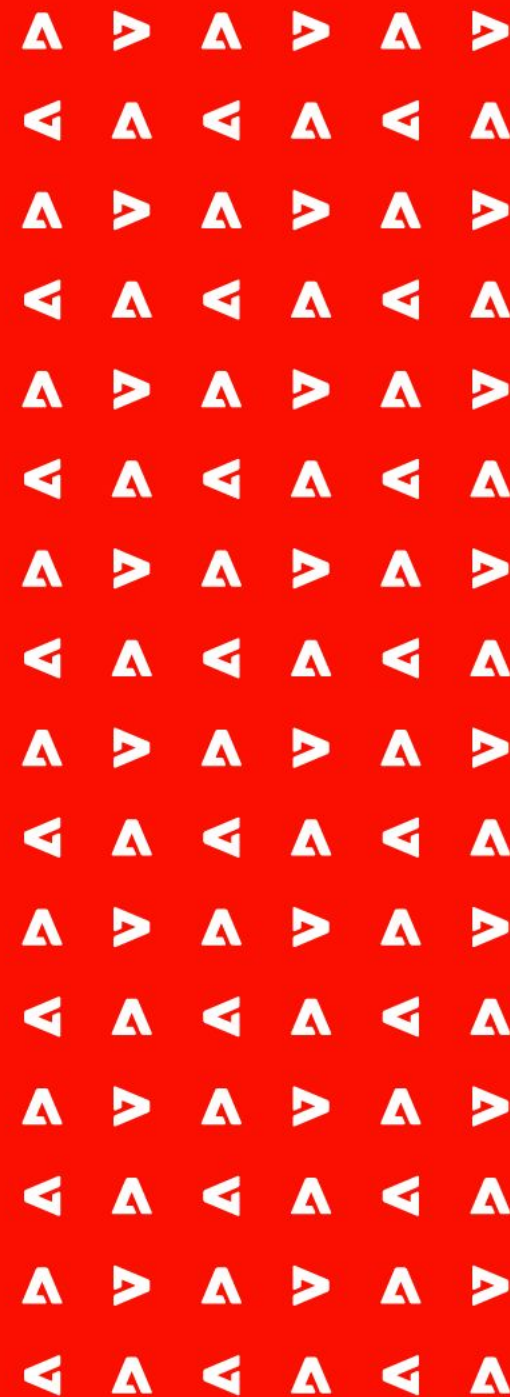


Adobe Analytics Challenge 2021

Team Name: Insight Finders

Team Members: Althaf Nazar, Nohan Joemon, Sreejith N

Mentor: Lokesh Kumar

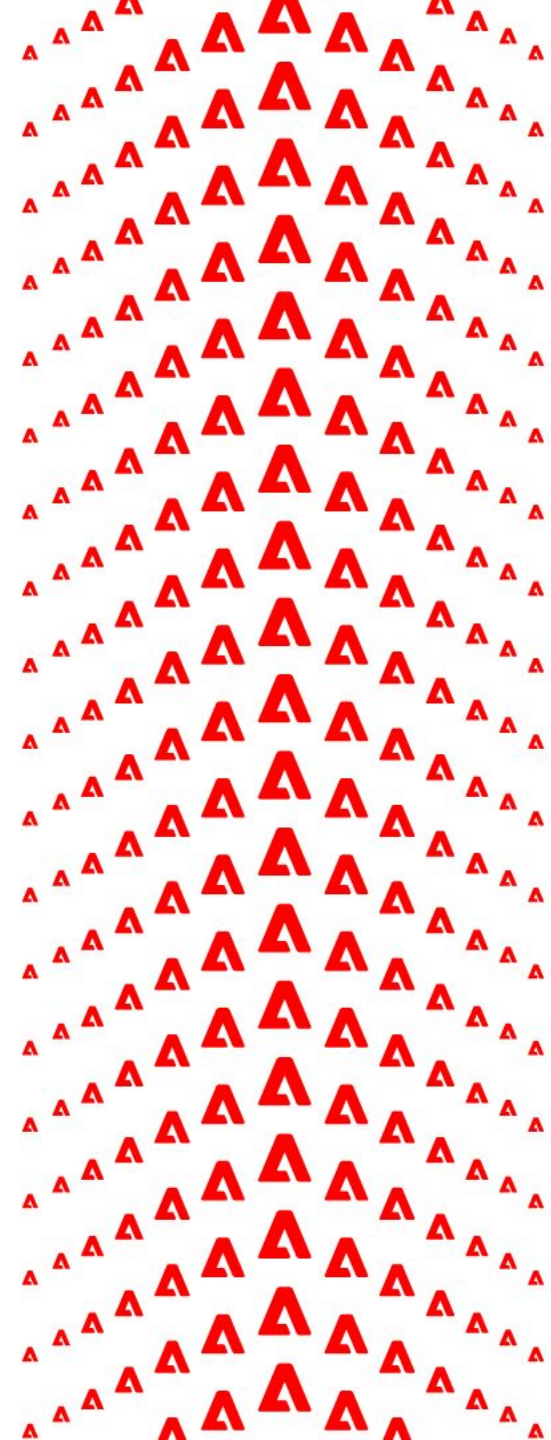


Outline

- Understanding Business Objectives
- Indicators of subsequent purchases
- How to increase average cart value?
- Purchase flow - mobile vs non - mobile
- Analyzing guests with abandoned carts
- Customer segmentation
- Customer analysis
- Seasonality analysis
- Hour of the day analysis
- Some valuable observations

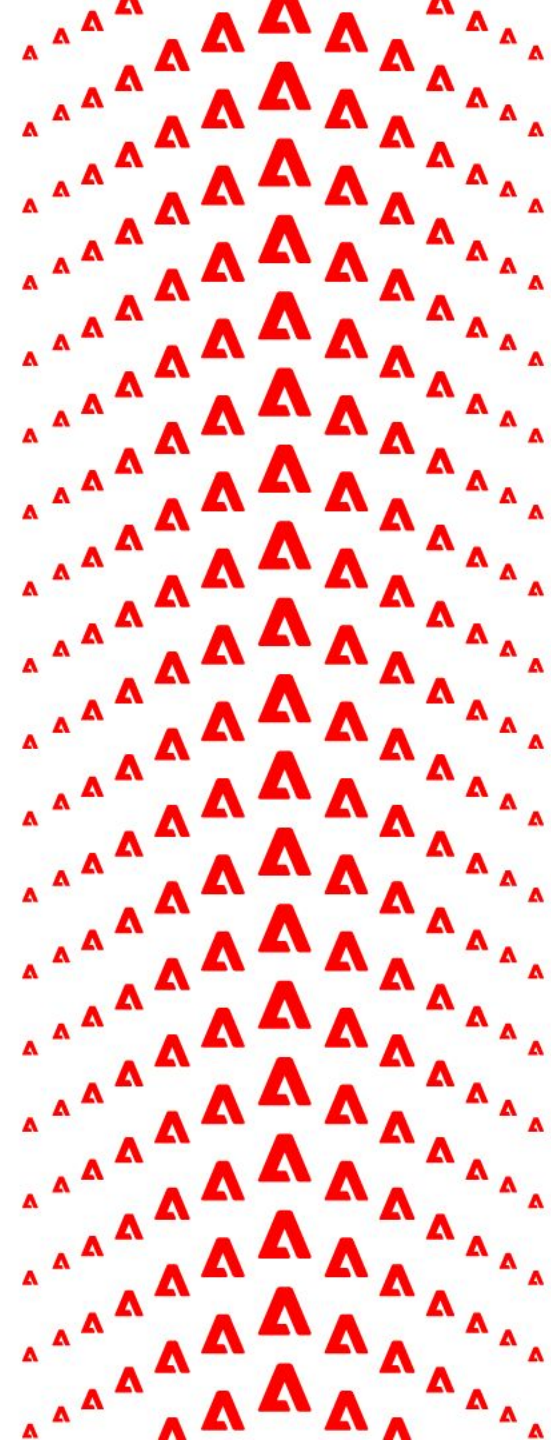


Understanding Business Objectives



- **Maximize earnings and cash flow**
- **Allocate capital toward growth initiatives that will drive long-term shareholder value.**
- **Improve Customer Retention**
- **Managing Costs Effectively**
- **Providing a Unique Customer Experience**
- **Increasing the Number of Loyal Customers**
- **Making the Interface More Responsive.**
- **Reach New Customers**
- **Acquire and Hold the Place in the Market**

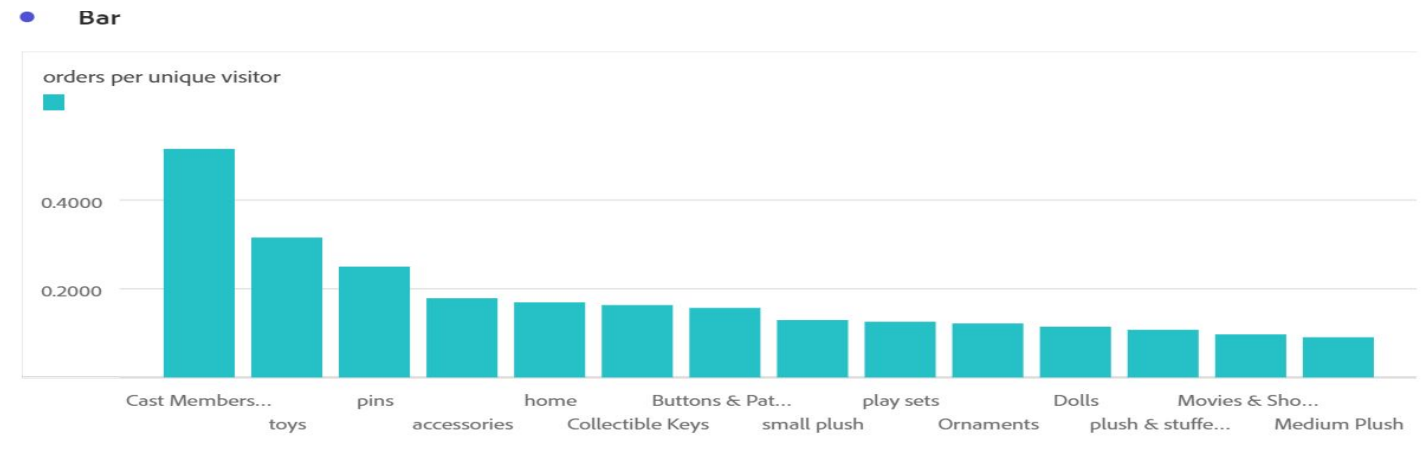
Indicators of Subsequent Purchases



Consider a person who made his first purchase in a period, the chance of a subsequent purchase mainly depend on 2 things.

