CAMPAIGN PERFORMANCE METRICS

Campaign ▾

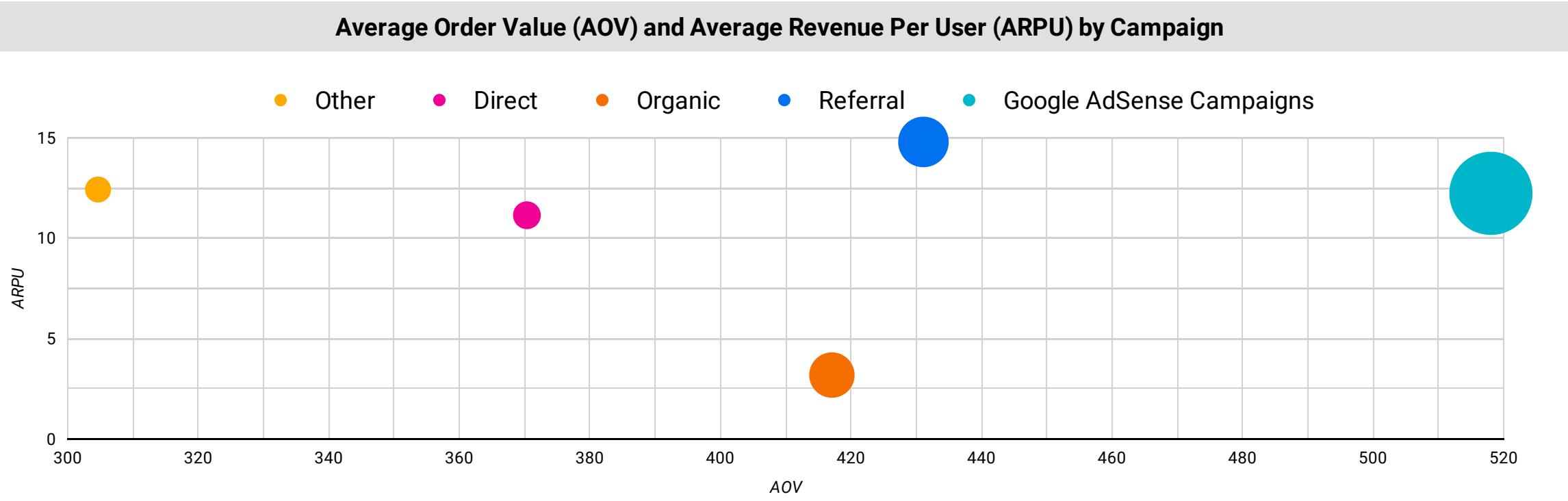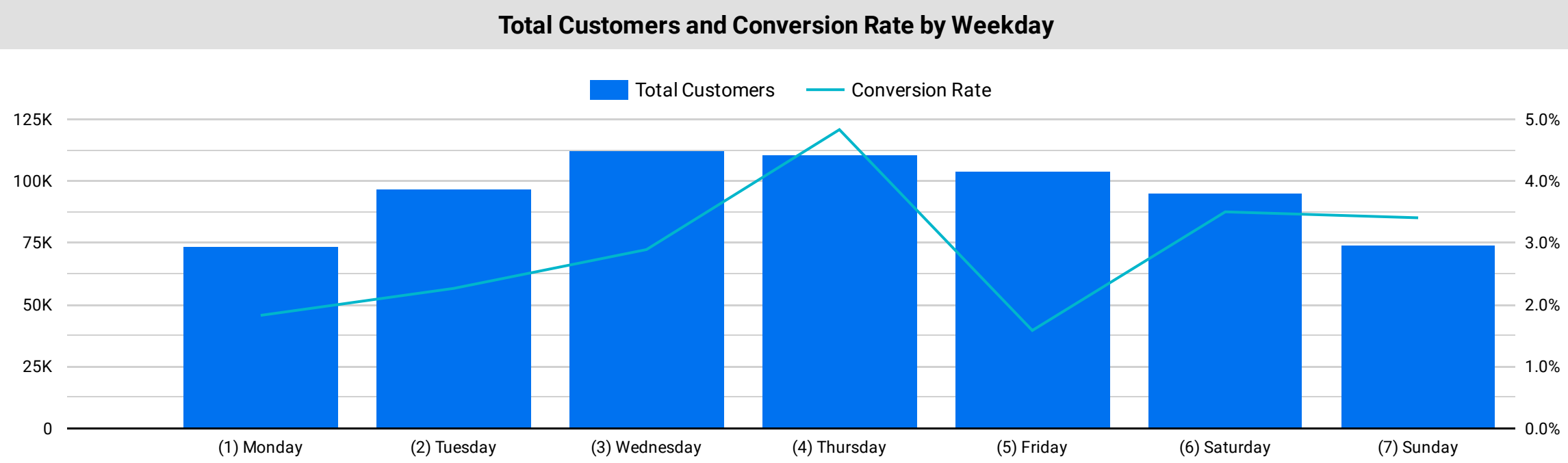