



# Data Analyst / Case Study

You x Contentsquare



# AGENDA

**1** WHAT'S EXPECTED

**2** DATA YOU WILL BE USING

**3** GLOSSARY & APPENDIX

DA CASE STUDY

# What's expected

# What's expected

## The brief

### Your role

1. → You are a Data Analyst at Contentsquare and you are asked to deliver a mobile Product Page analysis

### Your audience

2. → Imagine you are meeting with a team and they are able to implement 2-3 changes this quarter on their mobile product page to improve User Experience.  
*(We will be impersonating the client!)*

### Your mission

3. → Help them prioritize the insights and provide recommendations for next steps

# What's expected

## To do

1.

### Analyse

→ Analyse the user behaviour on the mobile Product Page

### Data

2.

→ List some data driven recommendations to drive replatforming of the Product Page

→ Extra credit if you provide examples of best practices from other retailers!

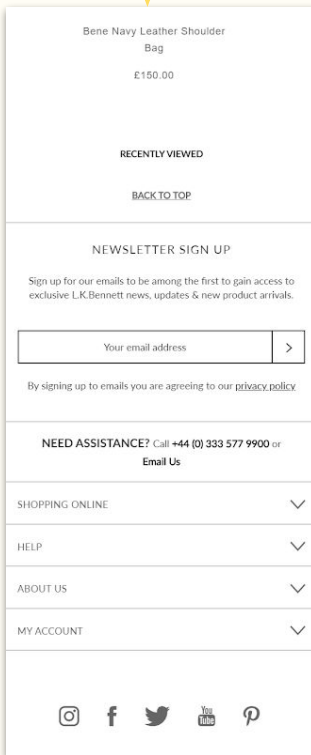
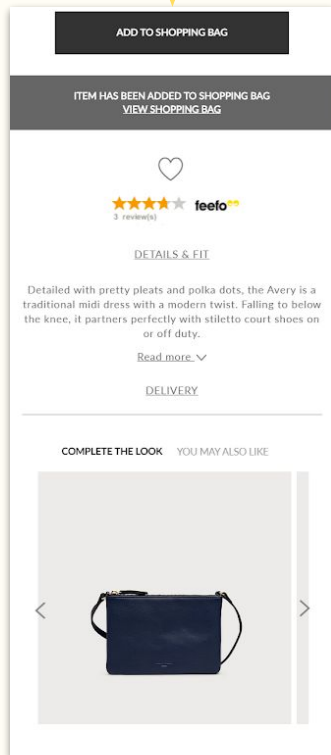
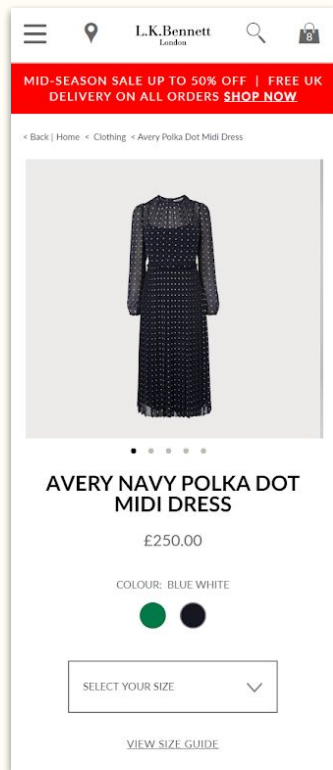
3.

### Present

→ Present your insights and recommendations via Google Slides/PowerPoint.  
Your presentation will be in **English** and should last 15 to 20 minutes.

# What's expected

## The page



**DISCLAIMER**  
The data in the following study is fictional and uses LK Bennett as a template only.

DA CASE STUDY

# Data you will be using

# Data

## General site overview



	Revenue ?	Average Cart ?	Visits ?	Bounce rate ?	Page views/visit ?	Visit time ?
	- 23.74 %	+ 23.06 %	- 69.93 %	- 25.85 %	+ 37.02 %	+ 68.4 %
Desktop	£ 1 162 100	£ 67	346 551	25.5 %	8.3	6 min 35 s
Mobile	£ 1 523 767	£ 54.4	1 152 505	34.3 %	6.1	3 min 54 s

