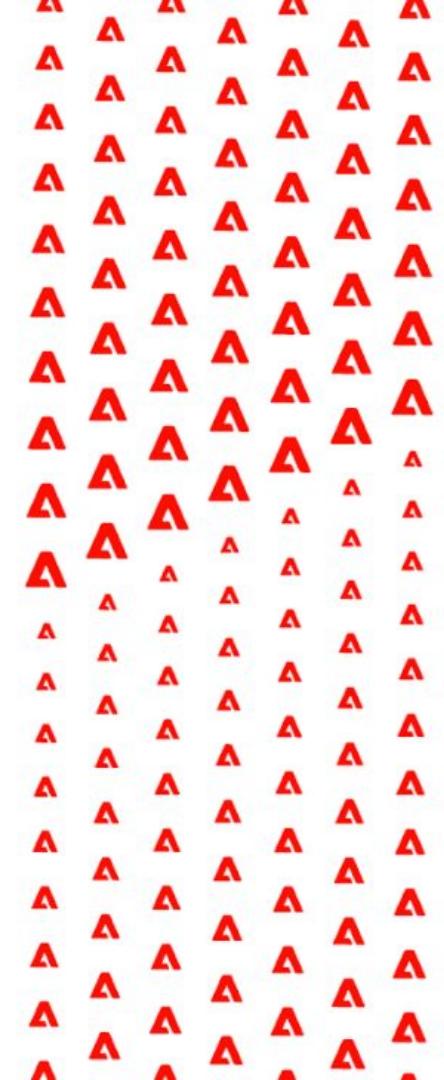


Adobe Analytics Challenge 2020



Srujana B, Aparna Ambarapu, Hema Varshita





LinkedIn : [/srujana-batchu](#)

B Tech, Maths and Computing

IIT Hyderabad



LinkedIn : [/ambarapu-aparna](#)

B Tech, Mechanical
and Aerospace Engineering

IIT Hyderabad



LinkedIn : [/hema-varshita-m](#)

B Tech, Electrical Engineering

IIT Hyderabad

DRIVING USERS DOWN THE MEMBER FUNNEL

TOPIC: [REDACTED] | DATE: [REDACTED] | PAGE: [REDACTED]

Retention

Inclusion: Cart Additions (scAdd) >= 1, Visits Without An Order Return: Orders >= 1, Visits With An Order ↗

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks	+9 Weeks
Average Retention	1,761,843	50,956 2.9%	22,805 1.3%	15,886 0.9%	13,521 0.7%	10,974 0.6%	9,115 0.5%	8,648 0.5%	8,476 0.5%	7,839 0.4%
Jul 26 - Aug 1	1,783,917	54,141 3.0%	23,852 1.3%	15,026 0.8%	16,615 0.9%	11,052 0.6%	8,660 0.5%	8,005 0.4%	8,525 0.5%	7,839 0.4%
Aug 2 - Aug 8	1,830,559	52,449 2.9%	22,417 1.2%	20,499 1.1%	12,923 0.7%	9,759 0.5%	8,779 0.5%	9,286 0.5%	8,427 0.5%	
Aug 9 - Aug 15	1,715,104	47,495 2.8%	27,408 1.6%	15,398 0.9%	11,099 0.6%	9,641 0.6%	9,803 0.6%	8,652 0.5%		
Aug 16 - Aug 22	1,662,333	55,460 3.3%	22,051 1.3%	13,104 0.8%	11,191 0.7%	10,427 0.6%	9,218 0.6%			
Aug 23 - Aug 29	2,359,940	63,494 2.7%	22,518 1.0%	16,559 0.7%	16,222 0.7%	13,991 0.6%				
Aug 30 - Sep 5	1,771,352	43,913 2.5%	21,041 1.2%	15,775 0.9%	13,077 0.7%					
Sep 6 - Sep 12	1,576,793	44,244 2.8%	21,768 1.4%	14,838 0.9%						
Sep 13 - Sep 19	1,514,900	45,185 3.0%	21,388 1.4%							
Sep 20 - Sep 26	1,676,592	52,225 3.1%								
Sep 27 - Oct 3	1,726,937									



