DigitalPath Innovations Analysis

Insights into User Experience on the DigitalPath Innovations webpage.

22nd December,2024.

-- Business Introduction –

- DigitalPath Innovations, a leader in digital marketing solutions, is seeking to identify which webpage version performs better across various user engagement metrics so as to enhance its website's user experience to improve engagement metrics, conversion rates, and customer satisfaction.

--BUSINESS PROBLEM--

- To identify which webpage version performs better across various user engagement metrics.

- To analyze the effectiveness of each design, inform future design iterations, and ultimately enhance user experience based on data-driven insights.

-- Aim of Project --

- To perform a comprehensive analysis of user behavior across the two webpage versions.

- To assess how each webpage version impacts user engagement.

- To Compare the conversion rate for both versions.

- To evaluate the correlation between user feedback submission and the webpage versions.

- To Investigate the influence of webpage version on content interaction.

- To Analyze how different referral sources affect user behavior and preferences for each webpage version.
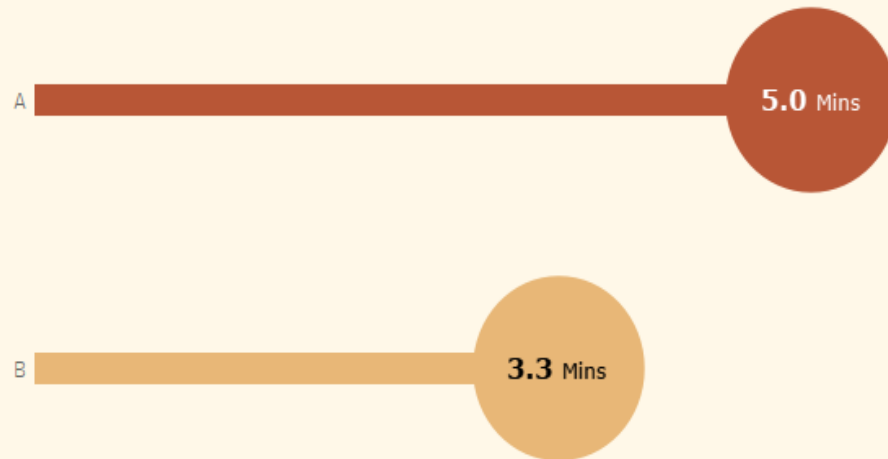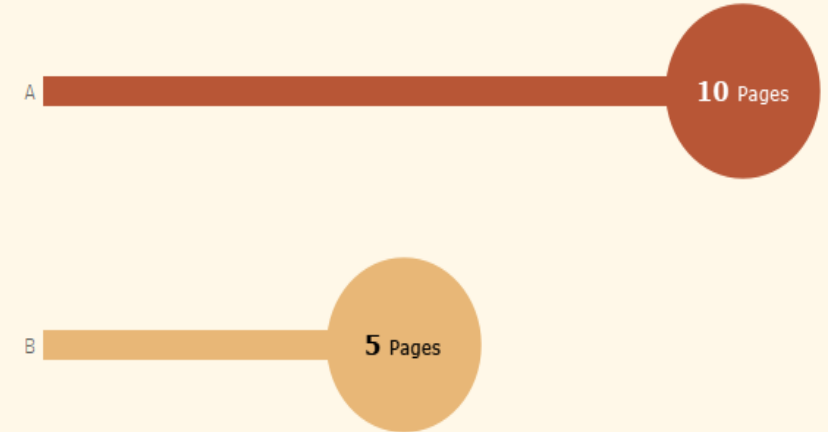
-- Insights --

Pages viewed on Average
7

Mins Spent per Session
4.1

Avg. Time Spent (Mins)

