

DIGITALPATH INNOVATIONS

-AN E-COMMERCE CASE
STUDY



AGENDA

- Introduction
- Dashboard
- Insights and Recommendations
- Conclusion





INTRODUCTION



DASHBOARD

DigitalPath's Website Version Comparison Analysis

Total Number of Users

1,000

Version A | Version B

492 | 508

Average Pages Viewed

7 pages

Version A | Version B

10 pages | 5 pages

Conversion Rate

54%

Version A | Version B

71% | 38%

Version

(All)

MONTH

(All)

Average Time Spent | Average Actions Taken | Average Pages Viewed

A

5 minutes

4.9 actions

10 pages

B

3 minutes

5.0 actions

5 pages

Sales Funnel

View to
Add rate

71.5%

72.6%

Add to
Checkout
Rate

87.8%

84.6%

Checkout
to Purchase
rate

112.3%

62.2%

Overall
conversion
rate

70.5%

38.2%

A

B

Feedback Analysis

A

492 users

92 feedbacks
[18.7%]

B

508 users

91 feedbacks
[17.9%]

User Interaction

A

245 views

B

264 views

Referral Source vs Conversion Rate

Direct

Search Engine

Social Media

178 users

163 users

151 users

186 users

163 users

159 users

73% C.R

37% C.R

63% C.R

40% C.R

75% C.R

37% C.R

A

B

A

B

A

B



INSIGHTS AND RECOMMENDATIONS

INSIGHTS AND RECOMMENDATIONS

By industry standards, the time spent on each website version was within acceptable limits; 5 minutes for A and 3 minutes for B.

The longer time recorded on the average for version A suggests a more user-friendly version.

Average Time Spent | Average Actions Taken | Average Pages Viewed

A

5 minutes

4.9 actions

10 pages

B

3 minutes

5.0 actions

5 pages

INSIGHTS AND RECOMMENDATIONS

There was no significant difference in the number of actions taken on each website.

On an average, 10 pages were viewed for version A compared to 5 for Version B further confirming version A as being more user friendly.

Average Time Spent | Average Actions Taken | Average Pages Viewed

A

5 minutes

4.9 actions

10 pages

B

3 minutes

5.0 actions

5 pages

INSIGHTS AND RECOMMENDATIONS

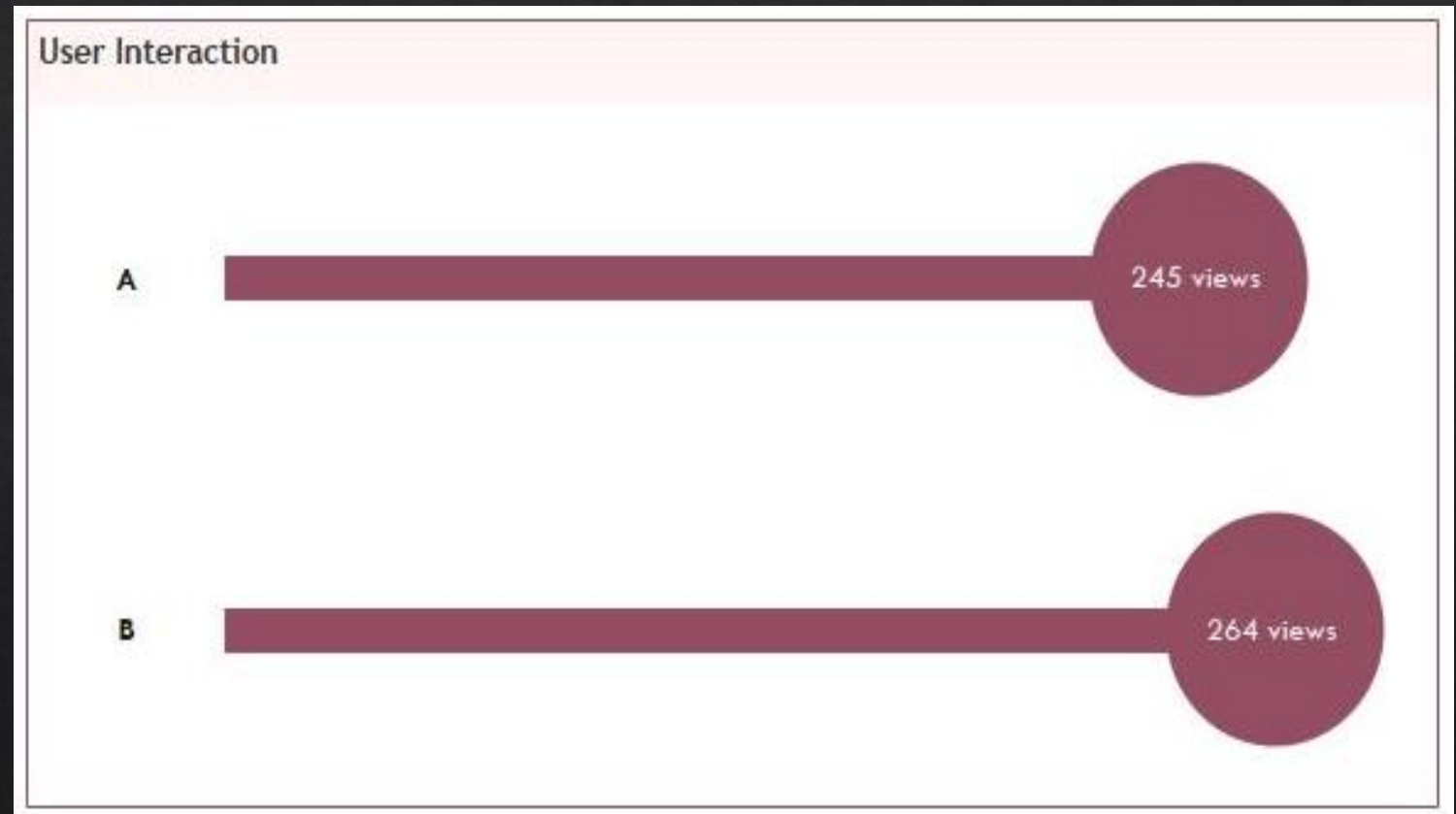
View to add and add to checkout rates were similar for both versions. However, the overall conversion rate for version B was low (38.2%) compared to 70.5% for version A.

