«Research of Growth Points»

Task: Analysis research of growth points
for the “Everything from cafe” service for the period from 04/30/2021 to 07/02/2021

Link to interactive dashboard in Tableau : Link

Данные предоставлены practicum.yandex.ru.

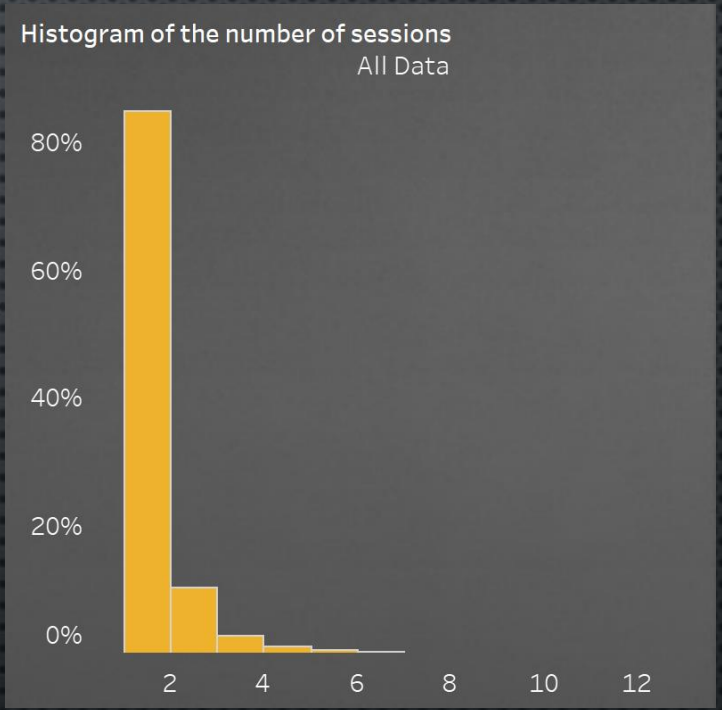
Purpose of the analysis

- Explore and visualize product growth points.
- Draw conclusions and hypotheses.
- Make recommendations to the business.

Number of sessions

- How many sessions do product users most often generate?

Conclusion: From the charts we see a Poisson distribution, 85% of the time the user generates one session.



