



NFL SHOP GROUP 1

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> **START NOW**

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OUR OBJECTIVES

- 1). ANALYZE GOOGLE ANALYTICS METRICS FOR THE TIMELINE (JUNE'23 VS JUNE'24)**

- 2). PROVIDE ACTIONABLE RECOMMENDATIONS BASED ON THE INSIGHTS**



NFL Shop

NFL

The NFL, or National Football League, is the premier professional football league in the United States, consisting of 32 teams who compete for the super bowl. Super Bowl is the most-watched television event in the U.S. every year, attracting millions of viewers and extravagant halftime shows.

NFL SHOP

NFL Shop is the official online retailer for the National Football League (NFL), offering a comprehensive selection of licensed merchandise for all 32 NFL teams. The shop caters to a global fanbase, providing high-quality products such as jerseys, apparel, hats, collectibles, and accessories.

www.nflshop.com



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NFL Shop

NFL SHOP

Mission : Provide NFL fans with the best possible shopping experience, offering a wide range of officially licensed products.

Vision : Become the go-to online destination for all NFL-related merchandise, ensuring customer satisfaction through excellent service and a user-friendly website.

Key Products and Services:

- Jerseys and Apparel
- Hats and Accessories
- Collectibles and Memorabilia
- Tailgating Gear
- Customizable Products

Market Differentiation:

- Exclusive Products and Official Team Merchandise
- Ensuring Authenticity and Quality
- Personalized Shopping Experience
- Seamless Online Shopping Interface

Leadership and Corporate Structure: NFL Shop operates under the leadership of senior executives from the NFL, with a focus on leveraging data analytics to enhance the online retail experience and streamline operations.



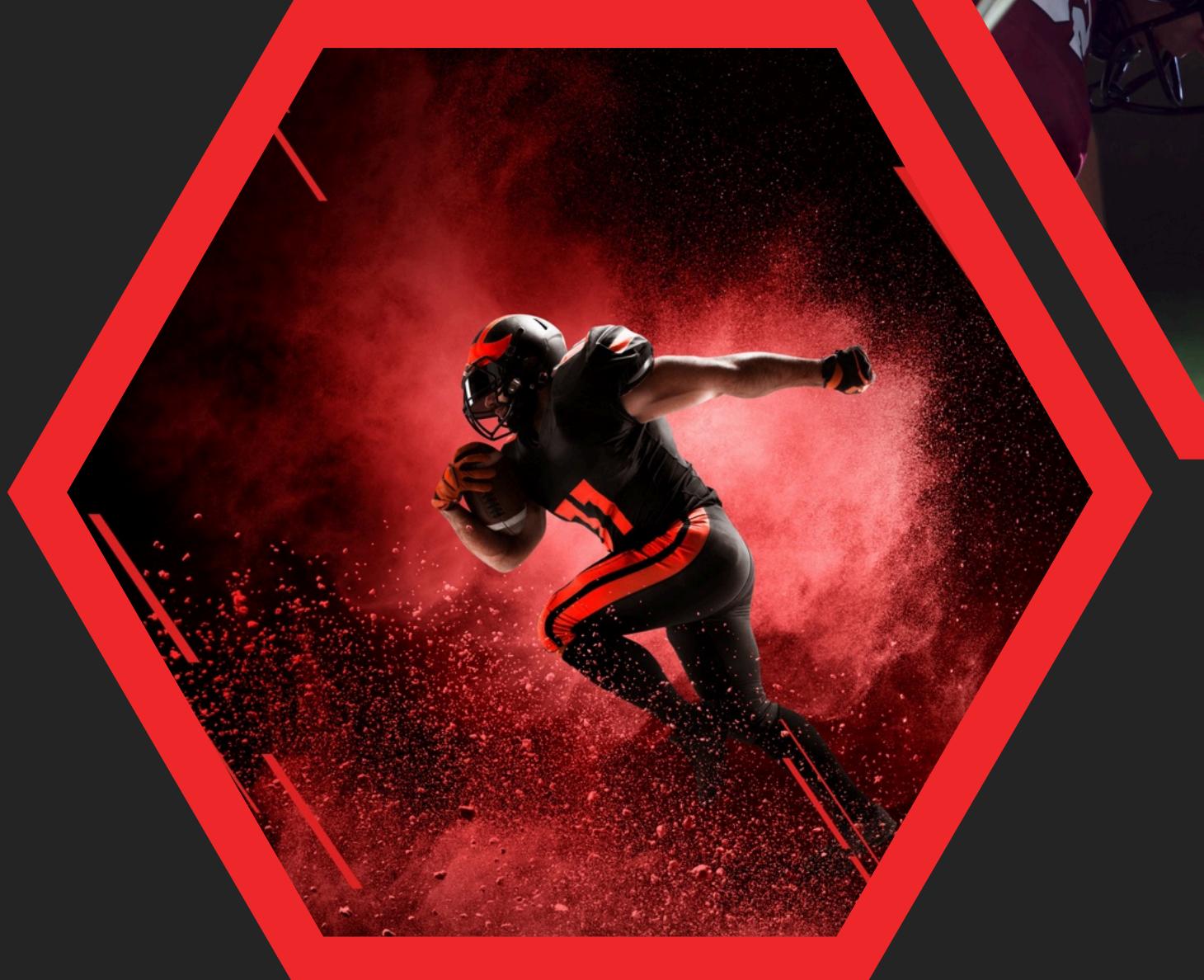
BUSINESS OBJECTIVES

- 1). INCREASE ONLINE TRAFFIC & CONVERSION**
- 2). EXPAND PRODUCT OFFERING & MERCHANDISING**
- 3). ENHANCE CUSTOMER EXPERIENCE**
- 4). BUILD BRAND LOYALTY & ENGAGEMENT**



