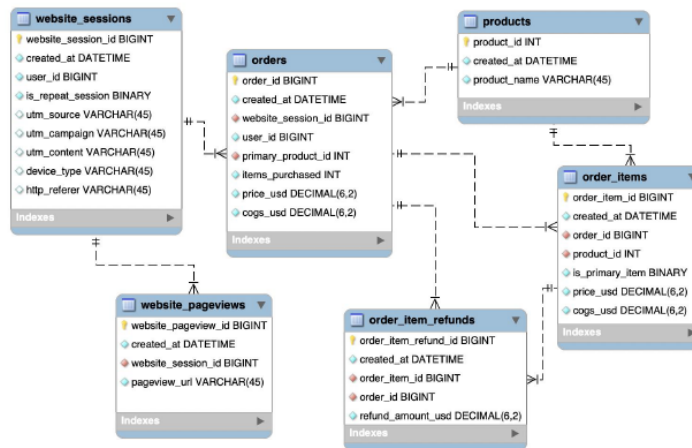# OVERVIEW OF THE **MAVEN FUZZY FACTORY DATABASE**

We will be working with six related tables, which contain eCommerce data about:

- **Website Activity**
- **Products**
- **Orders and Refunds**

We'll use MySQL to understand how customers access and interact with the site, analyze landing page performance and conversion, and explore product-level sales.

1. IDENTIFYING TOP WEBSITE PAGES

Let's pull most-viewed website pages, ranked by session volume.

pageview_url	pvs
/home	10403
/products	4239
/the-original-mr-fuzzy	3037
/cart	1306
/shipping	869
/billing	716
/thank-you-for-your-order	306

It definitely seems like the homepage, the products page, and the Mr. Fuzzy page get the bulk of our traffic. We should dig into whether this list is also representative of our top entry pages and analyze the performance of each of our top pages to look for improvement opportunities.

2. IDENTIFYING TOP ENTRY PAGES

landing_page_url	sessions_hitting_this_landing_page
/home	10714

It looks like our traffic all comes in through the homepage right now. We should next analyze landing page performance, for the homepage specifically and think about whether or not the homepage is the best initial experience for all customers.

3. CALCULATING BOUNCE RATES

sessions	bounced_sessions	bounce_rate
11048	6538	0.5918

All of our traffic is landing on the homepage right now. We should check how that landing page is performing. We got almost a 60% bounce rate. That's pretty high, especially for paid search, which

should be high quality traffic. We should keep an eye on bounce rates, which represent a major area of improvement.