



DigitalPath Innovations Analysis

Insights into User Experience on the DigitalPath Innovations webpage.



-- 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 --

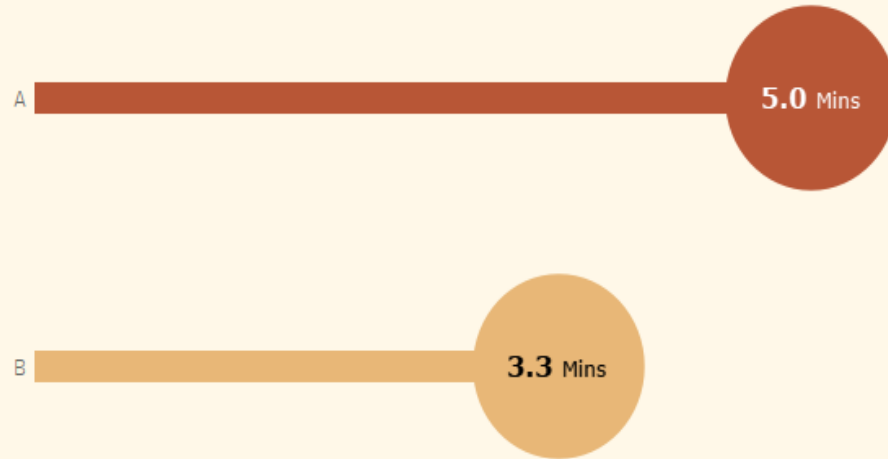
Pages viewed on Average

7

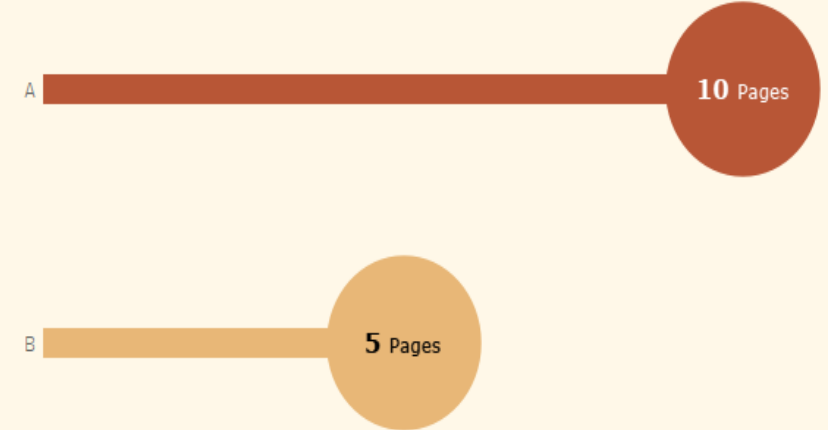
Mins Spent per Session

4.1

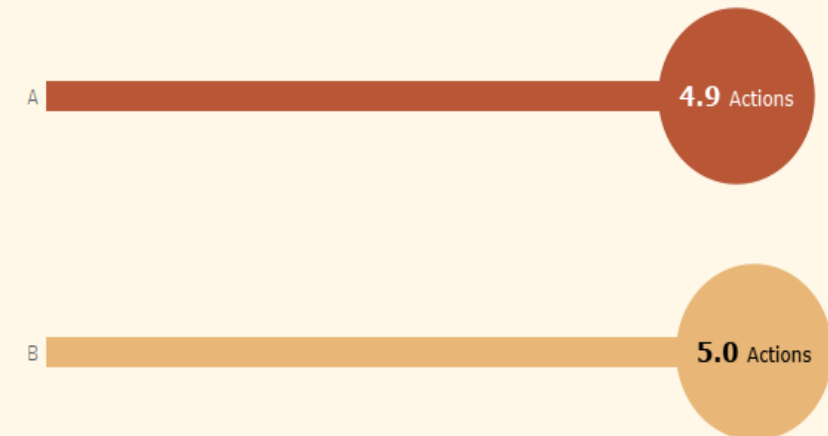
Avg. Time Spent (Mins)



