



User Behaviour Analysis For Digitalpath Innovation.

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Agenda



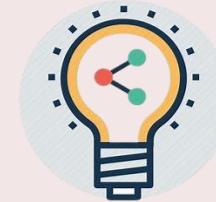
A case overview of Digitalpath Innovations.



The issue and challenges to be addressed and overcome.



The task to be done, that is the goals of the analysis.



Data is broken down into smaller parts to discover patterns and trends to gain insights.



Insights derived from the analysis would be leveraged to optimize website elements, user experience conversion rate and overall business outcomes



Summary and conclusion of insights derived from the analysis.

Introduction

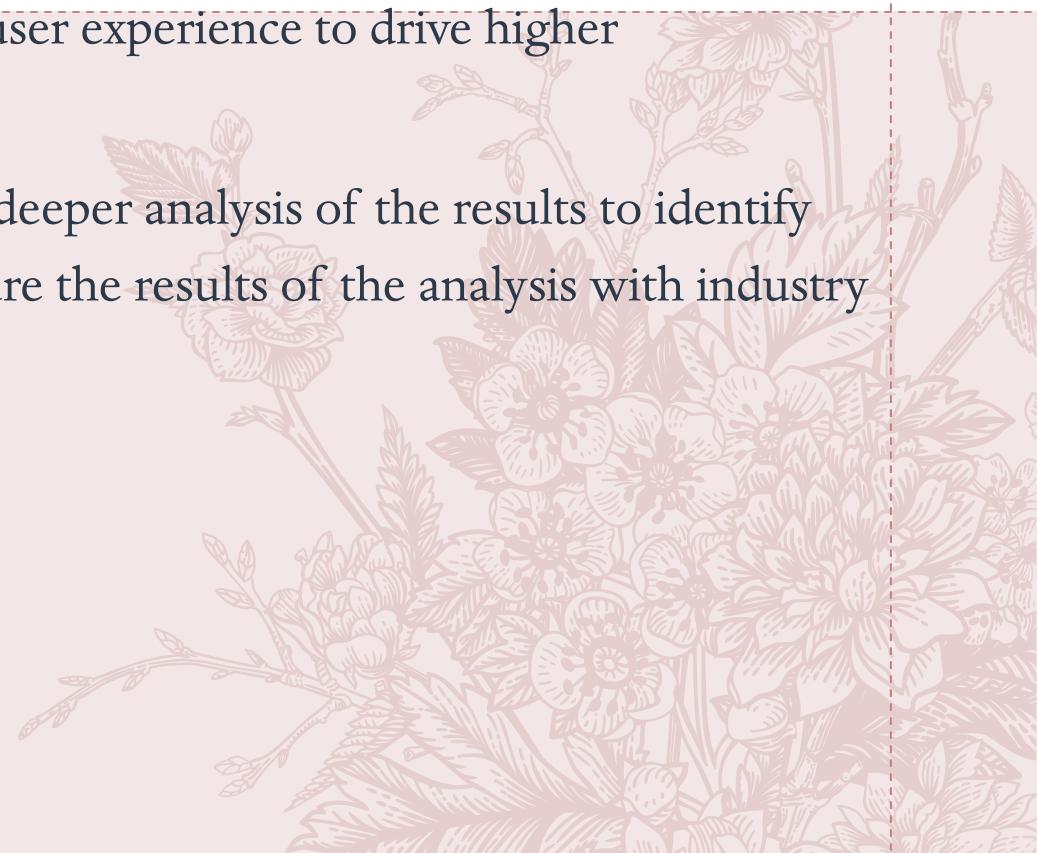
DigitalPath Innovations, a leader in digital marketing solutions, seeks to enhance its website's user experience to improve engagement metrics, conversion rates, and customer satisfaction.

The company wants to conduct an A/B test over two weeks, presenting two distinct versions of its webpage (Version A and Version B) to a randomized group of users. This experiment aims to identify which webpage version performs better across various user engagement metrics.

Problem Statement

DigitalPath Innovations is facing a challenge in optimizing its website's user experience to drive higher engagement, conversion rates, and overall customer satisfaction.

The company wants an A/B test to compare two website versions for a deeper analysis of the results to identify areas for improvement and inform future design iterations and compare the results of the analysis with industry standard for performance measurement.