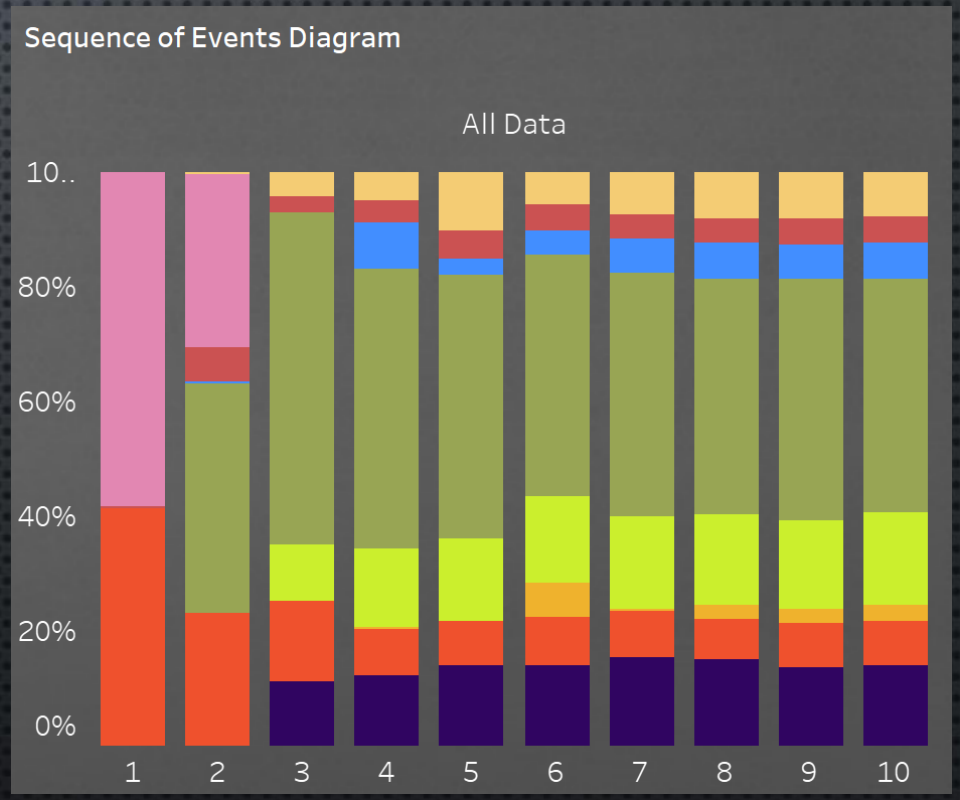
First purchase

- At what session does the first purchase usually occur?
- Does the first purchase session number differ for different platforms, cities and acquisition sources?

Conclusion : The graphs show that the median is by one in all cases. The session number of the first purchase does not differ between cohorts. When breaking down the data by city, Saransk stands out. In Saransk the median is also one, but you can see a large number of outliers beyond the 95 percentile. This may occur due to errors in the interface.

Typical user path

- What is the most typical path a user takes during their first session?



From the diagram you can identify a typical user path:

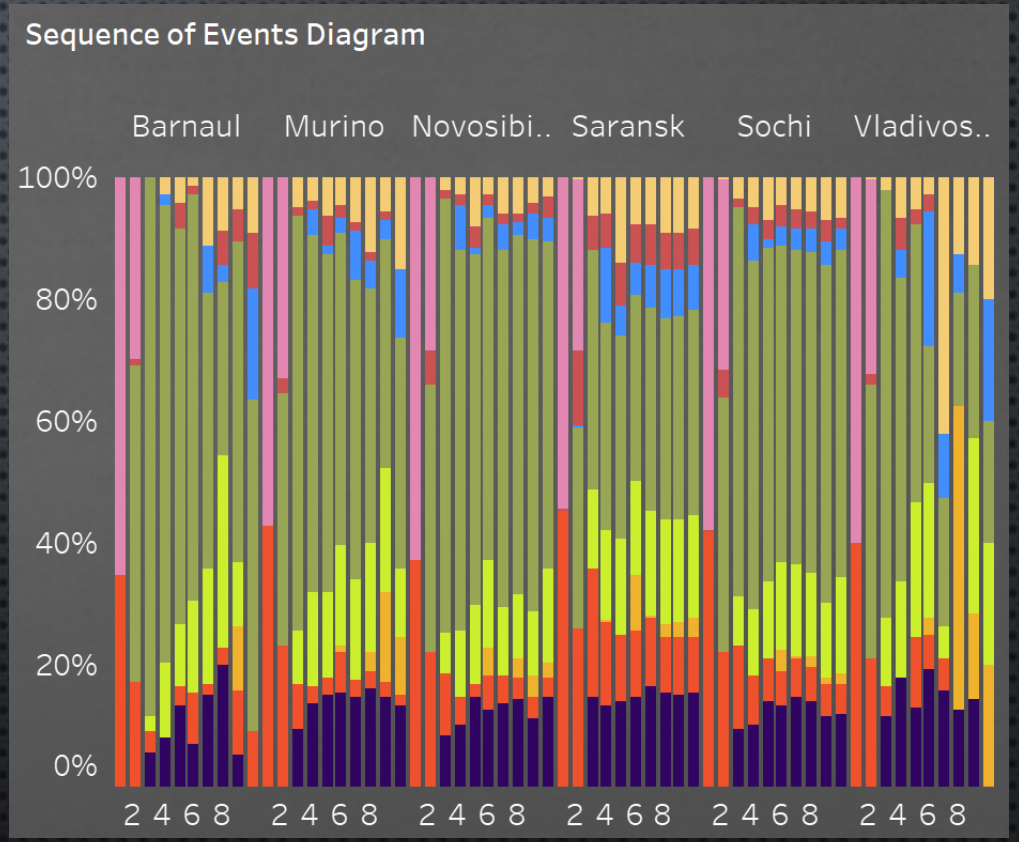
- Authorization.
- Home page.
- Other pages.
- Object page.
- Add to cart.
- Order.

Events by cohort

- Does the set of typical events differ for different platforms, cities and sources of attraction?

Conclusion : The chart by city shows that in Vladivostok a very large share believes that the user will place an order in 8 (50%) steps. Also, 42% of users add an item to the cart in 7 steps.

