



DigitalPath Innovations

Analytics Insights

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Business Overview

- **Overview:**

DigitalPath Innovations

- Industry leader in digital marketing solutions
- Focused on user engagement, conversion optimization, and satisfaction
- Runs data-driven UX experiments to maintain competitive edge
- Recently launched a 2-week A/B test (Version A vs B)

! Business Problem

Core Challenge:

- Despite offering high-value content and attracting substantial traffic, DigitalPath Innovations is facing challenges with:
 - Suboptimal conversion rates
 - High user drop-off across the digital journey
 - Inconsistent engagement from referrals

Business Questions:

- Which webpage version drives better user outcomes?
- What's the role of referral source?
- How can we optimize user flow?



Project Aim

This project supports data-driven product design decisions for DigitalPath's growth strategy.

Main Objective:

- Evaluate the effectiveness of two webpage designs (Version A and Version B) using A/B testing to determine which better enhances the user experience and conversion performance.
- **Specific Goals:**
 - Analyze key metrics: average time spent, pages viewed, conversion and feedback rates
 - Compare performance across referral sources (Direct, Search Engine, Social Media)
 - Provide actionable design and strategy recommendations based on data insights

Dashboard Overview

• Filters Available:

- Referral Source
- Version

• Metrics Tracked

- Users,
- Avg. Time,
- Pages Viewed,
- Checkout Rate,
- Conversion Rate,
- Ratings,
- Feedback,
- Referral Distribution,
- Content Interactions





Performance Benchmarking

Metric	Industry Standard	Version A	Version B	Insights
Average Time on Site (mins)	2 - 3	4.95	3.34	Both above range / A outperforms
Conversion Rate (%)	2 - 3	70.5	38.2	Both versions are above standard / A outperforms
Pages per Session (pages)	2 - 5	10	5	Both above range / A outperforms
Checkout Initiation Rate (%)	10	62.8	61.4	Both versions are above standard / A outperforms
Conversion Rate (%)	50%+ of initiated checkouts	71	38	Above standard as both versions are more than 50% of initiated checkouts



Key Insights

- 🕒 **Time on Site:** Version A & B exceeded the industry average, suggesting engaging content or layout.
- 📈 **Conversion Rate:** Both versions overperformed against the 2–3% e-commerce standard, although A performed better
- 📄 **Pages per Session:** Both versions exceeded the industry expectations, with Version A showing more depth per session.
- 🛒 **Checkout Initiation:** Both versions overperformed against the 10% e-commerce standard, although A performed better
- 💳 **Purchase Completion:** Both versions exceeded the industry expectations, with Version A showing higher percentage of initiated checkouts than Version B.



User Engagement Summary

Version A vs B – User Metrics

- **Insight:**

Version A has:

- More engaged users (**average time spent (4.95mins) / average pages viewed (10)**)
- Higher ratings (**4.50**)
- **16** Fewer users than **Version B**



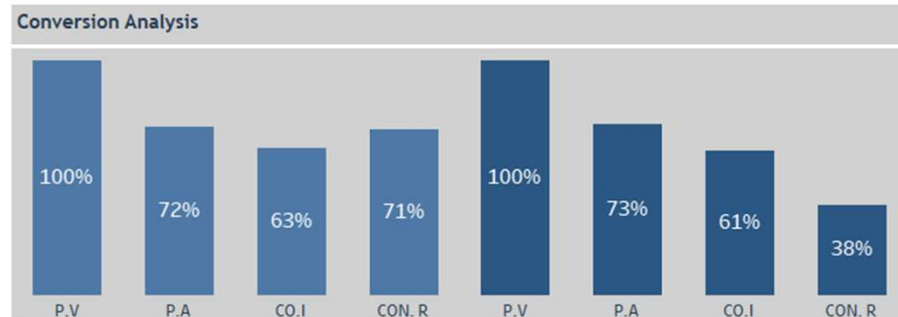


Conversion Analysis

Conversion Analysis by Step

Insight:

- Version A showed a journey of Product viewed (**100%**) → Product Added to Cart (**72%**) → Checkout Initiation Rate (**63%**) → Conversion Rate (**71%**) which implies not every purchase was done online. Version A still retained more of the users at purchase
- Version B showed a journey of Product viewed (**100%**) → Product Added to Cart (**73%**) → Checkout Initiation Rate (**61%**) → Conversion Rate (**38%**). Version B showed a sharp drop at conversion (purchase) stage but still retained more than 50% of initiated checkouts.