A — 5.0 Mins

B — 3.3 Mins

Avg. Pages Viewed

A — 10 Pages

B — 5 Pages

Avg. Actions Taken

A — 4.9 Actions

B — 5.0 Actions

- Amount of time spent and number of pages viewed doesn't affect number of actions taken.
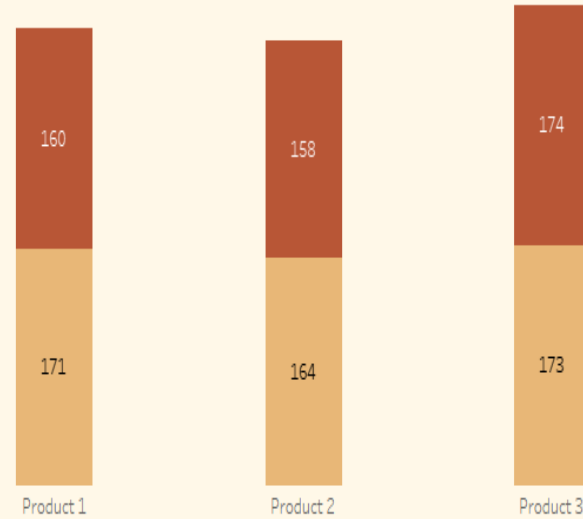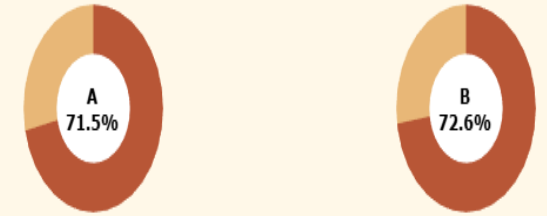
-- Insights --

Check out Rate
62.1%

Conversion Rate
54.1%

- Product 3 attracted the most views.

- Cart addition wasn't influenced by a particular version.

- Check out was slightly different for both versions.

- There was a higher conversion rate for version A compared to B.
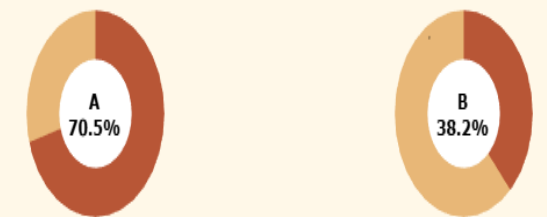

Products Viewed by Users

Product 1	Product 2	Product 3
160	158	174
171	164	173

Cart Addition Analysis
A 71.5% B 72.6%

Check Out Analysis
A 62.8% B 61.4%

Conversion Rate
A 70.5% B 38.2%

-- Insights --

Feedback Analysis

A
18.7%

B
17.9%

- Feedback was slightly different for both webpage versions.

-- Insights --
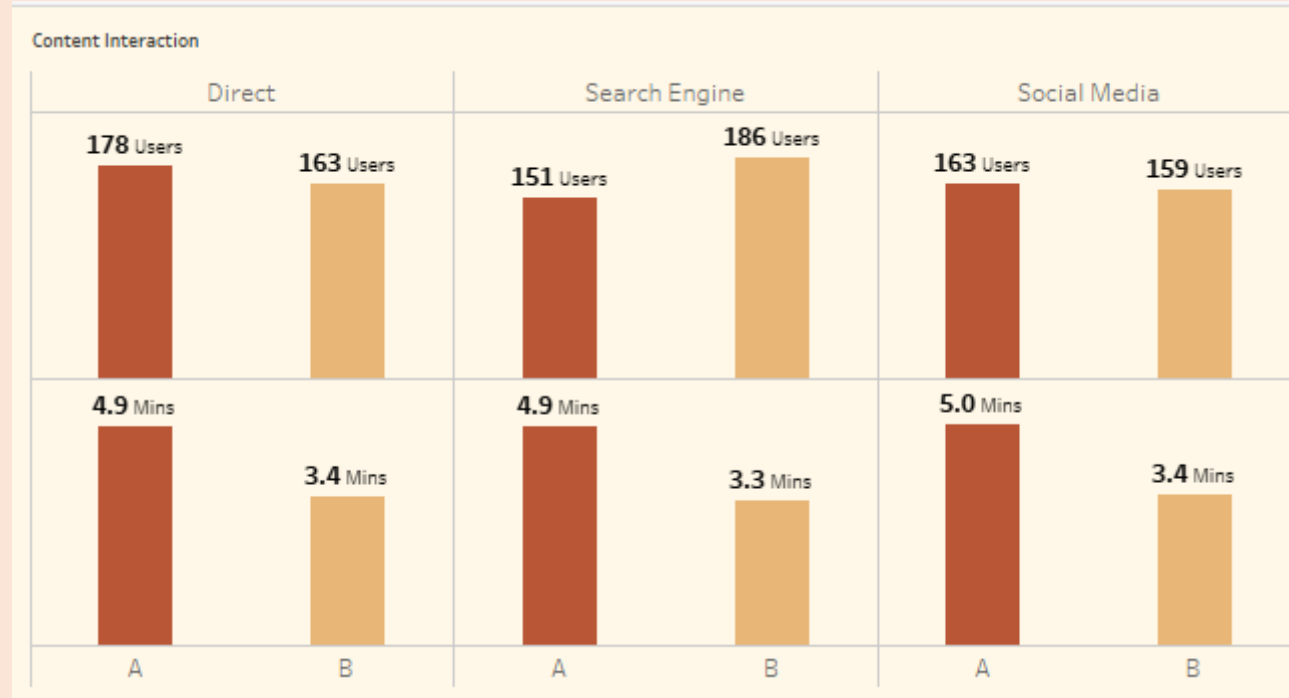
- The different referral sources for both versions were almost equal apart from 'Search Engine' for Version B which had 186 users.
- In terms of time spent on each webpage version, most users spent more time on version A than B.