When broken down by platform and source, user steps do not differ significantly from each other.

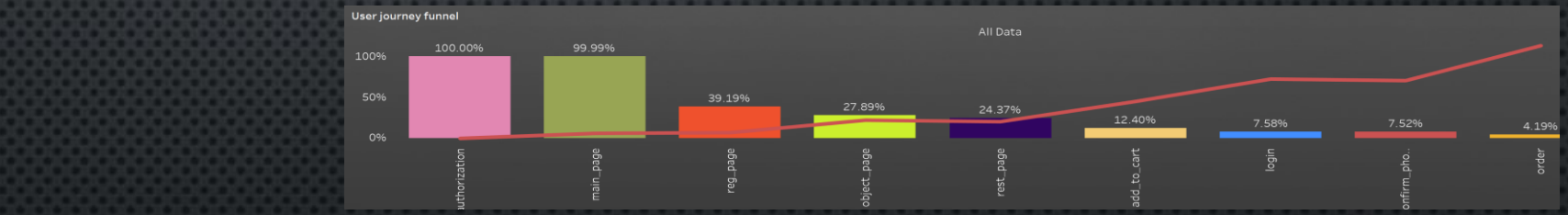


User Journey Steps

- What steps does the user journey consist of from the first entry into the product to the first purchase?

Conclusion: The steps are visible from the graph:

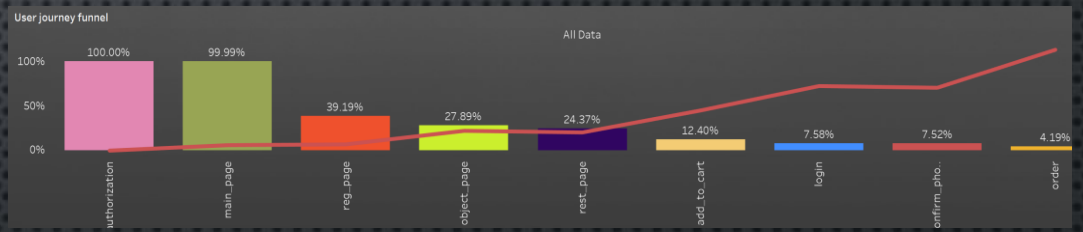
1. Authorization
2. Home page
3. Registration page
4. Object page
5. Other pages
6. Add to cart
7. Login
8. Phone number verification
9. Purchase



User Journey 1/2

- What problem points do you see in this user journey? What improvement recommendations can you give to the product team?

Conclusion: From the plotted graph we can see:
A lot of time is spent confirming the phone number (9.2 seconds). It is worth optimizing the phone number entry fields. Or go deeper into the research and divide users into cohorts based on mobile operators.