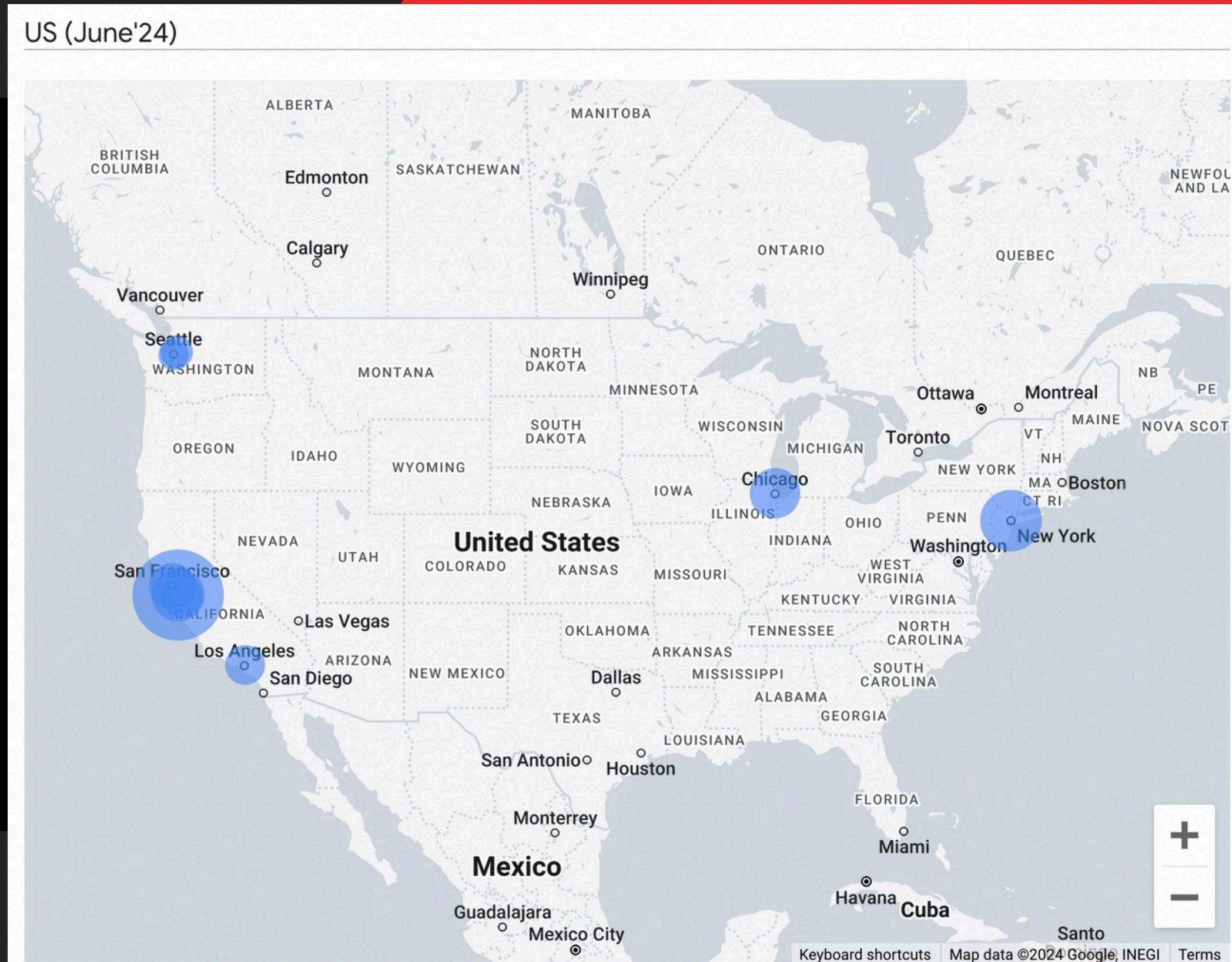
SUCCESS METRICS

- 1). BOUNCE RATE**
- 2). CONVERSION PATH - GOAL COMPLETION**
- 3). FUNNEL ANALYSIS - DROP OFF RATES**
- 4). CHECKOUT ABANDONMENT -
BY DEVICE TYPE
REPEAT USERS**
- 5). PROMOTIONS**





US (June'24)



GEOLOCATION

SUNNYVALE GENERATES
THE MAXIMUM REVENUE OF
\$17K.

- KEY INSIGHTS:
- PRODUCT POPULARITY BY REGION
 - STRONG FAN BASE FOR NFL MERCHANDISE



REVENUE

	Device category	Tablet	Mobile	Desktop	Totals
2024	Total Revenue	\$315.99	\$12,779.20	\$153,518.91	\$166,614.10
	Device category	Tablet	Mobile	Desktop	Totals
2023	Total Revenue	\$1,010.00	\$4,803.45	\$92,936.58	\$98,750.03

TOTAL REVENUE:
JUNE 2023- \$98,750.03
JUNE 2024- \$166,614.00

REVENUE INCREASED BY 68.72%

- THE DESKTOP REVENUE IS CONSISTENT.
- NEED TO IMPROVE WEBSITE PERFORMANCE TO INCREASE SALES THROUGH MOBILE & TABLET.