DigitalPath Innovations Analysis Dashboard

Pages viewed on Average	Mins Spent per Session	Check out Rate	Conversion Rate
7	**4.1**	**62.1%**	**54.1%**

Content Interaction

	Direct		Search Engine		Social Media	
Users	178	163	151	186	163	159
Mins	4.9	3.4	4.9	3.3	5.0	3.4
	A	B	A	B	A	B

Version
(All) ▼

Product Viewed
(All) ▼

Referral Source
(All) ▼

Feedback Analysis

- A 18.7%
- B 17.9%

Cart Addition Analysis

- A 71.5%
- B 72.6%

Conversion Rate

- A 70.5%
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Check Out Analysis

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Avg. Time Spent (Mins)

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Avg. Pages Viewed

- A — 10 Pages
- B — 5 Pages

Avg. Actions Taken

- A — 4.9 Actions
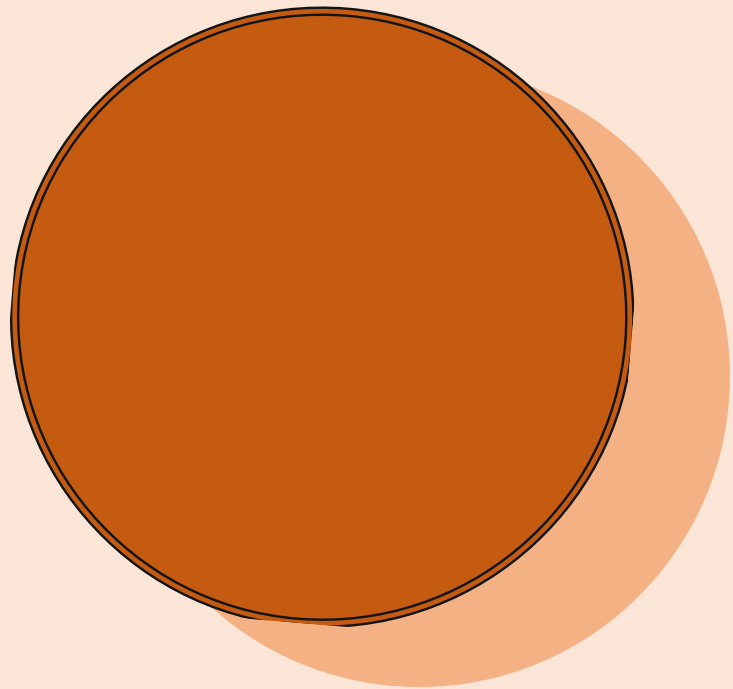- B — 5.0 Actions
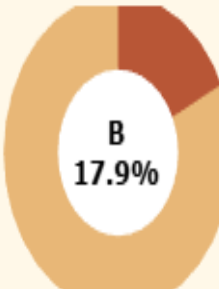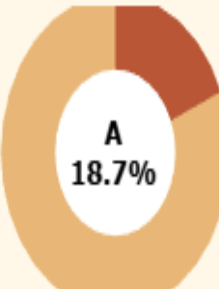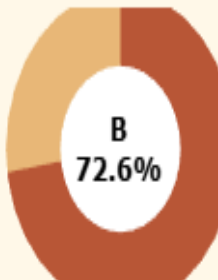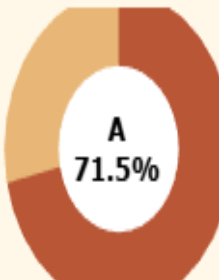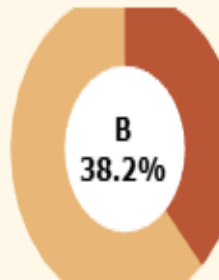