ACCS: Nationwide Analytics Case Study Competition

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[GitHub](#)

INTRODUCTION

About Dataset

- Information on Payment volume, payment method, platform data and website traffic data has been given.

Objectives

- An arm of business is selling online courses where the target audience is BSchool students.
- Our main aim is to analyze the website according to given data and identify areas of change to attract the target group and also give recommendation on what new courses can be added.
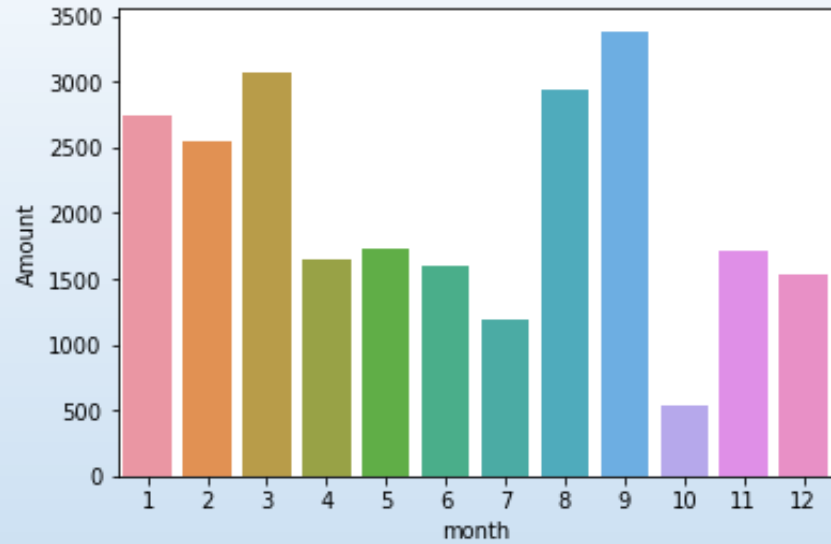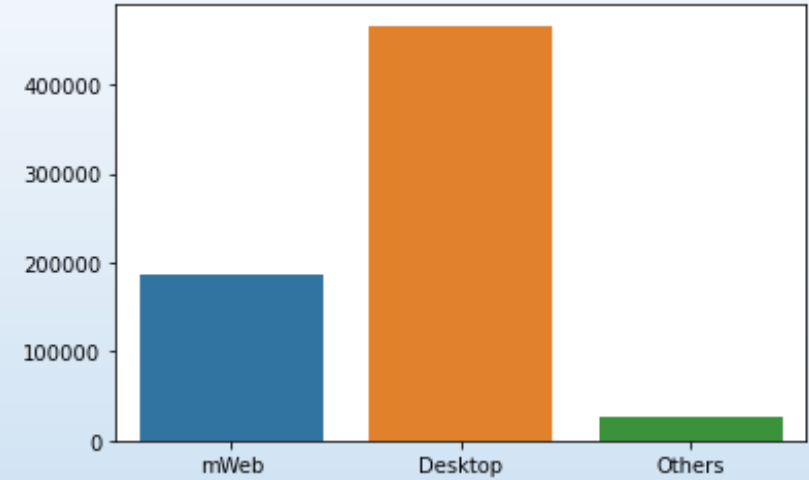
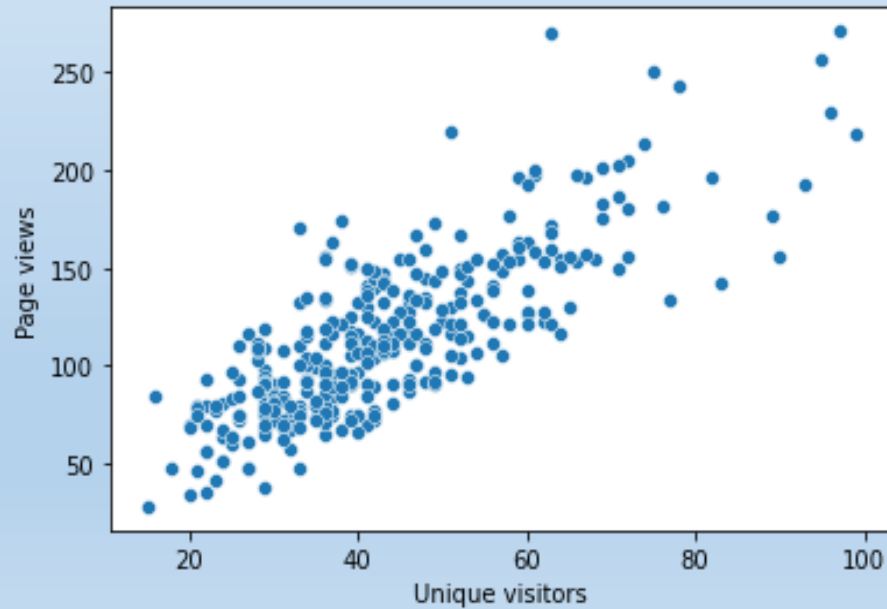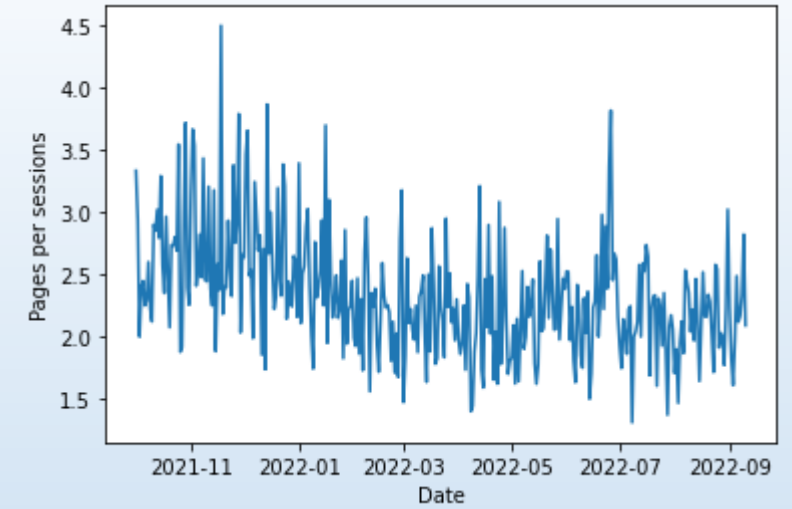High amount of transactions has been made in Sept > March > August
