



AVOCCI ANALYSIS

DNSC 6290 Customer Analytics, Fall 2025

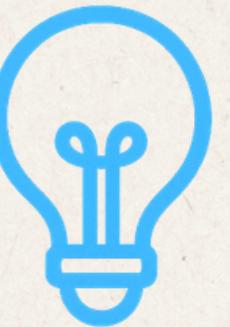
NAME OF PROJECT:

Investigating Declining
Conversion Rates at Avocci

PRESENTED BY:

Zuleirys Santana, David
Porudominsky, Fatima Conte,
Shrey Kuradagi & Kj Cline

Problem: Conversion is Declining Despite Stable Traffic



Business Context

1

Avocci resells high-quality returned goods across fashion & home

2

Growth historically driven by paid and direct acquisition

Problem

1

Website conversion rate declined week-over-week

2

Traffic and PDP engagement remained stable

1

Quantify week-over-week changes

2

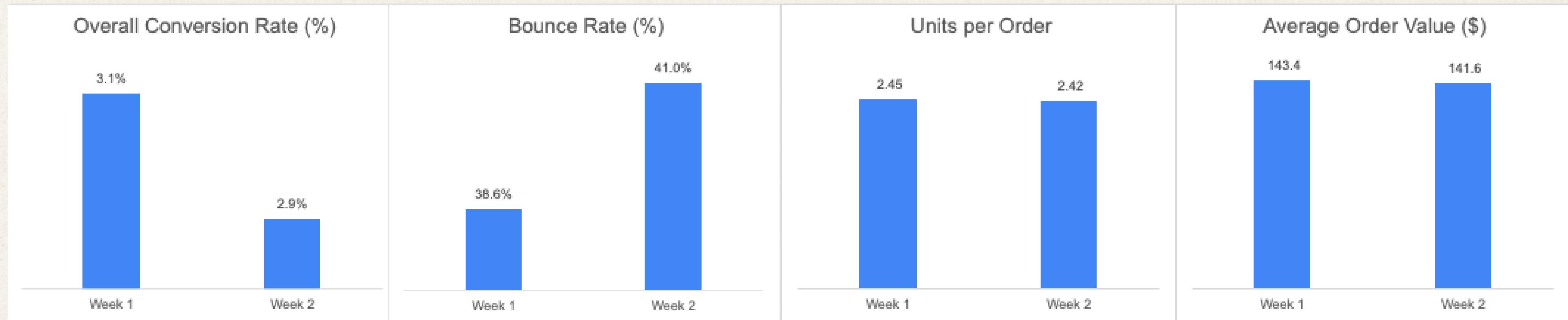
Identify funnel weak points

3

Diagnose behavioral drivers

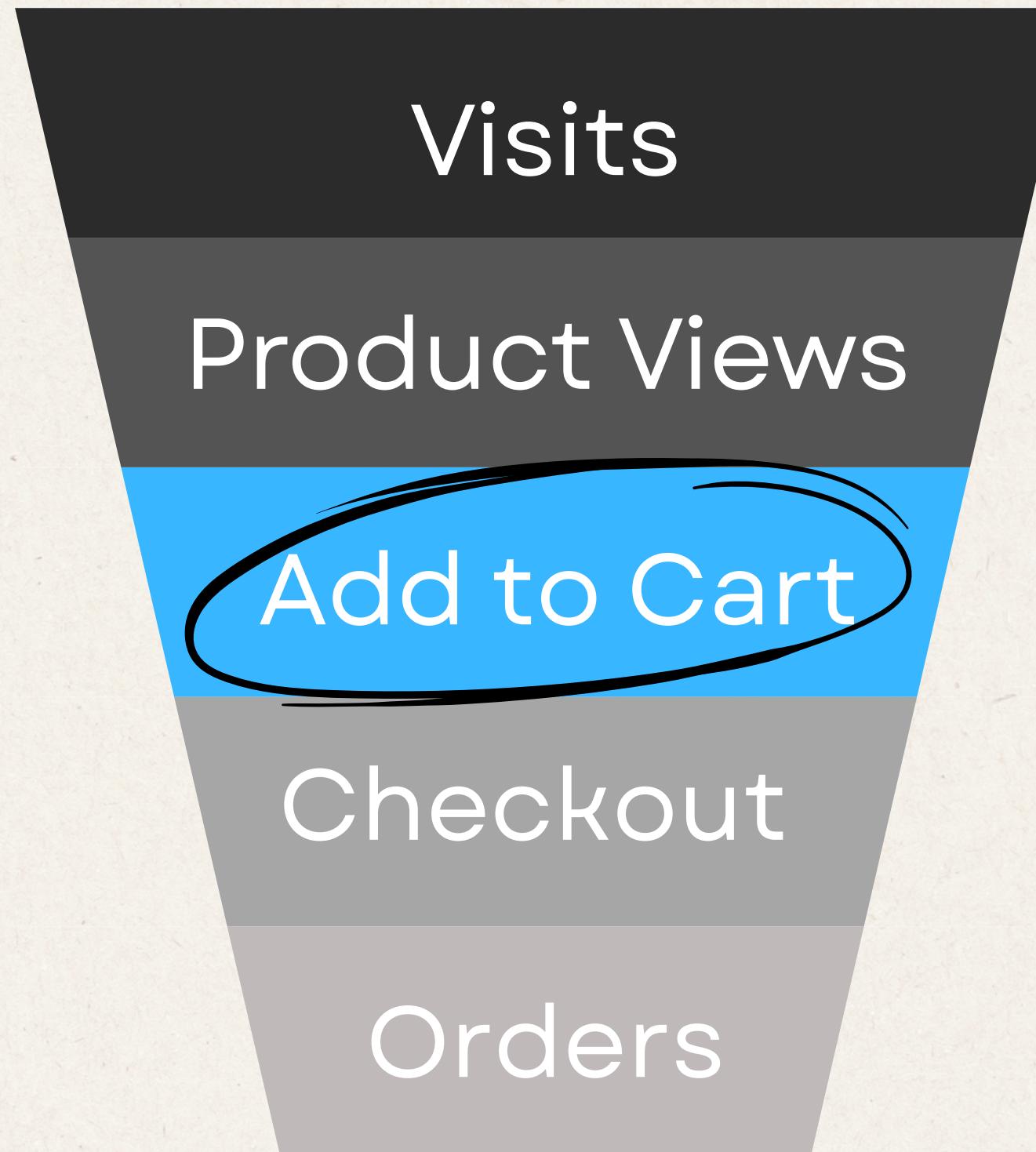
General Business Overview

WE CALCULATED THE WEEK-OVER-WEEK CHANGE IN OVERALL CONVERSION, BOUNCE RATE, AOV, AND UNITS PER ORDER TO DIAGNOSE THE TOP-LEVEL PERFORMANCE SHIFT.

