

Maven Fuzzy Factory End-of- Year Report

Welcome!

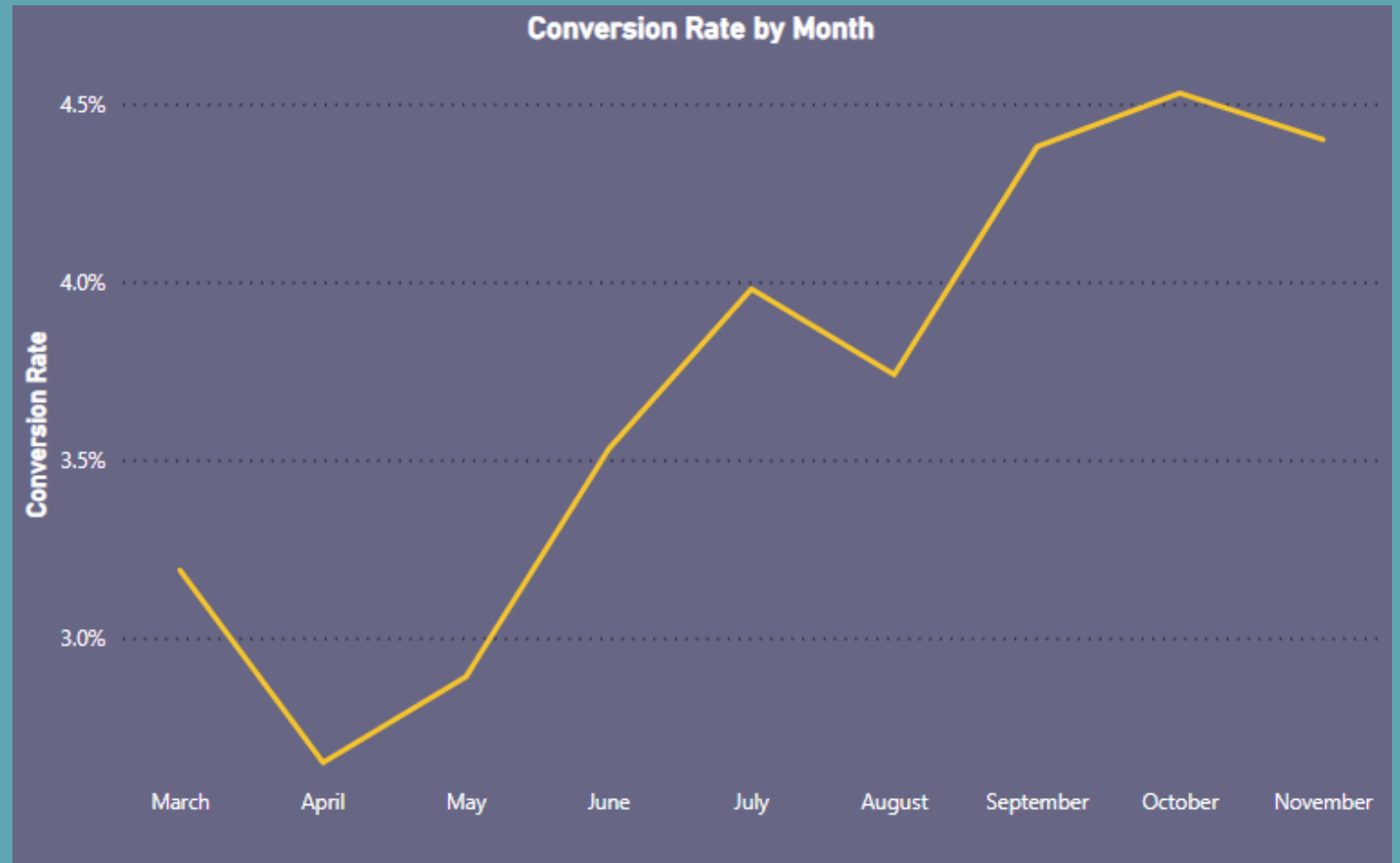
This is a report that accompanies the dashboard I made. It covers the improvements and progress the Maven Fuzzy Market e-commerce startup has made since March, what steps it took, and showcases the results of these steps.

