

S-BIT VAULT

Sales & Marketing Analysis



About 8-Bit Vault

8-Bit Vault is an online retailer that provides a wide range of gaming products, gaming hardware, monitors, accessories, and gaming consoles like the PlayStation 5 and Nintendo Switch. The company operates exclusively online through its official website and mobile app, enabling it to offer customers convenient access to products through a central digital platform.

The store aims to meet the needs of a broad gaming audience, from casual players to more dedicated users, by offering a comprehensive product selection in one place. Its focus is on reliability, accessibility, and maintaining a streamlined shopping experience for customers who prefer purchasing gaming equipment online.

METRICS

Revenue (USD Price)

DIMENSIONS

Marketing Channel

Purchase Platform

Account Creation Method

Metrics & Dimensions

PRIMARY

- Executive Leadership
- Marketing Team
- Sales Team
- App Development/
Product Team

SECONDARY

- Data Analytics Team
- Finance Team
- Customer Support Team

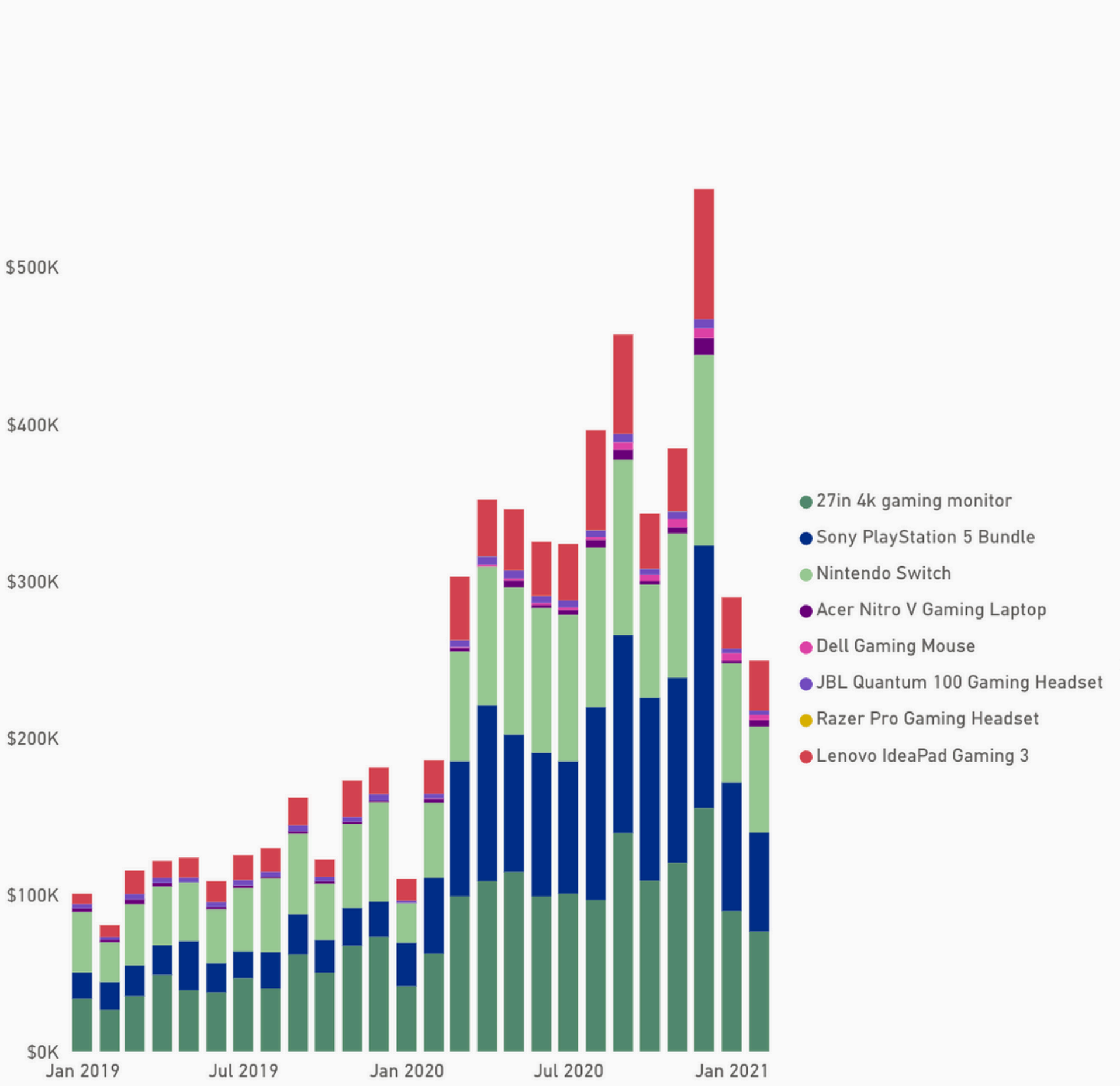
EXTERNAL

- Customers
- Investors and
Shareholders
- Suppliers
- App Platform Partners like
Google Play and Apple
App Store

Stakeholders

Key Insights

8-Bit Vault made
\$6.1 million in 2
years.

