Toys, Puzzles and Games

Team 5
May 3, 2023

Agenda:

- Introduction

- Initial Analysis

- SEO Strategies

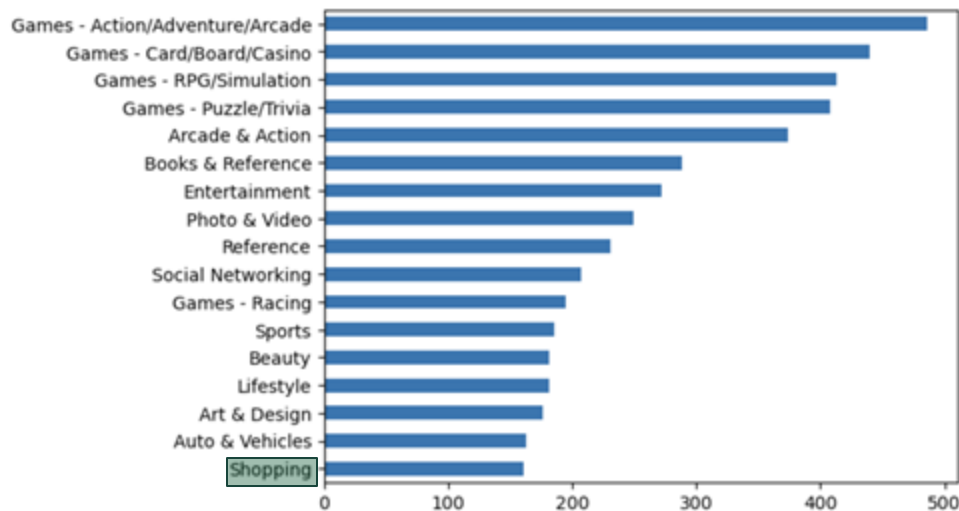- Behavioral Analysis

- Conclusion

Introduction:

- Analysis on a focus group of users and holistically

- Category: Toys, Puzzles and Games

- Most used datasets: Shopper, App, Media, Web
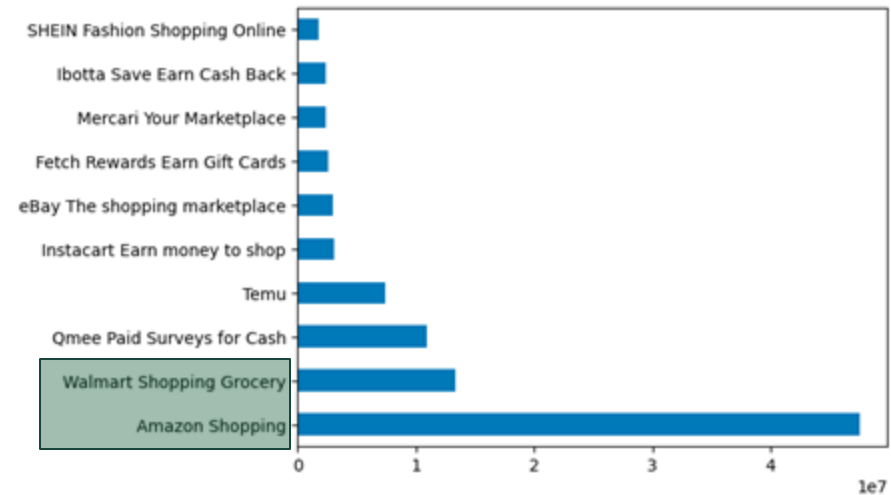
- Technology utilized: Python, R, Power BI

