Conversion Rate Project

Findings and conclusions

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Description
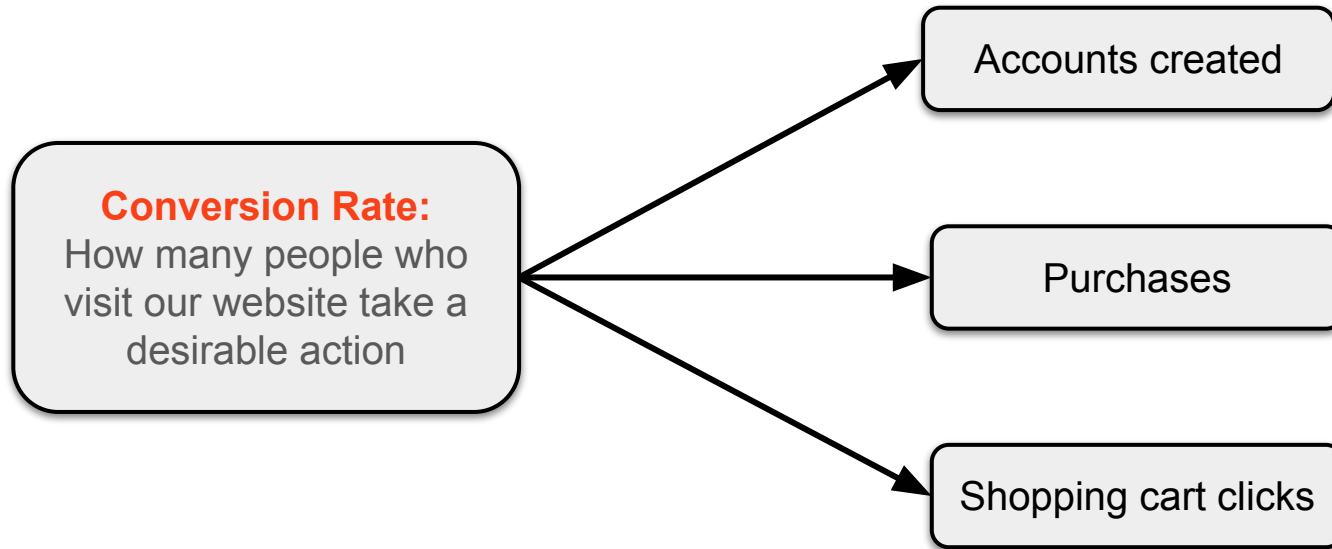
Before starting, it is important to specify: **What is conversion rate?**

Conversion Rate:
How many people who visit our website take a desirable action

Accounts created

Purchases

Shopping cart clicks

Description

This project aims to shed light on **how weekly conversion rates behave over time** by using the conversions_data_set.