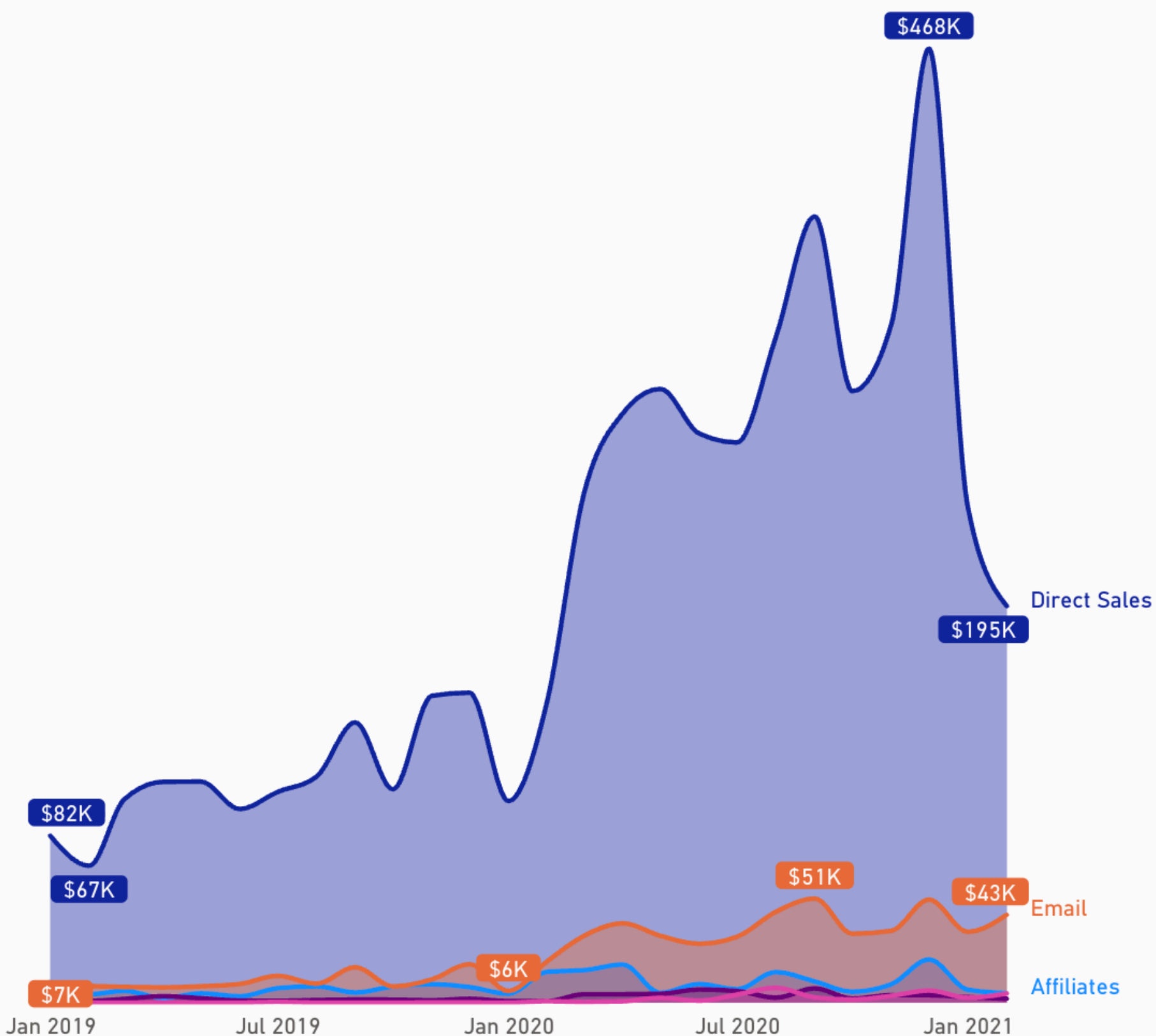


The top 3 best-selling products are...

The **Samsung 27in 4k gaming monitor** (generating \$1.9M), the **Nintendo Switch** (\$1.6M), and **Sony PlayStation 5 Bundle** (\$1.5M) based on overall revenue from January 2019 to February 2021.