Initial Analysis: App & Shopper Exploration

Average time spent by users	Total time spent shopping

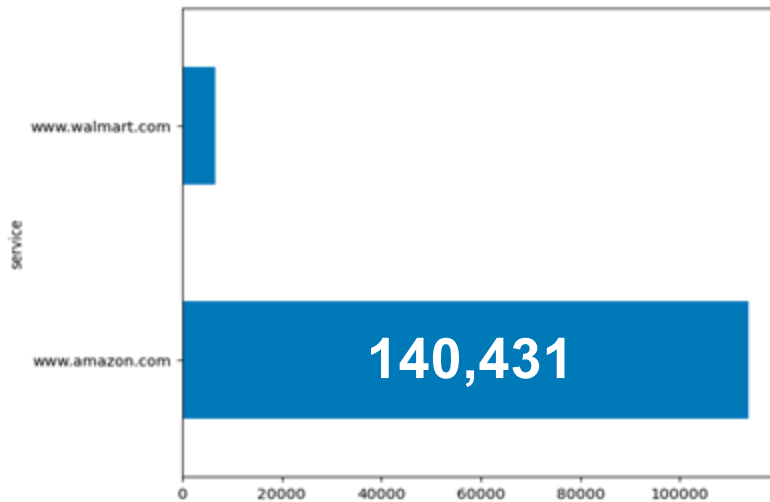Total Shopping Duration - 1,481.5 Days, averaging 161 seconds
Amazon Duration - 549.7 Days, averaging 188 seconds

Time shopping - Amazon - **37%**, Walmart - **10%**

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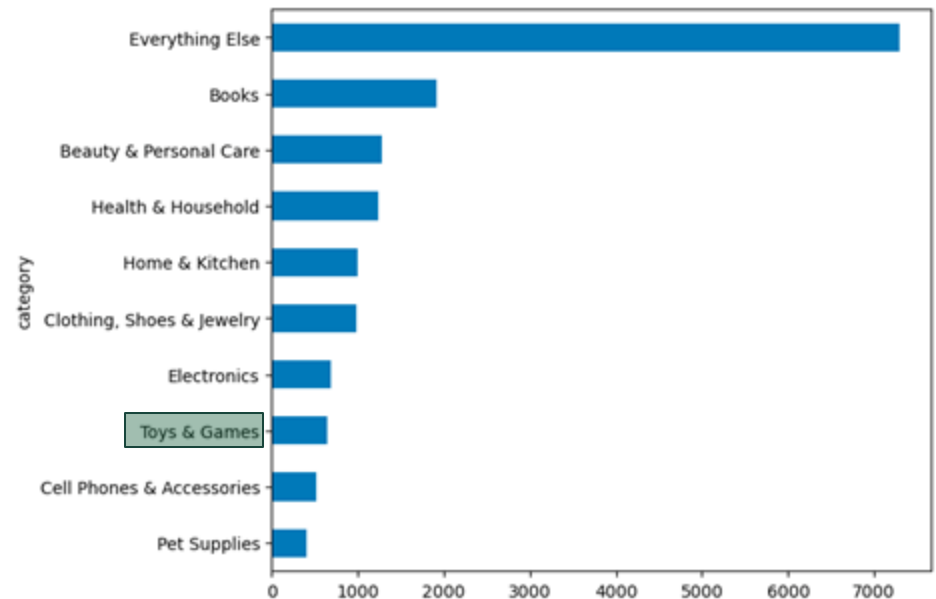# Initial Analysis: App & Shopper Exploration