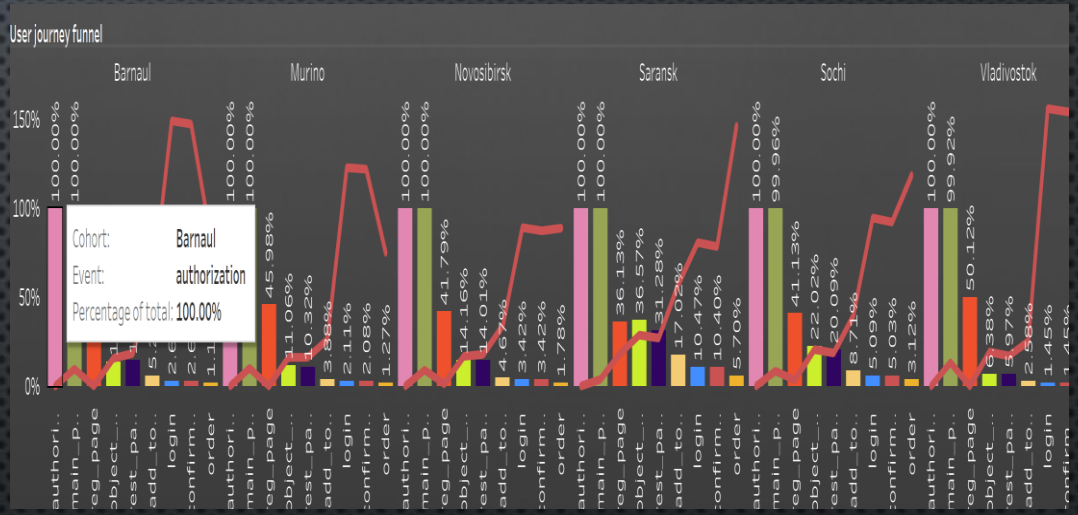


By city breakdown we will highlight Barnaul and Vladivostok

User Journey 2/2

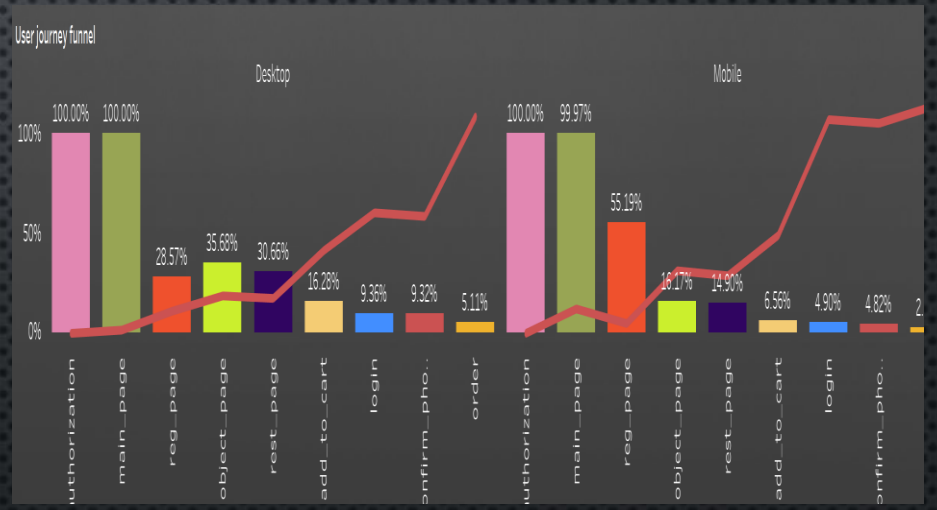
- What problem points do you see in this user journey? What improvement recommendations can you give to the product team?

Conclusion: By city breakdown, we will highlight Barnaul and Vladivostok.
In Vladivostok, the time required to complete the login, confirm_phone, order steps is high (17.33, 17.13, 17.22, respectively). This may be caused by problems with the interface.
In Barnaul, the login and confirm_phone steps have a high median (16.57, 16.37). It can also be caused by problems with the website or application interface.



User Journey by cohort 1/2

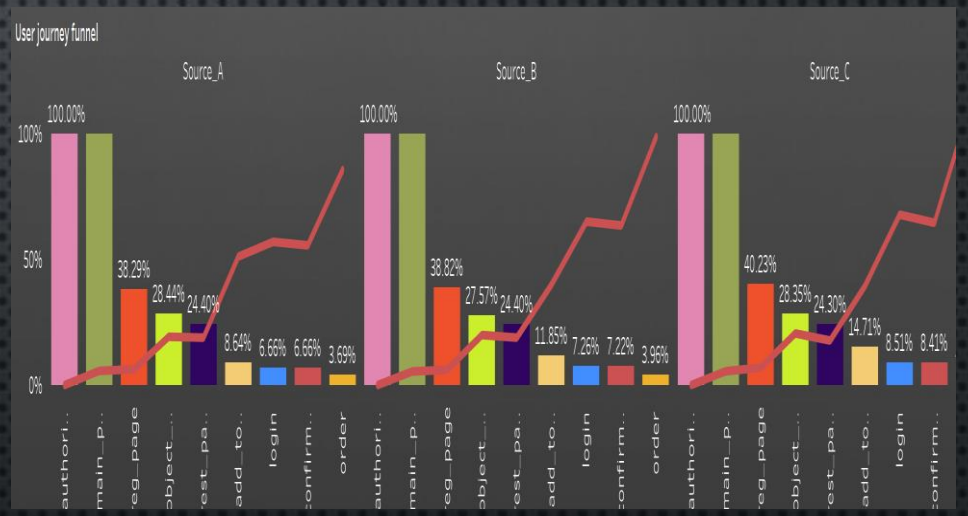
• Does the user journey differ for different platforms, cities and sources of attraction? What might these differences indicate?