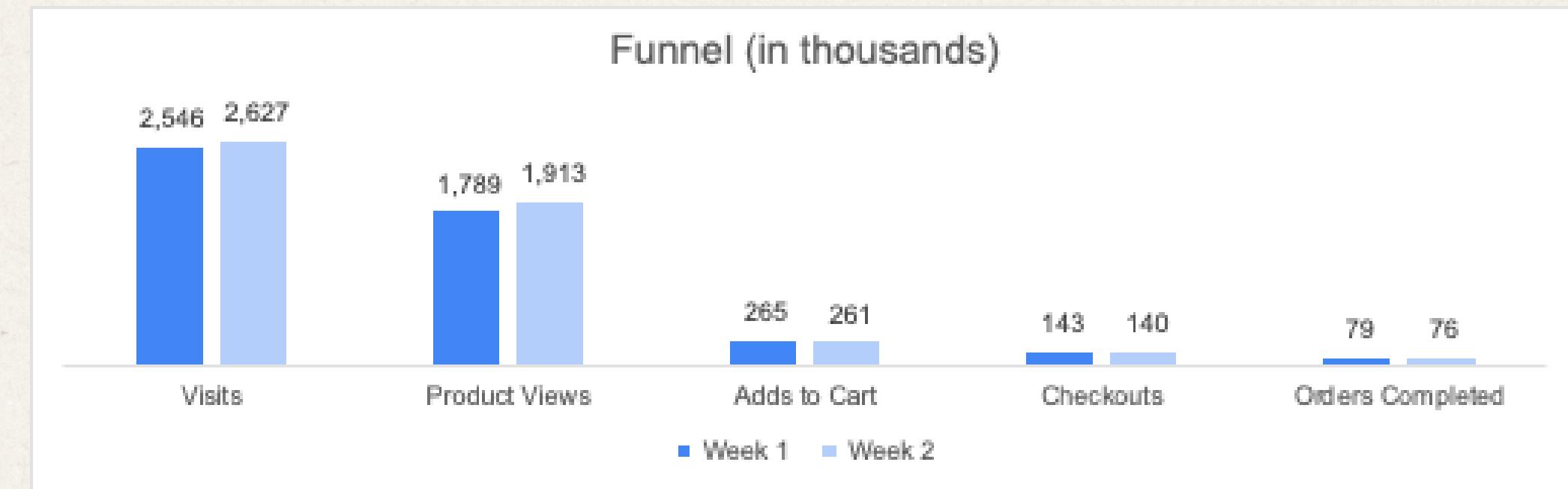


CONVERSION DECREASED AND BOUNCE INCREASED, WHILE AOV AND UNITS PER ORDER STAYED MOSTLY FLAT, SUGGESTING THE REVENUE DECLINE IS PRIMARILY CONVERSION-LED RATHER THAN BASKET-LED.