❖ The **category of product** ordered:

- The product may be addictive in nature, in which case there is a high chance of subsequent purchase. Else if it is some products like electronic devices they may not comeback.
- From graph given below some products have higher order per unique visitor because they are ordered more than once by a user or product has very high conversion rate



❖ **Recommendations:**

- For products that are sequentially ordered find an average duration for consumption and send reminders after that period via any marketing channel that the user is most likely to see.

❖ The **behaviour of the purchaser:**

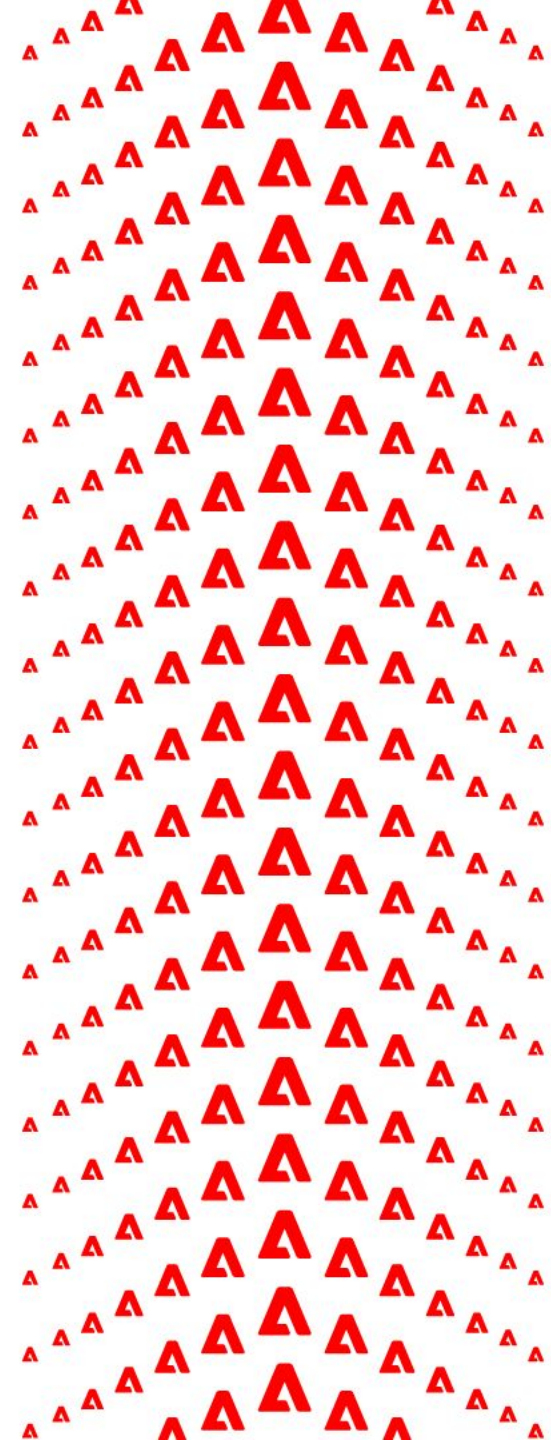
- The kind of marketing channel that the purchaser adopts while entering into the website also affects the chances of subsequent purchases.

	Occurrences			Visit with orders			Order=1			order>=2	
Marketing Channel	Oct 1	Sep 30		Oct 1	Sep 30		Oct 1	Sep 30		Oct 1	Sep 30
Page: 1 / 1 Rows: 50 1-16 of 16			↓	24,293,673 out of 24,293,673			6,057,826 out of 6,057,826				
1. Paid Search				6,102,885	25.1%		1,097,059	18.1%			
2. Direct				3,917,170	16.1%		558,398	9.2%			
3. Natural Search				3,680,493	15.2%		855,472	14.1%			
4. Email				3,230,172	13.3%		1,097,539	18.1%			
5. Affiliates				3,019,029	12.4%		1,358,970	22.4%			

❖ **Recommendations:**

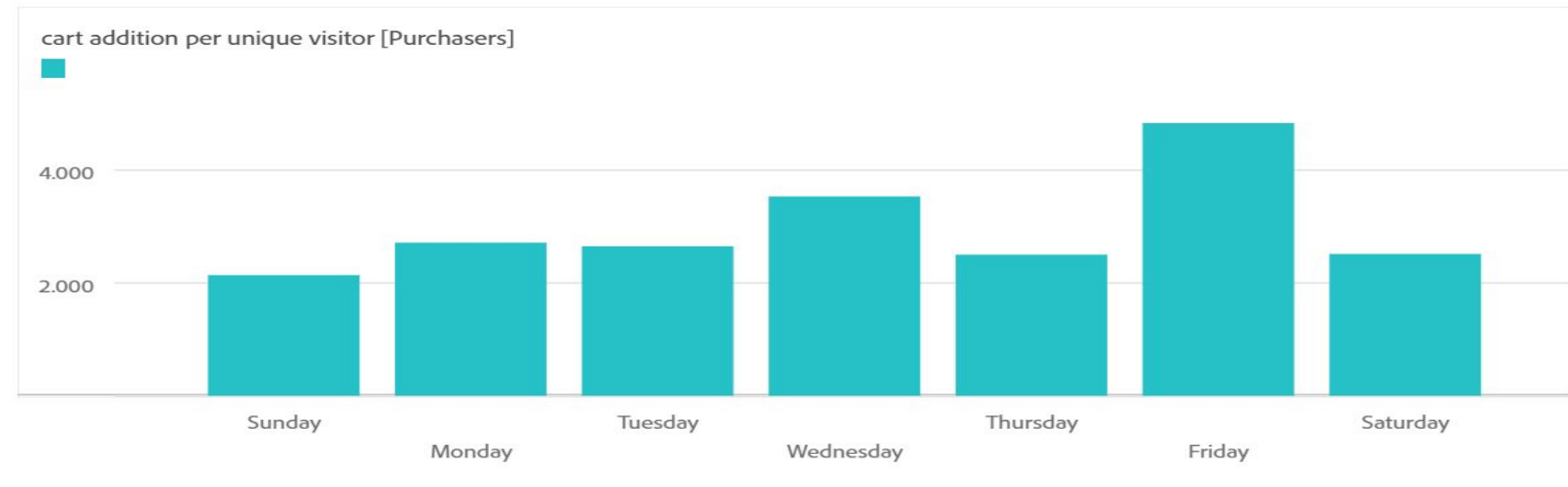
- Use Affiliate marketing channels to remind people with single orders.
- To get a new user paid search is the best option and most of the people come through this.

How To Increase average cart value?



Cart Additions analysis based Day of week

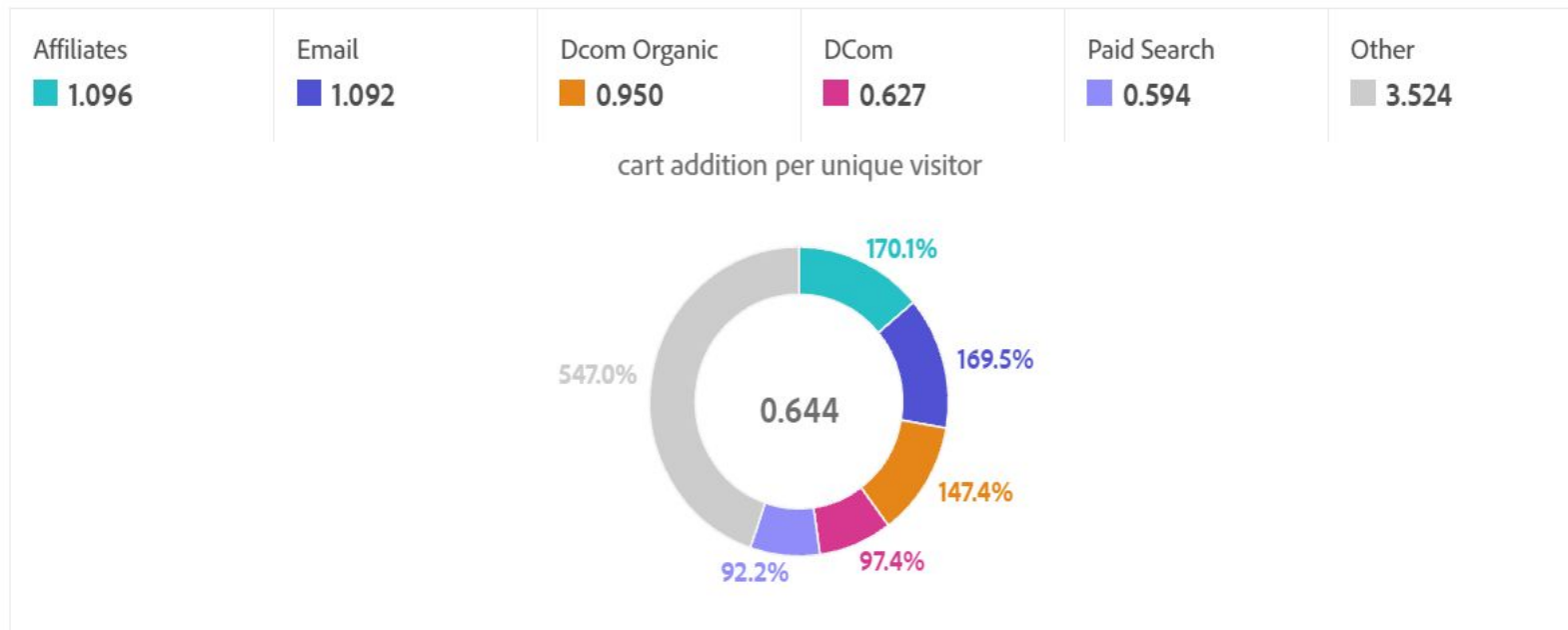
- ❖ People make more cart additions on Wednesdays and Fridays.



- ❖ **Recommendations**
 - Adopt cart value increasing strategies more on these days

Cart Additions analysis based on Marketing Channel

- ❖ Following donut shows how various marketing channels contribute to cart additions.
 - Affiliates and Email marketing have a high part in this.



