Adobe Analytics Challenge 2021

Team Wacarale - Lenka Raslova & Catherine Wang
October 6, 2021

AGENDA

1 Introductions

2 Business Questions

3 Recommendations

INTRODUCTIONS

Lenka Raslova

- 2021-2023: PSM of The Data Science and Business Analytics
- 2018-2021: B.S. Statistics and Econometrics at Prague University of Economics and Business

Catherine Wang

- 2020-2022: MBA at University of North Carolina at Charlotte
- 2019-2021: Supply Chain Leader at PepsiCo
- 2015-2019: B.S. Industrial Engineering, The Ohio State University

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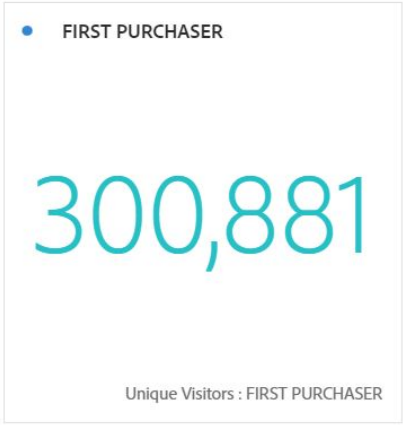
For those whose first purchase is during the period, what behaviors are most indicative of a subsequent (or multiple subsequent) purchases? How do we encourage this?

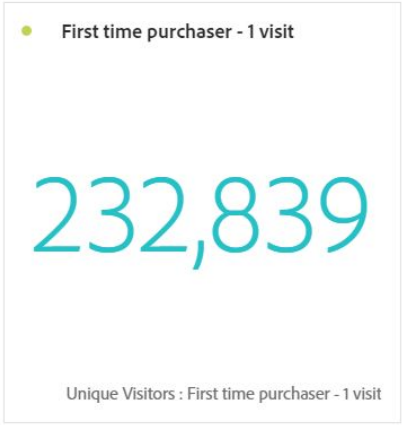
The first time purchasers

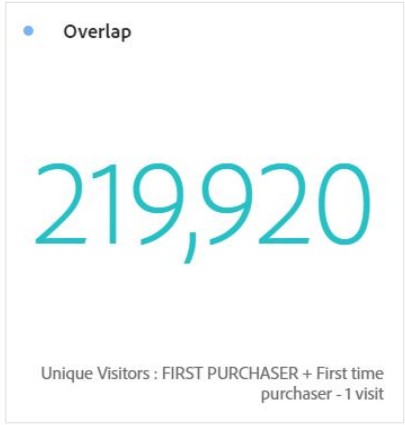
FIRST PURCHASER

- is the purchaser who purchased for its first time in the web/app
- is consisting of purchasers who purchased at their very first visit (First time purchase - 1 visit) and who purchased at several visits

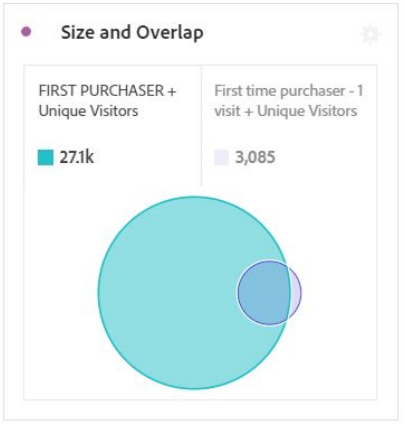
Webpage

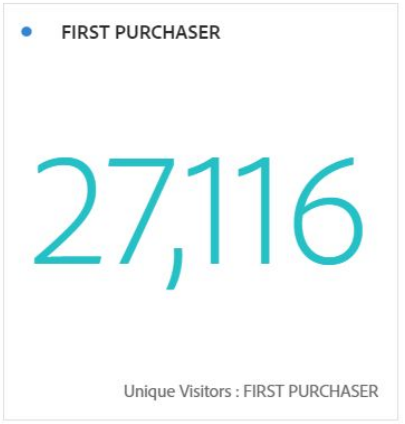


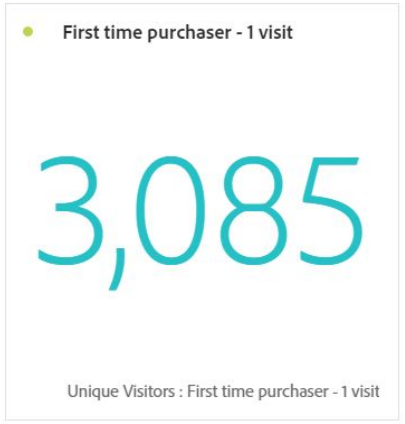


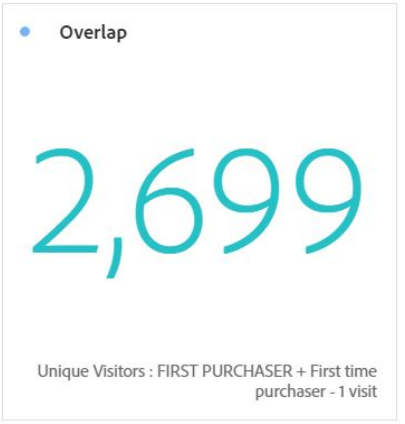


App









The Purchasers who entered the web purchased more at their first visit than purchasers who visited the app and bought something at their first visit

during the last 60 days

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Comparison of the first time and return purchasers

