Business Assessment of Prism

Prism North Star Metric:

Annual purchases per user

Overview

❑ **<u>Funnel Opportunities:</u>**

   - Converting 5% of Unregistered Customers to Registered Customers to Increase Conversion Rate By 0.4%

   - By Improving the Conversion Rate for Mobile Users by 0.1%, We Can Increase number of purchases by 9.7%

❑ **<u>Customer Opportunities:</u>** By Converting 10% of Non-Subscribed Customers to Subscribed Customers, We Can Target our Marketing More Effectively to Increase Customer Orders

❑ **<u>Marketing Opportunities:</u>** By Increasing Affiliate Marketing Web Traffic By 20%, We Can Increase The Total Number Orders By 0.62%

❑ **<u>Merchandising Opportunities:</u>**

   - By Recommending Items With A High Profit Margin, We Can Increase Prism's Gross Profit.

- By Recommending Commonly Paired Items, We Can Convert 10% Customers Who Purchase 1 Item Per Transactions To 2 Items Per Transactions

# By Converting 5% Of Unregistered Customers To Registered Customers, We Can Increase Conversion Rate By 0.4%

Will increase total number of purchases by 466,000.

Significantly more guest visits than registered

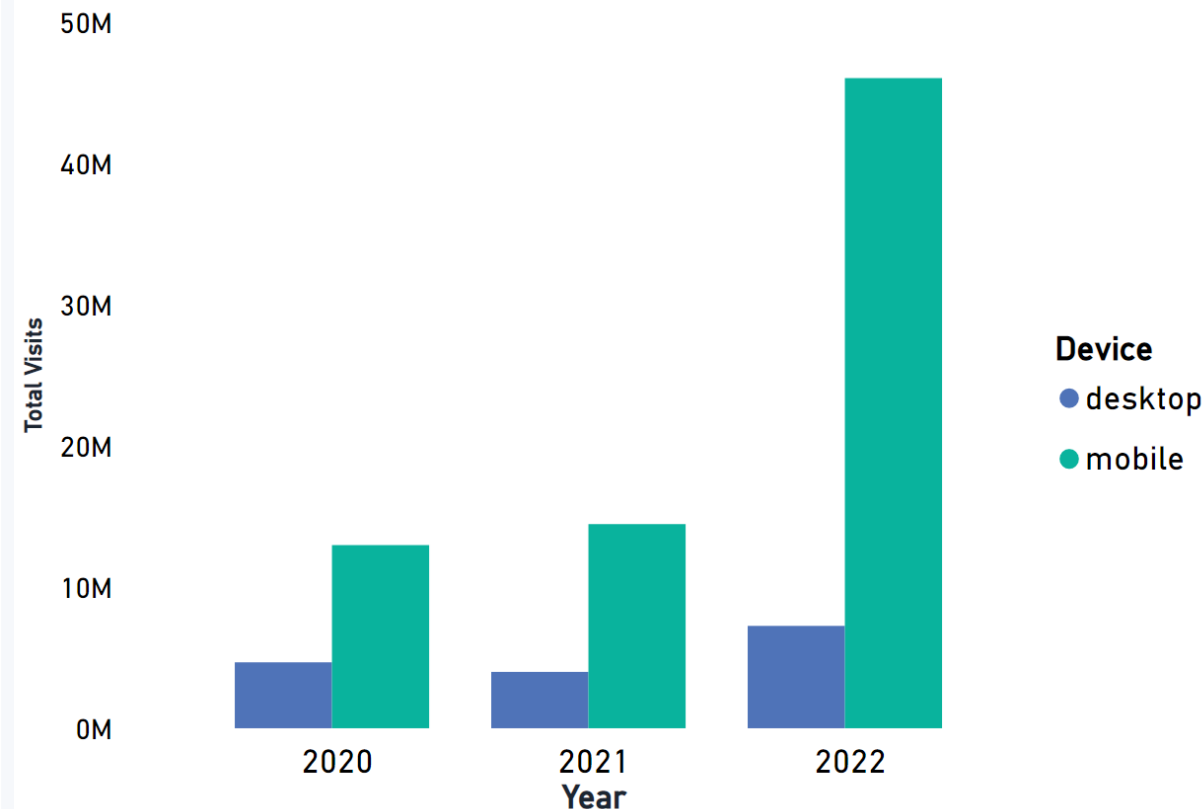Conversion rate is higher for registered customers
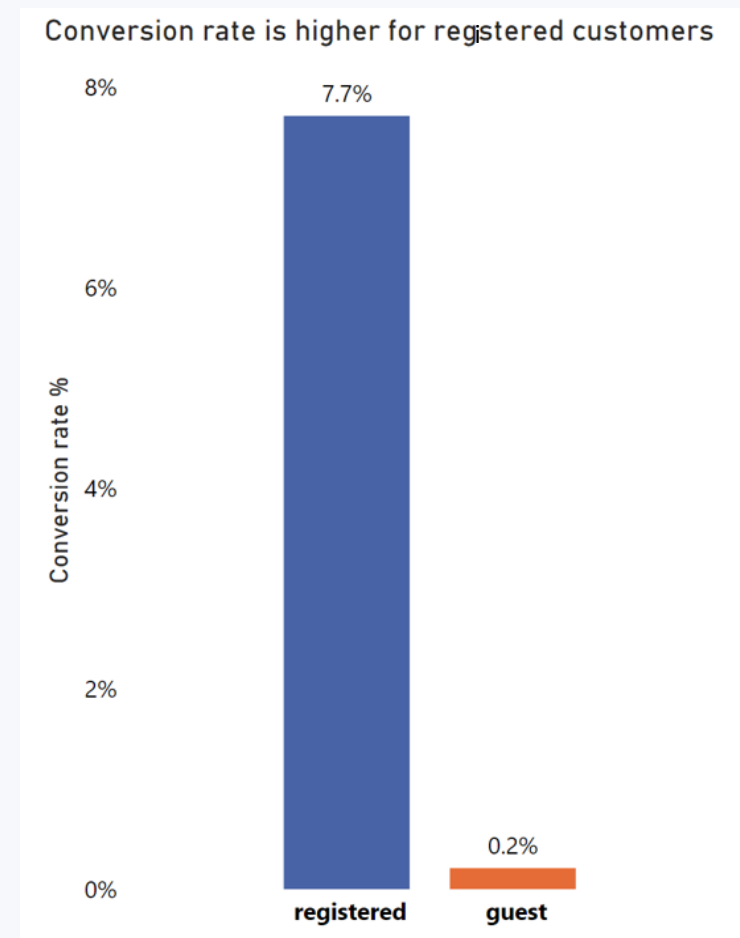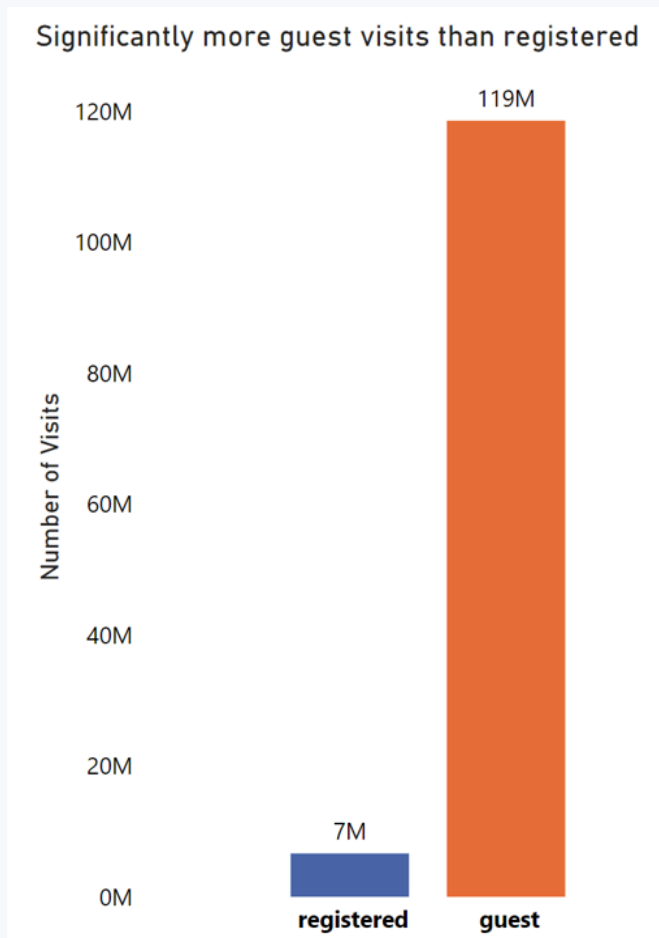
By Improving the Conversion Rate for Mobile Users By 0.1%, We Can Increase The Number of Purchases by 9.7%.

Will increase total number of purchases by **73,000**.

