

Data-driven Analysis of Customer Orders and Website Traffic



TABLE OF CONTENTS

01

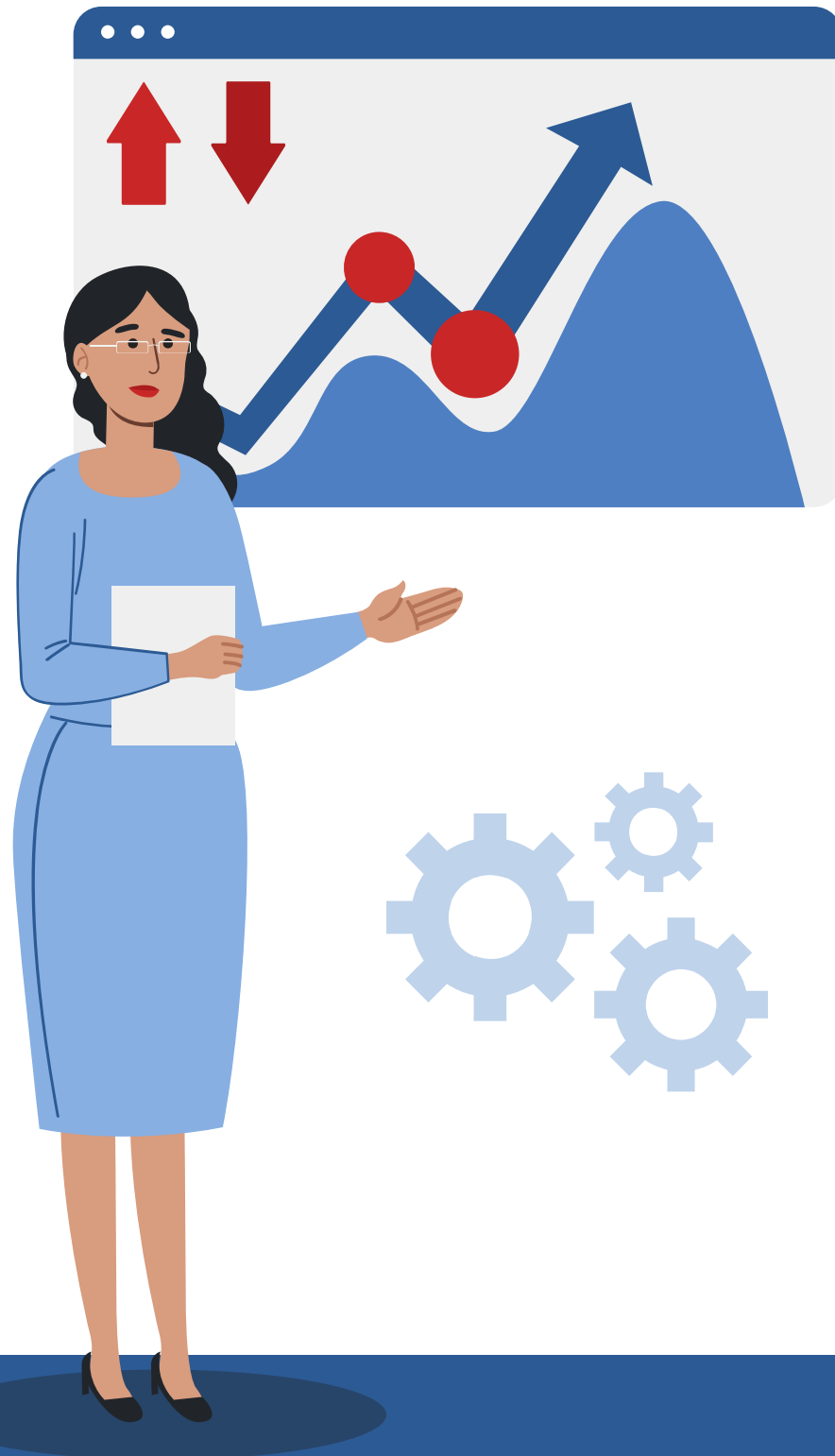
Introduction

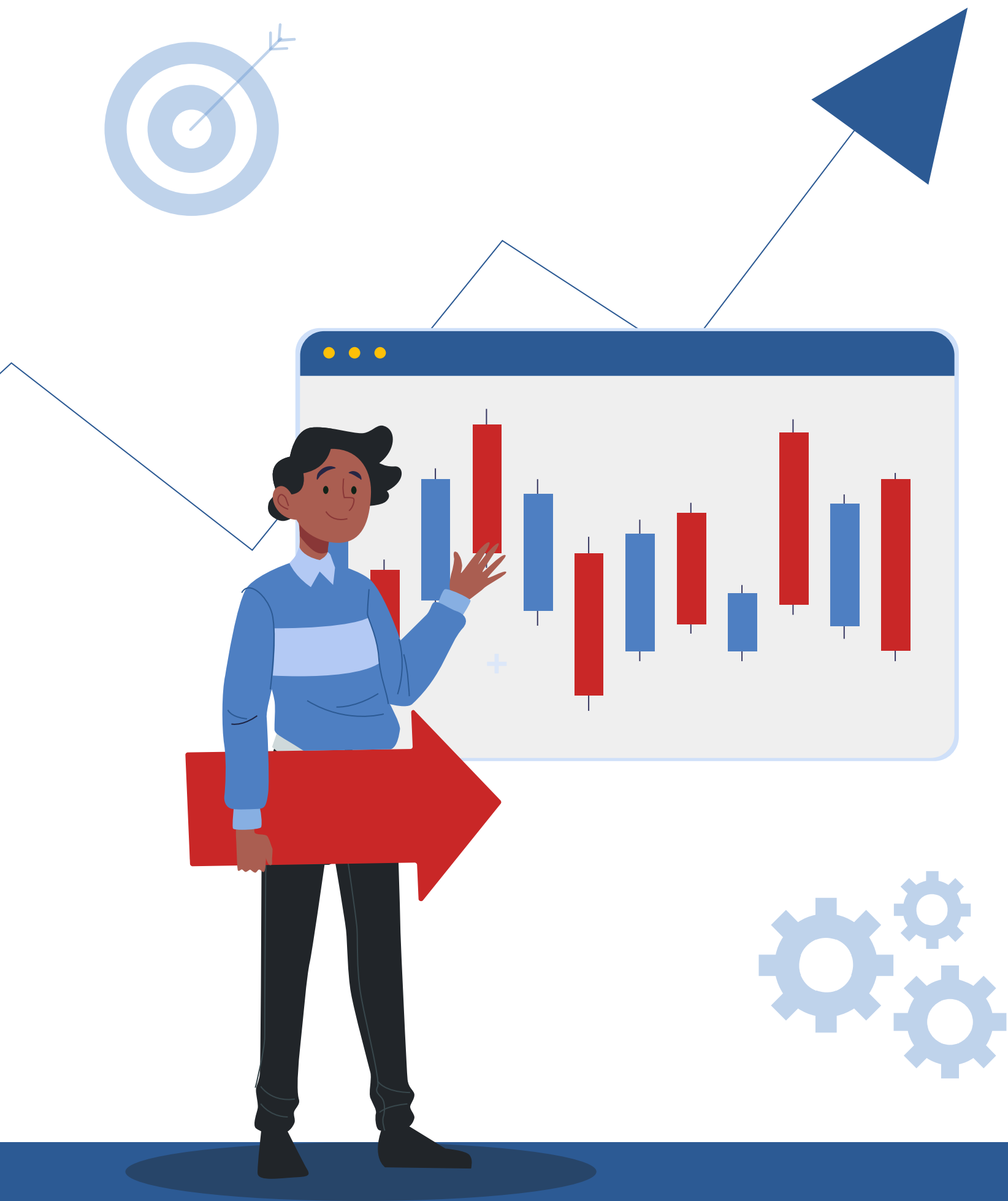
02

Historical sales performance data

03

Traffic source performance data





01

Introduction

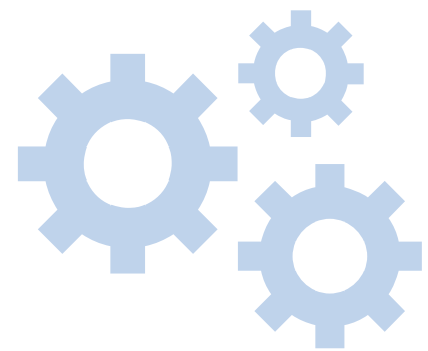
Objectives

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