Avg. Pages Viewed



Avg. Actions Taken



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

-- Insights --

Check out Rate

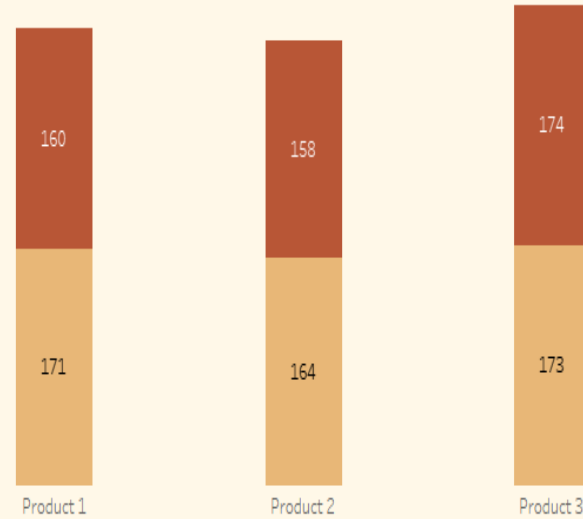
62.1%

Conversion Rate

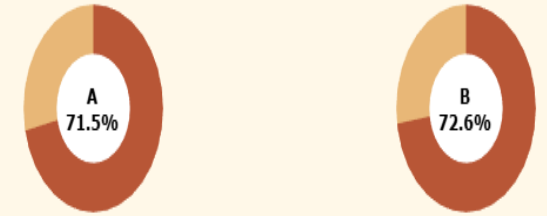
54.1%

- 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



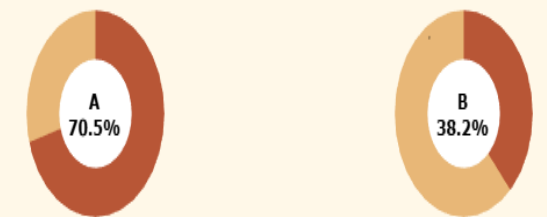
Cart Addition Analysis



Check Out Analysis



Conversion Rate

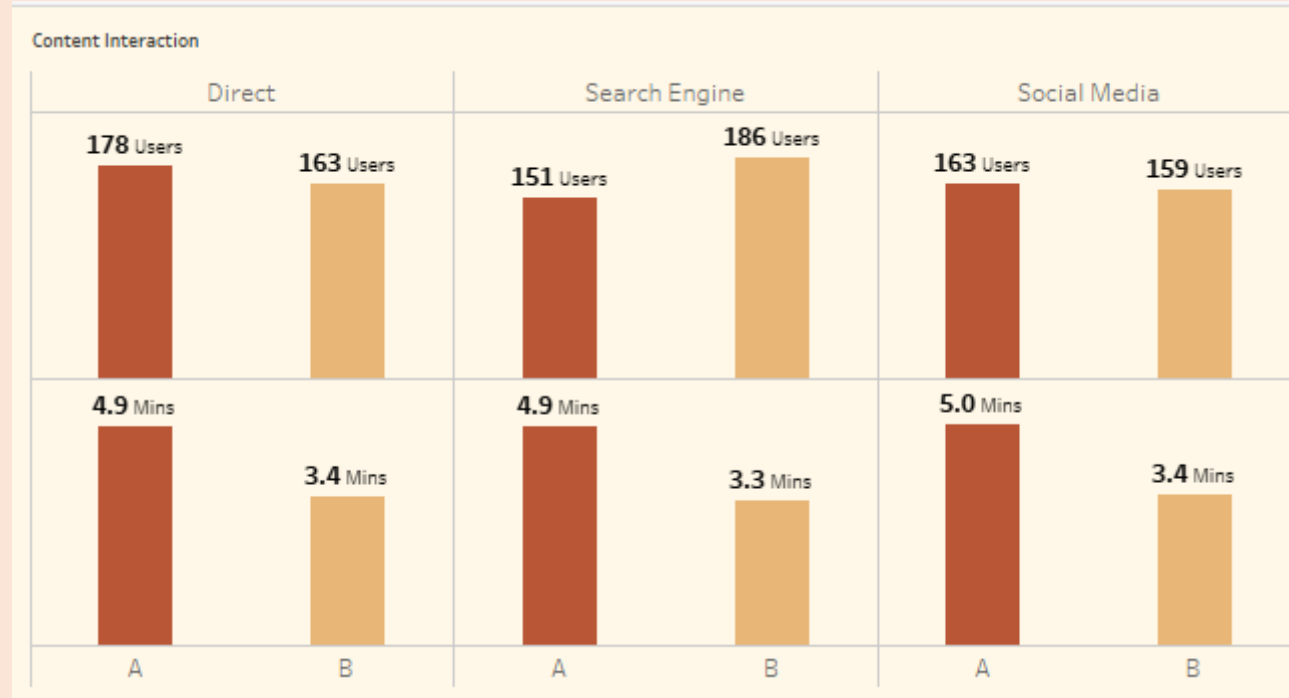


-- Insights --



- Feedback was slightly different for both webpage versions.

-- Insights --

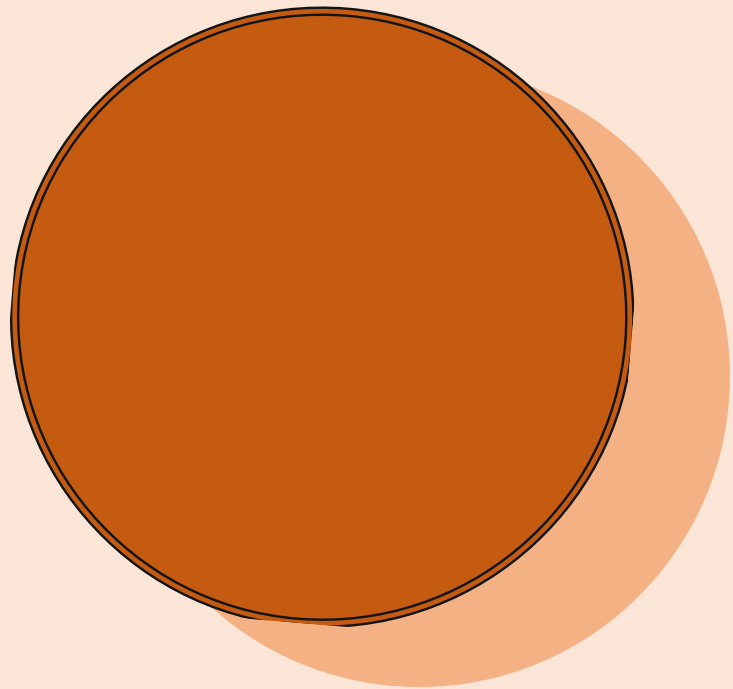


- The different referral sources for both versions were almost equal apart from 'Search Engine' for Version B which had 186 users.
- In terms of time spent on each webpage version, most users spent more time on version A than B.



-- 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!