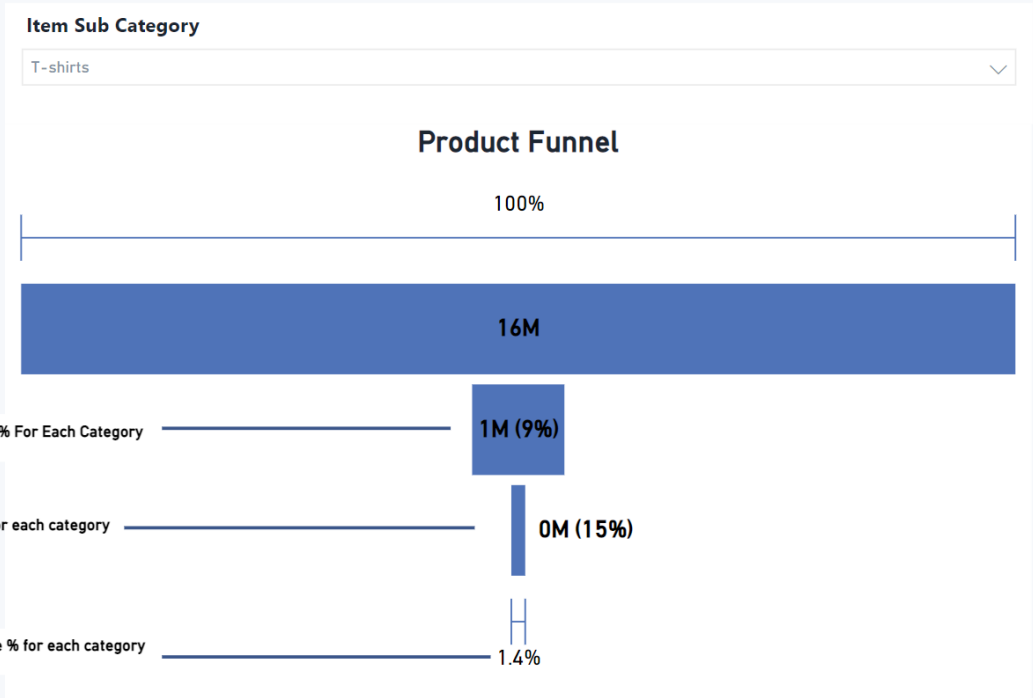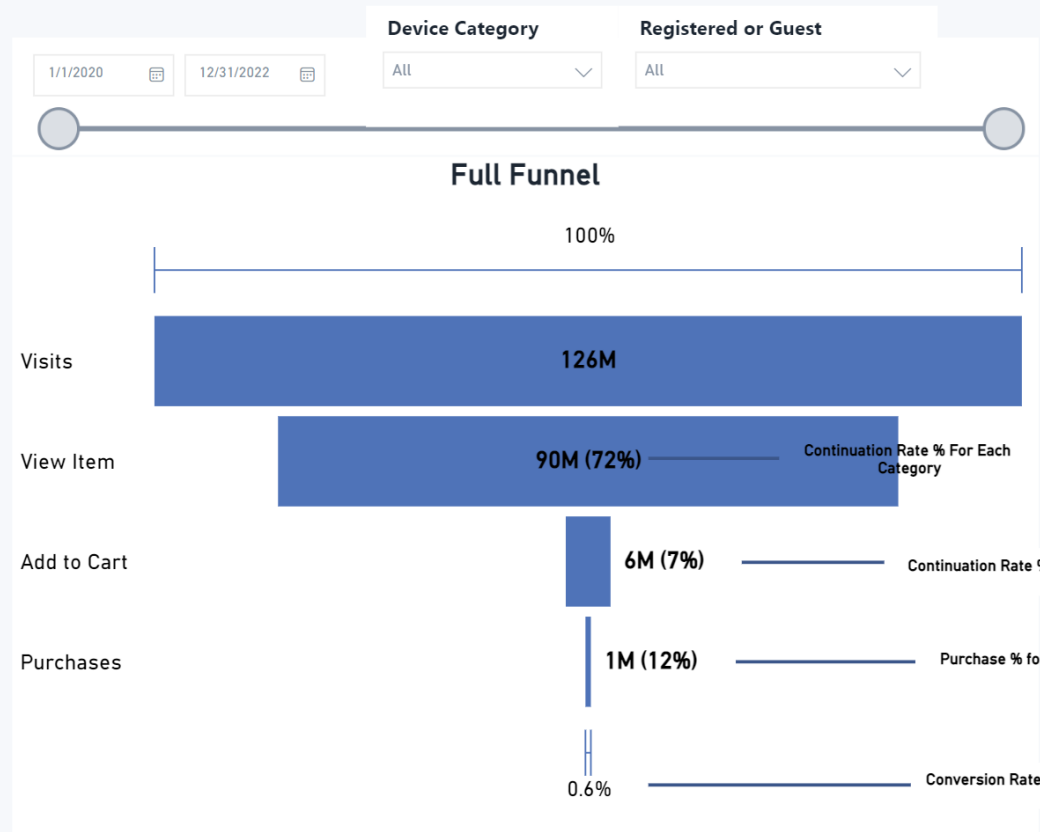

Average Conversion Rate by Device
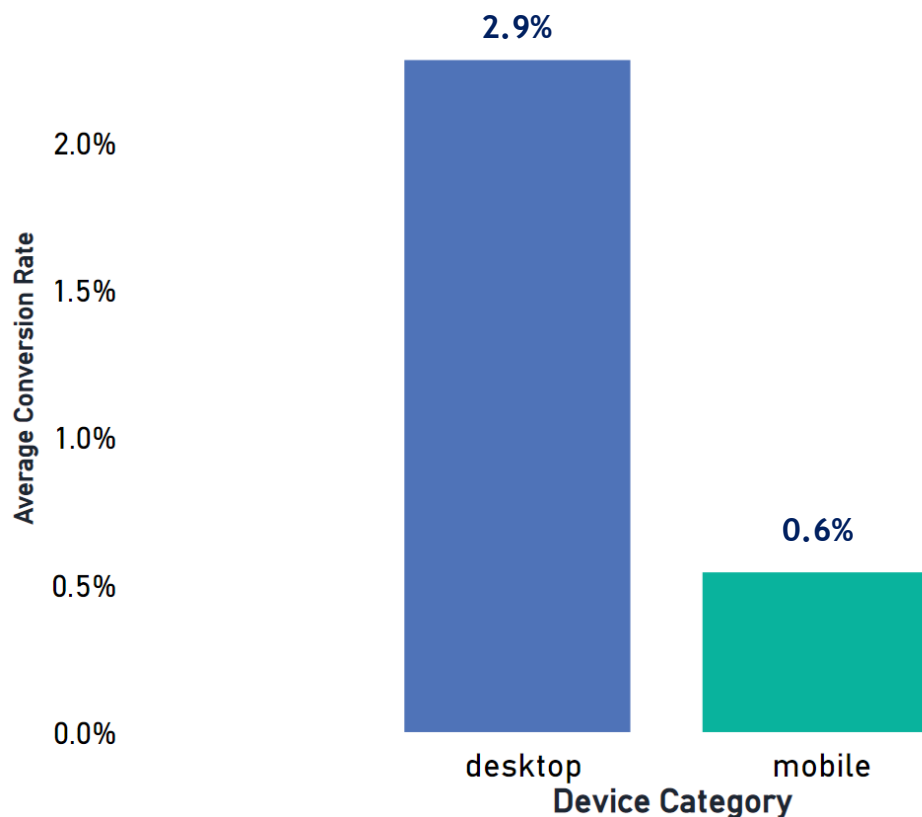
Total Visits By Device

Funnel Analysis Dashboard

CONVERSION OPPORTUNITIES

82%	90%
Average Abandonme...	Average of Dropoff ...

Device Category
All

Registered or Guest
All

1/1/2020   12/31/2022

Item Sub Category
T-shirts

Full Funnel

100%

Visits	**126M**	
View Item	**90M (72%)**	Continuation Rate % For Each Category
Add to Cart	**6M (7%)**	Continuation Rate % For Each Category
Purchases	**1M (12%)**	Purchase % for each category
	0.6%	Conversion Rate % for each category

Product Funnel

100%