Direct website traffic drives 84.7% of total store revenue.

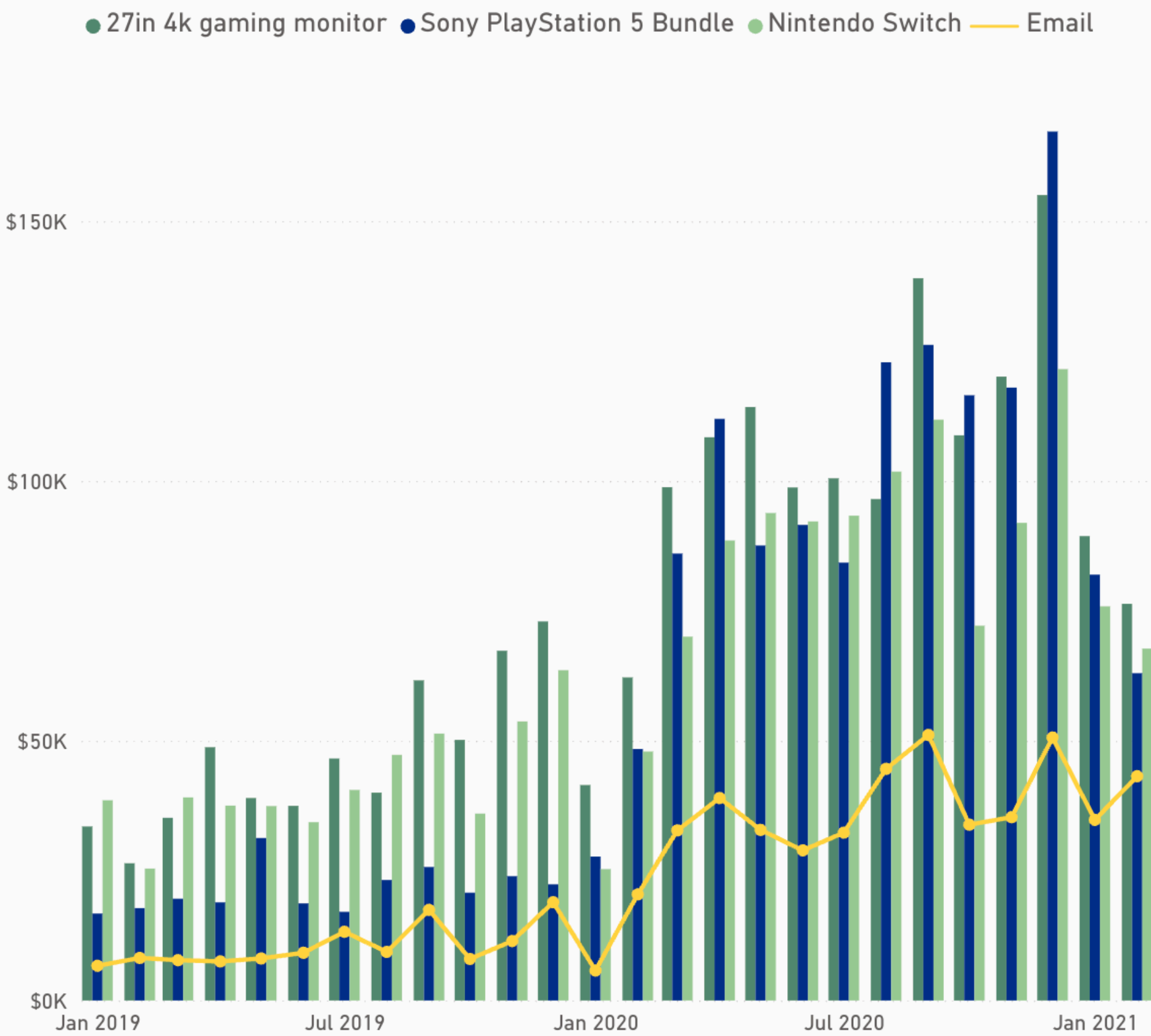
Organic searches for 8-Bit Vault or direct visits to the website comprise majority of total store revenue, making it the top marketing channel for sales.





