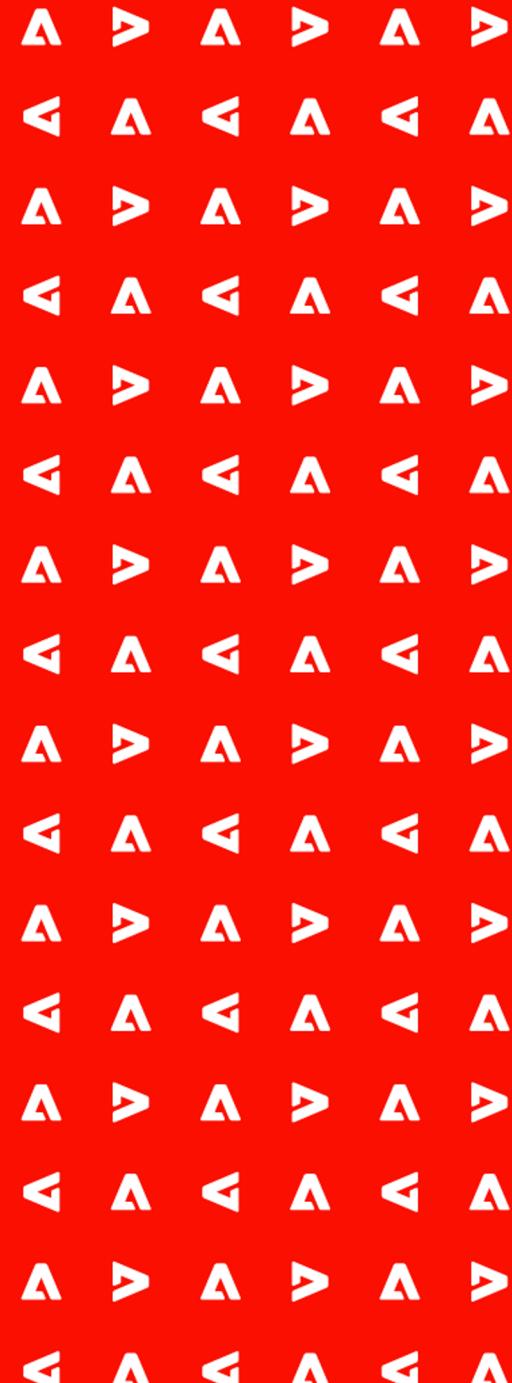




Adobe Analytics Challenge 2021

Team Adobee

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Content

1. Business Overview
2. Business Problem Analysis
3. Time Period
4. Customer Behavior (Save for Later & Wishlist)
5. Insights
 - Customer Loyalty Segmentation (New, Return, & Loyal)
 - Impact (\$)
6. Conclusion & Recommendations

Business Overview



The mission of **The Walt Disney Company** is to entertain, inform and inspire people around the globe through the power of unparalleled storytelling, reflecting the iconic brands, creative minds and innovative technologies that make ours the world's premier entertainment company.

Consumer Insights, Measurement, & Analytics (CIMA) team is focused on inspiring consumer -centric, data-driven, high return decision making that leverages keen insights and relevant data at the core of every business decision. CIMA's objective is to influence and inform marketing strategy development and enterprise-wide executive-level decision-making by measuring, analyzing, synthesizing, and interpreting a broad spectrum of data, including media effectiveness, sales results, theme park attendance, resort room nights, primary and secondary research findings, and other key business driver metrics.

Business Problem Analysis

Questions

What behaviors are most indicative of subsequent purchases by customers and how can we encourage these behaviors?

Objective

Identify distinctive pre-purchase behavior exhibited by purchasers who complete multiple orders.