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- Analyzing the improvements in the conversion rate (CVR), which is the rate at which the session yields an order.
- Comparing the different traffic sources and highlighting the rise of the lesser used ones.
- Examining the difference in sessions between branded and nonbranded traffic.
- Highlighting the disparity between desktop and mobile in terms of session counts and CVR.
- Quantifying the differences in revenue and sessions after the introduction of new billing and landing pages.

Analyzing the patterns of the CVR over the months:

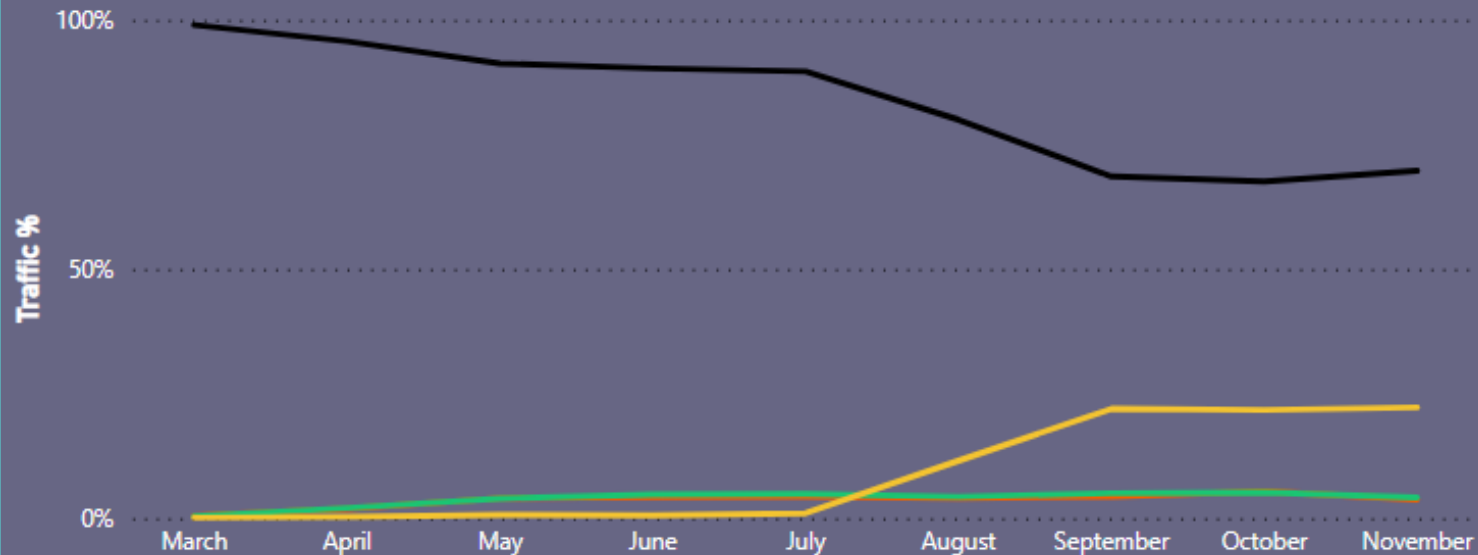
Right off the bat, we can notice the substantial improvement in the conversion rates, the number of orders has been increasing against the number of sessions. Jumping up from 3.2% all the way up to just below 4.5%, and steadily at that, apart from two significant drops on April and August.



This is a overarching testament to the hard work being put in by the web development team, the marketing team, and the data analysts working in the company.

GSearch Traffic % vs Other Sources by Month

Sources Direct Organic Search BSearch GSearch



Comparing traffic sources:

From the start in March, Gsearch has been highly dominant. Despite that, the CVR has been low, so even if the session count is high, the order count is low. This made it a necessity to adjust the search bid, and invest in other traffic sources to increase sales.

As time goes on, we notice that other traffic sources are jumping into relevance thanks to investment, including Direct traffic which is free of charge!

As we can notice, the Conversion Line curve is raising rapidly, this means the bid optimization works as intended. It's not the only reason for the gain, but it's one of them.