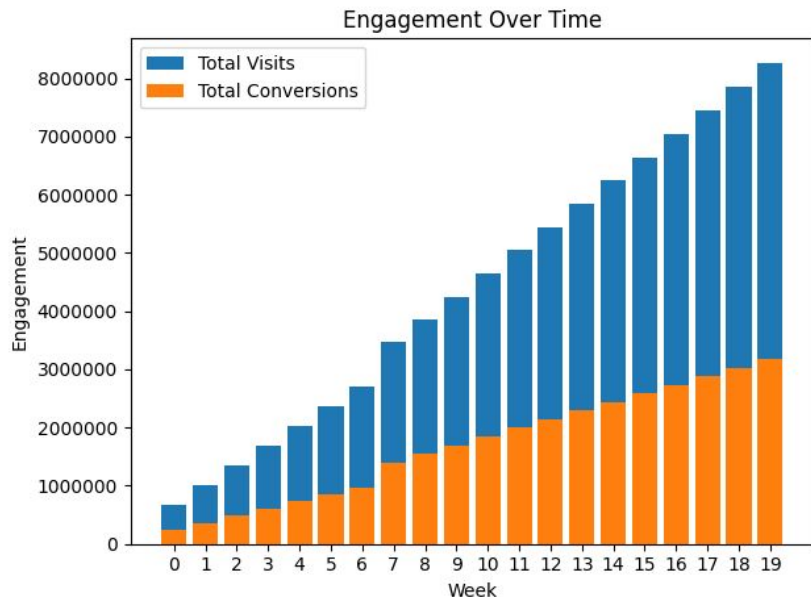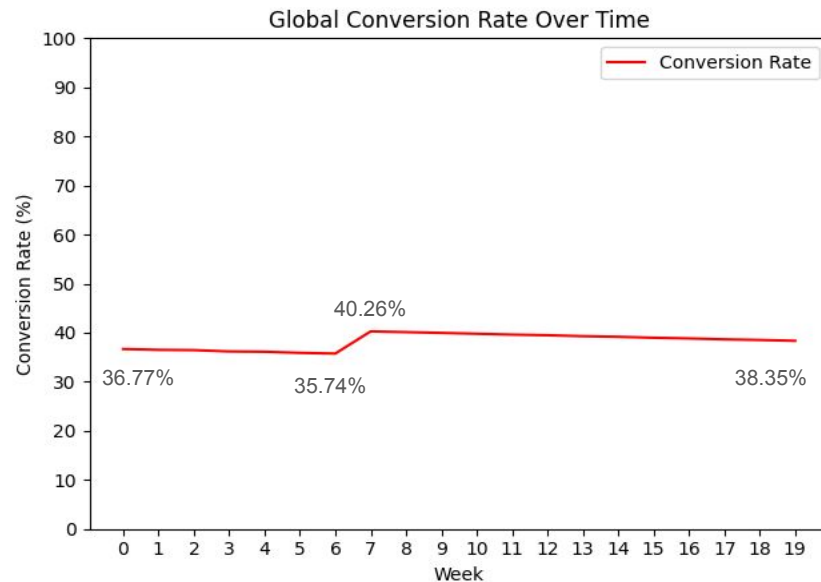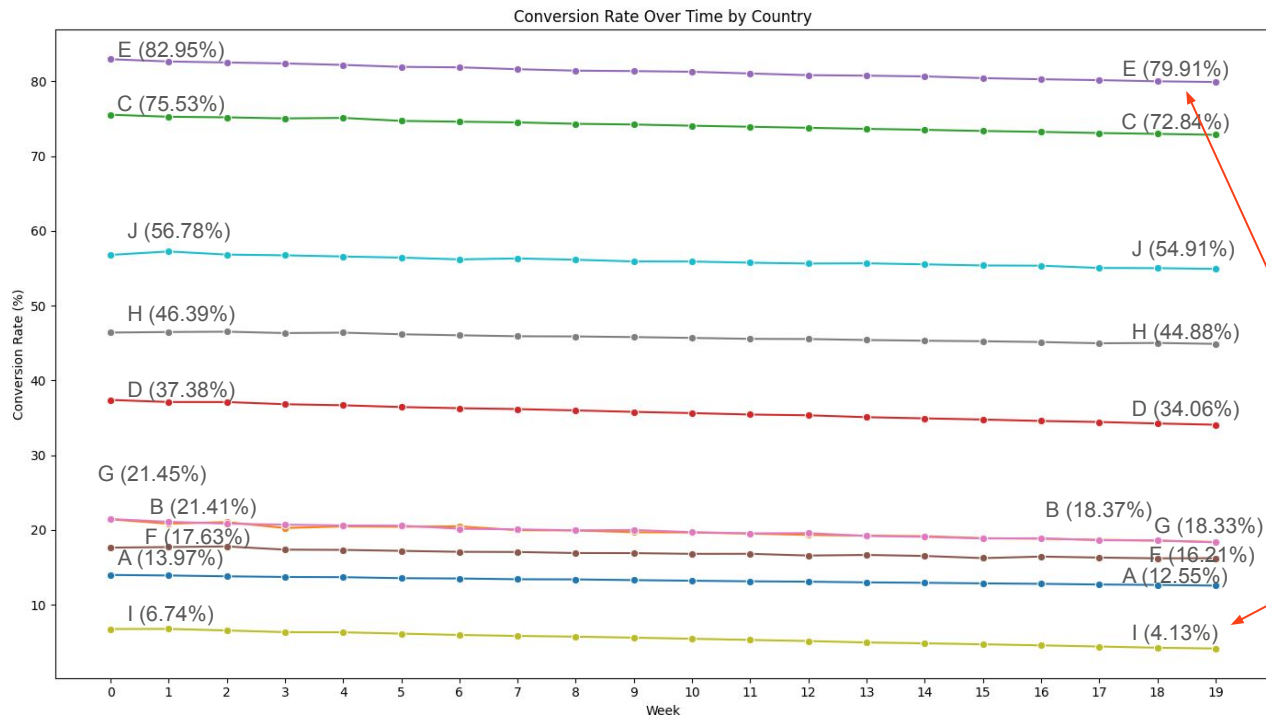| Specific questions |
|---|
| What is the weekly conversion rate across all **countries** over time? |
| What is the weekly conversion rate across all **browser types** over time? |
| Are there notable **patterns**? How would you explain the findings? |
| Did overall conversion rate **increase** or **decrease**? What could be causing it? |

Quick overview

Both metrics seem to be consistently growing.