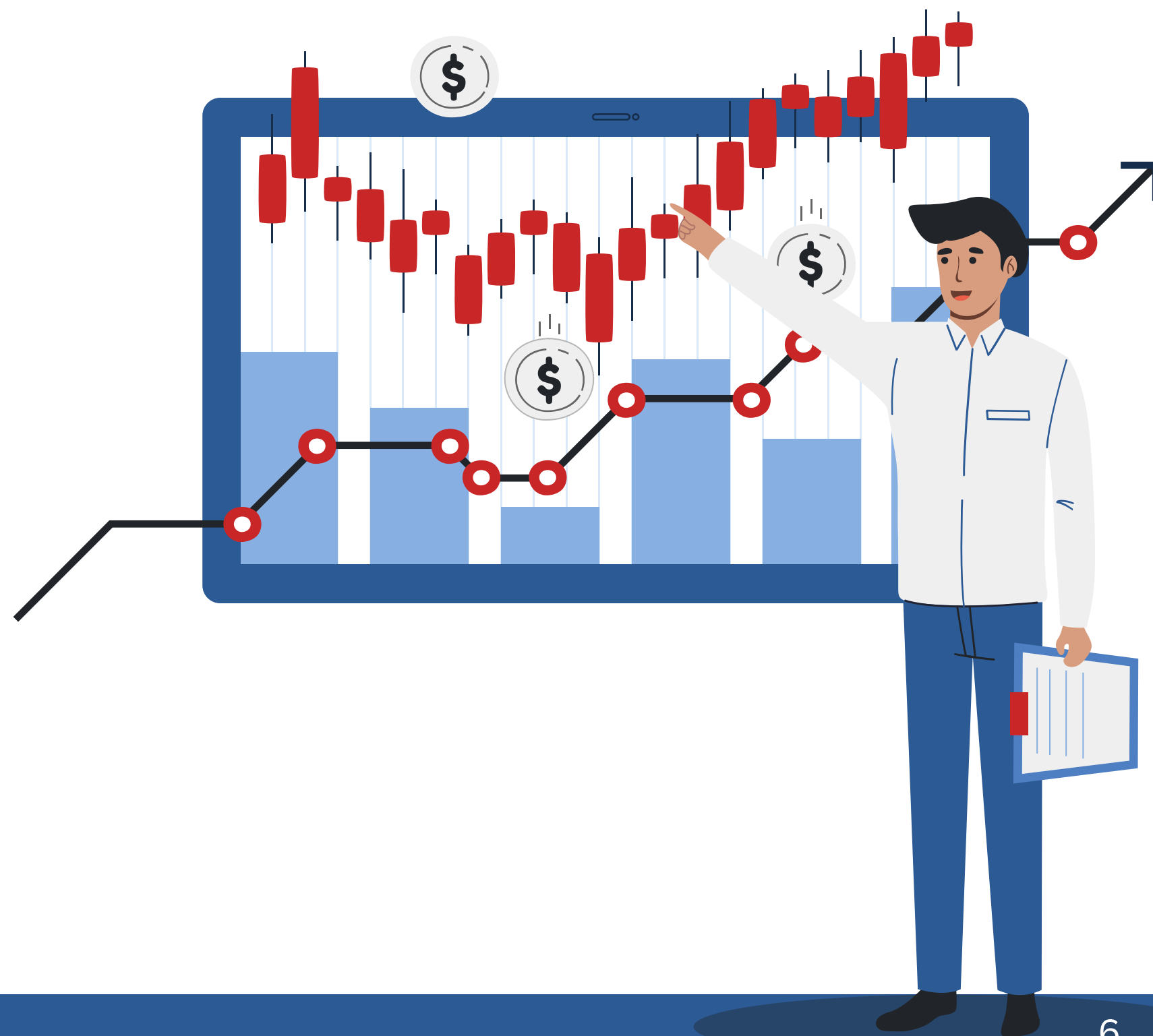
About the Two Datasets

- Historical Sales Performance Data
- Traffic Source Performance Data



02

Historical sales performance data



Correlation analysis overview

Original Price vs. Selling Price:

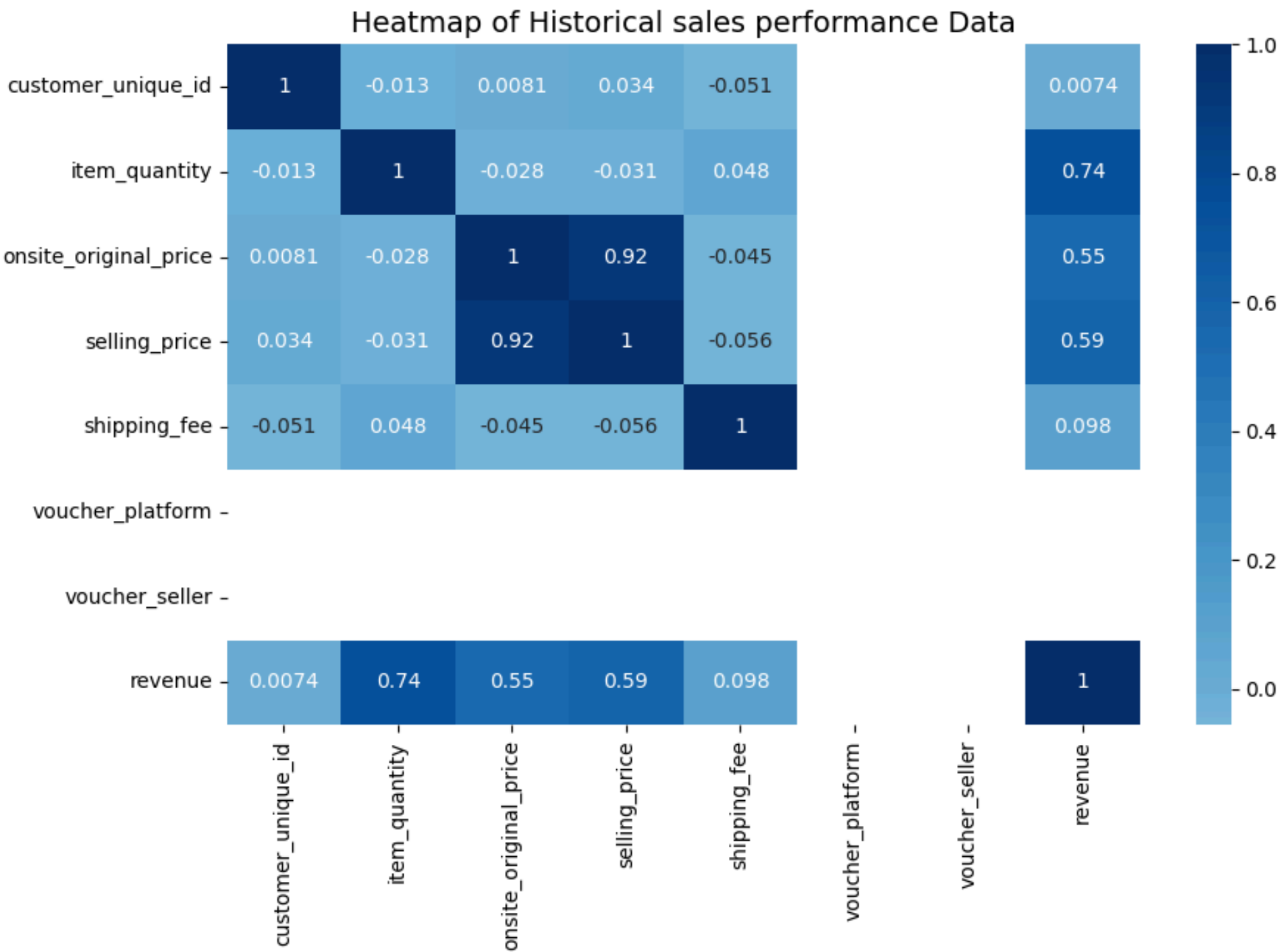
- Strong correlation; promotions directly impact selling prices.

