

Data-driven Analysis of Customer Orders and Website Traffic



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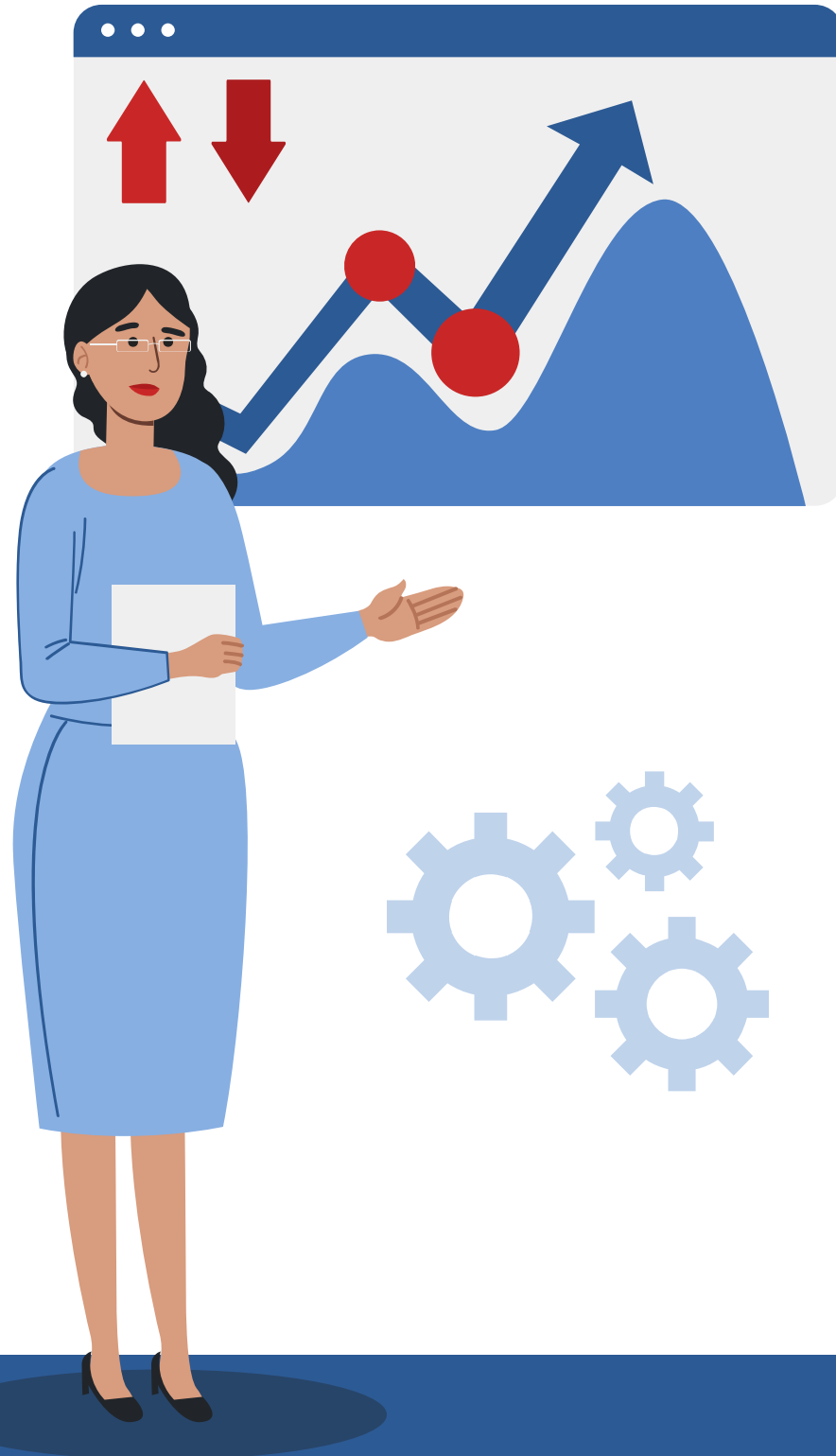
**Historical sales
performance data**

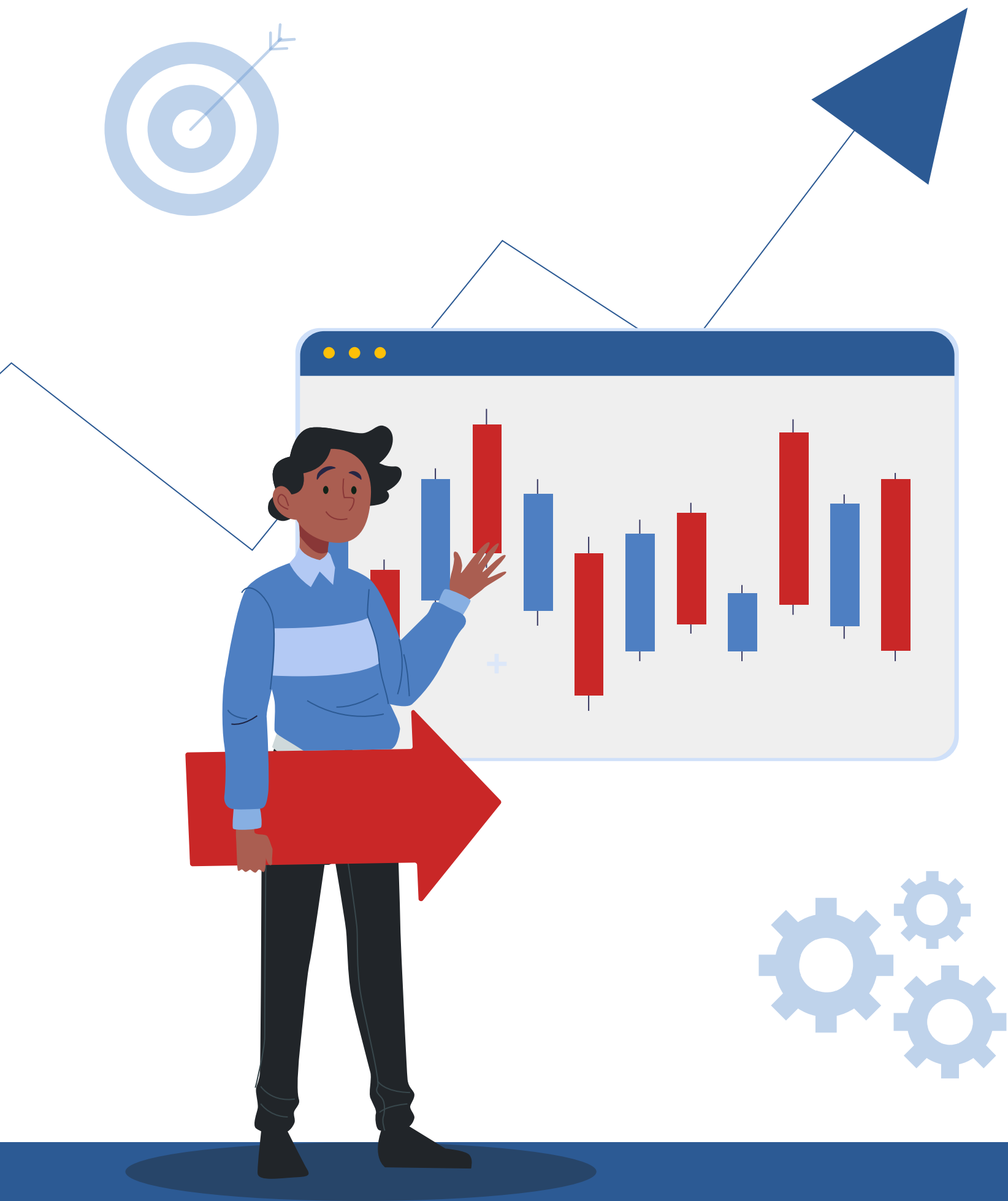
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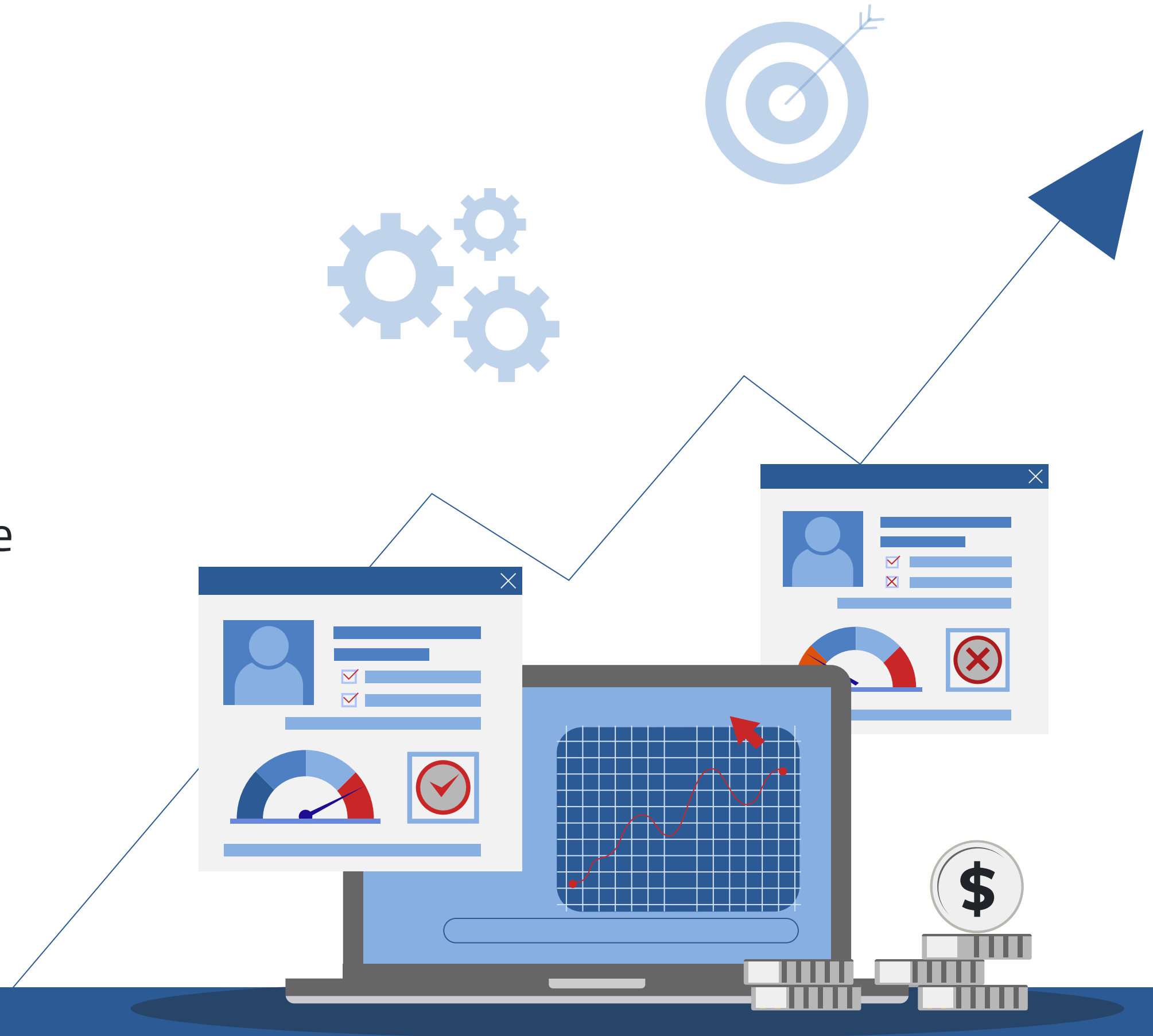


