A/B TESTING ANALYSIS FOR E-COMMERCE WEBSITE USING TABLEAU

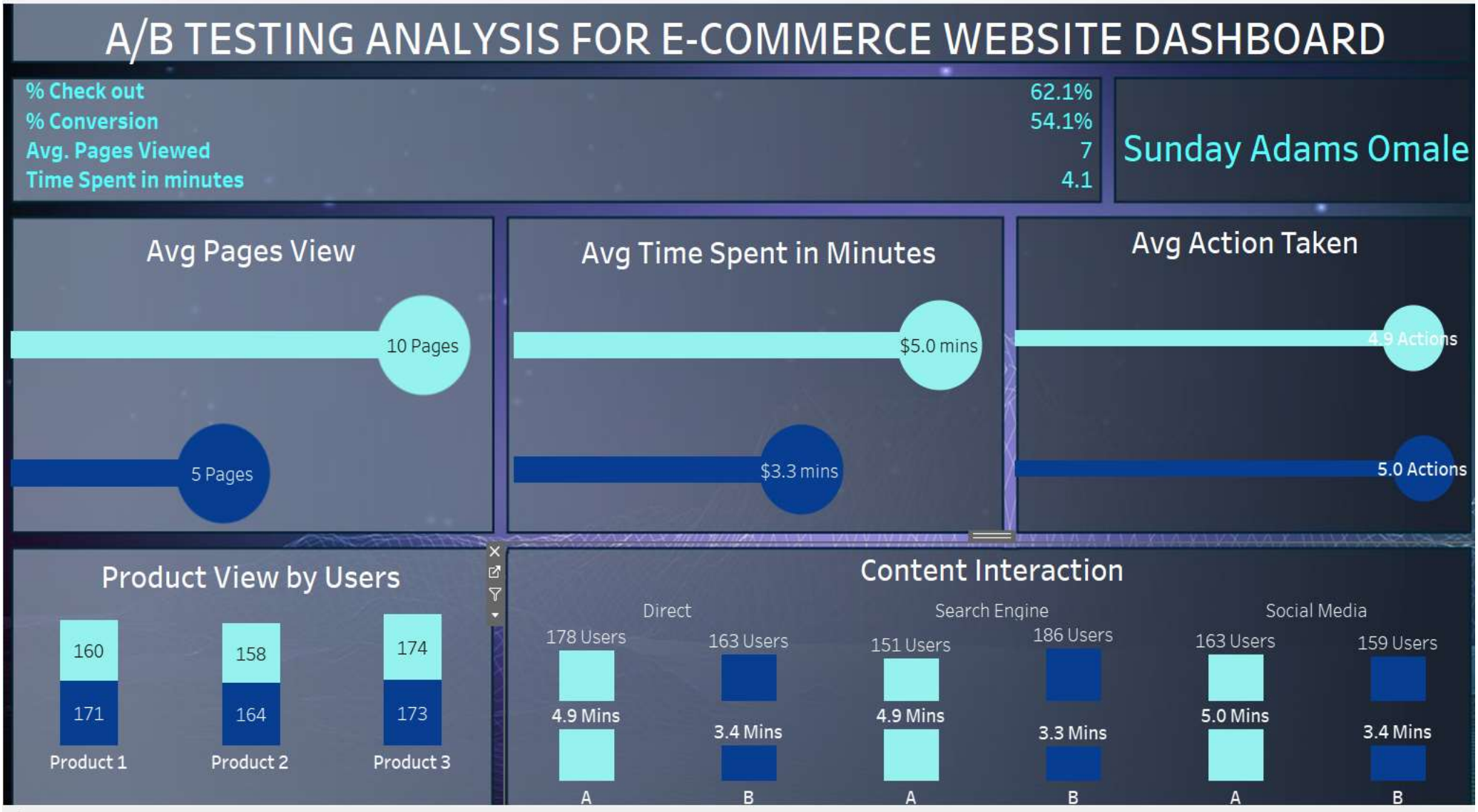
BY SUNDAY ADAMS OMALE

INTRODUCTION

DigitalPath Innovations, a leader in digital marketing solutions, conducted an A/B test to evaluate two versions of its website (Version A and Version B) to enhance user engagement, improve conversion rates, and increase overall customer satisfaction.

This analysis aims to assess which webpage version performs better across key user engagement metrics, including time spent on the site, pages viewed, and actions taken.