Selling Price vs. Revenue:

- Strong correlation; price adjustments significantly affect revenue.

Item Quantity vs. Revenue:

- Strong correlation; more items per order increase revenue.



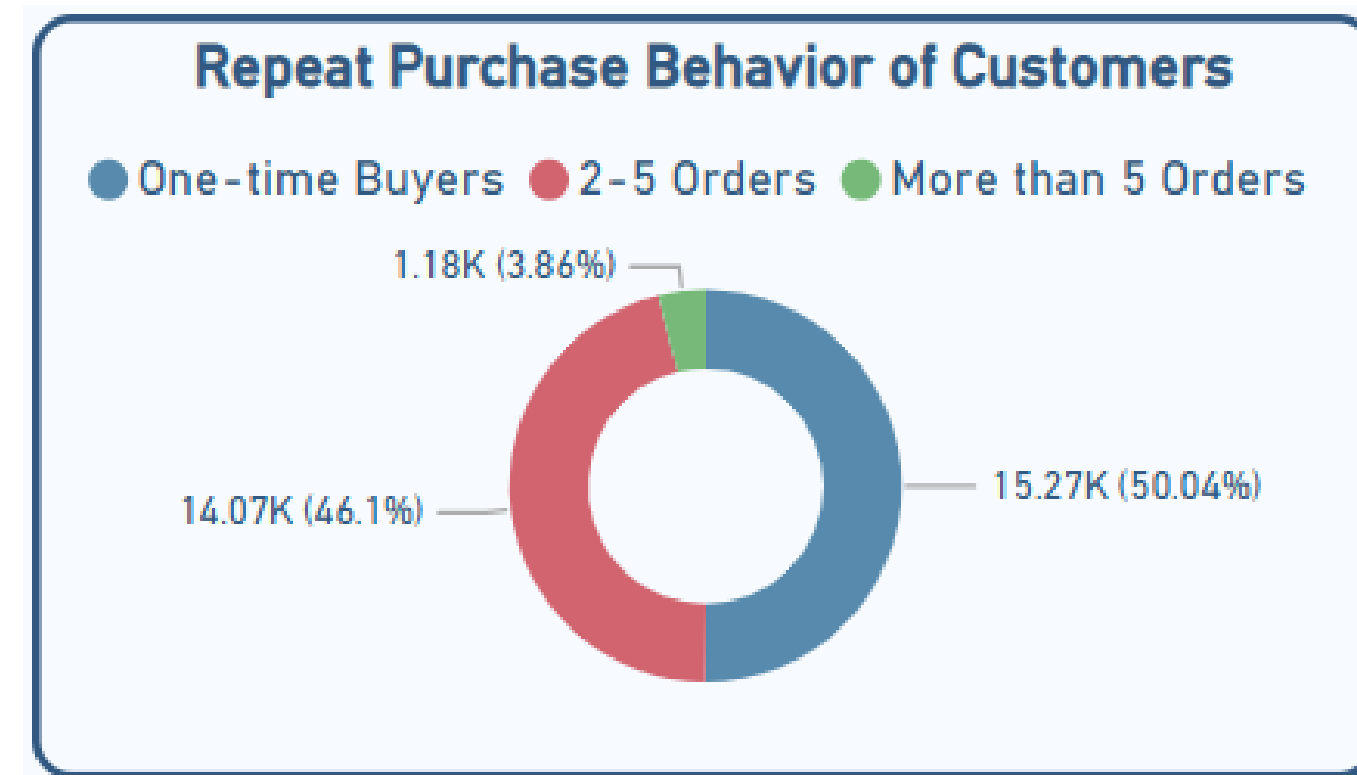
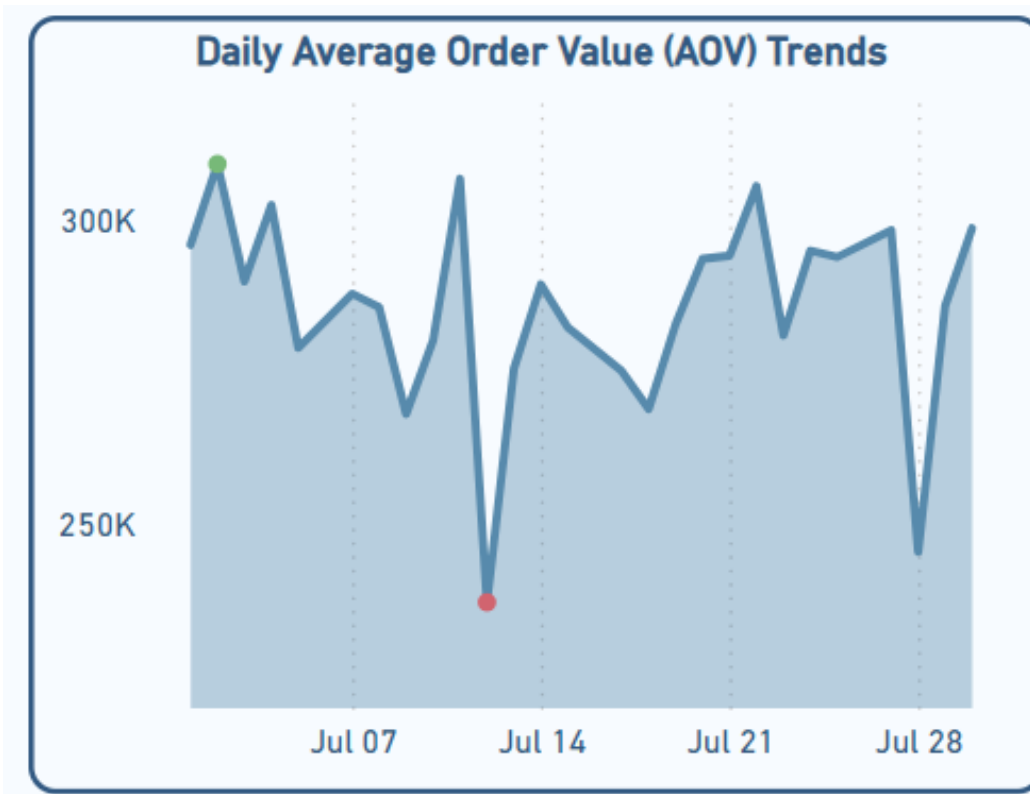
Sales Performance Overview – July



- The highest revenue peak was recorded on **July 12th**, potentially driven by promotional campaigns or marketing pushes.
- However, sales **significantly dropped** right after, similar to the low-performing period in early July.
- **Fridays** consistently **outperformed** in both revenue and customer volume, while Wednesdays and Thursdays also showed strong performance. **Sundays** contributed a **notable share**, making weekends a valuable sales window.