Conclusion: From the plotted graph we can see: PC users spend almost half as much time logging in as mobile device users (8 seconds versus 15 seconds). It might be worth optimizing the interface for Mobile users.

User Journey by cohort 2/2

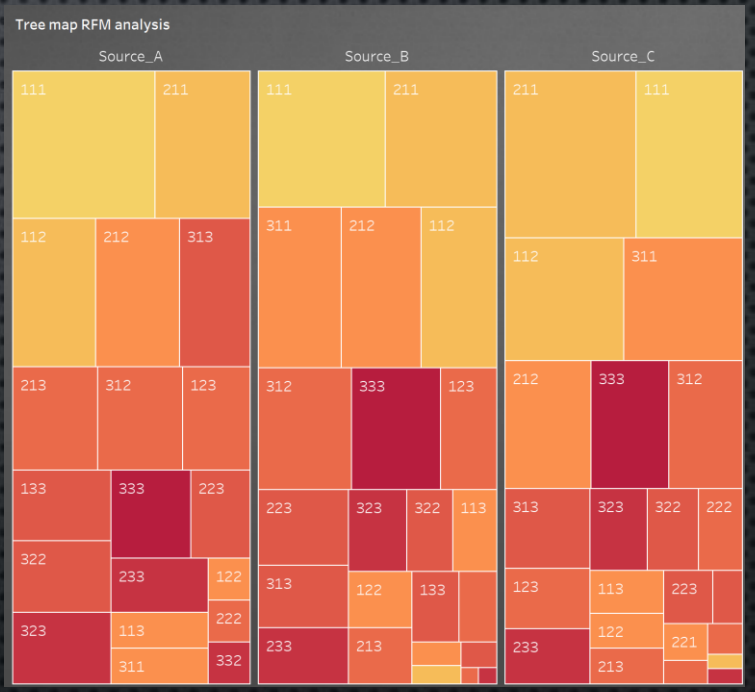
- Does the user journey differ for different platforms, cities and sources of attraction?
- What might these differences indicate?



Conclusion: From the plotted graph we can see:
That users attracted through the Source_C channel spend the most time on the order step (16 sec).

RFM analysis

• What are the three largest RFM segments that can be identified for different platforms, cities and sources of attraction?



Conclusion: From the plotted graph you can see:

- According to the sources of attraction, the three largest segments are 111, 211, 112. It is necessary to increase the frequency of purchases and the average bill.
- Among the cities, we will highlight Novosibirsk with a large number of users with segment 312. It is necessary to increase the frequency of purchases.
- Among the platforms, 111,211 and 112 segments have a high rate. You also need to increase the frequency of purchases and the average bill.

RFM analysis

• Identify and describe the healthiest and most problematic customer segments.

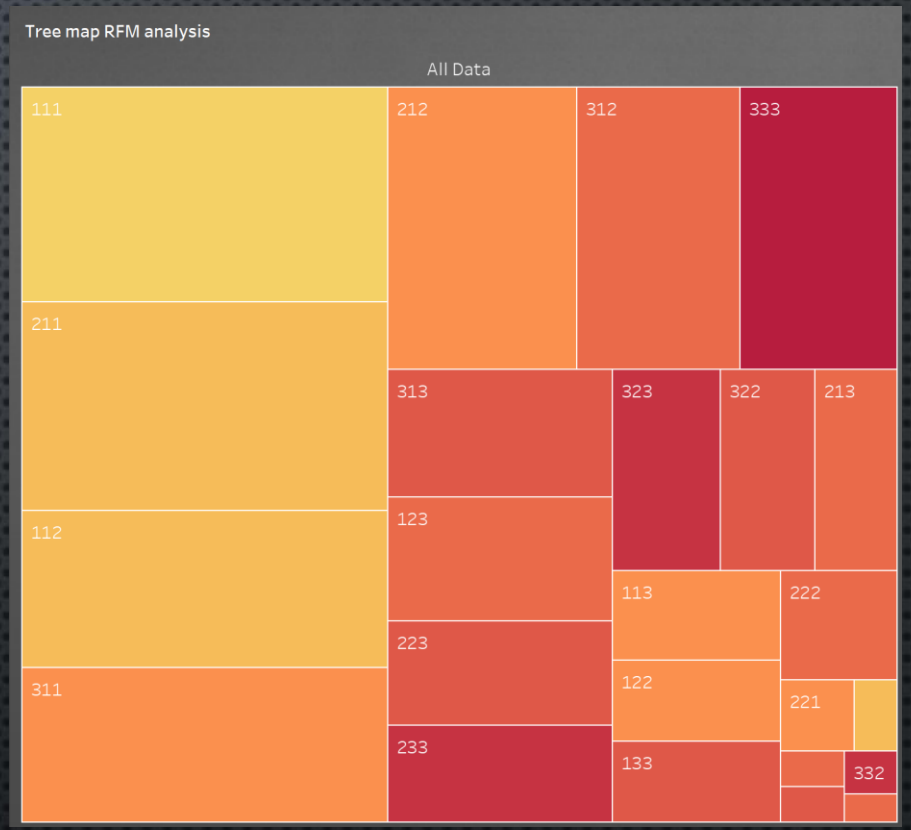
Conclusion:

The healthiest buyer segments are:

- The most common ones can be identified by city – 321,313, 312
- The most frequent channels can be identified - 333, 323, 313
- By platform, the most common ones can be identified - 333, 312, 313

The most problematic customer segments are:

- The most common ones can be identified by city – 111,212, 211
- The most frequent channels can be identified - 111, 112, 211
- By platform, the most common ones can be identified - 111, 112, 211



ABC–XYZ - analysis

• Describe the distribution of affiliate networks by ABC-XYZ segments. Write proposals for the product team about which partners should continue cooperation with first.

Conclusion: The level of fluctuations of partners is high - they all belong to category Z. The most profitable partners are:

- Гастрономический Шторм
- Гурманское носложднение
- Завтрок на любой вкус
- Шоколадный рай

The point of growth for the service will be an increase in the budget of the marketing company in these restaurants. You can do happy hour promotions or end of day discounts on baked goods.

*Restaurant names are presented in Russian

ABC-XYZ analysis table

Abc	Chain	Xyz Z
A	Гастрономический Ш..	3
	Гурманское Наслажд..	3
	Завтраки на любой в..	3
	Шоколадный Рай	3
B	Завтрак на полную	2
	Здоровый Шанс	2
	Ресторан Добрых Вы..	2
	Салатный Лес	2
	Утренний прием	2
C	Бутербродная Вселе..	1
	Бутербродный Путе..	1
	Венецианский Паб	1
	Завтраки на каждый ..	1
	Кондитерская Истор..	1
	Мамма Миа	1
	Невероятные Бутерб..	1
	Паста и Приятели	1
	Сладкий Путь	1
	Сэндвичный Парад	1
	Флорентийский Рест..	1

ABC–XYZ - analysis

- Why shouldn't the segmentation option be applied to ABC-XYZ analysis results?

Conclusion: ABC-XYZ analysis combines the ABC and XYZ methods. Segmentation is carried out by product profitability and sales volumes from period to period.

ABC-XYZ analysis table

Abc	Chain	Xyz Z
A	Гастрономический Ш..	3
	Гурманское Наслажд..	3
	Завтраки на любой в..	3
	Шоколадный Рай	3
B	Завтрак на полную	2
	Здоровый Шанс	2
	Ресторан Добрых Вы..	2
	Салатный Лес	2
	Утренний прием	2
C	Бутербродная Вселе..	1
	Бутербродный Путе..	1
	Венецианский Паб	1
	Завтраки на каждый ..	1
	Кондитерская Истор..	1
	Мамма Миа	1
	Невероятные Бутерб..	1
	Паста и Приятели	1
	Сладкий Путь	1
	Сэндвичный Парад	1
	Флорентийский Рест..	1

Action Points

From the analysis we can draw conclusions based on hypotheses:

- We need to increase the user journey of new users; for this we need to simplify the path and optimize some steps.
- We need to work on retaining old, loyal customers through promotions and special offers for such users. You also need to increase the frequency of purchases and receipts of new users.
- We need to promote high-value restaurants more and work less with CZ restaurants.

Thank you for your attention!

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