Total Purchases

140,431

Across Categories

Purchases across categories

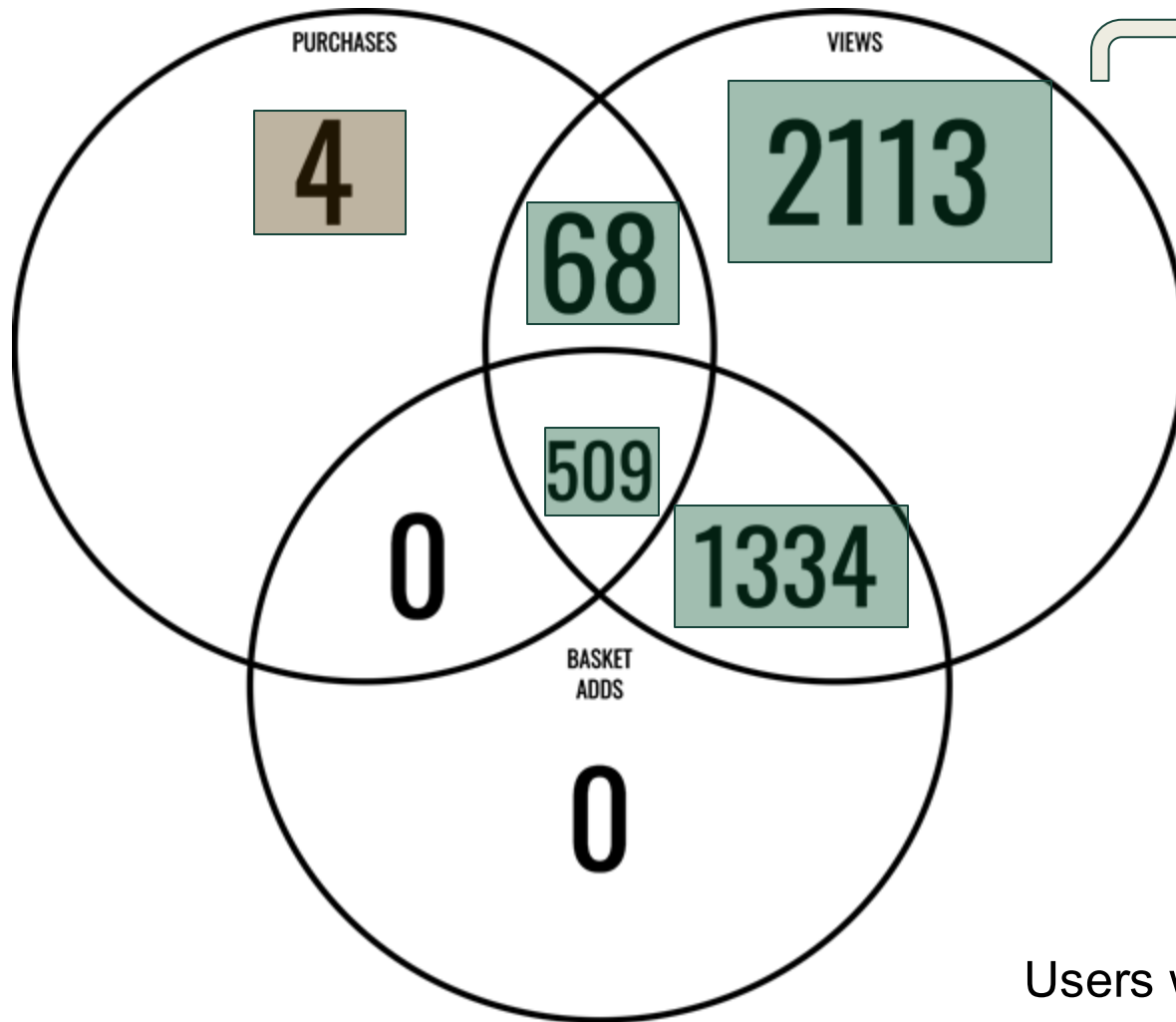Total Purchases - 140,431 | Toys & Games Purchases - 641*

Category Purchases account for **0.45%** for our Users

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* not including keyword search

Initial Analysis: Shopper Exploration

Unique users - **4,028**

Statistics

Product Page View - **115,888**

Add to Basket - **28,982**

Purchase - **1,145**

Users with multiple purchases - **465**

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Initial Analysis: Shopper Exploration