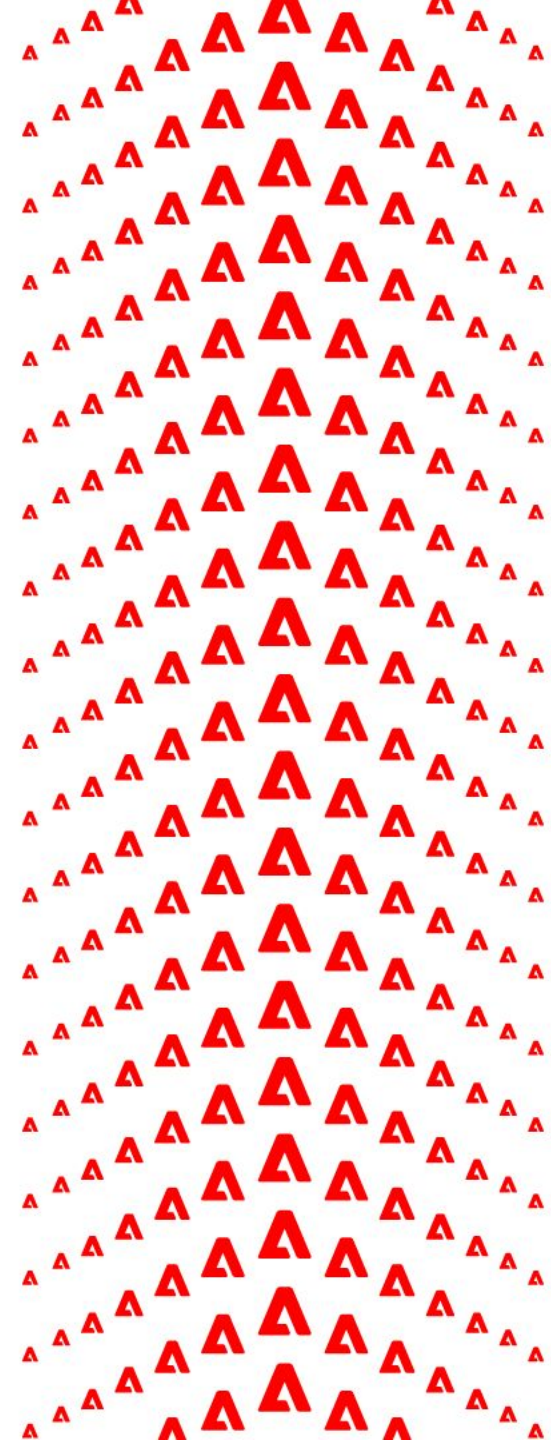
❖ Recommendations

- Adopt these marketing strategies to make the customer do cart additions which will increase cart values.

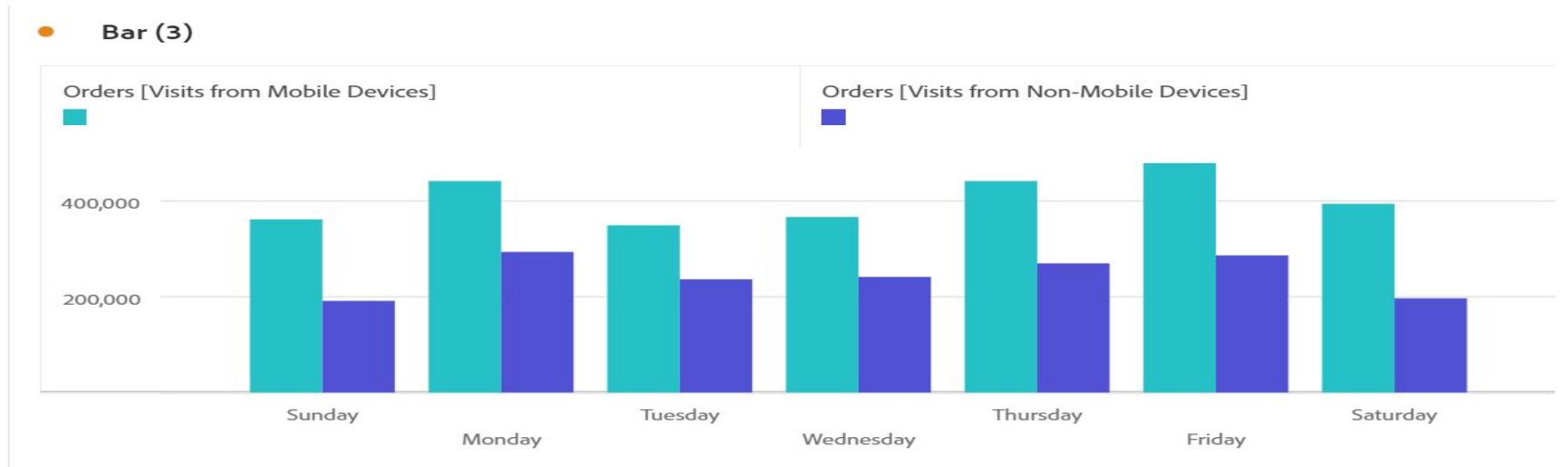
Some Advertisement / Campaign Ideas

- ❖ Some recommendations to increase average cart value.
 - When a user buys a product, other complimentary products can be recommended as a bundle at a reduced price as a combo offer
 - High cart value orders can be given instant discounts or cashbacks
 - Upselling method can be used where a better product can be provided at a small increment in price
 - Can set up a customer loyalty programme to retain customers who buy re-purchasable consumer products
 - Offer a time-sensitive deal where a customer gets a discount when ordered in a certain time window

Purchase Flow-Mobile v/s Non-Mobile

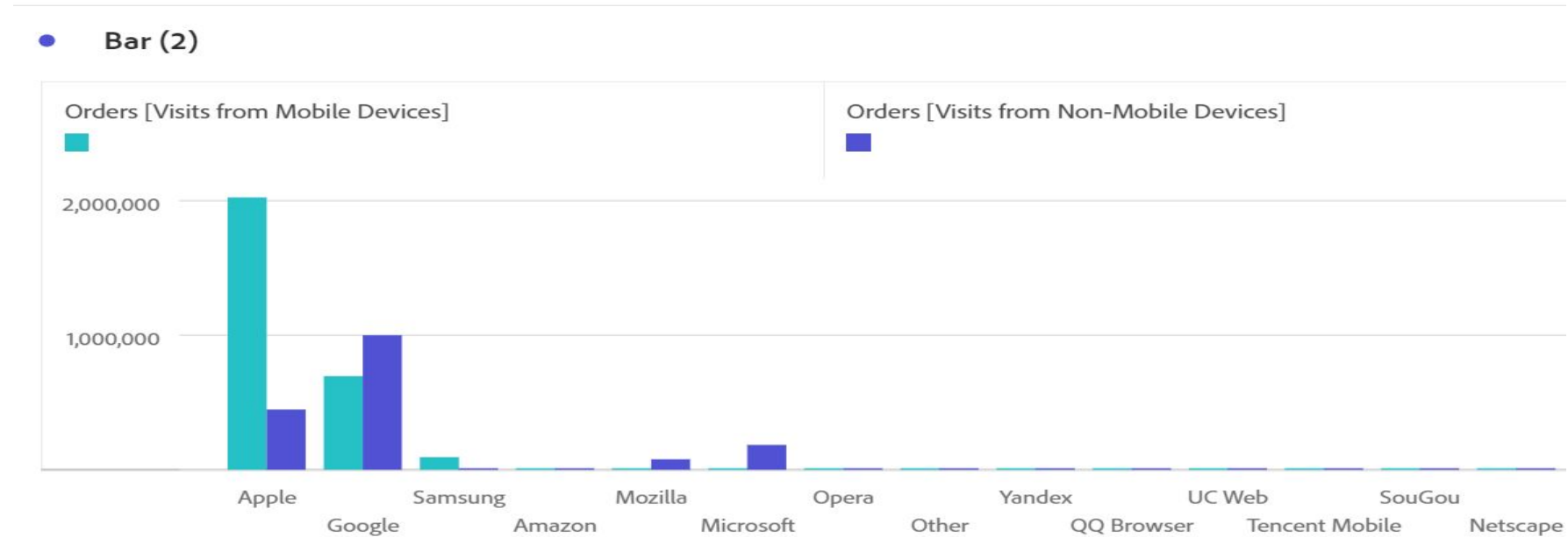


- ❖ One major key difference between purchase flow was found to be the **day of week on which purchases occur**.
 - Mobile devices-Monday, Friday and Thursday showed peaks, other days almost remained equal
 - Non-Mobile devices- Weekends showed a lower percentage of orders, maybe because people tend to use non-mobile devices more during office hours or office days.



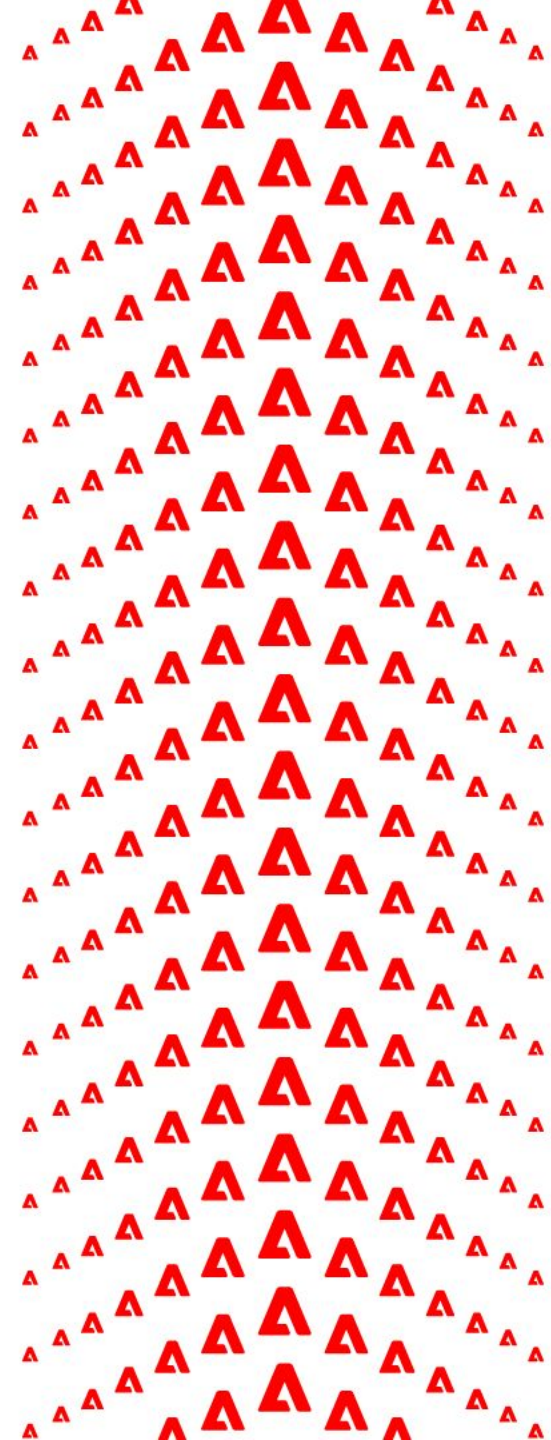
- ❖ **Recommendations:**
 - On non-mobile devices marketing should be higher on weekdays. For mobile devices more marketing can be done on days showing peaks (mon, thurs, fri).