Revenue attributed to email grew by **546%** in 2 years.

Email made **\$611K** from Q1 2019 to Q1 2021, accounting for **9.94%** of total store revenue. This is the second most popular marketing channel in terms of revenue, after direct website purchases.



Email is a driving force of sales.

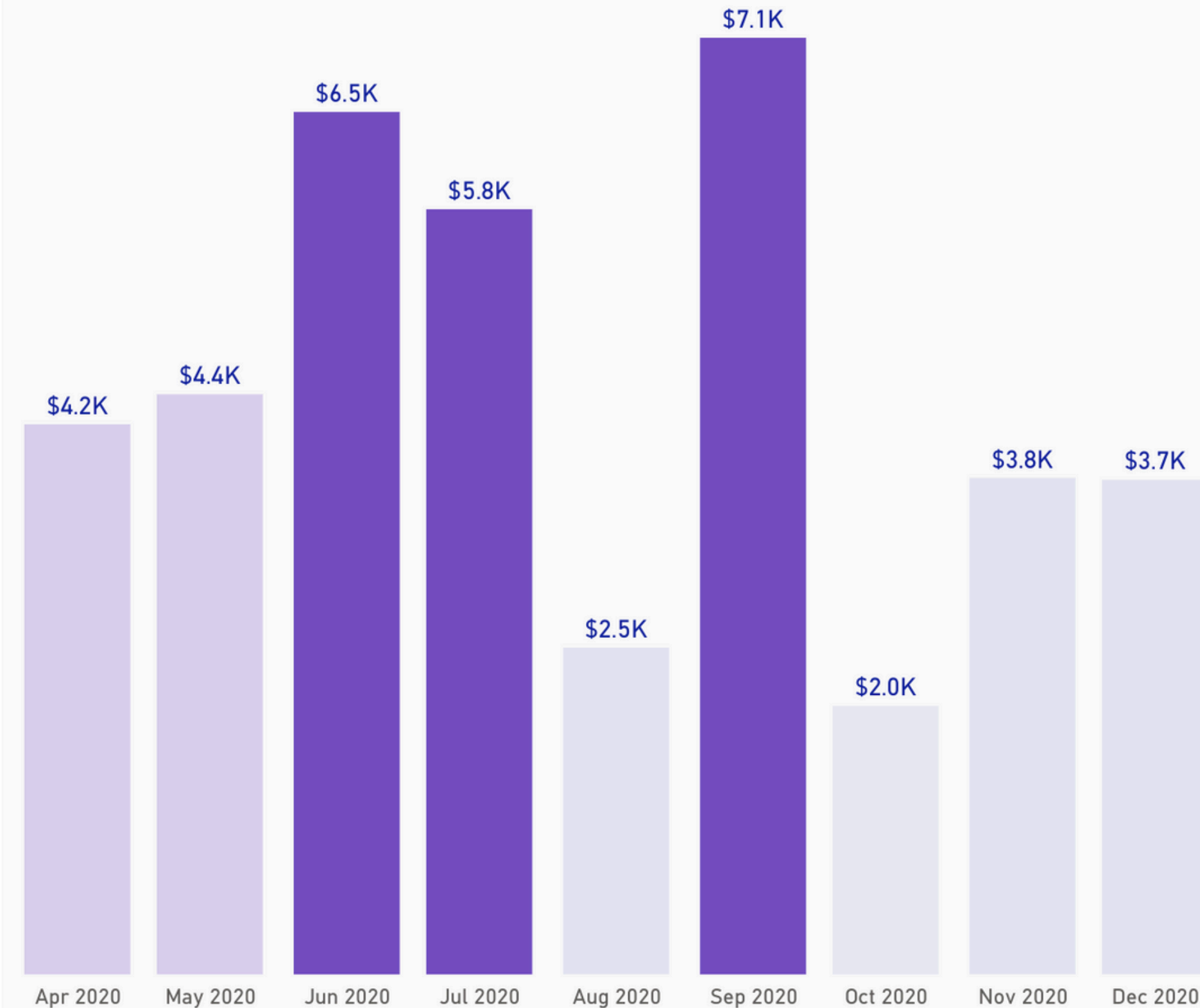
By March 2020, we can see similar movement in the sales generated by the top 3 products with revenue attributed to email.