CONVERSION RATE

	Total Orders	Total Visitors	Conversion rate	
June 2023	711	86,520	0.82%	
June 2024	1384	103910	1.33%	0.51%

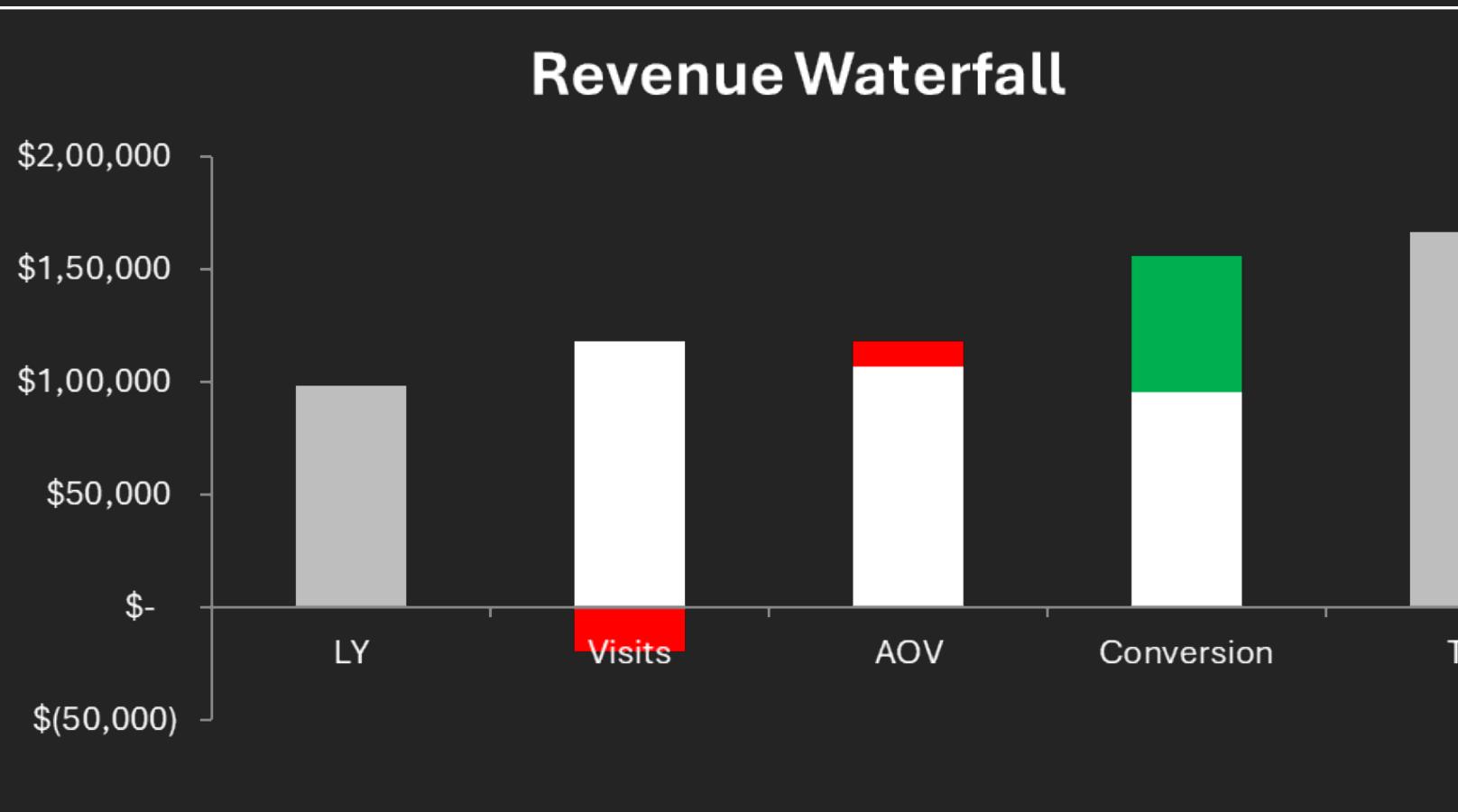
CONVERSION RATE INCREASED
BY 0.51%



THE AVERAGE CONVERSION RATE IS BELOW THE
ECOMMERCE INDUSTRY STANDARD OF 2-5%.

REVENUE WATERFALL

Revenue Waterfall



Metric Chg	Impact on Demand
\$ 19,848	
\$ (13,156)	
\$ 61,303	
LY	TY
98750	19,848
	(13,156)
\$ -	\$ 1,18,598
\$ 98,750	\$ (19,848)
	\$ 13,156
\$ 98,750	\$ 1,18,598
\$ 1,18,598	\$ 1,05,442