01

Introduction

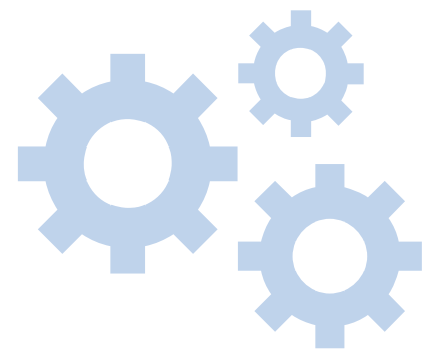
Objectives

- Analyze Historical Sales Data
- Evaluate Traffic Source Performance
- Identify Opportunities for Double Revenue Growth
- Develop a Concrete Action Plan



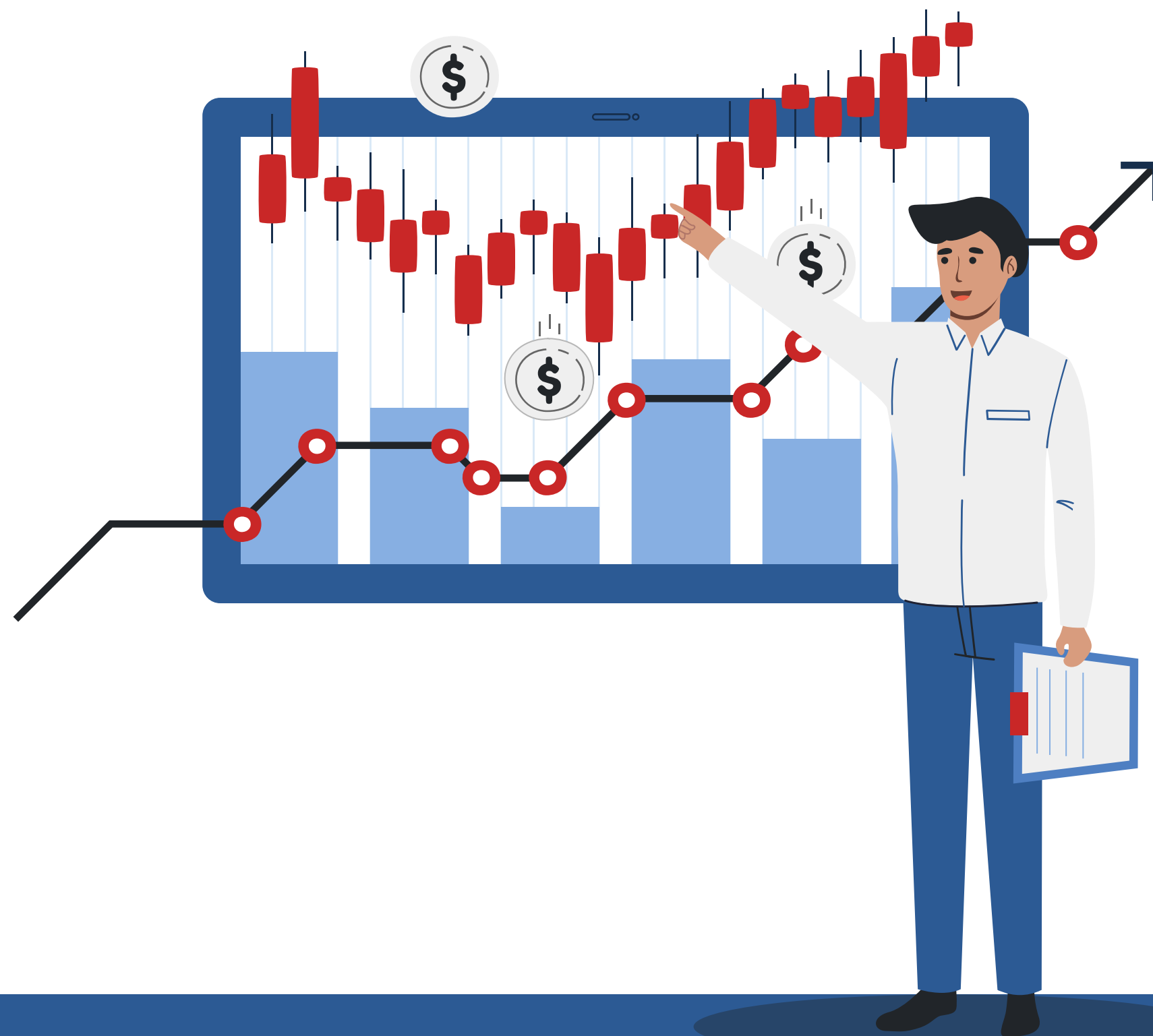
About the Two Datasets

- Historical Sales Performance Data
- Traffic Source Performance Data



02

Historical sales performance data



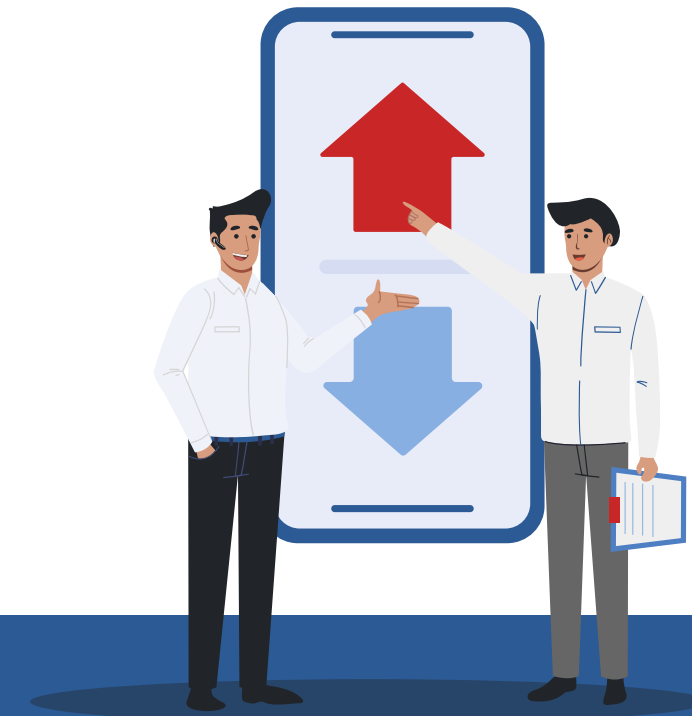
Calculating Expected Revenue

- **Formula:**

Revenue = (Selling Price × Item Quantity) + Shipping Fee - (Voucher Platform + Voucher Seller)

- **Expected Revenue in July:**

10,520,692,788 VND



Correlation analysis overview

Original Price vs. Selling Price:

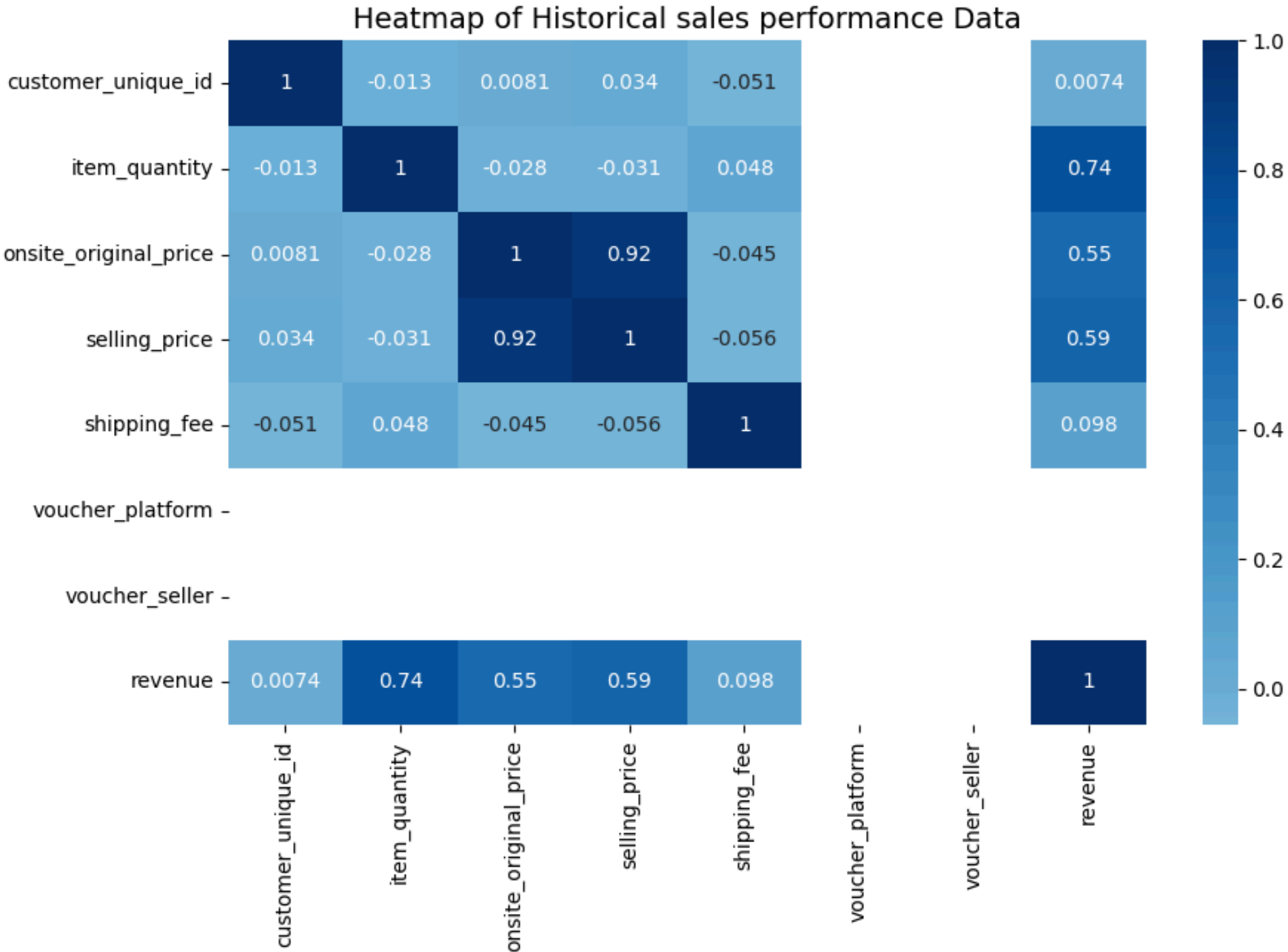
- Strong correlation; promotions directly impact selling prices.

Selling Price vs. Revenue:

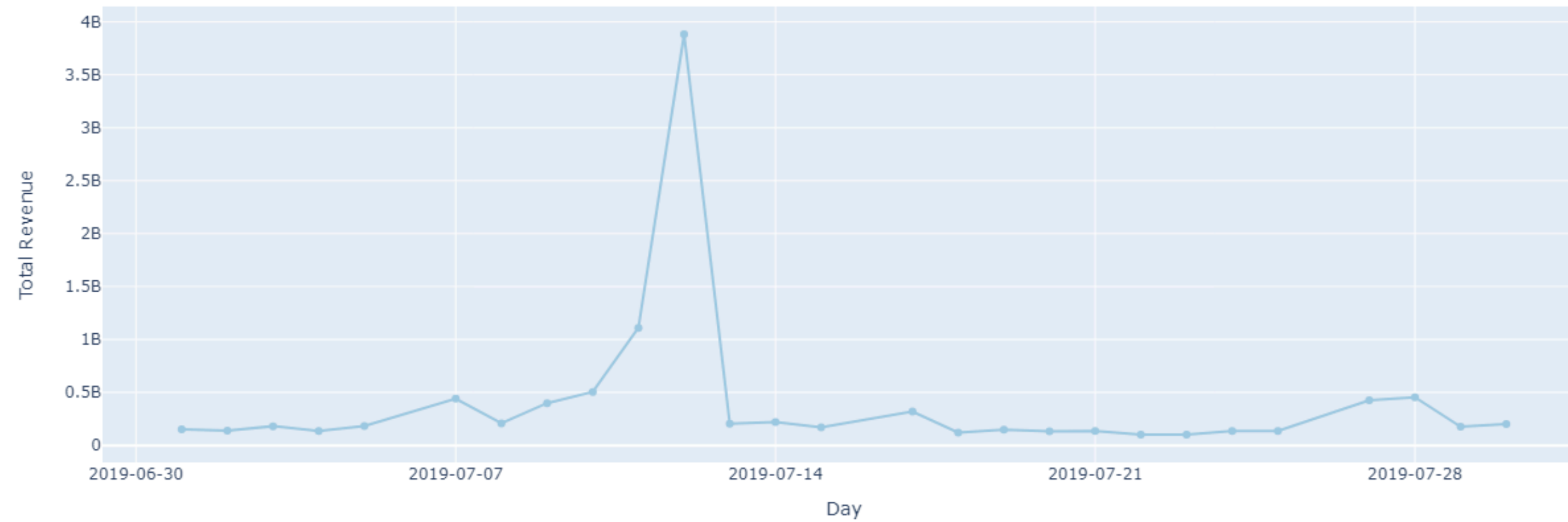
- Strong correlation; price adjustments significantly affect revenue.

Item Quantity vs. Revenue:

- Strong correlation; more items per order increase revenue.

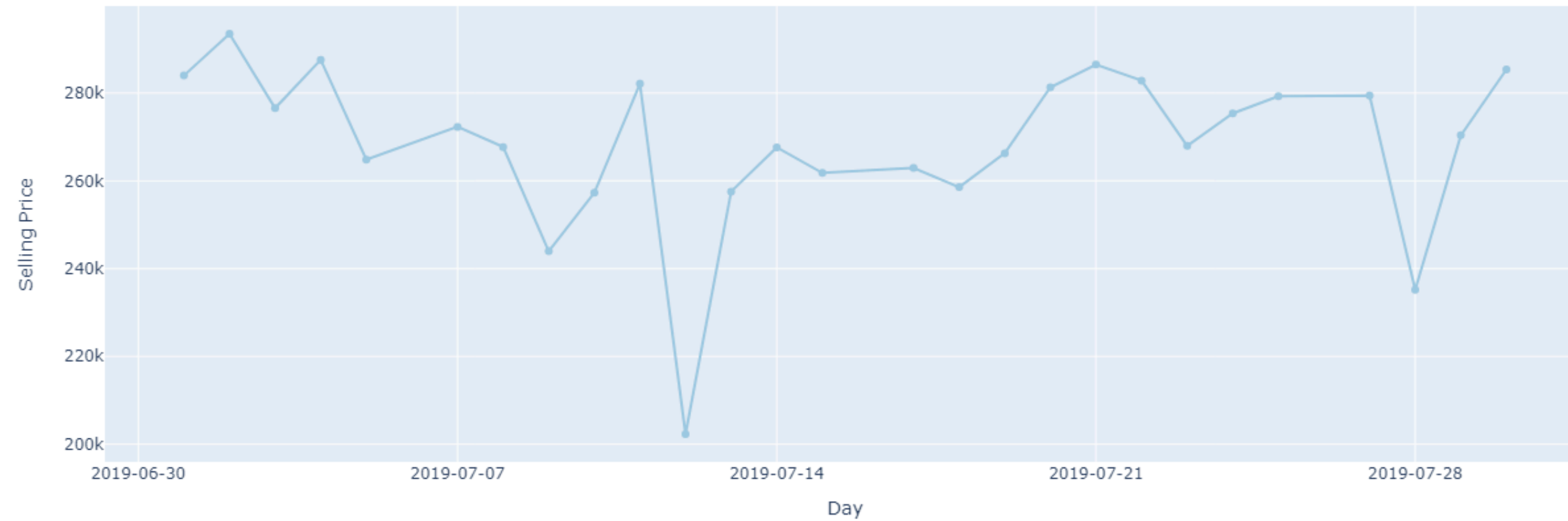


Total Revenue by Day



- Peak on July 12: Likely due to a successful event, marketing campaign, or promotion.
- Decrease (July 13-25): Lower revenue compared to earlier in the month.
- Higher revenue on weekends (Saturdays and Sundays) compared to weekdays.