By employing data-driven insights, this report will provide actionable recommendations to inform future iterations of the website’s design, ultimately improving DigitalPath Innovations' ability to engage users and optimize conversion rates.


A/B TESTING ANALYSIS FOR E-COMMERCE WEBSITE DASHBOARD
% Check out
% Conversion
Avg. Pages Viewed
Time Spent in minutes
62.1%
54.1%
7
4.1
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Avg Pages View
10 Pages
5 Pages
Avg Time Spent in Minutes
$5.0 mins
$3.3 mins
Avg Action Taken
4.9 Actions
5.0 Actions
Product View by Users
160
171
158
164
174
173
Product 1
Product 2
Product 3
Content Interaction
Direct
Search Engine
Social Media
178 Users
163 Users
151 Users
186 Users
163 Users
159 Users
4.9 Mins
3.4 Mins
4.9 Mins
3.3 Mins
5.0 Mins
3.4 Mins
A
B
A
B
A
B

A/B TESTING ANALYSIS FOR E-COMMERCE WEBSITE DASHBOARD

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% Conversion	54.1%
Avg. Pages Viewed	7
Time Spent in minutes	4.1

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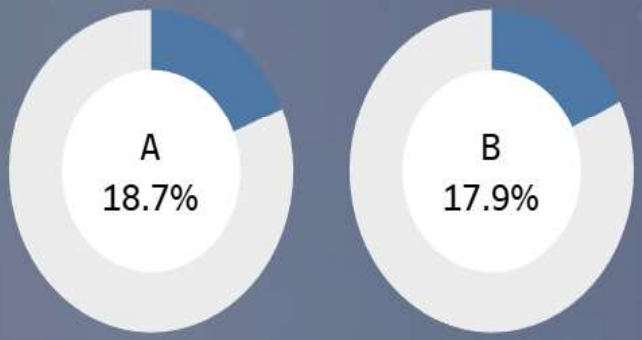
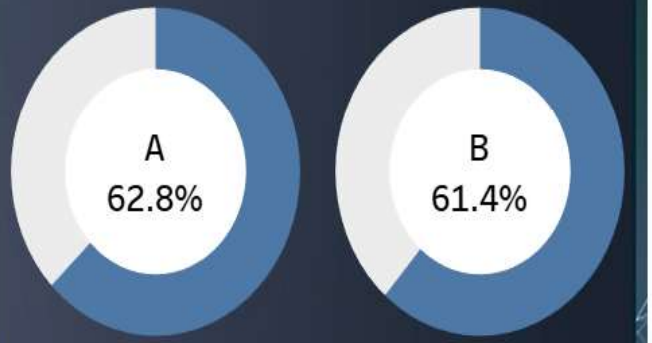
Feedback Analysis



