

Sleep Oasis Data Analysis Report

Driving Growth Through Data: Performance Insights

Period:

21 October – 20 November 2025

Prepared by:

Tin-Chung Cheung

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This report analyzes performance and delivers actionable decisions across **5 key areas**:

- 1. Traffic Acquisition** – Visitor sources, devices, and geography
- 2. Conversion Rates** – Purchase rates and funnel performance
- 3. Checkouts** – Checkout behavior and timing patterns
- 4. Customers** – New vs returning and retention analysis
- 5. Sales** – Revenue, products, and bundle performance

Executive Summary

Sleep Oasis generated modest sales in the 30-day period with an overall conversion rate of only **0.69%** from 5,065 sessions. Weekends significantly outperform weekdays (2x higher average net sales), mobile drives the majority of traffic (53%), and top products show strong individual conversion potential.

However, customer retention remains near zero, and the business relies almost entirely on new customer acquisition.

Key Recommendations

- Shift 70–80% of ad budget to mobile-first channels and weekend targeting.
- Optimize high-converting product pages (DreamRevive Massager & DreamBreathe Respirator) to lift overall conversion to 1.5–2%.
- Launch targeted bundle promotions and new-customer discounts to capitalize on peak products and weekend demand.
- Test market expansion in Singapore (high traffic, zero sales to date).

Section 1: Traffic Acquisition

Prioritize mobile-optimized advertising and test Singapore market entry to capture untapped high-interest traffic

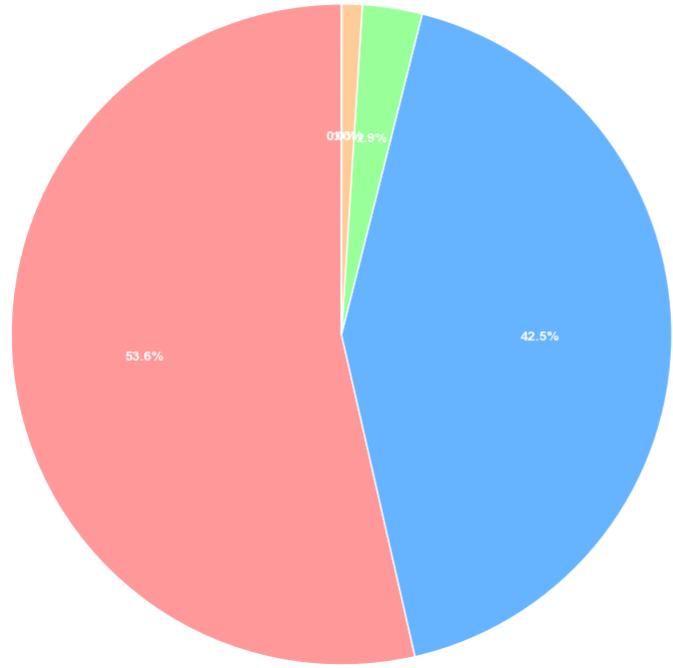
Key Insights

- Traffic is stable with no clear weekday/weekend pattern in session volume, giving flexibility in ad scheduling.
- **53% of sessions come from mobile devices** vs 43% desktop – mobile is the dominant browsing channel.
- Geographically, the United States (57%) and Hong Kong (26%) dominate, followed by **Singapore** with meaningful traffic but **zero purchases** to date.