This pattern may imply that the email campaign strategy contributed to these products' popularity.

It may also suggest that the sales spike of these products from March 2020 to September 2020 is driven by loyal customers - those who are more likely to subscribe to the company's email marketing and typically have a higher customer lifetime value.

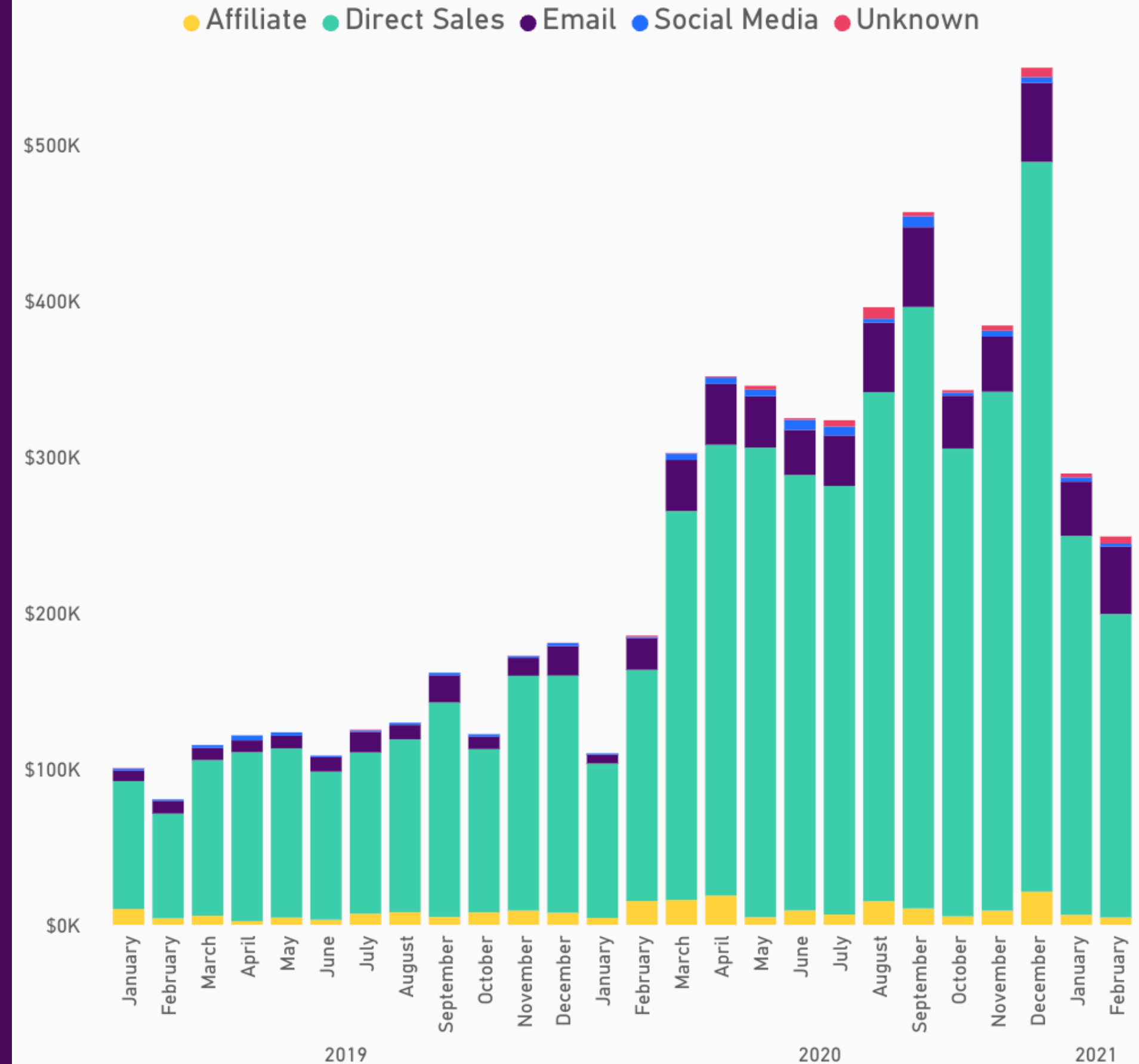
Social media sales were the strongest in June, July, and September 2020.

