

Capstone Project

USER BEHAVIORS ANALYSIS ON MYEDUSOLVE WEBSITE (JANUARY-JUNE 2023)

Pathway **Data Analyst**
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BUSINESS UNDERSTANDING

Project Objectives

What kind of user behaviors lead them to engage in purchase-related activities on the MyEduSolve website?

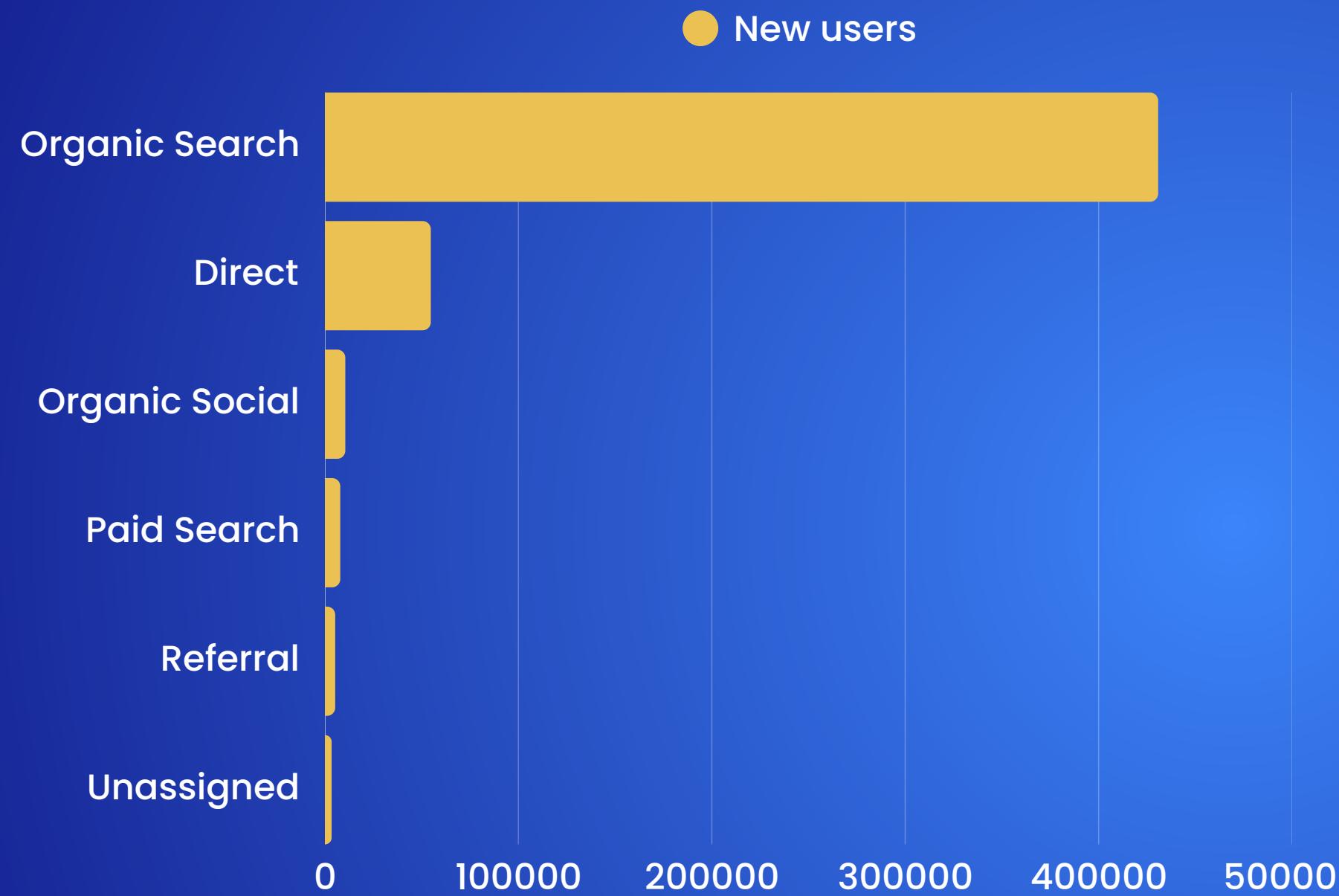
Data Source

Google Analytics MyEduSolve (January–June 2023)

Tools

Python, Excel, Looker Studio

USER ACQUISITION



Organic search traffic sources attract **the most** new users.