Average selling price by Day



- Days with High Sales: For instance, July 12, July 9, and July 28.
- Average Item Price: Low on these high-sales days.

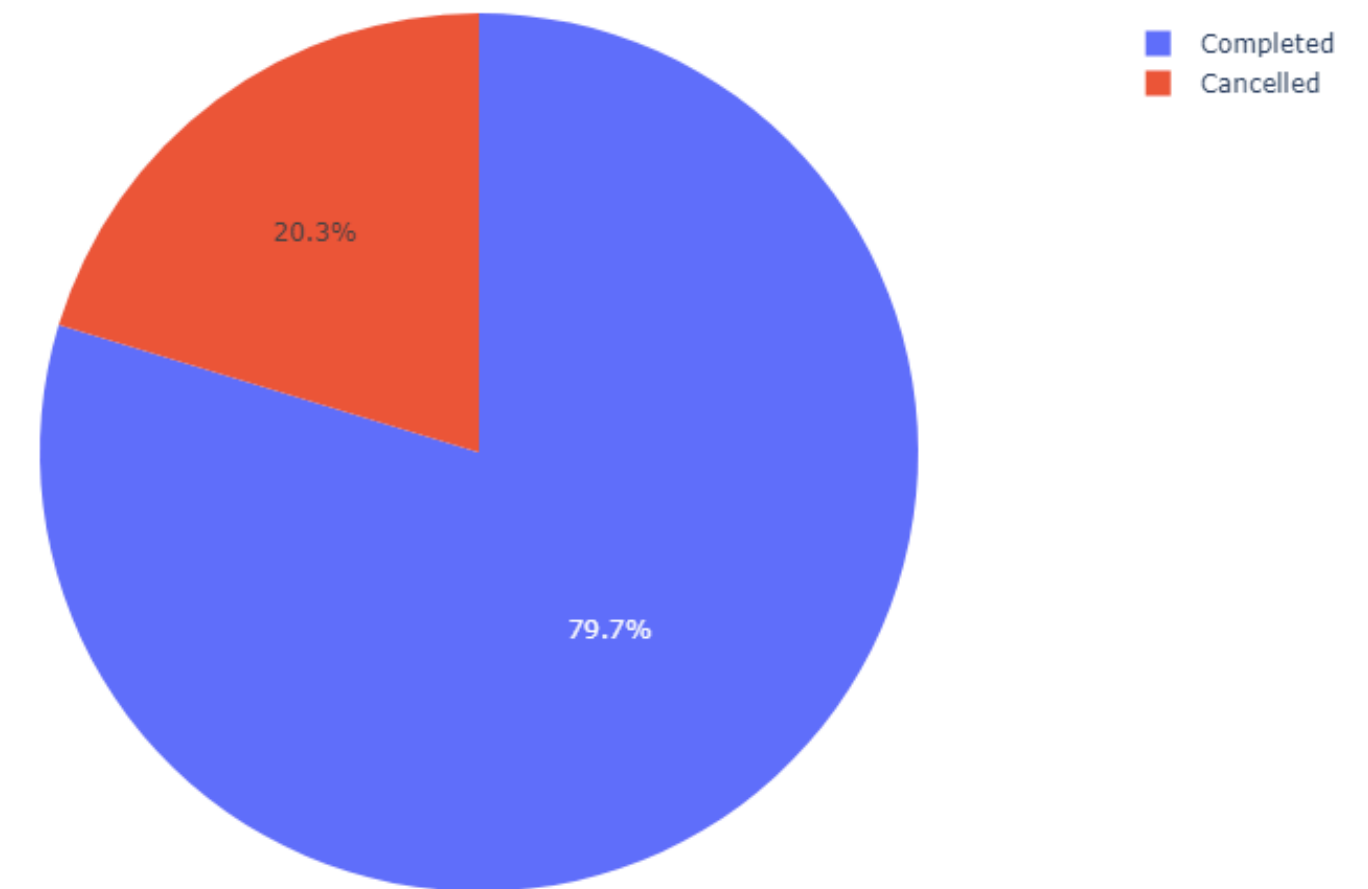
Completed Orders:

- 79.7% of expected revenue.
- Majority of revenue comes from completed orders, indicating successful transactions are key to overall revenue.

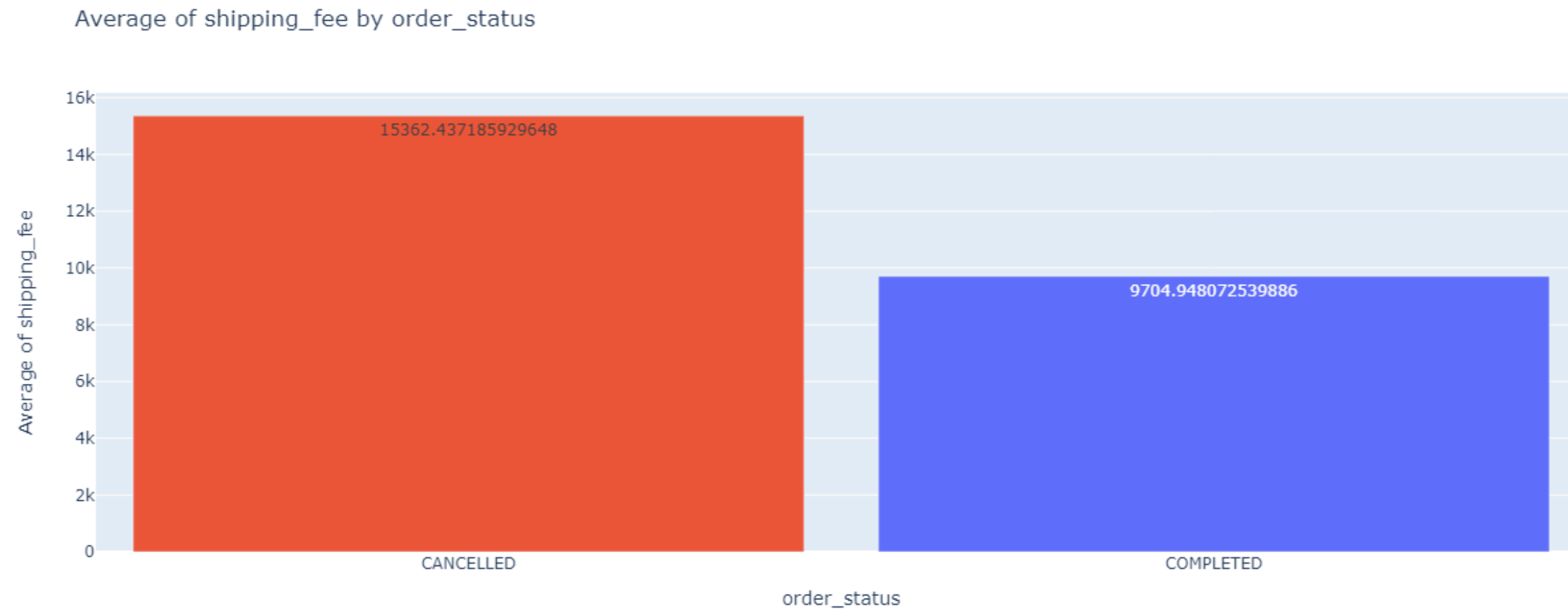
Cancelled Orders:

- 20.3% of expected revenue.
- Actual revenue is reduced to 8 billion VND from the expected 10 billion VND due to cancellations. Significant area for improvement.