Web

- First purchasers generated the highest revenue
- Return purchasers had the lowest revenue
- In comparison of return purchasers and first time purchasers - 1 visit, return purchasers were a weaker group in generation of revenue

last 60 days

Return purchaser is purchaser who purchased more than once

App

- Return purchasers generated the highest revenue
- Return purchasers are generating little bit more revenue than first time purchasers
- The first time purchasers - 1 visit had the lowest revenue

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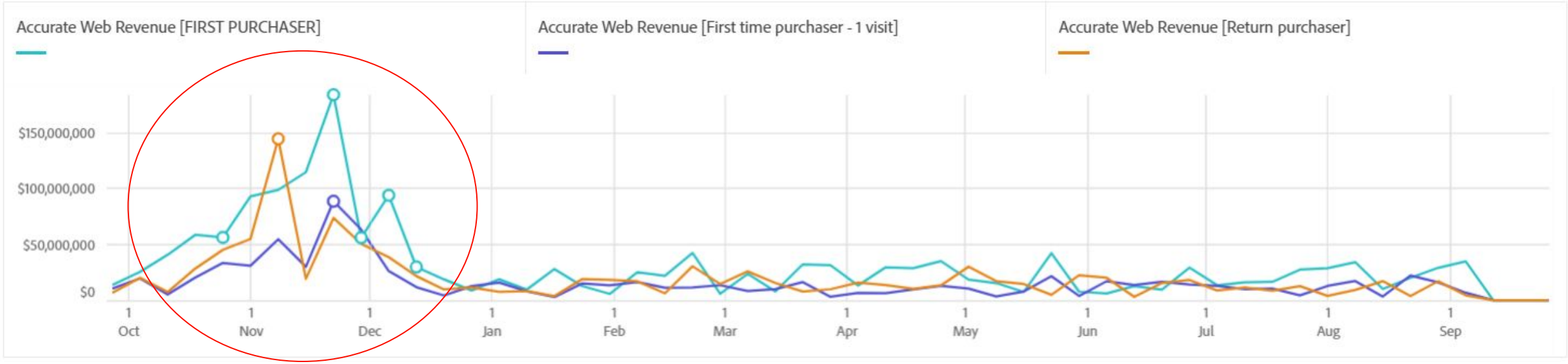
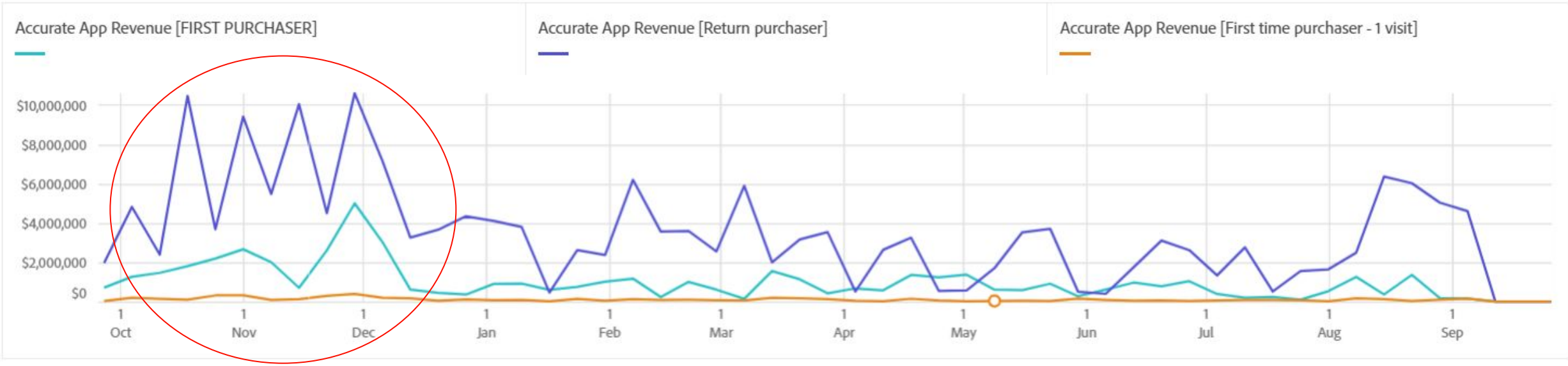


Christmas season - purchasers behave differently

Web - purchasers behave more balanced

App - a lot of leap development, first purchasers lag far behind return purchasers