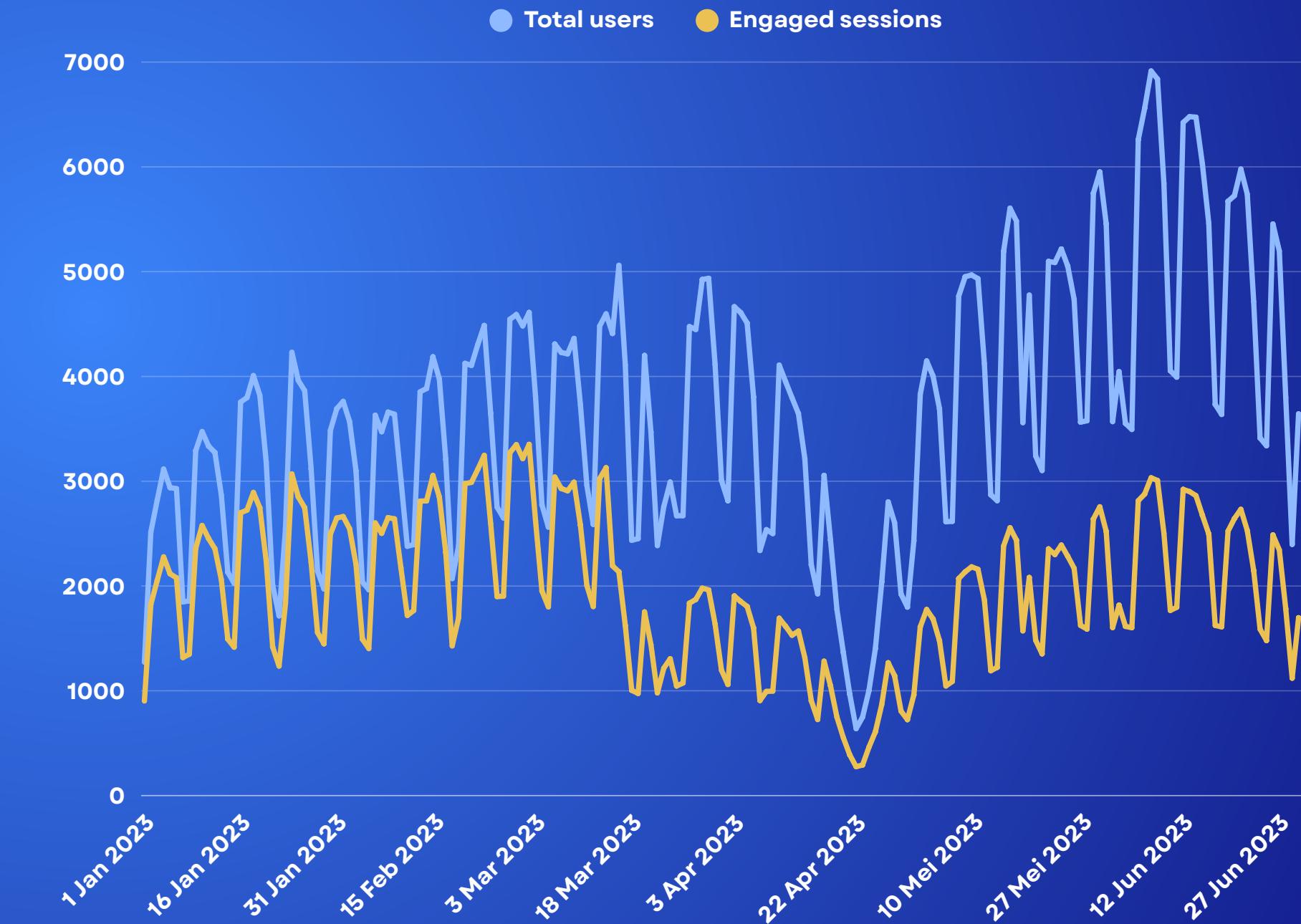
USER ENGAGEMENT



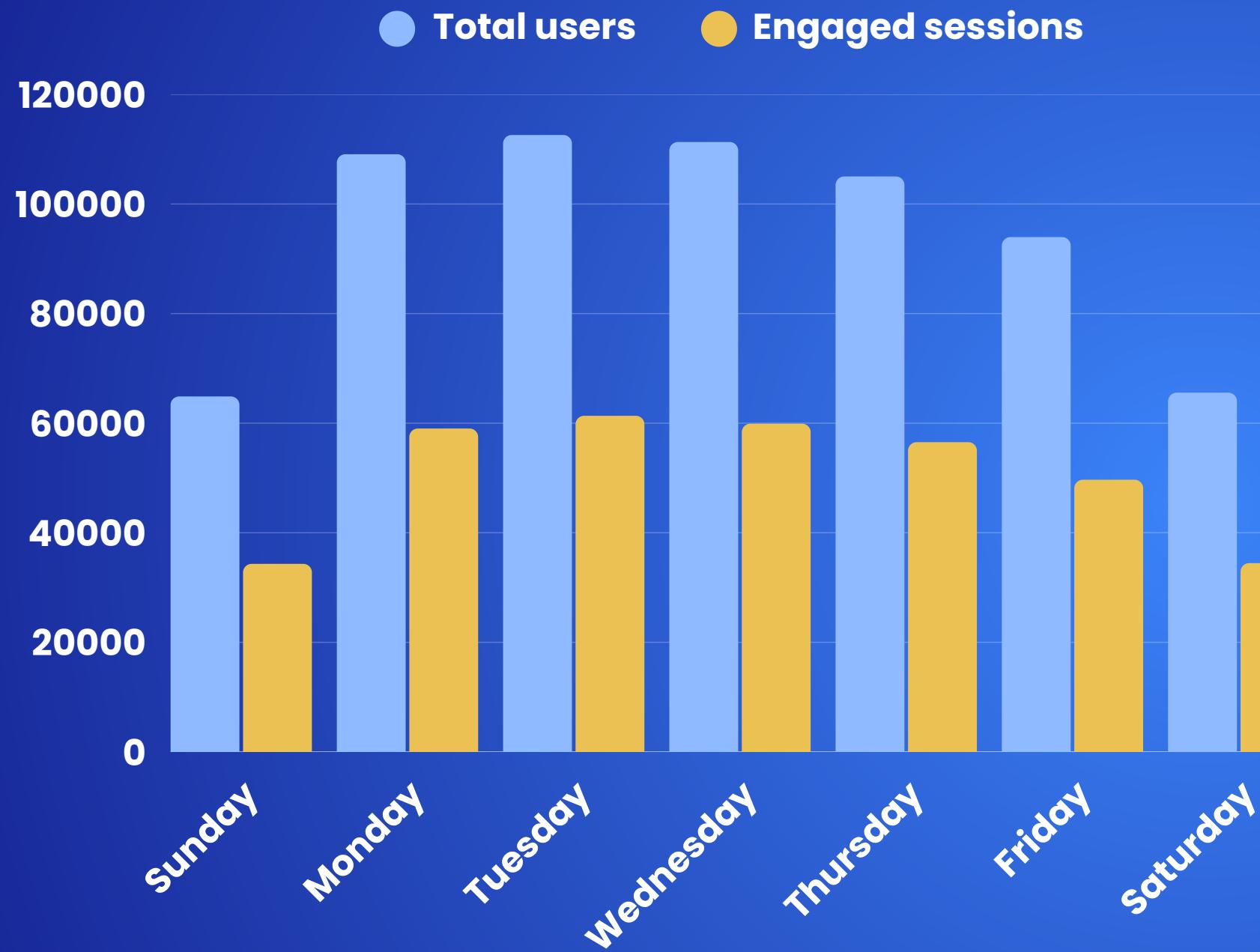
Total users and engaged sessions decreased in April, specifically during Eid al-Fitr.



Total users and engaged sessions have weekly seasonal trends.



USER ENGAGEMENT



Total users and engaged sessions were highest on Tuesday.

Total users and engaged sessions saw a significant decline over the weekend.