REVISIT
PERIOD : 2
weeks

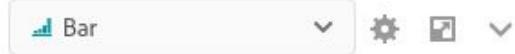
	Visits With An Order	
	Occurrences	Percentage
Page Click Activity (c3)	60,633,222	out of 150,980,406
Page: 1 / 7,351 > Rows: 10 1-10 Sep 14		
1. pw:product clicked	7,941,414	13.1%
2. shipping methods	7,220,539	11.9%
3. close cart	3,247,237	5.4%
4. nav:cart	3,071,427	5.1%
5. nav:menu open	2,079,407	3.4%
6. component clicked	1,966,228	3.2%
7. click banner arrow	1,664,024	2.7%
8. product zoom	1,536,438	2.5%
9. home office save and cont...	1,373,914	2.3%
10. place order:bottom	1,215,085	2.0%

Top 10 navigations in a session that makes a purchase

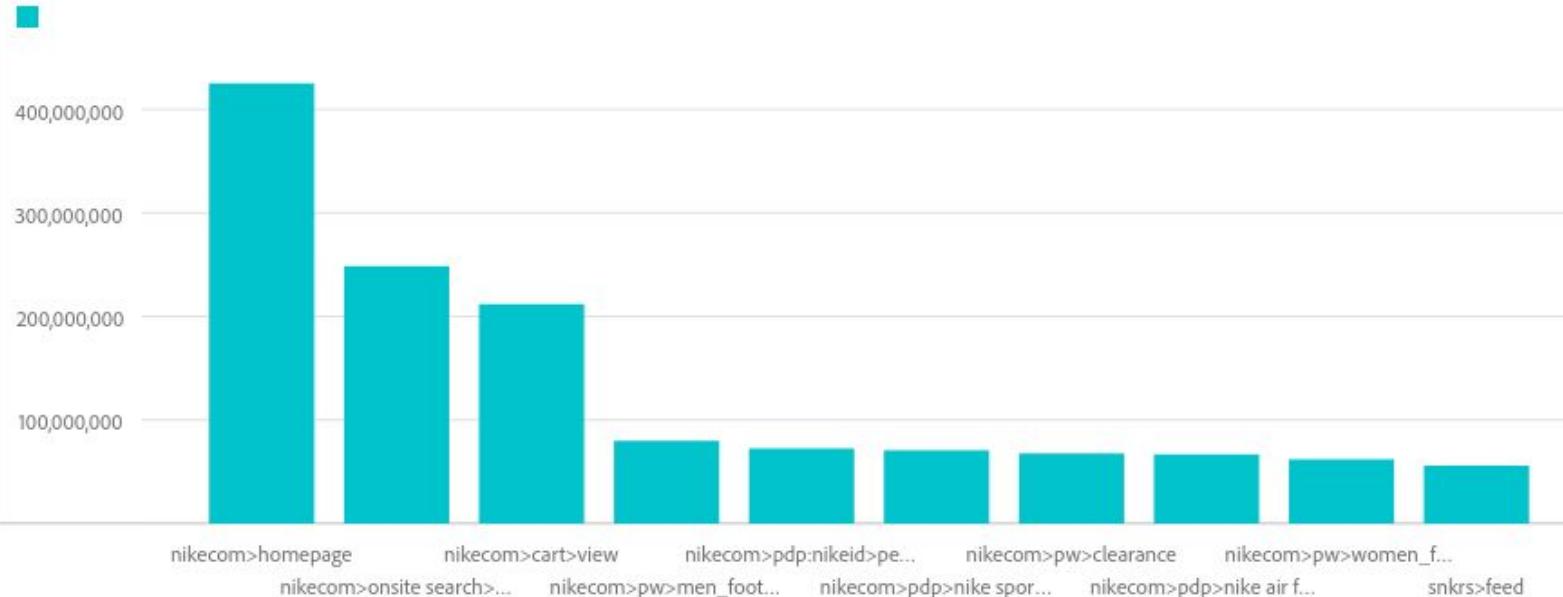
	Visits With An Order		Visits Without An Order	
	Occurrences	Percentage	Occurrences	Percentage
Page Click Activity (c3)	60,633,222	out of 150,980,406	689,058,714	out of 1,583,923,127
Page: 1 / 7,351 > Rows: 10 1-10 Sep 1				
1. pw:product clicked	7,941,414	13.1%	120,251,698	17.5%
2. component clicked	1,966,228	3.2%	58,267,923	8.5%
3. nav:menu open	2,079,407	3.4%	43,425,071	6.3%
4. click banner arrow	1,664,024	2.7%	21,865,308	3.2%
5. product zoom	1,536,438	2.5%	21,724,218	3.2%
6. 3d model rotated	639,445	1.1%	20,229,875	2.9%
7. filter-menu:shown	862,502	1.4%	17,705,215	2.6%
8. filter-menu:hidden	840,694	1.4%	16,746,778	2.4%
9. close cart	3,247,237	5.4%	13,334,846	1.9%
10. pdp:elevated content view...	831,078	1.4%	13,008,323	1.9%