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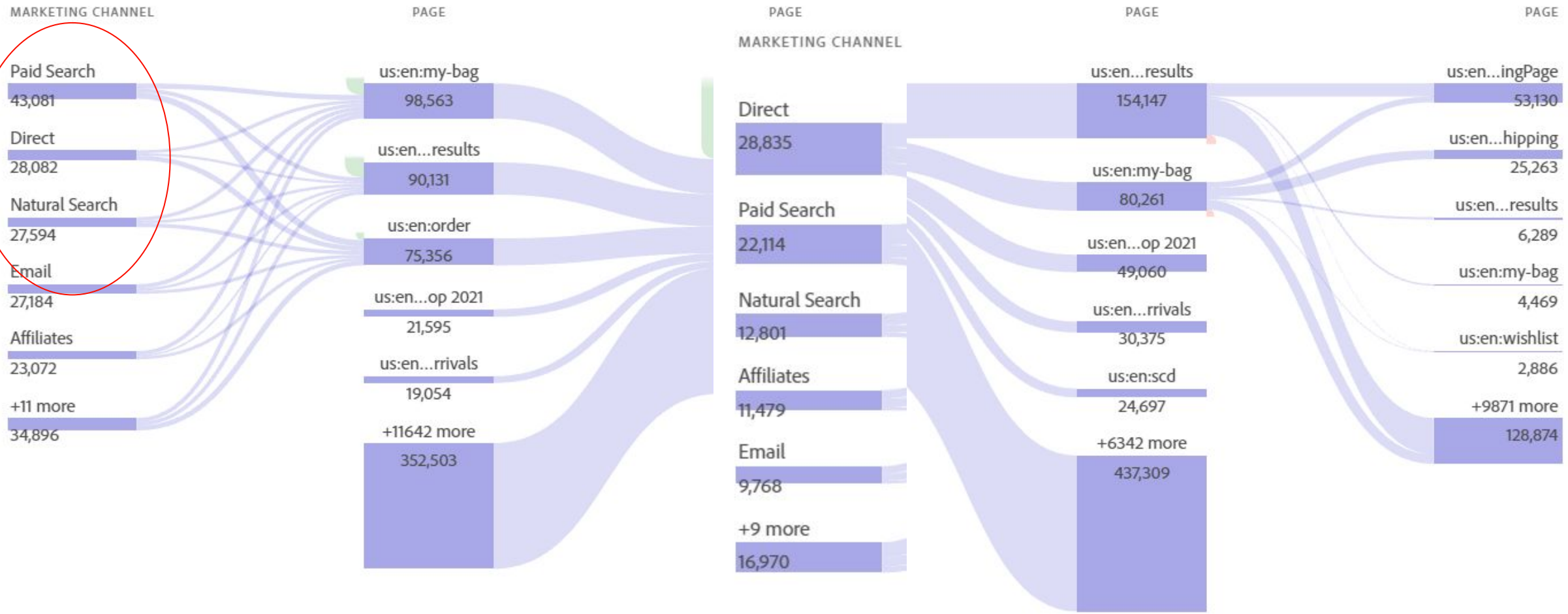
Web: First time purchaser

73.6 % new purchasers´ visits were from campaign



First time purchasers - 1 visit had 70.8 % of their visits from campaign (Marketing channels: Direct, Paid Search, Natural Search, Affiliates, Email and more)

last 60 days

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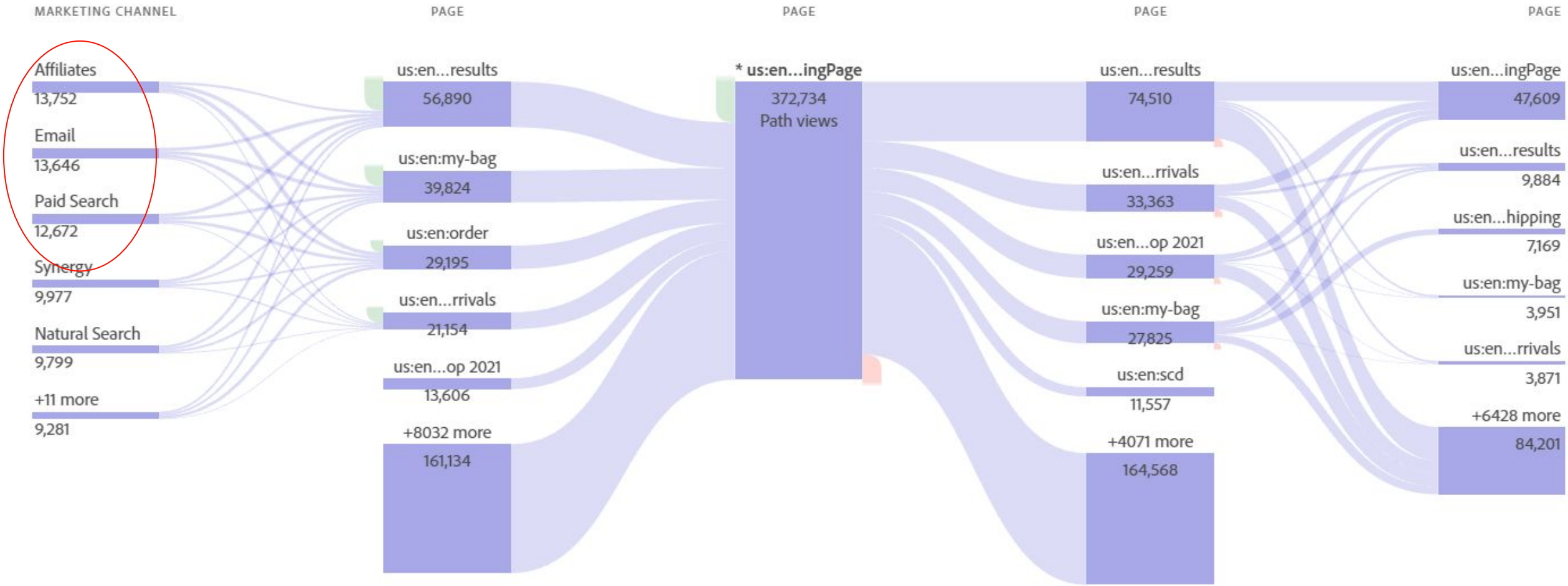
Web: Return purchaser