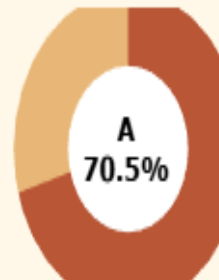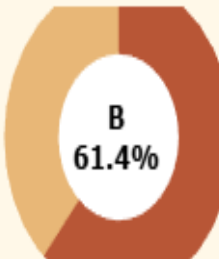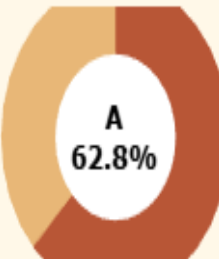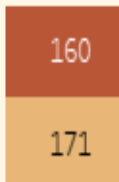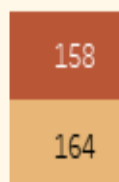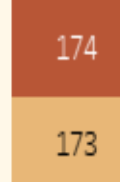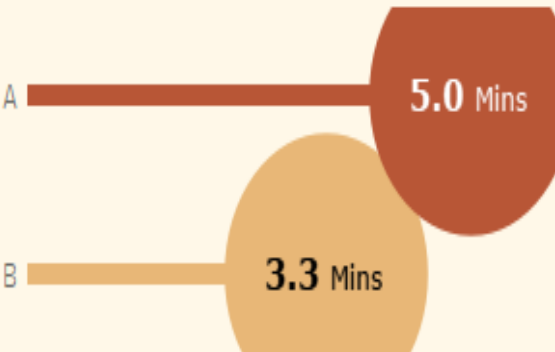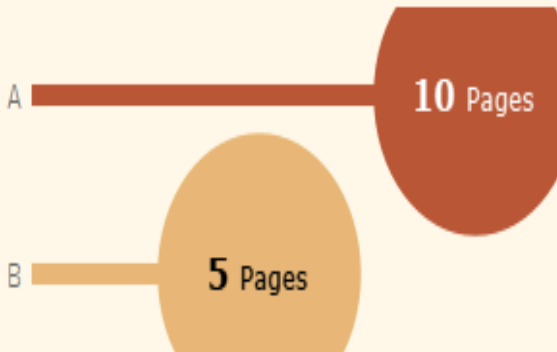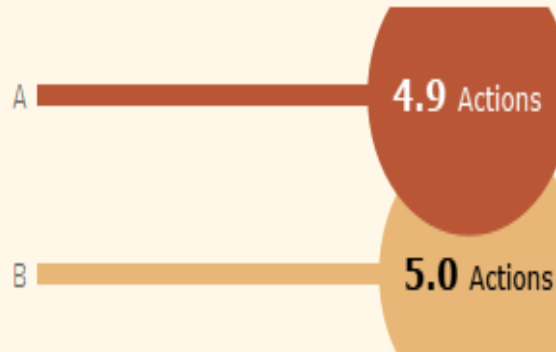
-- Recommendations --

- Webpage Version A seems to be more engaging considering the fact that most users spend more time and view more pages thereby resulting in a significantly high conversion rate.

- Investigate the reason why the high check out rate for version B doesn't necessarily result in a high conversion rate even though the check out rate for both versions A and B are slightly different.

- Replicate the same design for webpage version B so as to boost its conversion rate.

- In terms of the KPIs analyzed, compared to industry standards, the company is performing above expectations.

Thank you!