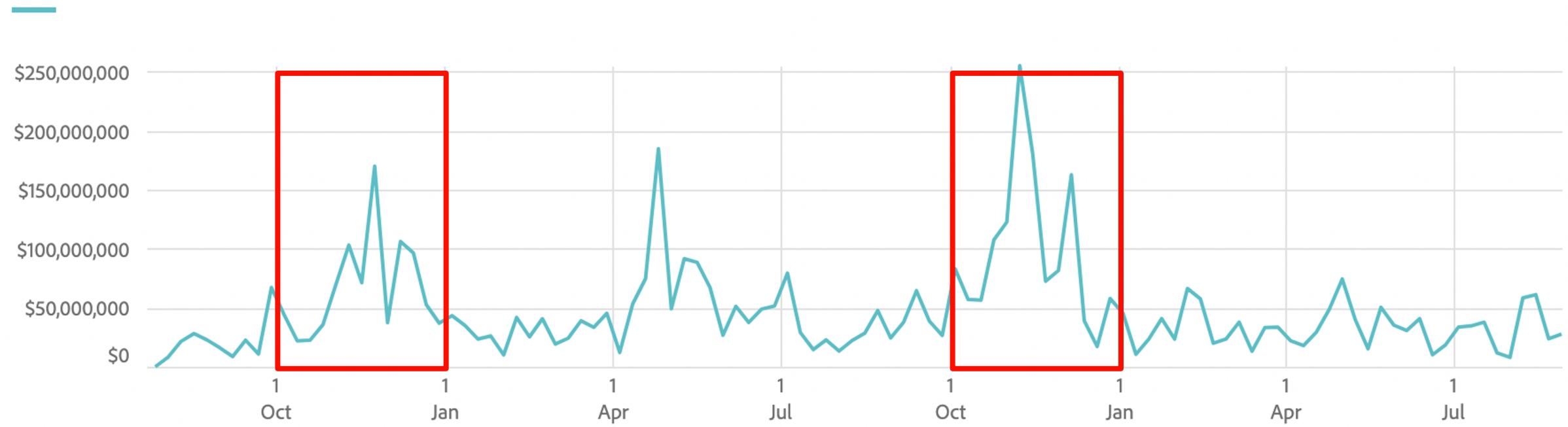
Initial Assumptions

Customer behavior metrics we expected to examine included page views, average time on site, entry page, flow, product views, cart interactions, and checkout progression.

*All analysis is from the Disney Web data suite

Time Periods - Q4 of 2019 & 2020: Holiday Season

Accurate Web Revenue [Purchasers]