85.7 % return purchasers´ visits were from campaign



last 60 days

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The first time purchasers - visits before order

Web

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks
Average retention	60,857	7,676 8.2%	3,864 4.3%	2,290 2.6%	1,446 1.7%	669 0.9%	0 0.0%	0 0.0%	0 0.0%
Aug 1 - Aug 7	78,235	11,612 14.8%	8,864 11.3%	4,939 6.3%	3,960 5.1%	2,677 3.4%	0	0	0
Aug 8 - Aug 14	93,136	14,950 16.1%	6,607 7.1%	4,948 5.3%	3,271 3.5%	0	0	0	
Aug 15 - Aug 21	98,779	11,437 11.6%	6,319 6.4%	3,852 3.9%	0	0	0		
Aug 22 - Aug 28	102,334	12,932 12.6%	5,257 5.1%	0	0	0			
Aug 29 - Sep 4	99,928	10,476 10.5%	0	0	0				
Sep 5 - Sep 11	75,303	0	0	0					
Sep 12 - Sep 18	0	0	0						
Sep 19 - Sep 25	0	0							
Sep 26 - Oct 2	0								

App

Cohort	Included	+1 Weeks	+2 Weeks	+3 Weeks	+4 Weeks	+5 Weeks	+6 Weeks	+7 Weeks	+8 Weeks
Average retention	10,841	1,788 10.7%	1,410 8.6%	1,040 6.3%	728 4.7%	365 2.5%	0 0.0%	0 0.0%	0 0.0%
Aug 1 - Aug 7	14,423	2,958 20.5%	3,179 22.0%	2,063 14.3%	1,979 13.7%	1,460 10.1%	0	0	0
Aug 8 - Aug 14	17,199	3,853 22.4%	2,351 13.7%	2,332 13.6%	1,663 9.7%	0	0	0	
Aug 15 - Aug 21	18,149	2,733 15.1%	2,508 13.8%	1,842 10.1%	0	0	0		
Aug 22 - Aug 28	17,503	2,696 15.4%	1,831 10.5%	0	0	0			
Aug 29 - Sep 4	16,589	2,060 12.4%	0	0	0				
Sep 5 - Sep 11	13,702	0	0	0					
Sep 12 - Sep 18	0	0	0						
Sep 19 - Sep 25	0	0							
Sep 26 - Oct 2	0								

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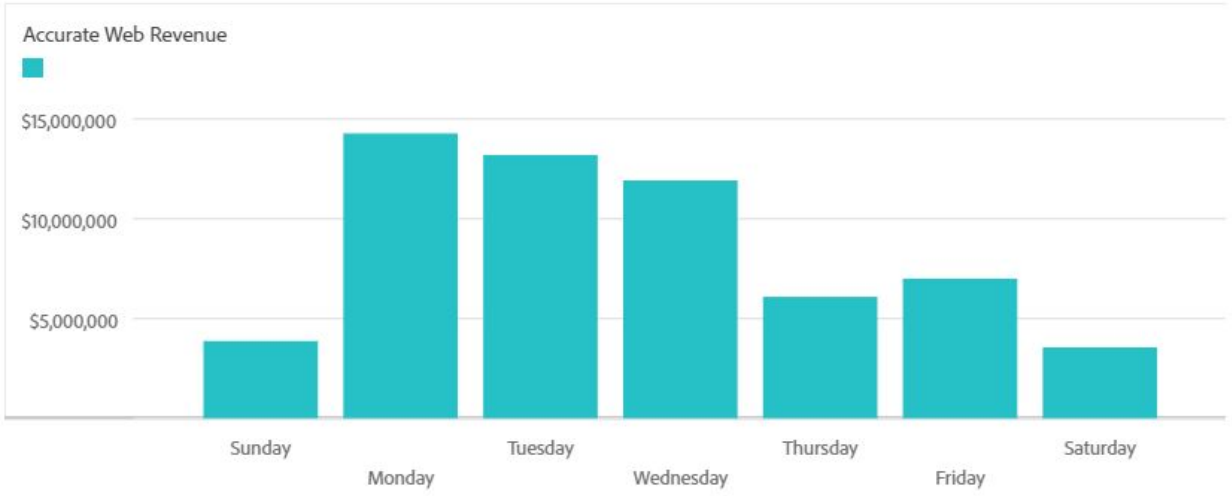
Web purchasers during last 60 days