The overall conversion rate is **38.74%**

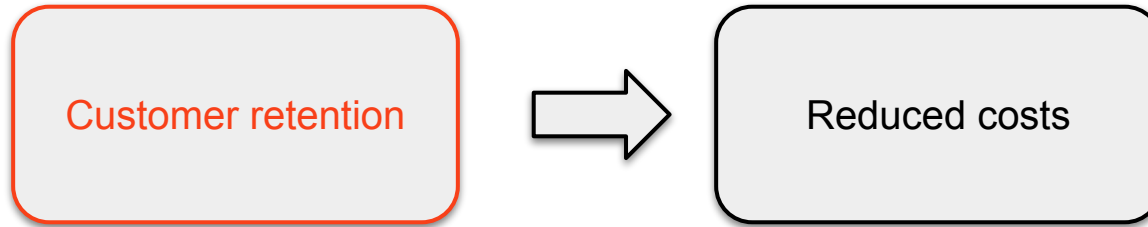# *What is the weekly conversion rate across all countries over time?*

Conversion Rate Over Time by Country

All countries showcase **similar trends**:
- Slight & steady ↘
- Relatively stable

However, there is a…
difference of >75% between the top and bottom countries
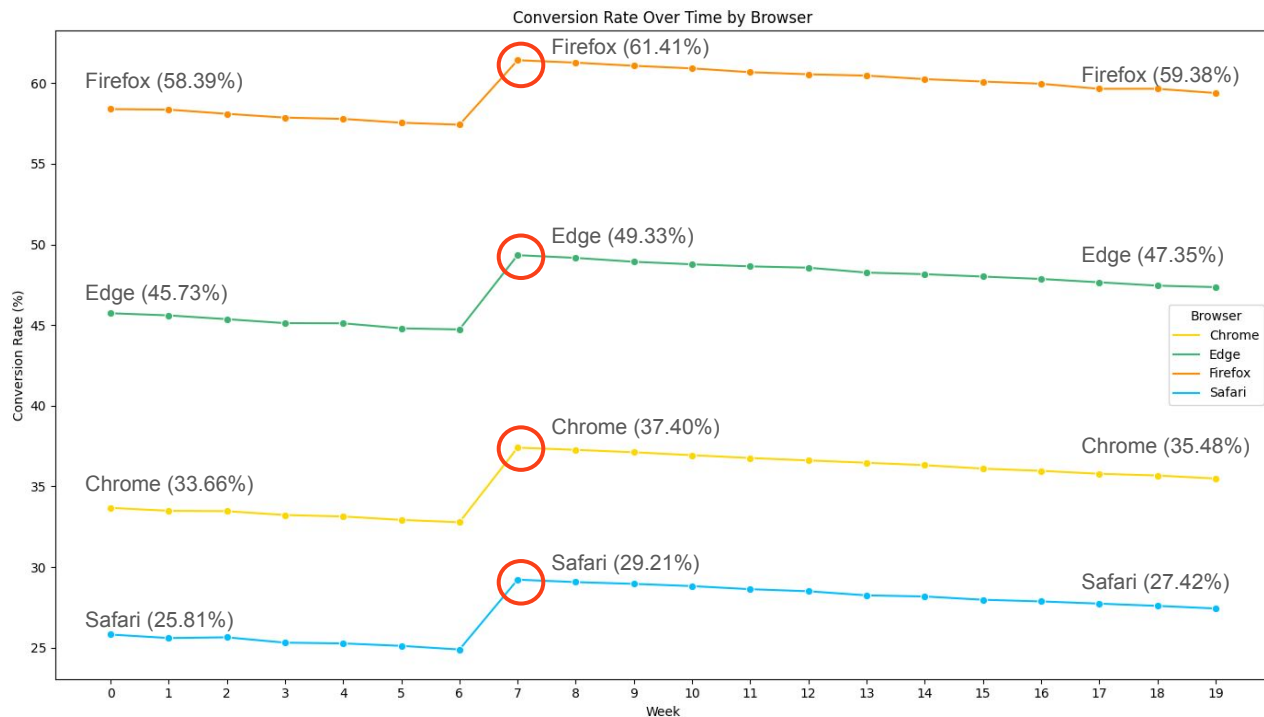
Possible explanations and insights…

