Shopify ECommerce Store MTA Model

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Business Case

- **The marketing team has collected data on the various channels customers take to get to our platform.**

- **As it exists right now there is no way for them to know which channels contribute to conversions and in what %**

Questions for Our Analysis

1. **Total conversions in this time**
2. **Impact of each channel on Conversion**
3. **Impact of each channel on Value**

EDA

Metadata

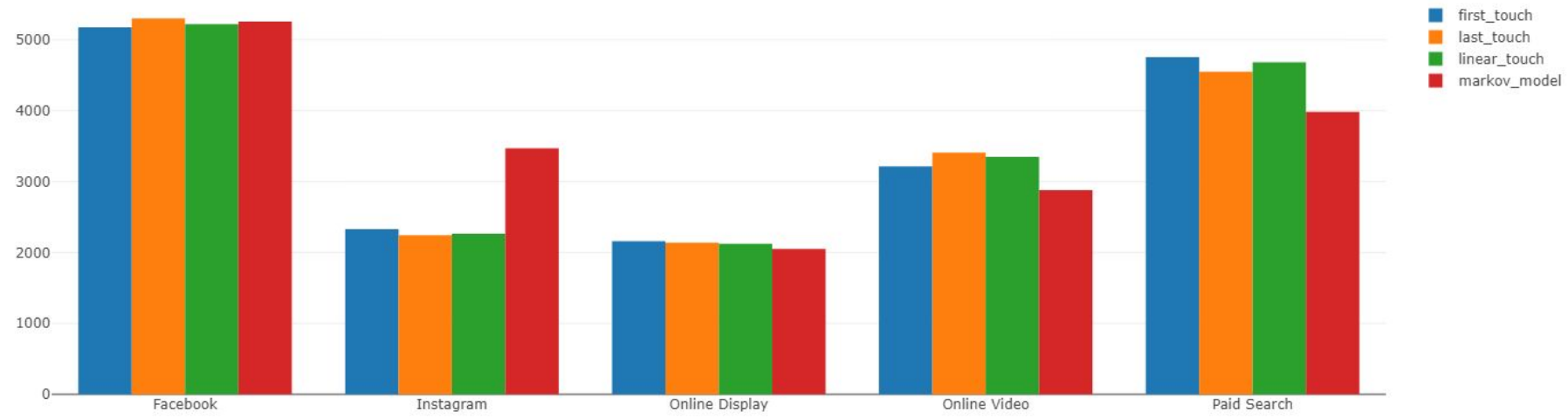
Rows	586737
Columns	6
Unique Identifier	‘Cookie’
Unique ‘Cookie’	240108

Channel Conversions Over TIme

Conversion Details

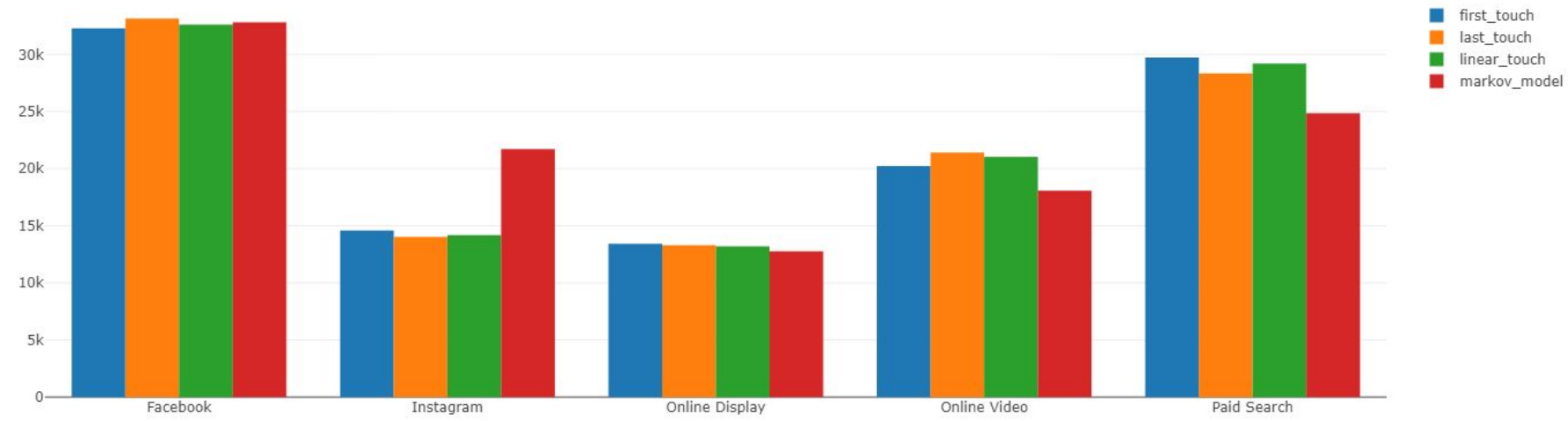
Total Conversions	**17639**
Total Conversion Rate	**3%**
Total Conversion Value	**$110231**
Average Conversion Value	**$6**