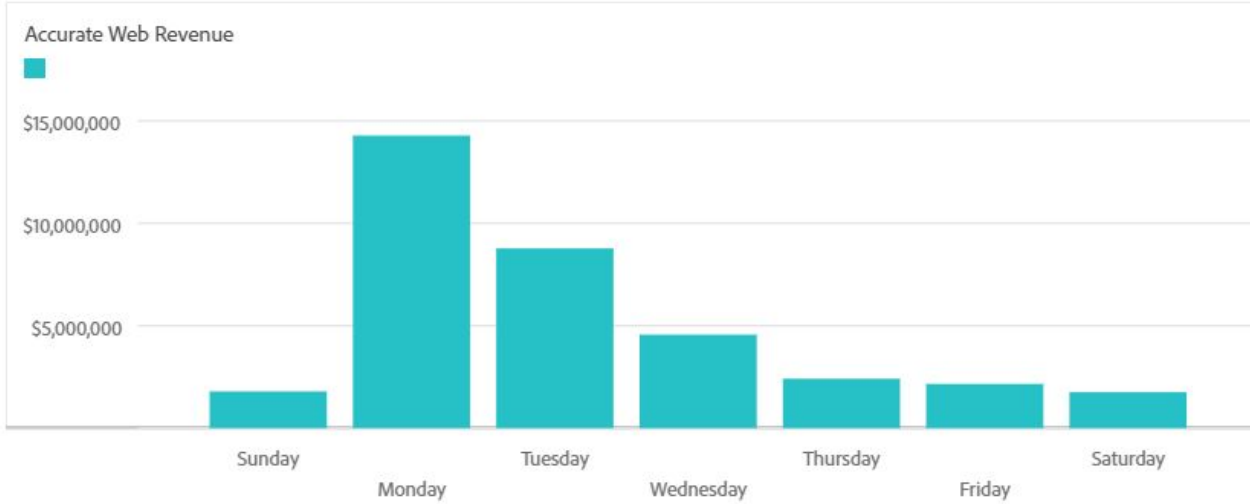
First time purchaser - more visits

The “first time purchasers” purchased mostly on Monday, Tuesday and Thursday.

First time purchaser - the first visit



Return purchaser



The “first time purchasers - the first visit” and “return purchasers” mostly purchased on Monday - Wednesday

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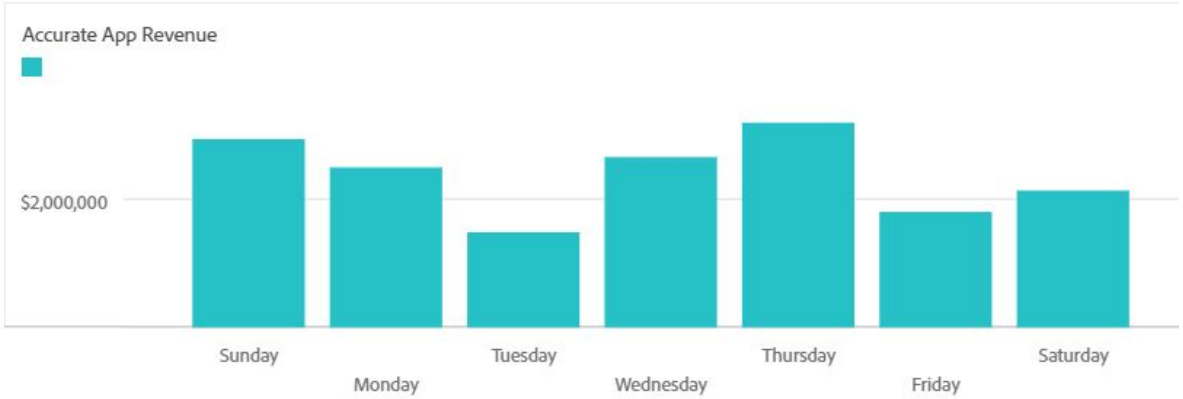
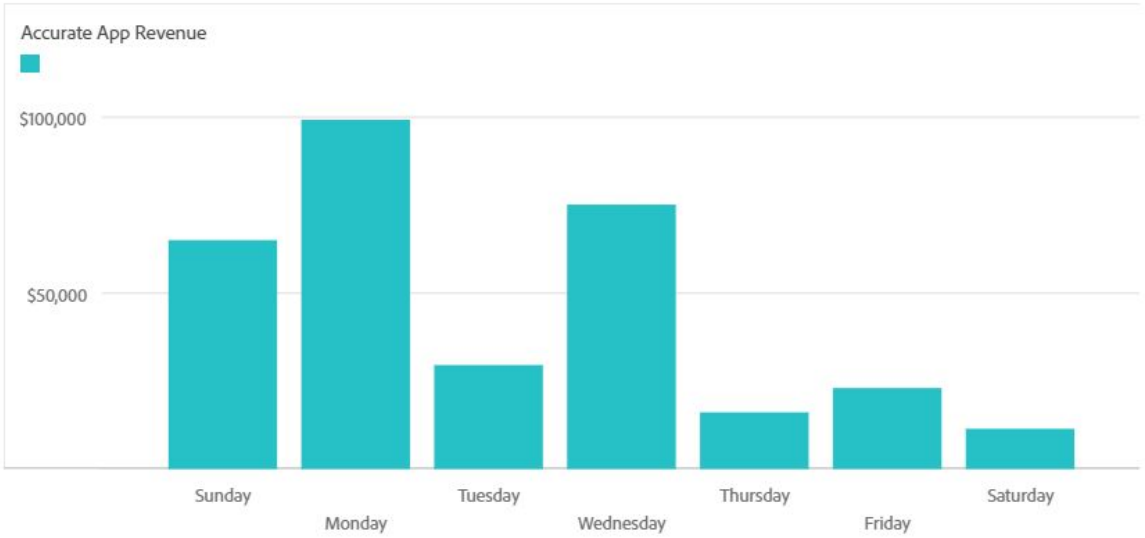
App purchasers during last 60 days