Top 10 navigations in a session that doesn't make a purchase

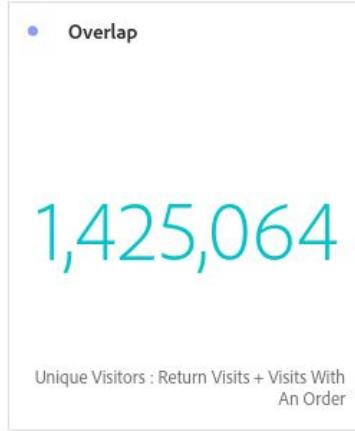
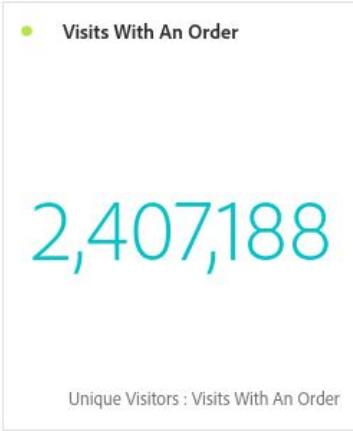
- Bar



Page Views [Visits Without An Order]



Cart views are one of the most visited pages with the payment page having way fewer views. Implying, customers do wish to buy but high prices, look out for better options, or comparison between two products could possibly be some of the hindering factors.



50%

Approximately 50% of customers who place an order, revisit

To convert re-visitors into buyers :