Funnel Overview



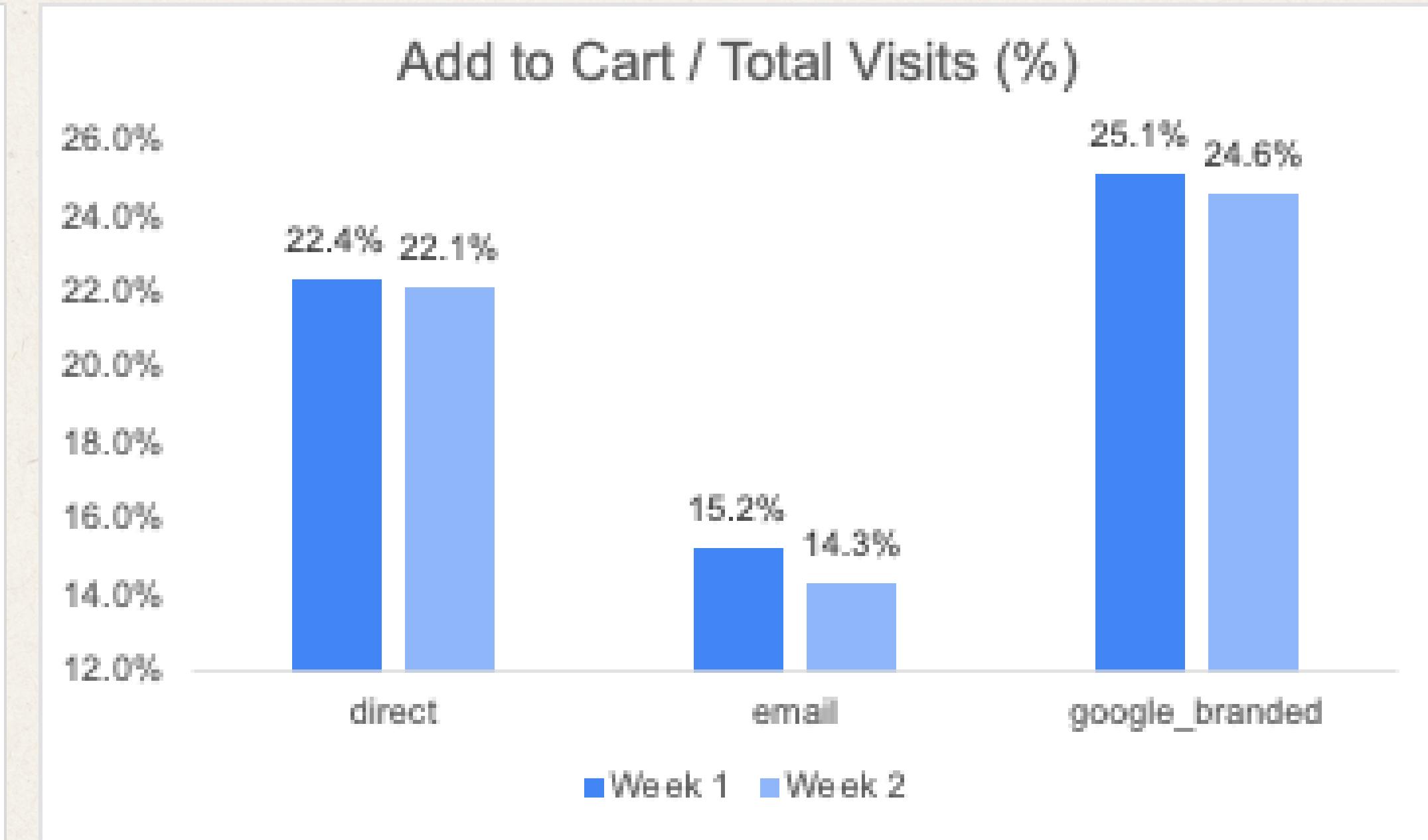
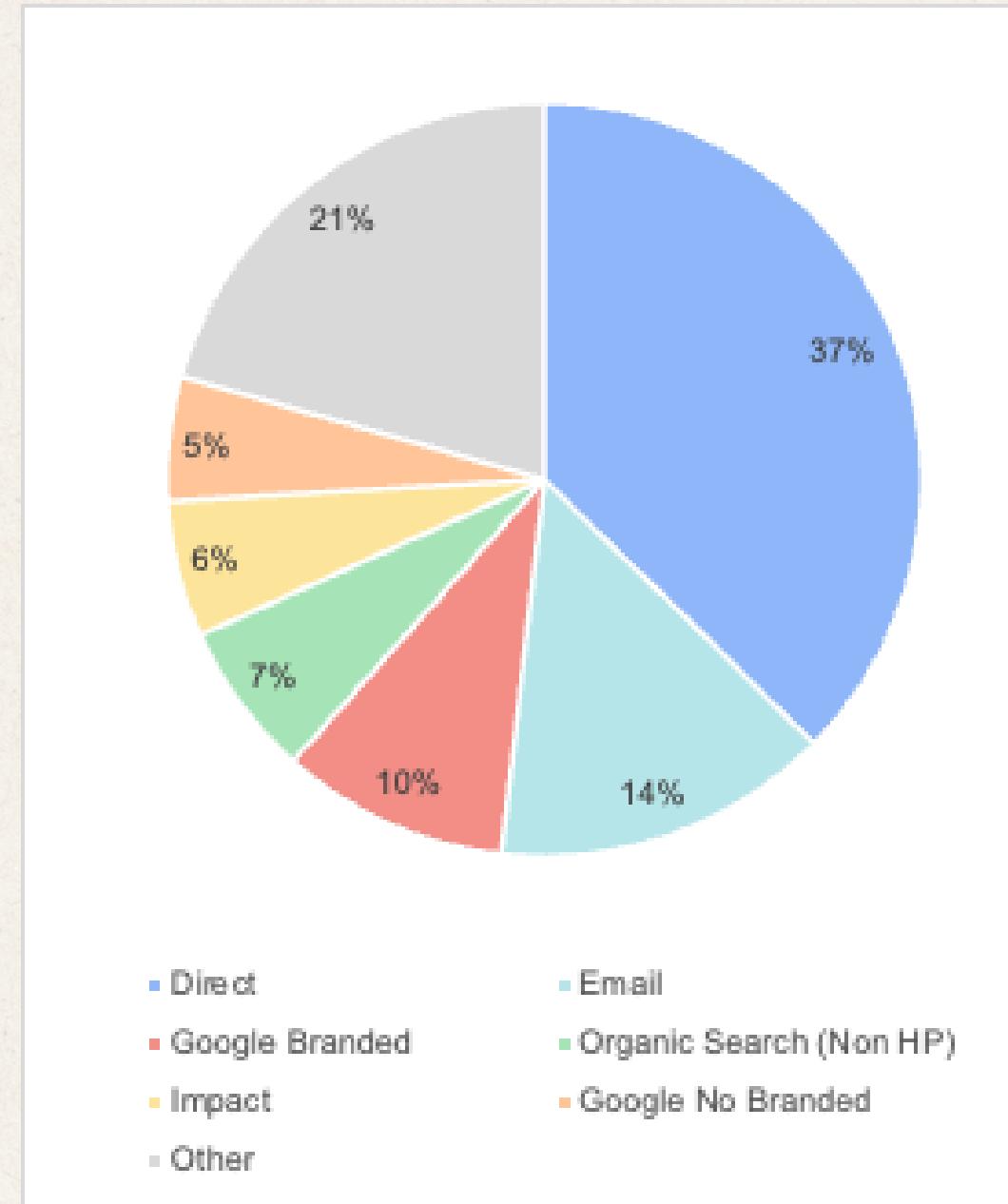
WE MAPPED THE VISIT-LEVEL FUNNEL (VISITS → PRODUCT VIEWS → ADD TO CART → CHECKOUTS → ORDER COMPLETE) FOR WEEK 1 VS WEEK 2.



