

5 Metrics YOY Performance Comparison

How the 5 Metrics Performance in YOY Comparison?

Insights:

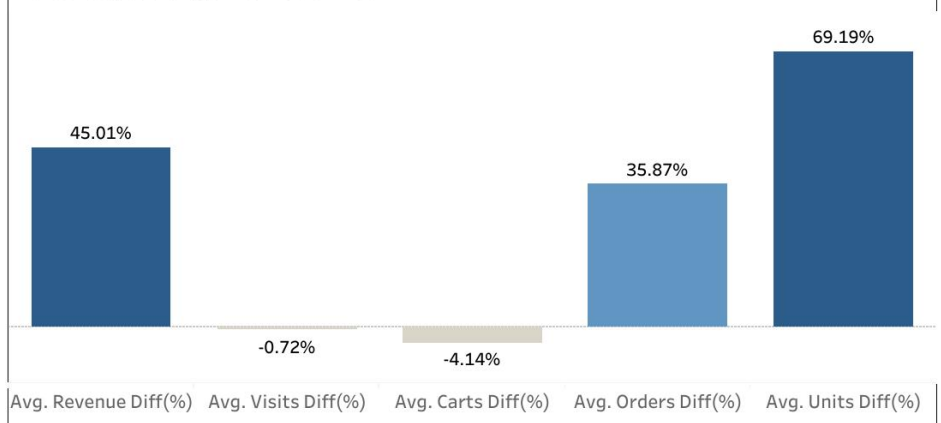
Three metrics significant raised:
revenue(+45%),
orders(+56%),
and units(+68%)

Two metrics slight declined:
Visits, carts

Amount Change Year Over Year

| Revenue Diff(\$) | Visits Diff | Carts Diff | Orders Diff | Units Diff |
|------------------|-------------|------------|-------------|------------|
| 506,787,422 | -138,181 | -341,197 | 2,901,485 | 50,844,323 |

Percentage Change Year Over Year



*13 week period in 2014 vs. 2015

Which Metrics affect the revenue increase?

Insights:

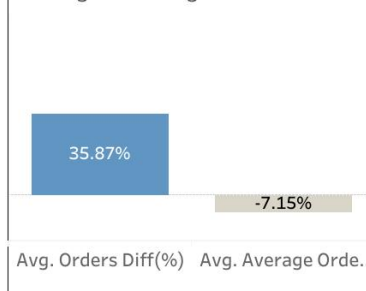
Orders is major metrics, were made more(+36%)

Because the average order size also increased by 1 unit, units were purchase..

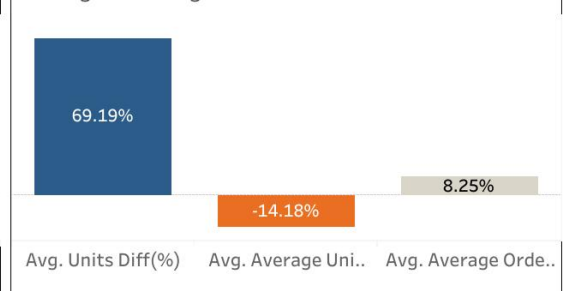
Average Change Year Over Year

| Avg. Orders Diff | Avg. Average Order Value Diff(\$) | Avg. Units Diff | Avg. Average Unit Price Diff(\$) | Avg. Average Order Size Diff |
|------------------|-----------------------------------|-----------------|----------------------------------|------------------------------|
| 207,249 | -16 | 3,631,737 | -2 | 1 |

Average % Change in Orders



Average % Change in Units



Assumptions:

- Customers purchase same category products with less unit price (-\$2)
Staples save customers money, so they willing to buy more
- Customers purchaset different category products, which has lower unit price

Next Steps:

Measure the performance by each product category

Weather offer low prices (alternatives products) boost the sale?

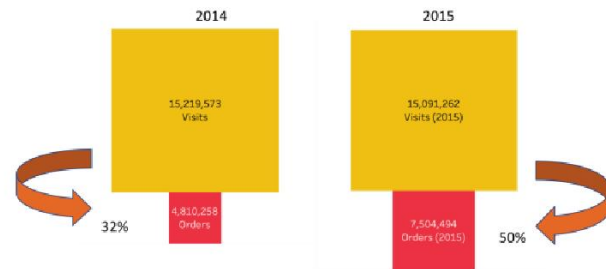
What are the categories boost most, and what the categories stay the same?

Conversion Funnel YOY Performance Comparison

How the Funnel Performance in YOY Comparison?

Insights:

Conversion Rate had significant raise by 57%



Which part of Funnel Changed the most?

Insights:

Conversion Rate increased was affected by the Bottom of Funnel (105% vs 64%)

The Top of Funnel rate stayed the same 2014 vs 2015, every 1 of 2 visitors open a first time cart



How the Top of Funnel Performance?

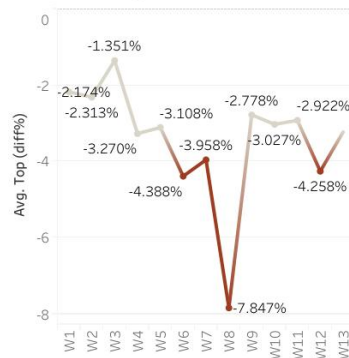
Insights:

TOF % change decrease at W8 (-8%)
Because at W8 with more visits, less new carts been created

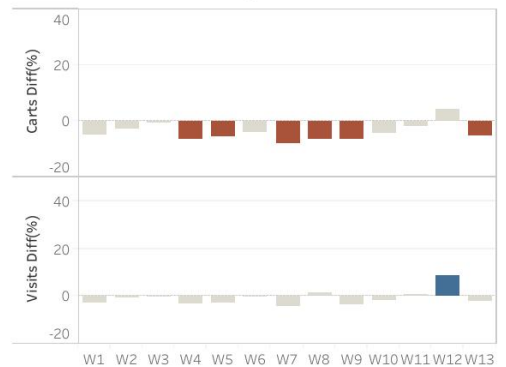
The most time, new carts % change are below 0, half of all are below -5%

At W12, visits are significantly increased..

TOF % Change



Visits & Carts % Change



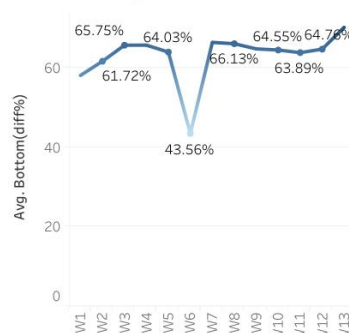
How the Bottom of Funnel Performance?

Insights:

BOF % change is much less than in W6 (43%) compare to other weeks (above 60%)

Because the orders in W6 (only +27%) is not increase as much as other weeks (between 33%-42%)

BOF % Change



Carts & Order % Change



Assumptions:

1. Most of short time decrease (especially w6 & w8) in conversion process (friction) due to the same reasons (customer experience)
2. Most of short time decrease appear in ..

Next Steps:

Sort the friction & category using Pareto Chart

What types of friction account for the large proportion?

Which categories account for the large proportion?