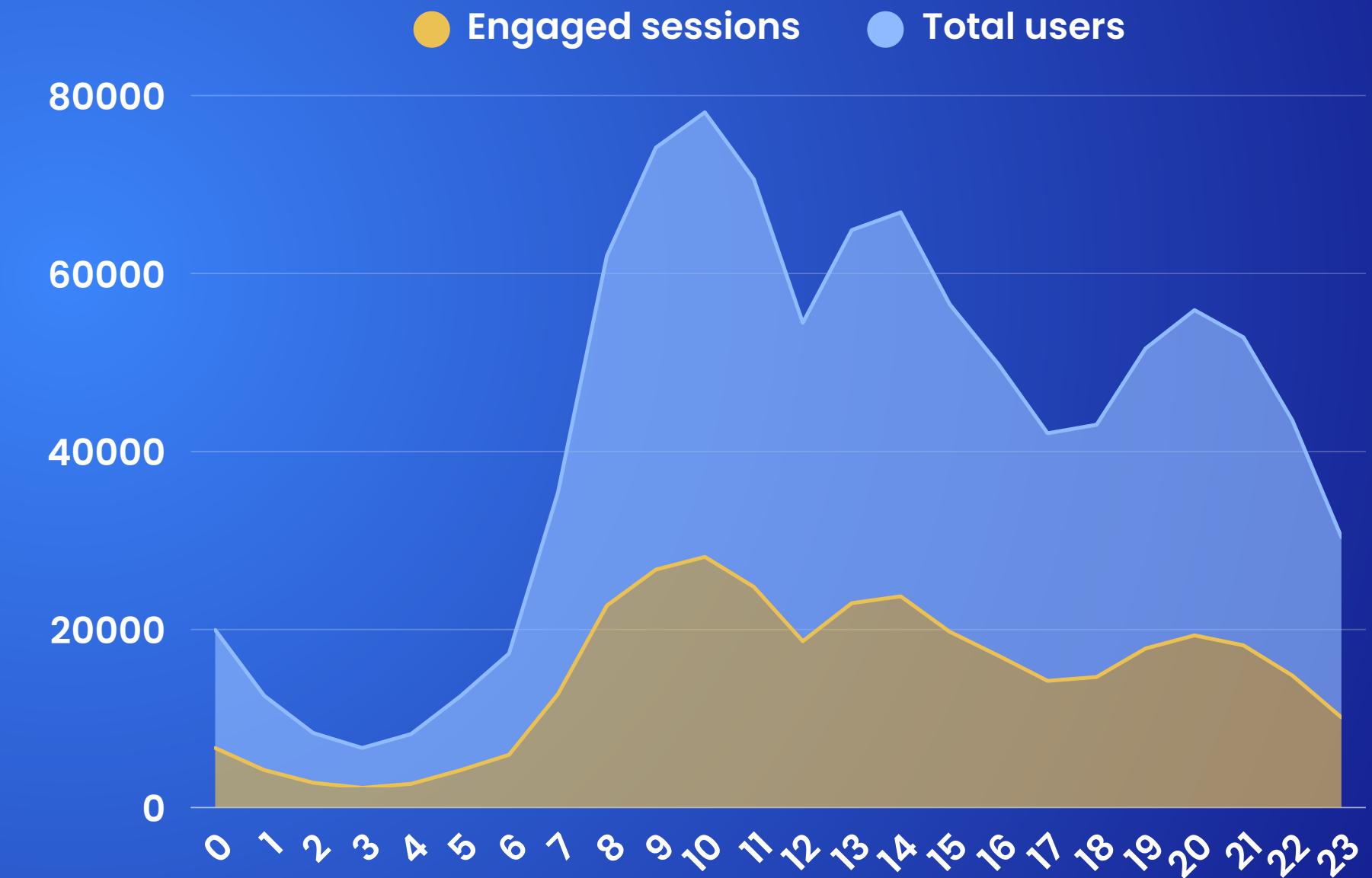
USER ENGAGEMENT



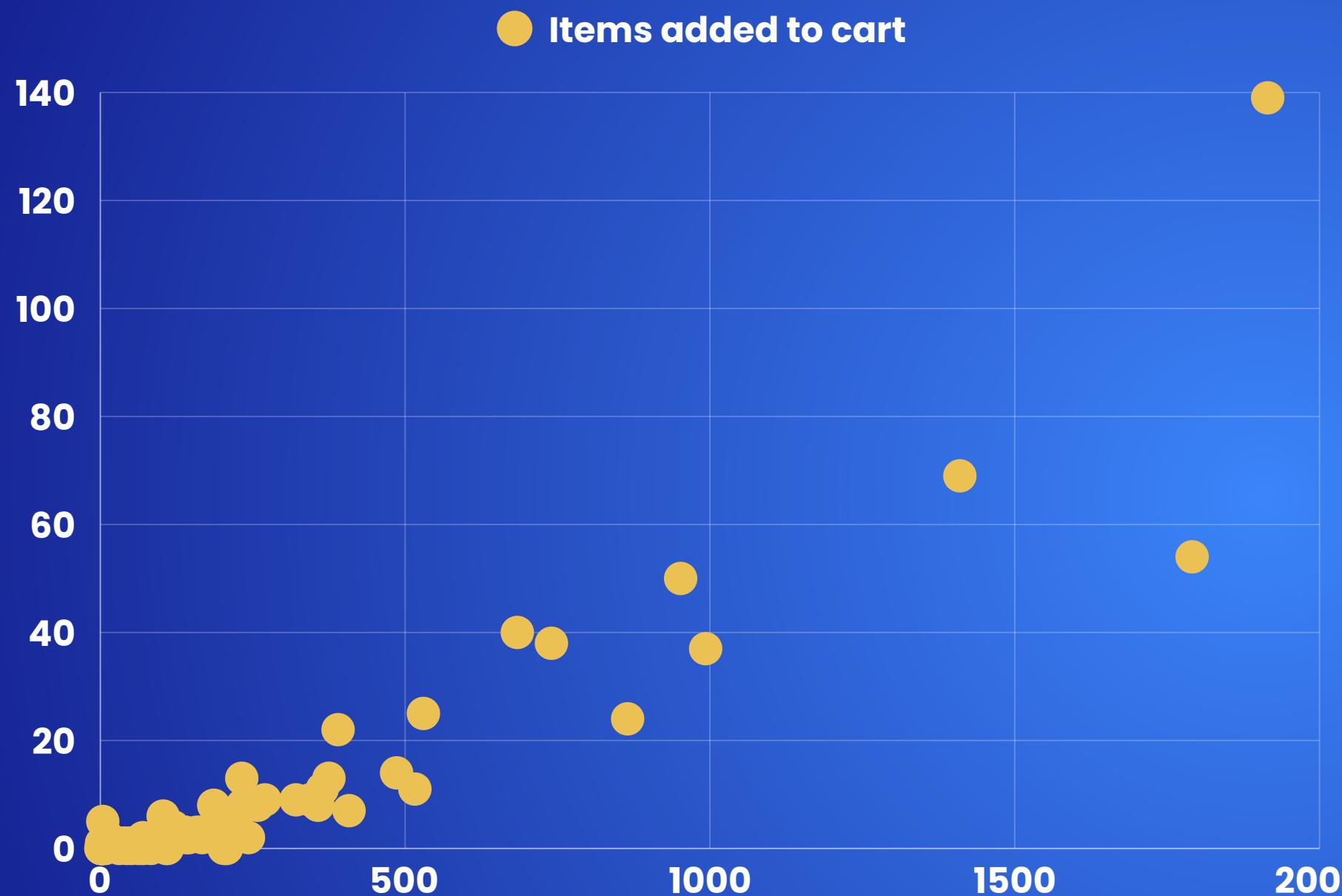
Total users and engaged sessions peak at 9-11 am.



Total users and engaged sessions decreased significantly at 12 o'clock, 15-17 o'clock, and 22-3 o'clock.