- ❖ As expected Google browser yields more orders in non-mobile and Apple browser in mobile devices.

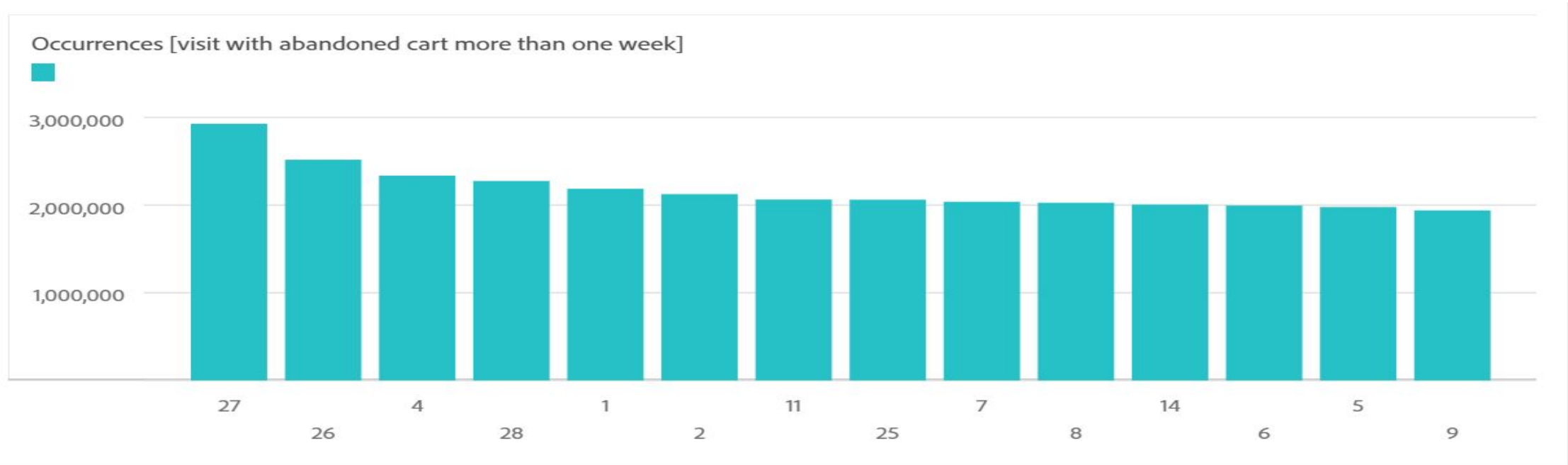


- ❖ **Recommendations:**
 - Focus on google ads in desktops
 - Focus on apple in non-mobile devices.

Analysing Guests with Abandoned Cart

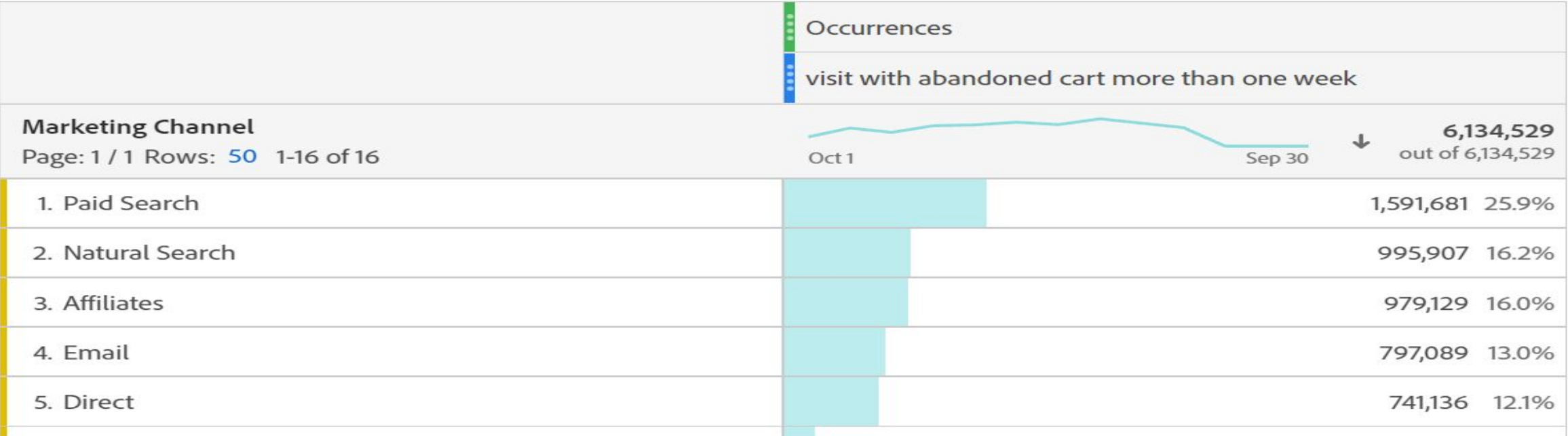


- ❖ A person who abandons cart for 1 week does cart additions on one day and does the order after more than 7 days.
 - Most customers come and buy back at month-ends and month-beginnings, which means people are waiting for salary to come at end of month.



- ❖ **Recommendations**
 - Send reminders to cart abandoners at the start of months and end of months when people receive salary, so they can buy them now.

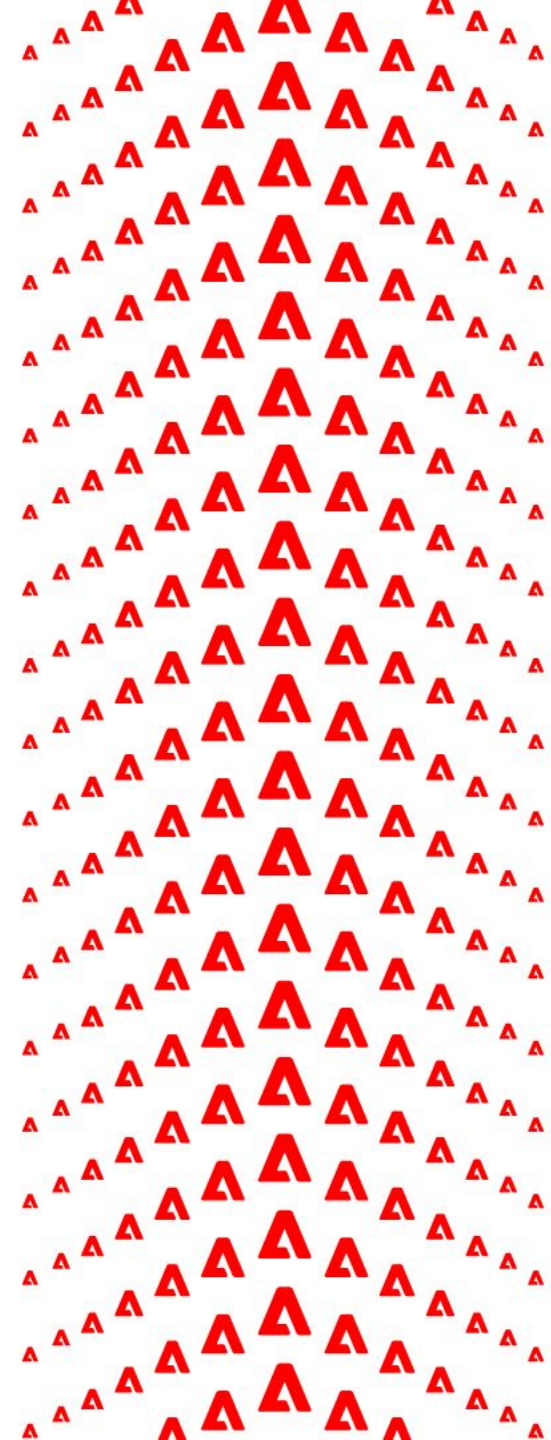
- ❖ Some marketing channels are more efficient than others in bringing back the people who abandoned carts
 - Table below shows the marketing channels used in re entry of such customers. These are visits with orders with more than 7 days of cart abandonment.



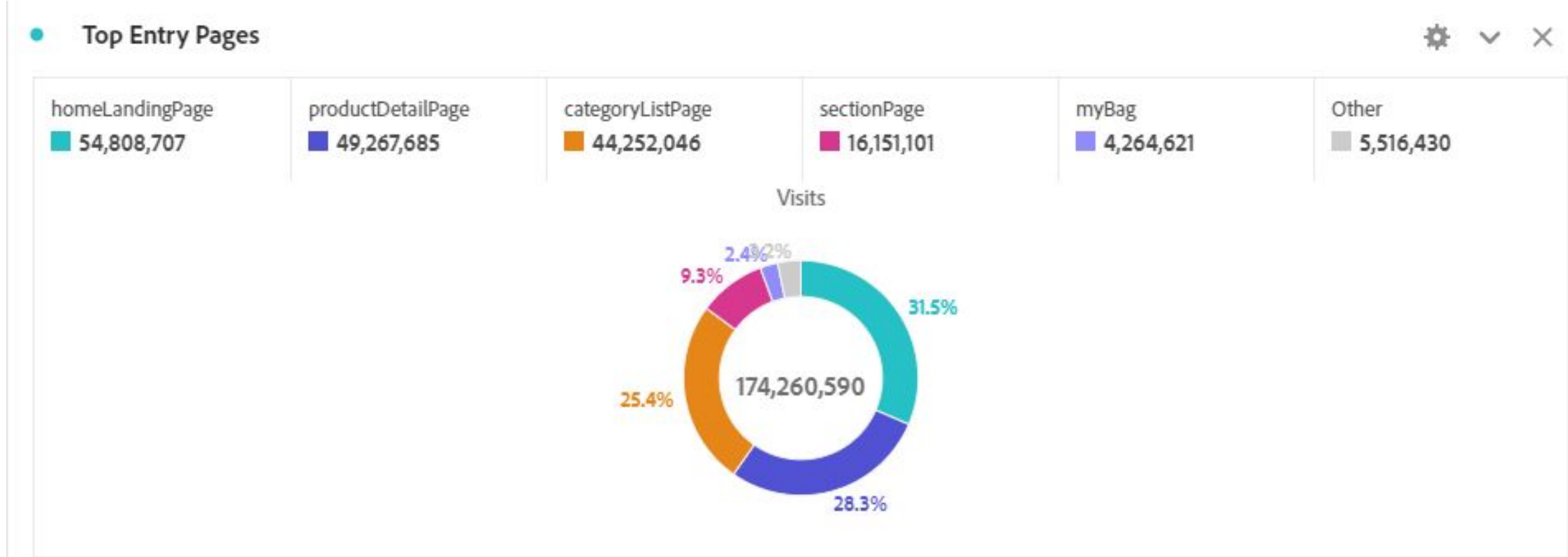
- ❖ **Recommendations**
 - Paid Search is the best marketing channel to bring back such customers.
 - Affiliate marketing and E-mails are also showing a good percentage of bringing back