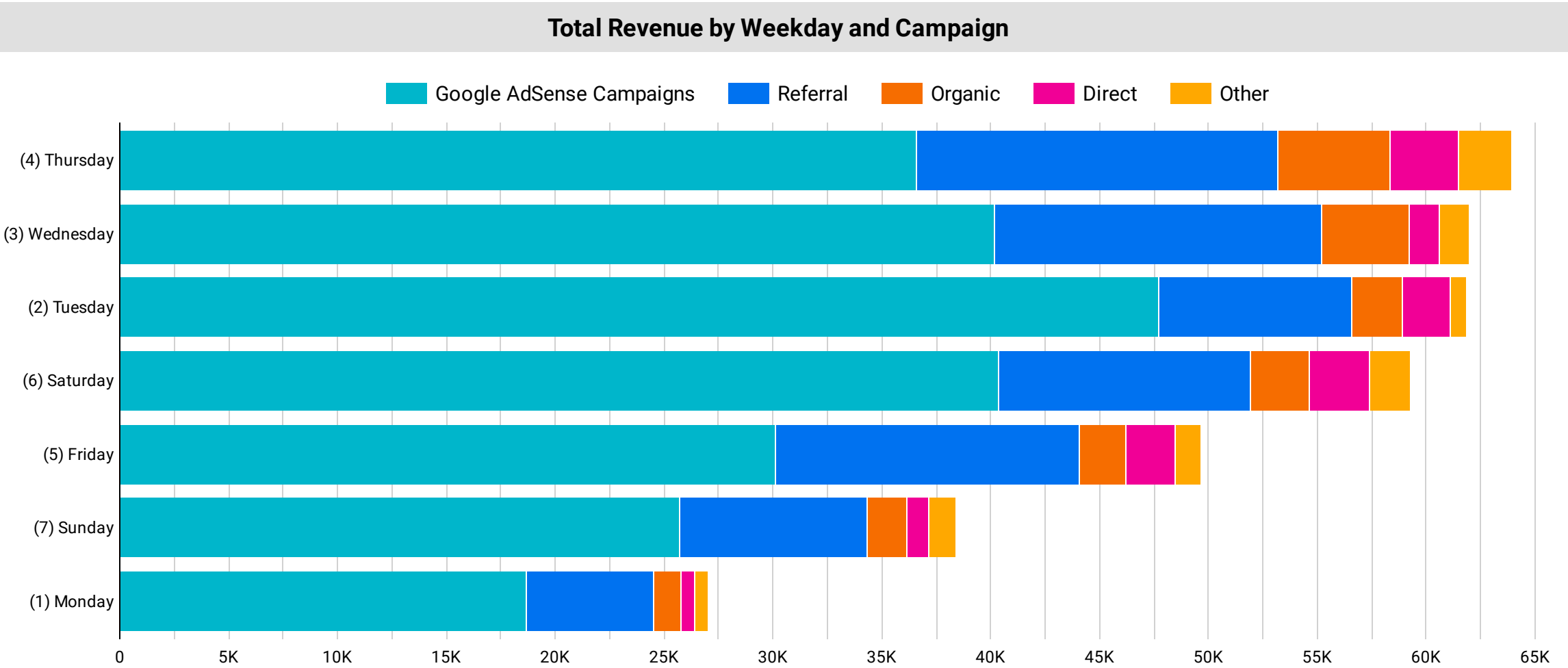| Total Customers	Average Time Spent (s)	Total Campaign Revenue	Average Conversion Rate
666,543	140.31	$362,165	2.90%