Revenue Contribution by Order Status



The impact of shipping fees on order status



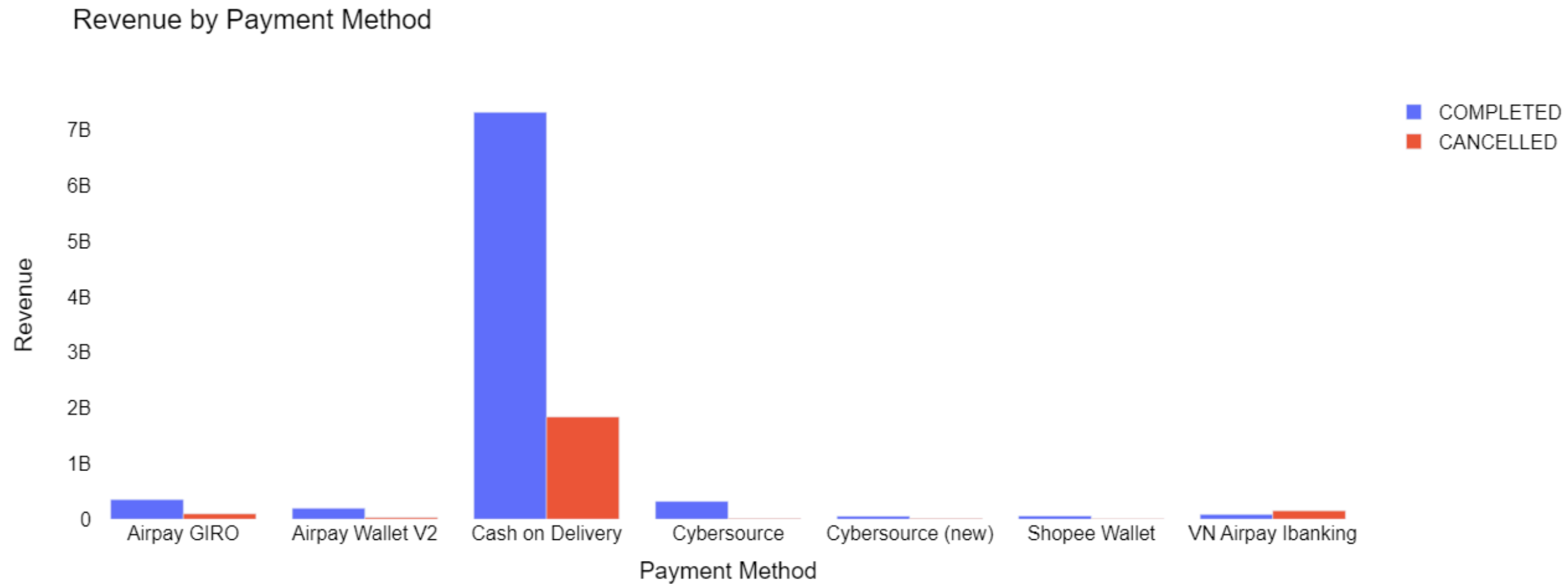
Cancelled Orders:

- Higher shipping costs are associated with higher cancellation rates

Completed Orders:

- Lower shipping costs are linked to completed orders

The impact of payment method on revenue



- **Cash on Delivery (COD):** Highest revenue contribution, High cancellation rate
- **Airpay Wallet V2, Airpay GIRO, and Cybersource:** Significant revenue contribution, Low cancellation rate
- **Other Payment Methods:** Lower revenue contribution, High cancellation rate for VN Airpay Banking

SUMMARIZE

Key Findings:

- **Revenue Patterns:**

- High revenue days linked to lower average item prices (e.g., July 12).

- **Order Completion vs. Cancellation:**

- Significant revenue loss due to high cancellation rates.
- Higher average shipping fees correlated with cancellations.

- **Payment Method Performance:**

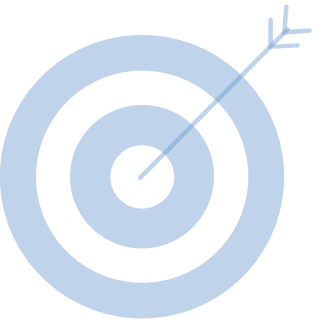
- Cash on Delivery: Highest revenue but high cancellation rate.
- Digital payments: Lower cancellation rates (except VN Airpay Ibanking).

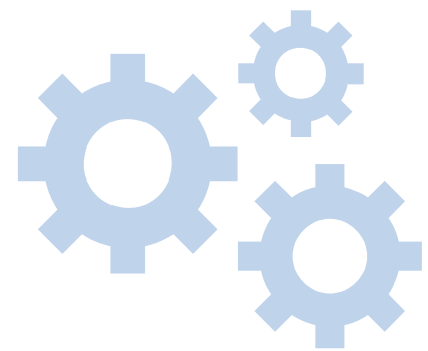


SUMMARIZE

Recommendations:

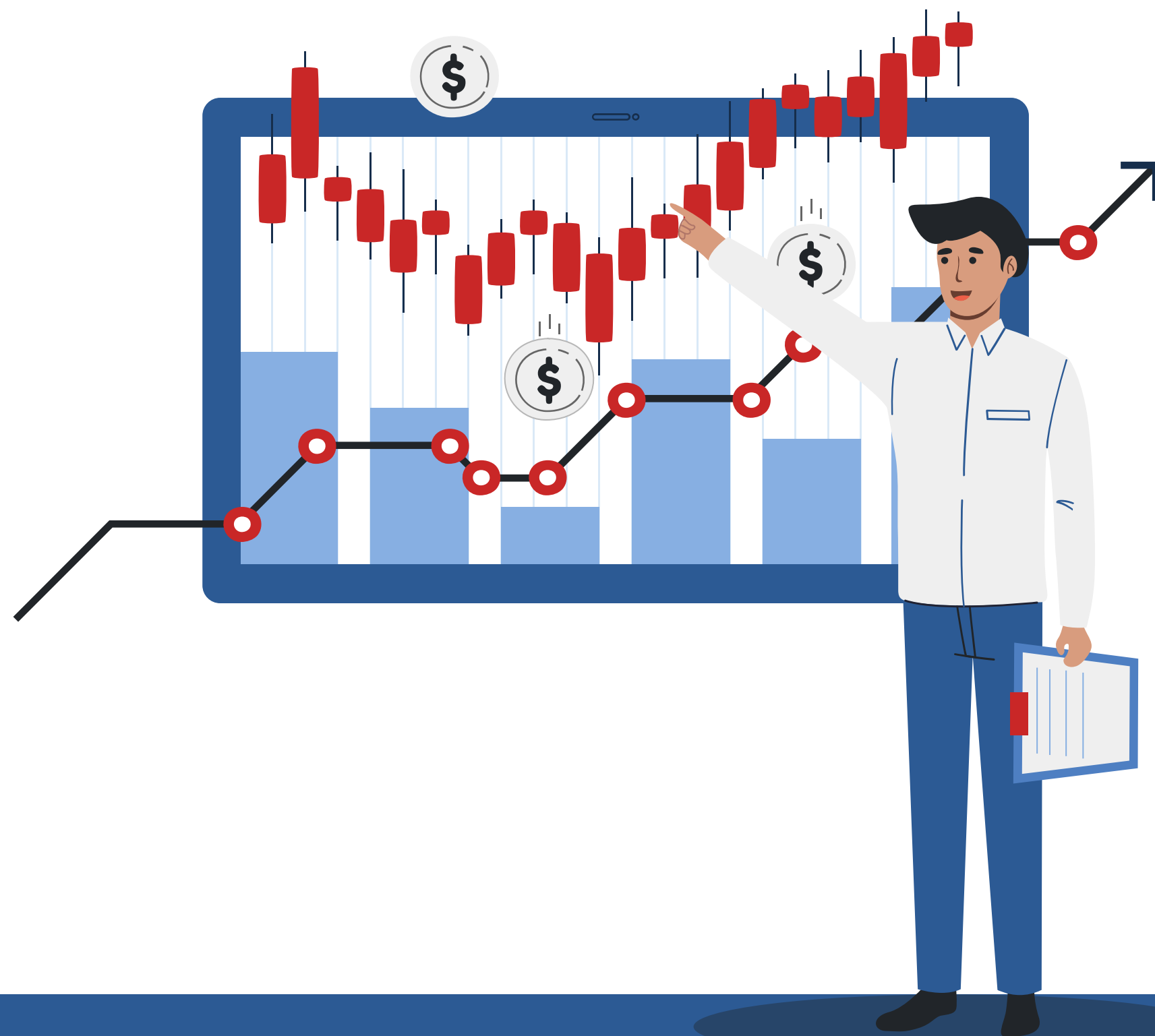
- Enhance promotional strategies to boost sales on low-performing days.
- Optimize shipping fees to reduce cancellations.
- Improve Cash on Delivery processes and promote digital payments (VN Airpay ibanking) for better customer experience.





03

Traffic source performance data



Correlation analysis overview

Bounce Rate:

- Weak or negative correlation with most variables.
- Strong negative correlation with Pages/Session (-0.57) and Avg. Session Duration (-0.46).

