



10Alytics

# EXCEL CAPSTONE PROJECT



## USER EXPERIENCE (UX) ANALYSIS FOR FLEXTRADE ONLINE SHOPPING APP





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## Business Overview



FlexTrade is a well-known company in the online shopping world. They have been making shopping easier and better for a long time. They sell all kinds of things, from electronics to clothes.

Their app is designed to be easy to use, hoping to make shopping fun and simple for everyone.

FlexTrade wants to keep improving their app to make sure they stay ahead in the competitive online shopping market. This project will look into how they can make their app even better for users.



## Data Description

This case study contains 3 datasets and they are as follows;

### App Analytics Data

- User\_ID (Primary Key): A unique identifier for each app user.
- Session\_ID (Primary Key): A unique identifier for each user's session within the app (connects with User\_ID).
- Timestamp: Date and time of the user's activity within the app.
- Page\_Views: The number of pages or screens viewed during the session (measured in pages).
- Bounce\_Rate: The percentage of sessions that resulted in immediate exits without any interactions (measured in percentage).
- Add\_to\_Cart\_Rate: The percentage of sessions in which users added items to their cart (measured in percentage).
- Conversion\_Rate: The percentage of sessions that resulted in successful conversions (measured in percentage).





## Data Description

### User Behavior Data

- **User\_ID (Primary Key):** A unique identifier for each app user (connects with User\_ID and Session\_ID in Dataset 1).
- **Session\_ID (Primary Key):** A unique identifier for each user's session within the app (connects with Session\_ID and Timestamp in Dataset 1).
- **Timestamp:** Date and time of the user's activity within the app (connects with Timestamp in Dataset 1).
- **Session\_Duration:** The duration of each user session (measured in seconds).
- **Product\_Views:** The number of products viewed by the user during the session (measured in products).
- **Cart\_Additions:** The number of items added to the cart during the session (measured in items).
- **Checkout\_Progress:** A progress indicator for the checkout process (measured as a percentage of completion).





## Data Description

### User Feedback

- User\_ID [Primary Key]: A unique identifier for each app user (connects with User\_ID in Dataset 1 and Dataset 2).
- Feedback\_ID [Primary Key]: A unique identifier for each feedback entry.
- Timestamp: Date and time of the user feedback submission.
- Feedback\_Type: The type of feedback (e.g., app review, customer support interaction, survey response).
- Feedback\_Content: The textual content of the user feedback.





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## Business Problem

Even though lots of people download and use the FlexTrade app, not everyone ends up buying something. There are a few problems:

- High Bounce Rate: Many users leave the app quickly without buying anything.
- Cart Abandonment: Users put items in their cart but don't complete the purchase.
- Low Average Order Value: The amount of money users spend is lower than what FlexTrade would like.
- Lots of Competition: There are many other shopping apps out there, so FlexTrade needs to stand out.



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## Aim of Project



The goals are to:

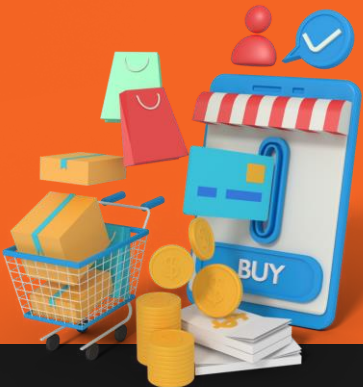
- Find UX Problems: Look at how users behave and what they say to find out what needs to be better.
- Make Checkout Better: Make it easier and quicker for users to buy things.
- Suggest Personalized Products: Use what we know about what users like to suggest other things they might buy.
- Get Users to Buy More: Figure out ways to encourage users to spend more money.



## Case 1

Identify Duplicate Entries: Are there any duplicate user sessions or feedback entries? How can we clean these up?

[Note: If there are no duplicates, proceed to the next question]



## Case 2

Analyze Session Duration: How long do users typically spend on the app? Are shorter sessions associated with higher bounce rates?



## Case 3

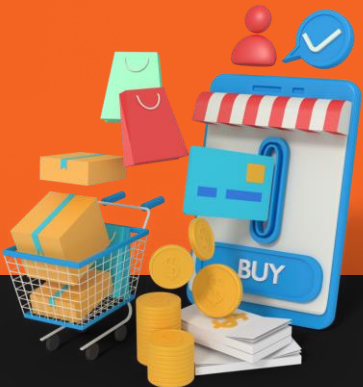
Investigate Bounce and Conversion Rates: Is there any significant relationship between both metrics?





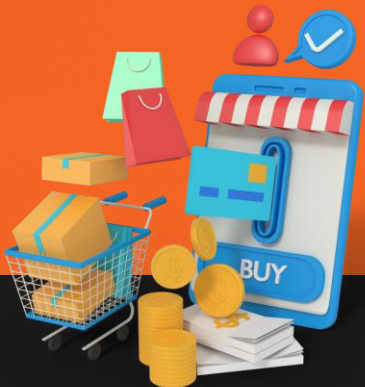
## Case 4

Understand Cart Behavior: For sessions with cart additions, how often do users proceed to checkout?



## Case 5

Feedback Analysis: What common themes can you find in the feedback content?





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## How you will Submit



At the minimum, each Pivot Table should contain the following required information:

- Be well structured in order to easily locate information and provide accurate and complete answer(s) to the question
- Use clear and meaningful headings and labels
- Use an appropriate number format
- Be placed on its own worksheet with an appropriate worksheet (i.e., tab) name.

The PivotChart should be on the same worksheet as the PivotTable. Make sure to use an appropriate chart type with complete and meaningful chart elements (e.g., chart title, data labels, legend keys, etc.) and clear and appropriate titles and labels without being too cluttered





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Create a dashboard and share on LinkedIn  
(Tag @10Alytics)



**GOOD LUCK!!**



Click [here](#) to download datasets





**GOOD LUCK!!!!**

- complete your work 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, @Jennifer, @Muhammad Suleman, or @oladayo**

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