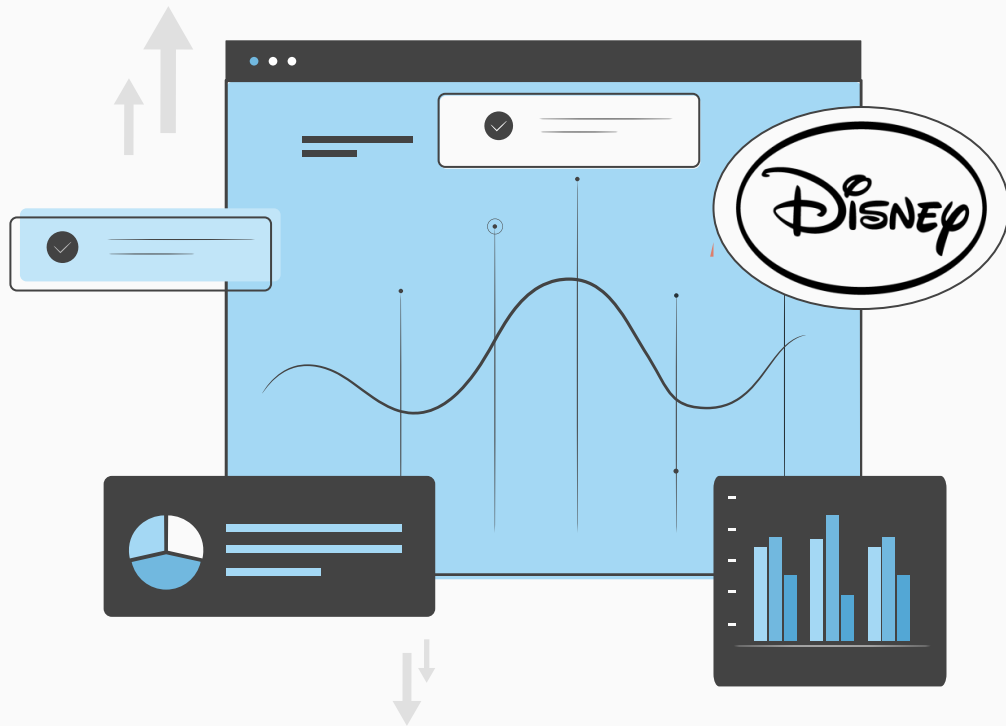




Adobe

# ANALYTICS CHALLENGE 2021

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IIT BHUBANESWAR

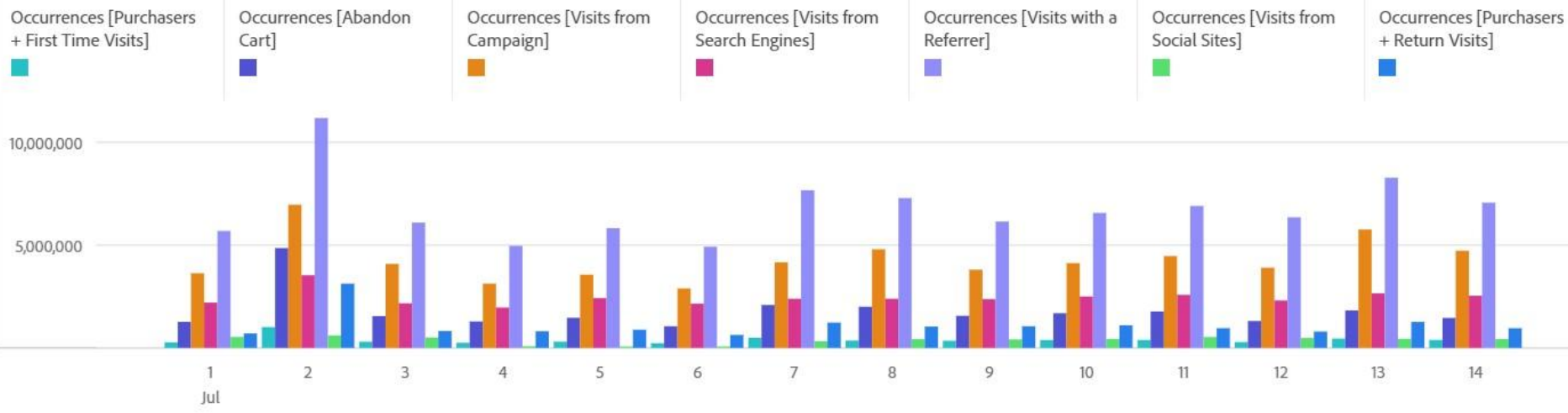


## AGENDA - I

For those whose first purchase is during the period, what behaviors are most indicative of subsequent purchases? How do we encourage this?