Ecommerce

Conversions

Conversion Rate

- 38.14 %

+ 105.74 %

17 122

4.9 %

27 677

2.4 %

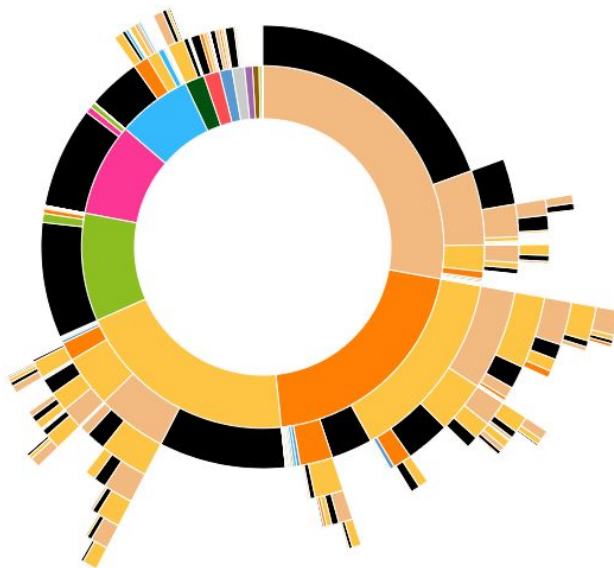


# Data

## User journeys from landing pages



- Site exit
- Category
- Product
- Home
- Customer Service
- Size Guide
- Content
- Search
- Category Landing Pages
- Errors



# Data

## User journeys from landing pages



● Site exit

● Product

● Category

● Cart

● Home

● Checkout - Login

● Checkout - Shipping

● Checkout - Billing

● Checkout - confirmation

● Search

● Account only display 7 steps

👤 Visits with transactions



👤 Visits without transactions



# Data

## Key page metrics



PAGE #	?	?	?	?	?	?	?	?	?	?
	VIEWS	VISITS	VIEWS/VISIT	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME
★ Category	42,733	15,204	2.81	44.7%	22.4%	63.1%	6,985px	42.4s	42.1%	1.10s
★ Customer Service	5,181	4,539	1.14	88.1%	79.1%	50.8%	3,483px	72.6s	30.2%	1.58s
★ Home	11,966	8,911	1.34	14.3%	17.4%	28.5%	5,066px	17.0s	27.3%	1.29s
★ Product	36,824	17,707	2.08	69.9%	35.8%	40.4%	2,981px	39.7s	22.1%	1.15s

# Data

## Key page metrics for visits with/without transactions



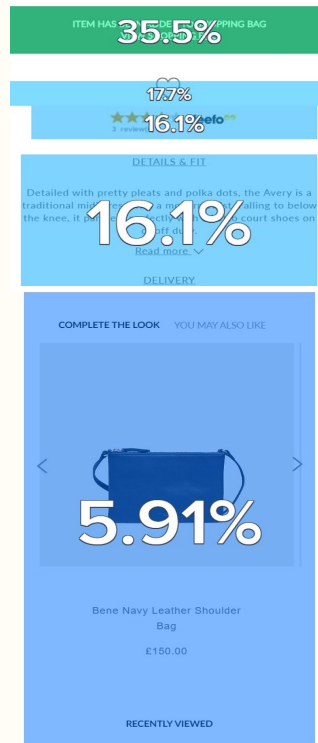
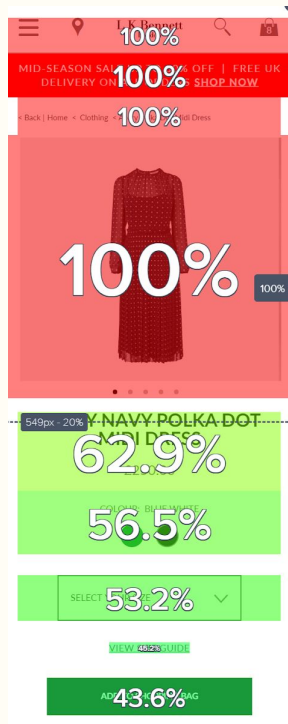
← Modify selected pages

Select a conversion goal : Ecommerce ▼

PAGE	Views ?	Visits ?	Views/Visit ?	Bounce ?	Exit ?	Scroll ?	Height ?	Time spent ?	Activity ?	Load time ?	Conversion ?
★ Product	+ 11,756%	+ 26,629%	- 55.6%	--	+ 1,135%	- 15.4%	- 5.41%	- 27.6%	- 5.67%	+ 3.82%	- 100%
👤 Visits without transactions <small>(ref.)</small>	36,516	17,641	2.07	70.0%	36.1%	40.3%	2,980px	39.5s	22.1%	1.17s	0.00%
👤 Visits with transactions	308	66	4.67	0.00%	2.92%	47.7%	3,151px	54.6s	23.4%	1.13s	100%