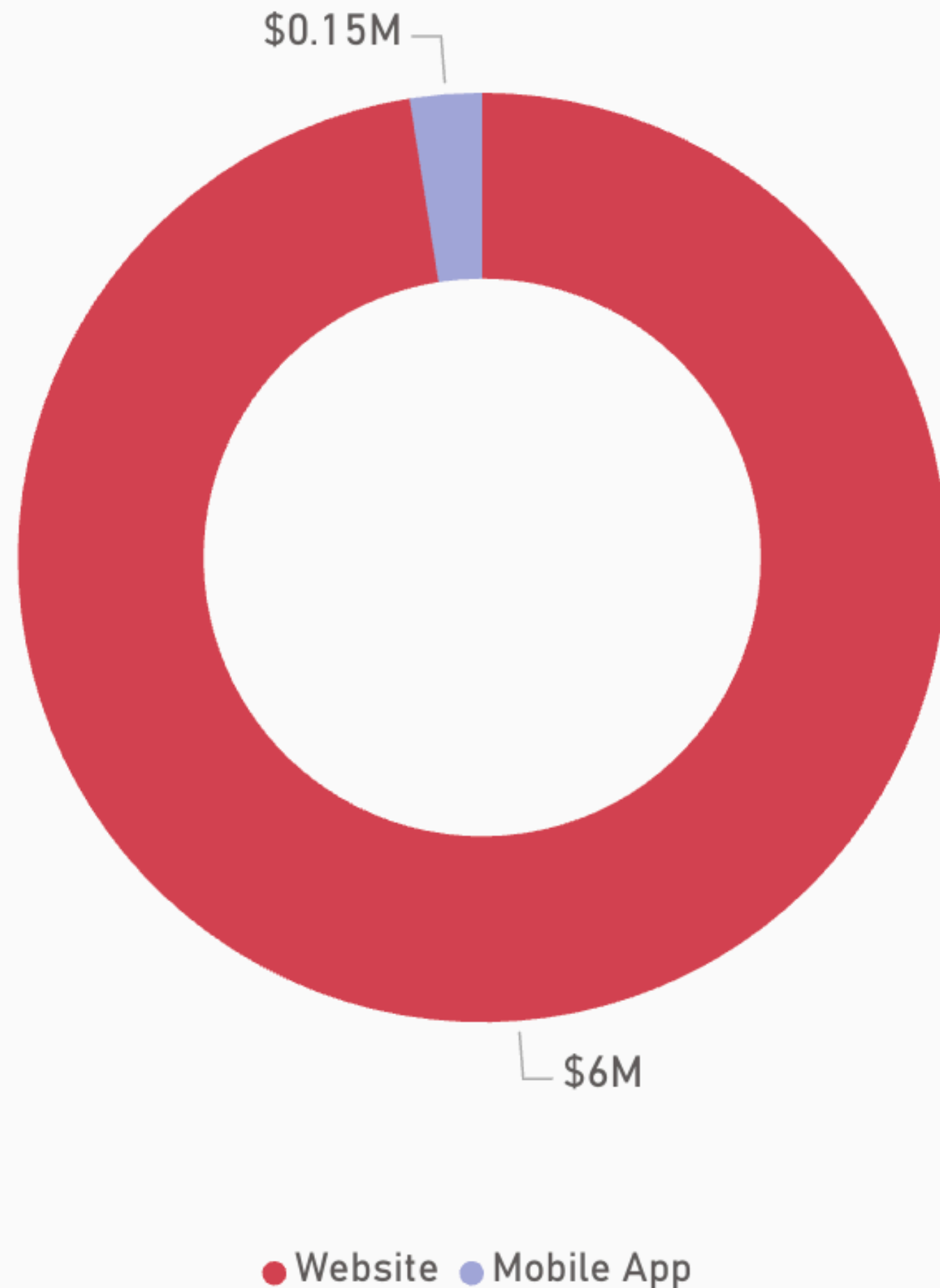
The increase may be attributed to social media exclusive promotions run during these months which are usually slow periods for sales (or at least in North America) (Babar 2023).



“Unknown”
marketing
channels represent
only **0.6%** of all
total sales.

These sources may be improperly tagged marketing channels, QR codes, third-party referrals that are neither social nor affiliate links, or unclassified due to iOS/Safari’s Intelligent Tracking Prevention.