## BARS



## CONCLUSIONS

**A**

There is a close correlation between those who abandoned their carts in the first visit and those who made a return visit to purchase the commodities. Thereby, showing that the customers prefer to return to purchase back the commodities which they did choose in the first instance but did not buy for some reasons.

**B**

Visits or influence from other mediums like campaigning, social media, referral, etc. also have some contribution to the customer but not as great as compared to the first cause itself.

**C**


















To encourage subsequent prices, a chief policy that might be devised to introduce higher initial pricing on attractive goods and later discounting them to ensure that people who wanted to purchase in the first instance but couldn't return and purchase it at a lower price on the next chance they get.

Moreover, out of all the other factors influencing behavior that we studied, we found that visits with a referrer have the best closest relation with a successful return visit; indicating an initiative to include referrers might be helpful to accomplish the objective.

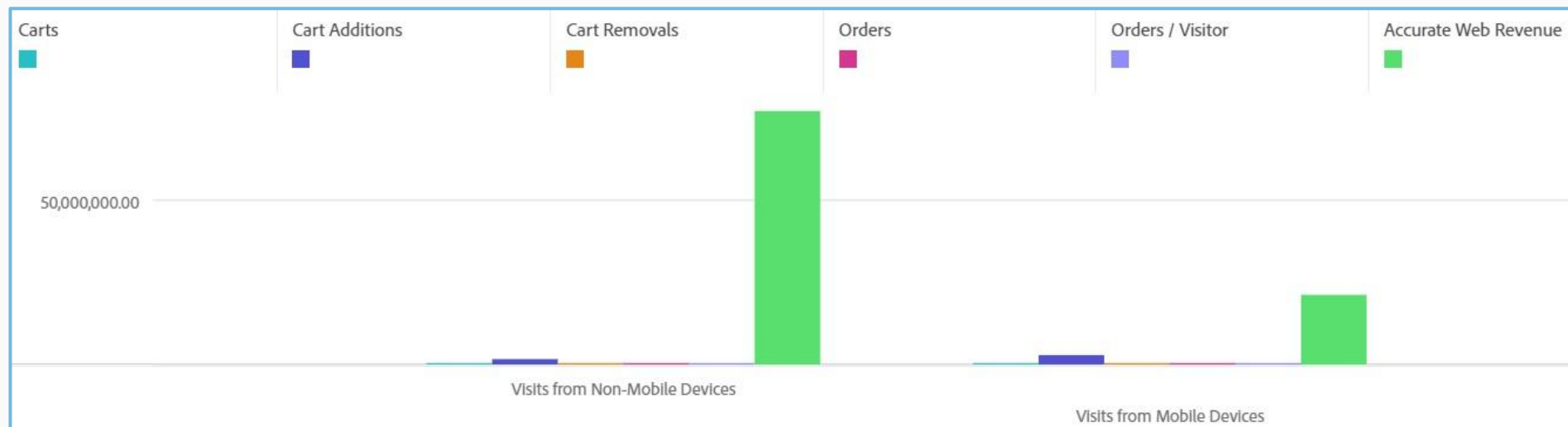
## AGENDA - 2

Looking at our cart, how do we drive average order value up? Is that answer different on mobile vs. desktop?