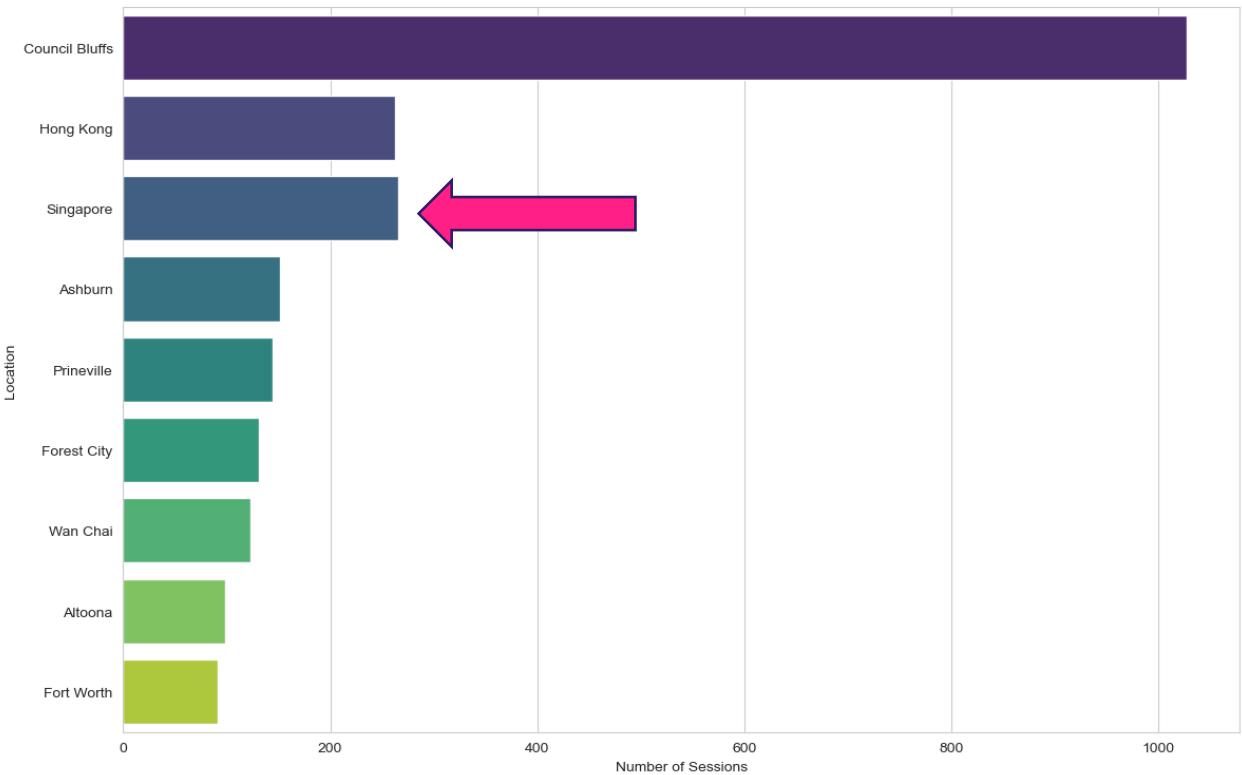
Supporting Data

- Total sessions: 5,065 (Oct 21 – Nov 20, 2025)
- Device breakdown: Mobile 53%, Desktop 43%, Tablet 4%
- Top locations: US (57%), Hong Kong (26%), Singapore (significant volume, 0 orders)

Sessions by Device Type (Oct 21 - Nov 20, 2025)



Top 10 Locations by Sessions (Oct 21 - Nov 20, 2025)



Actionable Decisions

1. Allocate 70–80% of paid ad budget to mobile platforms (Meta, Google Mobile, TikTok).
2. Ensure all landing pages and checkout flow are fully mobile-optimized (fast load, large CTAs, one-thumb navigation).
3. Launch a pilot geo-targeted campaign in Singapore using lookalike audiences from US/HK buyers to convert existing interest into sales.

