

# Tableau Capstone Project

Data Analytics

# DigitalPath Innovations

An ecommerce case study



# 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.

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.



# Data Dictionary

- UserID: Unique identifier for each user
- SessionID: Unique identifier for each user session
- Version: The version of the webpage the user was shown (A or B)
- Date: Date of the session
- TimeSpent: Total time spent on the webpage in seconds
- PagesViewed: Number of pages viewed during the session
- ActionsTaken: Total number of actions taken (e.g., clicks, form submissions)
- ProductViewed: Number of products viewed
- ProductAdded: Number of products added to cart
- CheckoutInitiated: Whether the user initiated checkout
- PurchaseMade: Whether a purchase was made
- FeedbackSubmitted: Whether feedback was submitted
- VideoWatched: Whether any video content was watched
- ReferralSource: The referral source that led the user to the webpage





## Analysis Goals

You are tasked with using this dataset to perform a comprehensive analysis of user behavior across the two webpage versions, employing Tableau for visual analytics. The project's objectives include:

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.

- **Feel free to create a multiple paged Dashboard.**
- **Feel free to reference external sources as well.**



## Industry Standards for Performance Measurement

To benchmark performance, students should consider the following industry standards:

- **Average Time on Site: 2–3 minutes**
- **Conversion Rate: E-commerce industry average is about 2–3%**
- **Pages per Session: 2–5 pages**
- **Bounce Rate: 40–60% for e-commerce websites**
- **Checkout Initiation Rate: 10%**
- **Purchase Completion Rate: At least 50% of initiated checkouts**



**The project deliverables include:**

- **A comprehensive Tableau dashboard summarizing the A/B test analysis, highlighting key differences in user behavior between the two versions.**
- **A report discussing the findings, insights, and recommendations for DigitalPath Innovations, backed by visual evidence from Tableau.**







## Evaluation Criteria

- Projects will be evaluated based on the depth of the analysis, the clarity and effectiveness of the visualizations, the insightfulness of the findings, and the practicality of the recommendations.



**[Download the datasets here](#)**

**Dataset**





### GOOD LUCK!!!!

- complete your dashboard and **submit your solution via the submission box in your google classroom**, ensure to be present during your **presentation** to get invaluable feedback
- AND **DON'T** FORGET TO POST YOUR WORK ON **LINKEDIN** (#SHOW YOUR WORKINGS)

Also feel free to **collaborate** with your group members to brainstorm.

- If you have any question, please reach out via your WhatsApp group. Tag **@khadijat** and **@Muhammad Suleman**

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