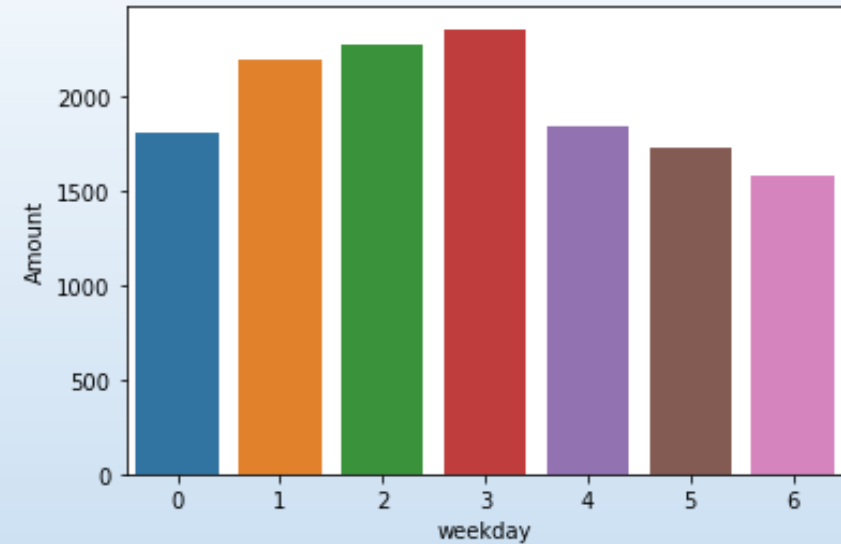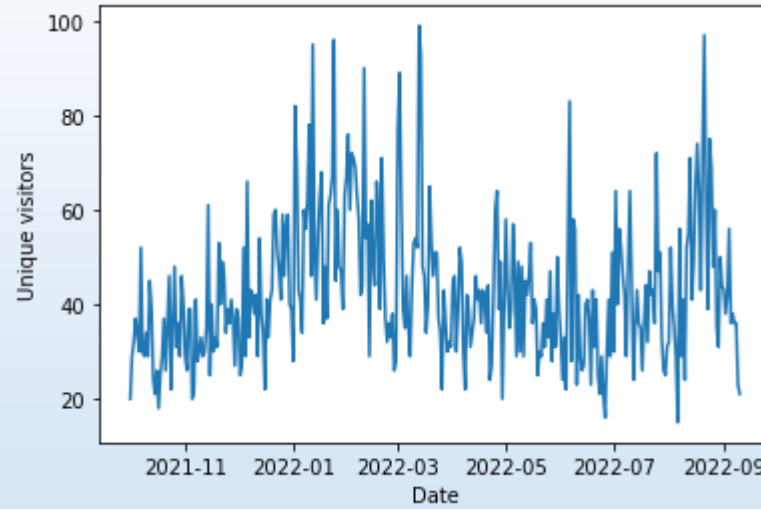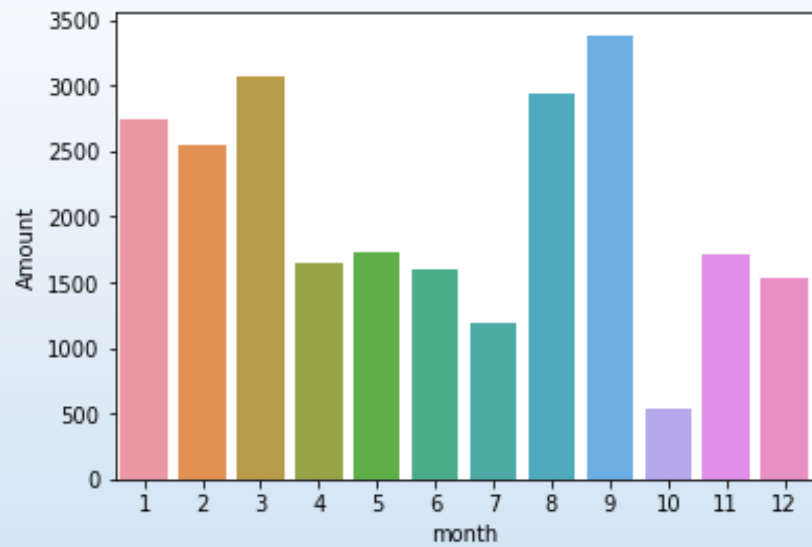
Interestingly, high amount of transactions has been made in weekdays (Tue – Wed - Thur)
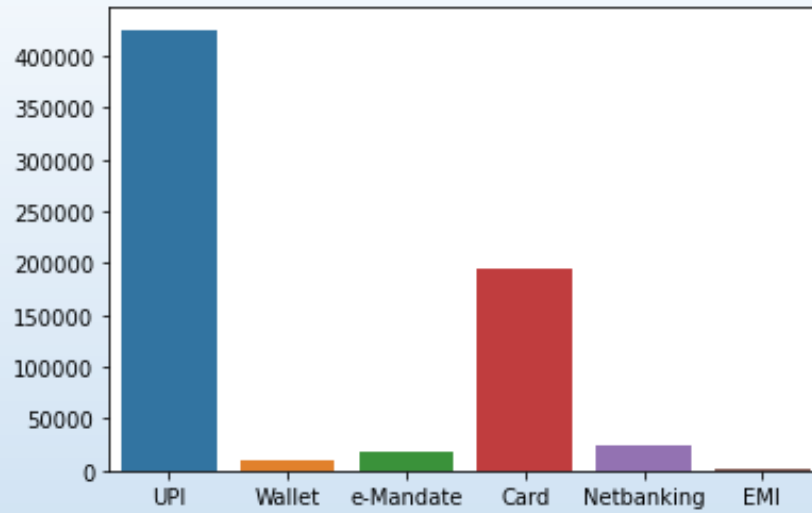
Audience is inclined largely on UPI than by Card payments by a factor of 2.