Average Time Spent by Weekday and Campaign (in Seconds)

Campaign Name	(1) Monday	(2) Tuesday	(3) Wednesday	(4) Thursday	(5) Friday	(6) Saturday	(7) Sunday	Grand total
Referral	250	166	173	190	169	226	254	208
Direct	156	135	134	133	307	112	167	166
Other	82	181	96	293	105	63	47	123.29
Google AdSense Campaig...	119	95	105	118	105	127	135	115.29
Organic	113	90	73	214	65	83	85	98

Total Revenue by Weekday and Campaign

Total Customers and Conversion Rate by Weekday

Average Order Value (AOV) and Average Revenue Per User (ARPU) by Campaign

Top Weekdays by Session Count and Average Sessions per Customer

	Weekday	Session Count ▾	Average Sessions per Customer	Average Session Duration (s)
1.	(3) Wednesday	734,418	6.05	21.2
2.	(4) Thursday	724,385	7.21	30.6
3.	(5) Friday	662,183	5.5	32.2
4.	(6) Saturday	628,706	6.21	21.4
5.	(2) Tuesday	621,951	5.62	27.8
6.	(7) Sunday	469,884	6.17	22
7.	(1) Monday	450,682	5.44	29.4

RFM ANALYSIS & CUSTOMER SEGMENTATION
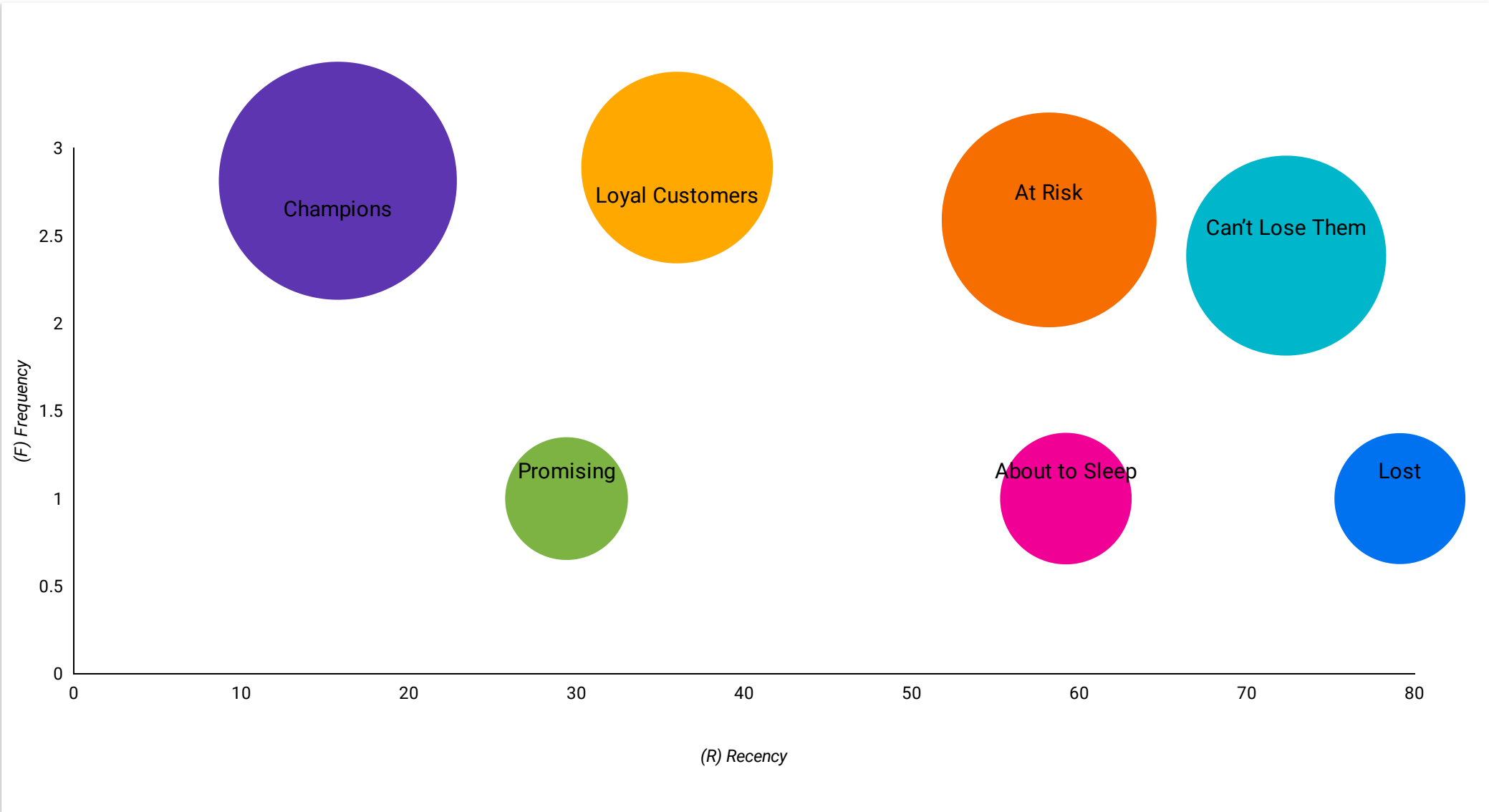
Recency (R) – period since last purchase
Frequency (F) – number of transactions
Monetary (M) – total money spent, often called Customer Lifetime Value (CLV)