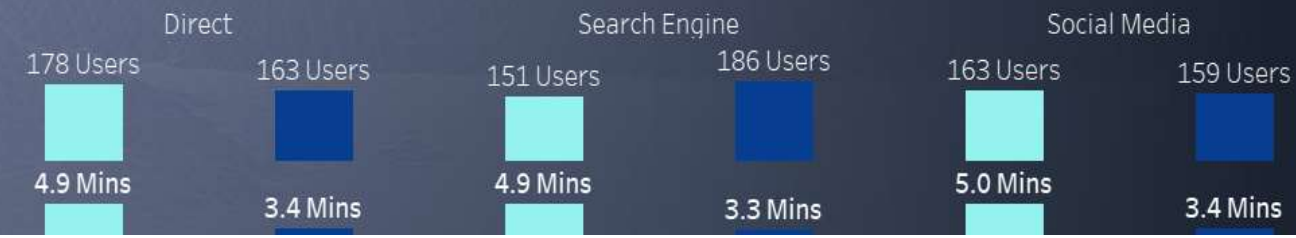
Cart Addition Analysis

Check Out Analysis



Conversion Rate

Content Interaction



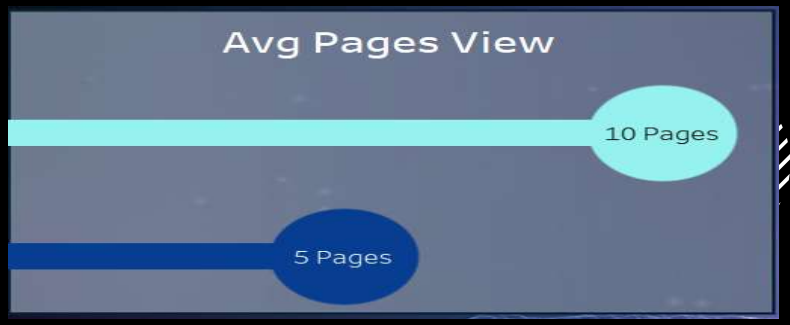
1. Engagement Metrics Analysis Insights

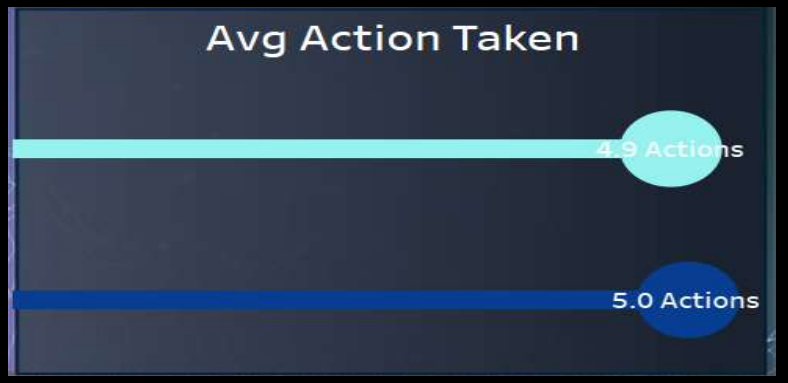
- **Average time Spent Analysis**:

This helped highlight differences in user engagement duration between the two versions.

- **Pages Viewed and Actions Taken**:

Version A shows a higher average time spent and more pages viewed, it is higher than the industry standard of 2-3 minutes spent on 2- 5 pages viewed per session





2. Conversion Rate Optimization Insights

- **Cart Addition Analysis**:

This shows the progression in percentage from product view to checkout initiated.

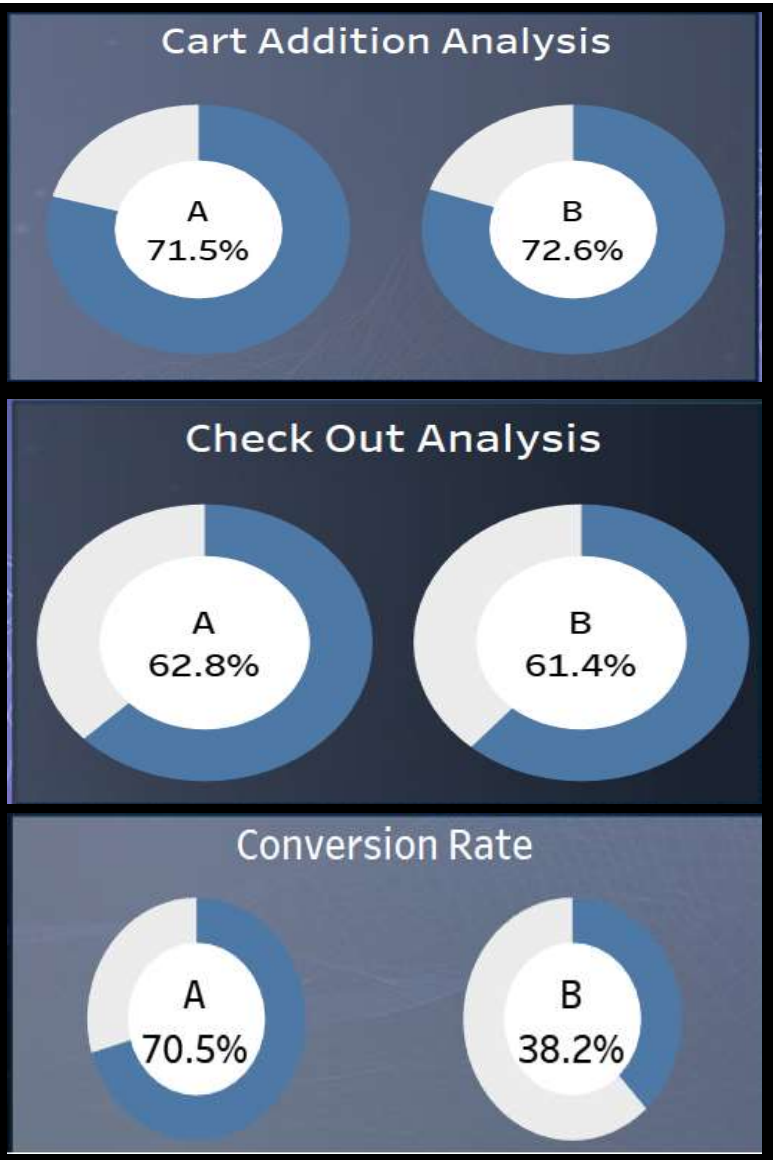
- **Check Out Analysis**:

From the chart, there was more drop-off for version B than A in the conversion process.

- **Conversion Rate:**

Overall, the conversion rate is higher than the industry standard of 2-% for overall conversion, 10% for checkout initiation, and 50% for purchase completion.

Version B performs better in initiating checkout but falls behind in completion.



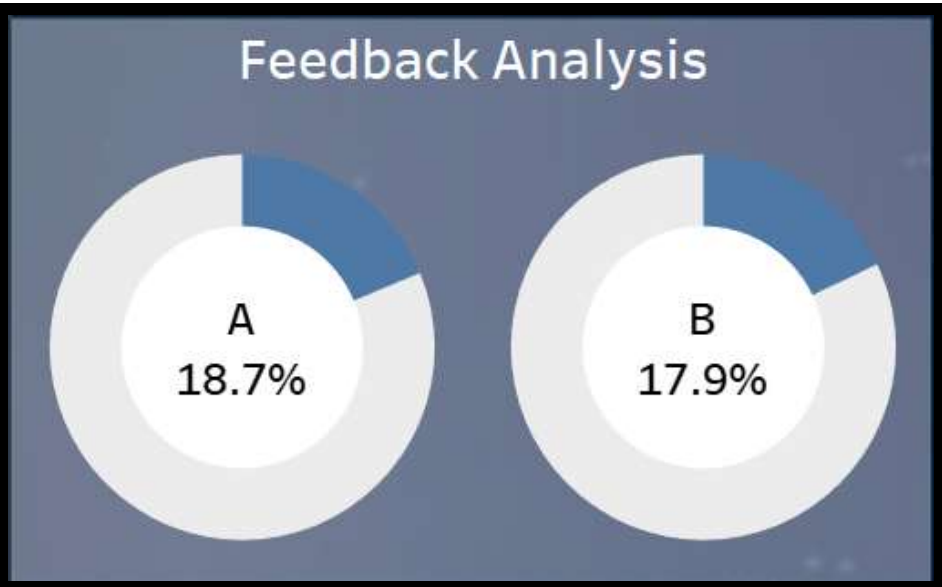
3. User Feedback Analysis Insights

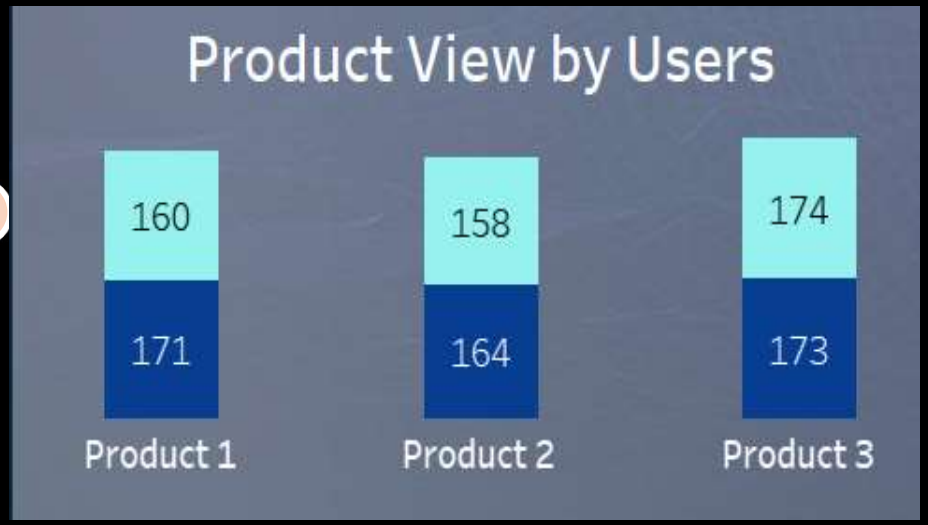
- **Feedback Rate Analysis**:

This shows the correlation between feedback submission and the webpage version viewed to gauge user satisfaction and engagement.