Usage of Desktop for payments is twice that of mWeb.

1. One thing which we can see here is, pages per session is decreasing as the time is passing by. On the other hand, there is a increase in unique customers around **Jan-Feb and Aug**.
2. A positive correlation of 0.8 is there between page views and unique visitors. Means page views is highly dependent on unique visitors.
3. Transaction amount is more **Jan-Feb and Aug-Sept.**
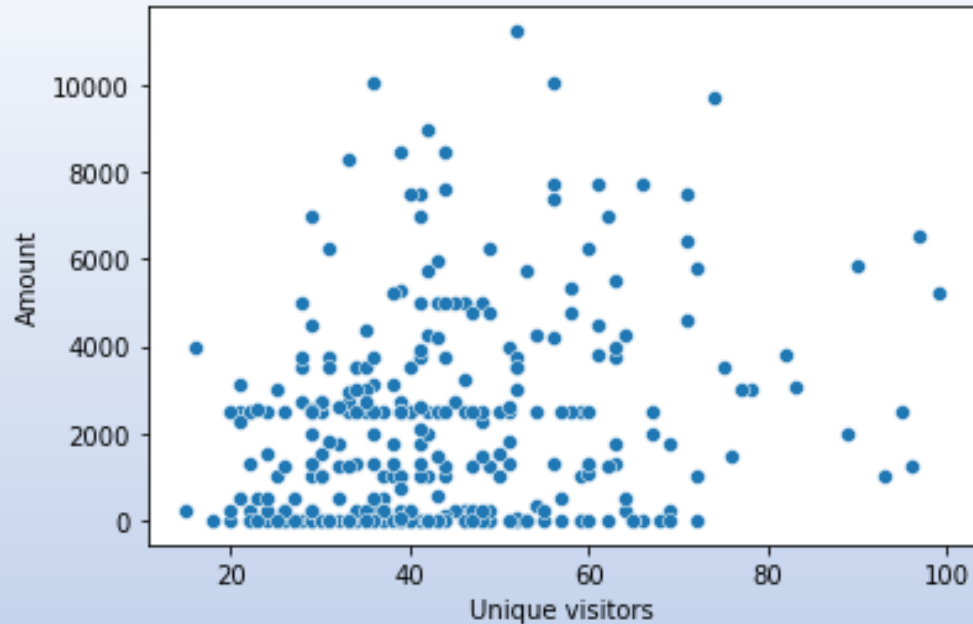
Also, above graph is showing correlation between unique visitors and total amount of transaction. A correlation of 0.26 has been observed here which is very less. It means with increase of unique customers, the rate of buying of courses is not increasing.
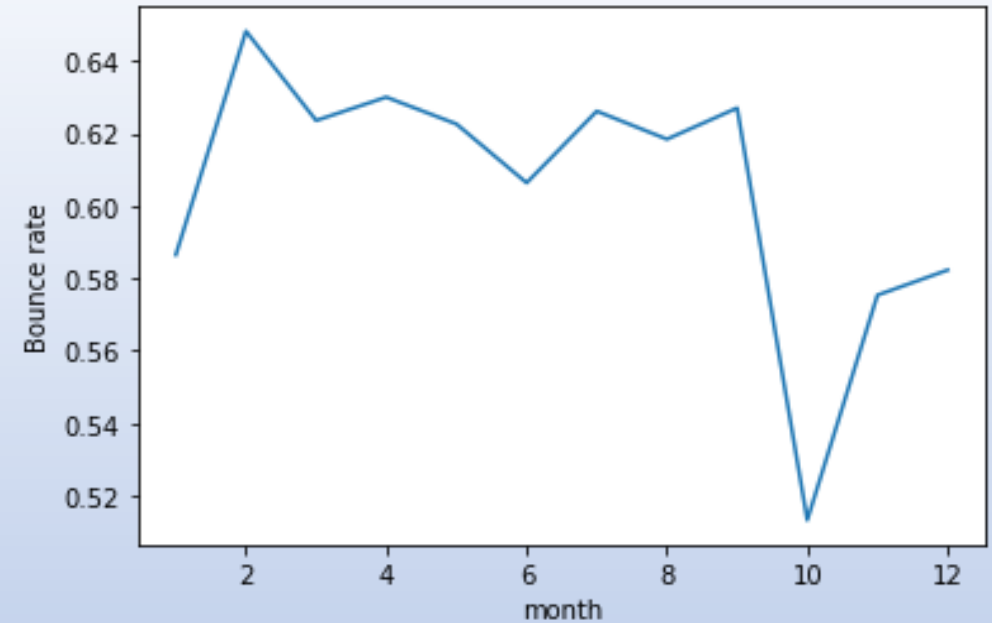
- Here, clearly the bounce rate is very high except in the month of October. It means, customer is not engaging with the website and thus bounce rate is high.
