



DIGITAL PATH INNOVATIONS

PRESENTATION

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Case Overview

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 has conducted an A/B test over a two-week period, 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.



Case Overview

DigitalPath Innovations has compiled a detailed dataset capturing user interactions, behaviors,

and responses to each webpage version. This dataset presents a unique opportunity to analyze the

effectiveness of each design, inform future design iterations, and ultimately enhance user

experience based on data-driven insights.



Analysis Goals



As a Data Analyst, I am tasked with using the dataset provided to perform a comprehensive analysis of user behavior across the two webpage versions, employing Tableau for visual analytics.

Project objectives:



1. Engagement Metrics Analysis: Assess how each webpage version impacts user engagement, as indicated by time spent on the site, pages viewed, and actions taken.
2. Conversion Rate Optimization: Compare the conversion funnel for both versions, analyzing metrics from product views to purchase completion.
3. User Feedback Analysis: Evaluate the correlation between user feedback submission and the webpage version to gauge user engagement/satisfaction.
4. Content Interaction: Investigate the influence of webpage version on content interaction, specifically video watching behaviors.
5. Referral Source Impact: Analyze how different referral sources affect user behavior and preferences for each webpage version.

Dasboard 1

DigitalPath Innovations Dashboard

KPIs

Version
 (All)
 A
 B

62.1% Checkout Rate

7.5 Average Pages Viewed

4.1 Average Time Spent

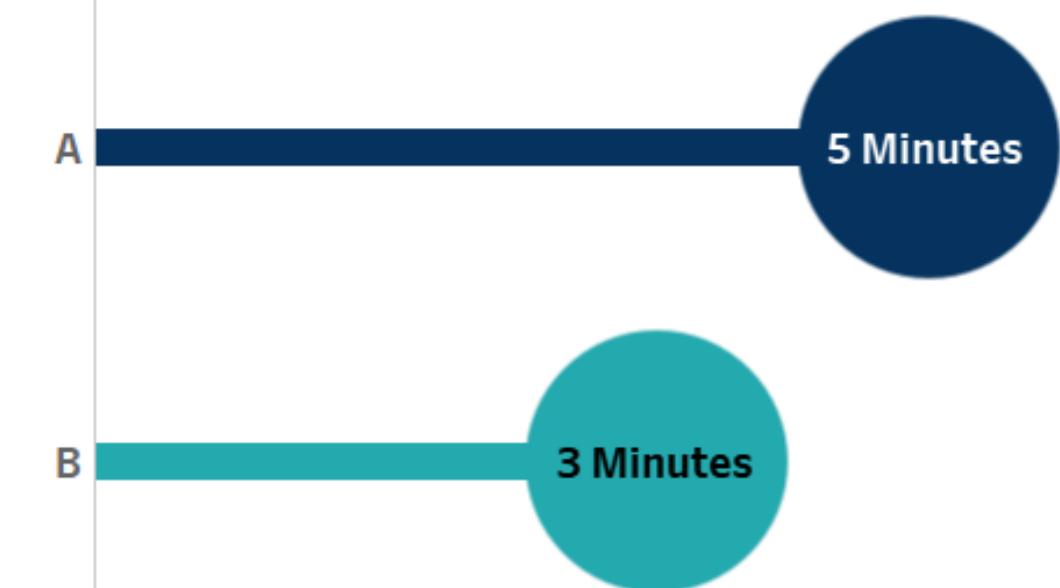
54.1% Conversion Rate



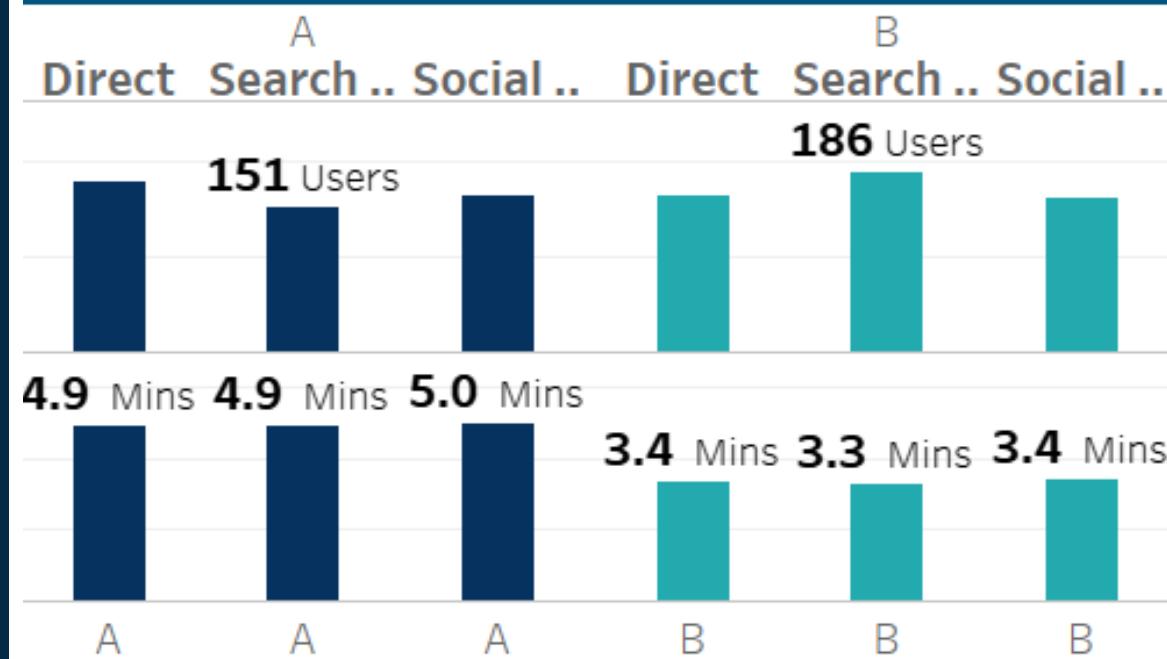
Average Action Taken



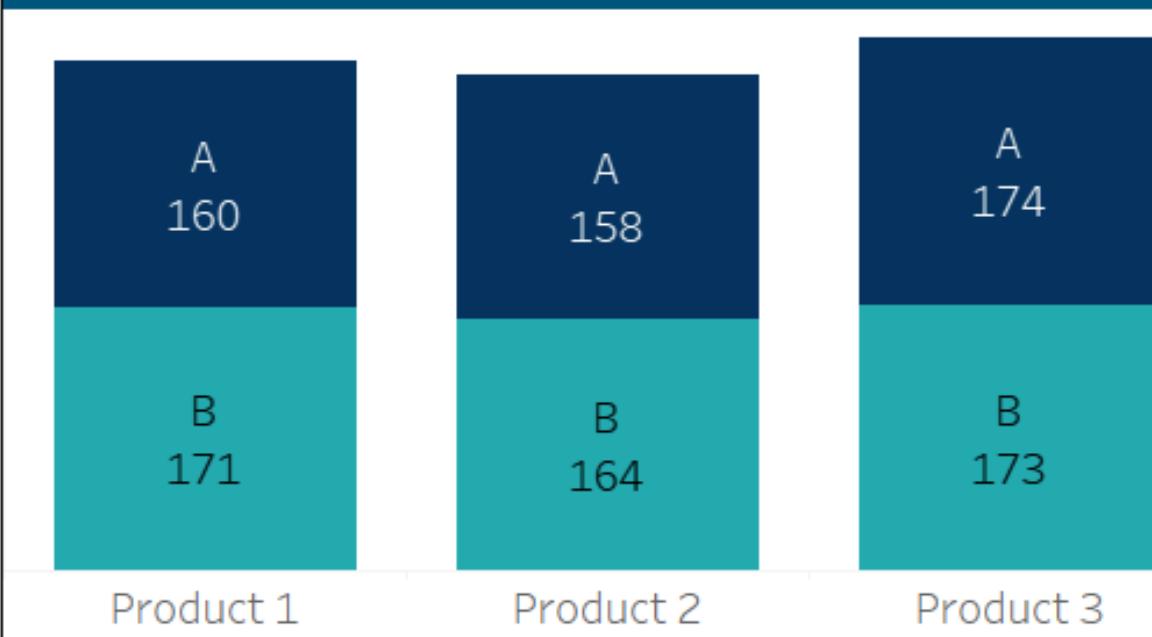
Average Time Spent (Minutes)