# Data

## Exposure rate



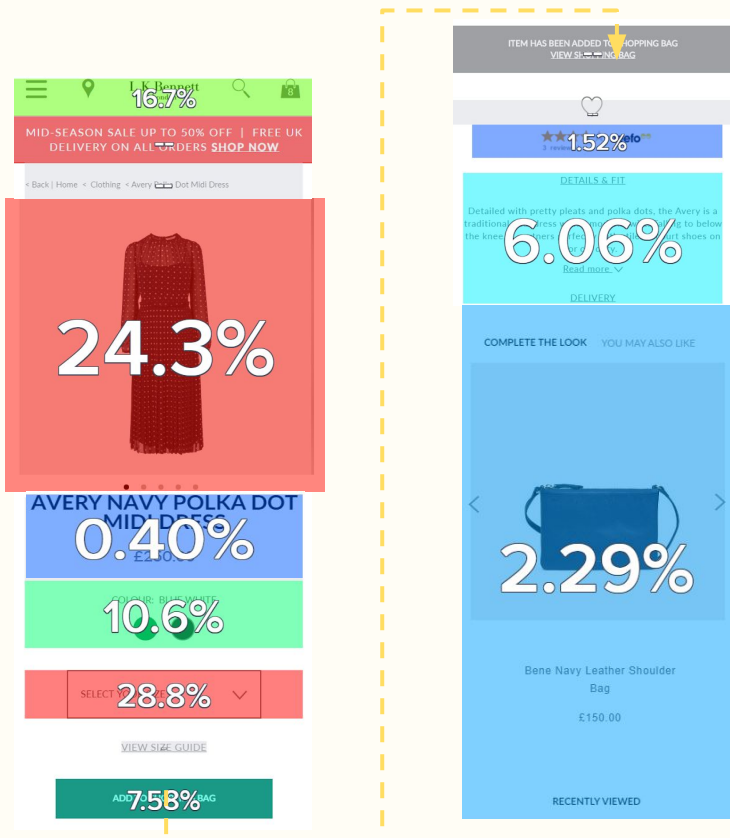
**NOTE**



Please disregard the "--%".  
It means the data was not  
computed for this area

# Data

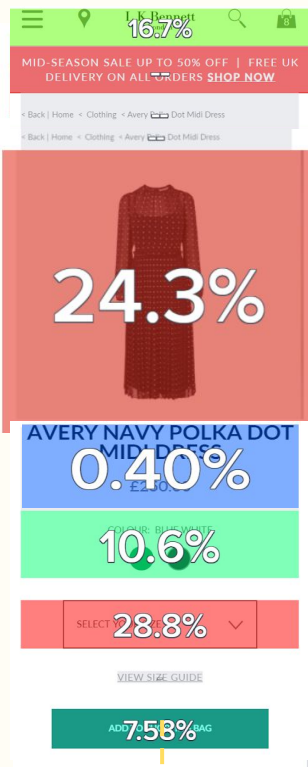
## Click rate



### NOTE

Please disregard the "--%".  
It means the data was not  
computed for this area

# Data Attractiveness rate

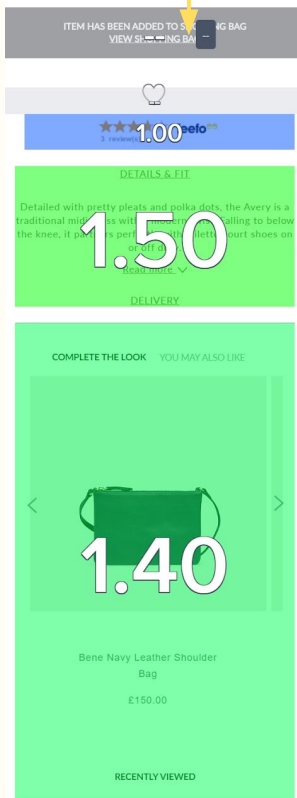


**NOTE**

Please disregard the "--%".  
It means the data was not  
computed for this area

# Data

## Click recurrence

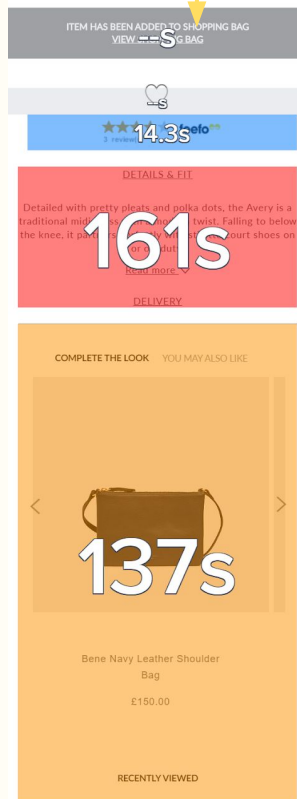
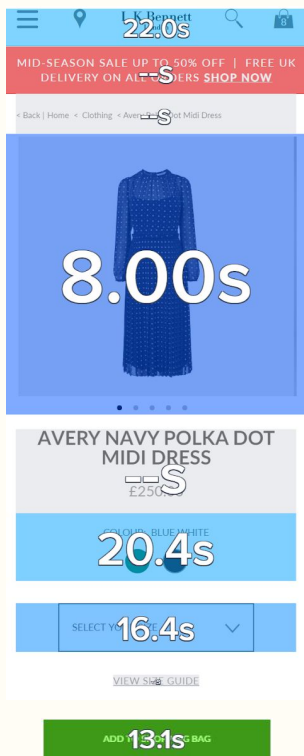


