**Capstone Project** - **e-com Traffic Source Analysis**

**Assignment 1:**

Hi,

Our portal is live and it’s been quite some time now. Could you please help me in understanding?

from where the bulk of our website sessions are coming from?

I want to see specifically breakdown of UTM source, campaign and referring domain.

Cheers!

From CEO,

Date: 12th April 2012

**Reply:**

Hello Sir/Madam,

I have completed my task and here is a complete report of the same.

|  |  |  |  |
| --- | --- | --- | --- |
| **utm\_source** | **utm\_campaign** | **http\_referer** | **Sessions** |
| gsearch | nonbrand | https://www.gsearch.com | 3661 |
| Null | Null | Null | 29 |
| Null | Null | https://www.gsearch.com | 28 |
| gsearch | brand | https://www.gsearch.com | 26 |
| bsearch | brand | https://www.bsearch.com | 7 |
| Null | Null | https://www.bsearch.com | 7 |

In the above table we could see the complete breakdown of the Website Sessions.

Here the main traffic is **gsearch**, **nonbrand**, **https://www.gsearch.com**.

Thank you

Kartik Mali

14th April 2012

**Assignment 2:**

It looks like gsearch nonbrand is the major traffic source, but we need to understand if we are getting sales out of it.

Is it possible for you to calculate the conversion rate from session to order?

We will require to manage bids based on CVR

Cheers!

From EA - CEO,

Date: 14th April 2012

**Reply:**

Hello Sir/Madam,

As per our discussion on 14th of April 2012, here is the complete report.

Also, the conversion rate for session to order has been provided in Conversion Rate Column which is **2.855**.

|  |  |  |
| --- | --- | --- |
| **Sessions** | **Orders** | **Conversion\_Rate** |
| 3923 | 112 | 2.855 |

Thank you

Kartik Mali

16th April 2012

**Assignment 3:**

Hey,

Based on our last conversation where we analysed conversion rate, we bid down gsearch non brand

on 15th April 2012 because we were over bidding for g search non brand.

Now, can you find gsearch non brand trended session, volume by week to see if the bid changes have caused the volume to drop at all?

From Marketing Director,

Date: 10th May 2012

**Reply:**

Hello Sir/Madam,

Here’s the report for the gsearch, non-brand trended sessions per week.

|  |  |  |  |
| --- | --- | --- | --- |
| **Year** | **Week** | **Week\_Start** | **Sessions** |
| 2012 | 12 | 2012-03-18 | 912 |
| 2012 | 13 | 2012-03-25 | 964 |
| 2012 | 14 | 2012-04-01 | 1151 |
| 2012 | 15 | 2012-04-08 | 980 |

Thank you

Kartik Mali

12th May 2012

**Assignment 4:**

Hi There,

I was just going through the mobile and realized that the UI is not that great, I did not have the

satisfactory experience.

Can you figure out the conversion rates from session to order by device type?

In case the performance is better for desktop then we will bid more for desktop to bring more

volume.

From Marketing Director

Date: 11th May 2012

**Reply:**

Hello Sir/Madam,

I do have Analyse the conversion rates for device type.

Here the results are mentioned below.

|  |  |  |  |
| --- | --- | --- | --- |
| **device type** | **Sessions** | **Orders** | **Conversion\_Rate** |
| desktop | 2437 | 99 | 4.0624 |
| mobile | 1570 | 15 | 0.9554 |

Here we could see that most of the traffic is coming from **desktop.**

So, we could bid some more for desktop.

Let me know If there’s something more I could contribute.

Thank you

Kartik Mali

13th May 2012

**Assignment 5:**

Hi There,

Based on device level analysis of conversion rates, desktop was doing well, so we raised the bid for

gsearch nonbrand desktop on 19th May 2012.

Can you figure out weekly trends by device type to see the impact on volume?

Baseline: 15th April 2012.

From Marketing Director

Date: 9th June 2012

**Reply:**

Hello Sir/Madam,

Here’s the weekly trend analysis by device type.

We could see the weekly impact on sessions between desktop and mobile.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **device\_type** | **Year** | **Week** | **Date** | **Sessions** |
| desktop | 2012 | 12 | 2012-03-24 | 551 |
| mobile | 2012 | 12 | 2012-03-22 | 361 |
| desktop | 2012 | 13 | 2012-03-25 | 593 |
| mobile | 2012 | 13 | 2012-03-25 | 371 |
| desktop | 2012 | 14 | 2012-04-01 | 690 |
| mobile | 2012 | 14 | 2012-04-01 | 461 |
| desktop | 2012 | 15 | 2012-04-10 | 603 |
| mobile | 2012 | 15 | 2012-04-08 | 377 |

Thank you

Kartik Mali

11th June 2012