Conversion Journey Summary

Drop-offs in the Journey

- **Insight:**

- Version A started with **492 users**, **352 users** viewed product, **309** added product to cart and **347** purchases were made
- Version B started with **508 users**, **369 users** viewed product, **312** added product to cart while **194** purchases were made

Conversion Journey at a Glance

🧑 492 → 🛒 352 → 💳 309 → ✅ 347

A

🧑 508 → 🛒 369 → 💳 312 → ✅ 194

B

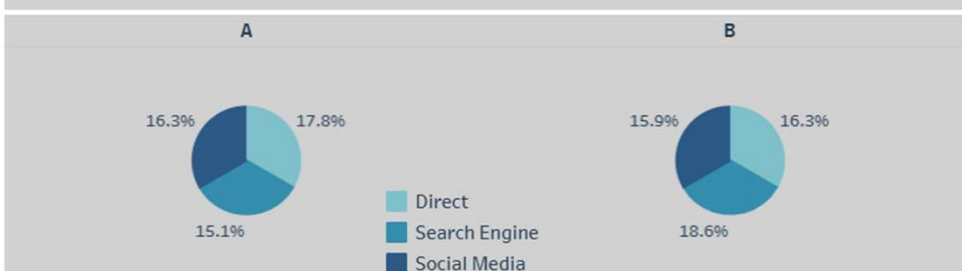


Referral Source Impact

- Insight:

- Feedback; Direct : **20%** (Version A) | Search Engine: **19%** (Version B)
- No. of Users; Direct : **17.8%** (Version A) | Social Media : **18.6%** (Version B)

Referral Source Impact



Feedback rate by Referral source





Referral vs Engagement

- **Insight:**
 - **Social Media** users **viewed more pages** (8 pages) and **stayed longer** (average of 4.20 mins)
 - **Social Media: 56.21% conversion rate**

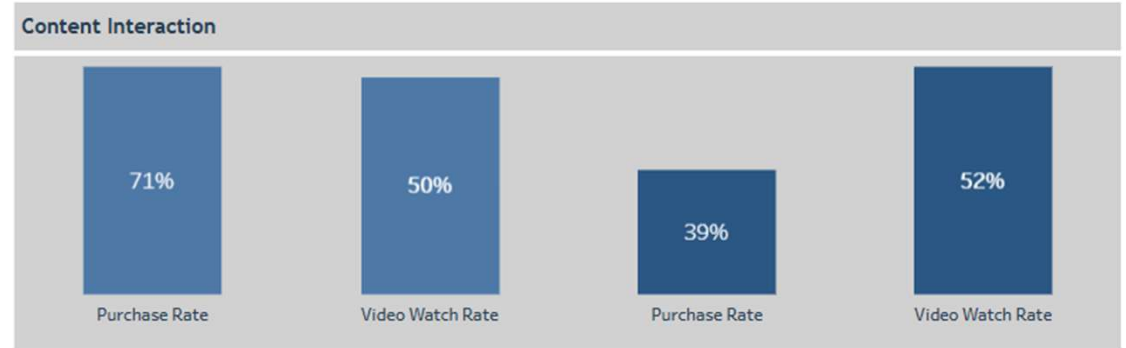
Referral vs Engagement

	Average pages viewed		Avg time spent		CON. R	
Direct		7		4.18		55.72%
Search Engine		7		4.01		50.45%
Social Media		8		4.20		56.21%



Content Interaction

- **Insight:**
 - Even though Version B had a slightly higher video watch rate of 52%, Version A showed 32% higher conversion rate, indicating stronger conversion impact from video engagement.






Key Takeaways

- Version A outperformed B on engagement (avg. time spent and avg. pages viewed), ratings, and conversion rate
- Social Media lead to better engagement and higher conversion rate
- Content consumption correlates with higher conversion







Recommendations

-  **Adopt Version A** as the base for future optimization
-  **Enhance video and content experience** – clear link to purchase behavior
- **Invest in Direct & Social Media channels** – both show strong results in regard to conversion rates
-  **Refine Version B UI/UX** based on insights from A



Next Steps

-  **Run follow-up A/B test with improved Version B**
 - → Make improvements to Version B based on what we've learned, then run a new A/B test to see if the changes help.
-  **Enhance video & content experience**
 - → Since people who watched videos were more likely to buy, focus on making the content even better and easier to access.
-  **Test referral-based personalization**
 - → Customize what users see based on how they found the site (e.g., from social media vs search engine), to make the experience more relevant.
-  **Explore automated content recommendations**
 - → Use user behavior to recommend helpful products or pages — like “You might also like...” based on what others viewed or purchased.