User Conversion Rate - **17%** | Product Conversion Rate - **0.42%**

Initial Analysis: Category Statistics

Shopper Data - Most Viewed Products that were Purchased

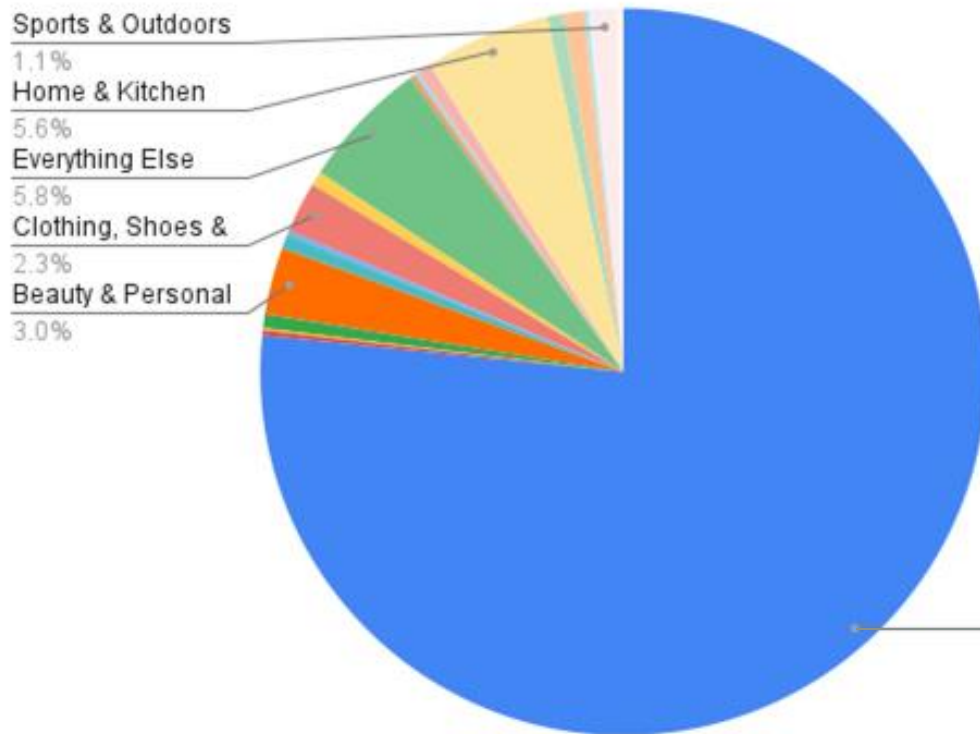| productname	Add to Basket	Product Page View	Purchase
Seagate Game Drive for Xbox 2TB External Hard Drive Portable HD	9	47	1
Fashion Fidgets Sensory Toy Dolls Push Pop Fidget Toy Includes	16	41	1
Xbox Game Pass Ultimate 1 Month Membership Digital Code	14	37	4
CHAREX 18 Inch Reborn Baby Dolls Silicone Full Body Handmade Li	7	34	4
Baby Alive Sudsy Styling Doll Black Hair Includes 12 Inch Baby	16	32	1
Delta Children Deluxe Multi Bin Toy Organizer with Storage Bins	3	32	1
Xbox Game Pass Ultimate 3 Month Membership Digital Code	15	32	3
Amazon s Holiday Kids Gift Book Share The Adventure Toys Games	14	31	1
Razer Kishi Mobile Game Controller Gamepad for Android USB C Xbo	5	31	1
Whoobli Punching Bag for Kids Incl Boxing Gloves 3 10 Years Old	9	28	2

Initial Analysis: Category Statistics

Shopper Data - Most Viewed Products that were not Purchased

productname	Add to Basket	Product Page View	Purchase
SHASHIBO Shape Shifting Box Award Winning Patented Fidget Cube	35	135	0
Flever Dollhouse Miniature DIY House Kit Creative Room with Fur	36	77	0
Pokemon Trading Card Game Pokemon GO Tins 1 of 3 tins chosen at	15	61	0
5 Surprise Toy Mini Brands Series 2 Capsule Collectible Toy By Z	13	54	0
Ride On Electric Bumper Car for Kids Toddlers 12V 2 Speed Ages	6	52	0
Ultimate Rare Card Bundle 100 Cards 5 foil Cards 5 Rare Cards 5	13	48	0
Pokémon Assorted Cards 50 Pieces Toys Games	16	45	0
The Original AIR FORT Build A Fort in 30 Seconds Inflatable For	6	44	0
LAEGENDARY Fast RC Cars for Adults and Kids 4x4 Off Road Remote	17	43	0
KidKraft Matilda Wooden Dollhouse with EZ Kraft Assembly Balcon	10	42	0

Initial Analysis:

Adjacent categories our panelists are buying in the same shopping trip:

Sports & Outdoors
1.1%
Home & Kitchen
5.6%
Everything Else
5.8%
Clothing, Shoes &
2.3%
Beauty & Personal
3.0%

76.6%

SEO Strategies:

- Shopper Data Search Terms
- Key search terms vary by Age Demographic
- Older demographic leans toward popular brand names
- Younger demographic leans towards product description and age description.