Section 2: Conversion Rates

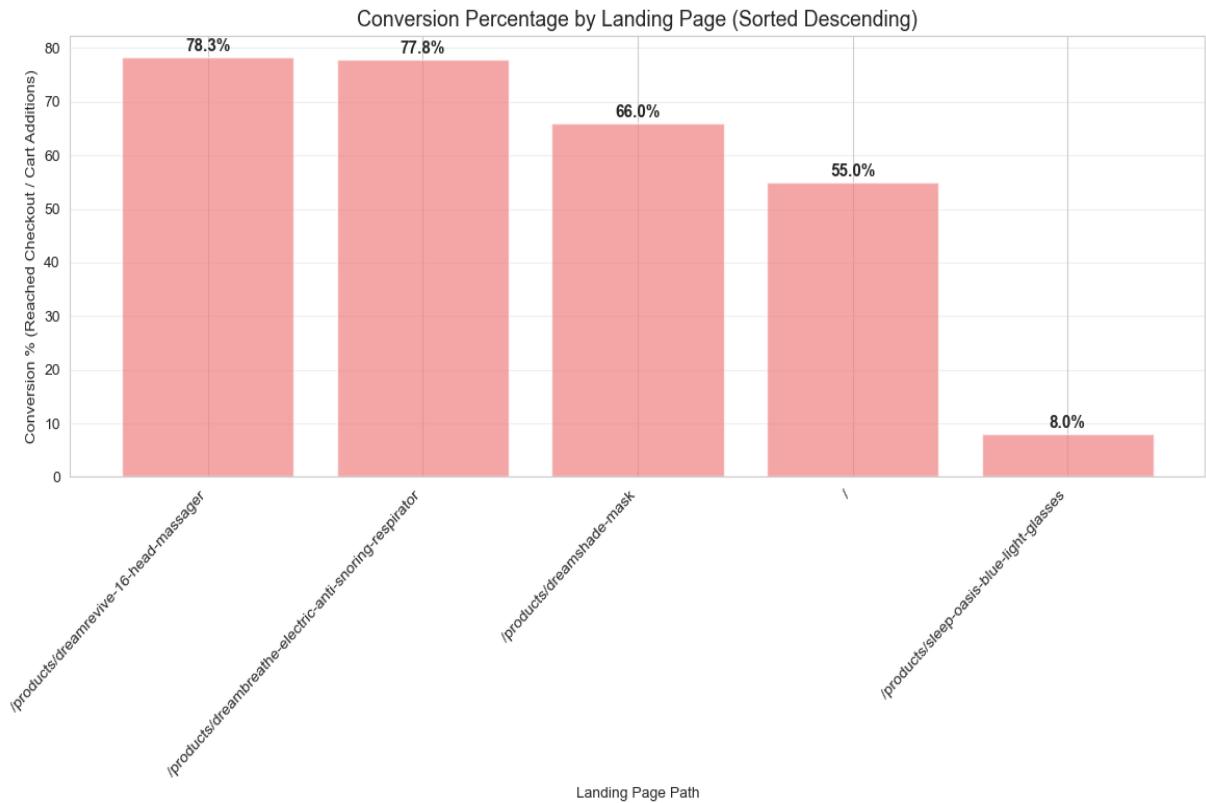
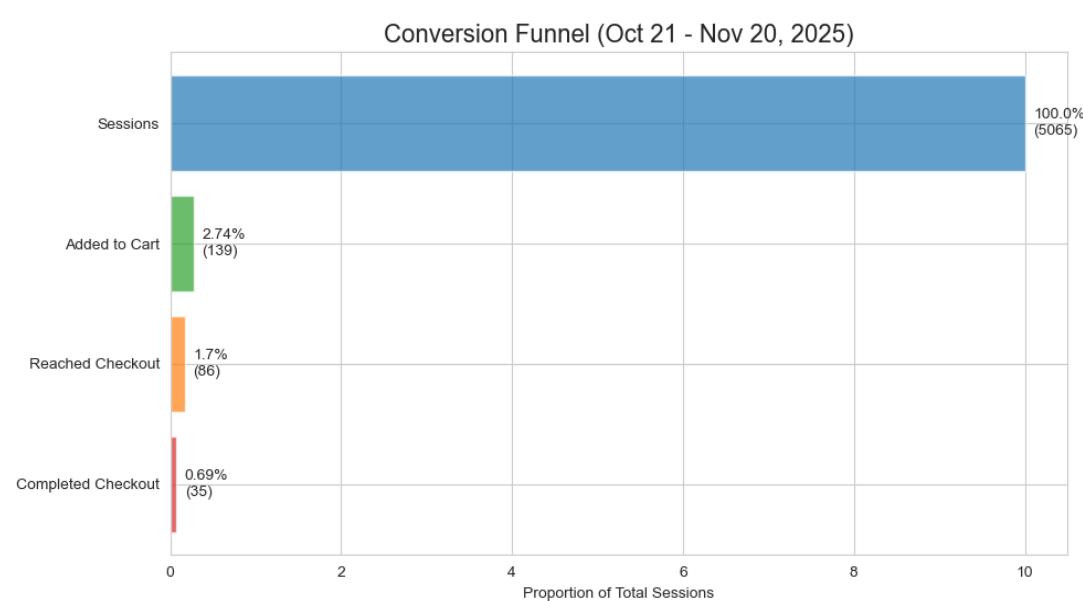
Drive overall conversion from 0.69% to 1.5–2% by optimizing high-performing product pages and improving add-to-cart rate