Task

As a data analyst, I am given the task of carrying out an A/B test of their webpage and conducting a comprehensive analysis of the user behaviour across the two web page versions. The objectives of the project include:

1. Engagement Metrics Analysis.
2. Conversion rate optimization.
3. User Feedback Analysis.
4. Content interaction.
5. Referral source impact.



Data dictionary

UserID: Unique identifier for each user

SessionID: Unique identifier for each user session

Version: The version of the webpage the user was shown
(A or B)

Date: Date of the session

TimeSpent: Total time spent on the webpage in seconds

PagesViewed: Number of pages viewed during the session

ActionsTaken: Total number of actions taken (e.g., clicks, form submissions)

ProductAdded: Number of products added to cart

CheckoutInitiated: Whether the user-initiated checkout

PurchaseMade: Whether a purchase was made

FeedbackSubmitted: Whether feedback was submitted

VideoWatched: Whether any video content was watched

ReferralSource: The referral source that led the user to the webpage

Engagement Metrics Analysis/ Insights.

A

5.0 Mins

B

3.3 Mins

This insight compares the two web page versions; A and B on average minutes spent on the web page. This visualization shows that users spent average minutes of 5.0 on Web page A and 3.3 minutes on webpage B.



This visualization compares the average number of pages viewed by users on web pages A and B. Web page A averages 10 pages, while web page B averages 5 pages.



A

4.9 Action taken

B

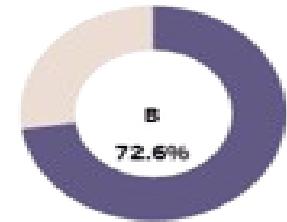
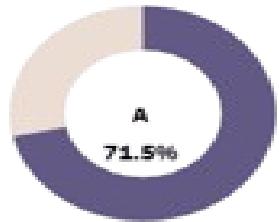
5.0 Action taken

The insight here shows that Web page version A has the average action taken of 4.9 and Web page version B, has 5.0. The difference between the two versions is minimal, this indicates that the average time spent, and average pages viewed do not have any impact on the average action taken by users in Web page versions A and B.

Conversion Rate Optimization Analysis/ Insights.

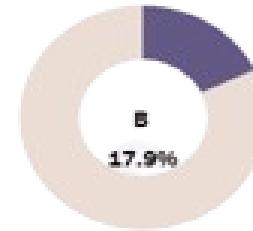
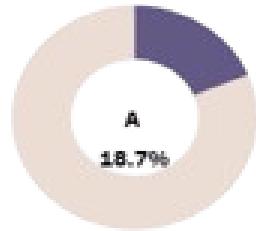


The highest number of product viewed by users in Web page versions A and B is product 3. Web page version A at 174 and B at 173. There is a slight difference between the two. This indicates that product 3 consistently performs well in both versions of the page

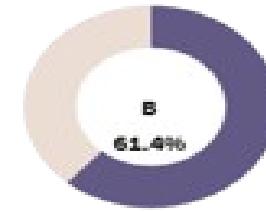
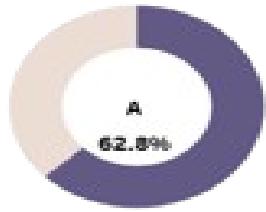


The percentage of users who added products to the cart on Web page version A is 71.5% and Web page version B is 72.6%.

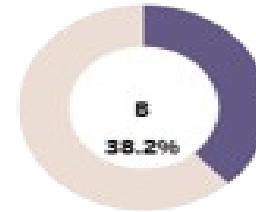
It can be said that web page versions do not have any impact on the cart addition of products, that is, web page versions did not influence users' decision to add items to the cart.



This reveals the rate of feedback from users on both web page versions A and B. There is also a slight difference between both versions.