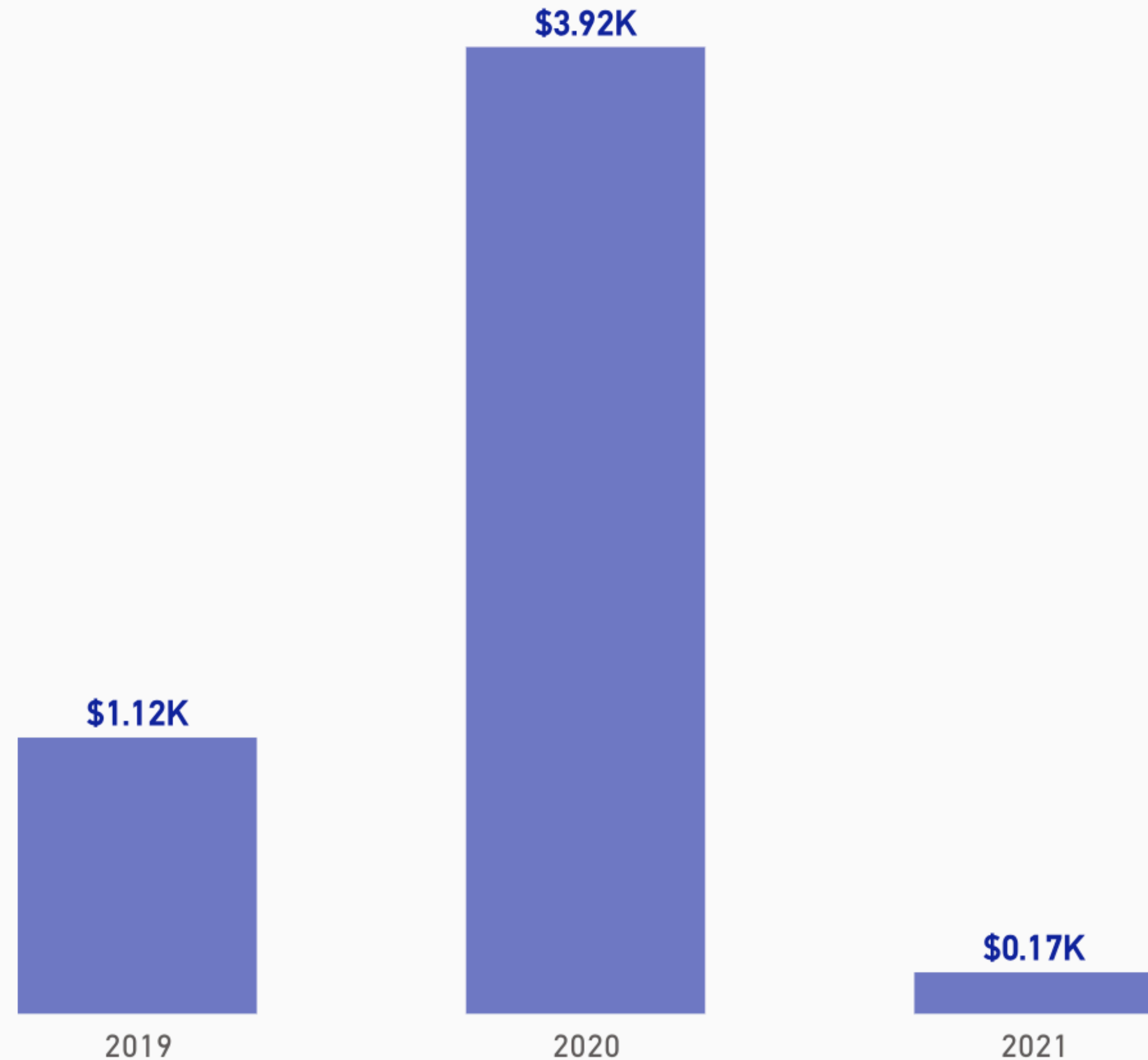


97.5% of all purchases are made **directly on the website.**

Mobile app sales account for only **2.5%** of revenue. This may indicate that 8-Bit Vault's mobile app may not incentivise users enough to have them purchase directly on the app. It may also point to difficulties in the mobile app's checkout process that isn't experienced on the website.

Accounts created using **smart TVs** raked in \$5.2K in total revenue from Q1 2019 to Q1 2021.

Revenue from TV-made accounts peaked in September 2020, reaching \$987.



Recommendations

Insights

Direct website traffic drives 84.7% of total store revenue.

Social media sales were the strongest in June, July, and September 2020.

Emails sparked 546% revenue growth in 2 years.

Recommendations

Introduce a loyalty program for customers who have purchased more than once.
Experiment with new organic keywords to drive visibility.

Run seasonal promotions on social media during slower sales seasons.

Offer initial 10% discount for new subscriptions.
Save bigger deals exclusively for email subscribers (e.g. 40% off, BOGO, etc).
Advertise discounts and promote exclusivity on web sign-up forms.

Insights

Affiliates are the third top performing marketing channel, contributing \$21.2K to overall revenue.

“Unknown” marketing channels represent only 0.6% of all total sales.

97.5% of all purchases are made directly on the website.

Accounts created using smart TVs raked in \$5.2K in total revenue.

Recommendations

Kick off a refer-a-friend affiliate campaign during holiday sales.

Ensure proper UTM tagging of all marketing channels.

Launch loyalty rewards on mobile app. Offer points and/or exclusive discounts on in-app purchases.

Reward customers who sign up through the mobile app – including TV signups with loyalty points or exclusive vouchers.

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