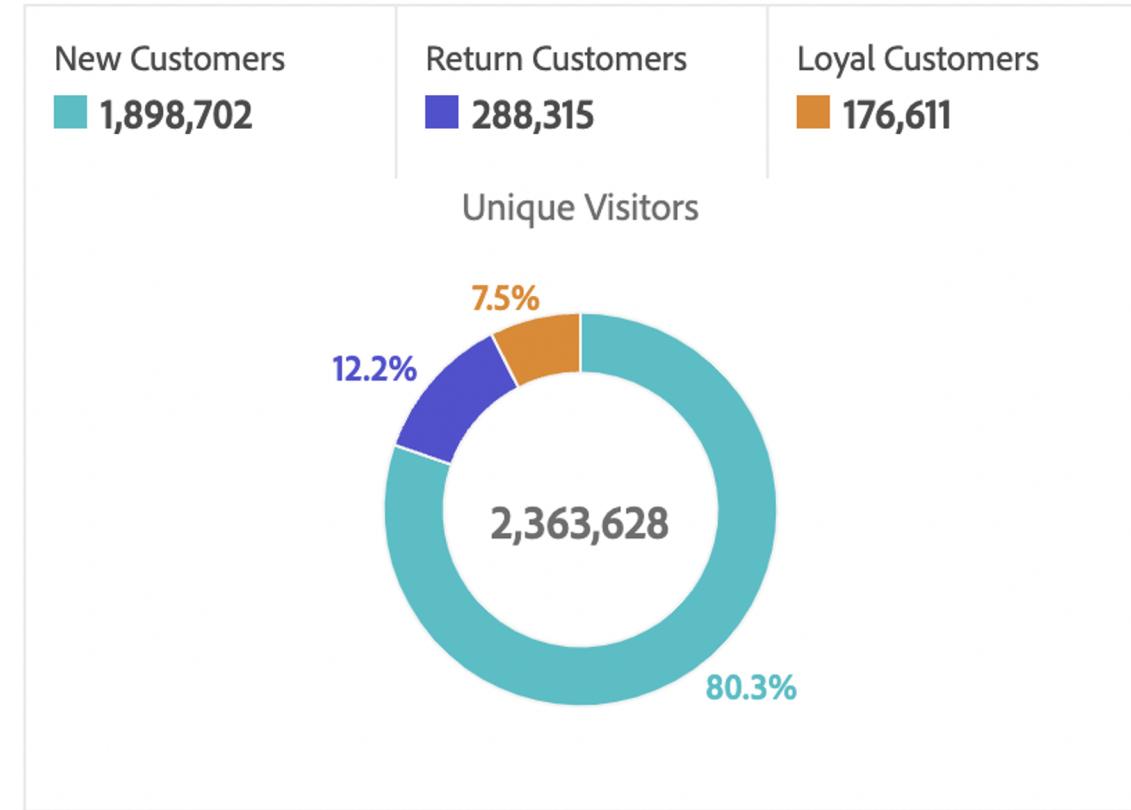
Site Visitor Feature Utilization



Q4 2020 Customer Loyalty Segmentation

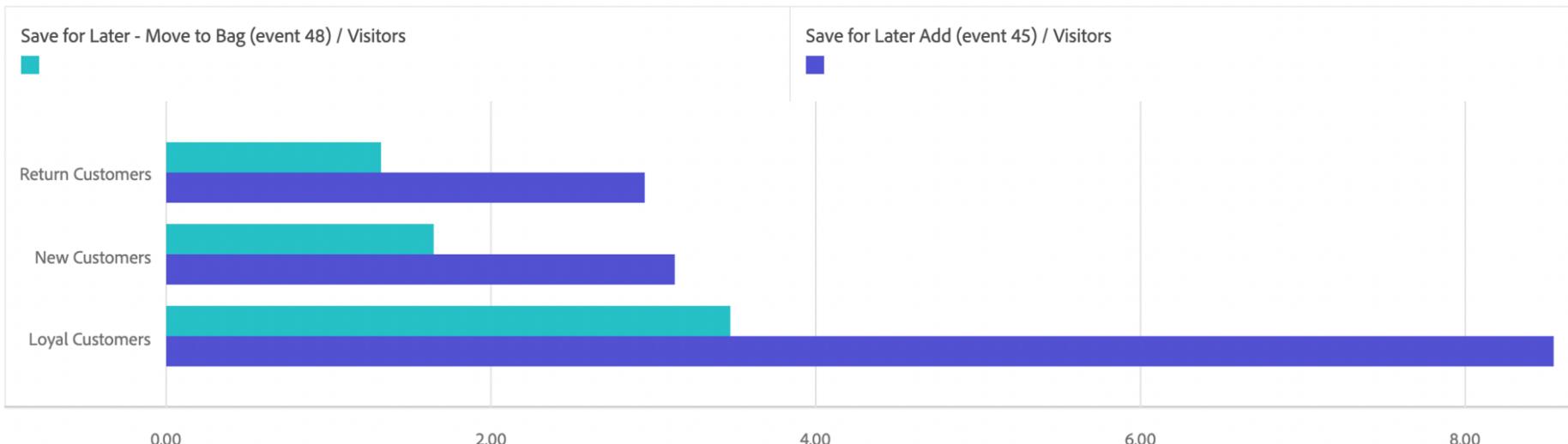
At the time of the hit,

- **New customers:** The visitor made a single purchase before.
- **Return customers:** The visitor made two purchases before.
- **Loyal customers:** The visitor made three or more purchases before.