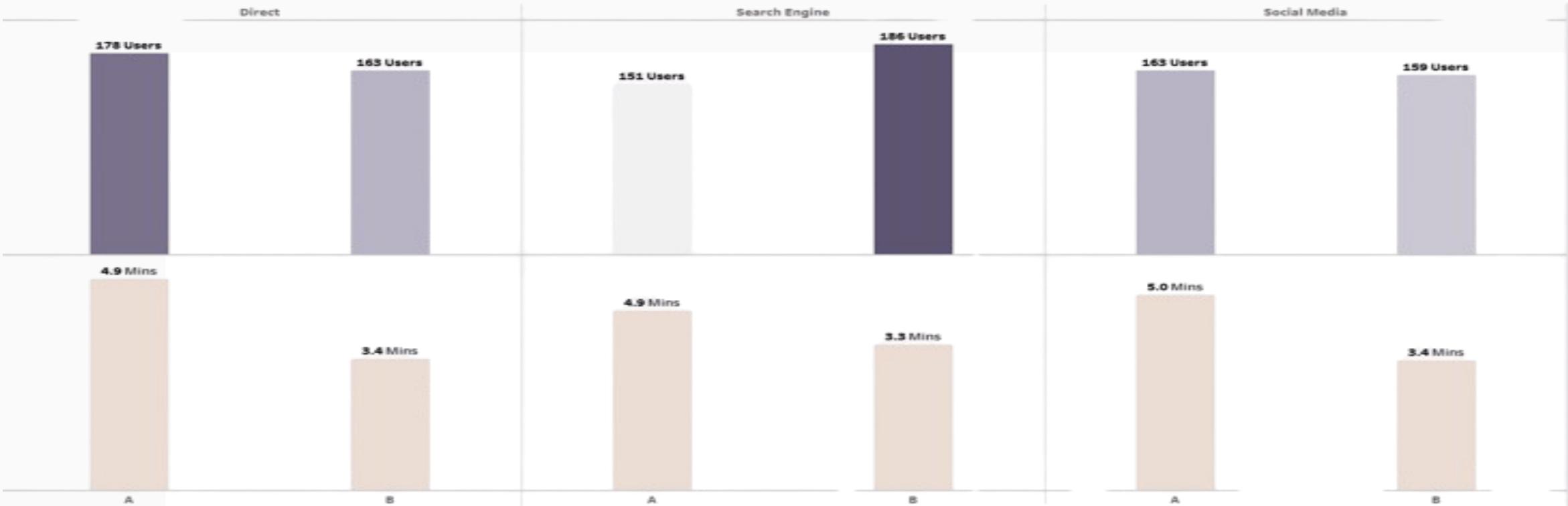
This insight reveals that 62.8% of users-initiated checkout on web page version A and 61.4% initiated checkout on web page version B.



Web page version A shows a clear and huge margin of conversion rate when compared with Web page version B. There is a discrepancy showing that 62.8% of users on web page version A initiated checkout but 70.5% converted.

This discrepancy reveals that other than the web page, there were other means of conversion; Over-the-counter conversion. Moreover, payment on web page version A could be more seamless and smoother.

All indication points to the fact that web page version A is more appealing, hence the higher average time spent on the web page and higher number of pages viewed.



The highest referral source by users for Web page version A is Direct referral source at 178 users while that of web page version B is search engine at 186

Irrespective of the referral source, web page A has the highest average time spent on the pages. This still indicates that the web page version A is more appealing and makes users stay glued to the web page and eventually leading to a high conversion rate.