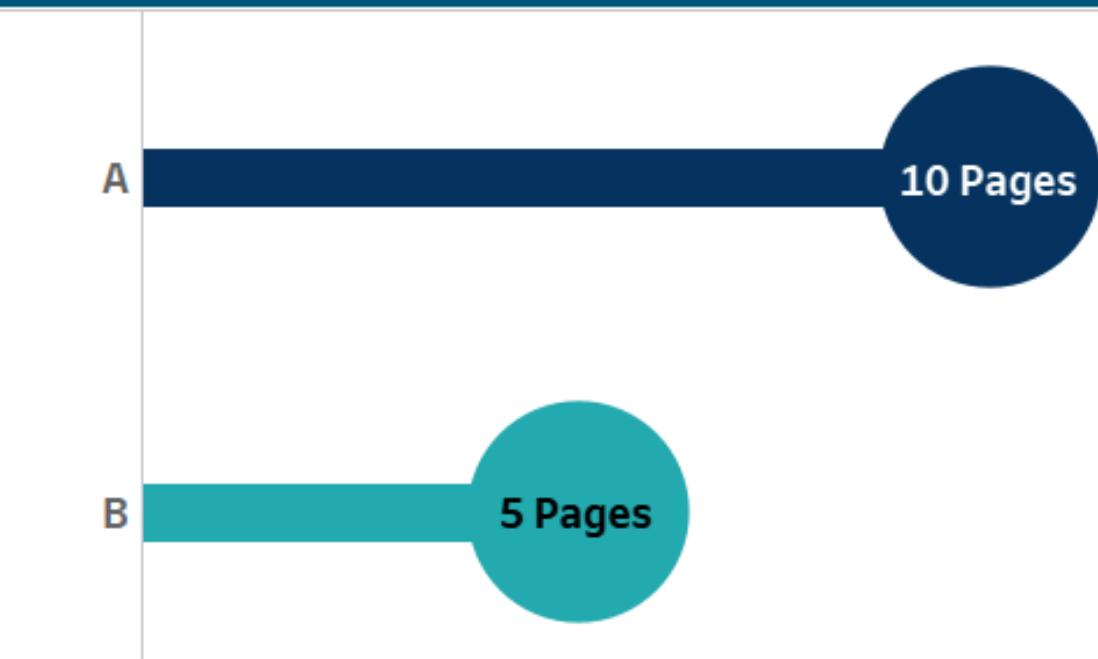
Content Interaction



Product View by Users



Average Page Views



Dasboard 2

DigitalPath Innovations Dashboard

KPIs

Version
<input checked="" type="checkbox"/> (All)
<input checked="" type="checkbox"/> A
<input checked="" type="checkbox"/> B

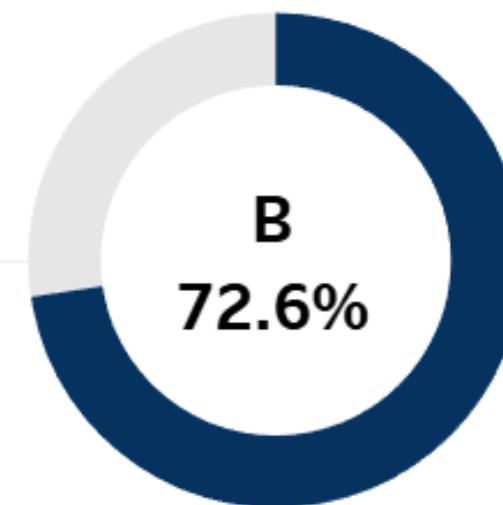
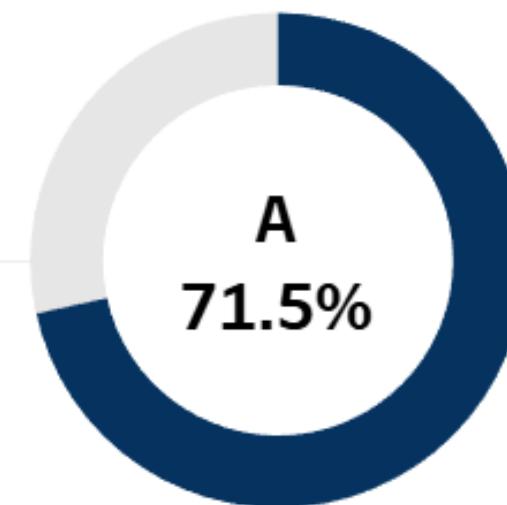
62.1% Checkout Rate

7.5 Average Pages Viewed

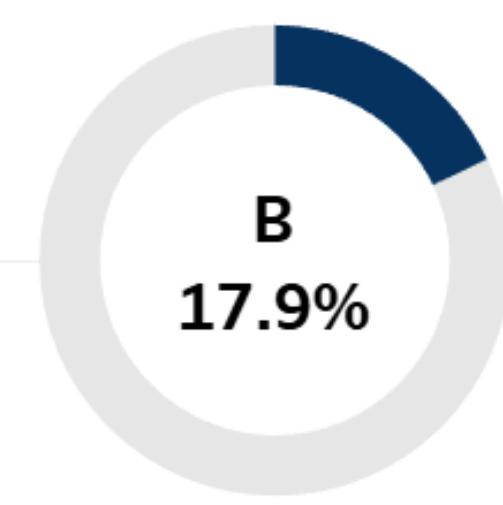
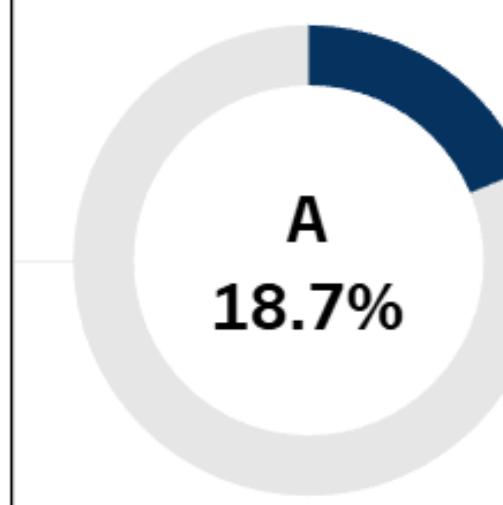
4.1 Average Time Spent

54.1% Conversion Rate

Add to Cart Analysis



Feedback Analysis



Content Interaction

A

B

Direct Search .. Social .. Direct Search .. Social ..