Key Insights

- Overall conversion rate is low at **0.69%** (35 orders from 5,065 sessions).
- The biggest drop-off occurs early: only **2.74% add to cart** and **1.7% reach checkout**.
- Two product pages stand out with exceptionally high conversion: – DreamRevive 16-Head Massager: **78.3%** – DreamBreathe Electric Anti-Snoring Respirator: **77.8%**

Supporting Data

- Conversion funnel: Sessions (100%) → Added to Cart (2.74%) → Reached Checkout (1.7%) → Purchased (0.69%)
- Top landing page conversion rates: Massager (78.3%), Respirator (77.8%), Sleep Mask (66.0%)



Actionable Decisions

1. Replicate winning elements (clear benefits, social proof, strong CTAs, high-quality visuals) from Massager and Respirator pages across all other product pages.
2. Run A/B tests on lower-performing pages to increase add-to-cart rate from 2.74% to $\geq 5\%$.
3. Direct paid traffic primarily to the two highest-converting product pages to maximize immediate ROI while site-wide optimizations are implemented.

Section 3: Checkouts

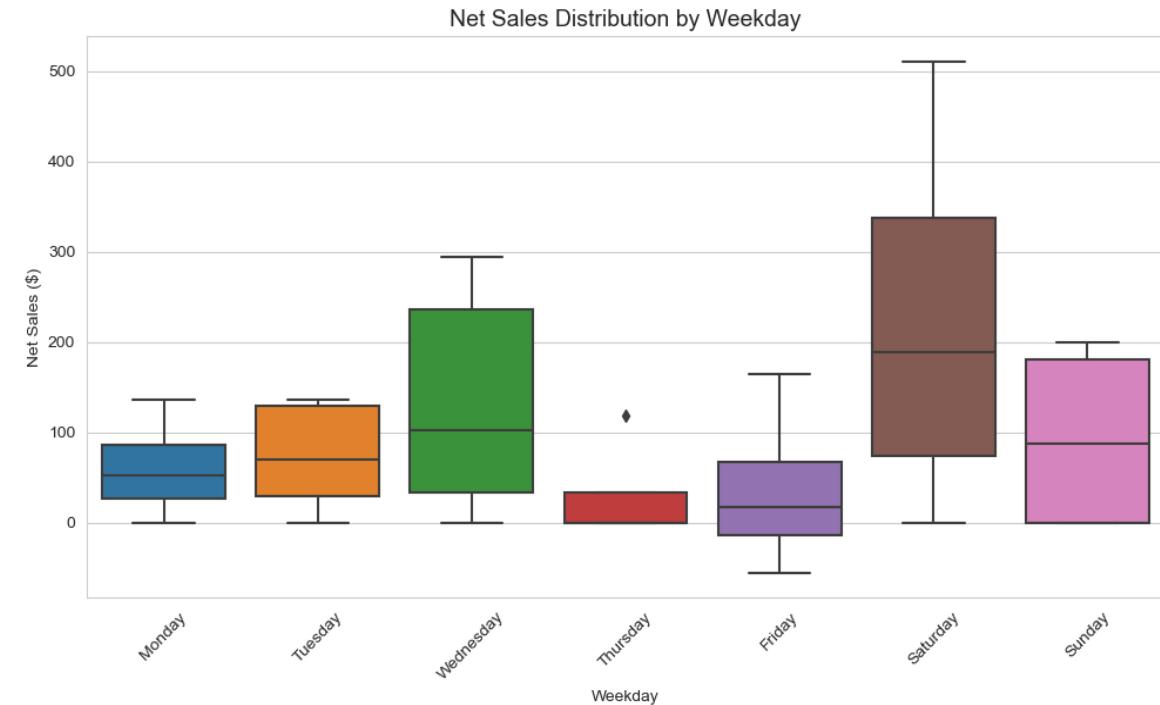
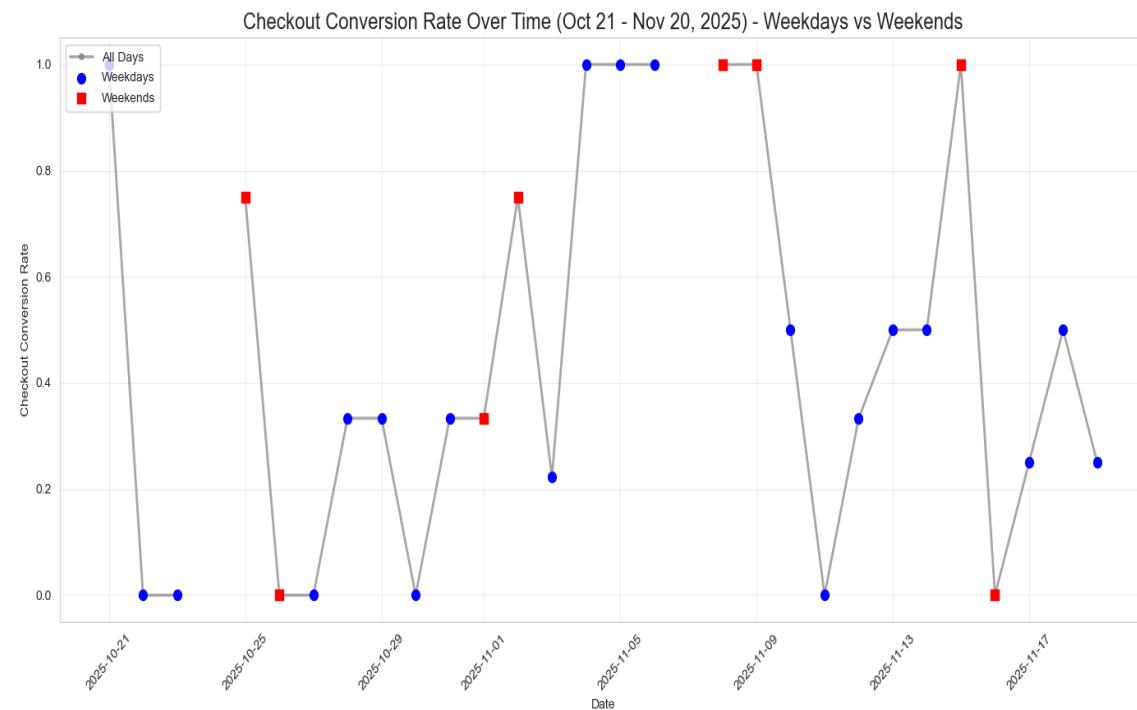
Capitalize on weekend demand by running flash sales and bundle promotions on Saturdays & Sundays