Total Users

1,000

Avg time spent

4.1 Minutes

Digitalpath Innovation User Behaviour Analysis

Avg conversion rate

54%

Avg page viewed

7 Pages

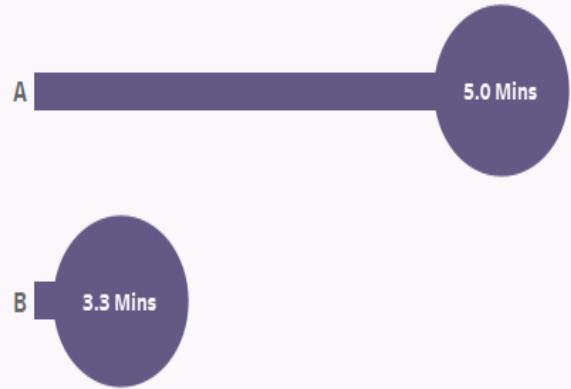
Avg Checkout

62%

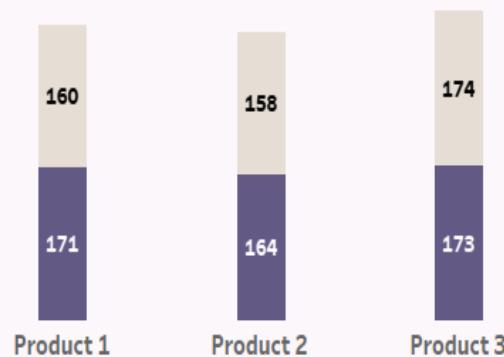
Version

 A B

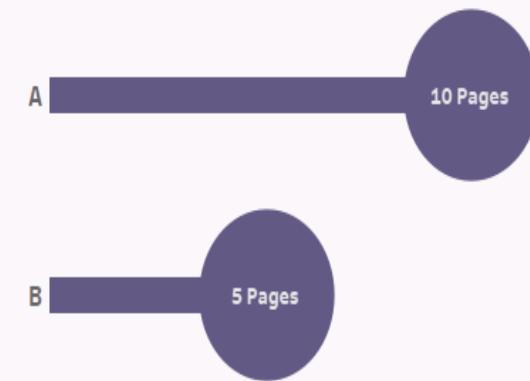
Avg time spent in Minutes



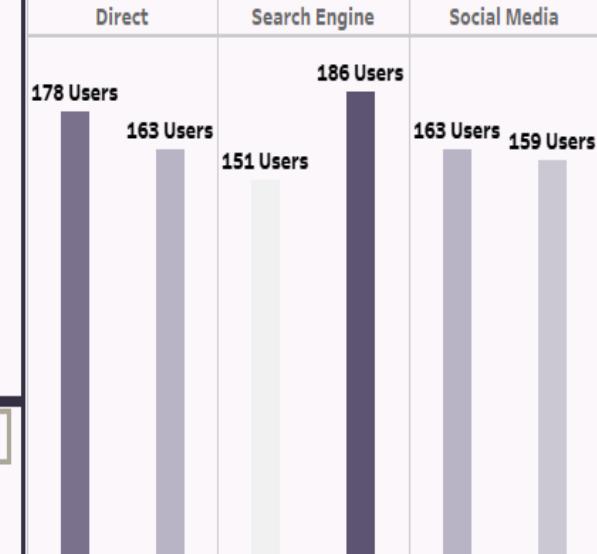
Product Viewed



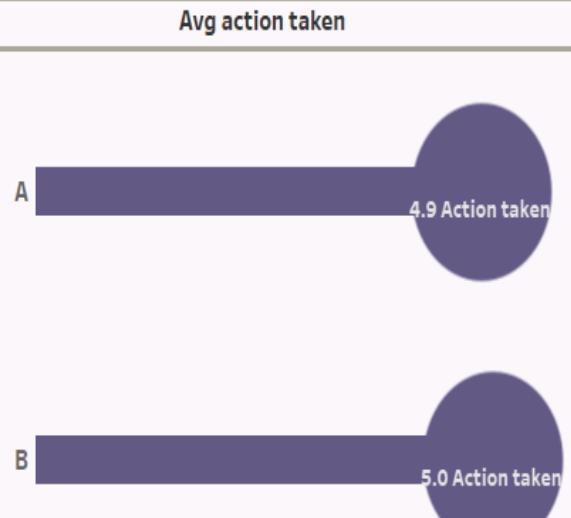
Avg pages viewed



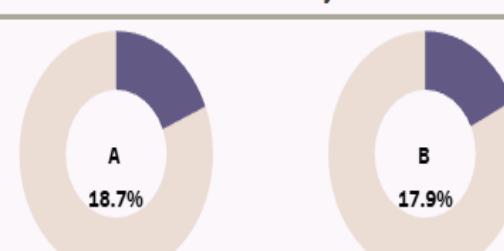
Content Interaction



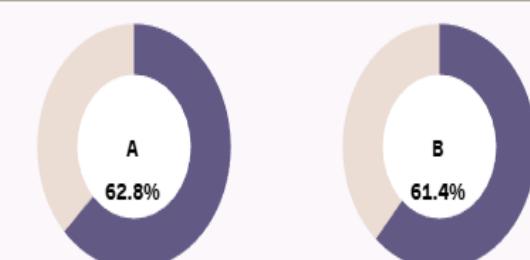
Avg action taken



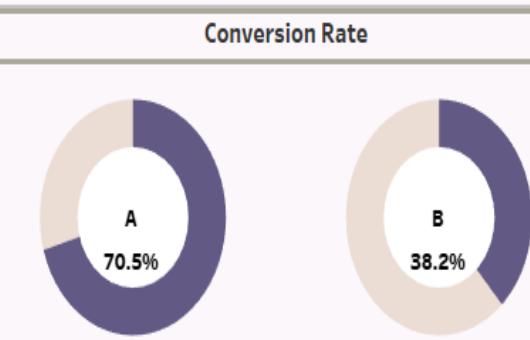
Feedback Analysis



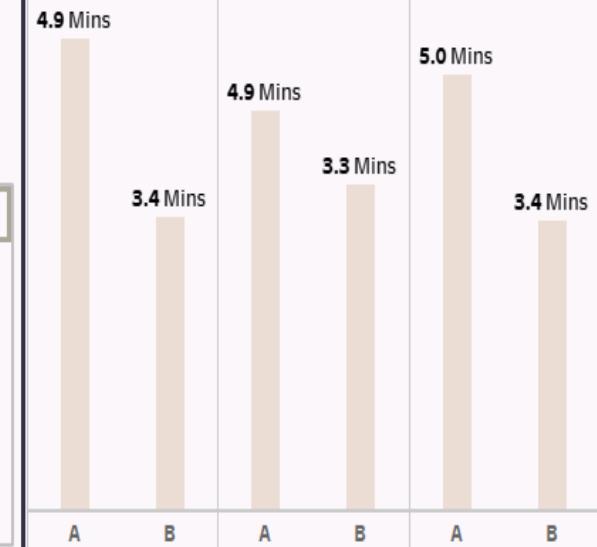
Check out Analysis



Cart Addition Analysis



Conversion Rate





Total Users

492

Avg time spent

5.0 Minutes

Digitalpath Innovation User Behaviour Analysis

Avg conversion rate

71%

Avg page viewed

10 Pages

Avg Checkout

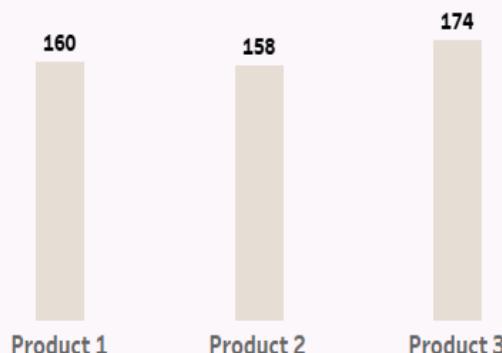
63%

Version
 A
 B

Avg time spent in Minutes



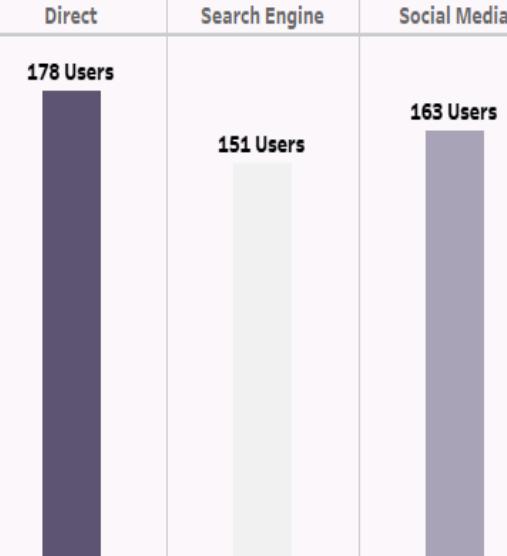
Product Viewed



Avg pages viewed



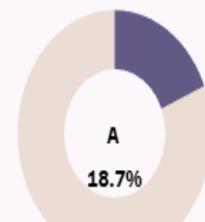
Content Interaction



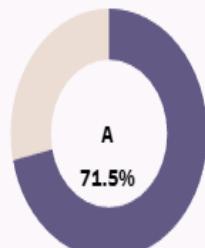
Avg action taken



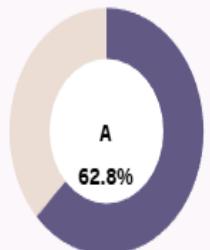
Feedback Analysis



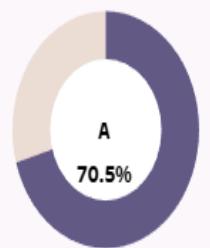
Cart Addition Analysis



Check out Analysis



Conversion Rate



5.0 Mins

4.9 Mins

4.9 Mins

A

A

A



Total Users

508

Avg time spent

3.3 Minutes

Digitalpath Innovation User Behaviour Analysis