This further confirms version A as a more user-friendly version.



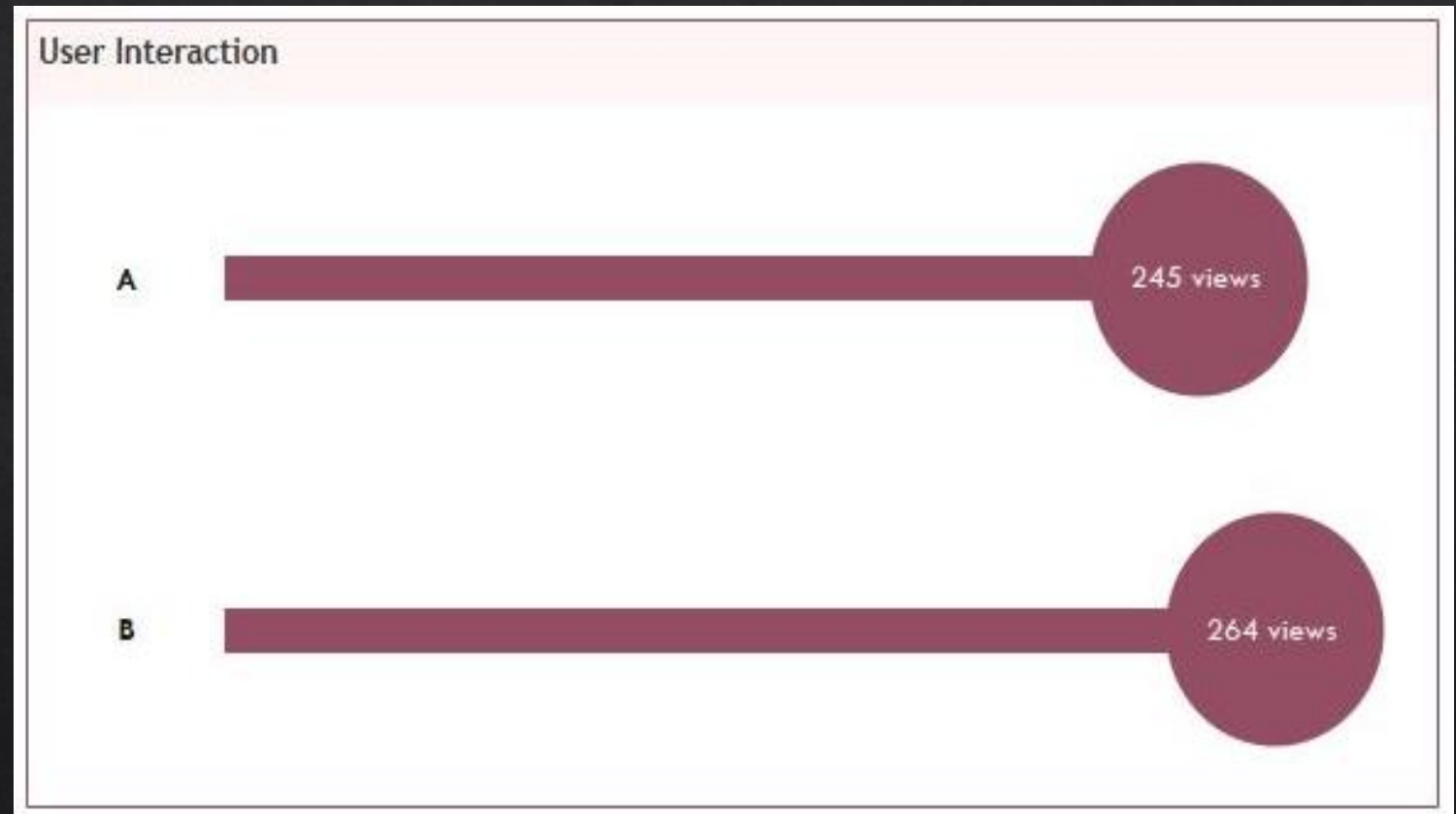
INSIGHTS AND RECOMMENDATIONS

More video views were recorded for version B compared to version A. This suggests a more user-friendly video interface for version B which could be adopted for version A.



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RECOMMENDATIONS

Version A significantly outperforms version B with respect to key metrics such as average time spent, pages viewed and overall conversion rate.

Version A will benefit from improvement to the video interface to encourage more video views.

Backend checks for Version A to ensure data collected shows a true picture of happenings on the web version.

THANK
YOU