Gsearch Traffic by Month

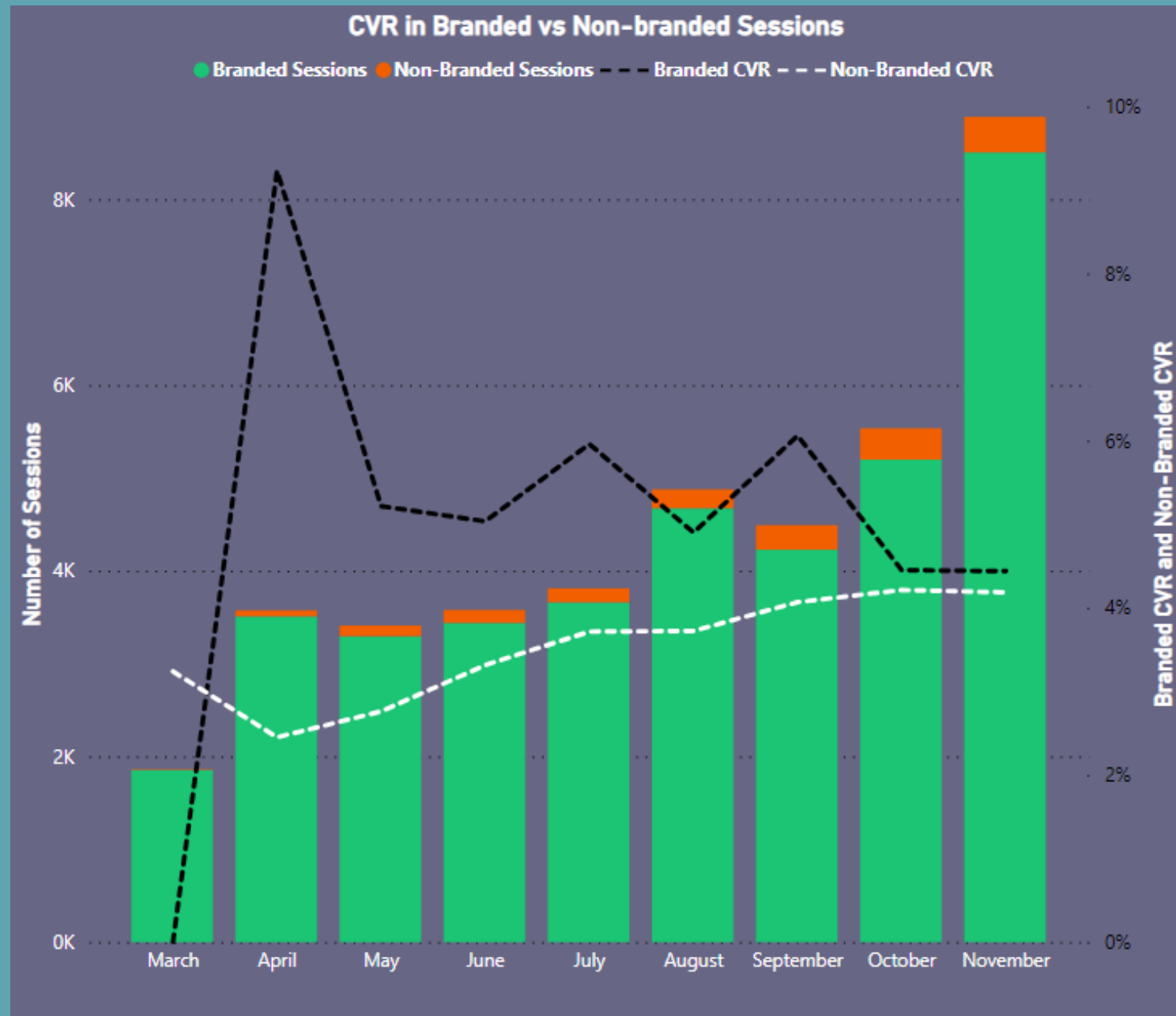


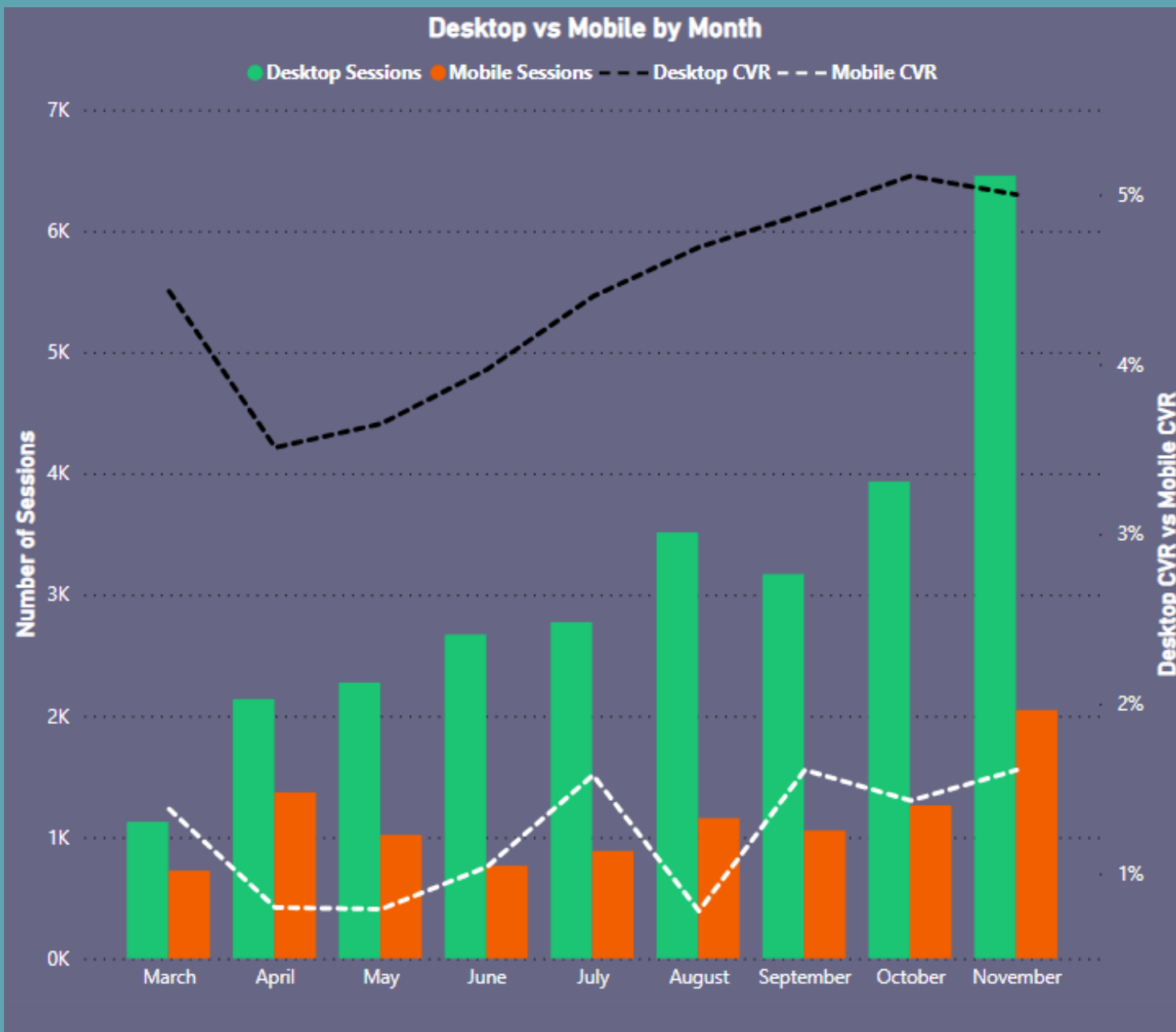
Comparing branded vs non-branded traffic:

When the website was launched in March, all the traffic was initially branded Gsearch traffic. The marketing experimented with focusing on non-branded traffic when they adjusted the Gsearch bid.

In this stacked area chart, we can see that not only has the session count increased massively in November, but that the non-branded share has increased as well.

The gain obviously wouldn't matter if the CVR stays low, but to our pleasure, although slowly, the curve is increasing, which means that nonbranded traffic is on its way to becoming viable.