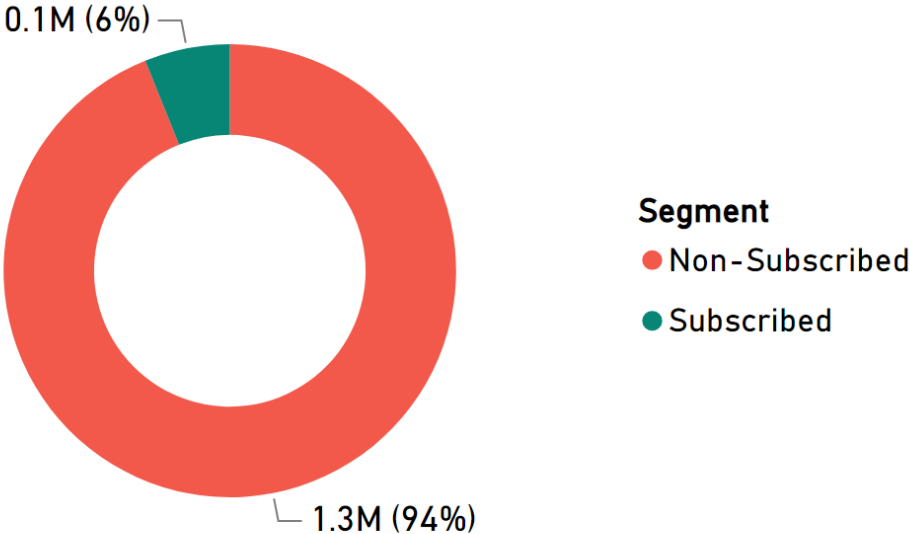|	
16M	
1M (9%)	
0M (15%)	
1.4%	

Filters

By Converting 5% Of Non-subscribed Customers To Subscribed Customers, We Can Target Our Marketing More Effectively And Increase Average Orders Per Customer By 2.6%

Non Subscribed VS Segments

0.1M (6%)

1.3M (94%)

Segment
- Non-Subscribed
- Subscribed

Segment	Average Number Of Orders	Average Total Revenue	Average Days Since Last Purchase ▼	Total Customers
Non-Subscribed	1.4	£47	411	1269139
Subscribed	3.2	£108	215	82393

Customer Dashboard

CUSTOMER SEGMENTATION OPPORTUNITIES

£50	1.5	399	1.35M
Average Revenue	Average Orders	Average Days Since Last Pur...	Total Customers