Version

A

B

38%

5 Pages

Avg Checkout

61%

Avg time spent in Minutes



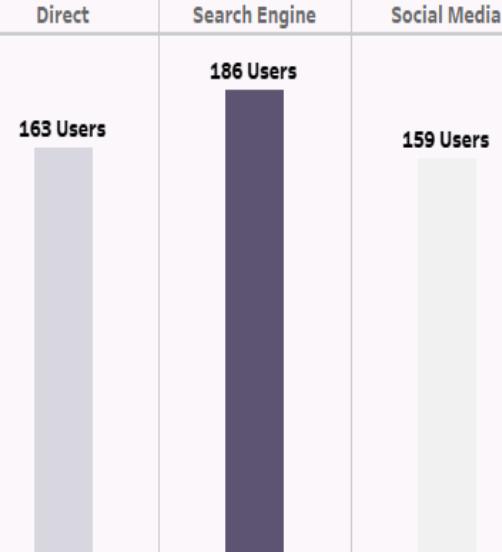
Product Viewed



Avg pages viewed



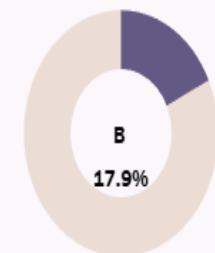
Content Interaction



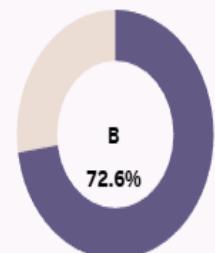
Avg action taken



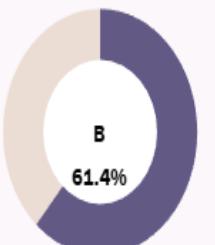
Feedback Analysis



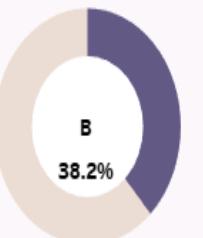
Cart Addition Analysis



Check out Analysis



Conversion Rate



3.3 Mins

3.4 Mins

3.4 Mins

B

B

B

Comparison of Industry Standard for Performance Measurement with Digitalpath Innovation overall Performance.

	Performance Measurement Metrics for E-commerce	Industry Standard	Digitalpath Innovation Performance
1.	Average time on site	2-3 minutes	4.1 minutes
2.	Conversion Rate	2-3%	54%
3.	Pages Per session	2-5 pages	7 pages
4.	Checkout Initiation Rate	10%	62.8%

In comparing Digitalpath Innovation's performance with industry standards, it is clear that the company is performing excellently well. Both versions of the webpage are achieving success, though the extended time spent on the site, and the number of pages viewed have significantly contributed to the remarkable performance of Web Version A.

Recommendations

1. I suggest the strengths of **Web Version A** should be leveraged particularly the factors that lead to higher user engagement, such as extended time spent on the site and increased page views. To maximize this success, the elements driving this performance in **Web Version A** should be applied to **Web Version B** if necessary.
2. Moreso, investing in optimizing **Web Page A** for search engines which has the lowest count of referral sources could enhance its visibility, and drive more traffic while maintaining the high user engagement and conversion rates that **Web Page A** currently enjoys.
3. Also, continuous A/B testing and monitoring of user behaviour metrics will help refine both versions and enhance overall site performance.

Summary

To enhance overall site performance, leverage the strengths of **Web Version A**—particularly its high user engagement—and apply these elements to **Web Version B** where needed and if necessary.

Additionally, optimize **Web Version A** for search engines to boost visibility and traffic while maintaining its strong engagement and conversion rates.

Continuous A/B testing and monitoring of user behaviour will further refine both versions.

Conclusion

In conclusion, **Web Version A** demonstrates strong user engagement through extended time on site and higher page views, which should be harnessed to enhance the performance of both web versions. By applying **Web Version A's** successful elements to **Web Version B** and optimizing it for search engines, the company can drive more traffic and achieve even greater conversion rates.

Continuous testing and monitoring will ensure sustained improvement and growth across both versions.

Thank You

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