		Carts	Cart Additions	Cart Removals	Orders	Orders / Visitor	Accurate Web Revenue
<b>Segments</b>							
Page: 1 / 1 Rows: 50 1-2 of 2		↓ 289,138	4,503,933	283,117	233,733	0.03	\$193,754,715
1. Visits from Non-Mobile Devices		211,268 73.1%	1,633,145 36.3%	102,843 36.3%	82,208 35.2%	0.05 167.5%	\$77,139,357 39.8%
Visits from Non-Mobile Devices	<b>Marketing Channel</b>						
	Page: 1 / 4 > Rows: 5 1-5 of	↓ 211,268 out of 211,268	1,633,145 out of 1,633,145	102,843 out of 102,843	82,208 out of 82,208	0.05 out of 0.05	\$77,139,357 out of \$77,139,357
	1. Direct	89,945 42.6%	556,659 34.1%	15,491 15.1%	12,665 15.4%	0.02 36.9%	\$5,804,202 7.5%
	2. Affiliates	47,821 22.6%	281,525 17.2%	15,790 15.4%	24,539 29.8%	0.27 523.6%	\$4,531,985 5.9%
	3. Paid Search	35,813 17.0%	270,208 16.5%	20,459 19.9%	14,970 18.2%	0.05 95.7%	\$4,743,646 6.1%
	4. Natural Search	18,422 8.7%	238,984 14.6%	22,787 22.2%	12,564 15.3%	0.03 56.2%	\$4,056,177 5.3%
	5. Session Refresh	8,622 4.1%	65,533 4.0%	3,513 3.4%	2,343 2.9%	0.04 80.4%	\$947,059 1.2%
2. Visits from Mobile Devices		78,358 27.1%	2,872,876 63.8%	180,330 63.7%	151,554 64.8%	0.02 82.0%	\$21,206,907 10.9%
Visits from Mobile Devices	<b>Marketing Channel</b>						
	Page: 1 / 4 > Rows: 5 1-5 of	↓ 78,358 out of 78,358	2,872,876 out of 2,872,876	180,330 out of 180,330	151,554 out of 151,554	0.02 out of 0.02	\$21,206,907 out of \$21,206,907
	1. Direct	27,942 35.7%	658,227 22.9%	25,865 14.3%	24,528 16.2%	0.01 54.6%	\$4,770,806 22.5%
	2. Natural Search	15,900 20.3%	511,223 17.8%	35,289 19.6%	23,527 15.5%	0.02 62.5%	\$12,861,552 60.6%
	3. Paid Search	13,102 16.7%	517,545 18.0%	37,845 21.0%	32,737 21.6%	0.03 116.0%	\$12,536,090 59.1%
	4. Affiliates	11,198 14.3%	249,969 8.7%	13,089 7.3%	26,171 17.3%	0.11 459.0%	\$15,435,757 72.8%
	5. Email	3,732 4.8%	404,883 14.1%	31,955 17.7%	16,095 10.6%	0.03 136.7%	\$11,960,255 56.4%

## BARS



## CONCLUSIONS

**A**

For Desktop devices, we find that the average value of orders are having a close relation with affiliate and paid search marketing channels in comparison to other methods whereas accurate web revenue has a better relation for direct and paid search marketing channels in comparison to others, this shows working particularly on affiliate marketing channel and paid search marketing channel on a whole will help increase both.

**B**

For mobile devices, we find that the average value of orders are having a close relation with affiliate, paid search as well as email marketing channels in comparison to other methods whereas for revenue in web we find that it significantly depends on quite a number of marketing factors like Natural Search, Paid Search, Affiliate and Email as well; thereby implying that for mobile devices, rising the average order value as well as web revenue is a way more evenly distributed on a number of factors in comparison to Desktop devices. Hence, suggesting that working on marketing through any of the above or a combination of mentioned factors will help to draw the average value and revenue up.

