

## Comprehensive User Analysis for Maven Fuzzy Factory (2014)

### Executive Summary:

This report presents an in-depth analysis of Maven Fuzzy Factory's user behavior, focusing on repeat visitors, session patterns, and channel performance for the period of January 1, 2014, to November 8, 2014. The analysis examines repeat visit frequency, time between sessions, channel preferences for repeat customers, and the comparative value of new versus repeat sessions. These insights aim to inform customer retention strategies, marketing resource allocation, and overall business growth.

**Methodology:** Data was extracted from Maven Fuzzy Factory's database using SQL queries. We analyzed:

1. Frequency of repeat visits
2. Time intervals between first and second sessions
3. Channel distribution for new and repeat sessions
4. Conversion rates and revenue per session for new vs. repeat customers

### Key Findings:

1. Repeat Visit Frequency:
  - Total users analyzed: 146,514
  - Users with no repeat visits: 127,331 (86.91%)
  - Users with 1 repeat visit: 14,167 (9.67%)
  - Users with 2 repeat visits: 3,308 (2.26%)
  - Users with 3 or more repeat visits: 1,708 (1.17%)
2. Time Between First and Second Sessions:
  - Average: 33.26 days
  - Minimum: 1 day
  - Maximum: 69 days
3. Channel Analysis for New vs. Repeat Sessions:
  - Paid Nonbrand: 119,950 new sessions, 0 repeat sessions
  - Direct Type-in: 6,591 new sessions, 10,564 repeat sessions
  - Organic Search: 5,738 new sessions, 9,450 repeat sessions
  - Paid Brand: 6,432 new sessions, 11,027 repeat sessions
  - Paid Social: 7,652 new sessions, 0 repeat sessions
4. New vs. Repeat Session Performance:
  - New Sessions:
    - Total: 149,787
    - Conversion Rate: 6.80%
    - Revenue per Session: \$4.34
  - Repeat Sessions:
    - Total: 33,577
    - Conversion Rate: 8.11%
    - Revenue per Session: \$5.17

## Detailed Analysis:

1. Repeat Visit Behavior: The majority of users (86.91%) do not return for a repeat visit within the analyzed period. However, the 13.09% who do return represent a significant opportunity for increased revenue and customer loyalty. The decreasing numbers of users with higher repeat visit counts suggest a potential for improving retention strategies.
2. Time Between Sessions: The average time of 33.26 days between first and second visits indicates a monthly pattern in user behavior. The wide range (1 to 69 days) suggests varied user engagement levels. This information can be crucial for timing re-engagement campaigns and understanding the customer lifecycle.
3. Channel Performance:
  - Repeat visitors show a strong preference for direct type-in, organic search, and paid brand channels.
  - Paid nonbrand and paid social channels do not generate repeat visits, indicating they may be more effective for customer acquisition than retention.
  - The high number of repeat sessions through paid brand suggests brand loyalty but also indicates potential for optimizing marketing spend.
4. Session Value Comparison: Repeat sessions demonstrate higher value compared to new sessions:
  - 19.26% higher conversion rate (8.11% vs. 6.80%)
  - 19.12% higher revenue per session (\$5.17 vs. \$4.34) This underscores the importance of customer retention and the potential for increasing overall revenue through improved repeat visit rates.

## **Recommendations:**

1. Retention Strategy Enhancement:
  - Develop targeted campaigns to encourage first-time visitors to return, focusing on the first 33 days post-initial visit.
  - Implement a loyalty program to incentivize and reward repeat visits.
2. Channel Optimization:
  - Allocate more resources to channels that drive repeat visits (direct type-in, organic search, paid brand).
  - Develop strategies to convert paid nonbrand and paid social customers into repeat visitors.
3. Customer Journey Mapping:
  - Create detailed customer journey maps based on the time between visits to identify key touchpoints for re-engagement.
  - Develop personalized content and offers based on the time elapsed since the last visit.
4. Conversion Rate Optimization:
  - Analyze the factors contributing to higher conversion rates in repeat sessions and apply insights to new session experiences.
  - Implement personalized recommendations and tailored user experiences for repeat visitors to further increase their value.
5. Marketing Budget Allocation:
  - Reassess the balance between acquisition (paid nonbrand, paid social) and retention (paid brand, organic) channels.
  - Consider increasing investment in brand-building activities to drive more high-value repeat visits.
6. Mobile and Cross-Device Strategy:
  - Analyze device usage patterns between first and repeat visits to ensure a seamless cross-device experience.
  - Optimize the mobile experience to encourage repeat visits, especially for direct type-in and organic search traffic.

## **Conclusion:**

The analysis reveals significant potential in focusing on customer retention and maximizing the value of repeat visitors. While new customer acquisition remains important, the higher conversion rates and revenue per session from repeat visitors underscore the need for a balanced approach between acquisition and retention strategies.

## **Next Steps:**

1. Conduct a cost analysis of acquiring new customers versus retaining existing ones.
2. Develop a segmentation strategy based on visit frequency and channel preference.
3. Design and implement A/B tests for re-engagement campaigns targeting users within the average 33-day return window.
4. Establish ongoing monitoring of repeat visit metrics and channel performance to track improvements over time.