Segment	Average Number Of Orders	Average Total Revenue	Average Days Since Last Purchase	Total Customers
Bargain Hunters	3.9	£64	163	1338
Champions	12.5	£505	31	449
Hibernating	2.8	£86	364	8733
Loyal	8.9	£261	205	1299
New Customers	1.0	£56	38	3514
Non-Subscribed	1.4	£47	411	1269139
Recent Customers	2.7	£130	35	2834
Window Shoppers				64226

Segment
- [ ] Select all
- [ ] Bargain Hunters
- [ ] Champions
- [ ] Hibernating
- [ ] Loyal
- [ ] New Customers
- [ ] Non-Subscribed
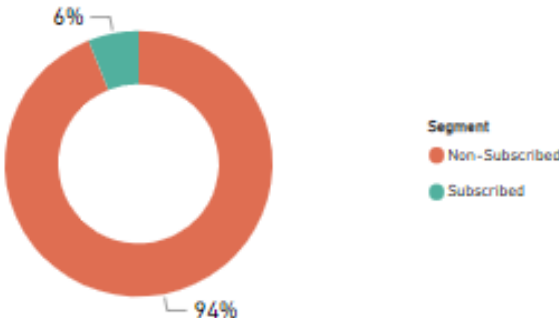- [ ] Recent Customers
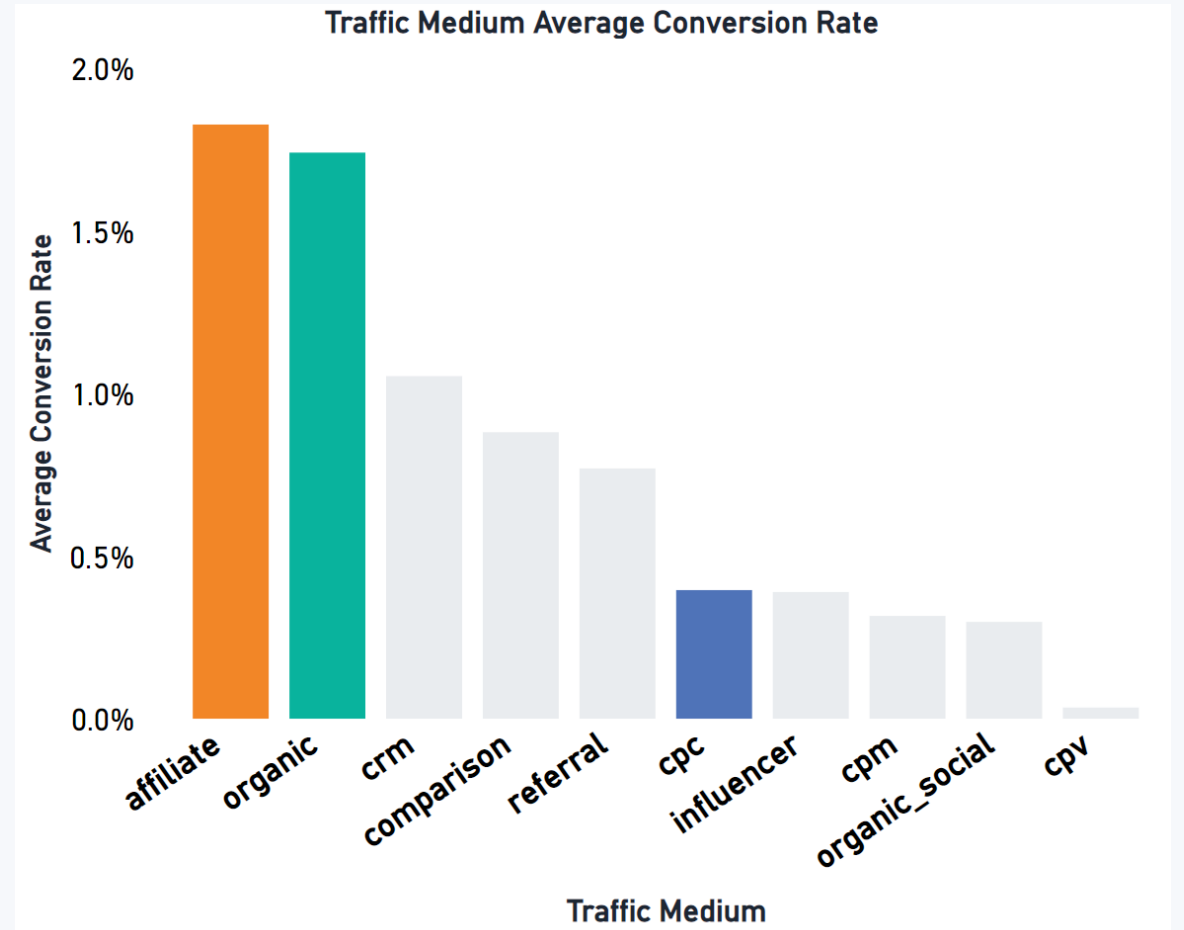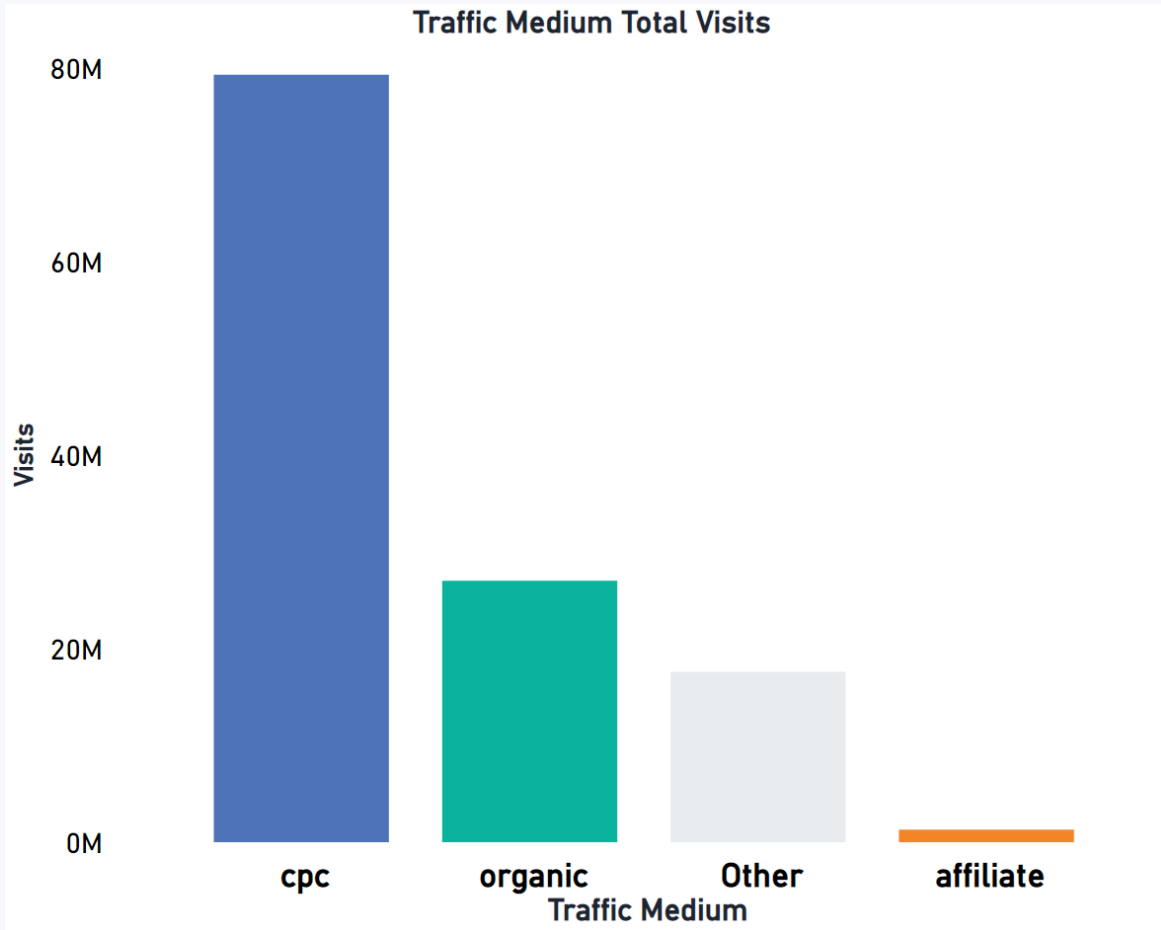- [ ] Window Shoppers