Ecommerce Conversion Rate:

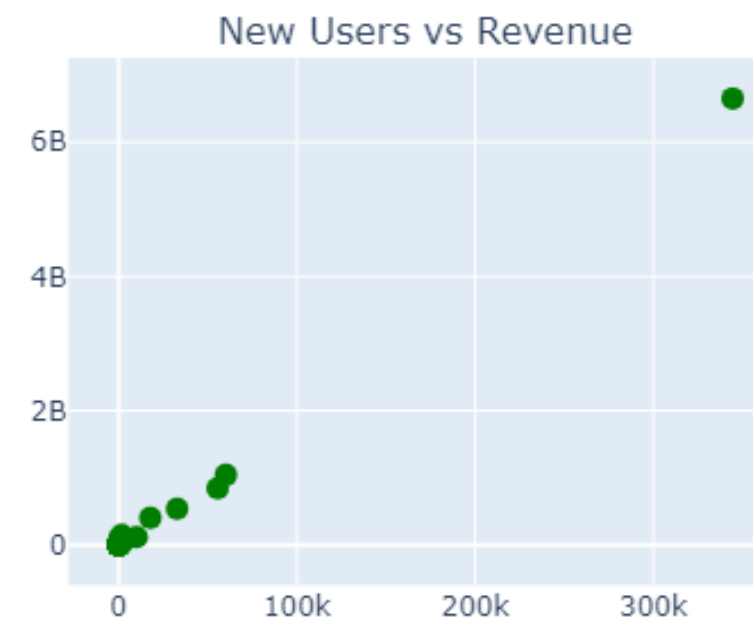
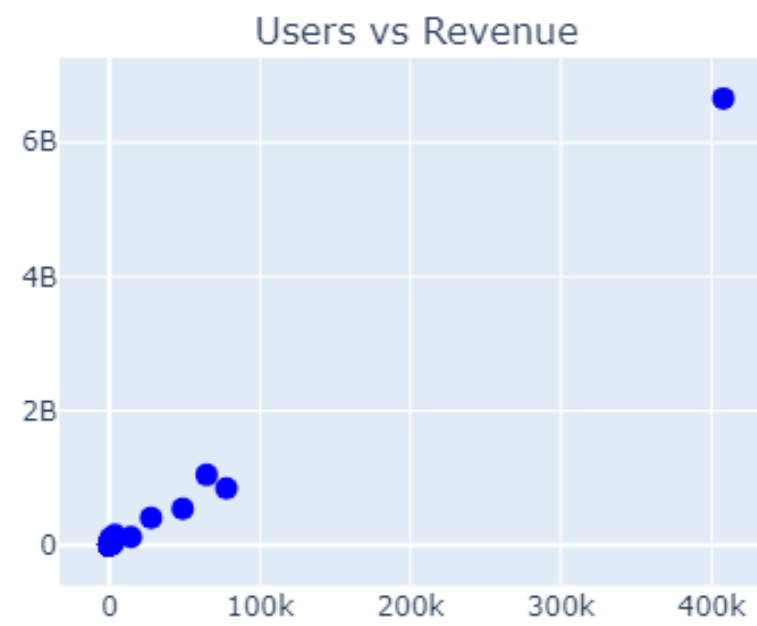
- Weak correlation with other metrics.
- Likely influenced by factors not captured in this data.

Transactions, Users, Sessions, and Revenue:

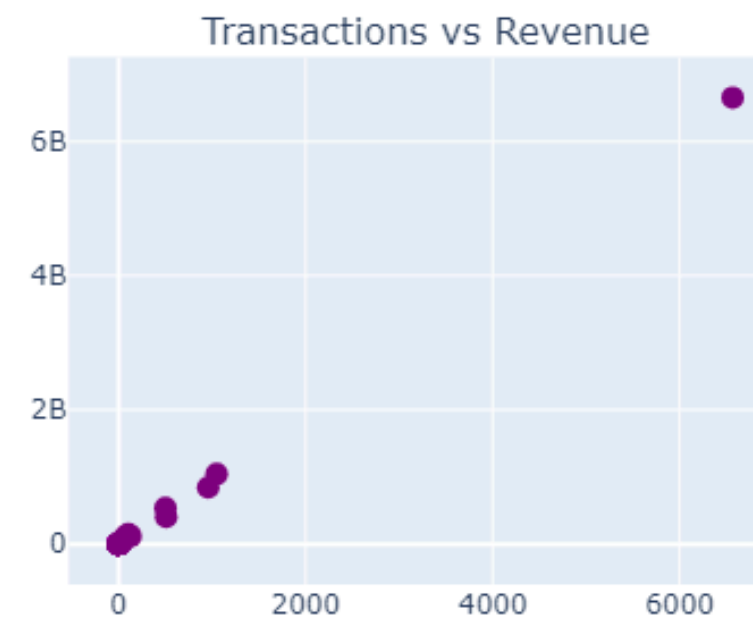
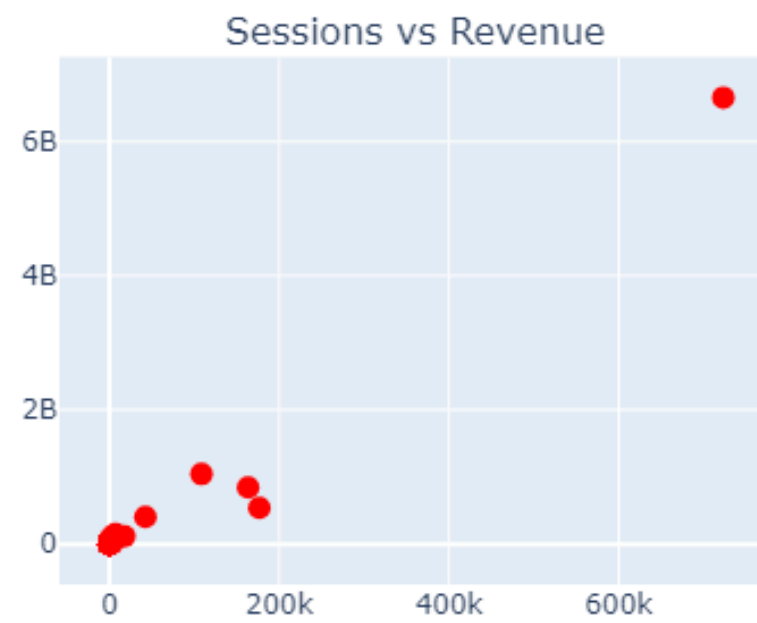
- Very strong correlation among these variables.
- Growth in users and sessions correlates with increased revenue and transactions.



Correlation analysis overview

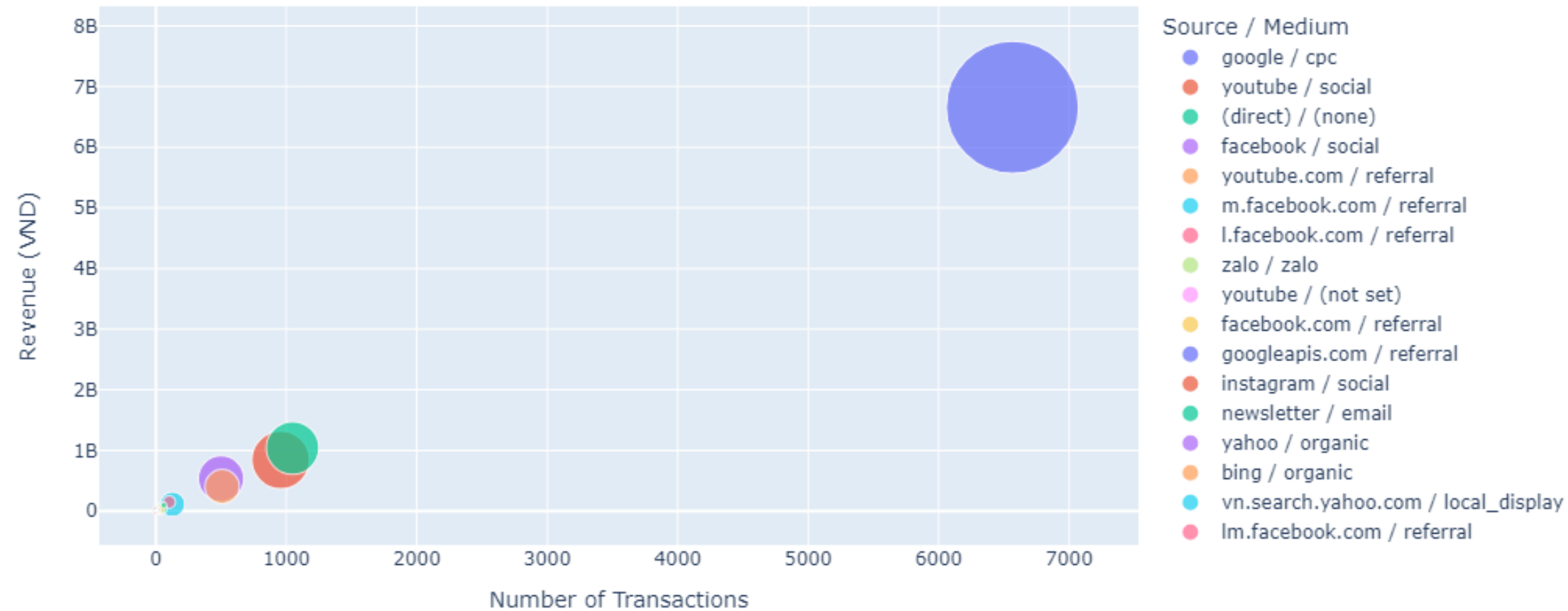


- Users vs Revenue
- New Users vs Revenue
- Sessions vs Revenue
- Transactions vs Revenue