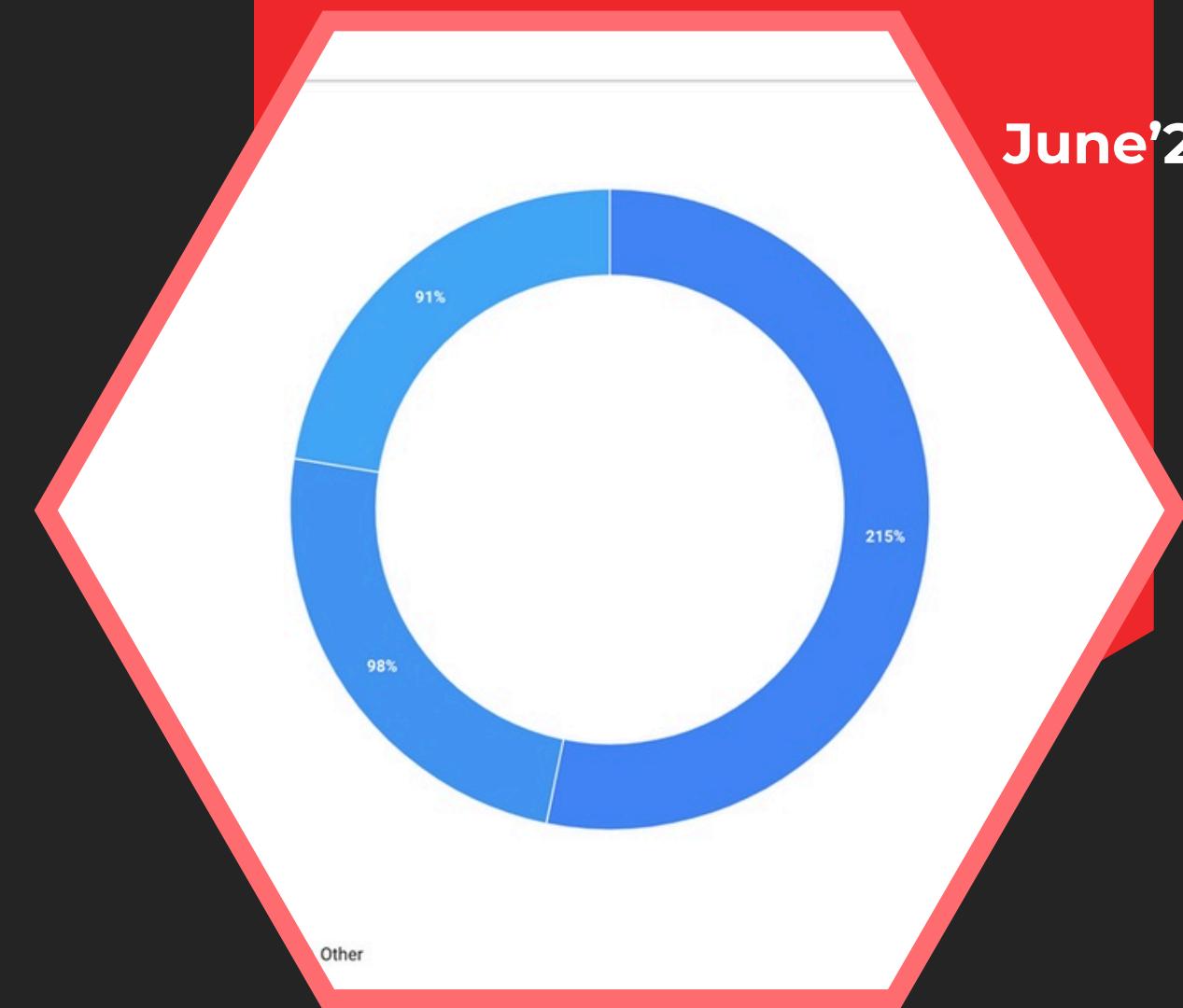
THE REVENUE HAS INCREASED DUE TO POSITIVE CONVERSION

BOUNCE RATE

INSIGHTS

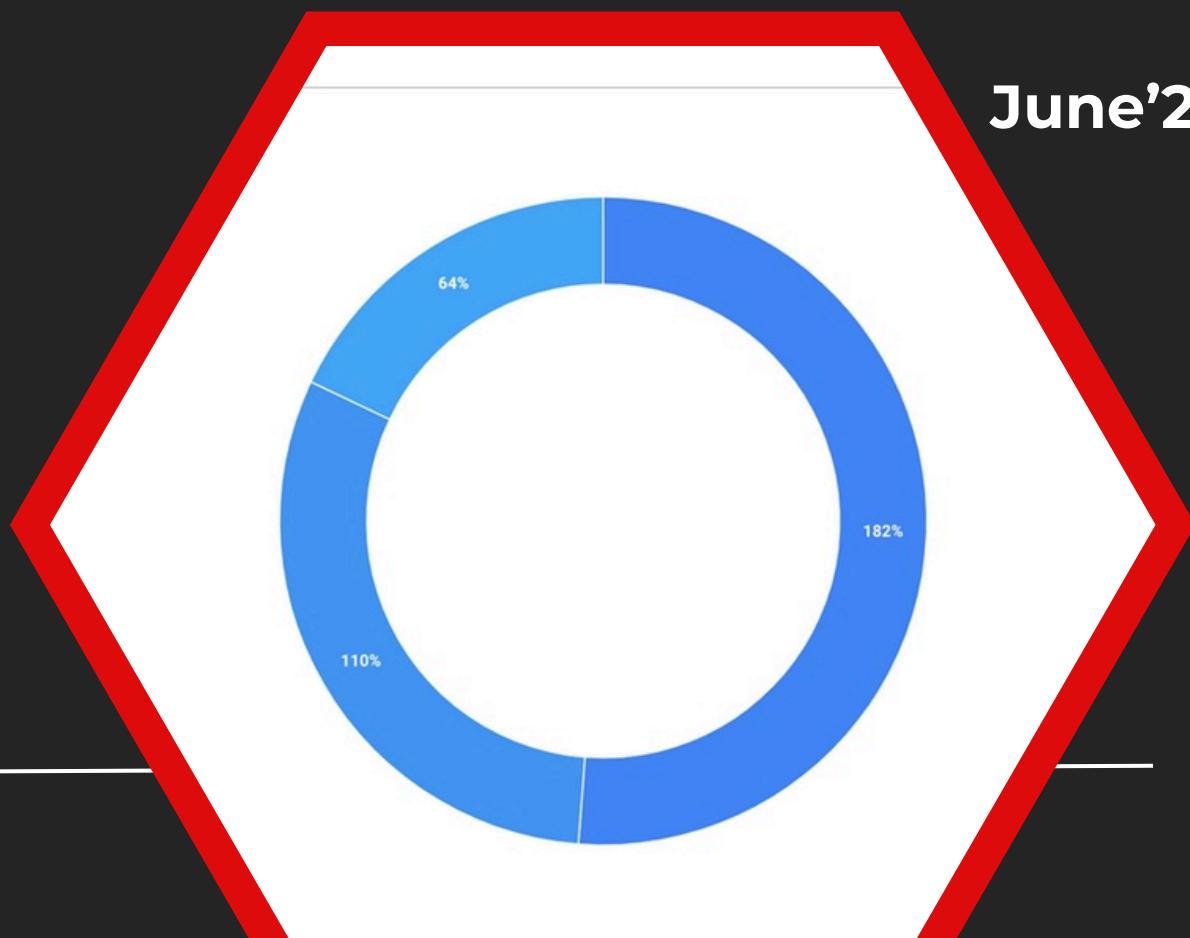
- Continue having promotions to improve user retention/reduce bounce rate
- Ex:
 - Get 10% off on your first purchase if you signup on nflshop.com
 - Have flash deals on certain items to retain users