Customer Segmentation

- Based on Entry Content Type



- Customers mainly enter Disney website through 4 pages -
Home Page, Product detail page, Category list page and Section page



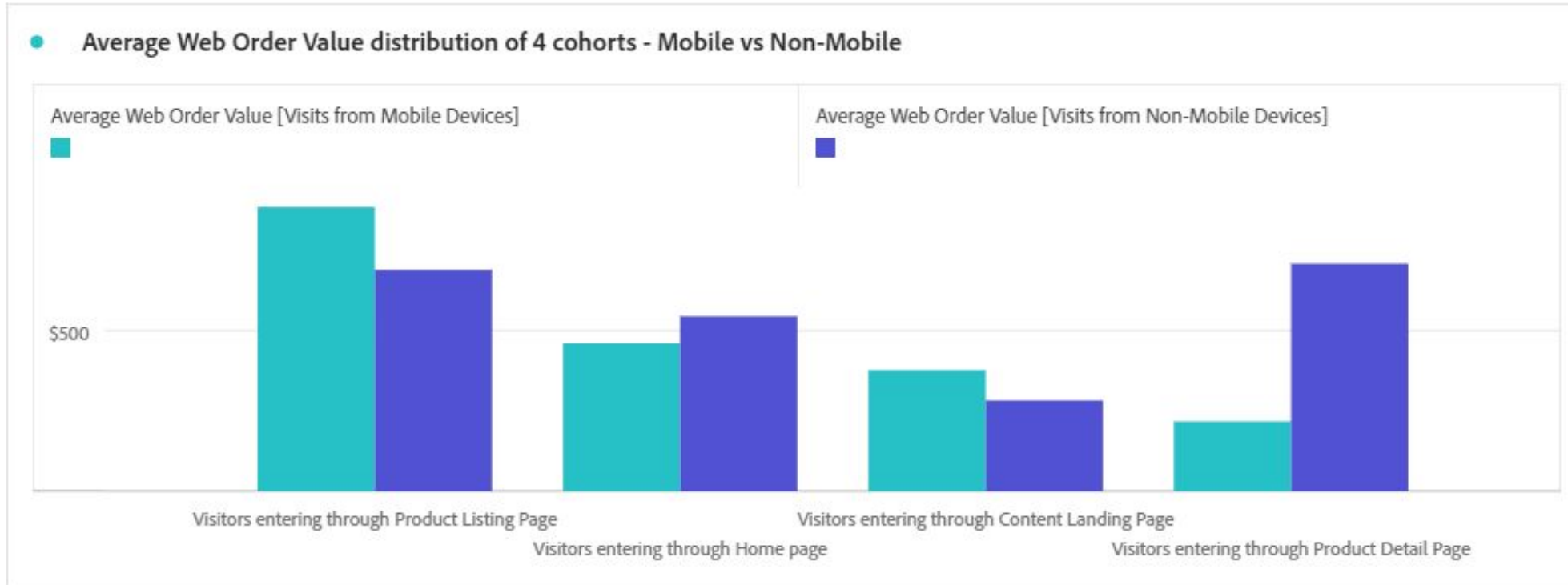
- This information can be used to segment them into 4 cohorts

❖ Distribution of Number of Orders and Average Web Order Value among the four cohorts:



- **To increase number of orders:** Focus more on customers entering through Home Page
- **To increase average web order value:** Focus more on customers entering through Product detail page and Content Landing page

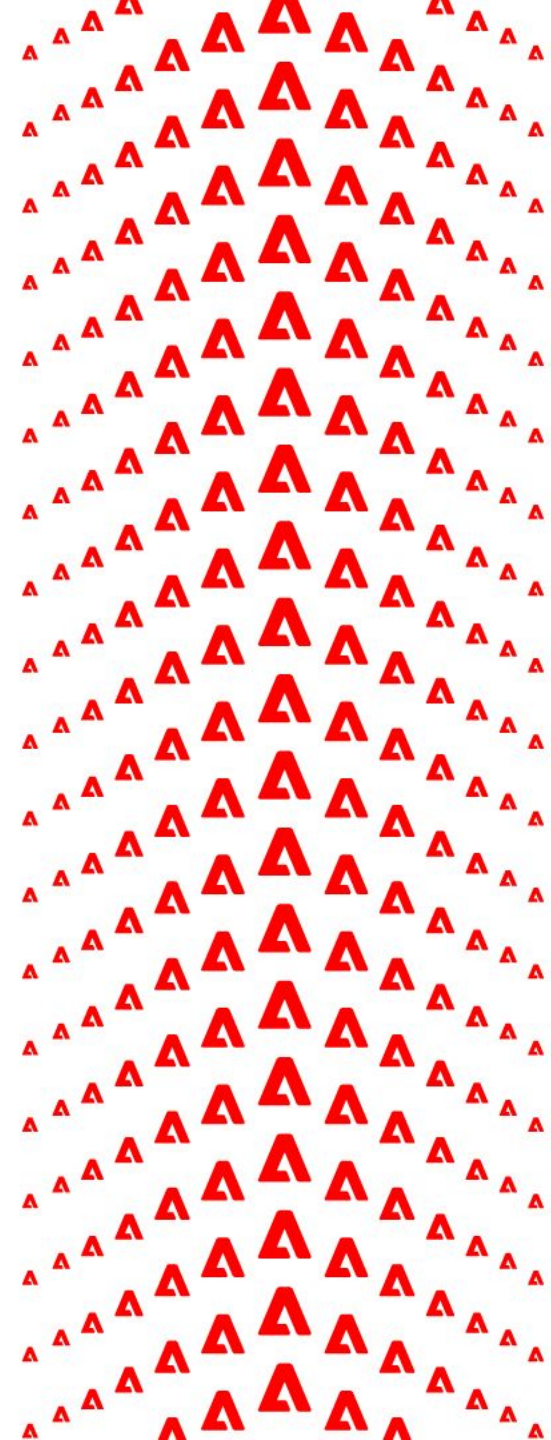
❖ Average Web Order Value - Mobile vs Non-mobile among the four cohorts



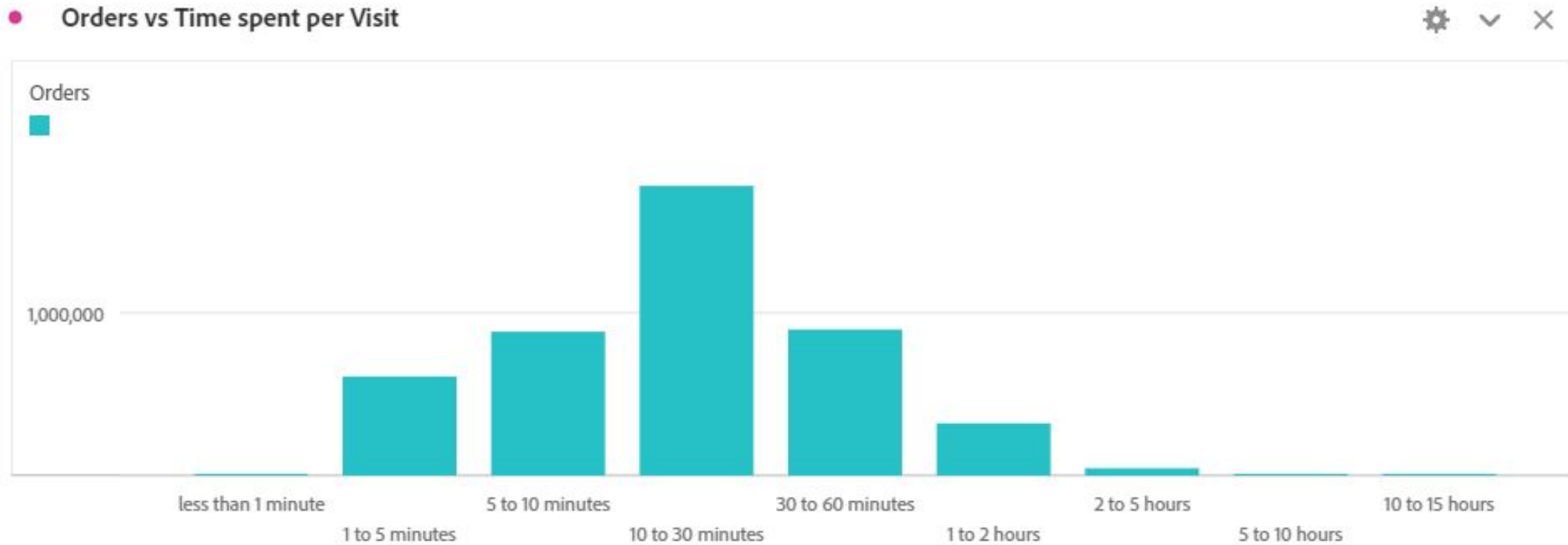
- For customers entering through Product Listing page, Home page or Content Landing page, we need not discriminate between Mobile and Non-Mobile devices
- For customers entering through Product Detail page, we should focus more on those entering through Non-Mobile devices because they provide high average order value