Filters

Customers Per Segment
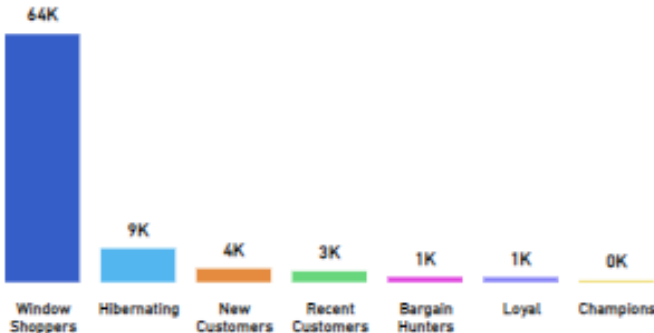
64K Window Shoppers
9K Hibernating
4K New Customers
3K Recent Customers
1K Bargain Hunters
1K Loyal
0K Champions

Non Subscribed VS Segments

6%
94%

Segment
- Non-Subscribed
- Subscribed

Week 3 Project FINAL becky, Customer Segmentation

Marketing Dashboard

MARKETING OPPORTUNITIES

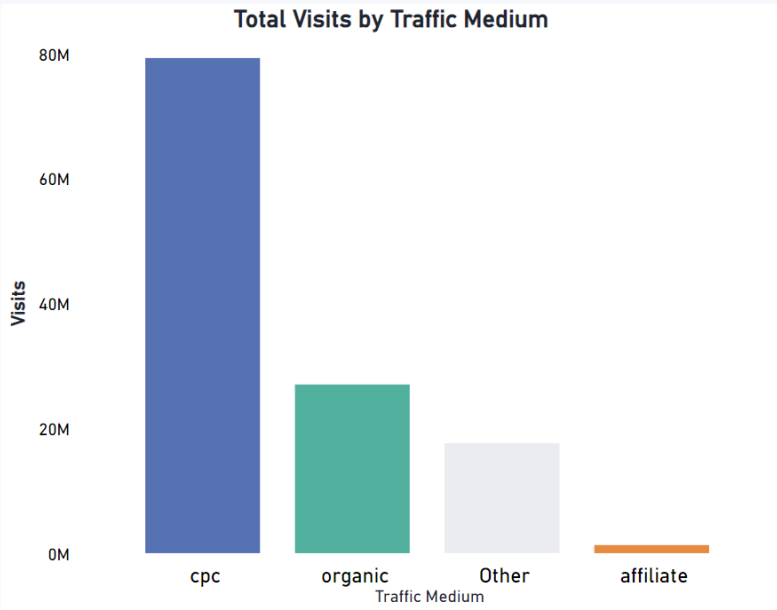|				
126M Total Visits	**785K** Total Transactions	**0.6%** Conversion Rate	**£24M** Total Revenue	**£28** AOV

Traffic Medium	Total Visits	Total Transactions	Conversion Rate	Average Revenue	Average AOV
⊞ (none)	10,666,569	125,787	1.1%	£3,671	£29
⊞ affiliate	1,305,923	25,108	1.8%	£362	£29
⊞ comparison	379,141	3,115	0.9%	£105	£41
⊞ cpc	79,468,264	208,018	0.4%	£1,254	£27
⊞ cpm	660,781	1,032	0.3%	£44	£27
⊞ cpv	9,072	9	0.0%	£17	£17
⊞ crm	2,458,038	19,541	1.1%	£213	£26
⊞ influencer	1,196,486	3,775	0.4%	£92	£22
⊞ organic	27,316,362	389,949	1.7%	£3,221	£29
⊞ organic_social	710,621	1,596	0.3%	£59	£26
⊞ referral	1,639,295	7,100	0.8%	£53	£24

Total Visits by Traffic Medium

By Recommending Items With A High Profit Margin, We Can Increase Prism's Gross Profit.

Average Profit Margin Per Item Brand

Top Accessory and Homewear Profit Margin

Item Brand	Item Name	Average Profit Margin
Prism	ballet flats	83%
Prism	socks	83%
Prism	kimono	81%
Prism	baby bib	80%
Prism	belt	80%
Prism	boxer	80%
Prism	boxers	80%

By Recommending Commonly Paired Items, We Can Convert 10% Customers Who Purchase 1 Item Per Transactions To 2 Items
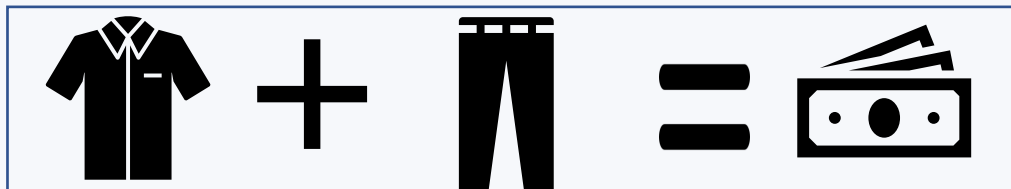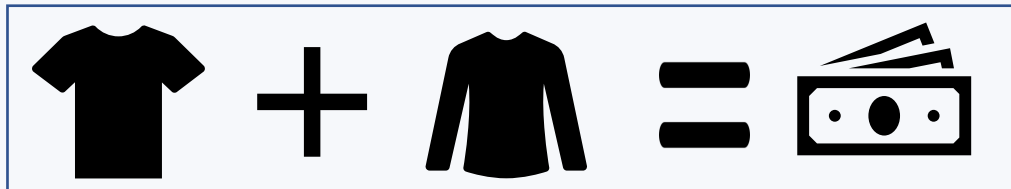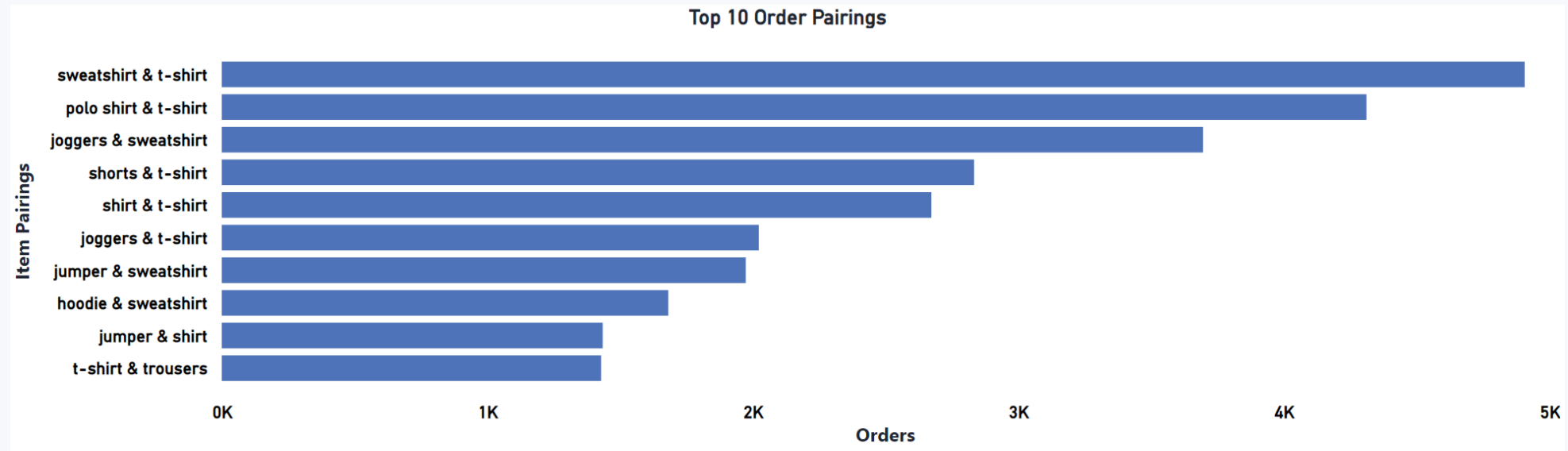
Merchandising Dashboard