Transaction, User & Revenue per Source/Medium

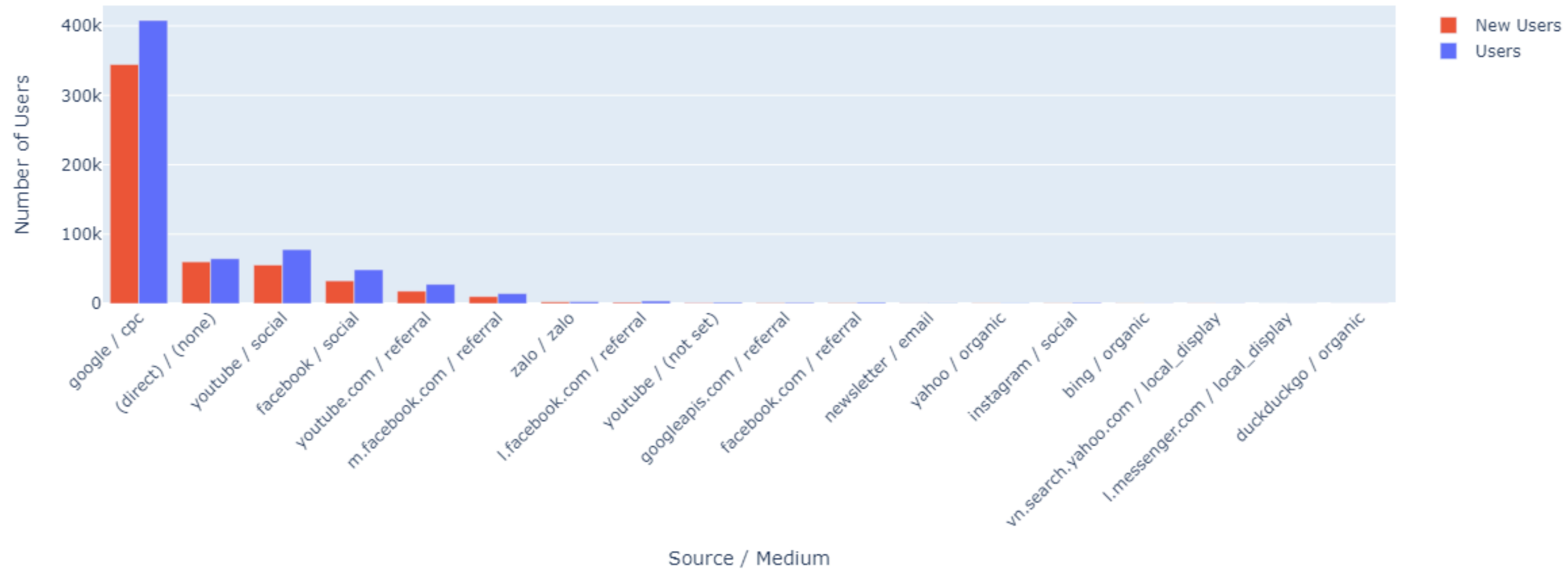
Transaction, Users vs. Revenue by Source/Medium



- **High Performers:** "google/cpc", "youtube/social", "(direct)/(none)"
- **Potential Sources:** "facebook/social", "youtube.com/referral", "m.facebook.com / referral"
- **Sources Needing Improvement:** "zalo/zalo", "youtube/(not set)", "newsletter/email"

New Users, User per Source/Medium

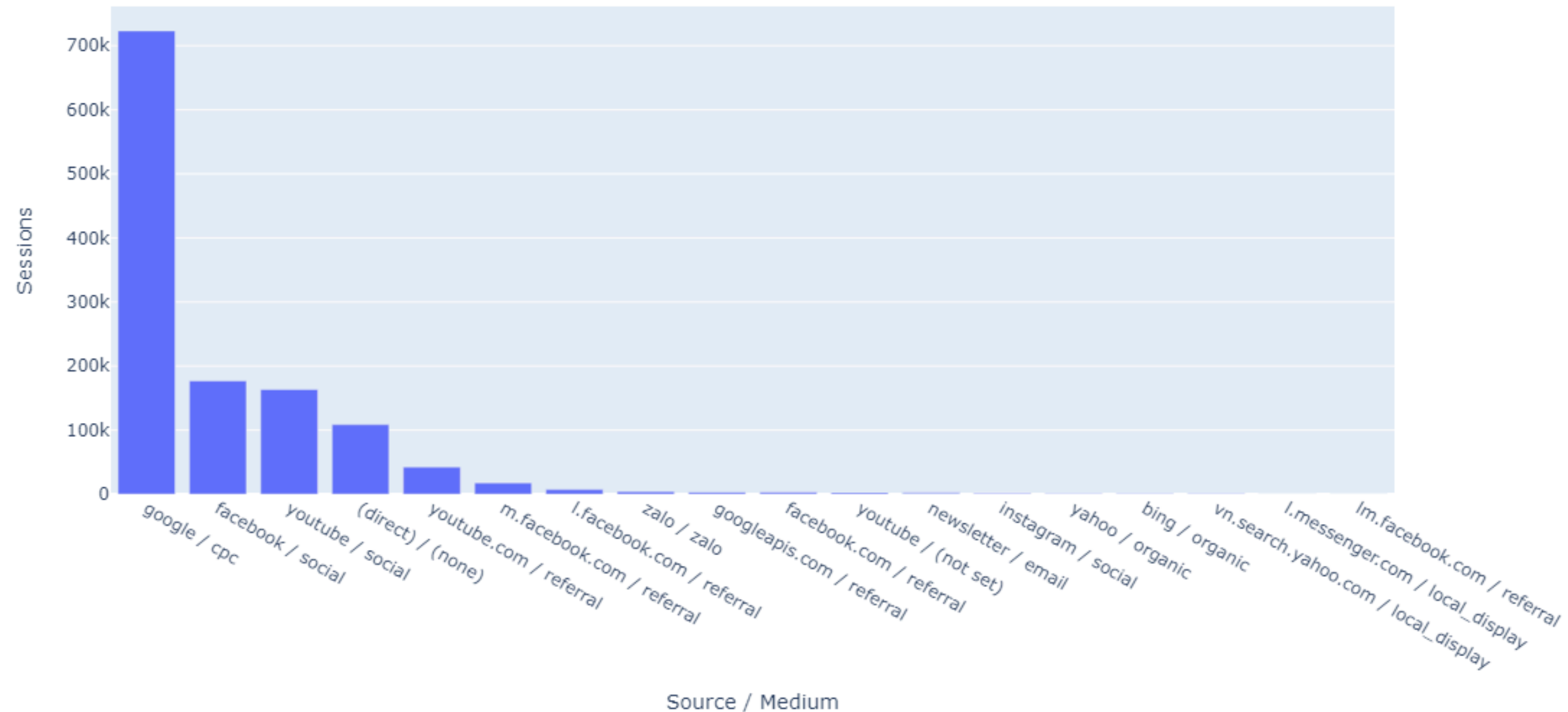
Top 20 Sources/Mediums: New Users vs. Total Users



- **High New User Ratio:** "google/cpc", "youtube/social", and "facebook/social" effectively attract new users, but focus is needed on user retention.
- **Low Performance:** "newsletter/email", "yahoo/organic", and "bing/organic" are less effective in attracting and retaining users.
- **Direct Channel:** "(direct)/(none)" mainly attracts new users but struggles with retention.

Session per Source/Medium

Top 20 Source/Medium: Sessions



- “google/cpc” is the dominant traffic source, generating over 700,000 sessions
- “facebook/social”, “youtube/social” and “(direct)/(none)” are the next highest traffic drivers
- Significant gap between top 3-4 sources and the rest
- Newer sources like newsletter, instagram contribute lower sessions, but may have potential