Discount/Promo coupons notified to emails

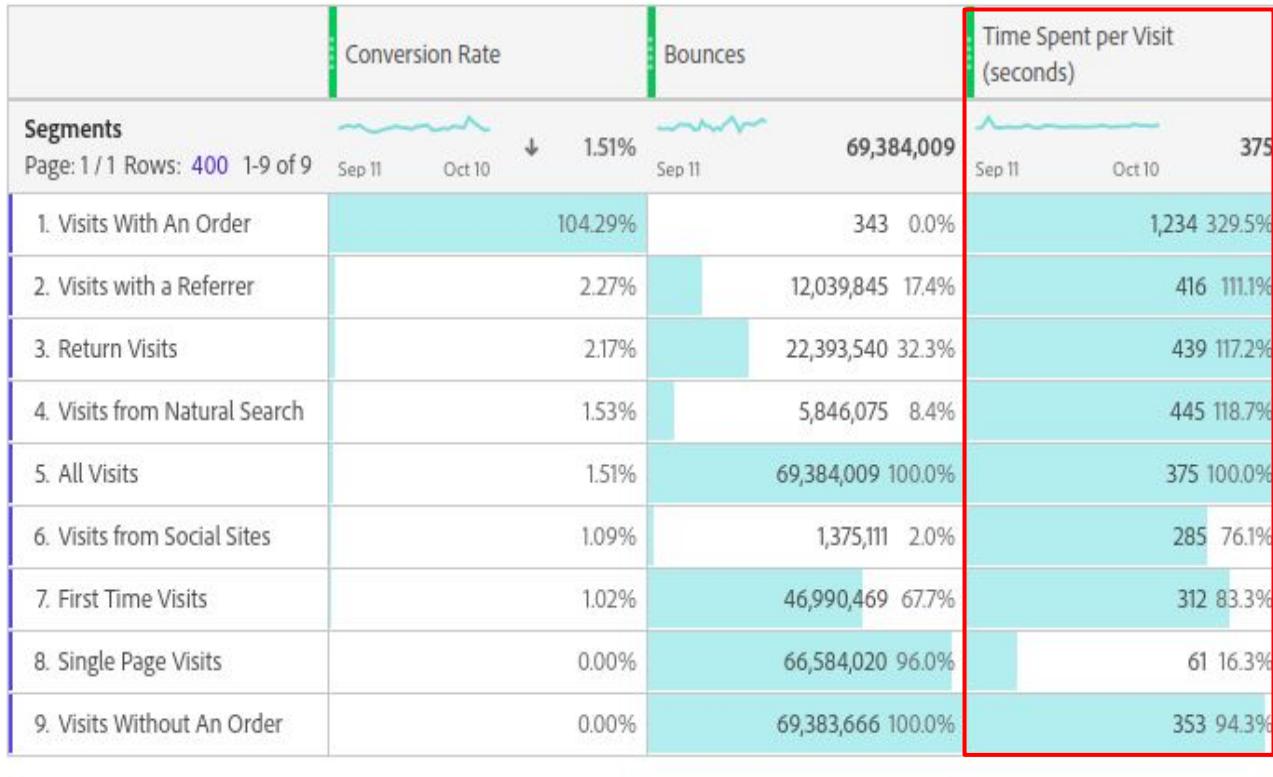


Compare two items



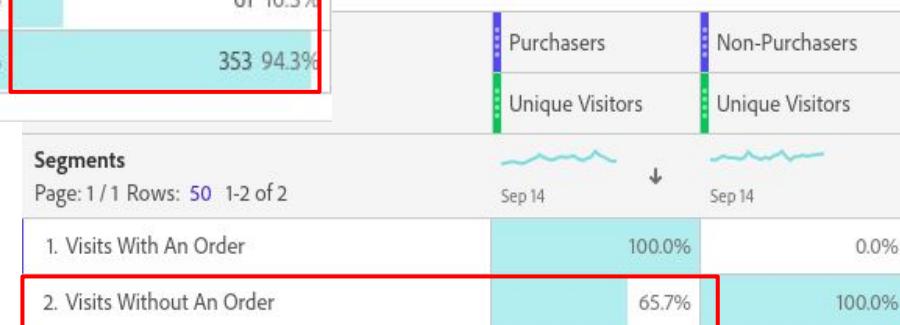
Referrals to earn money





Visits with an order ~20 Mins

Visits without an order ~ 6 Mins



Motivation for



	Visits Without An Order	Visits With An Order	All Visits	
11. Product Wall Views (e35) / Visitors	2.31	4.94	2.40	0.1%
12. Reloads / Visitors	2.20	7.48	2.34	0.1%
13. Visits / Visitors	1.51	1.09	1.52	0.1%
14. Searches / Visitors	1.31	1.63	1.33	0.1%
15. New Engagements / Visitors	1.02	0.55	1.02	0.0%
6. Endeca Filter Applied (e47) / Visitors	0.74	2.04	0.77	0.0%
17. Single Page Visits / Visitors	0.63	0.00	0.63	0.0%
18. Bounces / Visitors	0.58	0.00	0.58	0.0%
19. Cart Item Count (e106) / Visitors	0.30	5.35	0.41	0.0%
20. Onsite Searches - Successful (e2) / Visitors	0.30	0.85	0.32	0.0%
21. Onsite Search: User-Typed Used (e70) / Visitors	0.26	0.69	0.27	0.0%
22. Cart Opens (scOpen) / Visitors	0.14	2.53	0.19	0.0%

Motivation (Cont.,)

	Visits Without An Order	Visits With An Order	Difference Score
22. Page views / VISITORS	7.55	27.34	0.78
23. Reloads / Visitors	2.20	7.48	0.77
24. Product Position on Prod...	49.93	167.73	0.77
25. Product Views (e4) / Visit...	3.32	10.65	0.76
26. Onsite Searches - Succes...	0.30	0.85	0.74
27. Endeca Filter Applied (e4...	0.74	2.04	0.73

Users who are about to complete an order are focusing on fewer products -the act of comparison before they finalise the order.

We could use this behavior of customers to implement a new feature - Comparison Tab

Metrics	Visits Without An Order	Visits With An Order	All Visits
Page: 1 / 1 Rows: 50 1-2 of 2	707,532,164	51,201,368	758,733,532
1. Product Views	433,051,522	39,311,192	472,362,714 62.3%
2. Product Wall Views (e35)	274,480,642	11,890,176	286,370,818 37.7%

Comparison Tab

It is a simple interface that lets you compare 2 or 3 items. It can be as simple as a table with data populated.

Pros -

1. Easy to implement
2. Improves Engagement of Users
3. Since it's a brand new feature - we can obtain free publicity
4. Smooth User Experience
5. In this process of comparison, we can obtain more information about the user's interest and thus personalise our recommendations

APPLE



VS



MANDARIN
ORANGE

2.4 g	Fiber	1.8 g
107 mg	Potassium	166 mg
5 mg	Magnesium	12 mg
3.4 mg	Choline	10.2 mg
4.6 mg	Vitamin C	26.7 mg
6 mg	Calcium	37 mg
54 IU	Vitamin A	681 IU

At what part of purchase experience are people logging in?