Older Age Search Terms:
- Nintendo
- Xbox
- Kindle
- Lego
- Nerf
- Pokemon

Younger Age Search Terms:
- Kid, Baby, Toddler, age
- Boy/ Girl
- Dinosaur
- Plush
- Bubbles

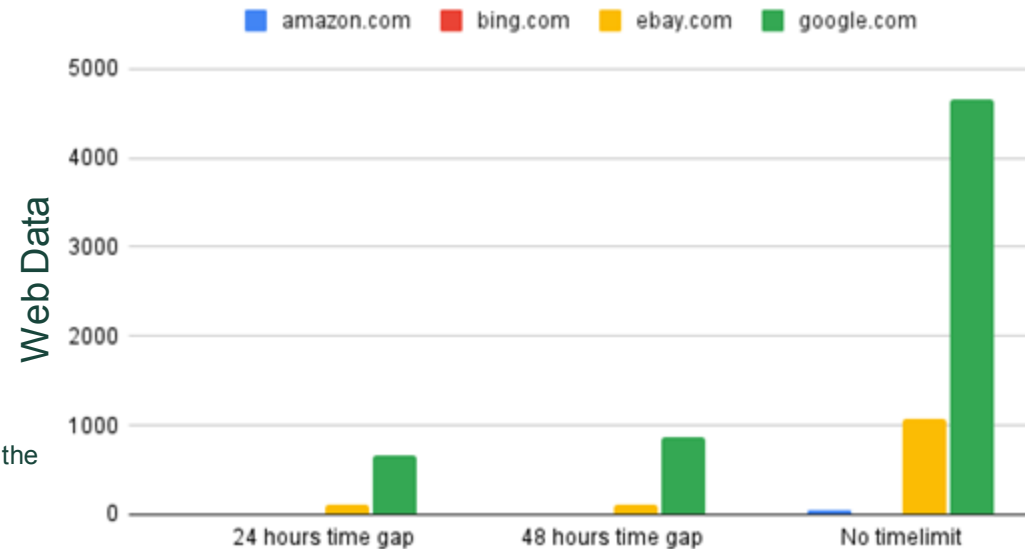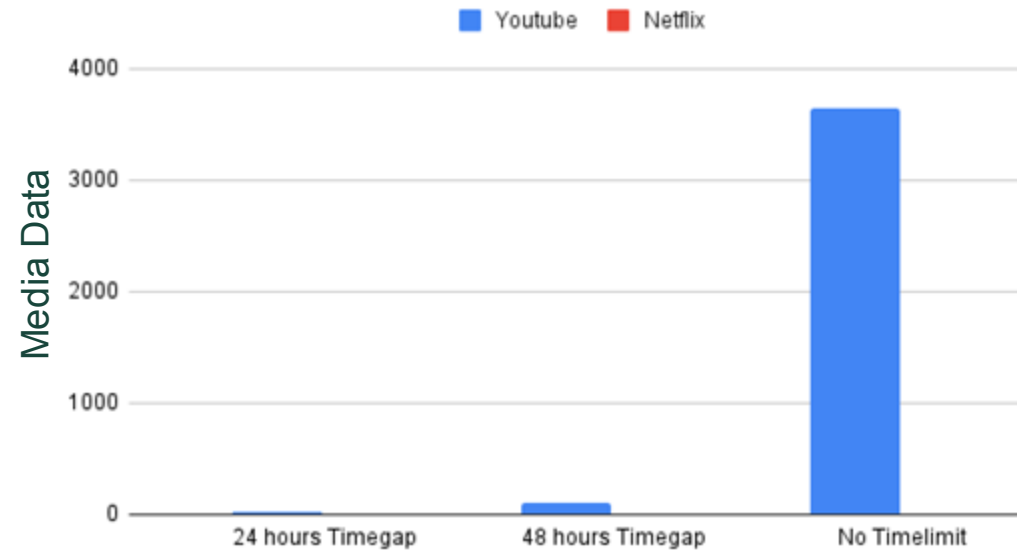Broad College of Business
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SEO Strategies:

Research Pattern of our category panelists:

with atleast 2 keywords from product name matching with the search term in web data and title in media data.