Segment	Count	% of Customers	Recency (Avg. # of days ago)	Frequency (# of times bought)	Monetary (Avg. $ per Customer) ▾
Champions	70	1.58%	15.76	2.81	$226.47
At Risk	132	2.99%	58.2	2.59	$184.28
Can't Lose Them	292	6.61%	72.34	2.39	$159.76
Loyal Customers	281	6.36%	36	2.89	$146.67
About to Sleep	933	21.11%	59.2	1	$69.12
Lost	776	17.56%	79.13	1	$68.51
Promising	1,935	43.79%	29.4	1	$60.19

Champions: Bought recently, buy often, and spend the most!

Can't Lose Them: Made biggest purchases, and often, But haven't returned for a long time.

Loyal Customers: Spend good money with us often. Responsive to promotions.
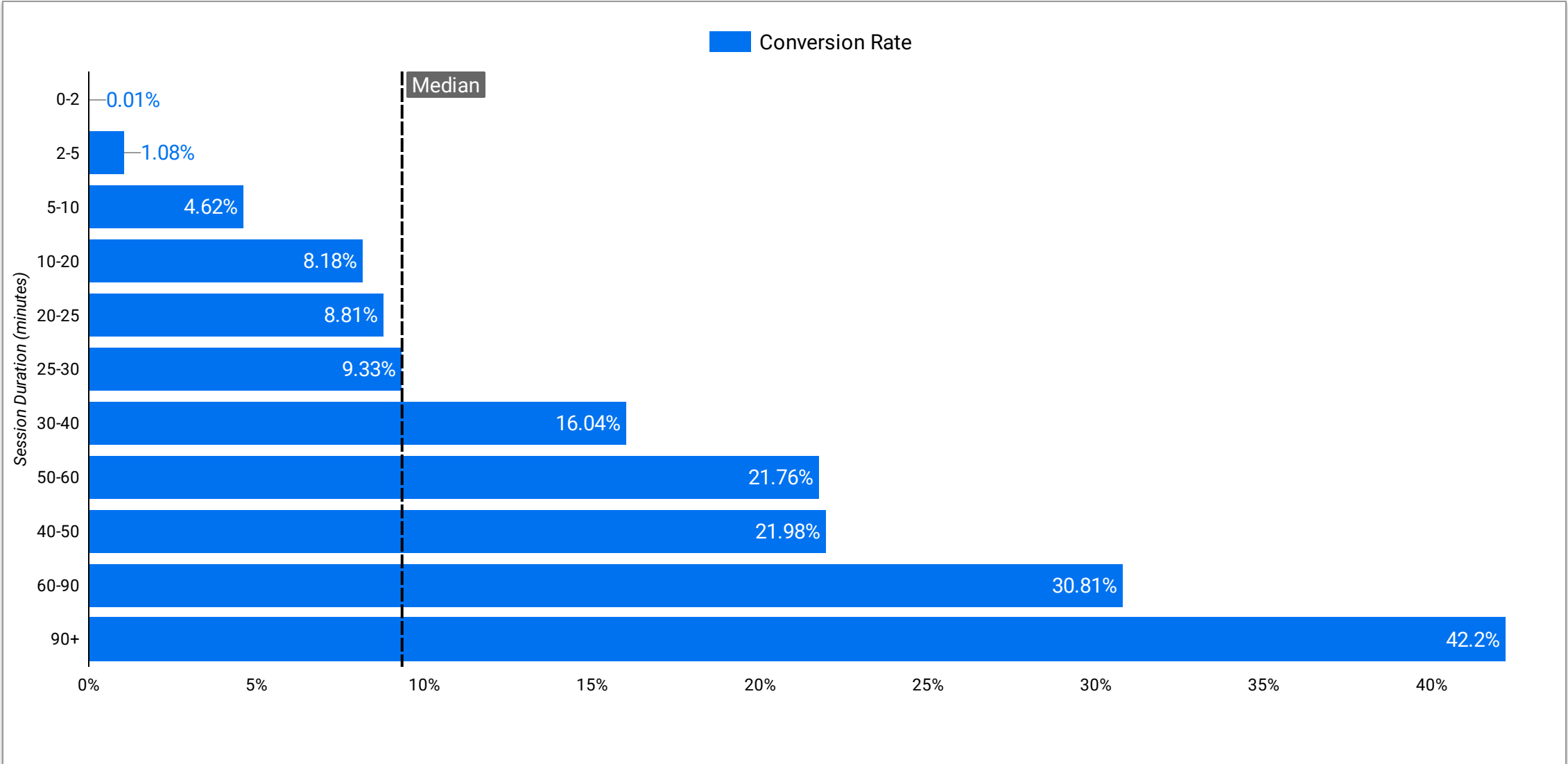
At Risk: Spent big money and purchased often. But a long time ago. Need to bring them back!

Promising: Recent shoppers, but haven't spent much.

About To Sleep: Below average recency, frequency, and monetary values. Will lose them if not reactivated.

Lost: Lowest recency, frequency, and monetary scores.

Customer Segmentation by Session Duration and Conversion Rate

Observations

1. Campaign Performance by Weekday:

 - Conversion Rates: The conversion rates vary significantly across different weekdays, from 1.6% on Friday to 4.8% on Thursday. Secondly, campaigns show higher-than-average conversion rates on weekends.

 - Average Session Duration: Tends to be longer on weekdays compared to weekends. This could indicate that users are more engaged or have more time/motivation to spend time on the website during weekdays.

 - Campaign Revenue: Fluctuates strongly across different weekdays. Certain campaigns tend to generate more revenue mid-week (Wednesday and Thursday), possibly due to targeted marketing strategies.

2. User Engagement:

 - Total Users vs. Session Count: Discrepancy between total users and session count indicates repeated engagement from users on specific days (e.g., higher sessions per user on Thursdays).