THE BIGGEST CONSTRAINT APPEARS AROUND THE PRODUCT VIEW → ADD TO CART STEP, WITH FEWER THAN ~15% OF PRODUCT VIEWERS ADDING TO CART, INDICATING MID-FUNNEL FRICTION.

Channel Performance

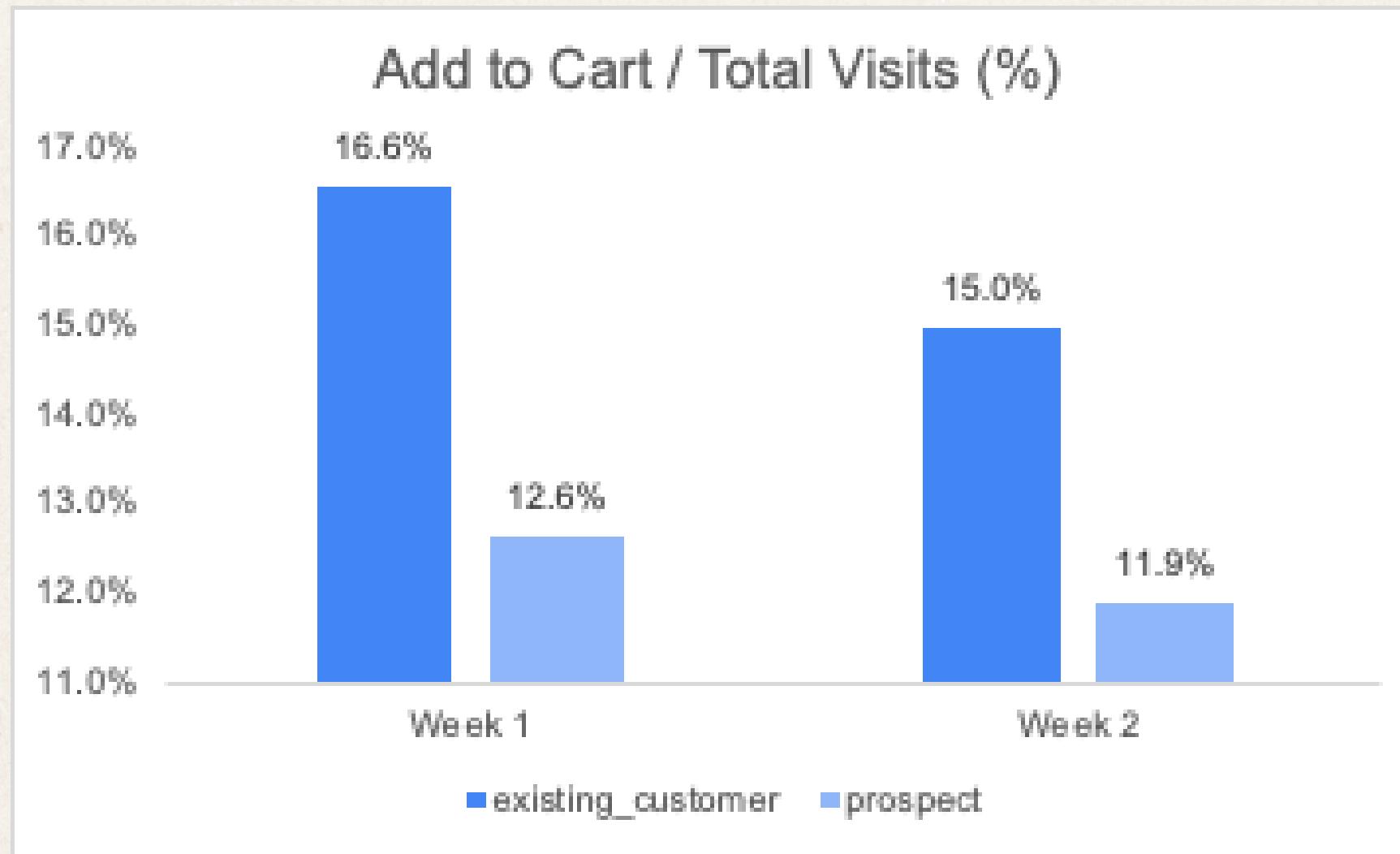
WE COMPUTED THE SAME PERFORMANCE AND FUNNEL RATES BY CHANNEL TO IDENTIFY WHETHER THE DECLINE IS CONCENTRATED IN SPECIFIC TRAFFIC SOURCES.