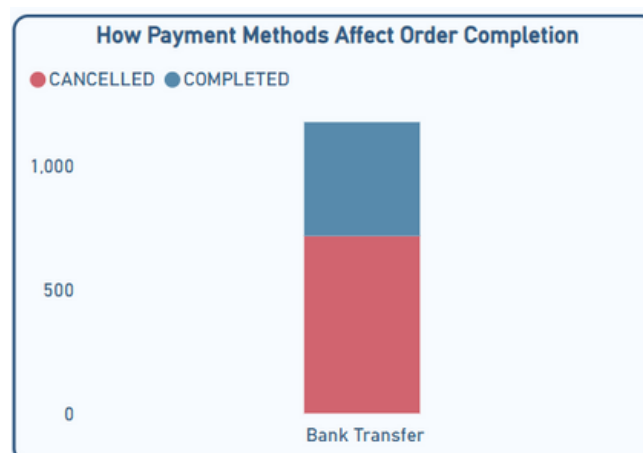
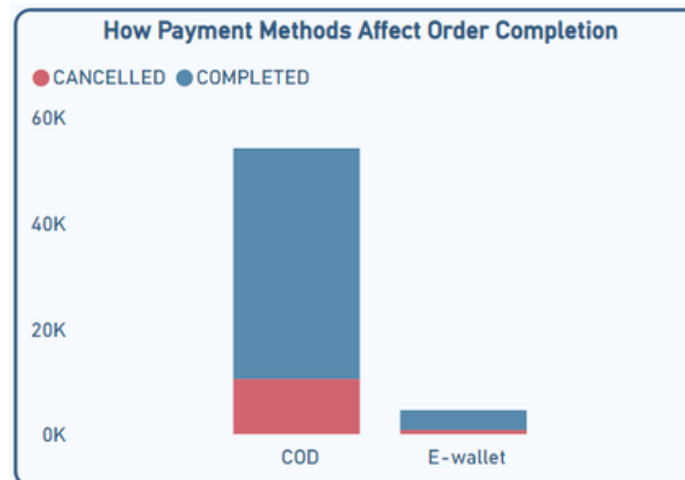
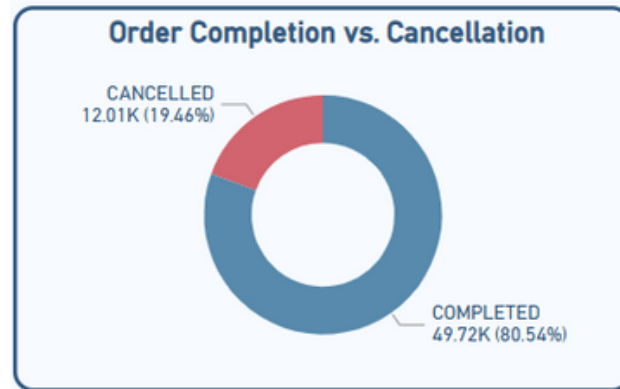
| | Total Sales | Total Quantity | Total Orders | Total Customers |
|-----|-------------|----------------|--------------|-----------------|
| Mon | 779049490 | 3521 | 2695 | 2454 |
| Tue | 813722870 | 4204 | 2877 | 2536 |
| Wed | 1096344560 | 5712 | 3890 | 3521 |
| Thu | 1449606260 | 7318 | 4805 | 4253 |
| Fri | 3969524700 | 31977 | 16538 | 13546 |
| Sat | 741205020 | 3328 | 2547 | 2288 |
| Sun | 1216402270 | 5668 | 4483 | 4041 |

Sales Performance Overview – July



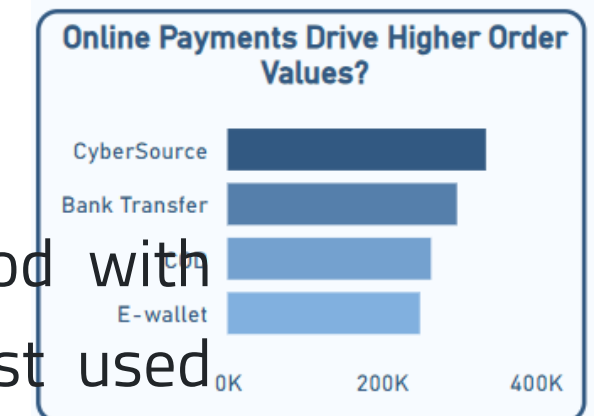
- Interestingly, days with the highest number of orders, such as **July 12th**, were also the days with the **lowest AOV**. This suggests a trade-off between order volume and order value, possibly due to discounts or low-priced product focus.
- A **large share** of revenue came from **new customers** and light **repeat customers (2–5 orders)**, emphasizing the importance of both customer acquisition and retention.

Order Cancellations



- Canceled orders accounted for 19.46% of total orders — a significant share, raising concerns about factors driving cancellation.

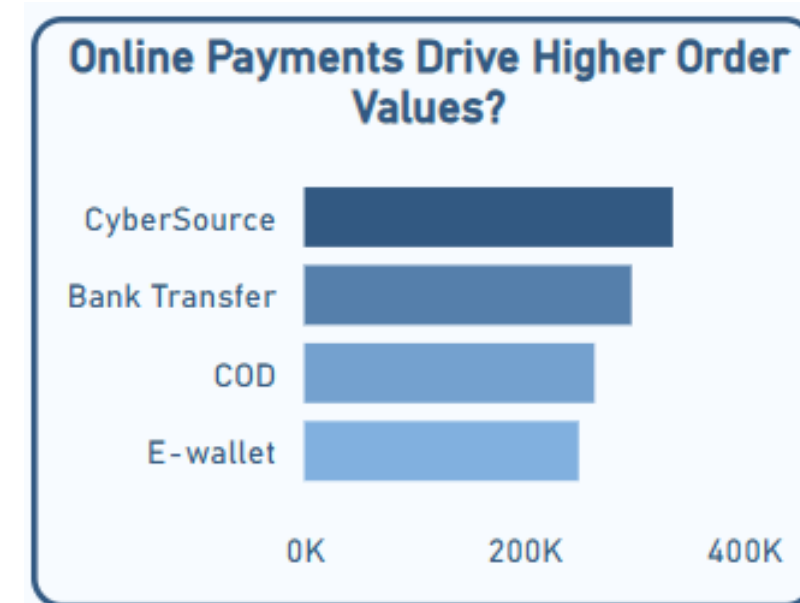
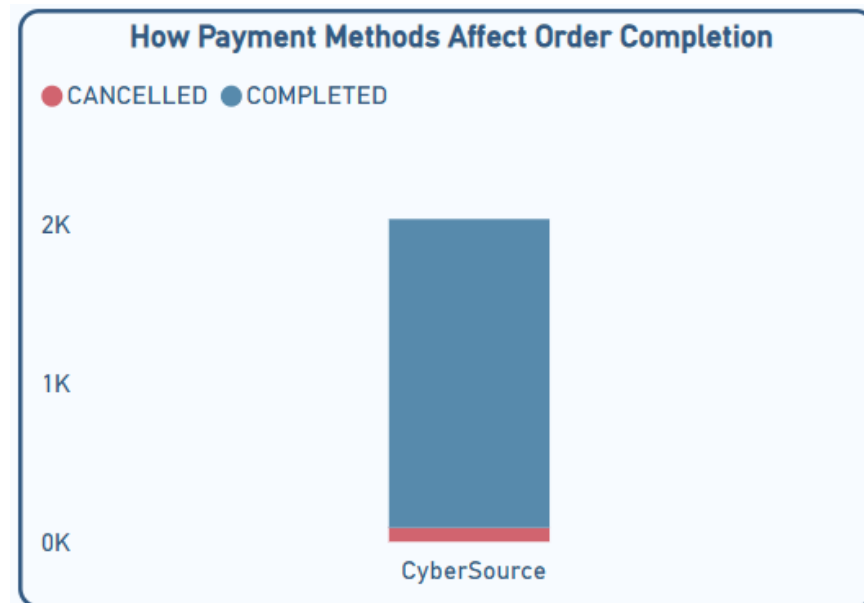
- Cash on Delivery (COD) remains the most preferred payment method with nearly 60,000 orders, which is X times higher than the second most used method, E-wallet (~5,000 orders)



- However, Bank Transfers had a particularly high cancellation rate, with 700+ cancellations out of just 1,000+ orders, possibly due to inconvenient or delayed transaction confirmations.