Youtube · Netflix

Media Data

- 4000
- 3000
- 2000
- 1000
- 0

24 hours Timegap · 48 hours Timegap · No Timelimit

amazon.com · bing.com · ebay.com · google.com

Web Data

- 5000
- 4000
- 3000
- 2000
- 1000
- 0

24 hours time gap · 48 hours time gap · No timelimit

SEO Strategies:

Research Pattern of our category panelists:

- Most Searched Words on Google and Youtube
- Out of 581 panelists, only 56 people research on web and 62 people research on media.
- On an average, a person researches 103 times on web and 59 times on media before purchasing a product.
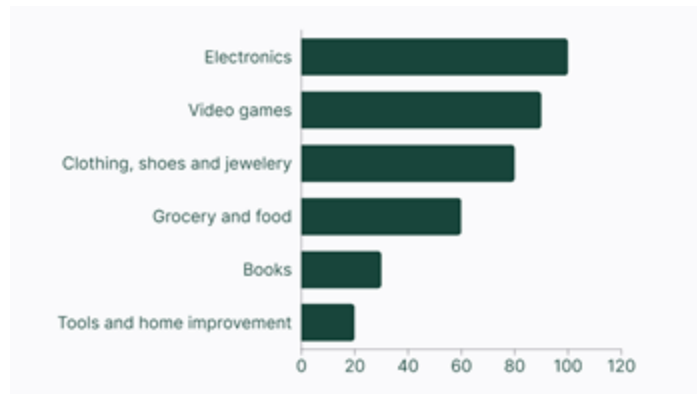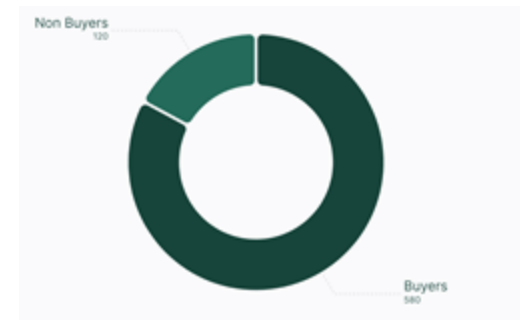
Media Data
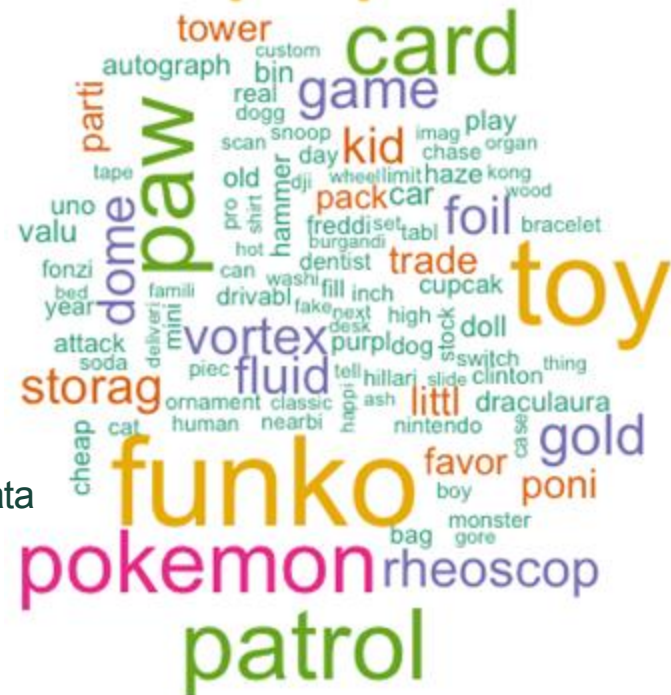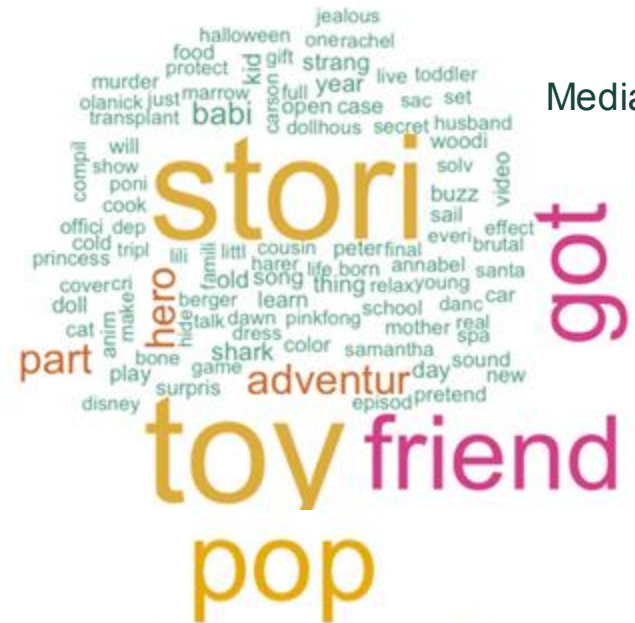
Web Data