June'23



● tablet ● mobile ● desktop ● Other

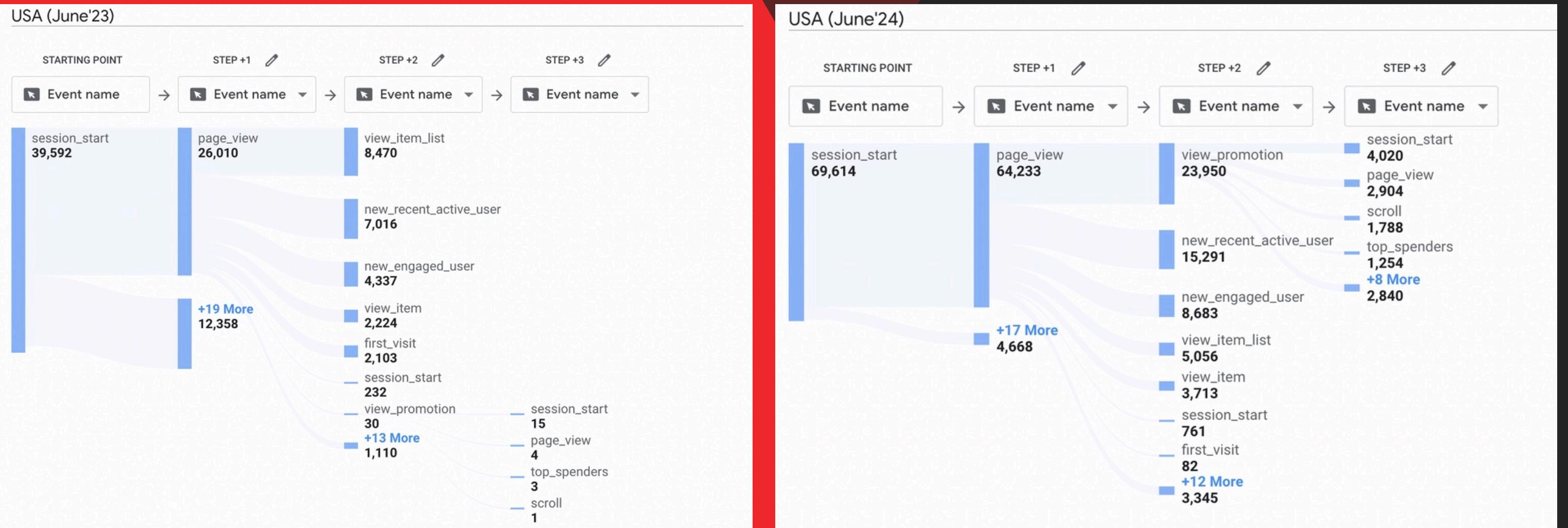
June'24





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CONVERISON PATH EXPLORATION



INSIGHTS

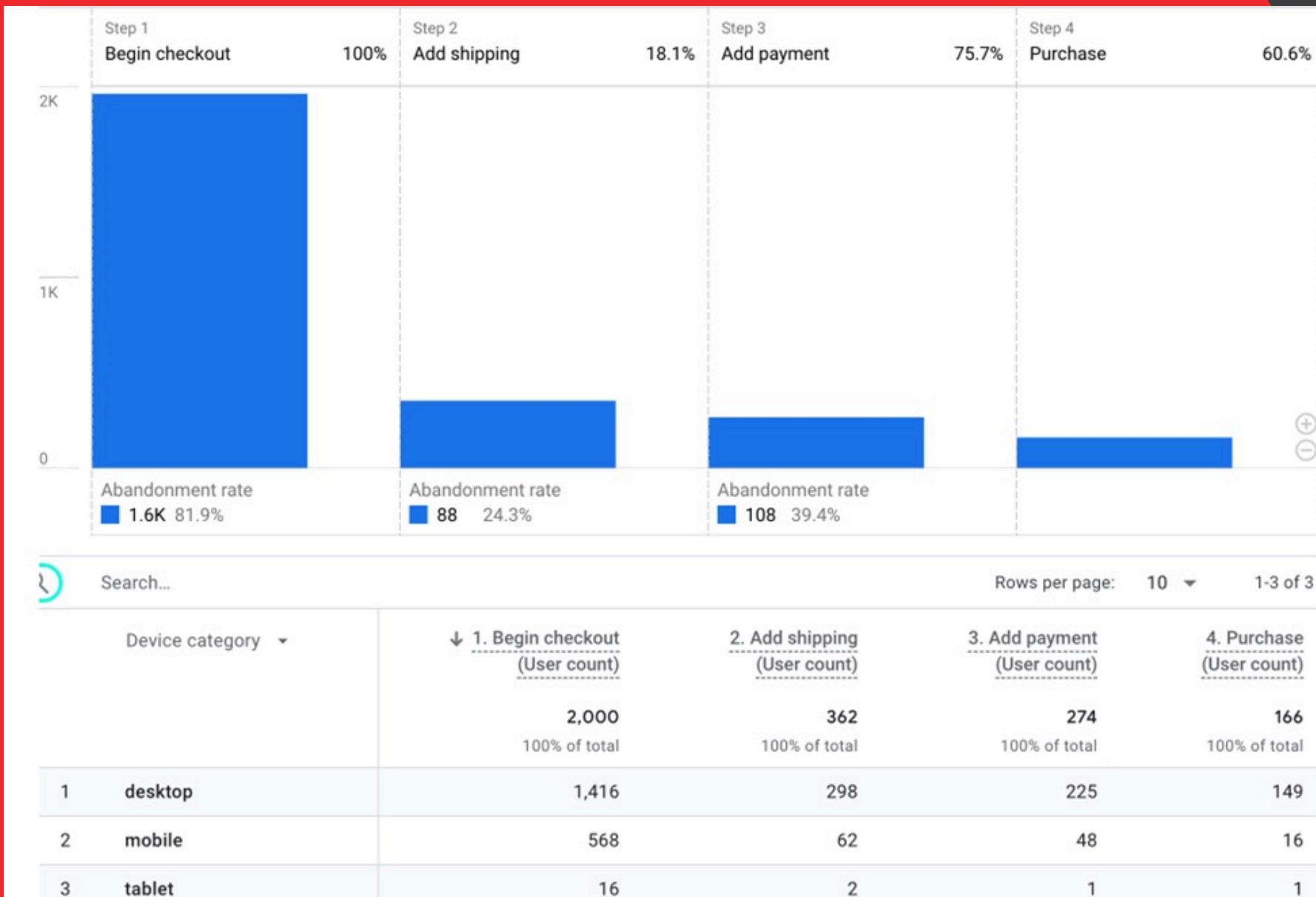
- More promotions in June'24 (23,950), hence there are more conversions for this month compared to June'23.



NFL Shop

CHECKOUT JOURNEY

JUNE'23



JUNE'24



THE ABANDONMENT RATE HAS REDUCED OVER THE YEAR BECAUSE OF IMPROVED CHECKOUT EXPERIENCE.

www.nflshop.com

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NFL Shop

REPEAT USERS

JUNE'23

Segment		US			Totals		
	First user medium	Returning users	Total revenue	Transactions	↓ Returning users	Total revenue	Transactions
	Totals	2,379 100% of total	\$18,750.67 100% of total	130 100% of total	2,379 100% of total	\$18,750.67 100% of total	130 100% of total
1	organic	1,181	\$14,447.14	93	1,181	\$14,447.14	93
2	cpc	737	\$790.25	7	737	\$790.25	7