	Return Visits	Visits With An Order
	Unique Visitors	Unique Visitors
44. Checkout Step by Platform (c23):...	3.6%	69.1%
45. Page Name (v48): nikecom>chec...	3.6%	69.1%
46. Page Name (c7): nikecom>check...	3.8%	56.9%
47. Page Name (v48): nikecom>chec...	3.8%	56.9%
48. Page Click Activity (c3): nav:cart	9.8%	61.6%
49. Cart Item Count (v118): 1	12.9%	62.8%
50. Login Status (v4): logged in	14.7%	65.0%

	Visits With An Order	Visits Without An Order
	Unique Visitors	Unique Visitors
Login Status (v4)	2,796,288 out of 2,796,288 Oct 31	139,959,694 out of 139,959,694 Sep 10 Oct 14
Page: 1 / 1 Rows: 50		
1. not logged in	2,463,579 88.1%	134,099,509 95.8%
2. logged in	1,825,434 65.3%	9,123,395 6.5%
3. unite timeout	139,448 5.0%	5,685,029 4.1%
4. Unspecified	103,740 3.7%	1,605,644 1.1%
5. logged in:swo...	42,654 1.5%	147,258 0.1%
6. logged out	21,241 0.8%	448,085 0.3%
7. logged out	0 0.0%	5 0.0%

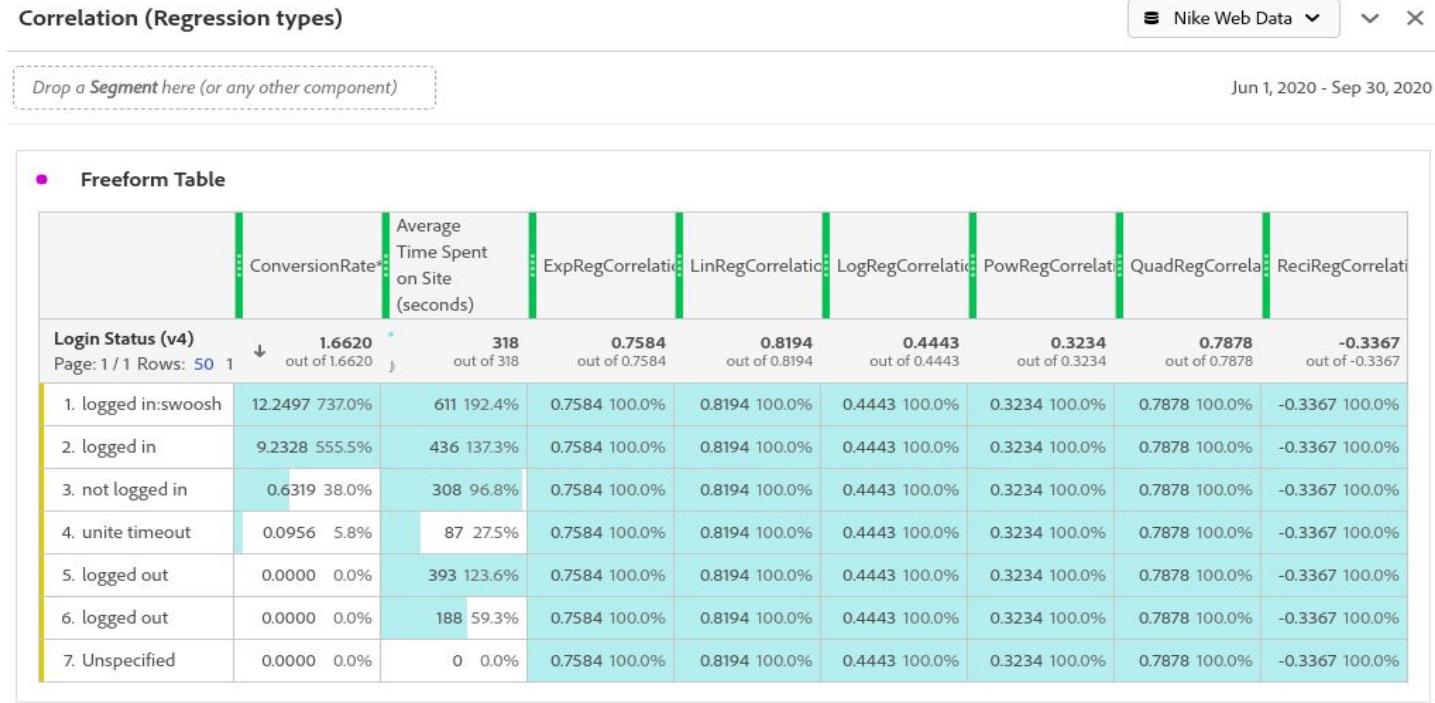


Login prompts during the session can improve the experience



Customers are usually logging in during checkout

Session Length v/s Conversion Rate



Correlation between Conversion rate and average time spent on site is Positive.