Customer analysis

- Based on Time spent per Visit

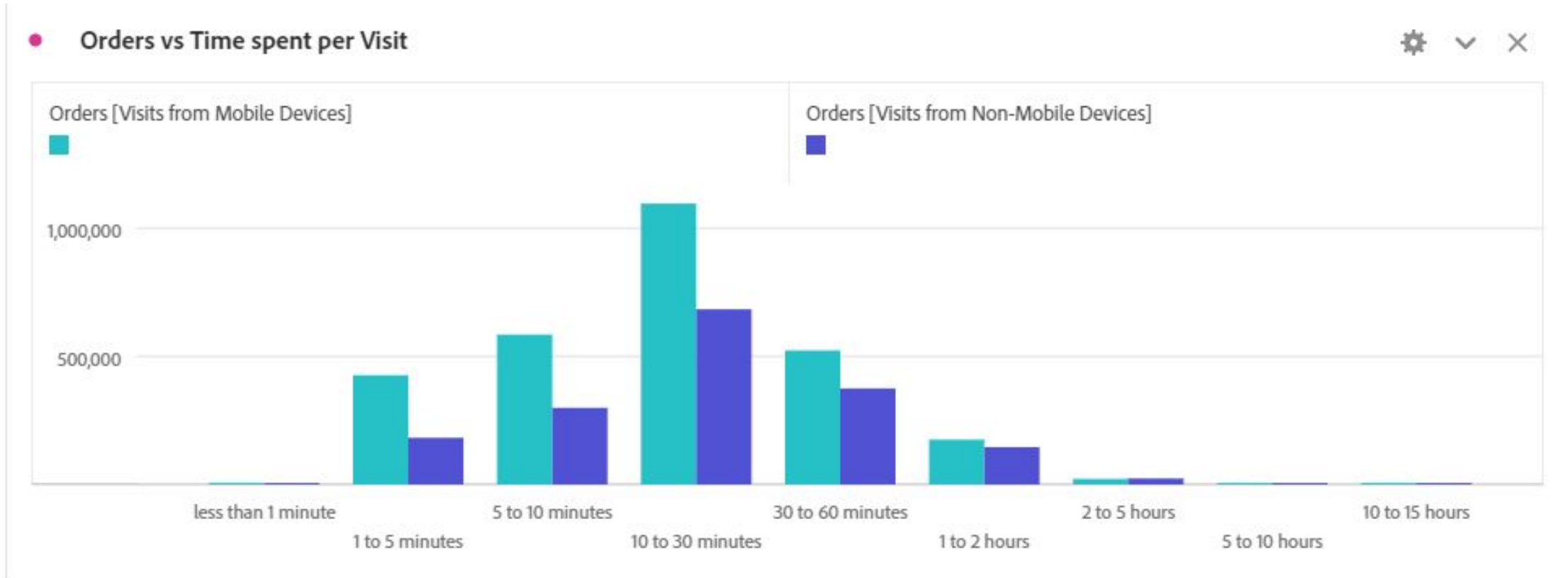


❖ Number of orders vs Time spent per visit



- Visits spanning **10-30 minutes** produce more orders
- We should try to engage customers so that they stay above 10 minutes.
- Staying more than 30 mins is also good as it increases average web order value (next slide)

❖ Number of orders vs Time spent per visit - Mobile vs Non-mobile



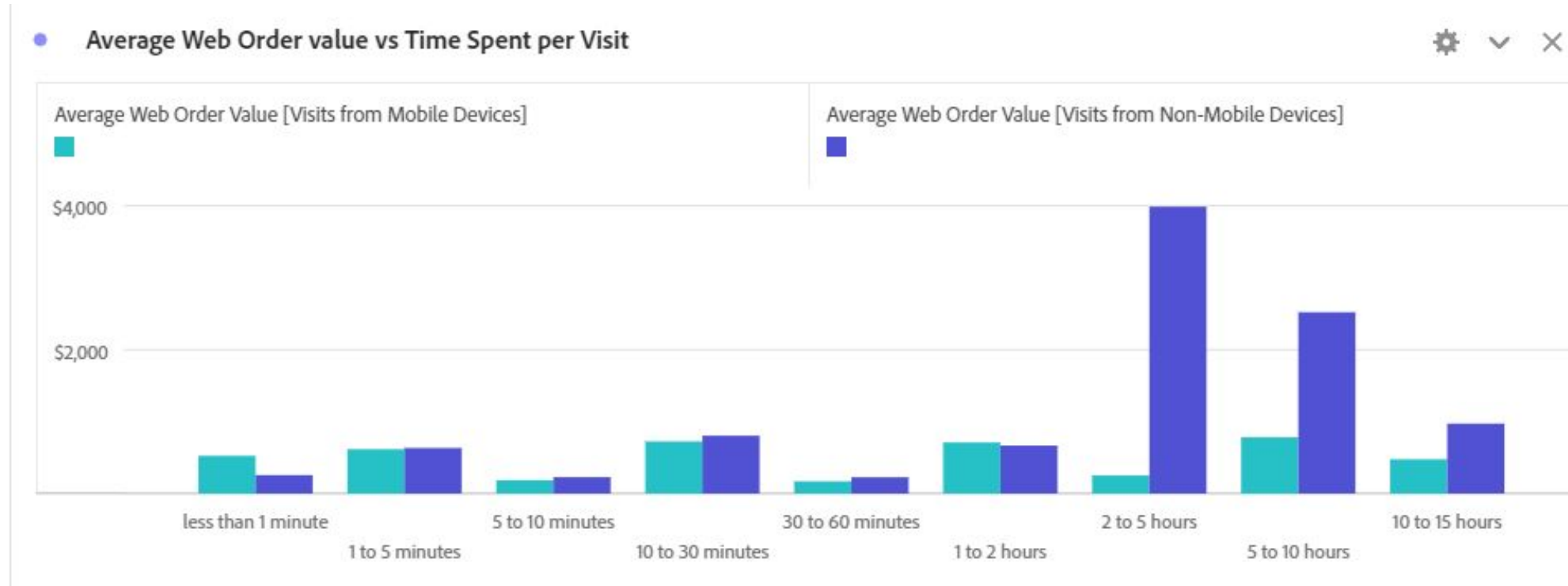
- **Distribution is almost the same** for mobile and non-mobile devices
- However **mobile users tend to make more orders**

❖ Average Web Order Value vs Time spent per visit



- We need to focus more on **visitors who spend 1 hr on average per visit** because that indicates that they are about to make a huge purchase
- This is intuitive because people tend to be cautious and spend extra time while making large purchases

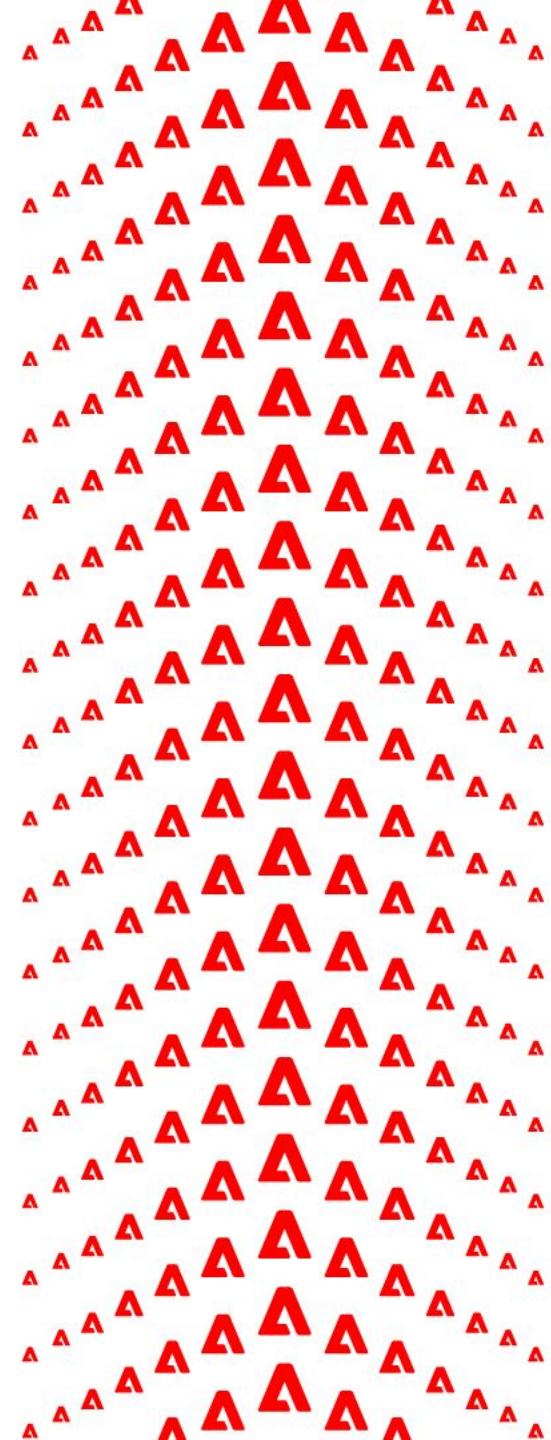
❖ Average Web Order Value vs Time spent per visit - Mobile vs Non-mobile



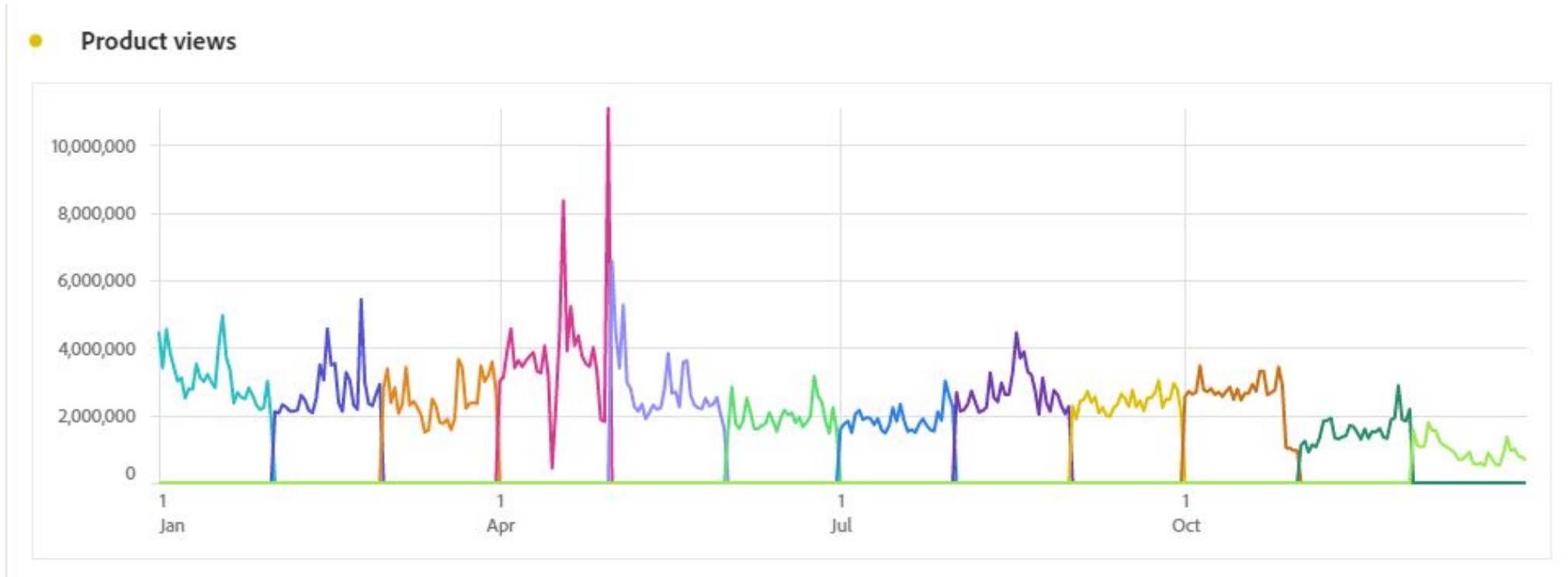
- We need to provide **extra attention to non-mobile users spending more than 2 hours** because they are likely to make orders with massive average web order value