3	referral	301	\$2,010.96	20	301	\$2,010.96	20
4	email	160	\$1,502.32	10	160	\$1,502.32	10

JUNE'24

Segment		US			Totals		
	First user medium	Returning users	Total revenue	Transactions	↓ Returning users	Total revenue	Transactions
	Totals	1,398 100% of total	\$15,633.43 100% of total	160 100% of total	1,398 100% of total	\$15,633.43 100% of total	160 100% of total
1	organic	881	\$7,668.29	80	881	\$7,668.29	80
2	referral	382	\$4,291.59	66	382	\$4,291.59	66
3	email	115	\$3,673.55	14	115	\$3,673.55	14
4	cpc	20	\$0.00	0	20	\$0.00	0

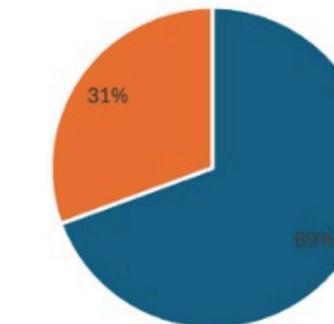


NFL Shop

CHEKOUT ABANDONMENT

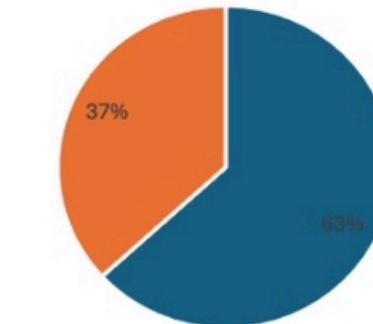
- NEW & REPEAT
USERS

Check-out Abandonment 2024



■ New Visitors ■ ReturningVisitors

Check-out Abandonment 2023



■ New Visitors ■ ReturningVisitors

User Type	Date Range	Check-out Abandonment
New Visitor	June-24	222
New Visitor	June-23	242
% change		-8.3%
Returning Visitor	June-24	98
Returning Visitor	June-23	141
% change		-30.5%