- Here, bounce rate in October is very less which is also the reason for maximum transaction in this month.
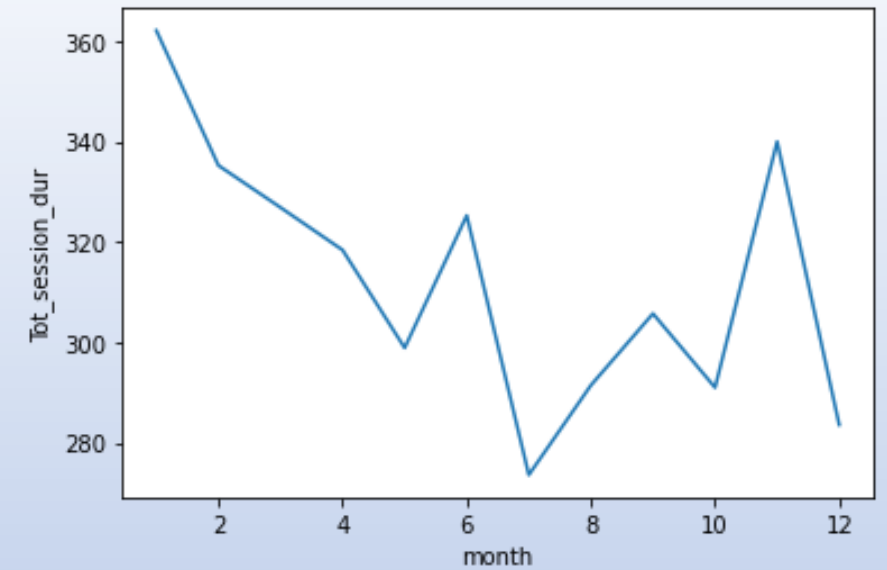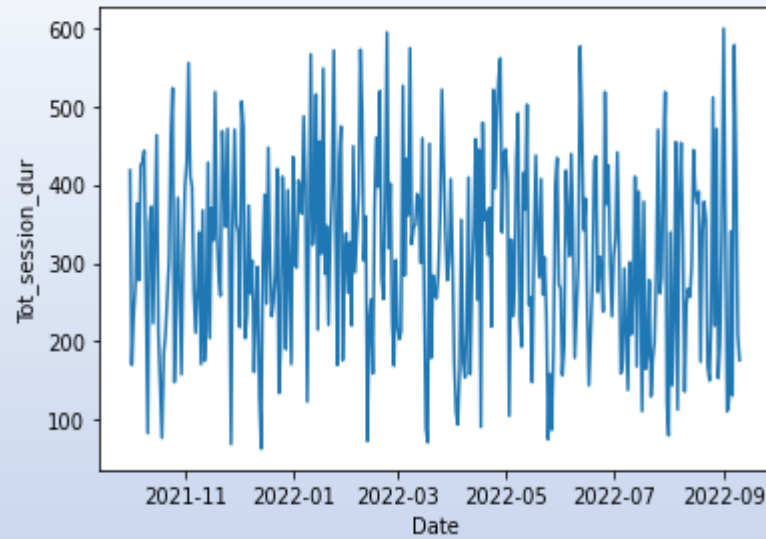
Here, although the curve in first graph is stationary, but we can see a overall decreasing trend in second graph which is clearly explaining that users are not finding the website attractive with time.

Recommendation

- We have seen that page views is highly correlated with unique customers but they are not buying courses.
- So, a wide variety of courses related to financial modelling and some financial courses can be added which will cover these Bschool students also who are coming to the website but not buying.

There is a need to make the website more attractive. It will help in decreasing the bounce rate.

There is a need of marketing of this website to increase more customers.

THANK YOU