THE DECLINE LOOKS BROAD ACROSS MAJOR CHANNELS, WITH EMAIL STANDING OUT AS A CLEARER SIGNAL DUE TO A LARGER DROP IN CONVERSION AND A NOTICEABLE WEAKENING IN THE PRODUCT VIEW → ADD TO CART STEP.

Customer Type

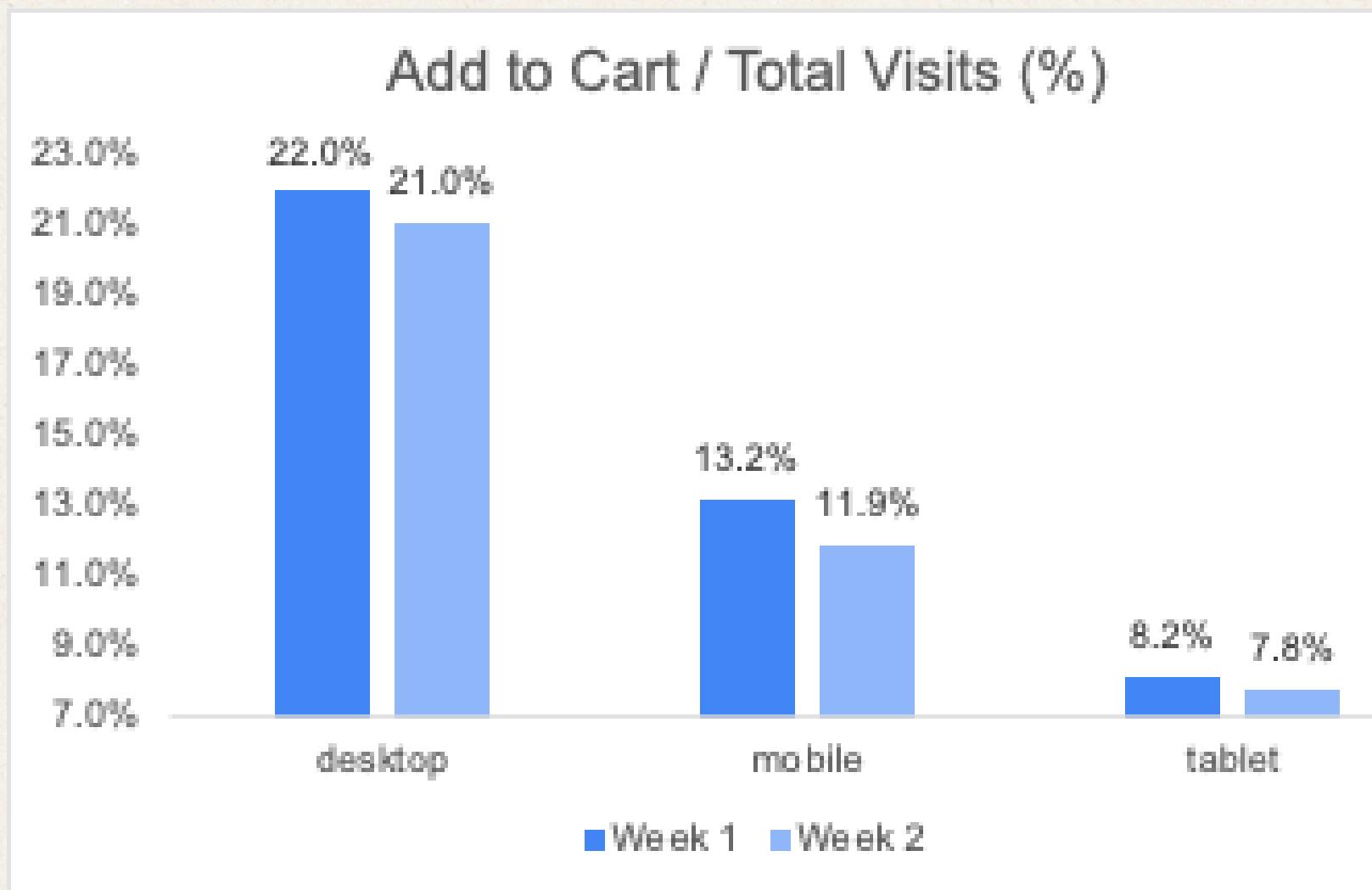
WE COMPARED THE WEEK-OVER-WEEK FUNNEL AND PERFORMANCE METRICS FOR EXISTING CUSTOMERS VERSUS PROSPECTS.