Key Insights

- Checkout conversion rate shows no consistent weekday/weekend pattern.
- However, **average net sales on weekends are double those of weekdays (\$157.75 vs \$68.24)**.
- Saturday delivers the highest single-day performance.

Supporting Data

- Avg. daily net sales – Weekdays: \$68.24
- Avg. daily net sales – Weekends: **\$157.75 (2.3x higher)**
- Highest performing day: Saturday



Actionable Decisions

1. Schedule flash sales, limited-time discounts, or free shipping offers exclusively for weekends.
2. Increase ad budget by 50–100% on Fridays and Saturdays to drive more traffic during peak purchasing windows.
3. Promote product bundles on weekends to further lift average order value and capitalize on higher buyer intent.

Section 4: Customers

Focus marketing efforts on new customer acquisition while piloting retention tactics to build repeat purchase behavior

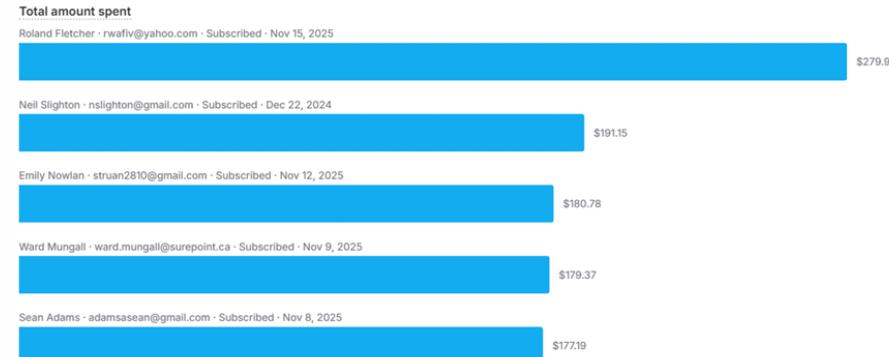
Key Insights

- **92% of customers are new** (36 new vs 3 returning in the period).
- Retention rate across most cohorts is 0–9.1%, with only Dec 2024 cohort reaching 25%.
- Top one-time and returning customers spend similar amounts (\$140–\$280), indicating strong lifetime value potential if retention improves.
- Geographically, new customers mirror session sources: US (57%) and Hong Kong (26%).