Higher correlation is observed with Linear Regression

Session Length(sec) vs Conversion Rate*100 (Regression Analysis)

Regression types(Y=Conversion Rate*100, X=Average time spent on site(sec))

Nike Web Data Jun 1, 2020 - Sep 30, 2020

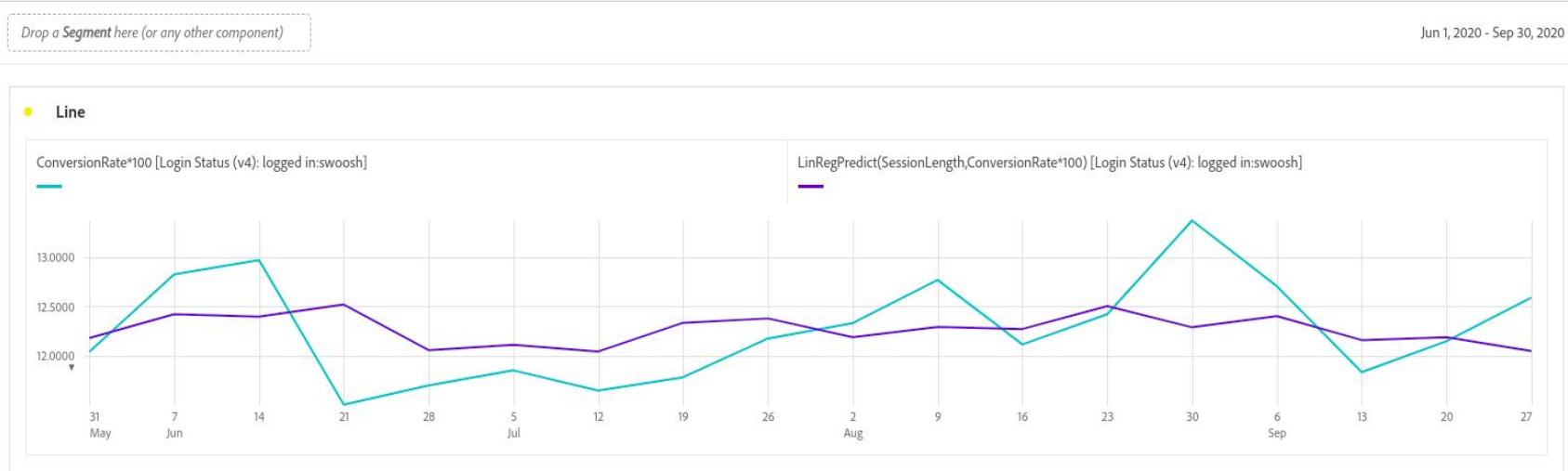
Drop a Segment here (or any other component)

● Freeform Table

	ConversionRate	Average Time Spent on Site (seconds)	ExpRegPredict	LinRegPredict	LogRegPredict	PowRegPredict	QuadRegPredict	ReciRegPredict
Login Status (v4) Page: 1 / 1 Rows: 50 1-7 of 7	1.6620 out of 1.6620	318 out of 318	1.5590 out of 1.5647	3.2273 out of 3.2424	4.1330 out of 4.1351	1.6401 out of 1.6409	1.3081 out of 1.3176	3.4733 out of 3.4762
1. logged in:swoosh	12.2496 737.0%	611 192.4%	8.8158 565.5%	10.3809 321.7%	4.8173 116.6%	1.9189 117.0%	9.6391 736.9%	4.1867 120.5%
2. logged in	9.2327 555.5%	436 137.3%	3.1363 201.2%	6.1136 189.4%	4.4643 108.0%	1.7697 107.9%	3.7439 286.2%	3.8766 111.6%
3. not logged in	0.6319 38.0%	308 96.8%	1.4675 94.1%	2.9777 92.3%	4.0988 99.2%	1.6273 99.2%	1.1563 88.4%	3.4238 98.6%
4. unite timeout	0.0956 5.8%	87 27.5%	0.4000 25.7%	-2.3890 -74.0%	2.7823 67.3%	1.2031 73.4%	0.1567 12.0%	-0.4456 -12.8%
5. logged out	0.0000 0.0%	393 123.6%	2.4264 155.6%	5.0539 156.6%	4.3545 105.4%	1.7256 105.2%	2.7042 206.7%	3.7568 108.2%
6. logged out	0.0000 0.0%	188 59.3%	0.7262 46.6%	0.0727 2.3%	3.5860 86.8%	1.4467 88.2%	0.0778 6.0%	2.4523 70.6%
7. Unspecified	0.0000 0.0%	0 0.0%	0.2388 15.3%	-4.5185 -140.0	Infinity	0.0000 0.0%	0.9595 73.3%	Infinity