151 Users

4.9 Mins

163 Users

3.4 Mins

159 Users

3.3 Mins

A

70.5%

B

38.2%

Conversion Rate

Check Out Analysis

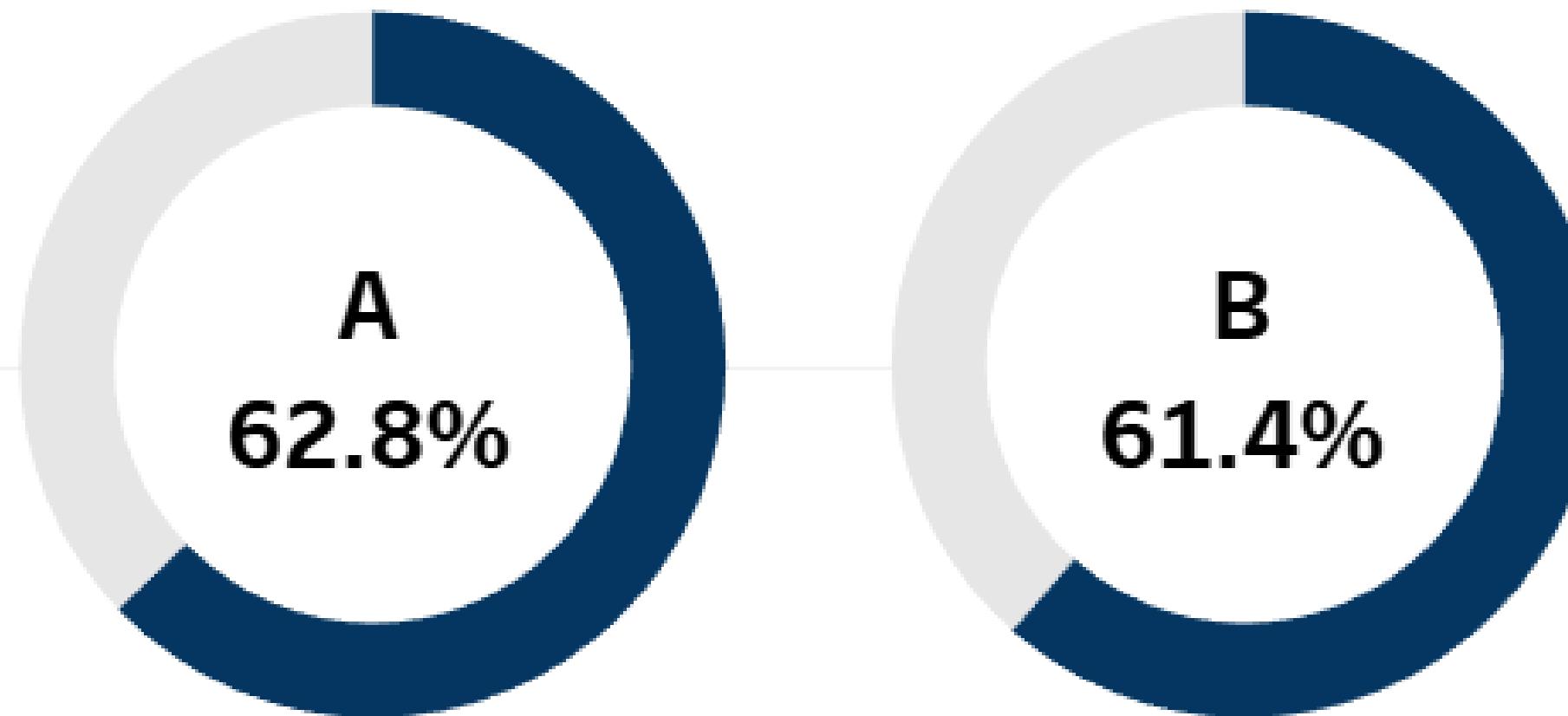
A

62.8%

B

61.4%

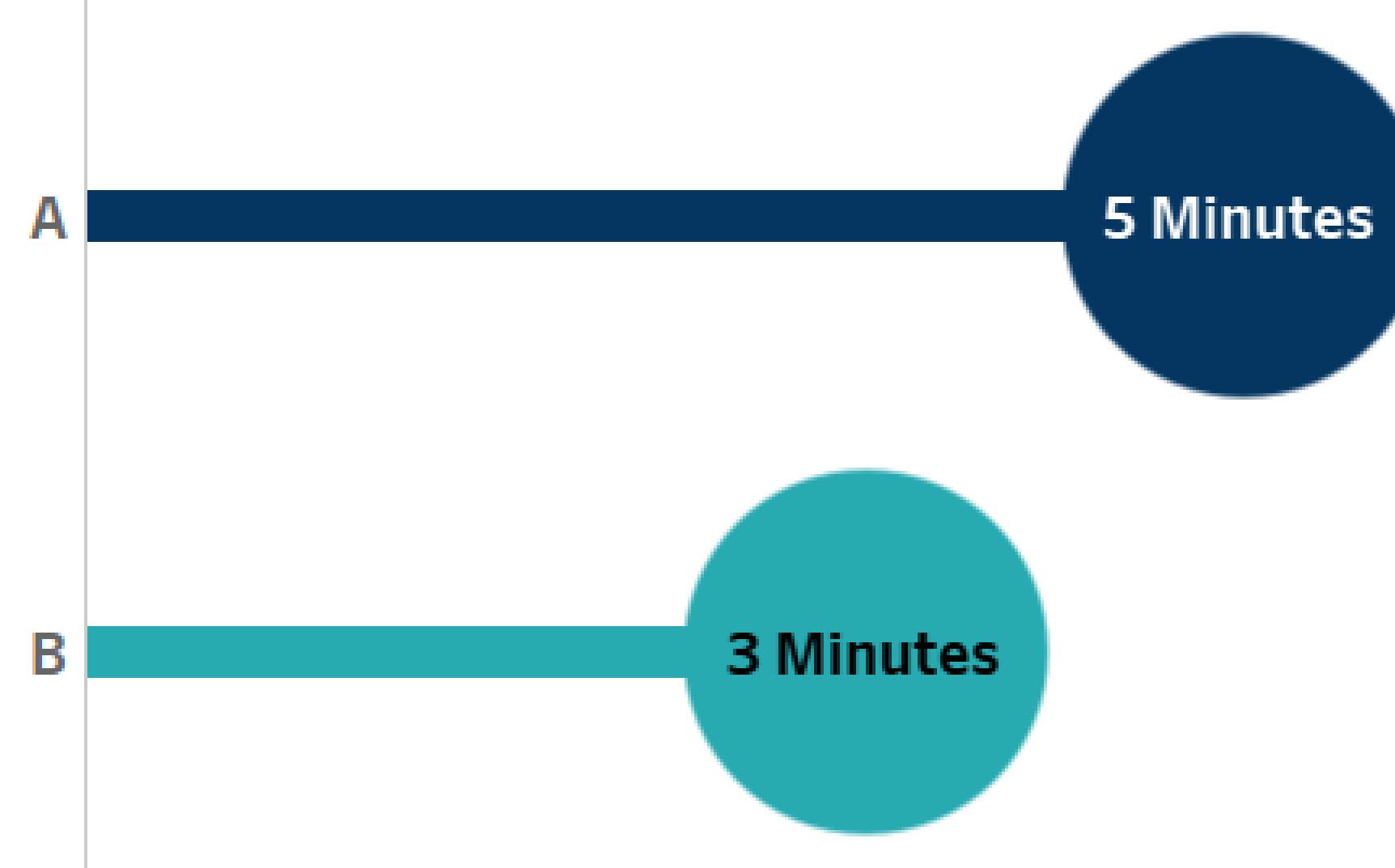
Check Out Analysis



Version A has a higher checkout rate compared to Version B (62.8% vs. 61.4%). This could be due to better engagement, user experience, or a more appealing layout in Version A.