Supporting Data

- New customers: 36 (92%)
- Returning customers: 3 (8%)
- Highest-spending one-time buyer: \$279.98
- Highest-spending returning buyer: \$222.23

- One-time customers:



- Returned customers:



Cohort	Customers	Retention rate
All cohorts	68	0.0%
Nov 2024	0	0.0%
Dec 2024	4	25.0%
Jan 2025	2	0.0%
Feb 2025	6	0.0%
Mar 2025	6	0.0%
Apr 2025	1	0.0%
May 2025	3	0.0%
Jun 2025	2	0.0%
Jul 2025	0	0.0%
Aug 2025	3	0.0%
Sep 2025	19	5.3%
Oct 2025	22	9.1%

Actionable Decisions

1. Continue aggressive new-customer acquisition via Meta/Google lookalikes targeting US and Hong Kong.
2. Implement post-purchase email sequence (thank you + educational content + 15–20% reorder discount after 30 days) to lift retention.
3. Launch a simple loyalty program (e.g., points for reviews, referrals, or 2nd purchase) to encourage repeat behavior.
4. Segment high-value one-time buyers for personalized win-back campaigns.

Section 5: Sales

Promote proven bundles and top-performing products to increase AOV and gross profit

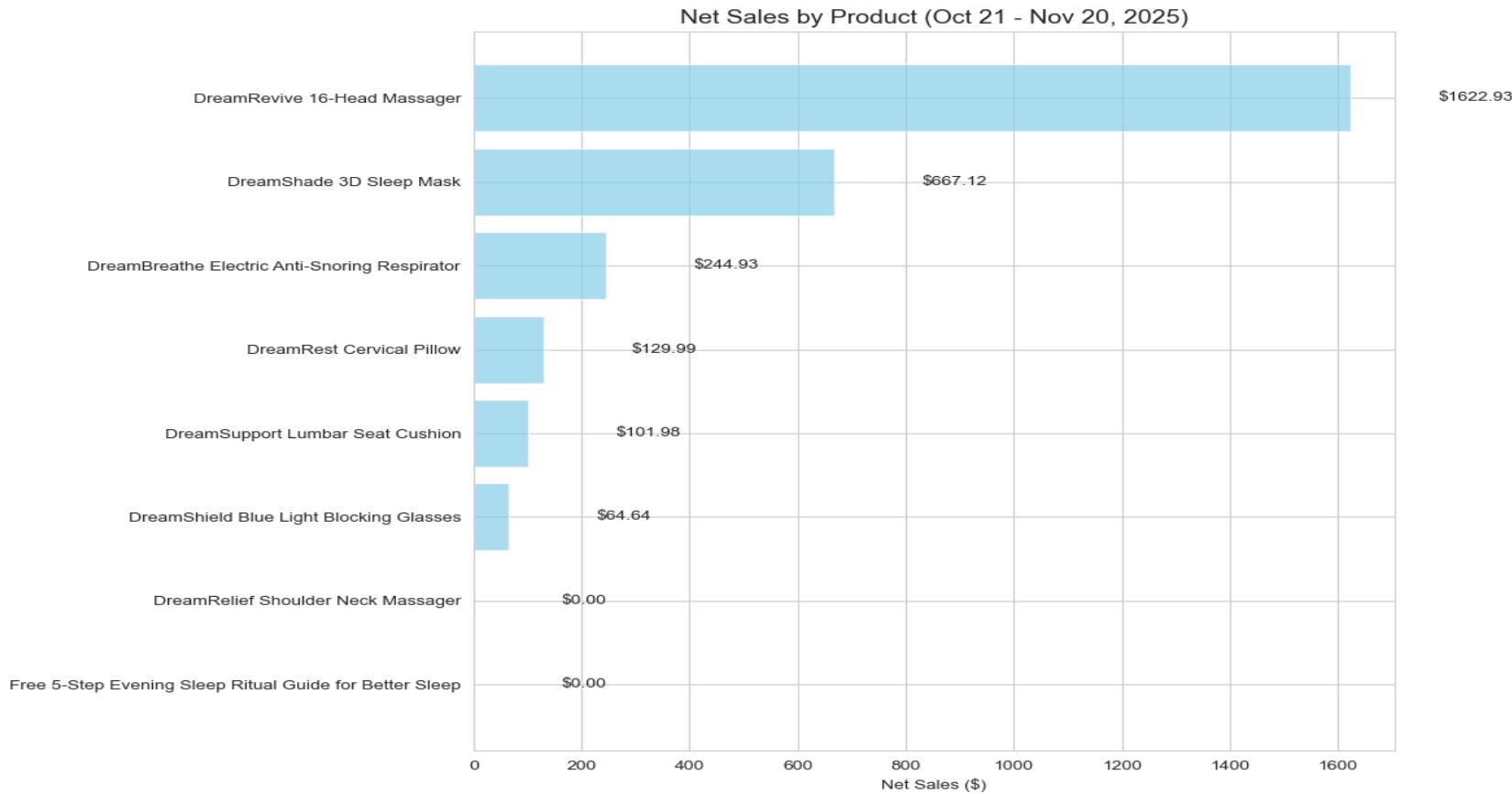
Key Insights

- Top individual products (16-Head Massager, 3D Sleep Mask, Electric Anti-Snoring Respirator) drive the majority of revenue and show strongest conversion.
- Observed bundles demonstrate natural cross-sell opportunity: – Massager + Cervical Pillow – Sleep Mask + Blue Light Blocking Glasses – Massager + Free Sleep Ritual Guide
- Gross profit margins vary significantly by product; focus on highest-margin items and bundles will improve overall profitability.

Products bought together	Orders	Average order value	Orders (first-time)	Orders (returning)	Net sales	Gross sales	Total sales
['DreamShade 3D Sleep Mask','DreamShield Blue Light Blocking Glasses']	1	84.38	0	1	84.38	104.18	89.91
['DreamRevive 16-Head Massager','DreamRest Cervical Pillow']	1	279.98	1	0	279.98	279.98	279.98
['DreamRevive 16-Head Massager','Free 5-Step Evening Sleep Ritual Guide for Better Sleep']	1	104	1	0	104	129.99	109.53

Supporting Data

- Notable bundle purchases in period: – DreamRevive Massager + DreamRest Cervical Pillow → \$279.98 – DreamShade Sleep Mask + DreamShield Glasses → \$84.38 (avg) – DreamRevive Massager + Free Guide → \$104