**INSIGHTS: THE CHECKOUT ABANDONMENT HAS REDUCED FOR BOTH
NEW & RETURNING VISITORS FROM 2023 TO 2024.**



NFL Shop

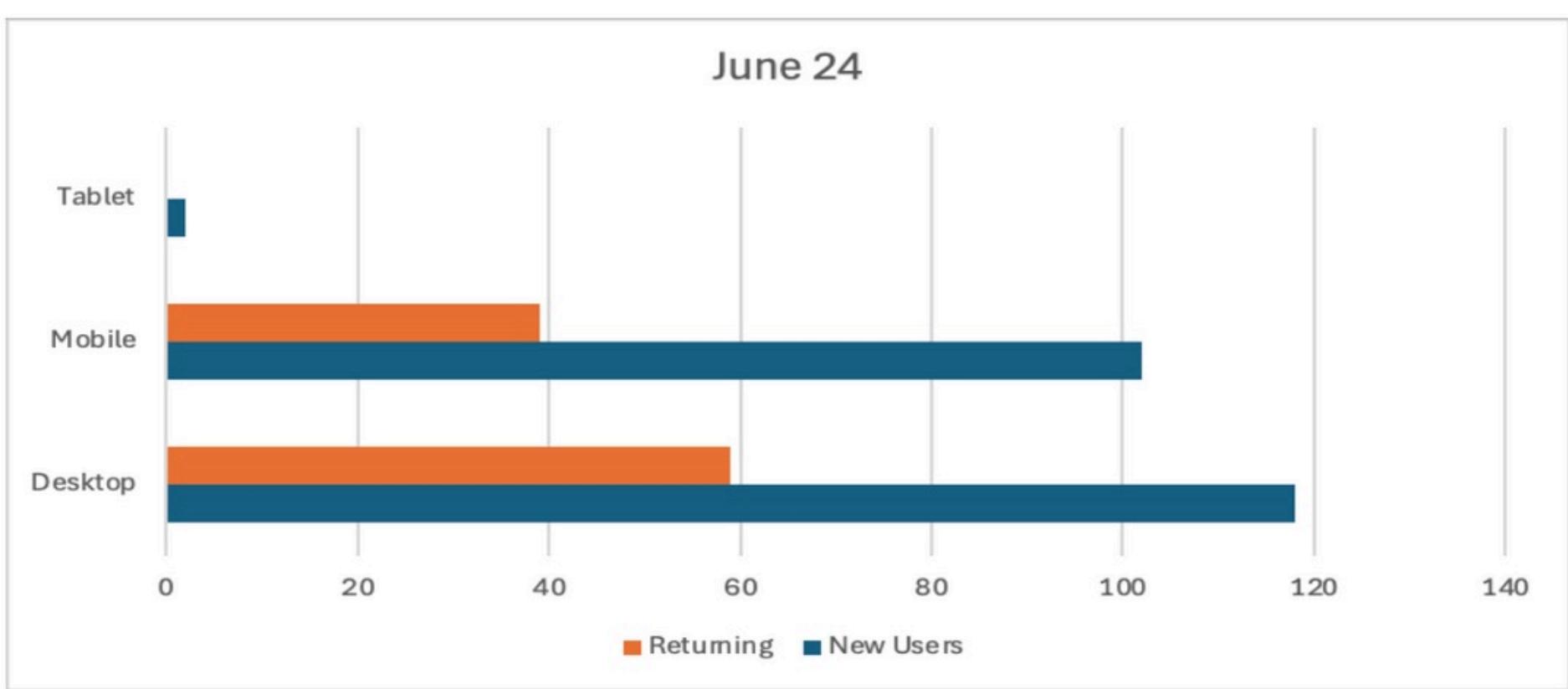
CHEKOUT ABANDONMENT

• BY DEVICE

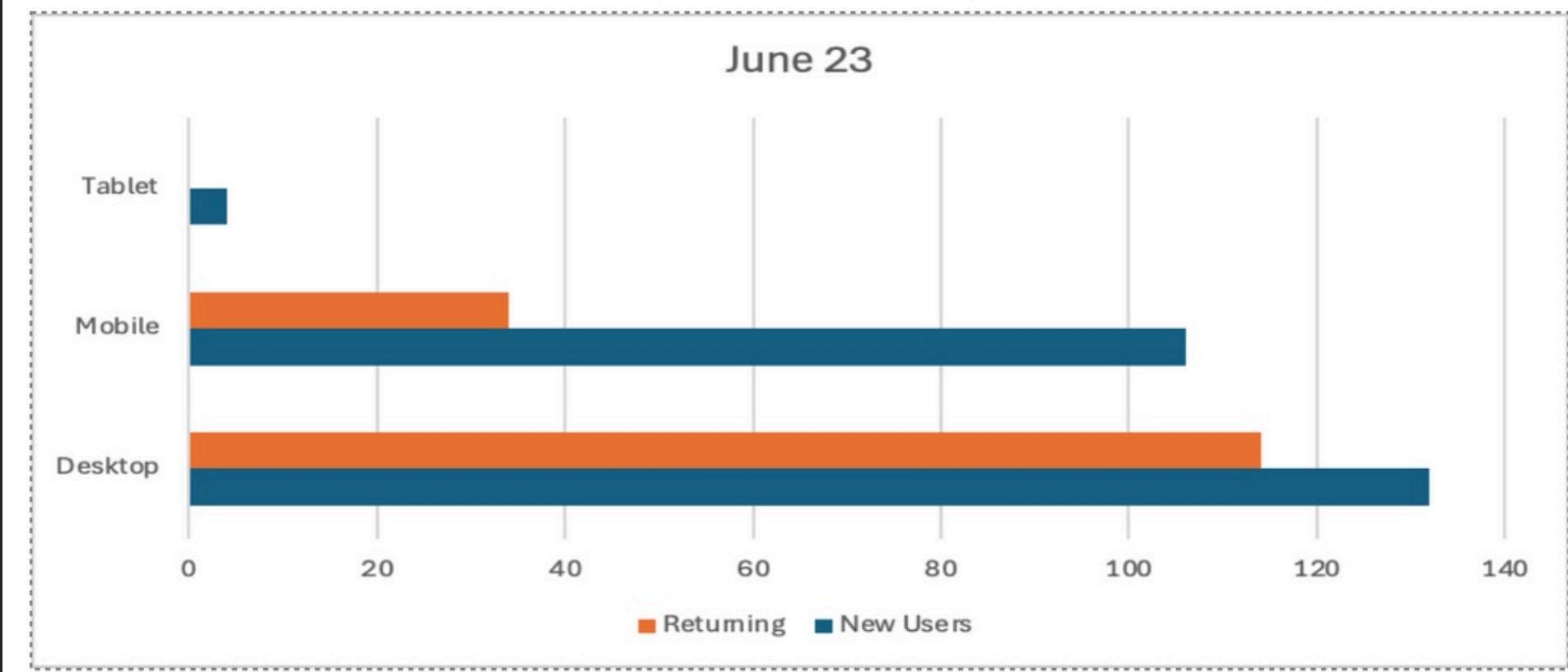
TYPE

**INSIGHTS: IN BOTH YEARS, THE HIGHEST CHECKOUTS
FROM NEW AND RETURNING USERS HAVE OCCURED
FROM THEIR DESKTOP AS THEIR DEVICE.**

June 24



June 23





PROMOTIONS

JUNE'23

JUNE'24

Item promotion name	+	↓ Items viewed in promotion	Items clicked in promotion	Item promotion click through rate	Items added to cart	Items checked out	Items purchased
		13,630 100% of total	55 100% of total	9.42% Avg 0%	100,120,099,474 100% of total	44,304 100% of total	7,454 100% of total
1		2,664	0	0%	0	0	0
2	calling all youtube fans	2,636	0	0%	0	0	0
3	adventure awaits	2,156	1	0.47%	0	0	0
4	send a smile	2,108	0	0%	0	0	0
5	sip, sip, hooray!	1,755	2	0.58%	0	0	0
6	happy pets ahead	1,273	0	0%	0	0	0
7	show your pride	692	3	0.38%	0	0	0
8	noteworthy notebooks	305	0	0%	0	0	0
9	адвентуре авантс	4	0	0%	0	0	0
10	позивамо све обожаваоце иоутубе-а	3	0	0%	0	0	0

Item promotion name	+	↓ Items viewed in promotion	Items clicked in promotion	Item promotion click through rate	Items added to cart	Items checked out	Items purchased
		80,115 100% of total	11,451 100% of total	15.61% Avg 0%	1,000,239,232 100% of total	4,957 100% of total	1,384 100% of total