Please disregard the "--%".  
It means the data was not  
computed for this area



# Data

## Time before first click

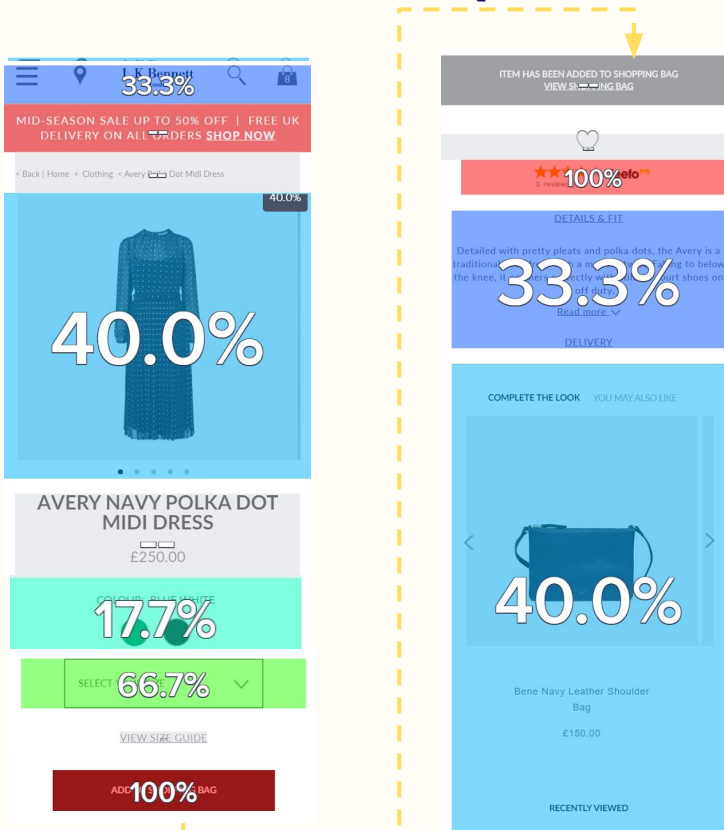


Please disregard the "--%".  
It means the data was not  
computed for this area



# Data

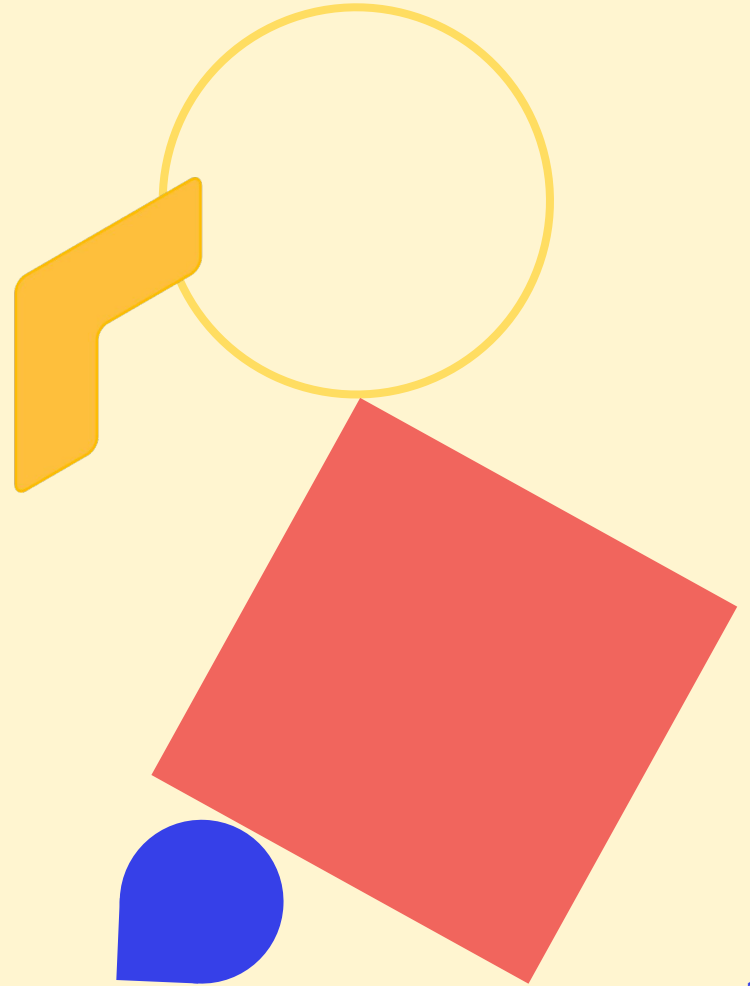
## Conversion rate after click (conversion = add to cart)



Please disregard the "--%".  
It means the data was not  
computed for this area

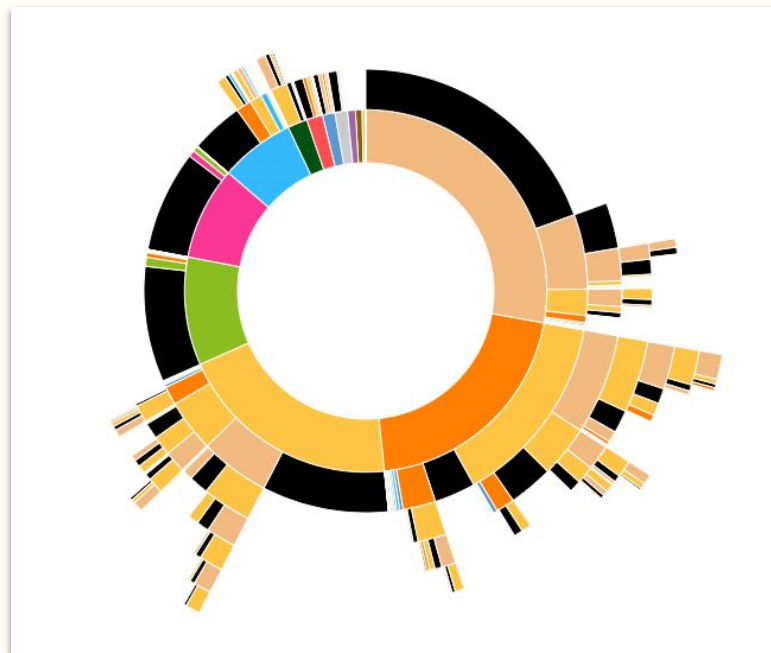
## DA CASE STUDY

# Glossary & appendix



# Glossary & appendix

## How to read a navigation path?



### HOW TO

The first circle represents the first page seen by users

→ In this example, Around 30% of users landed on the Product Page, 20% landed on the Home page etc.

The second circle represents the second page seen by users, and the black areas represent the exit.

→ In this example: Around 60% of users exited the product page after landing on it. Around 60% of users reached a Category page after landing on the Home page.

The third circle represents the third page viewed and so on.

# Glossary & appendix

## How to read a navigation path?

METRIC	DEFINITION
CLICK RATE	The percentage of pageviews with at least one click on the zone.
ATTRACTIVENESS RATE	Of all pageviews where the zone was visible on the screen, the percentage with at least one click on it.
EXPOSURE RATE	The percentage of pageviews where at least half of the zone was visible on the screen
CONVERSION RATE PER CLICK	Percentage of visitors who made a purchase in the session after clicking on the zone
CLICK RECURRENCE	Average number of clicks on clicked zones

**GOOD LUCK!**