Conversion rate higher for Logged in : swoosh

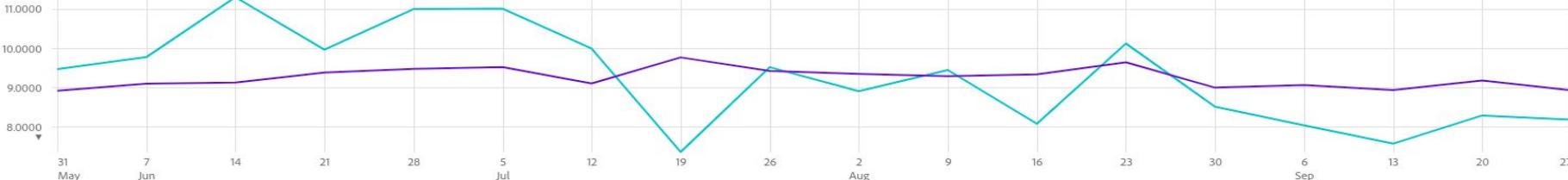
Conversion rate Predictions



Conversion Rate predicted using Linear Regression over the months (June - September) for Logged in : swoosh

Line (2)

ConversionRate*100 [Login Status (v4): logged in]



Panel (9)

Nike Web Data ▾

Drop a Segment here (or any other component)

Jun 1, 2020 - Sep 30, 2020

Line (2)

ConversionRate*100 [Login Status (v4): not logged in]

LinRegPredict(SessionLength,ConversionRate*100) [Login Status (v4): not logged in]



Conversion Rate predicted using Linear Regression over the months (June - September) for Logged in and Not logged in user's prediction (Linear Regression).

Least-Squares Error (Regression types)

Nike Web Data



Drop a Segment here (or any other component)

Jun 1, 2020 - Sep 30, 2020

Freeform Table

	ConversionRate	Average Time Spent on Site (seconds)	LSError(ExpReg)	LSError(LinReg)	LSError(LogReg)	LSError(PowReg)	LSError(QuadReg)	LSError(ReciReg)
Login Status (v4)	1.6620 out of 1.6620	318 out of 318	0.0106 out of 0.0095	2.4501 out of 2.4977	6.1059 out of 6.1160	0.0005 out of 0.0004	0.1252 out of 0.1186	3.2806 out of 3.2911
1. logged in:swoosh	12.2496 737.0%	611 192.4%	11.7908 1,000.0+	3.4919 142.5%	55.2385 904.7%	106.7224 1,000.0+	6.8147 1,000.0+	65.0105 1,000.0+
2. logged in	9.2328 555.5%	436 137.3%	37.1666 1,000.0+	9.7291 397.1%	22.7377 372.4%	55.6976 1,000.0	30.1270 1,000.0-	28.6880 874.5%
3. not logged in	0.6319 38.0%	308 96.8%	0.6983 1,000.0+	5.5028 224.6%	12.0193 196.8%	0.9908 1,000.0+	0.2750 219.6%	7.7947 237.6%
4. unite timeout	0.0956 5.8%	87 27.5%	0.0927 872.8%	6.1731 252.0%	7.2186 118.2%	1.2266 1,000.0+	0.0037 3.0%	0.2928 8.9%
5. logged out	0.0000 0.0%	393 123.6%	5.8873 1,000.0+	25.5416 1,000.0-	18.9618 310.5%	2.9778 1,000.0+	7.3125 1,000.0+	14.1135 430.2%
6. logged out	0.0000 0.0%	188 59.3%	0.5273 1,000.0+	0.0053 0.2%	12.8591 210.6%	2.0929 1,000.0+	0.0061 4.8%	6.0139 183.3%
7. Unspecified	0.0000 0.0%	0 0.0%	0.0570 537.2%	20.4168 833.3%	Infinity	0.0000 0.0%	0.9206 735.1%	Infinity