Highlighting the disparity in traffic and CVR between desktop and mobile:

As can be clearly noticed, while the desktop site has made substantial gains in both session count and conversion, the mobile site has remained weak in comparison.

It has also fluctuated somewhat, with a bigger gain towards November.

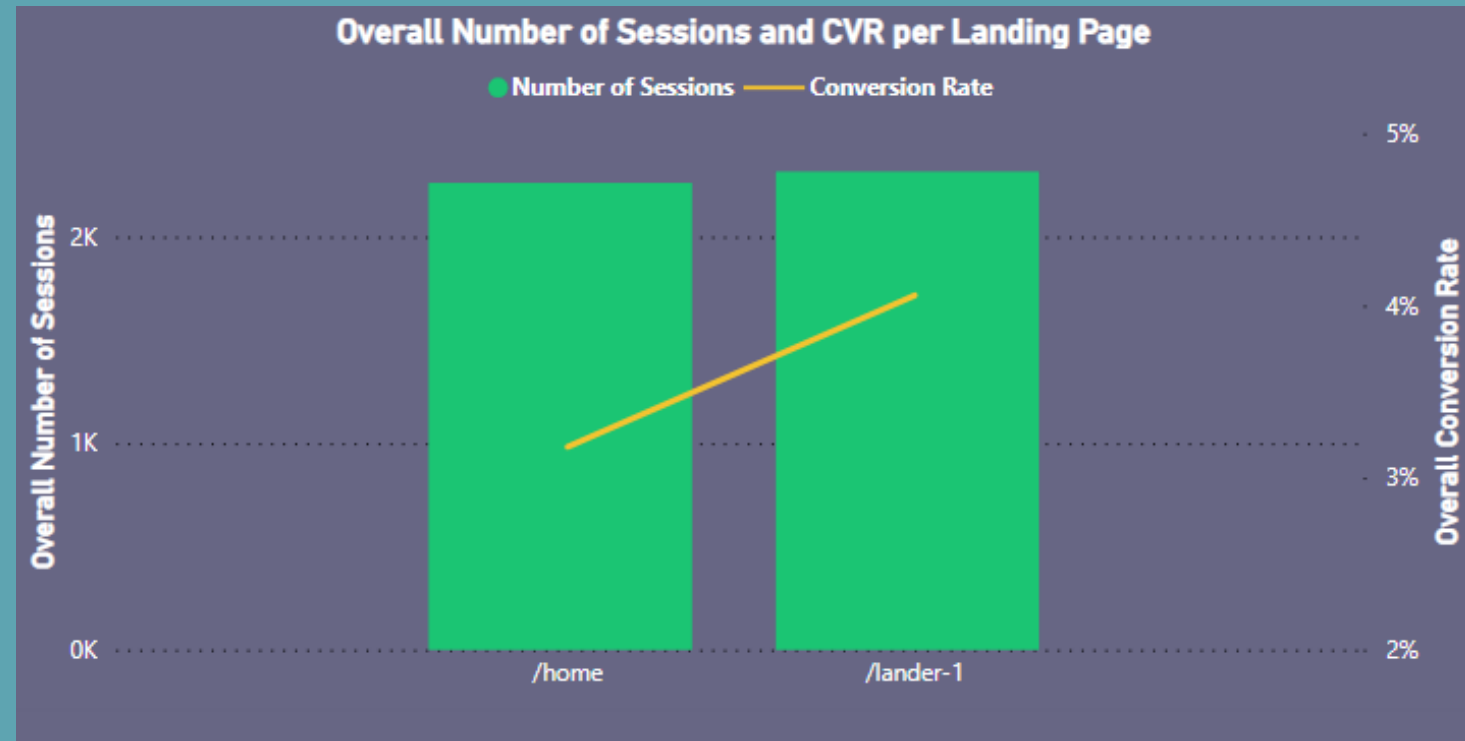
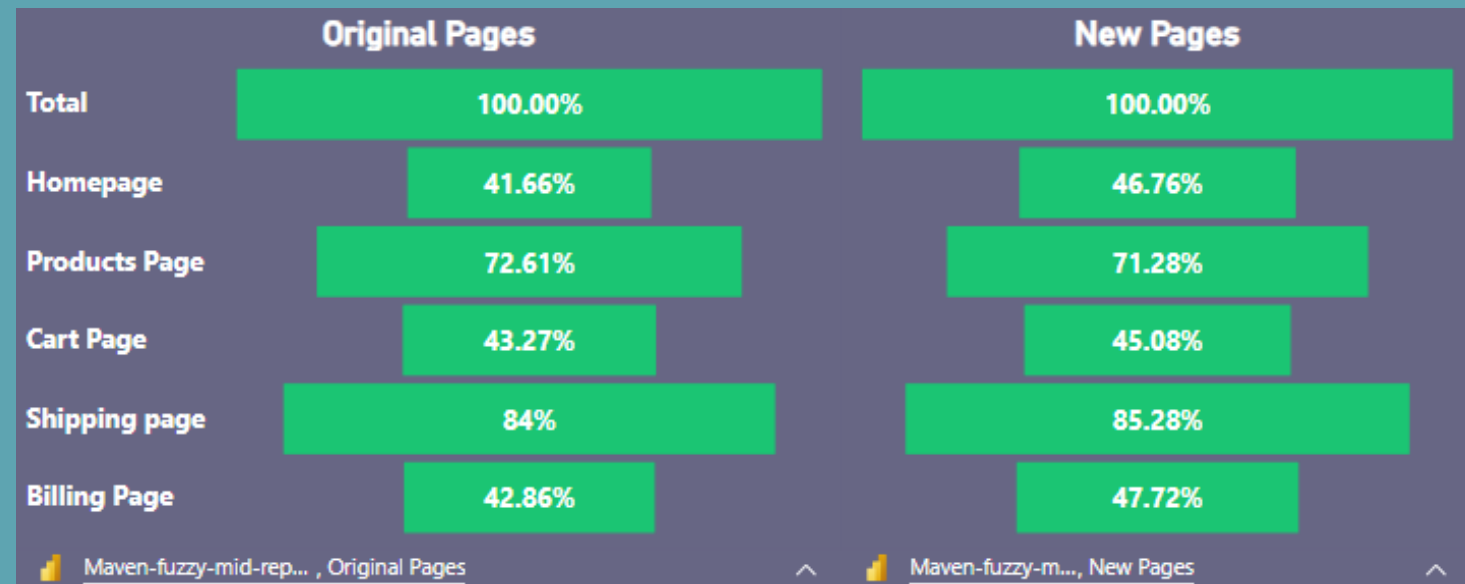
This suggests that a mobile website overhaul is in order, to make the site more usable on mobile devices, and perhaps an investment in a dedicated application as well. Given the popularity of mobile devices, and the low cost of Maven Fuzzy Factory's goods, these steps would guarantee a significant increase in traffic from mobile devices.