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Behavioral Analysis:
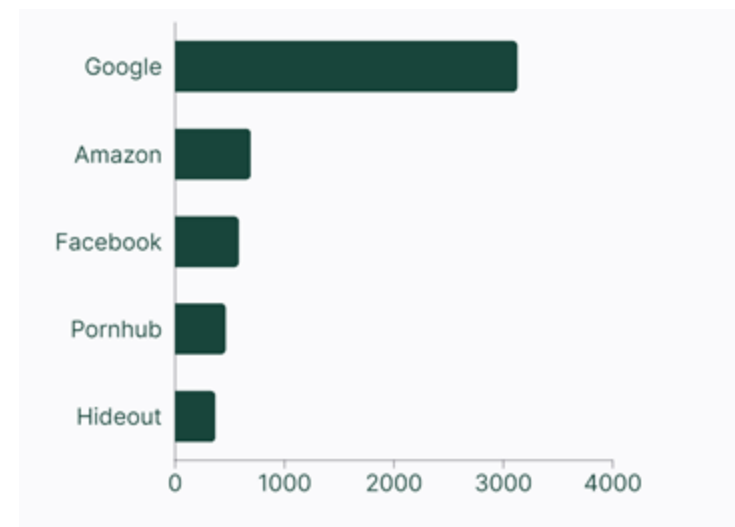
Time spent on categories other than focused group

Focal category buyers

Ideal places to advertise

With 60% of buyers spending their time on Google, it is deemed the prime location for advertising.

Behavioral Analysis:

Top 5 digital retailer

We have identified three primary modes through which consumers arrive at the product website :

- 36% of users are directed to the product page through search engine prompts.
- 34% of individuals access the product page through social media advertisements.
- 31% of people are well-informed about the product they seek and directly navigate to the product page via apps.

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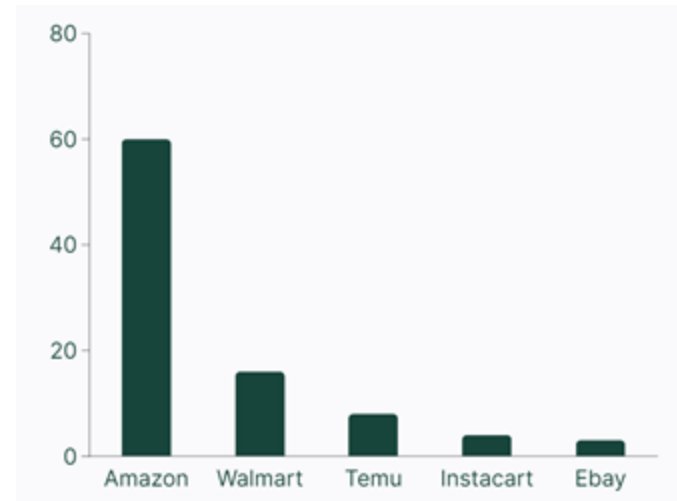
Behavioral Analysis: Focus Group Site Visits

pagedomain	Time in Days
google.com	9721.015081
m.facebook.com	1307.493345
pornhub.com	1045.698970
fortunecoins.com	811.979549
lobby.chumbacasino.com	693.576250
walmart.com	622.139896
xvideos.com	587.465961
funrize.com	532.932685
www.google.com	521.403900
xnxx.com	507.249525

Conclusion:

Based on our analyses, the following are our recommendations:

- **Increase category visibility and promotion** to boost its percentage of shopping trips.
- **Simplify in-app purchase journey** for ease of finding products and checkout.
- **Offer promotions or discounts on top viewed products** to encourage purchases.
- **Conduct A/B testing** to optimize app and website design and functionality.

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