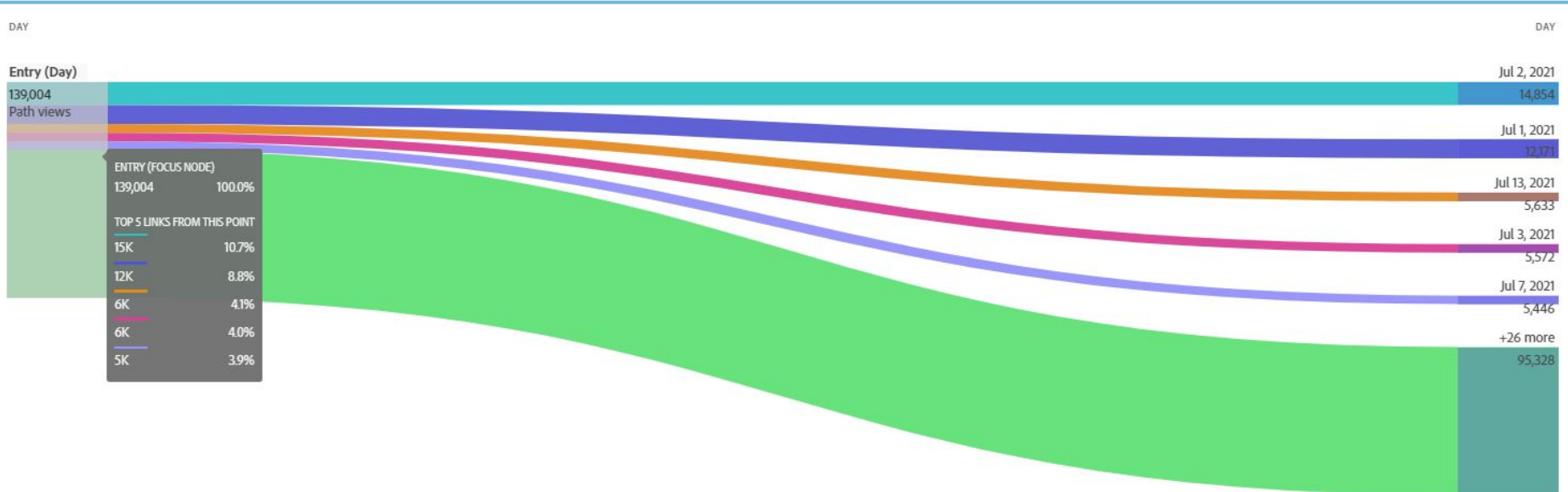


## AGENDA - 3

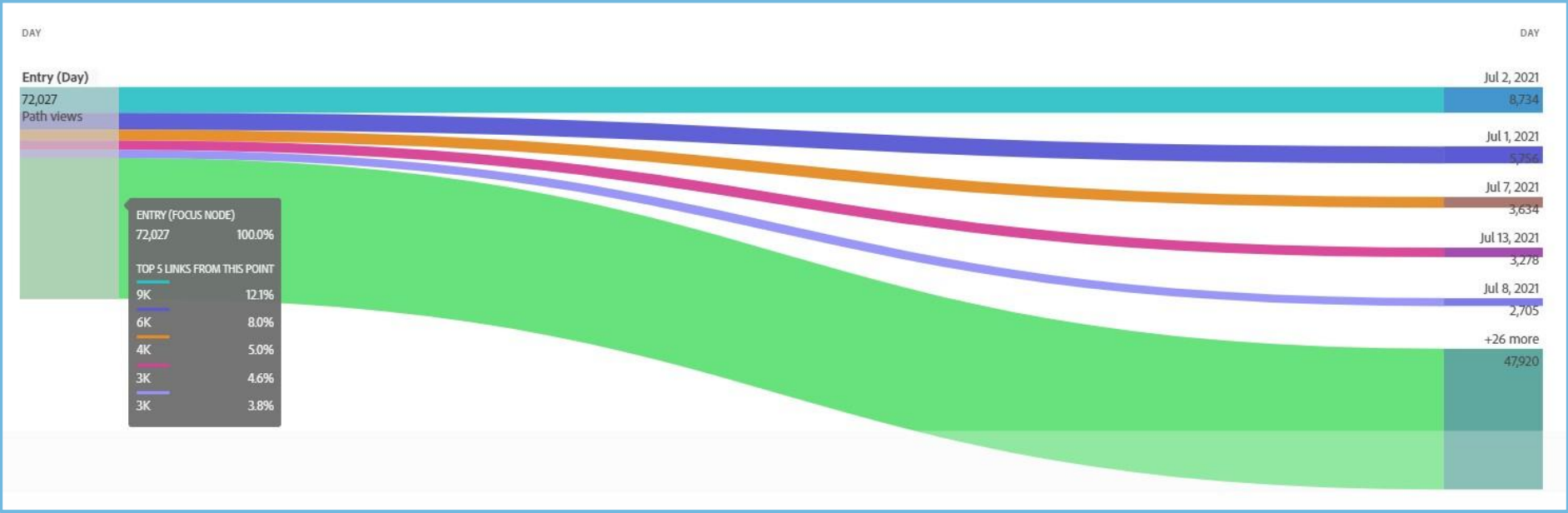
What key differences exist between purchase flow on mobile vs. desktop, and how should we treat those platforms differently/the same?



## MOBILE - FLOW



# DESKTOP - FLOW



## CONCLUSIONS

**A**

On a general basis, purchases made through desktops are way lesser if numbers are considered in comparison to mobile devices; as well as the flow suggests that the purchases made during the initial days of the period from Jul 1 - Jul 31 are a bit higher compared to the rest of the month.

**B**

However as the purchase flow suggests, the demand to purchase through mobile devices drops relatively slower over the course of a month if we compare it with the flow of purchase for desktop on a same basis.

