priced, are added to the cart more frequently but have a lower purchase conversion rate. Meanwhile, books across various categories (fiction, educational, children's literature) show a higher purchase completion rate and a larger average order value, especially gift editions during the holiday period.

- **Impact of Traffic Channels and Devices**

Users coming from advertising campaigns (source, medium, campaign) exhibit varied behavior: some campaigns generate many views and cart additions but have a lower purchase conversion rate. Additionally, desktop users are more likely to complete purchases compared to mobile device users.

Recommendations

Optimizing the Checkout Process (Checkout UX)

There is a significant drop-off in users at the stages of entering delivery and payment information.

➤ *Recommendations:*

- Simplify and streamline the form to make it more intuitive.
- Add tooltips or brief explanations for form fields.
- Implement address auto-completion (e.g., via Google Maps API).
- Display secure payment icons and SSL certification badges.

Increasing Conversion Rates for Accessories

Accessories are frequently added to the cart but rarely purchased.

➤ *Recommendations*:

- Implement up-sell/cross-sell tactics such as "Buy together with a book" or "Recommended with this item."
- Offer discounts on bundles (e.g., book + bookmark).
- Add emotional descriptions or lifestyle photos showing the accessories in use.

Recommendations

Seasonal Offers and Promotions

The peak activity in December indicates sensitivity to holiday campaigns.

➤ *Recommendations*:

- Create a dedicated holiday category on the website.
- Launch themed email campaigns before the holidays.
- Introduce a "Book as a Gift" option (including gift wrapping, greeting cards, etc.).
- Promote gift certificates.

Improving Mobile Experience

Mobile users are more likely to abandon the purchase process.

➤ *Recommendations:*

- Optimize the mobile version by improving speed and responsiveness.
- Simplify buttons and the checkout interface for mobile devices.
- Reduce the number of clicks required to complete the payment.

Recommendations

Optimizing Advertising Campaigns

Some traffic sources generate high volume but have low conversion rates.

➤ *Recommendations:*

- Analyze channel effectiveness and reallocate the budget accordingly.
- Test landing pages for books and categories.
- Launch retargeting campaigns for users who abandoned their carts.

Improving Landing Page Structure

➤ *Recommendations*:

- Add user reviews below the books.
- Implement labels such as "Best Seller," "New Arrival," and "Seasonal Offer."
- Include a "Customers Also Viewed…" section to increase session depth.

Inkspire — A treasury where every book inspires new ideas.

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Discover the treasures of imagination.