Order Cancellations

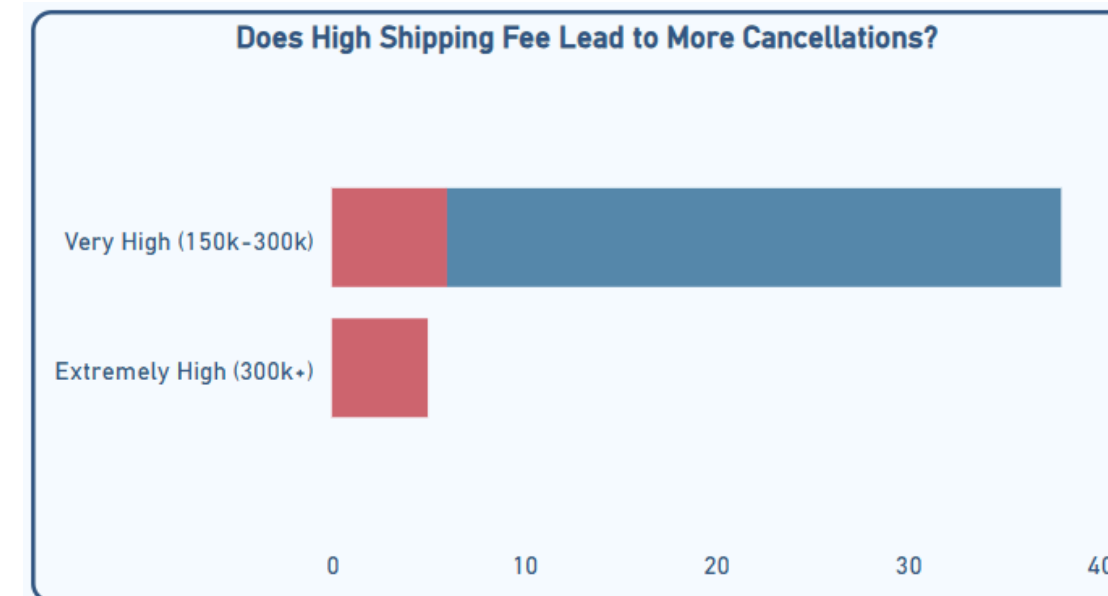
- In contrast, CyberSource showed the lowest cancellation rate (~4.5%), and also delivered the highest AOV, indicating a strong correlation between reliable payment methods and customer confidence.
- E-wallets, despite popularity, recorded lower AOV.



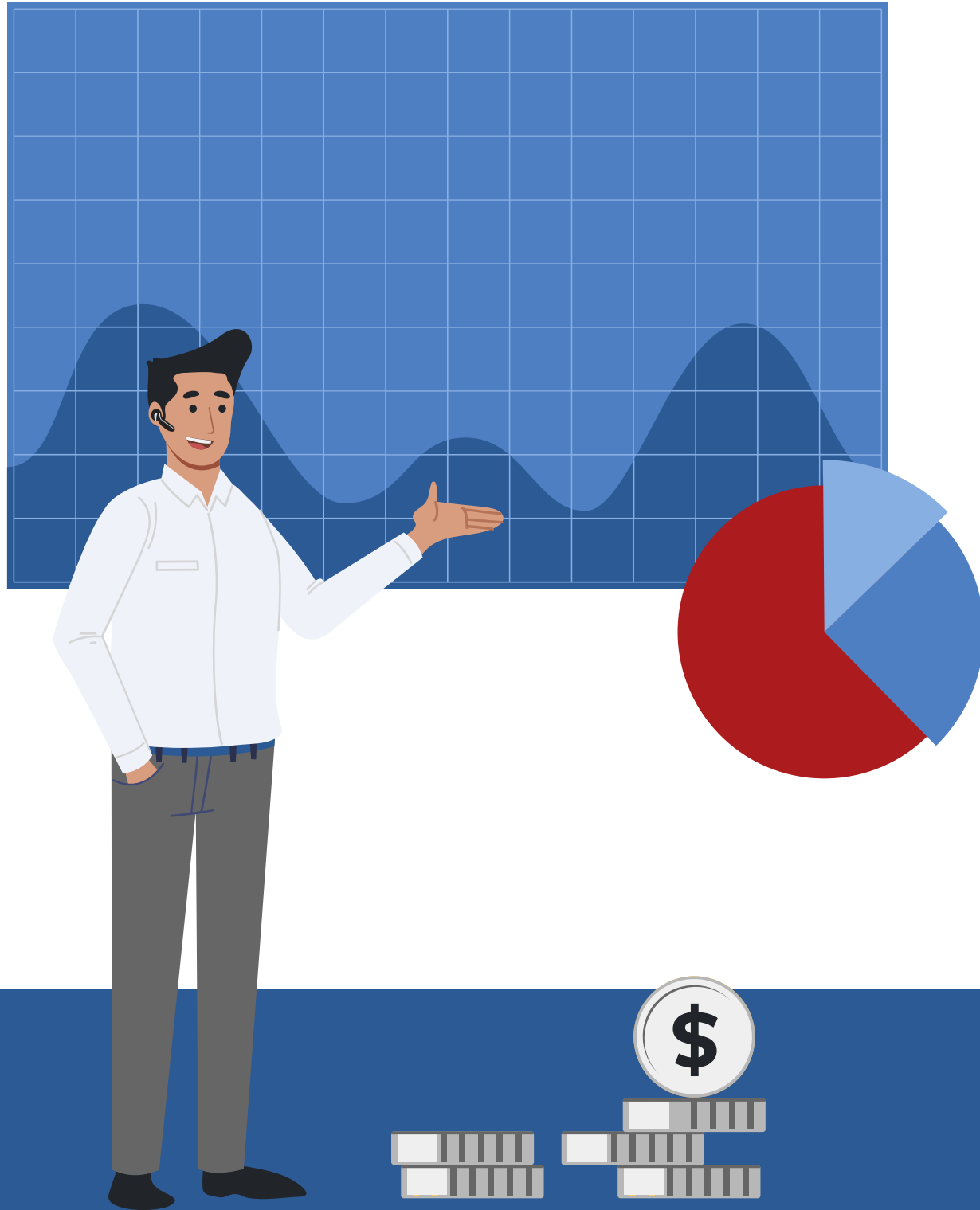
Impact of Shipping Fee on Cancellations

Shipping cost is another major factor behind order cancellations:

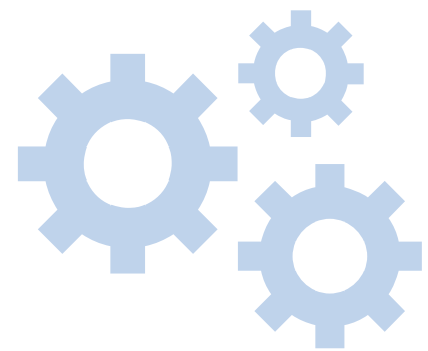
- With extremely high shipping fees (>300K VND), the cancellation rate reached 100%.
- High shipping fees (70K–150K) had a nearly 50% cancellation rate.
- In contrast, free shipping reduced cancellation rate to just ~14%.