Seasonality analysis

- Based on traffic and quantity of orders (over an entire year)

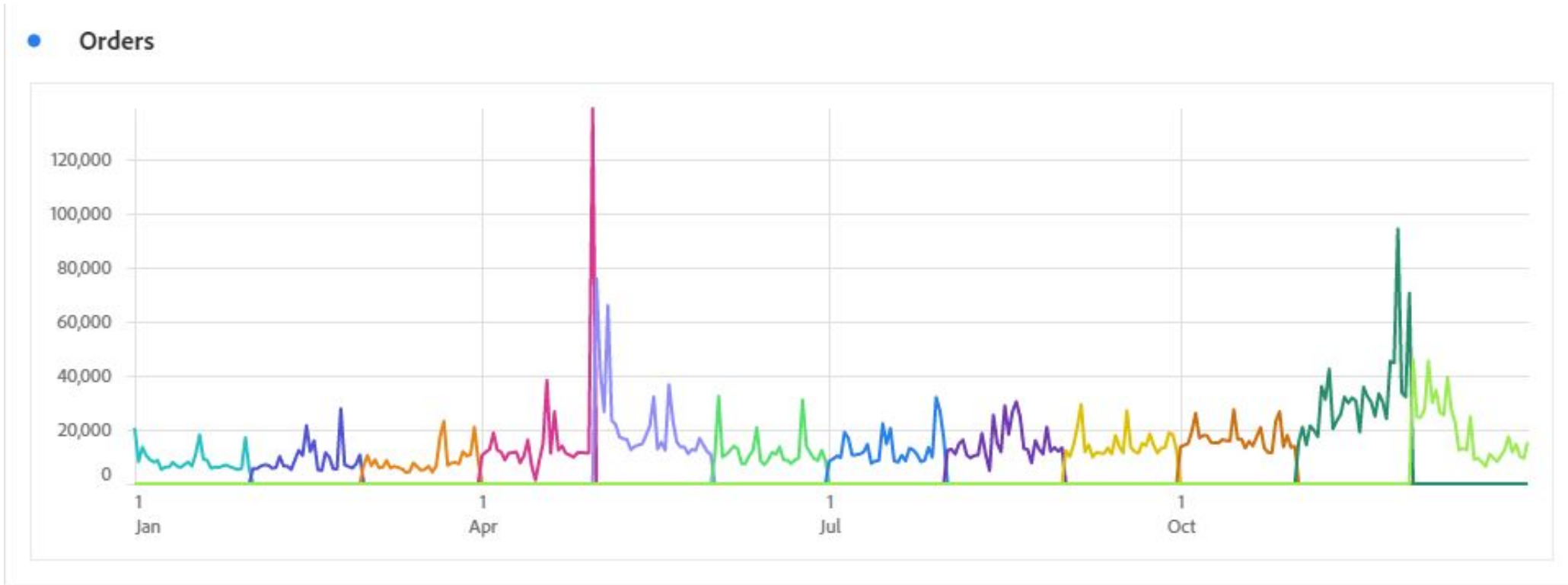


Seasonality in Product Views



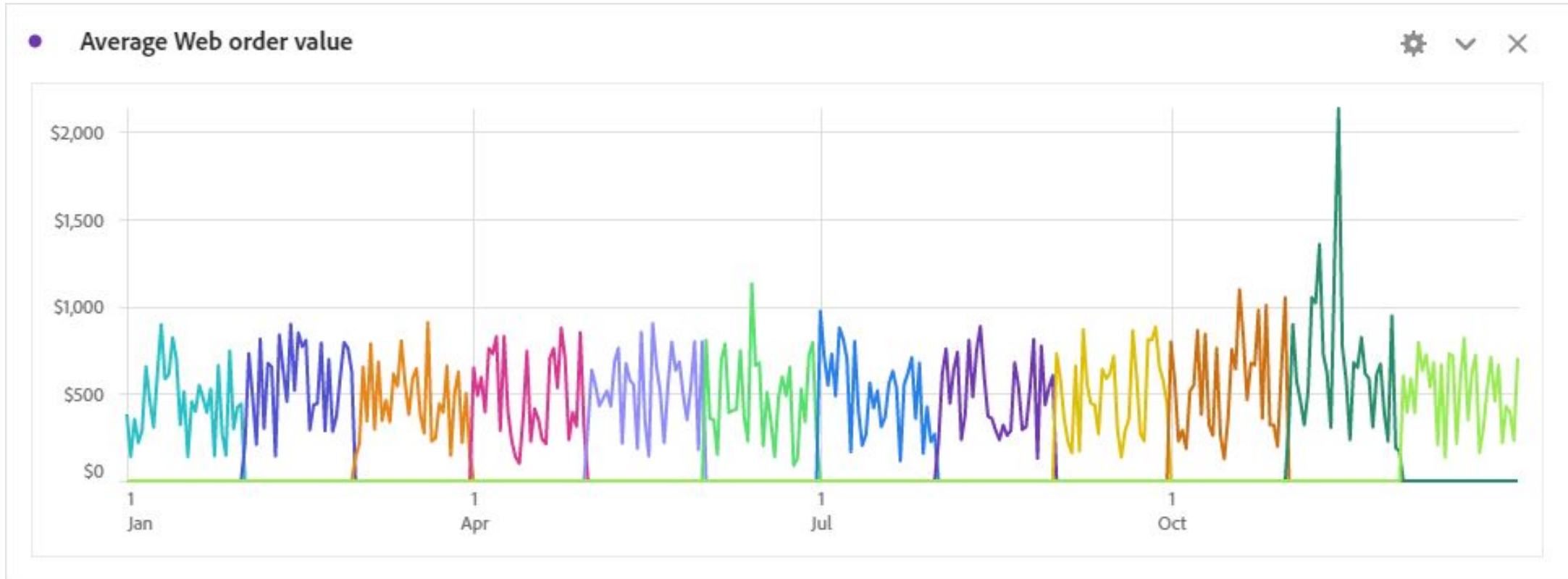
- There is sudden surge in product views around **mid April - early May 2020** (this might be due to Easter as stated [here](#))
- In case of most months, there are **peaks around 15th-16th** (this might be because there are many US companies paying employees twice in a month and 15th-16th is usually when the second payment happens - People tend to view products when they have money in hand)

Seasonality in Number of Orders



- Two extraordinary spikes - on **Apr 29th 2020** and **Nov 26th to 30th 2020**
 - **Apr 29th 2020** - around Easter (peak time for Disney)
 - **Nov 26th to 30th 2020** - winter vacation in USA