- Weekend net sales 2x weekday average



Actionable Decisions

1. Create and actively promote 2–3 high-margin bundles featuring DreamRevive Massager and DreamShade Mask (e.g., “Ultimate Relaxation Bundle”).
2. Offer 20–25% bundle discount for new subscribers, tested via A/B to preserve margins.
3. Feature bundle options prominently on top product pages and in cart upsell.
4. Run weekend-only bundle flash sales to combine peak demand with higher AOV.

Next Steps & Further Improvements

Short-Term (1-3 Months)

- **Expand data window:**

Re-run analysis with 90-day and 365-day views to uncover seasonality, long-term retention trends, and YoY growth.

- **Integrate ad platform data:**

Connect Google Ads, Meta Ads, and TikTok Ads to calculate true ROAS, CAC, and channel-specific conversion rates.

- **Implement automated reporting:**

Build a live Shopify + Google Analytics dashboard (using Google Data Studio/Looker Studio) for real-time monitoring.

- **A/B test recommendations:**

Prioritize testing bundle offers, mobile page optimizations, and weekend flash sales.

Medium-Term (3–6 Months)

- **Customer segmentation & RFM expansion:**

Deepen RFM analysis with full historical data to identify VIP, at-risk, and win-back segments.

- **Email/SMS automation:**

Set up Klaviyo (or similar) flows for post-purchase, abandoned cart, and reorder campaigns to boost retention.

- **Market expansion testing:**

Launch targeted campaigns in Singapore and Australia based on traffic interest and market research trends.

Long-Term Opportunities

- **Product development insights:**

Use bundle data and high-converting products to inform new product bundles or line extensions (e.g., smart sleep tech).

- **Competitive benchmarking:**

Analyze top competitors (e.g., Manta Sleep, Ostrichpillow) on pricing, messaging, and traffic sources.

- **Full-funnel attribution:**

Implement advanced tracking (e.g., Triple Whale, Northbeam) for multi-touch attribution beyond last-click.

Thank you!