First time purchaser



Return purchaser

First time purchaser - the first visit



The app purchasers behave similarly to the web users. They mostly purchased on Thursday, Sunday and Monday. However, the “first time purchasers - first visit” purchased mostly on Monday and Wednesday. “Return purchasers” purchased mostly on Monday and Thursday.

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BEHAVIORS

Web and app purchasers have different behavior

- Web
  - The first time purchasers generate higher revenue than return purchases
  - The first time purchasers (the first visit) and return purchasers enter through different main marketing channels
  - The highest revenues are on Monday

- App
  - Return purchasers generate higher revenue, the first time purchasers - first visit are negligible
  - The first time purchasers visited app more times before they order
  - The highest revenues are on Monday

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RECOMMENDATIONS

Web:

- Target more on return purchasers (ex. discount for future purchase)
- More support purchasing on very first visit (ex. discount for the first purchase)
- Offer more events on the days when the highest revenue occurred - support grow of purchases

App:

- More encourage the first time visitors to purchase on their first visit of app - sign up discount
- Support more app and purchasing on it
- Balance revenue in the longer term

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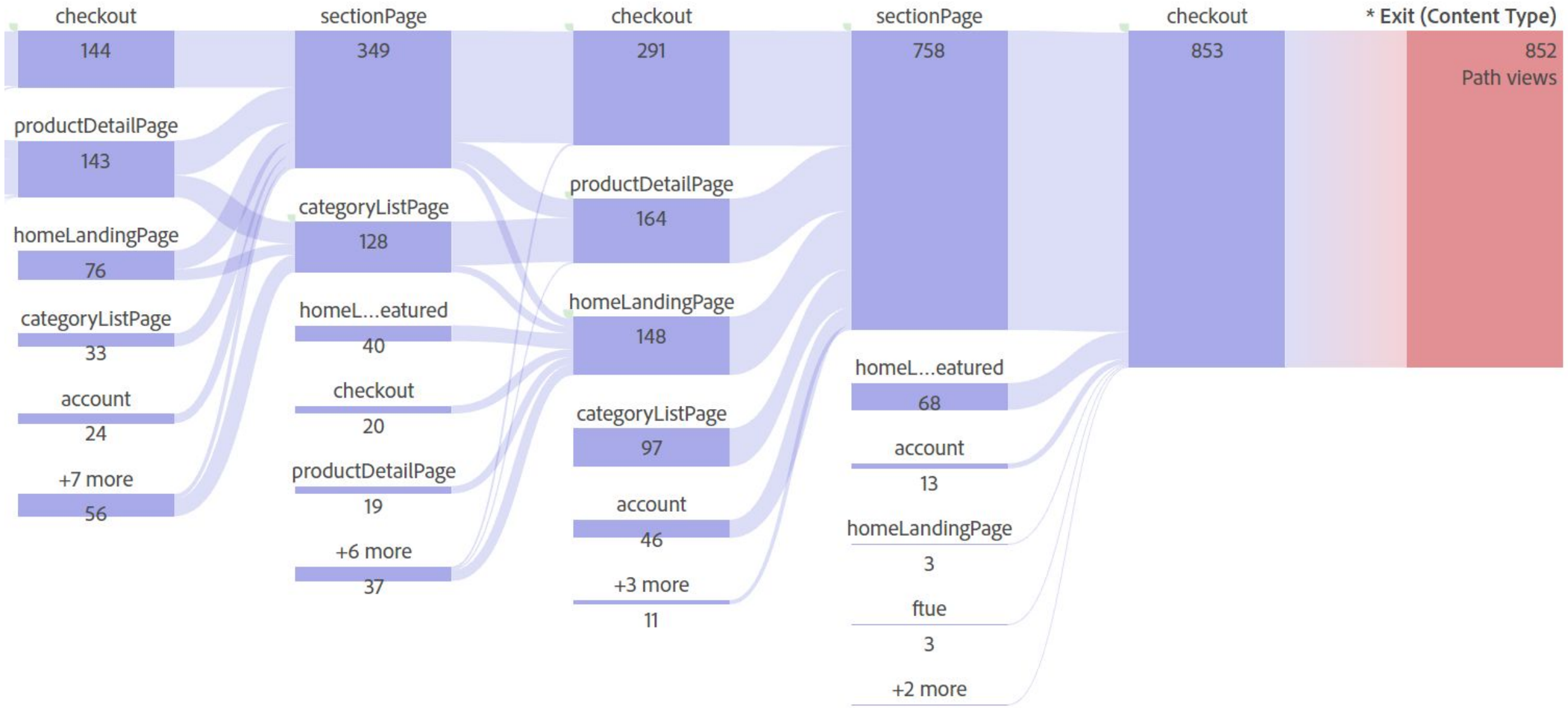
What key differences exist between a purchase flow on mobile vs. desktop, and how should we treat those platforms differently/the same?