Version A's checkout initiation rate (62.8%) is also slightly better than Version B (61.4%), reflecting a smoother transition from interest to action.

Average Time Spent (Minutes)



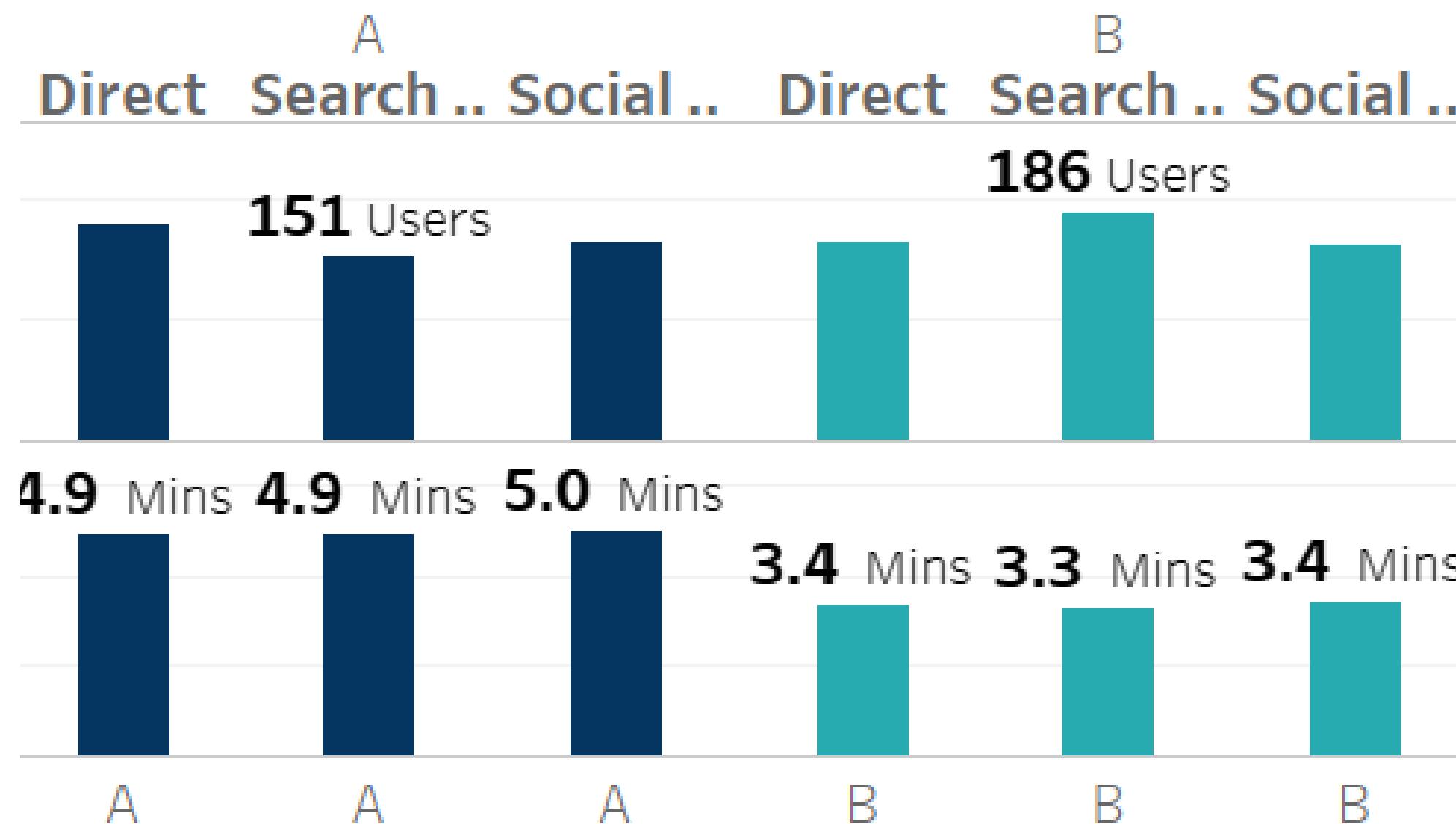
Users in Version A spend an average of 5 minutes on the site, whereas Version B users spend only 3 minutes. The increased time spent in Version A indicates that users find Version A's content more engaging or easier to navigate.