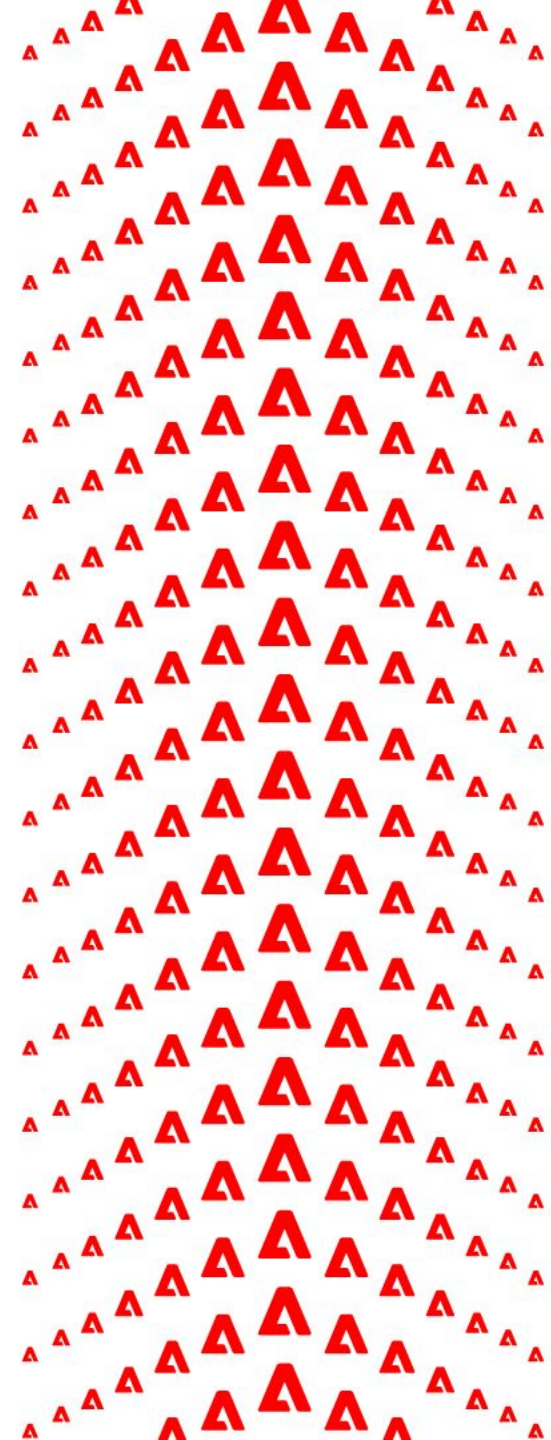
Seasonality in Average Web Order Value



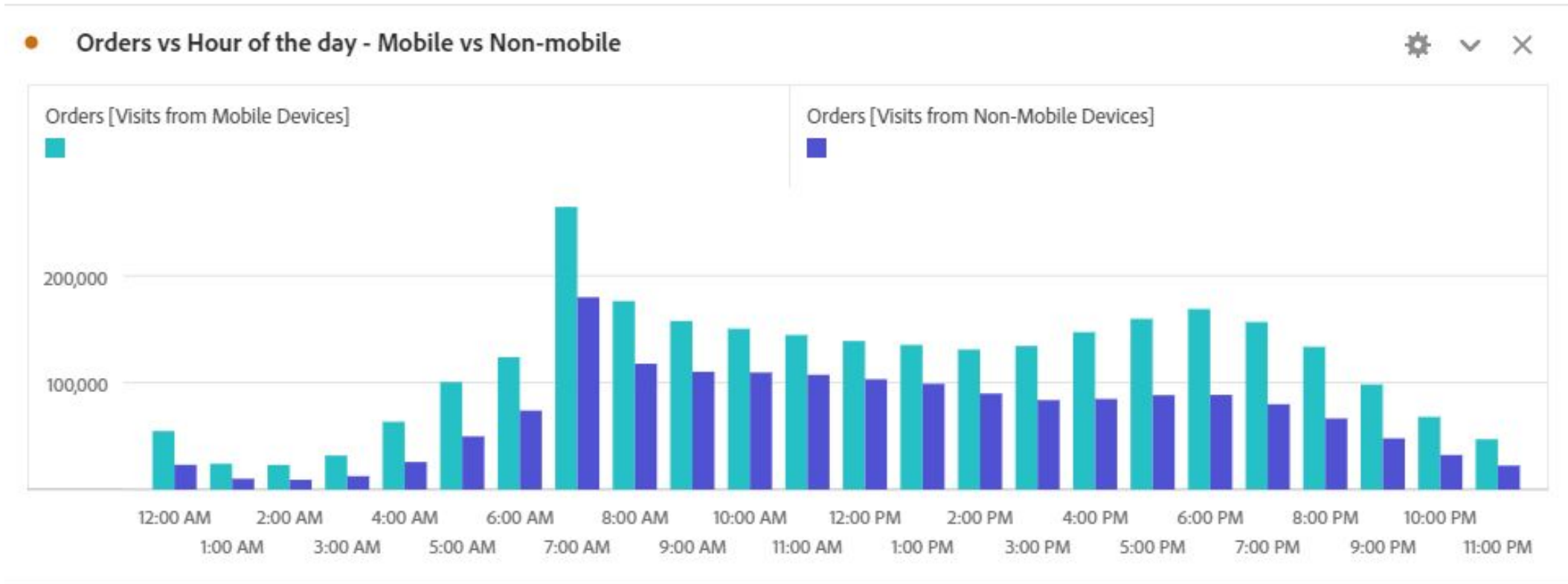
- Even though we had huge spikes in orders around April-May, there are no spikes in Average Web Order Value
- Spikes around **mid Nov 2020 - Winter vacation + 2020 US election results announced**(perhaps that has some effect on Average Web Order Value !!)

Hour of the day analysis

- Based on quantity of order

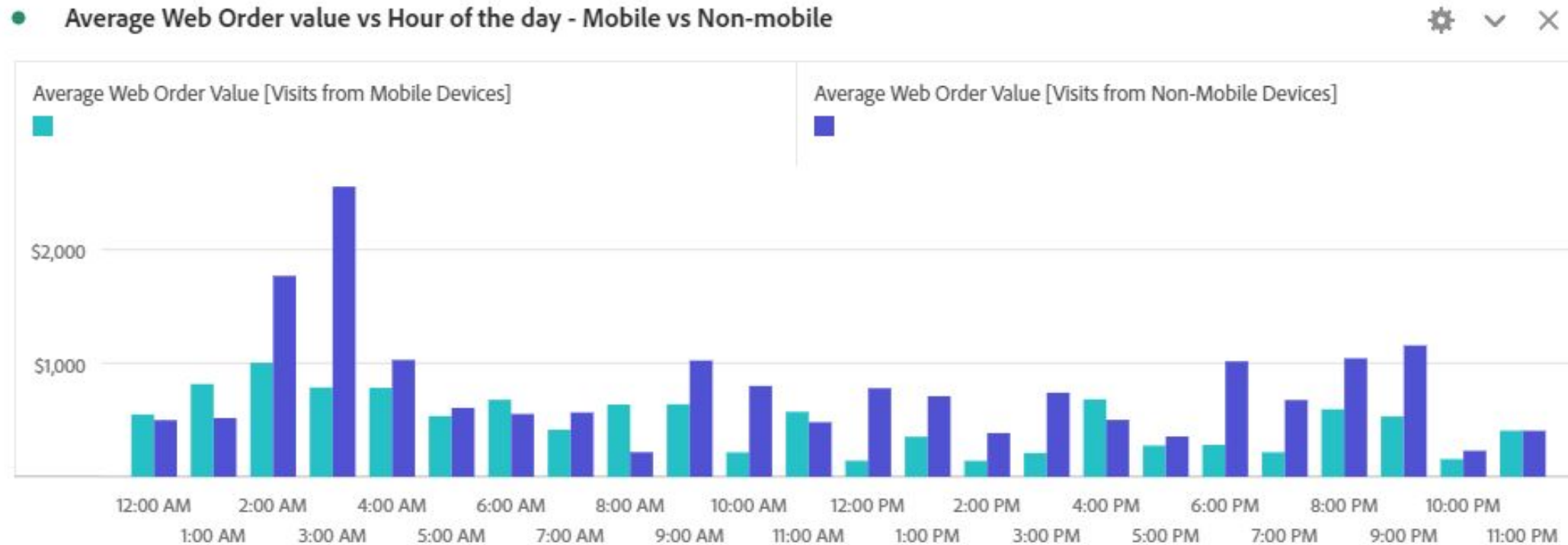


❖ Number of orders - Mobile vs Non-mobile



- **Peaks at 7am and 6pm** - Promotional mails can be sent around this time
- **To increase number of orders:** We need not separate mobile and non-mobile devices (as their distribution is same)

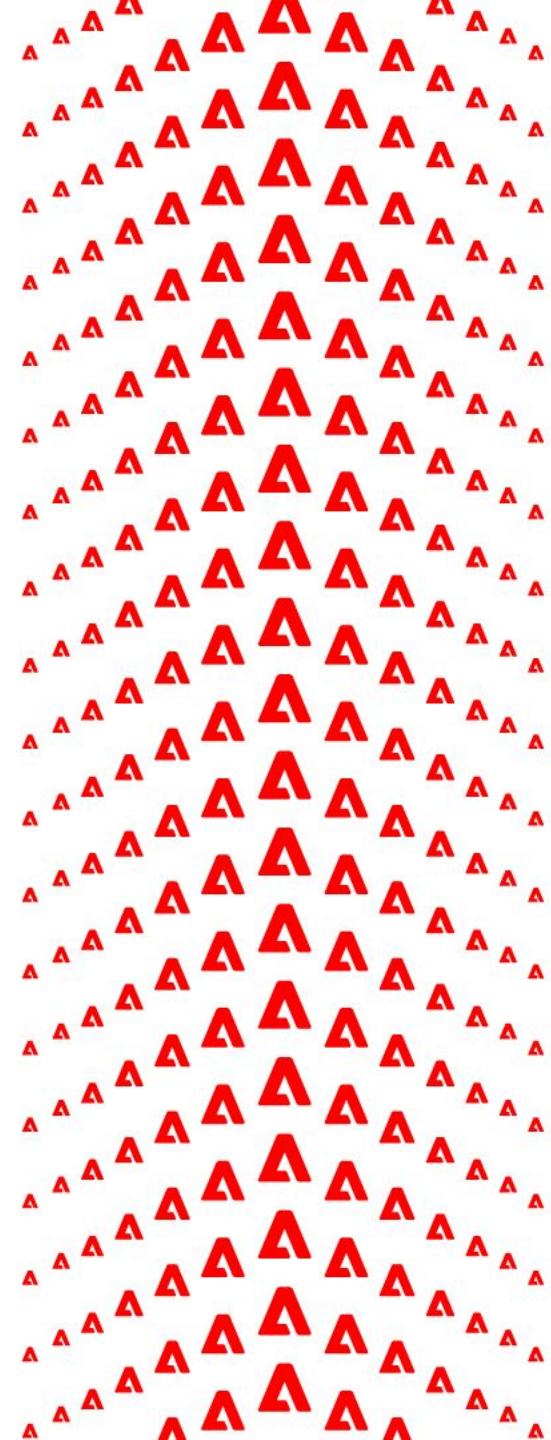
❖ Average Web Order value - Mobile vs Non-mobile



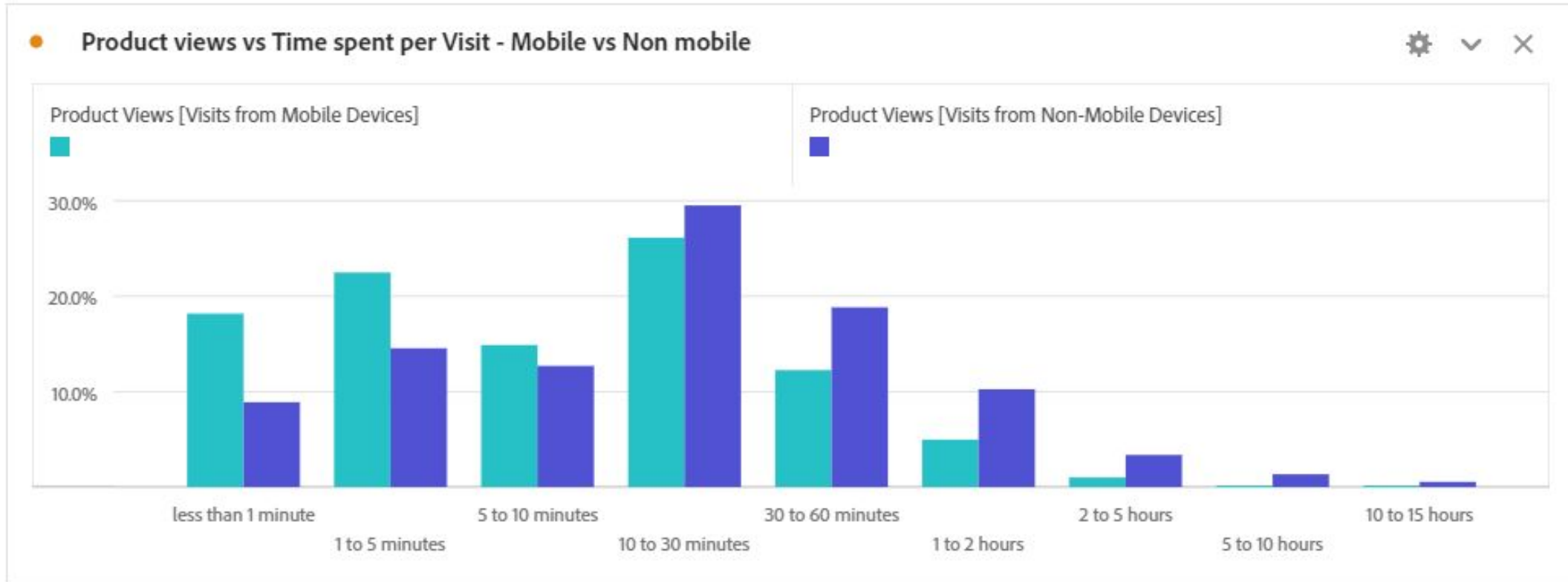
- **Irregular peaks** with the highest being - **3am non-mobile devices**
- **To increase average web order value:** We should consider mobile and non-mobile devices separately

Some valuable observations

- These observations might not be useful for the company right now, but might help in the future



Attention span in Mobile and Non-Mobile devices



- People tend to use mobile devices for viewing products in short visits and non-mobile devices for long visits.
- This is intuitive because research and observations show that attention span in mobile is very low

TEAM MEMBERS



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