

# Case Study: Pet Marketplace

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# Case study data provided

**Product Categorisation:** A list of each product we sell on our website with key 'tags' associated with it. These tags are Brand, Category, Feature, Pet Type, Type and Variety.

**Product Sales Volume:** Each product has a volume of units sold over a period of time.

**Browse pages:** Browsing Page data which correspond to specific pages on our website. The structure of the 'Page Name' field relates to the product categorisation tags noted above.

These tags are structured in the format of a category tree, with some examples below:

- All / [Brand]
- All / [Pet Type]
- All / [Pet Type] / [Category]
- All / [Pet Type] / [Category] / [Brand] OR [Feature] OR [Type] OR [Variety]

A product would appear on a Browse page if there is a match between the Page ID and the tags associated with the product.

An example: All / Cat / Food / Wet Food would include all products that have tag values of Cat and Food and Wet Food. It would not include products that have tag values of Cat and Food and Dry Food

Important for your analysis, you can assume each browse page 'View' only shows 50 products in one page view.

# Case study questions

1. What volume of sales do you estimate comes from browse page views and what percentage of sales do you estimate come from browse pages?
2. What other customer journeys, besides navigating through browse pages, would you expect sales to come from?
3. Which Page IDs perform the best? How would you prioritise focus areas for improvement?
4. What insights can you draw from this analysis and what actions would you recommend as a result?

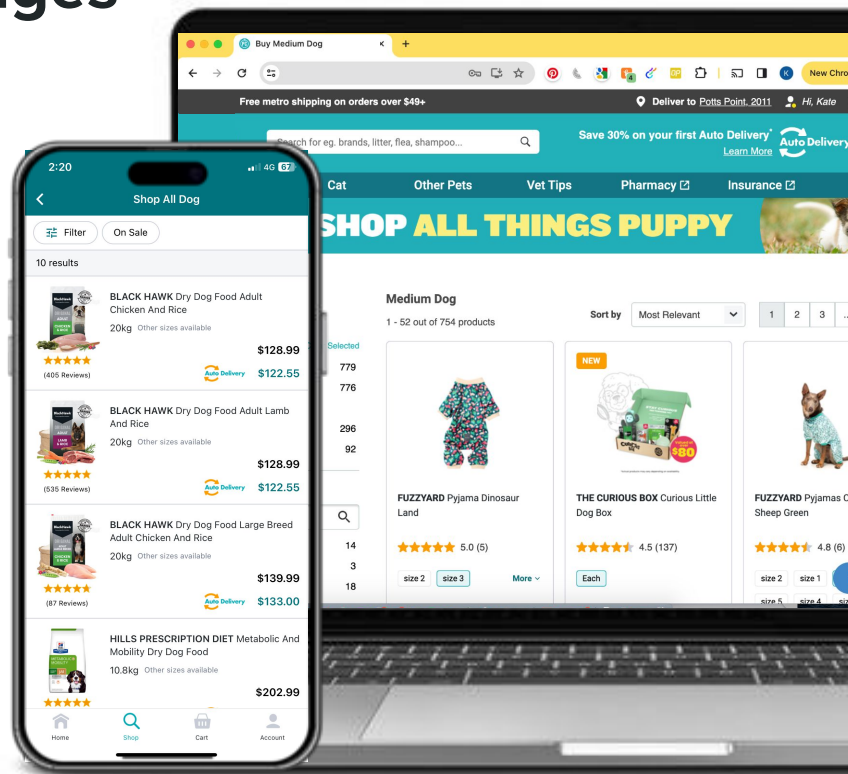
# Commercial impact of browse pages

What volume of sales do you estimate comes from browse page views and what percentage of sales do you estimate come from browse pages?

- Overall, 28% (47.5k) of units sold came from browse pages over the time period of data provided

What other customer journeys, besides navigating through browse pages, would you expect sales to come from?

- Search
- Auto Delivery
- Engagement w/ on-site placements
- Marketing channels (SEM, Email, etc) sending directly to product listing pages/product detail pages



# Top 10 pages by units sold drove 36.5% of units sold

34% of page views and at least 50% of all products are represented across these pages

Which Page IDs perform the best? How would you prioritise focus areas for improvement?

Of the top 10, there are a few stand-outs:

- dog>food>dry-food and dog>food are under-performing their share of views in proportion to their share of sales
- dog>flea-and-worming is out-performing its' share of views showing a very strong performance from this category

What insights can you draw from this analysis and what actions would you recommend as a result?

Recommendation:

- Dog food pages are the biggest opportunities for optimisations in personalisation
- This data could be used to focus personalisation on dog food pages, utilising other customer journeys (like searches on-site / landings directly on product pages) to inform personalisation strategies

	Page ID	Views	Share of views	Units sold	Share of units sold	Unique products
1	dog>flea-and-worming	5,550	3.7%	2,886	6.1%	105
2	cat>food>wet-food	5,247	3.7%	2,256	5.0%	416
3	dog>food>dry-food	7,040	5.1%	1,830	4.3%	416
4	dog	4,947	3.8%	1,435	3.5%	2,979
5	cat>flea-and-worming	2,445	1.9%	1,271	3.2%	42
6	cat>litter-and-accessories	3,829	3.1%	1,187	3.1%	120
7	dog>toys	3,284	2.7%	1,084	3.0%	772
8	cat>food>dry-food	3,574	3.1%	1,072	3.0%	183
9	dog>food	5,118	4.5%	1,024	3.0%	610
10	cat>toys	2,282	2.1%	776	2.3%	270

# Other opportunities

What insights can you draw from this analysis and what actions would you recommend as a result?

- In addition, this data could be utilised to understand categories where there are few products, but high customer demand
- In some examples, these also have low conversion rates, indicating consumer interest but a potential blocker to conversion which could include price, delivery times, unavailability, etc.
- Finally, exploring areas where the share of units coming from browse pages and the average product views are higher than the averages highlights potential opportunities to optimise other customer journeys for these categories

	Category	Num of products	Avg product views	Avg units sold	CR%
1	All / Dog / Flea and Worming	105	6,710	92	1.4%
2	All / Cat / Flea and Worming	42	6,159	70	1.1%
3	All / Dog / Technology	3	4,854	1	0.0%
4	All / Cat / Litter and Accessories	120	3,223	130	4.0%
5	All / Dog / Food	610	2,204	65	2.9%

	Category	Num of products	Avg product views	Avg units sold	Share of units from browse
1	All / Cat / Flea and Worming	42	6,159	70	83.4%
2	All / Dog / Flea and Worming	105	6,710	92	65.2%
3	All / Dog / Health	128	1,699	26	51.8%
4	All / Cat / Health	85	1,016	20	35.8%
5	All / Dog / Treats	378	1,179	41	17.0%