Average Page Views



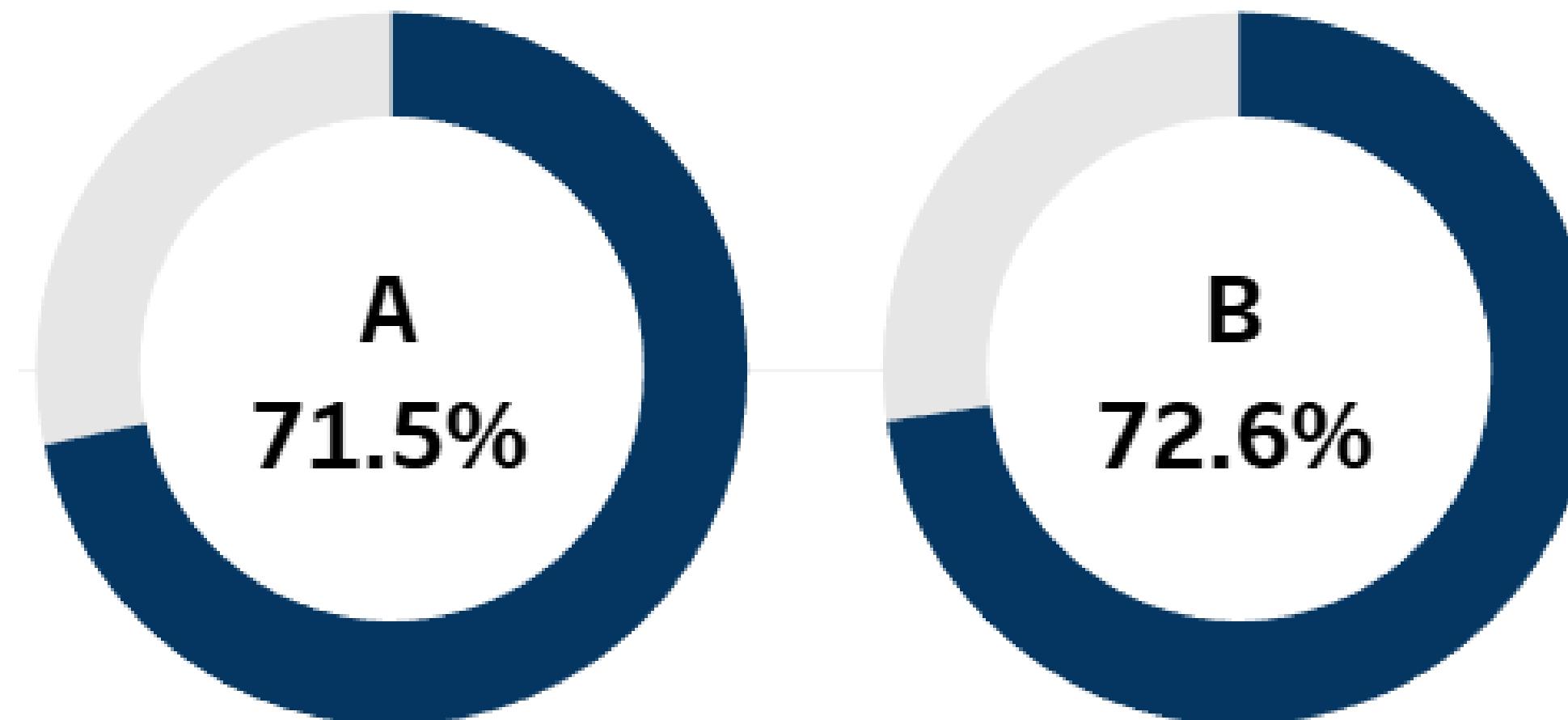
Version A also has a higher number of pages viewed per session (10 pages vs. 5 pages for Version B), suggesting that Version A users are exploring more content.