The **steadiness** all the countries share could be a signal of:

Customer retention ➡ Reduced costs

The **disparity** between top countries (E, C, J) and bottom countries (B, G, F, A, I) could be attributed to:

Potential localization issues

More/Less effective marketing in the countries ➡ Need to adapt to the country

What is the weekly conversion rate across all browser types over time?

Conversion Rate Over Time by Browser

All browsers also show **similar trends**:
- Weeks 0-6 ↘
- Spike in week 7
- Weeks 7-19 ↘

There is a **consistent disparity** among every browser.

Possible explanations and insights…

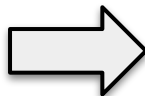The **spike in week 7** could possibly be explained by:

A successful marketing campaign	Changes in the website design	Seasonal effects *

The **consistent disparity** between browsers may be due to:

More/Less user friendly experience in the platform ➡ Need to adapt to each browser

*Would need exact dates and more context to make the assumption, as the countries graphs did not show that trend.

Conclusion: Did overall conversion rate increase or decrease? What could be causing it?

Global Conversion Rate Over Time
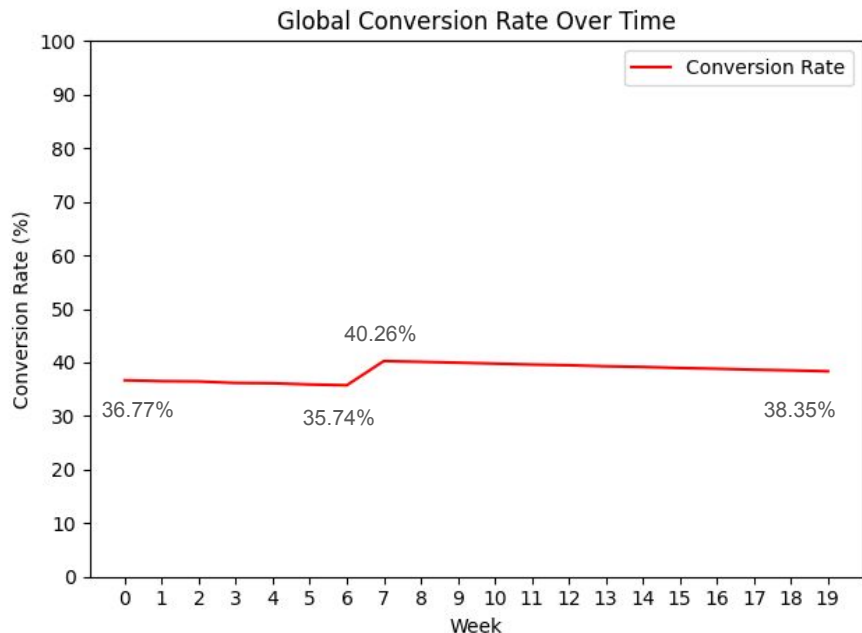
The conversion rate had an **overall increase** in comparison to week 0.
But only **from week 7 onwards**.

Possible causes:
- Changes in the website design.
- Marketing campaigns done in week 7.
- Seasonal effects*.

Opportunities:
- Adaptation to bottom countries.
- Improvement of Safari interface.

*Would need exact dates and more context to make the assumption, as countries graphs did not show that trend.

Want to further explore the data? Access an ***interactive dashboard*** *via the QR code or link below!*

Resources used:

Data from conversions_data_set.csv

SQL script for the figures.

Python script for the graphics.

References

Conversion Sciences. (2019, July 5). *Why is my Conversion Rate Dropping? 8 Common Reasons.*
https://conversionsciences.com/why-is-my-conversion-rate-dropping-8-common-reasons/

Mehta, J. (2023, November 17). The importance of customer retention in conversion rate optimization. *Abmatic AI*.
https://abmatic.ai/blog/importance-of-customer-retention-in-conversion-rate-optimization

Van Zeghbroeck, J. (2020, March 10). How You Should Be Looking at Conversion Rates. *Medium*.
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