Why is there a need for analysis of search data collected from E-commerce website?

With more people coming online and using various digital platforms, companies are realizing the need to invest in digital marketing strategies to effectively reach their target audience. This has led to an increased focus on digital advertising, social media marketing, e-commerce, and other digital channels. Per a [Statista](#) report, global spending on digital advertising is projected to reach $740.28 billion by 2024, highlighting the continued growth and investment in digital marketing.

Brands are making the most of digital advertising by analysing what the users search for, which keywords they use and what the ongoing trends are in the advertising and e-commerce platforms. This helps the businesses understand how well their services fulfill the consumers demand.

To understand what the consumers want, how they interact with search results, draw insights, we endeavor to analyze a dataset containing 3,000 search results from an ecommerce website. The dataset contains search results for various brands of honey products available on one of the well-known e-commerce sites.

Data analysis conducted with the help of data collected from e-commerce website search results show only 5% of the total number of honey selling brands appearing in search are ranked on the top. Keyword 'honey' performs the best whenever the users are searching for Dabur honey. Dabur is the most trusted name among the other searched brands. The company also offers the lowest price range among the top honey brands.
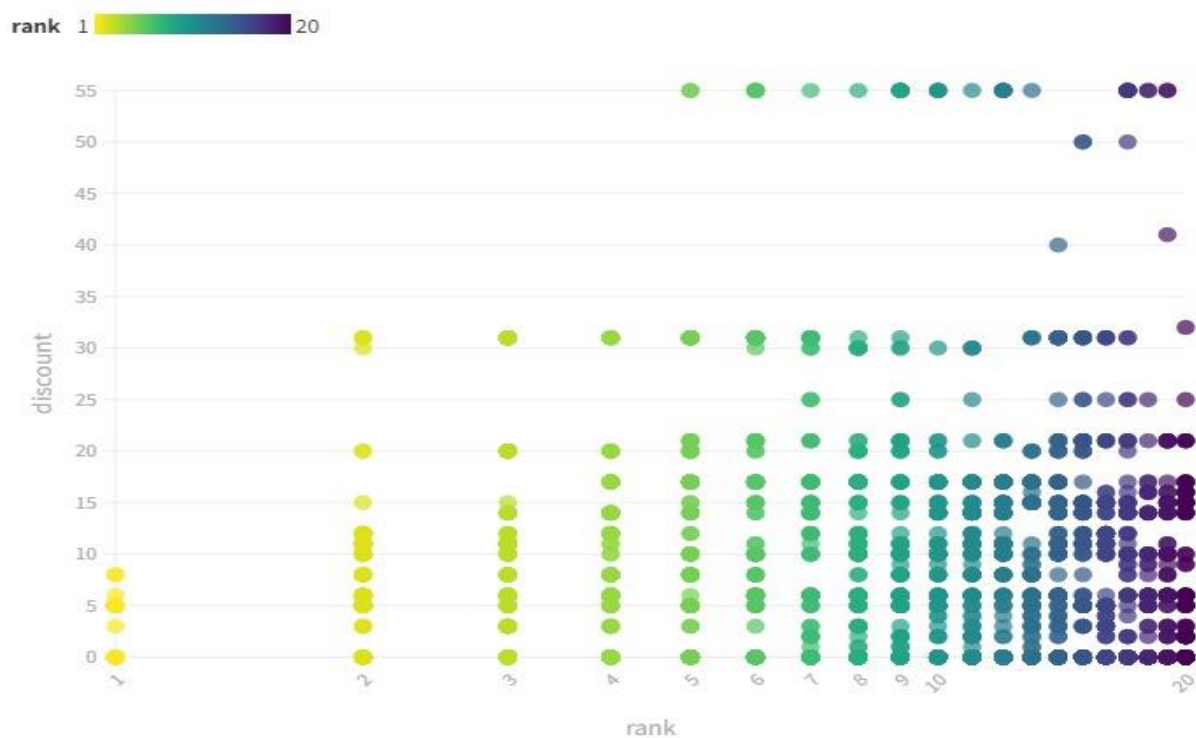

Chart: Showing the scatter plot for rank versus discount offered.

The above scatter plot depicts that majority of the products on which discounts are offered are ranked in the 10th to 20th band. In fact, maximum discount offered on top branded honey is 8%. Brands should improve their rankings by properly redesigning their product pages.

The moderately performing brands should make use of high-quality and keyword-rich contents in their product descriptions more often. These will enable them to rank high in the e-commerce search results while increasing their visibility and expanding their target customer base in long-run.