The error is lower for linear regression

Drop a Segment here (or any other component)

Revenue (Android vs iOS)

Aug 1, 2020 - Sep 30, 2020

• Freeform Table

	Revenue / Visits	iOS	Android	Revenue / Visitor	iOS	Android	Revenue / Order	iOS	Android
	Revenue / Visits	Revenue / Visits	Revenue / Visits	Revenue / Visitor	Revenue / Visitor	Revenue / Visitor	Revenue / Order	Revenue / Order	Revenue / Order
Login Status (v4) Page: 1 / 1 Rows: 400	\$1.97 ↓ out of \$1.97	\$1.39 out of \$1.39	\$1.22 out of \$1.22	\$3.28 out of \$3.28	\$2.16 out of \$2.16	\$2.32 out of \$2.32	\$124.68 out of \$124.68	\$113.53 out of \$113.53	\$109.41 out of \$109.41
1. logged in:swoosh	\$15.31 775.5%	\$13.13 945.5%	\$11.08 907.7%	\$61.82 1,000.0	\$41.43 1,000.0	\$83.76 1,000.0	\$122.82 98.5%	\$116.25 102.4%	\$116.82 106.8%
2. logged in	\$11.35 575.0%	\$19.51 1,000.0	\$5.12 419.1%	\$30.47 929.6%	\$38.28 1,000.0	\$24.58 1,000.0	\$131.39 105.4%	\$115.30 101.6%	\$111.49 101.9%
3. not logged in	\$0.72 36.3%	\$0.59 42.4%	\$0.56 45.8%	\$1.13 34.5%	\$0.90 41.8%	\$0.98 42.1%	\$113.93 91.4%	\$111.41 98.1%	\$106.86 97.7%
4. unite timeout	\$0.13 6.5%	\$0.14 9.9%	\$0.11 8.7%	\$0.15 4.5%	\$0.16 7.2%	\$0.13 5.5%	\$76.15 61.1%	\$73.97 65.2%	\$74.59 68.2%
5. logged out	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	Invalid	Invalid	Invalid
6. Unspecified	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	\$0.00 0.0%	Invalid	Invalid	Invalid
7. logged out	\$0.00 0.0%	Invalid	\$0.00 0.0%	\$0.00 0.0%	Invalid	\$0.00 0.0%	Invalid	Invalid	Invalid

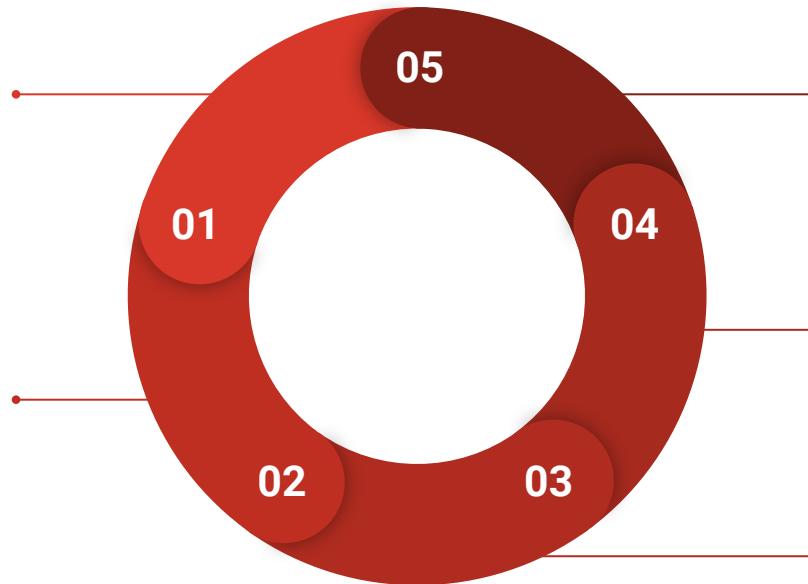
Although iOS users are significantly more than Android users, the revenue generated per android user is more. Probably, it could be due to the intervention of google search engine recommendations.

Engagement Recommendations at a glance!

PRODUCT REVIEWS

MEMBERSHIP BENEFITS

Add benefits on the login page, create referrals to make more people a part of the community



DEALS ON HOME PAGE/ EXIT PAGE

Better showcase can lead to lesser bounces

PRODUCT COMPARISON TABS

LOGIN PROMPTS

When session length exceeds 3 mins

SWOT Analysis of NIKE





Thank You!

Signing off, Team Just Dobe it!