CASE STUDY

Abc.com has a wide array of products grouped under different categories on its website, like Mobiles & Tablets, Appliances, Furniture etc. Each product has its own page called the Product Page.

Conversion is the number of items bought divided by the number of visits. So for a particular category of 500 products, if the number of times that any of its 500 product pages was viewed in a day by anyone was 10,000 and total items bought were 154, then the conversion for that day for that category is number of items bought divided by number of views as a percentage.

Thus,
Conversion = (154/10,000)*100 = 1.54%.

Also, in the same example if the total value of items purchased from that category on that day was ₹ 200,000 then the **Average Selling Price (ASP)** for that category is said to be the total sales value of that category divided by number of item bought.

Thus,
ASP = ₹ 200,000 / 154 = ₹ 1298.70

So similarly for that Category, the total visits (views) can also be further split across the sources / channels that they are coming from. Some people come visiting via Ads or Posts on Facebook / GooglePlus / LinkedIn / Blogs ("Social Media"), or via Google / Bing Search results ("SEO") or via Google Ads, or via affiliates (discount coupon sites like cuponduniya) or some would be directly opening the abc.com site and then visiting the product pages of that category ("Direct"). Some of these channels have a high conversion for a category, and some low. Some of these channels have a high cost involved (for example, Google Ads have a high cost, and Direct Visits rise mainly when substantial money is spent on TV Ads).

Hypothesis

Let's assume that:

- Abc.com launched a new category few months back (say, Furniture) and also provided an extra page called "Furniture Storefront" to showcase a selection of its products and has found that the current conversions are not good enough.
- Your team is responsible for analysing results for July and suggesting recommendations
- Assume that the budget allocated for discounting the prices of products in this category cannot be increased so suggesting bigger discounts to drive higher conversions is not an option.

CASE STUDY

Problem Statement

Analyse the following to create an overall strategy of increasing the conversions in August:

1. Refer to the 1-July to 24-July data attached in excel file. This is the hypothetical daily visits, conversions and ASP for this "Furniture" category for your analysis.
   - What was the overall revenue generated by the furniture category in these 24 days
   - What is the overall ASP (average selling price) for items sold in this category? What inferences can you draw from the ASP based on the kind of items available for sale in the category?
   - What metric is the best to measure channel performance? Which channel has the best performance? Which has the worst? Which channel should Abc.com focus on? What could be the potential reasons for this difference in performance across channels.
   - Can you make any observations regarding visits, sales, conversions across individual days?
2. Your team is responsible for overall sales of the category which is a function of both conversions and ASP, what strategies will you use to drive up the ASP while minimizing impact on conversions so that overall sales goes up.
3. Visit the URL https://iacst.aakash.ac.in/iacstexam. this is the scholarship page for Aakash. Provide your recommendation for improving registrations and test takers of the scholarship test.

Deliverables

- A PowerPoint Presentation/Word Doc to showcase your analysis and recommendations
- Supporting excel files of the analysis you have done
- Specify any assumptions if you've made while arriving at the final recommendations