1	Vitamin Sea	52,980	2,203	6.55%	0	0	0
2	Colors of the Season	27,135	1,249	7.06%	0	0	0
3	(not set)	0	0	0%	1,000,239,232	4,957	1,384
4	Adventure in Android	0	528	0%	0	0	0
5	Blank Pages, Bold Ideas	0	674	0%	0	0	0
6	Byte Size Style	0	990	0%	0	0	0
7	Celebrate	0	5	0%	0	0	0
8	Hydration Hero	0	1,612	0%	0	0	0
9	Keep Cozy	0	402	0%	0	0	0
10	Pack your bags	0	122	0%	0	0	0

INSIGHTS: WITH PROMOTIONS, THE NO. OF VISITORS TO THE NFL MERCH HAS INCREASED BUT THE PURCHASE IS STILL LOW FOR JUNE'24 COMPARED TO JUNE'23.



RECOMMENDATIONS

- Increased Promotions

- Increased promotions has led to increased footfalls but there is still a need to work on the conversion.
- Have personalized promotion incentives for repeat users.
- Flash Deals based on device type.

- Brand loyalty

- Have separate promotions for returning users.
- Use Email campaigns with specials for loyal customers.

- Improve Mobile Revenue

- Improve Mobile app experience to convert better & drive more sales.

- Improve Checkout Process

- Improve the website performance and checkout process to reduce Cart abandonment.
- Use promotion / discount tactics to reach out to customer who have not completed the sale.





American Football

THANK YOU



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