Recommendations

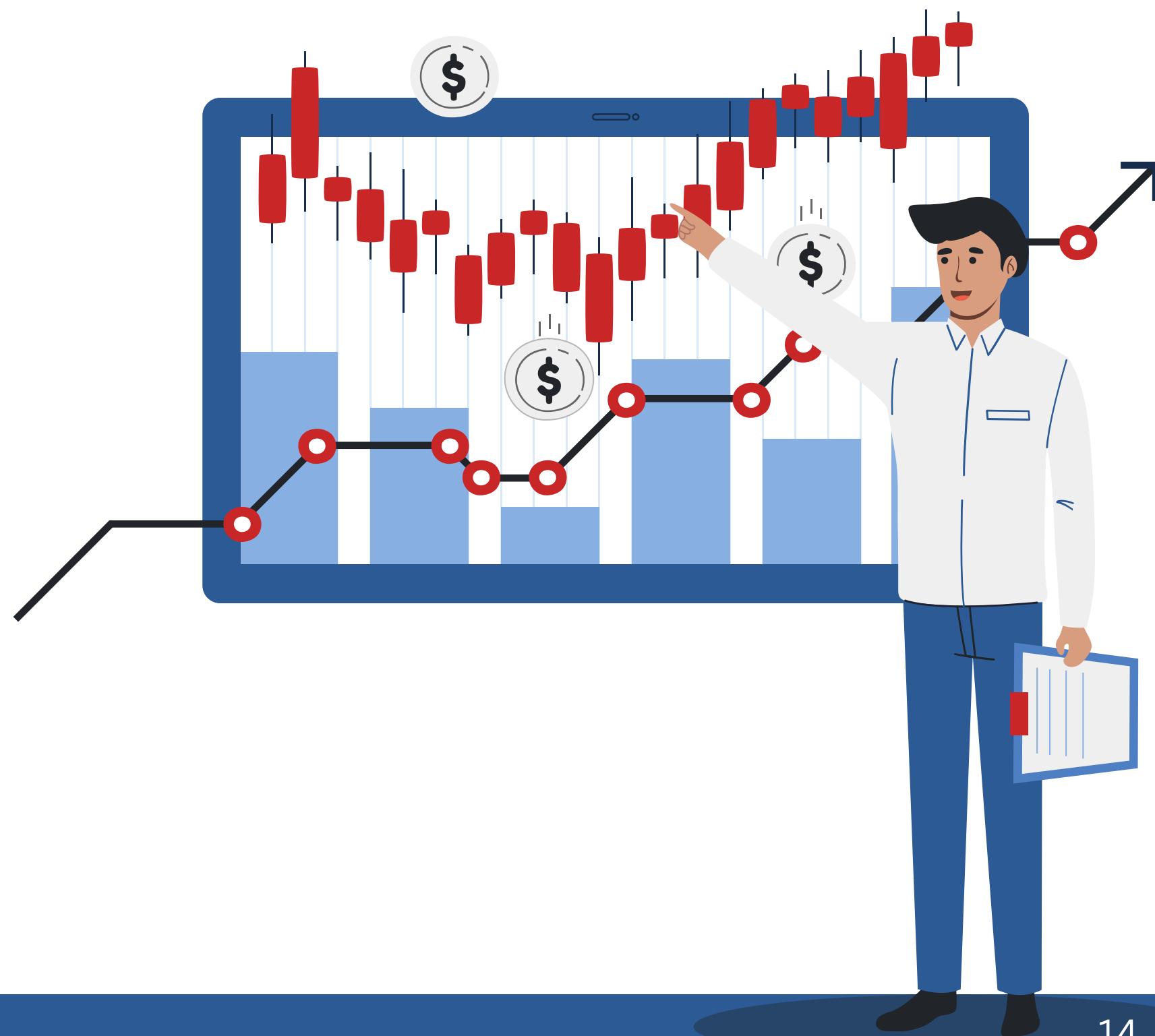


- **Focus marketing campaigns on high-performing days**, especially Fridays and mid-week days (Wed–Thu).
- **Boost AOV on high-sales days** by bundling, upselling, or limiting deep discounts.
- **Promote low-cancellation payment methods** like **CyberSource**, offering incentives to shift customer preference.
- **Enhance shipping strategies:** offer free or discounted shipping for high-value orders to reduce cancellations and improve conversion.
- **Strengthen loyalty programs** to retain repeat buyers and increase lifetime value.



03

Traffic source performance data



Correlation analysis overview

Bounce Rate:

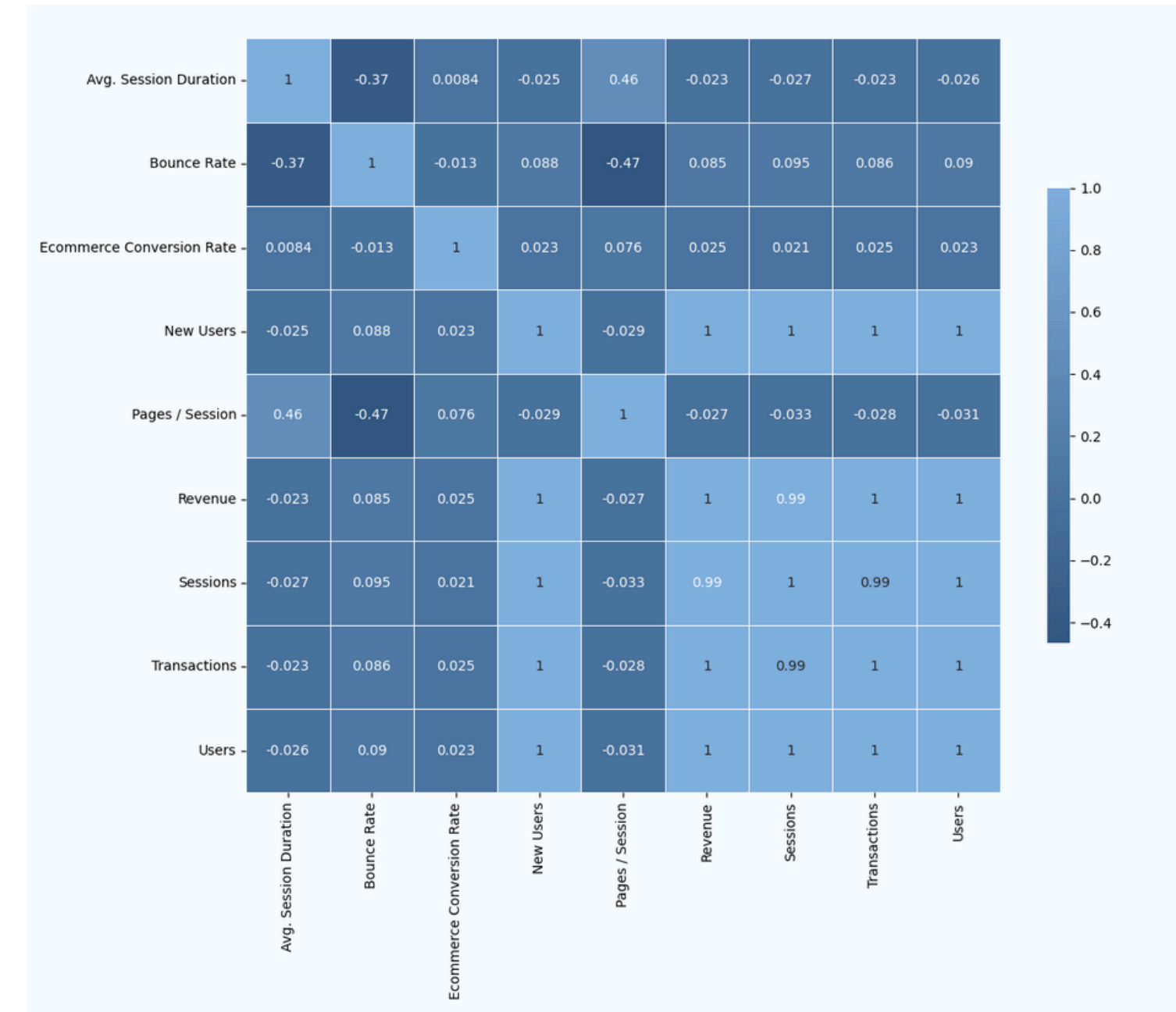
- Weak or negative correlation with most variables.
- Strong negative correlation with Pages/Session (-0.57) and Avg. Session Duration (-0.46).

Ecommerce Conversion Rate:

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

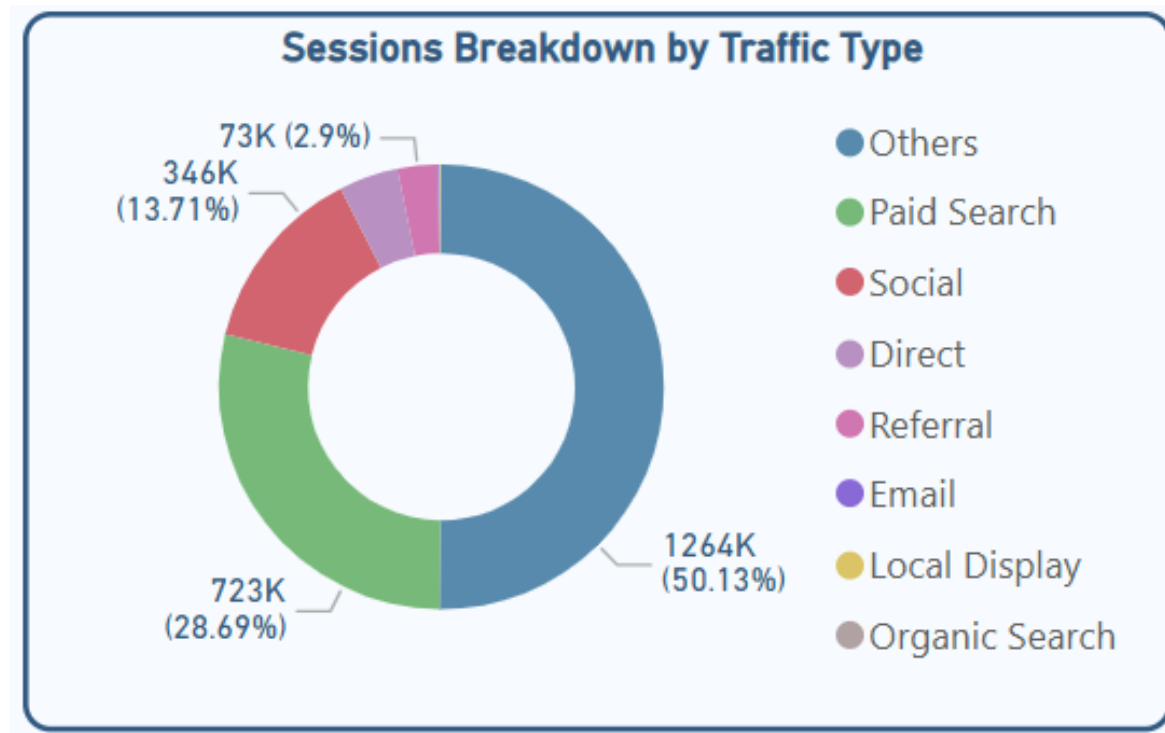
Transactions, Users, Sessions, and Revenue:

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

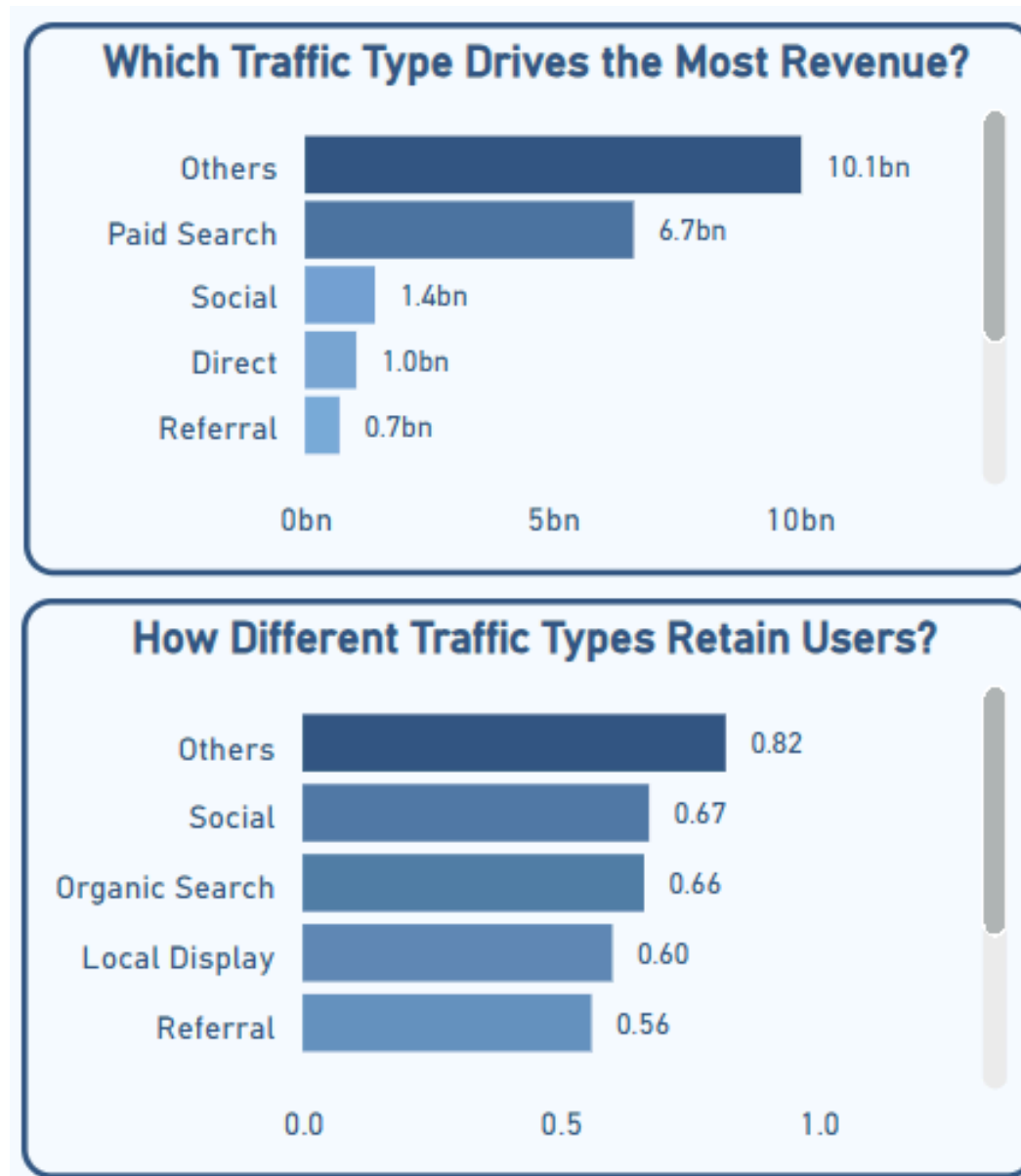


Correlation analysis overview

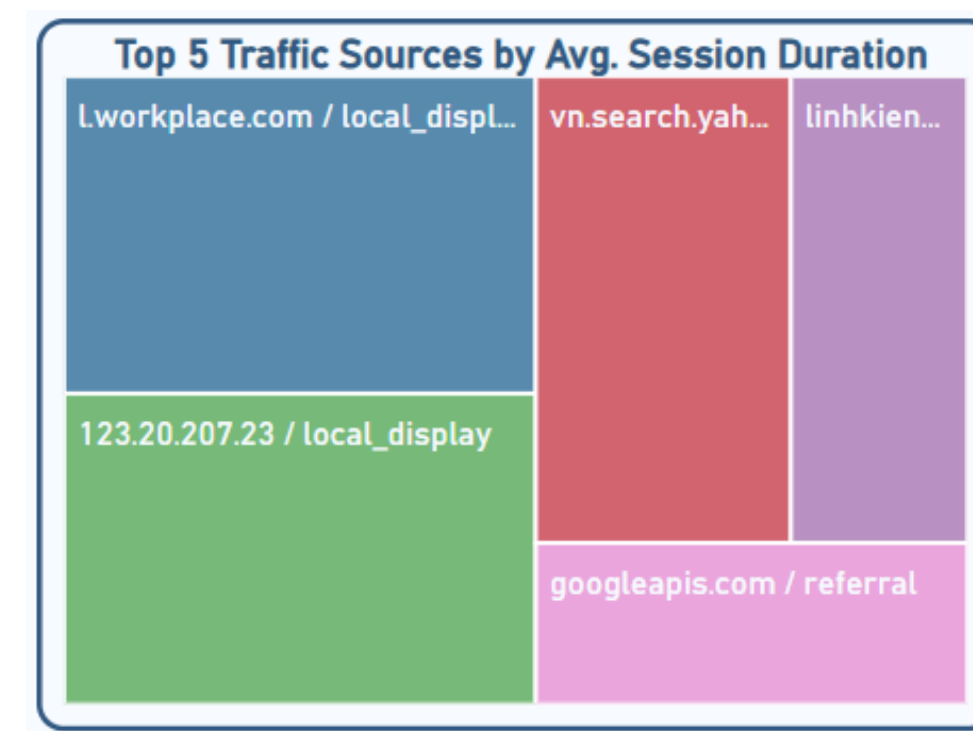
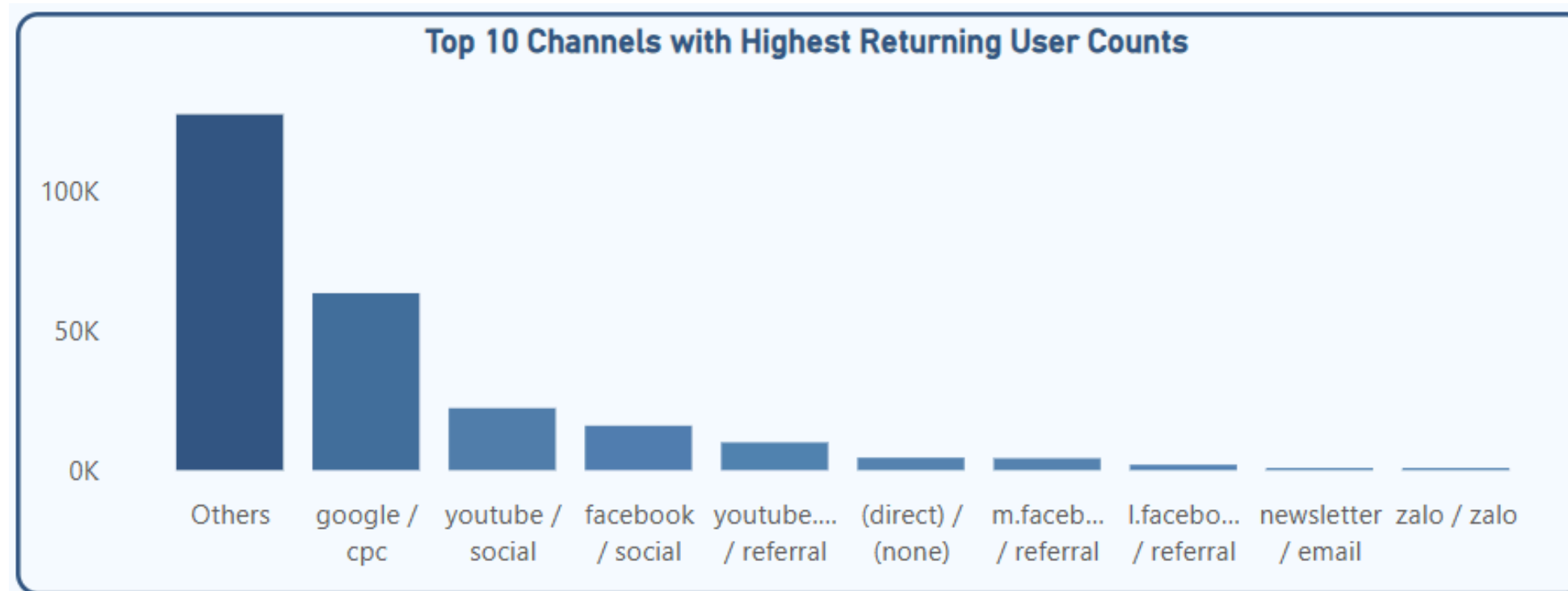