PRODUCT OPPORTUNITIES
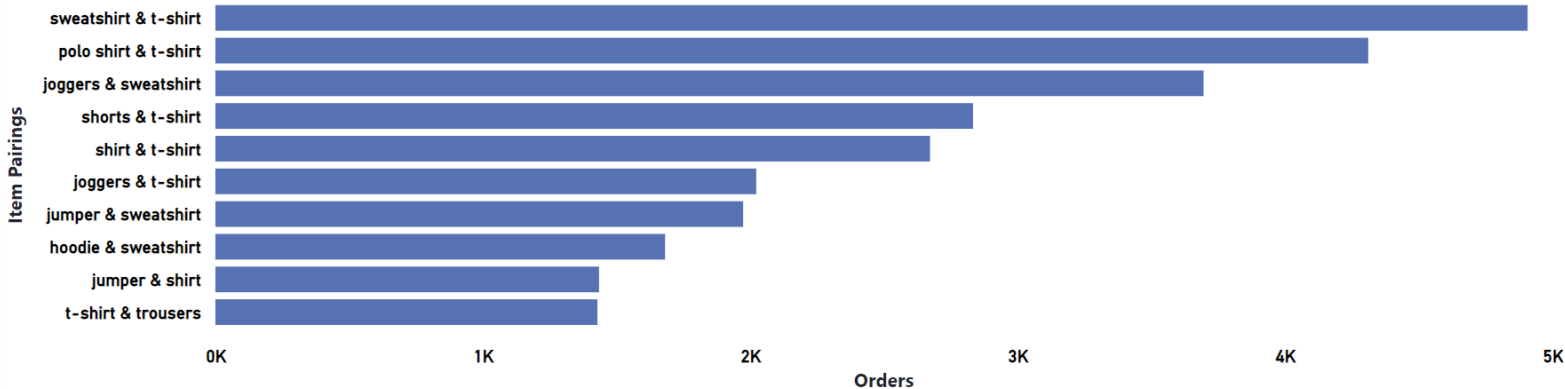
785K
Total Transactions

0.6%
Average Conversion Rate

Top 10 Order Pairings

Item Pairings (y-axis), Orders (x-axis, 0K to 5K):
- sweatshirt & t-shirt
- polo shirt & t-shirt
- joggers & sweatshirt
- shorts & t-shirt
- shirt & t-shirt
- joggers & t-shirt
- jumper & sweatshirt
- hoodie & sweatshirt
- jumper & shirt
- t-shirt & trousers

Top Accessory and Homewear Profit Margin

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Prism	belt	80%
Prism	boxer	80%
Prism	boxers	80%
Prism	bra	80%

Return rates

Item Brand	Item Name	Total Item Quantity	Total Return Quantity	Return Rate
Prism	mug	100	74	74%
U.S. Polo Assn.	shirt	51	51	100%
Nike	hand bag	44	41	93%
U.S. Polo Assn.	joggers	42	39	93%
Pierre Cardin	jumper	58	38	66%
U.S. Polo Assn.	trousers	40	38	95%
Prism	t-shirt	36	36	100%

Filters

Week 3 Project FINAL becky, Product

Executive Summary

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Questions?