3. About to lose a chunk of customers:

 - About to Sleep Segment: A big part of users fall into the "About to Sleep" segment, indicating low engagement and frequency. The frequency score for most users is 1, which aligns with the low engagement observed in the "About to Sleep" segment. Higher frequency scores are rare, indicating a potential area for improvement in user engagement strategies.

4. Dynamic Weekday Duration:

 - Weekday Differences: Users with a recency score of 53 (i.e. average user) are predominantly active on certain weekdays (e.g., more transactions recorded on Mondays and Fridays). The interaction between campaign performance and RFM scores shows that certain campaigns might be more effective in re-engaging users who are "About to Sleep." Campaigns targeting users with specific RFM scores could yield better conversion rates and higher average order values.

5. Time spent on website

 - The tendency is quite clear on session duration and the correlating conversion rate – the more time users spend on the website, the more likely it is they will convert to a purchase

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Conclusions

- *Google Adsense Campaigns proved to be the most worthwhile for marketing spending, as it had a relatively high conversion rate of 2.35% during all weekdays. Secondly, they generated the highest revenue across all weekdays, peaking at $47,700 on Tuesdays. Lastly, they showed the highest average sessions per user, from 8.98 on Mondays to 11.28 on Thursdays, indicating strong user engagement. Users visiting as a result of these campaigns also bring in the highest AOV, with $518.*

- *RFM analysis indicates that a significant portion - over 21% of users are categorized as "About to Sleep," signaling they are at risk of becoming inactive. Very few users fall into more active or higher-value segments. This segment, combined with the "Promising" category, makes up nearly two-thirds of the whole customer count. It is highly important to target these two segments more actively.*

 - *User Engagement: Engaging users for longer sessions and more frequent visits is crucial. The more time users spend on the website the higher the conversion rate. It is therefore clear that it should be a priority for the marketing team to strive to keep users on the website for as long as possible.*

 - *The strongest day throughout most metrics is Thursday, as on this day most revenue, the best conversion rate, the highest average session time is generated and the most time is spent. Thursday also was very close to being the top weekday by total session count.*

 - *Average Conversion Rates: The current conversion rate across the campaigns is approximately 3%. This is relatively average compared to many industry standards, where average e-commerce conversion rates typically range from 2% to 3%. However, there is space for improvement, as top-performing sites achieve rates of 5% or higher.*

Recommendations

1. Develop Marketing Strategies to Extend User Session Duration

The marketing team should prioritize strategies to extend user session duration. Specifically, aim for sessions lasting at least 30 minutes, slightly above the current median. Statistically, after this point, at least 1 in 10 users will convert to a purchase. Extending session duration is likely to increase conversion rates.

2. Enhance Website User Experience (UX) and Product Pages to Reduce Early Churn

The top part of the funnel likely needs a more effective streamline for customers, reducing early churn.

 - Mobile Commerce: Mobile commerce accounts for over 50% of total e-commerce sales. Ensuring a seamless mobile experience is crucial, as mobile-friendly sites can increase conversions by up to 30%.
 - Page Load Speed: Research shows that a 1-second delay in page load time can result in a 7% reduction in conversions.
 - Product Information: Detailed product descriptions help customers make informed decisions, reducing return rates and increasing trust. Accurate information builds consumer trust and decreases return rates.
 - Customer Reviews: Displaying positive customer reviews and ratings can increase conversion rates by 270%, as they act as social proof.
 - High-Resolution Images: Providing high-resolution images with zoom capabilities can increase sales by up to 58%, as visual appeal significantly influences buying decisions.

3. Initiate Retargeting Campaigns

Retargeting campaigns can bring back users who showed initial interest but didn't convert. Retargeted ads can lead to a 10x increase in click-through rates and a 70% higher likelihood of conversion. This approach will also help with the "About to Sleep" and "Promising" segments identified in the RFM Analysis, which constitute almost two-thirds of our current customer base.

Incorporating these strategies will help improve user engagement, reduce churn, and increase overall conversion rates, creating a more effective and user-friendly website.