- The majority of website traffic comes from **Paid** and **Organic** channels.
- **Paid traffic** accounted for the highest share of sessions, indicating strong investment in ads and acquisition.
- **Organic traffic** still maintained a significant portion, suggesting good SEO or brand recognition.



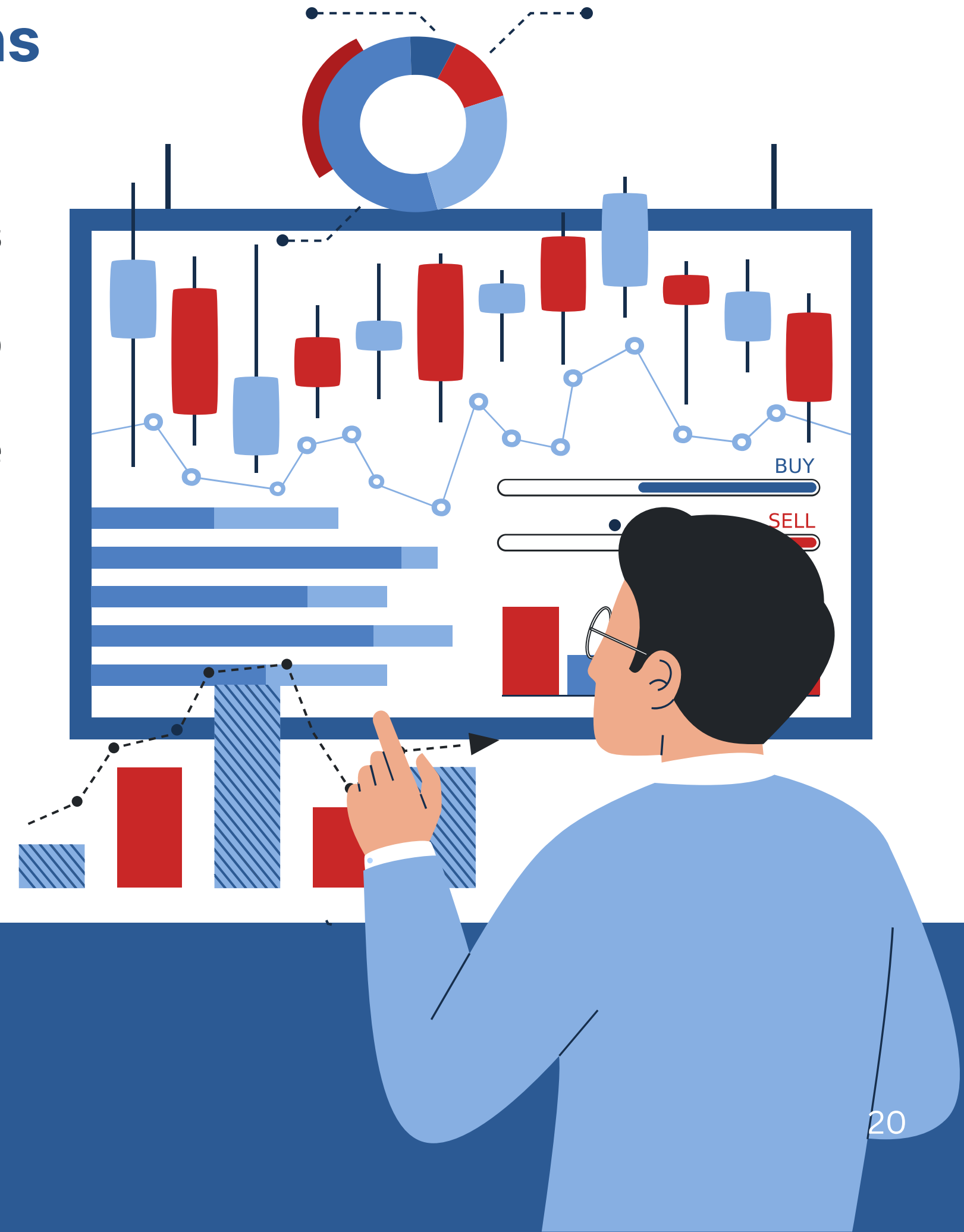
- **Paid traffic leads revenue generation**, confirming the effectiveness of paid ads in driving conversions.
 - However, **Direct** and **Referral traffic** also contributed meaningful revenue with lower session volumes — showing higher efficiency.
-
- **Social traffic** (especially from platforms like Facebook or YouTube) has high bounce rates, indicating low content engagement or misalignment with audience intent.
 - **Direct** and **Paid traffic** had lower bounce rates, showing better user quality.



- The top 10 channels with the highest Conversion Rates (ECR) include **Others, Google CPC**, and some **social channels**.
- Some high-traffic sources have low conversion rates, indicating inefficiencies.
- Channels like '**l.workplace.com/local_display**' and '**123.20.207.23/local_display**' drive higher Average Session Duration, which suggests that users from these sources are more engaged with the website content and potentially more interested in the products or services offered.

Recommendations

- **Scale up Paid Search campaigns**, focusing on top-performing keywords with high ROI.
- **Invest in Direct Traffic tactics** (email remarketing, brand recall) to capitalize on high conversion and loyalty.
- **Optimize social campaigns:** improve landing pages and content to raise ECR for YouTube and Facebook.
- **Explore emerging sources** like "[l.workplace.com/local_display](#)" and "[123.20.207.23/local_display](#) with high AOV for niche audience targeting.





THANK YOU!

✉ nguyenhaingochuyen2003@gmail.com

☎ (+84) 394466442