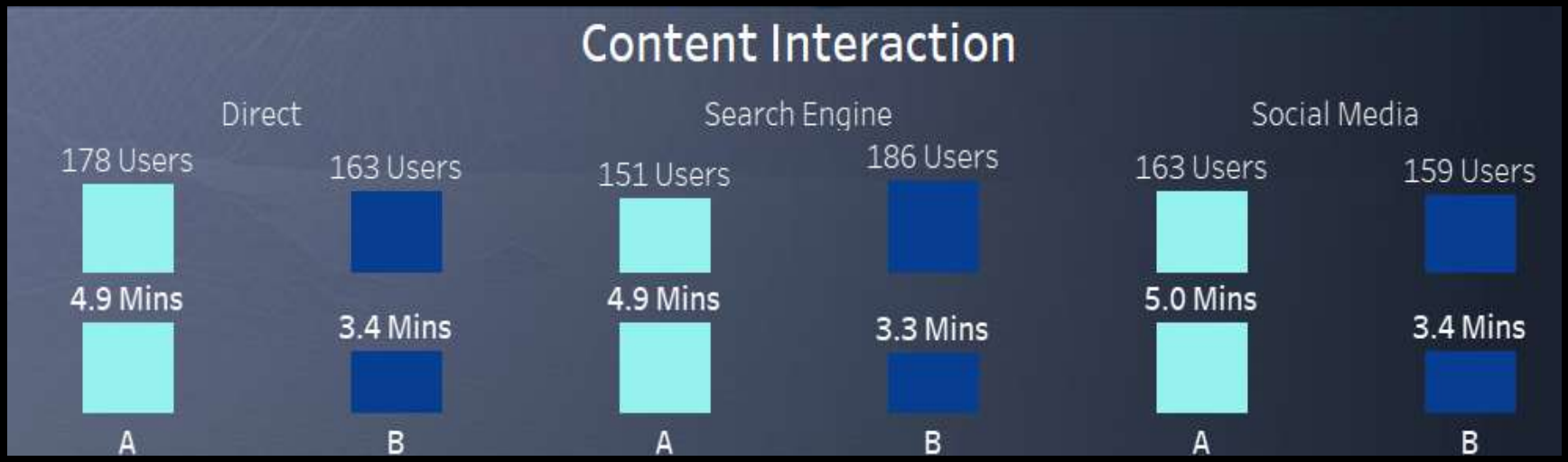
- **Feedback Rate by Version Analysis**:

Version A users submitted more feedback ratings than version B users.





4. Content Interaction Analysis Insights



➢**Analysis**:

This shows how each version influences content interaction focusing on direct, search engine, and social media interaction.

Direct interaction is higher in version A and search engine is higher in version B.

Recommendations Based on Insights

➢ **Engagement Metrics:**

- Version B shows higher engagement metrics (longer time spent on the site and more pages viewed), DigitalPath Innovations should consider adopting its design elements more broadly. This could involve adopting its layout, navigation structure, or content organization, which seems to hold user attention longer.

- Run a further usability test to understand which design aspects of Version B are driving higher engagement and apply these insights to enhance the user journey.

➢ **Conversion Rate Optimization:**

- Analysis reveals a higher drop-off in Version B at the checkout steps, the checkout process for Version B should be streamlined. Possible friction points (e.g., form complexity or unclear calls-to-action) should be addressed to make it easier for users to complete purchases.

- Simplify the checkout process by reducing unnecessary fields or steps, improving button clarity, and ensuring that any supporting content is easy to find.

Recommendations Based on Insights

➢ **User Feedback:**

- Version A has a higher feedback submission rate or better user ratings, DigitalPath should focus on replicating its design features to drive satisfaction and engagement. Feedback is a key indicator of user sentiment, so improving features that lead to higher feedback rates can create more touchpoints for capturing user opinions.

- Use automated prompts or simplified forms to encourage more user feedback, especially if Version A's feedback mechanism proves more effective. This will provide more data to make informed design changes.

➢ **Content Interaction:**

- Users on Version A are more likely to view Product 3, consider improving the visibility and placement of Product 3 content on Version B to increase engagement.

Thank you