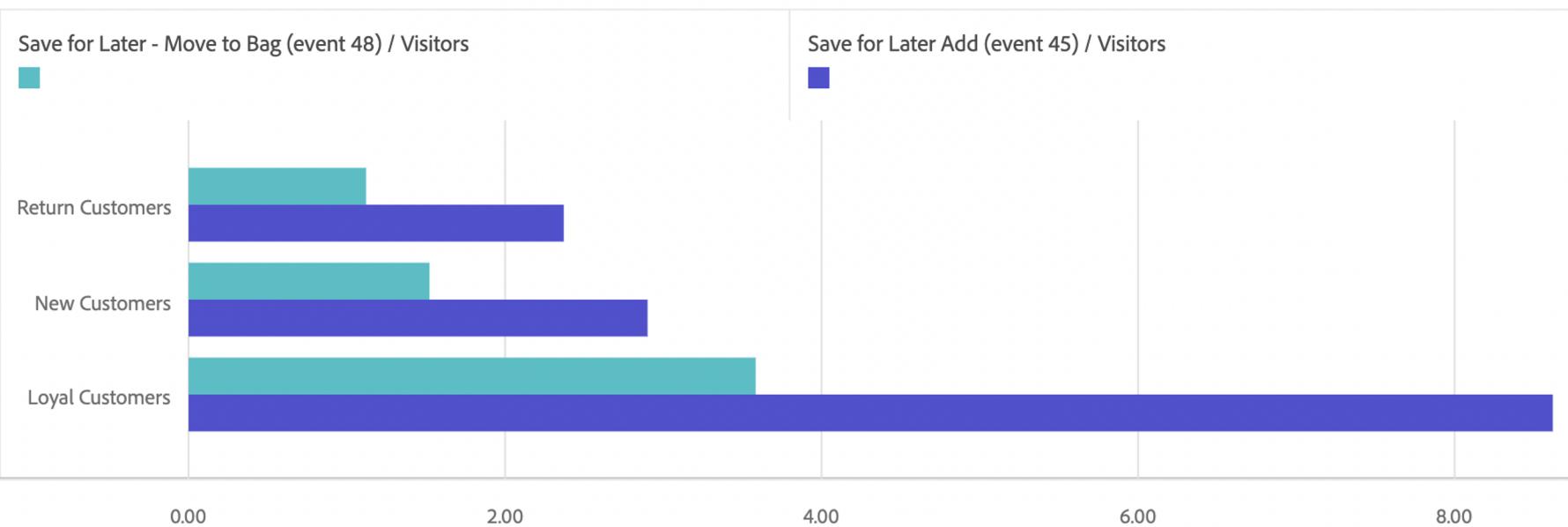


Save for Later - Customer Loyalty

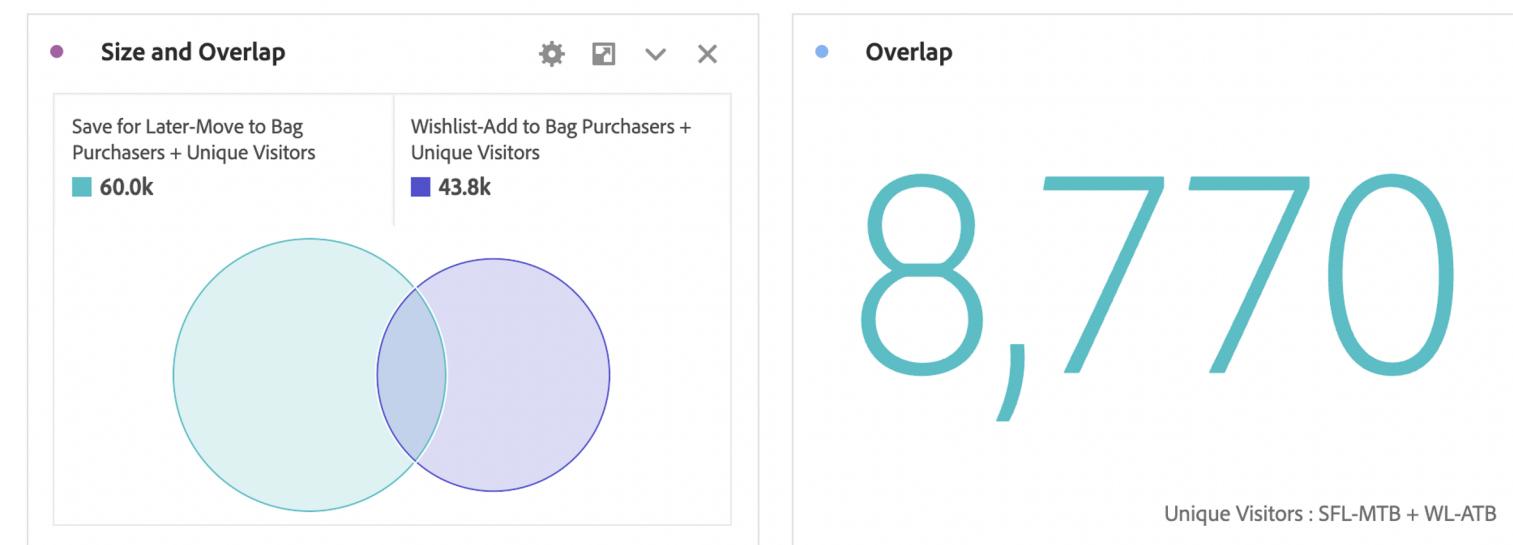
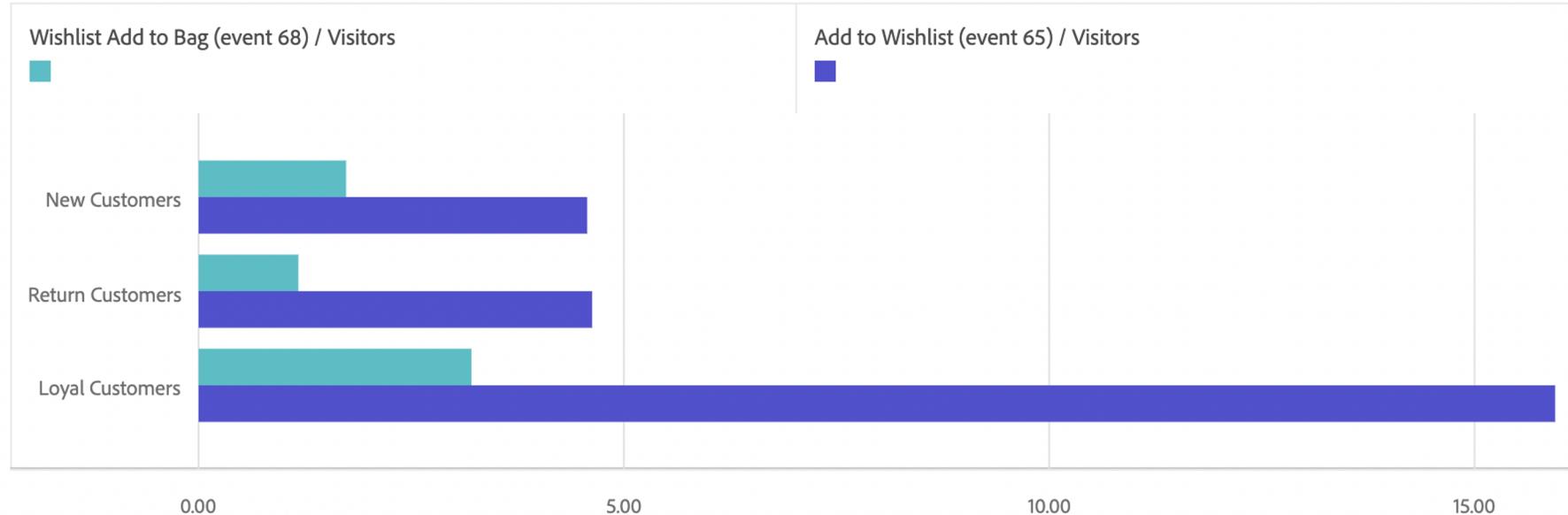
Q4 2019