Comparing the new homepage vs the old one:

These are funnel charts that show the percentage of customers that moved past that respective step in the line towards making an order.

It can be noticed after the introduction of a new landing page, that there's an increase in the % of customers remaining in the site. We have also estimated that since the new lander went live, there has been a 50 session per month increase.

As for the billing page, there has also been an increase, and in this case, directly more orders thanks to it. We have also estimated that we earn \$8.5 more from every order since the new billing page went live.



Conclusion

- The company has been on a steady increase in sales and revenue since it went live on March 19th.
- We optimized the bid on Gsearch branded traffic and reduced needless cost, while improving direct traffic and traffic coming from organic search, which are free. This means that our brand is becoming more known.
- The marketing and web development teams have worked tirelessly and succeeded at improving the website like introducing new landing and billing pages.
- Despite the substantial increase in session count, the experience on mobile remains underwhelming compared to its desktop counterpart, which requires investment as early as possible.
- The next recommended action is to start improving the mobile site and consider a dedicated application, as well as continue to analyze marketing channels and traffic sources to continually find the best strategy to put Maven Fuzzy Factory on the map.

We hope that this report and dashboard has renewed your faith in Maven Fuzzy Factories, as well as your excitement to see where we can take it, and how big it can grow. It's been a stellar year for us, and we're confident that we can surpass it time and time again. Thank you for your attention!