Content Interaction



Direct and social media referrals in Version A show a longer time spent (4.9 mins and 5 mins, respectively) compared to Version B (3.4 mins for both). This suggests that the traffic from these sources is better targeted or more relevant in Version A.

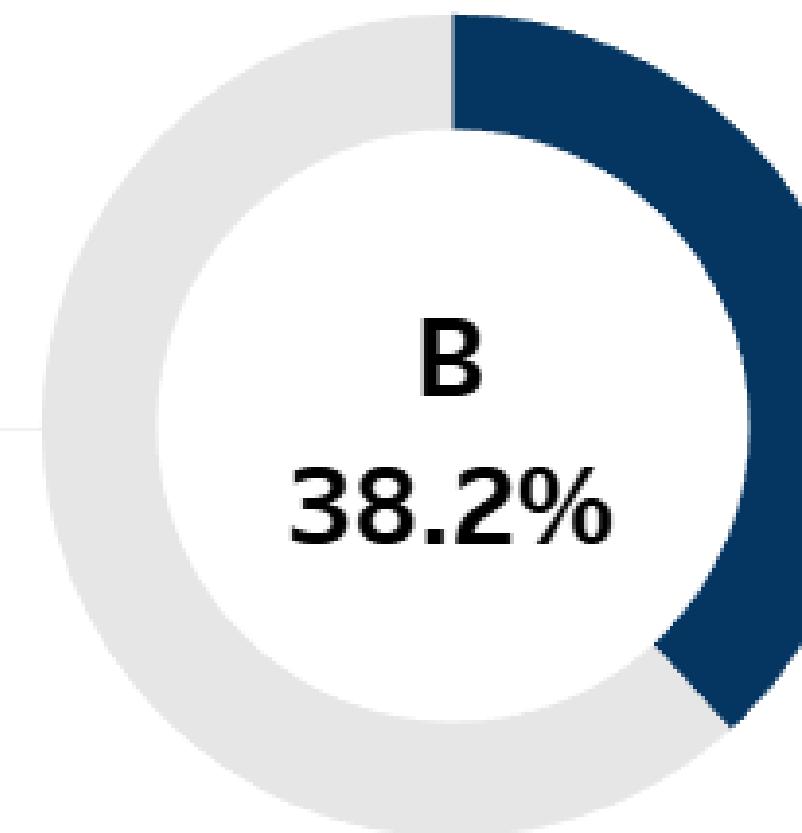
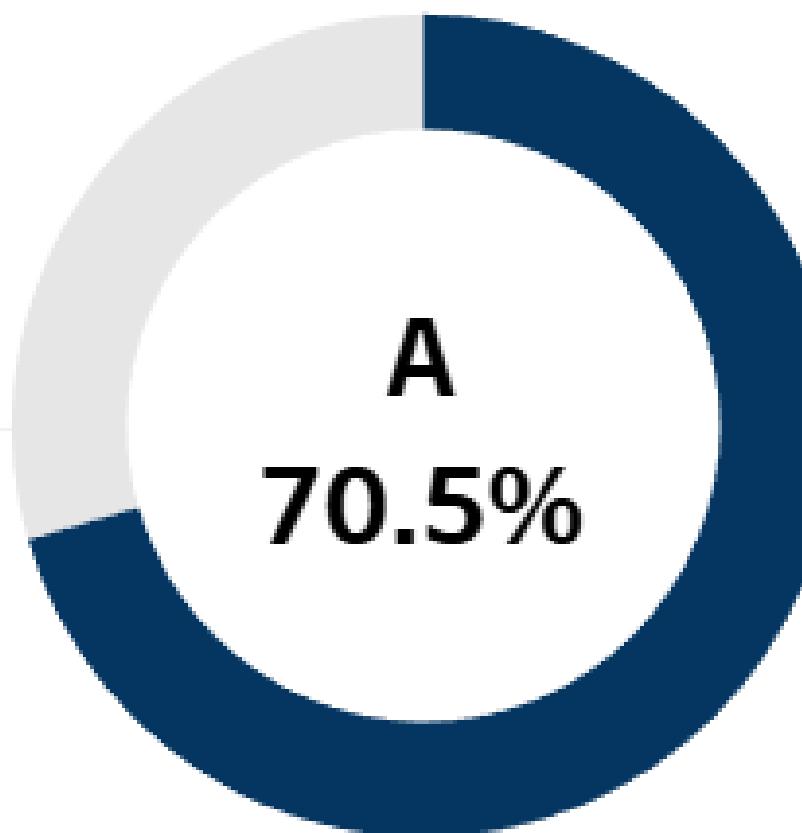
Add to Cart Analysis



While Version B shows a higher add-to-cart rate (72.6% vs. 71.5% in Version A), it doesn't translate into a higher checkout or purchase rate.