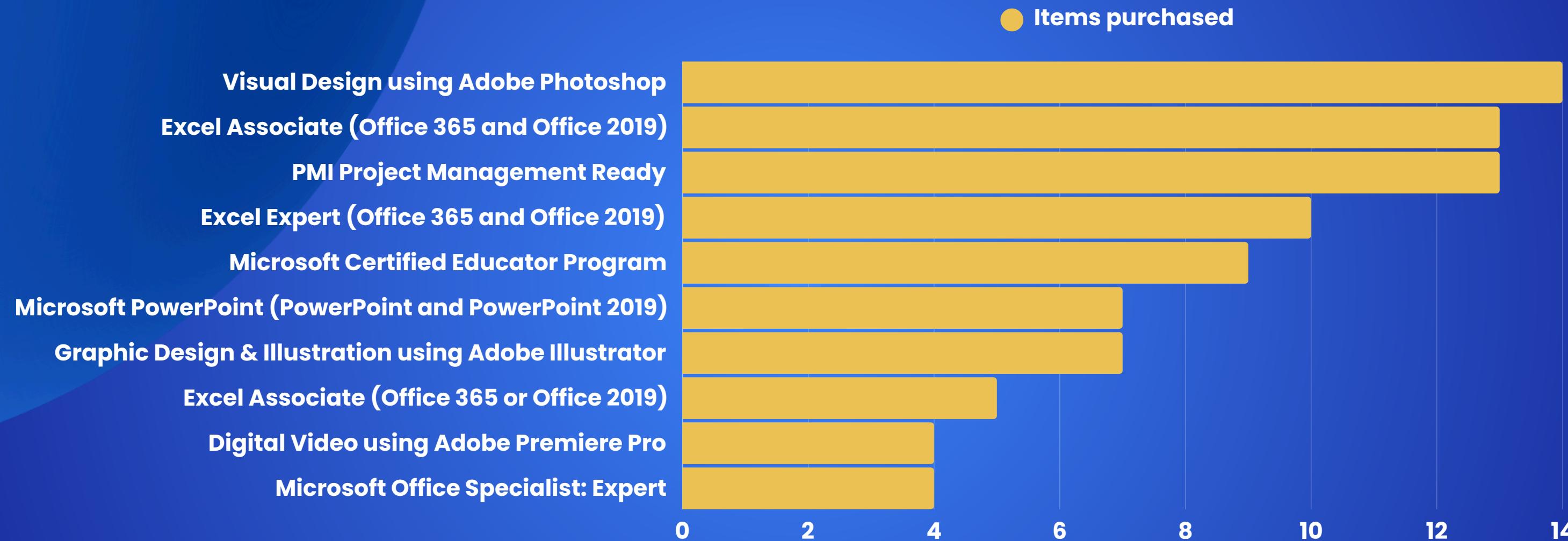
ITEMS/PRODUCTS



There is a **linear pattern** between the **number of items viewed** and **items added to the cart**.

There is a **strong** and **positive** **correlation** between **product exploration** and **purchase intention**.

ITEMS/PRODUCTS



The most purchased item is the Visual Design certificate using Adobe Photoshop.

USER DEVICE



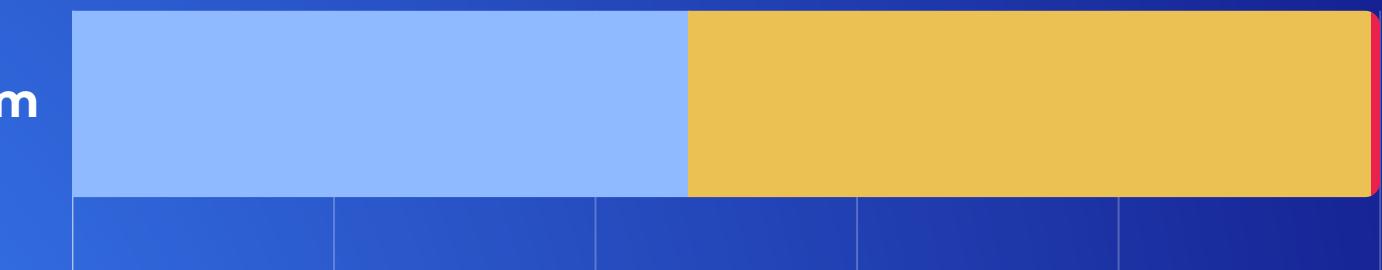
The **majority** of **users** prefer a **desktop** shopping experience.



When **viewing items**, users **mostly** use **mobile** devices.

● desktop ● mobile ● tablet

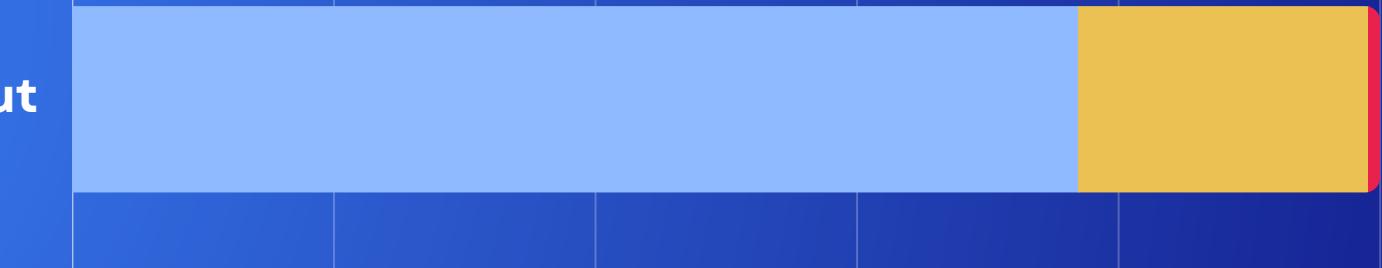
view_item



add_to_cart



begin_checkout



purchase



0% 20% 40% 60% 80% 100%

RECOMMENDATION



- Optimize your search engine optimization (SEO) strategy.
- Increase server capacity and infrastructure to maintain service quality.
- Focus marketing and content efforts on weekdays, especially Tuesdays from 9am-11pm.
- Offer special promotions or exclusive content on weekends.
- Improve product display by highlighting best-sellers, providing detailed product descriptions, special offers, and utilizing historical user data to provide more personalized recommendations.
- Add a step-by-step guide feature to guide users from viewing an item to completing a purchase.
- Improve the user interface and responsiveness of the website to enhance the shopping experience on both desktop and mobile devices.

THANK YOU