Conclusions

1. How users used the product

Looking at how people used the products, we calculated the daily, weekly, and yearly usage. In daily usage, from June 2017 to September 2017, there is a consistent rise and fall between 1200 users per day to 300 users per day. From October 2017 to March 2018, there is a slow increase in the number of users with a consistent rise and fall between 750 users per day to 1600 users per day. And from April 2018 to May 2018, came with a little declination of the users between 480 users per day and 1100 users per day. On two different occasions, we saw two peaks: the day (24th November 2017) of highest usage with a record of 3319 users and the day (31st March 2018) of lowest usage with a record of 1 user. 24th November 2017 was a Black Friday so this could be the reason of the traffic on the site. 31st March 2018 could be a day when the internal server was down and there was either no users on the site or the data for the day's users were not properly recorded. On the average, 907 daily users, 5716 weekly users, and 23228 monthly users used the product at the time between June 2017 and May 2018.

The weekly stick rate of usage is 15.9% while the monthly sticky rate is 3.9%. This means that of users that visit in a week and a month, only 15.9% and 3.9% respectively will use it in a given day.

For the number of sessions per user, on the average, each user spends not more than 2 sessions per day. And the average daily rate of desktop device users to touch device users is 2.77. The average users sessions for desktop mostly range from 10minutes to 12minutes while that of touch ranges from 6minutes to 9minutes.

50% of our users spend 300 seconds and below on the website. The least amount of time spent on the site is 0 secs and the maximum amount of time spent on the website is 84480 secs. Most of the daily average sessions lie between 8.5mins and 12mins. The highest average daily session is on the 24th of November 2017 and the lowest average daily session is on the 31st of March 2018.

We also took a short look on the zero sessions. The average rate of the daily zero sessions on desktop to touch is 2.09. This means that the each user of the zero sessions on desktop have not more than 3 zero sessions more than those on the touch device. Also the daily average rate of the not-zero to zero sessions is 8.98. This implies that there are not more than 9 times the sessions of not zeros than there are of the zeros.

2. How often the users visit the website.

Here, we looked at the users' retention. We calculated the users retention grouping them by their first visit and then by their source id.

Grouping users by their first visits month, the retention rate in percentage ranges from 5.5% to 0% and no retention at all. Users that returned within 24hrs, i.e 0 day, after their first visits have higher retention rate than those that returned after 5 days of their first visits.

Those whose first visits are in Nov 2017 have higher retention rate among all cohorts less than 15days. Those whose first visits are in August and they returned within 1 day of thier first visit records the lowest amongst their cohort. From the 35th day cohort upwards, those whose first

visits were in May 2018 don't have records of retention any more. And from 60th day cohort upward, those whose first visits were in April 2018 don't have retention records any more.

From this, we can say that the longer the length of days for users whose first visits is in a particular month, the lesser and lesser their retention rate becomes. And a point with come when there will not be any retention.

Grouping users by their source id, the retention rate ranges from 31% to 0.17% and no retention at all for some cohorts.

Apart from source id 7, source id 1 has the highest retention rate for day 0, 1, and 2. For source id 6, there's only a record of retention on the 0 cohort day (We should really check what happened to the source afterwards because it has a promising retention rate for the 0 cohort.)

Relative to other source ids(apart from id 6 and 7), source id 9 has low retention rate for the 0, 1, and 2 days. Then its retention rate normalised with that of the other source id.

3. When do users start to buy

For all the month cohorts, between 9.5% and 13% of users buy within 24hrs of their first visit. Subsequently, the conversion rate reduces drastically after the 0day. After 0 to 1 day of first visits, the reduction in conversion becomes slower. There are also some days when the visitors stop converting. In May 2018, from the 37th day, the visitors stop converting.

4. How much money each customer brings

For customers who made their first purchases in their first visit months for all the cohort months, the LTVs did a little better than all other age months. September 2017 cohort age 0 has the highest LTV per customer of 4.6 while May 2018 age 1 has the lowest LTV of 0.001. After the age 0 in all cohort months, the was a drastic drop in the values following from age 1 to 11. In the month of black Friday that had the highest visit, the LTV of each customer did not improve with respect to the visits. The customers in that month cohort that made purchase within the first month brought in 2.4 per customer and within the second month, each customer brought in 0.028.

The average LTV shows that each customer for all cohort month during one month of their lifetime brought in 2.74, 2 months of their lifetime brought in 3, 3 months of their lifetime brought in 3.23 and during the 12 months of their lifetime, brought in 6.85.

Relative to the high visits in November due to Black Friday, there was a no difference in the LTV for the November cohorts.

5. When do the marketing investments pay off - ROMI

First, we calculated the marketing cost. The total amount spent in marketing is 329131.62. By source, source 3 received the highest marketing spend of 141.32 followed by source 4 with the marketing spend of 61.07. No marketing cost was spent of source 6 and 7. And the source with the least cost spent is source 9 with the marketing cost of 5517.49. By month, December 2017 received the highest marketing spend of 38315.35 followed by November 2017 with the marketing spend of 37907.88. In August 2017 was the least marketing cost spent. Also, there was an increase in the marketing cost from June 2017 till December 2017 and then a declination in the marketing spend.

Then we calculated customer acquisition cost from each of the sources and from each month. In the monthly calculation, the highest spend (11.79) per customer in acquisition happened in April 2018 followed by January 2018 with a total of 10.27 while the least spend happened in July 2017. In acquisition by source, customer acquisition by source id per buyer, source id 2 has the highest cost of 28.56 and source id 10 has the lowest cost of 7.59. Also source id 7 has no cost at all.

We calculated the overall Return On Marketing Investment by cohorts. Was the investment worth the while? No, it was not. Of all the ages and the cohort month, none of the marketing costs returned. None of the marketing investments recorded up to 1. The first age of all the month cohorts had poor returns, within 0.18 and 0.67, yet it got worse in their second ages and the ages till the 11th. The highest return on marketing investment (0.67) happened in the first visit month cohort June for those that converted within one month.

Recommendation

1. We should also look at the zero sessions and find out why they happened. If there's a problem with page loading longer than it should.

2. Check why there is a record of one order in June 2018 but no record of visit for the month. Except the analysis was only meant for the previous months.

3. Looking at the LTV, we should find out why customers only stick after their first month of visit. Will a referral bonus bring the back and make the willing to bring in more revenue into the company? Does the company really tailor the adverts to their needs or the company just does a general marketing?

4. We should either change our marketing strategy and channel or shut the project down as it has neither yielded good returns from the start or improved over the months.