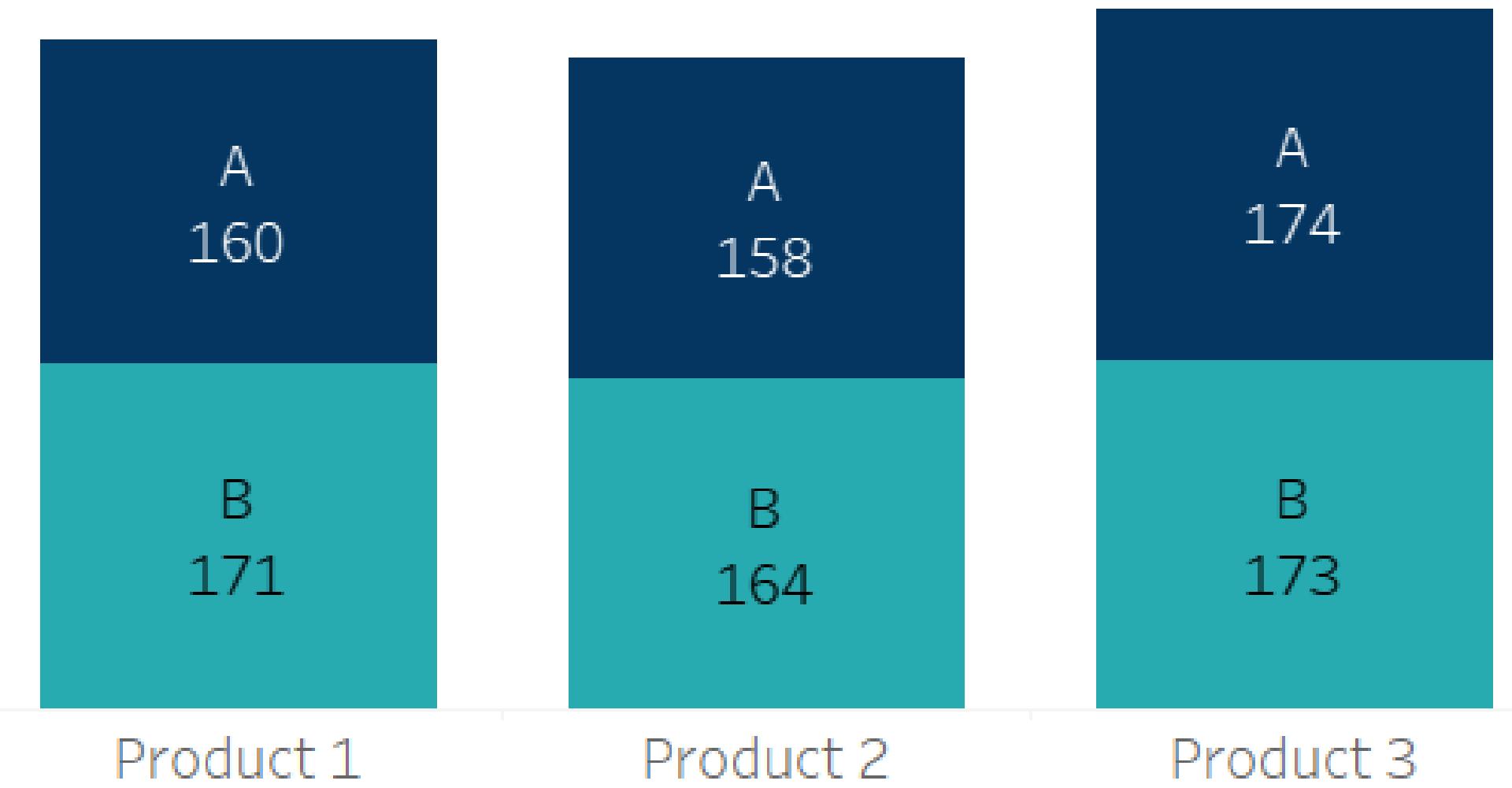
This indicates possible friction points between adding items to the cart and completing the purchase, such as unclear CTAs or complex checkout processes.

Conversion Rate



Version A's conversion rate (70.5%) is significantly higher than Version B's (38.2%). The lower conversion rate in Version B highlights potential issues like confusing navigation, lack of trust signals, or distractions preventing users from completing purchases.

Product View by Users



Product 3 consistently performs better in both versions. This suggests that Product 3 is either the most popular or has the most effective presentation.

On the other hand, Products 1 and 2 have lower engagement, especially in Version A. Adjusting the presentation, description, or offers for these products may help improve their performance.

Recommendations

01

Review the layout, visual hierarchy, and product presentation in Version B. Adopt some of the successful elements from Version A to increase user engagement and time spent.

03

Use A/B testing for different elements in Version B, such as button colors, text, or images, to identify what can drive higher engagement and conversions.

02

Consider simplifying the checkout process or adding more trust signals (e.g., customer reviews, security badges) to minimize drop-offs. Analyze the specific pages or steps where users tend to abandon their cart in Version B.

04

The feedback rate is relatively low (18.7% for Version A and 17.9% for Version B). Encourage more user feedback through pop-ups or post-purchase surveys. This will provide deeper insights into what users like or find challenging.



THANK YOU!