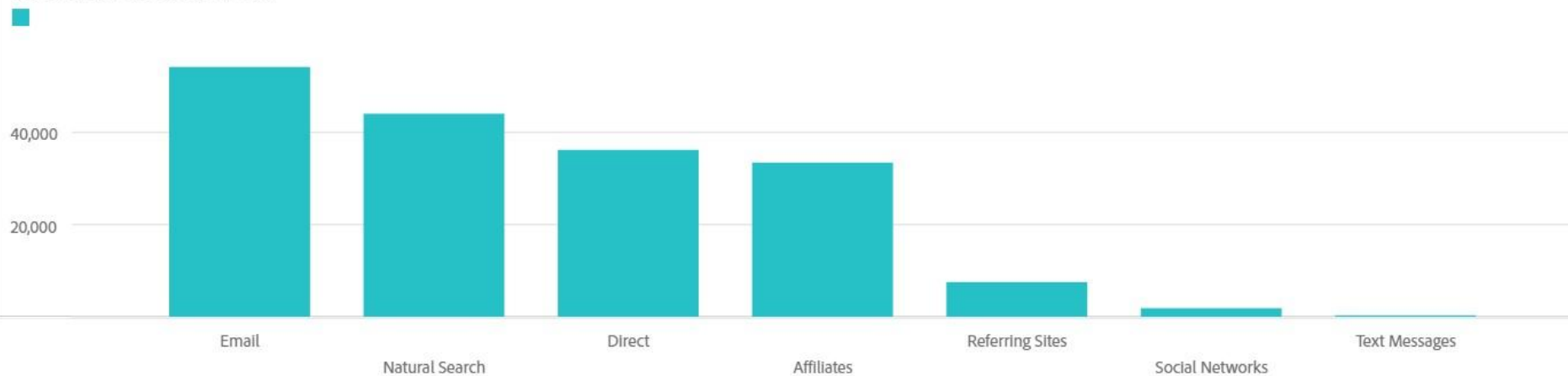
## AGENDA - 4

When a cart is abandoned, and a Guest comes back and purchases it; how do they come back, and from what Marketing Channels are most successful? How do we help drive recovering these carts?



## BARS

Visits [Purchasers + Abandon Cart]



## DONUT

Email

54,156

Natural Search

44,018

Direct

36,183

Affiliates

33,424

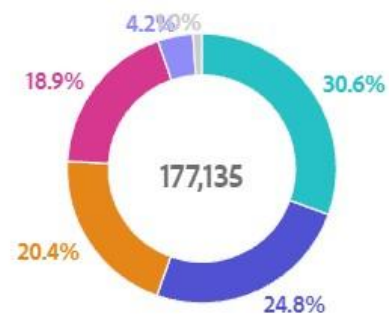
Referring Sites

7,497

Other

1,857

Visits [Purchasers + Abandon Cart]



## CONCLUSIONS

**A**

From the analysis of data we found out that when a cart is abandoned, Guest comes back and purchases it most of the time that is 30.6% visits are because of the email that are sent to them about the product that are present in their cart. About 24.8% and 20.4% guest visit the abandoned cart and purchase the items through natural search and direct visit to the site. Affiliates are able to bring back 18.9% guest to their cart to purchase those items and about 4.2% and 1% guest visit the abandoned cart and purchase the items through referring sites and social networks.

**B**

So from analysis we found out that about 35.8% visits by the guest to the abandoned cart to purchase those items are due to cross device targeting in which ads are delivered to the customers, across their devices through email, social networks and referring sites about their products kept in their cart which will drive them to the site to purchase their abandoned items.



## AGENDA - 5

Provide analysis of  
purchasers, grouping them  
based their behaviors prior to  
purchase!?



## DONUT

homeLandingPage

■ 33.7

categoryListPage

■ 21.9

sectionPage

■ 20.8

productDetailPage

■ 15.8

Page Views / Unique Visitor [Purchasers]



## CONCLUSIONS

**A**

From the analysis we performed July 1, 2021 to July 31, 2021, we found out that most of the purchasers spend more time in Home Landing Page (33.7 page views / unique visitor).

**B**

Almost equal number of purchasers view Section Page and Category List Page prior to their purchase. About 15.8 Page Views per unique visitor view the Product Detail Page prior to their purchase.

# THANKS

-

**Whizz Holics**

Arkadipta Chatterjee

Sameer Choudhary

Suman Jena

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