

IMPROVING WEBSITE CONVERSION RATES

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BACKGROUND

Based in Turkey

Outdoor Wear

Online Sales Channel

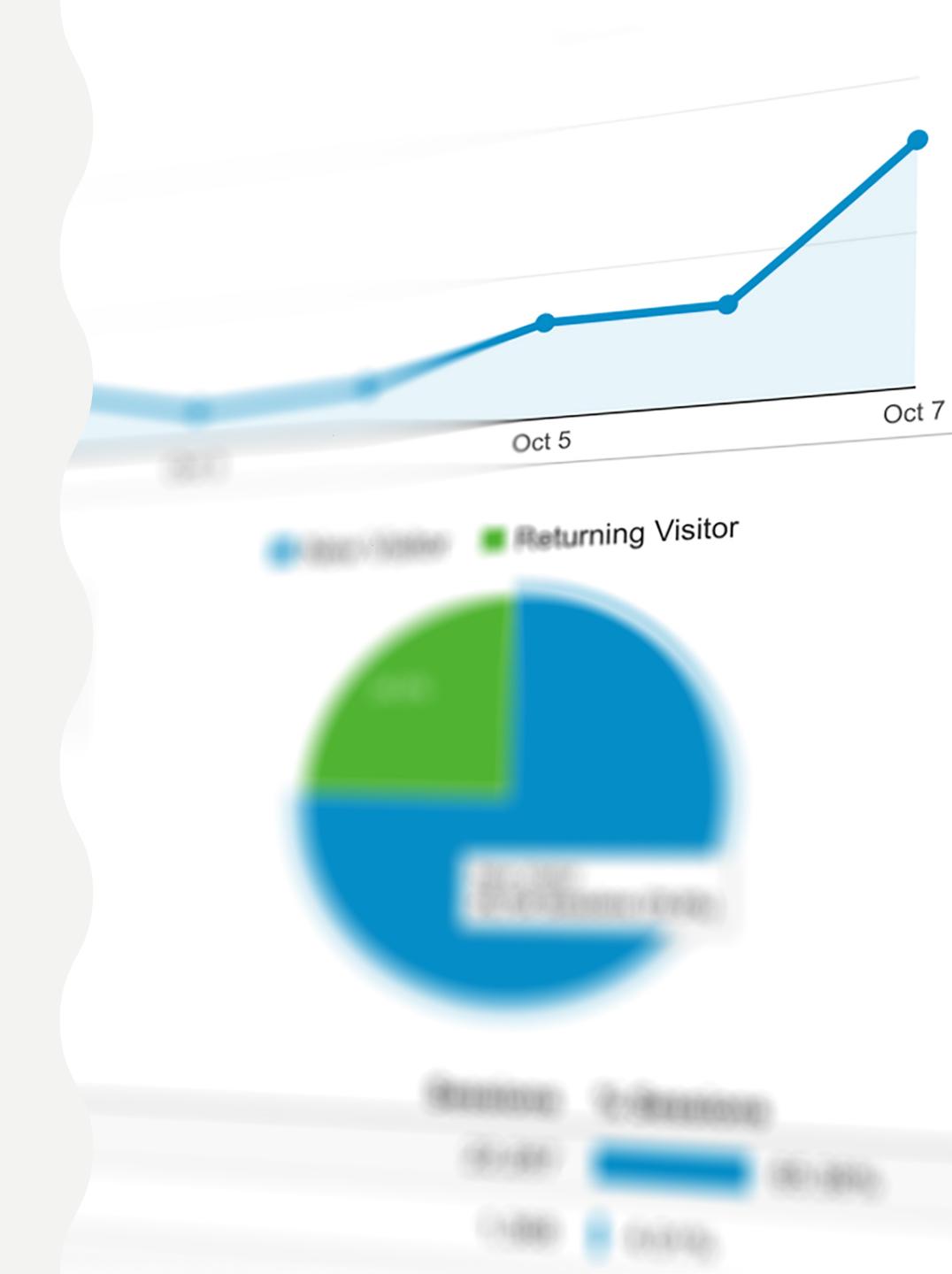
Current Conversion Rate: 14.3%

OBJECTIVE

Improve Website Conversion Rate

DATA

- Google Analytics
- 12,330 online sessions
- Range of attributes



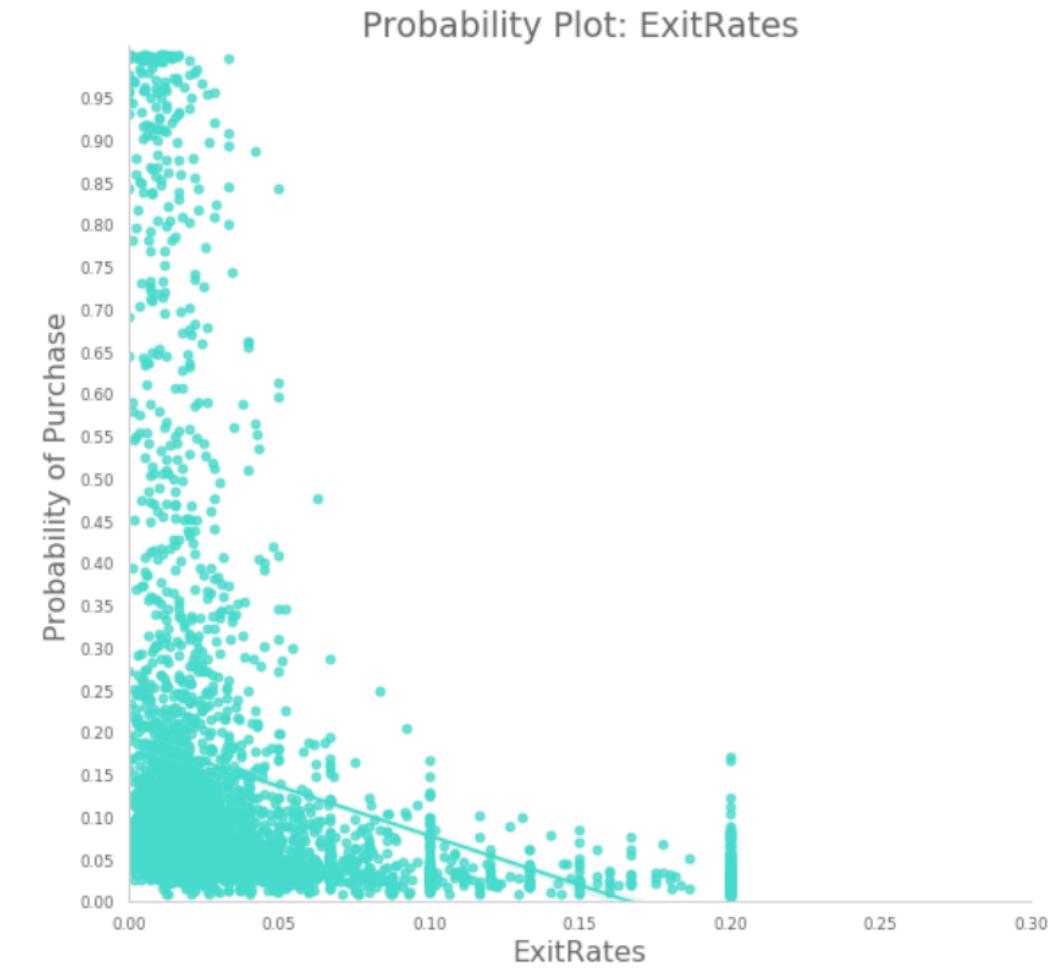
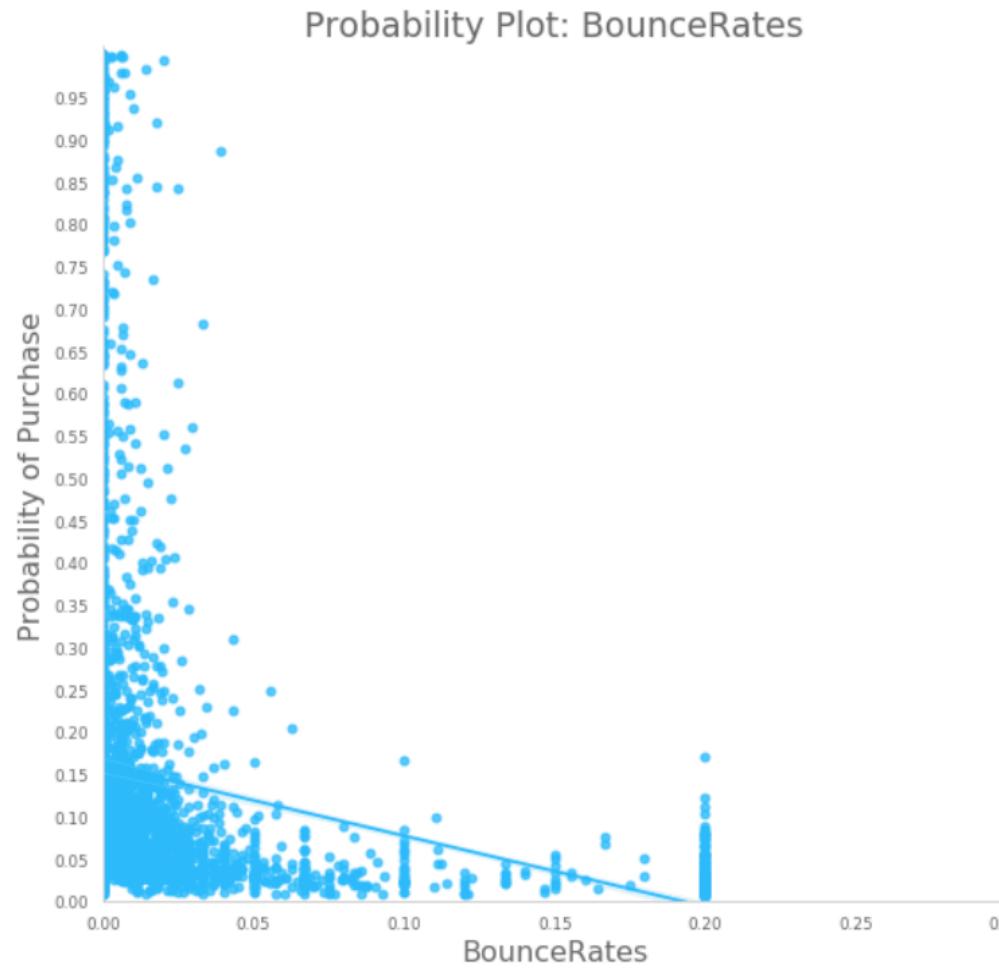
PREDICTING CONVERSION

- Classification model:
 - Predict whether or not a website visitor will make a purchase
- Identify most important determinants of conversion



WHAT DID WE FIND?

BOUNCE & EXIT RATES



FEBRUARY

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
29	1	2	3	4	5	6
30	7	8	9	10	11	12
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28

RECOMMENDATIONS

- Employ classification model to target Google Ads at borderline customers
- Reduce Bounce & Exit Rates through A/B testing
- Run promotional offers during February

FUTURE WORK

- Monitor impact of actions on overall website conversion rate
- Develop model to predict expenditure of converted customers

THANK YOU FOR LISTENING