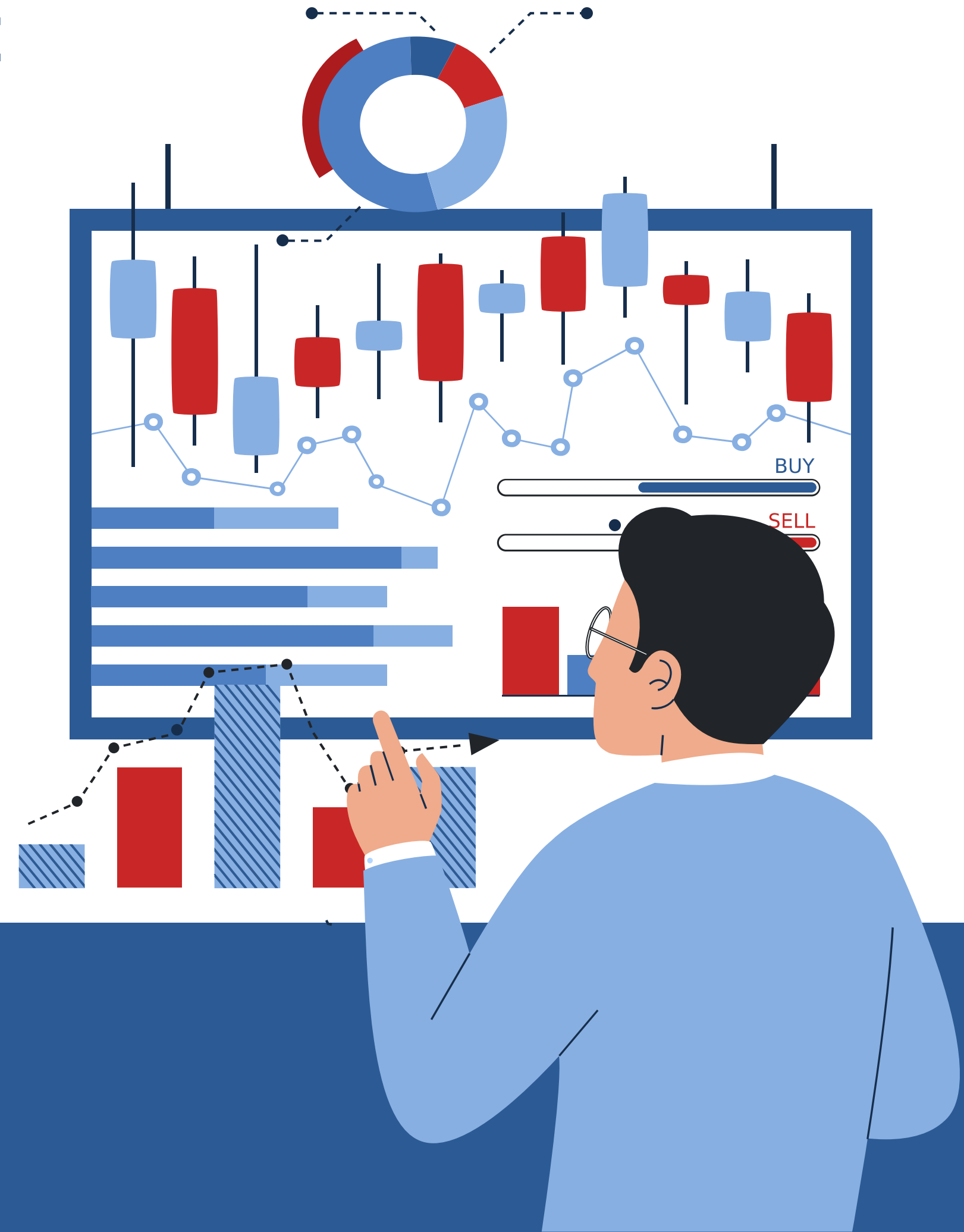
SUMMARIZE

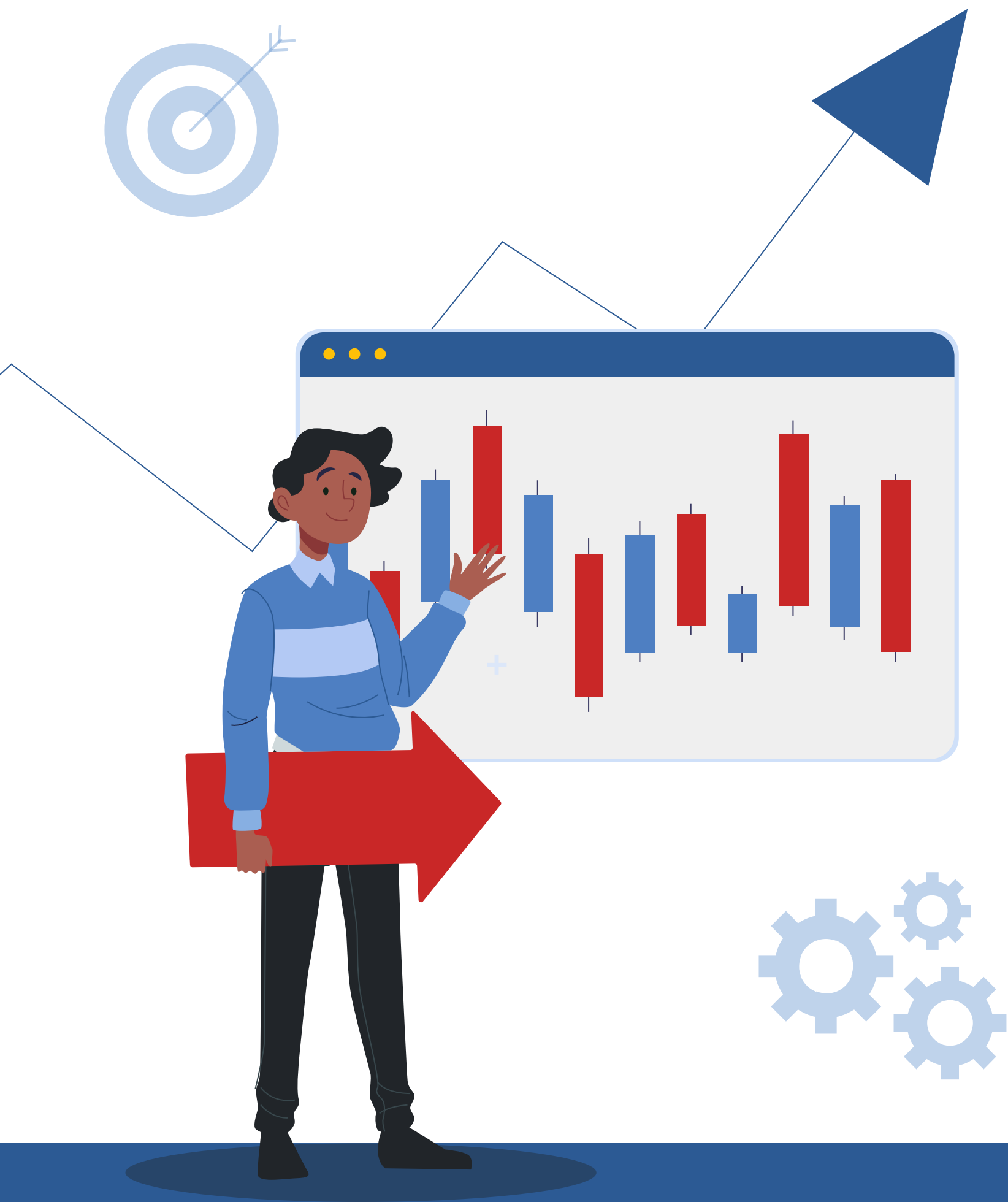
Key Findings:

- "google/cpc," "youtube/social," "facebook/social" and "(direct)/none" are top traffic and revenue drivers.
- "zalo/zalo", "newsletter/email" and "instagram/social" have potential but currently underperform.

Recommendations:

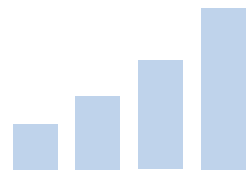
- Optimize and Expand Key Channels
- Experiment with Potential Channels
- Monitor User Metrics



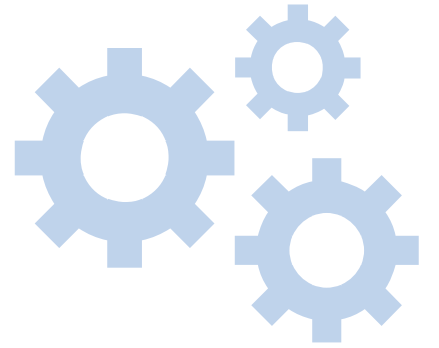


04

Conclusions & Recommendations



Conclusions



Effectiveness of Promotions



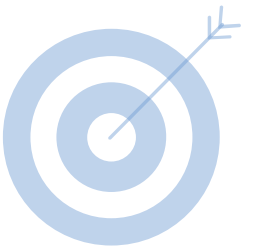
Shipping Costs and Cancellation Rates

Payment Methods



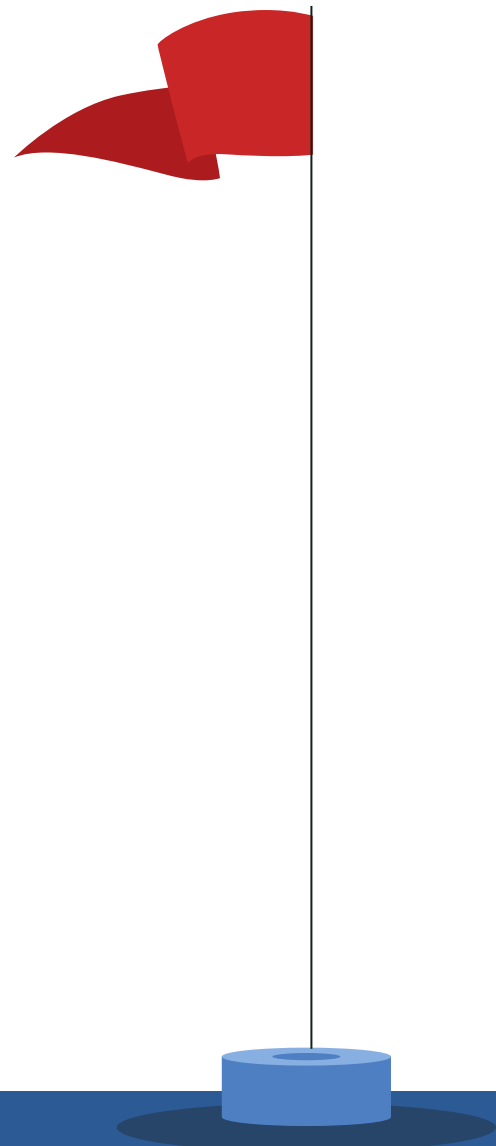
Marketing Source Performance





Recommendations

- **Enhance Promotional Strategies**
- **Optimize Shipping Fees**
- **Improve COD Processes and Promote Digital Payment**
- **Optimize and Expand Key Channels:** "google/cpc", "youtube/social", "facebook/social" và "(direct)/none"
- **Experiment with Potential Channels:** "zalo/zalo", "newsletter/email" and "instagram/social"
- **Monitor User Metrics**





**THANK
YOU!**