Q4 2020



New in Q4 2020 Wishlist - Customer Loyalty



In Q4 2019...

Customers who moved products from Save for Later to their bags:

- Revenue: \$58,299,274
- Orders: 98,138
- Avg. Web Order Revenue: \$549
- Avg. Products per Order: 1.33
- Avg. Price per Product: \$413



In Q4 2020...

Customers who moved products from Save for Later to their bags:

- Revenue: \$204,415,362
- Orders: 145,689
- Avg. Web Order Revenue: \$1,403
- Avg. Products per Order: 1.48
- Avg. Price per Product: \$948

Customers who moved products from the wishlist to their bags:

- Revenue: \$74,176,816
- Orders: 88,791
- Avg. Web Order Revenue: \$835
- Avg. Products per Order: 1.24
- Avg. Price per Product: \$673



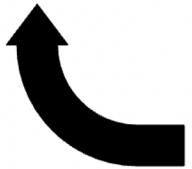
Conclusion & Recommendations



Conclusion



Return Visits



Increased
Adoption



= MULTIPLE PURCHASES

Primary Recommendation

- Cart Removal pop-ups that prompt customers to save products or add them to a wishlist when they remove products from carts
 - 6.4M cart removals in Q4 2020; without accounting for YoY growth, capturing 0.5% of those products into orders results in **\$5.9M** additional revenue in the quarter



Additional Recommendations

- Email re-marketing specifically for saved products and wishlists
 - Include time sensitive discount offers (e.x, 15% any product from your Wishlist in the next 24 hours)
 - More flexible return policies for purchasing saved products and products from wishlists



Thank you!



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