BOTH GROUPS SOFTENED, BUT THE ADD-TO-CART RATE DROP IS MORE PRONOUNCED FOR EXISTING CUSTOMERS, SUGGESTING HIGHER-INTENT SHOPPERS ARE ALSO ENCOUNTERING FRICTION OR AVAILABILITY LIMITATIONS.

Device

WE SEGMENTED THE FUNNEL AND PERFORMANCE METRICS BY DEVICE TO TEST WHETHER THE DECLINE IS DRIVEN BY BEHAVIORAL DIFFERENCES ACROSS PLATFORMS.



THE MOST MEANINGFUL DETERIORATION APPEARS ON MOBILE, WHERE VISITS RISE BUT ORDER COMPLETIONS FALL, POINTING TO A MIX OF TRAFFIC-QUALITY ISSUES AND/OR MOBILE EXPERIENCE FRICTION.

Channel Performance Matrix

07/12

Traffic volume vs. conversion efficiency by channel



Volume Without Quality

- Strong traffic, weak conversion
- Users drop during evaluation
- Signals value or trust disconnect
- Biggest near-term lift opportunity



Strong Performers

- Large volume, strong conversion
- Clear value proposition
- Scalable with minimal risk



Low Priority Channels

- Limited volume and impact
- Weak engagement
- Deprioritize or test selectively



High Intent, Under-Scaled

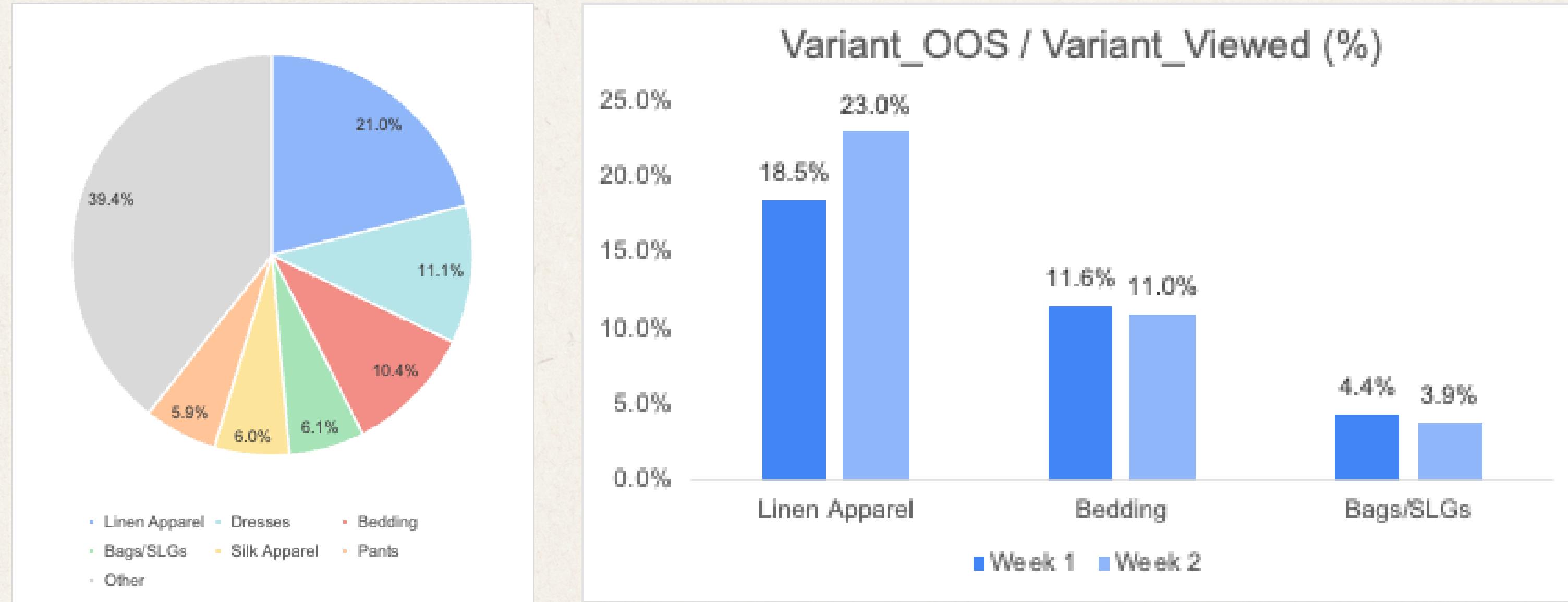
- Smaller volume, efficient conversion
- High user intent
- Opportunity to grow traffic

Traffic

Conversion

Categories + Inventory (OOS)

WE ANALYZED CATEGORY-LEVEL DEMAND AND CALCULATED OOS EXPOSURE USING THE RATIO VARIANT_OOS / VARIANT_VIEWED.



HIGH-DEMAND CATEGORIES LIKE LINEN APPAREL, DRESSES, AND BEDDING ALSO SHOW ELEVATED OOS EXPOSURE, SUGGESTING INVENTORY CONSTRAINTS ARE AMPLIFYING THE CONVERSION DECLINE.

Root Cause Summary

WE COMBINED THE OVERALL FUNNEL RESULTS WITH CHANNEL, CUSTOMER, DEVICE, AND CATEGORY DIAGNOSTICS TO ISOLATE THE MOST LIKELY DRIVERS.

1.) Funnel Drop:

↓ Add-to-cart rate

2.) Social Channel Decline:

↓ Conversion in IG/Facebook

3.) New Users Convert Less:

↓ Trust, Value & Perception

4.) OOS Impacting SKUs:

high OOS → lost demand

THE EVIDENCE POINTS TO A CONVERSION-LED DECLINE REINFORCED BY MOBILE AND EMAIL FUNNEL SOFTNESS AND HIGH OOS IN TOP-VIEWED CATEGORIES, SO WE RECOMMEND PRIORITIZING INVENTORY REALLOCATION/REPLENISHMENT FOR TOP OOS CATEGORIES, TIGHTENING EMAIL OFFERS AROUND IN-STOCK ITEMS, AND IMPROVING MOBILE PDP-TO-ATC USABILITY.

Recommendations

1.) Fix Mobile Funnel UX

- Simplify cart & checkout flow to reduce clicks
- Highlight free shipping/returns upfront
- A/B test mobile PDP layout

2. Improve Paid & Social Traffic Quality

- Pause/retarget poor-converting ad sets
- Shift budget toward high-intent channels (email/direct)
- Add dynamic product feeds to improve relevance

3. Reduce OOS Losses in Key Categories

- Replenish high-demand SKUs
- Add “notify me when restocked”
- Auto-suggest similar products on PDP

Expected Outcome: Recovery in add-to-cart rate → funnel lift → conversion rebound.



Thank you