Attribution Models



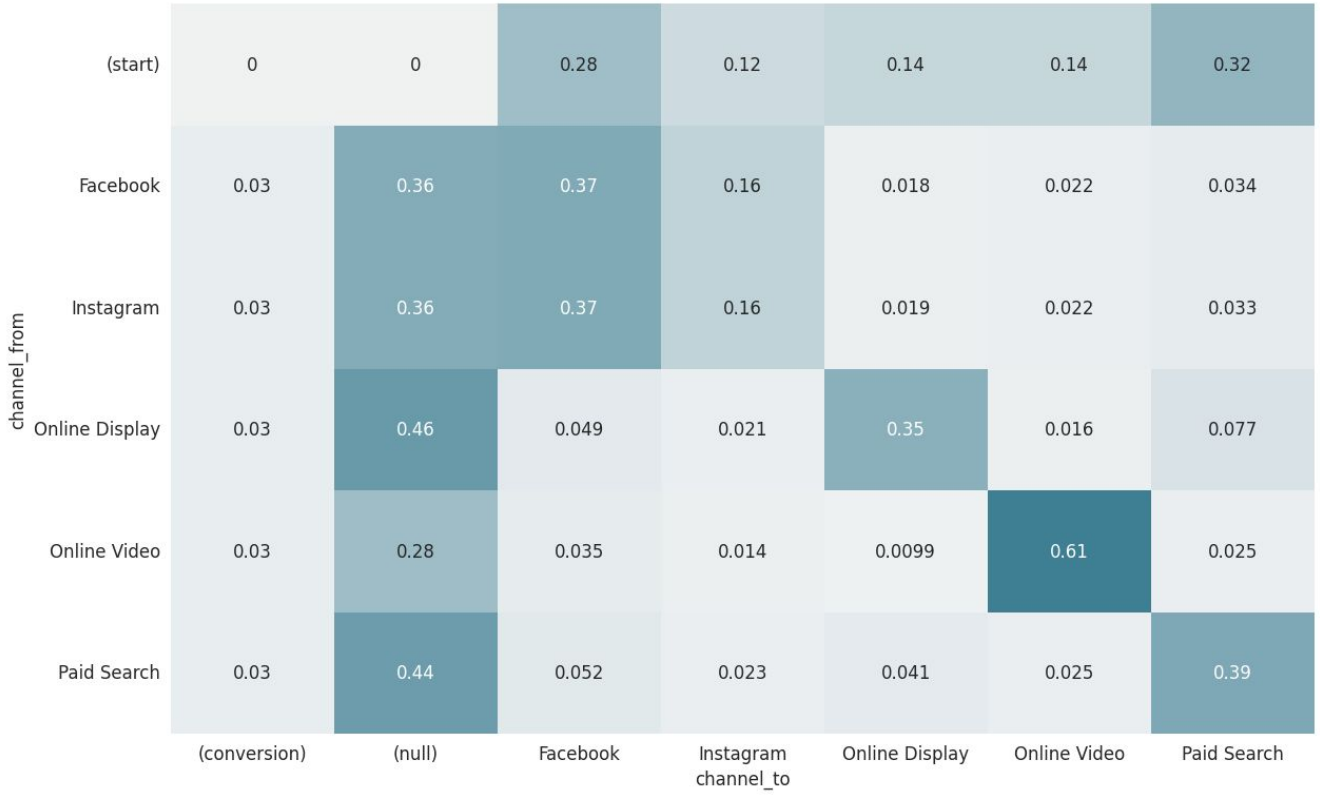
Makarov Model is most robust, but we can see similar trends for all the various types of attribution models

Value Per Channel



Again, Markov is most robust but all are similar in terms of trends.

Channel Interactions



Insights and Suggestions

According to the Markov Model the attribution flow in terms of importance is Facebook, Paid Search, Online Video, Instagram and ONline Display. Holding the Markov model as the benchmark we should prioritise investment in each of these channels appropriately.

Facebook and Paid search are strong starting points. Investing in these to get the users into the marketing funnel is recommended.