PURCHASE FLOW ON MOBILE:



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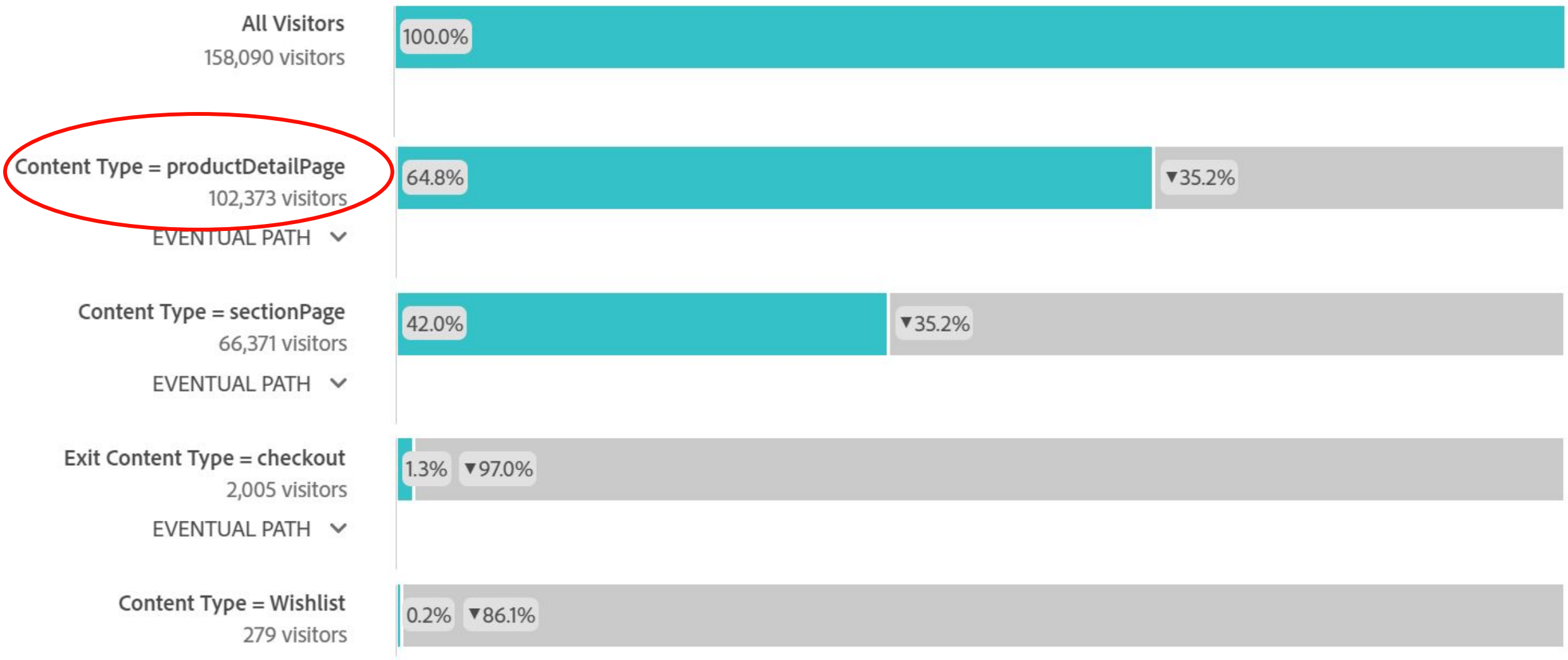
PURCHASE FLOW ON MOBILE:



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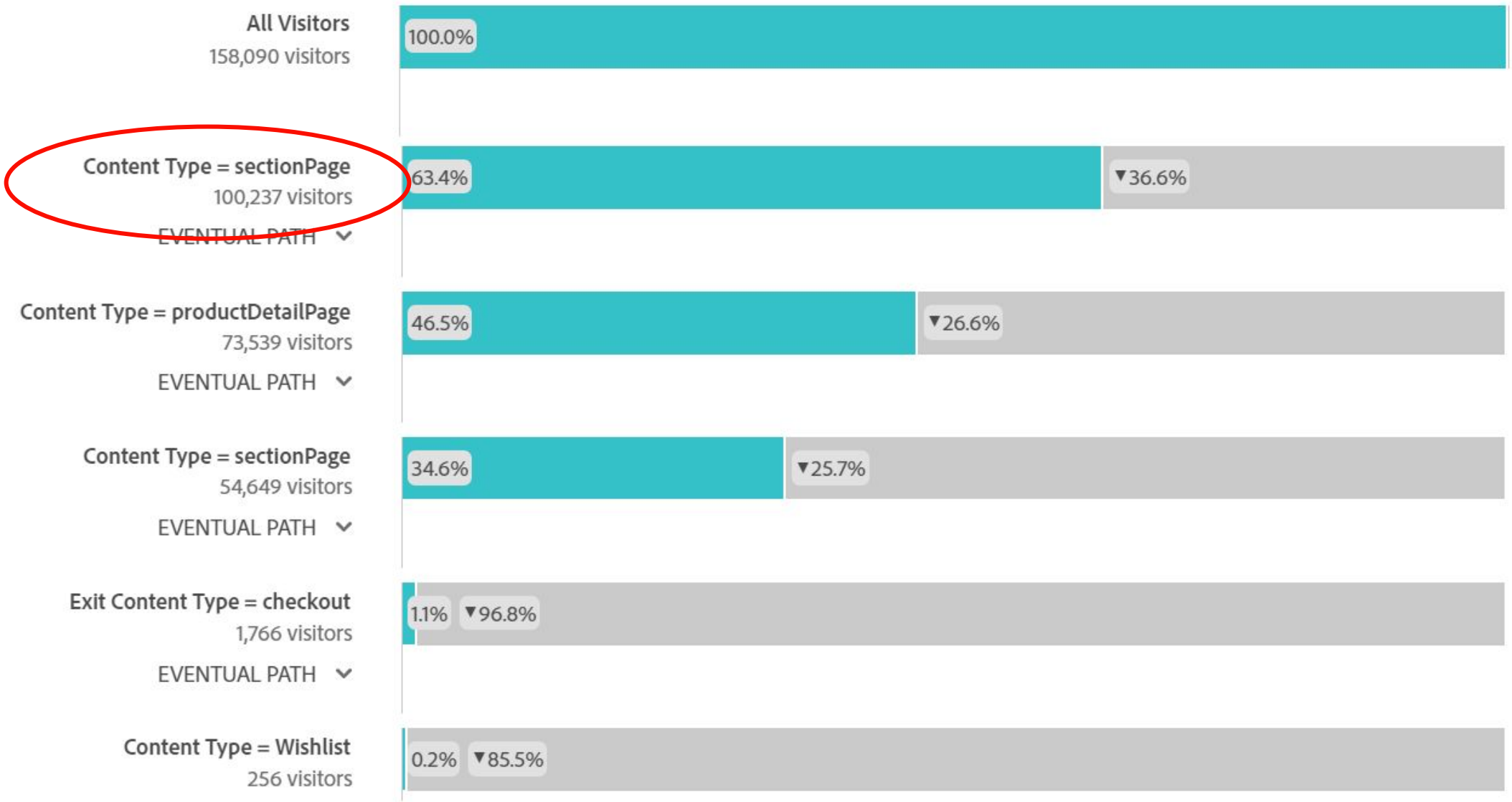
PURCHASE FLOW ON MOBILE:



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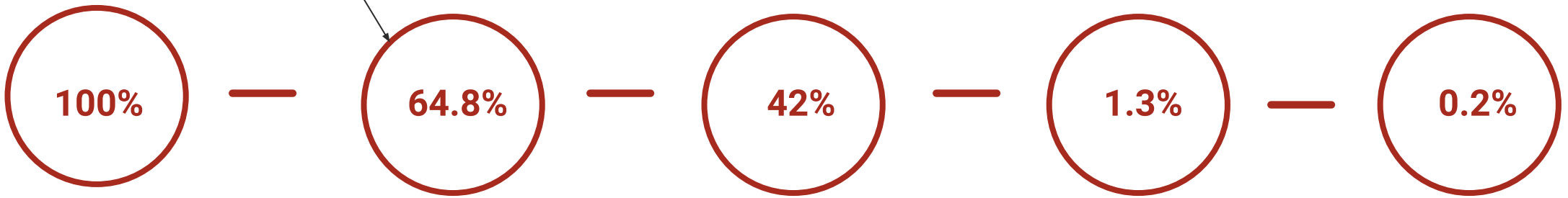
PURCHASE FLOW ON MOBILE:

Conclusion: More people purchase when they select Product Detail Page first



All Visitors	Product Detail Page	Section Page	Checkout	Wishlist
158,090	102,373	66,371	2,005	279

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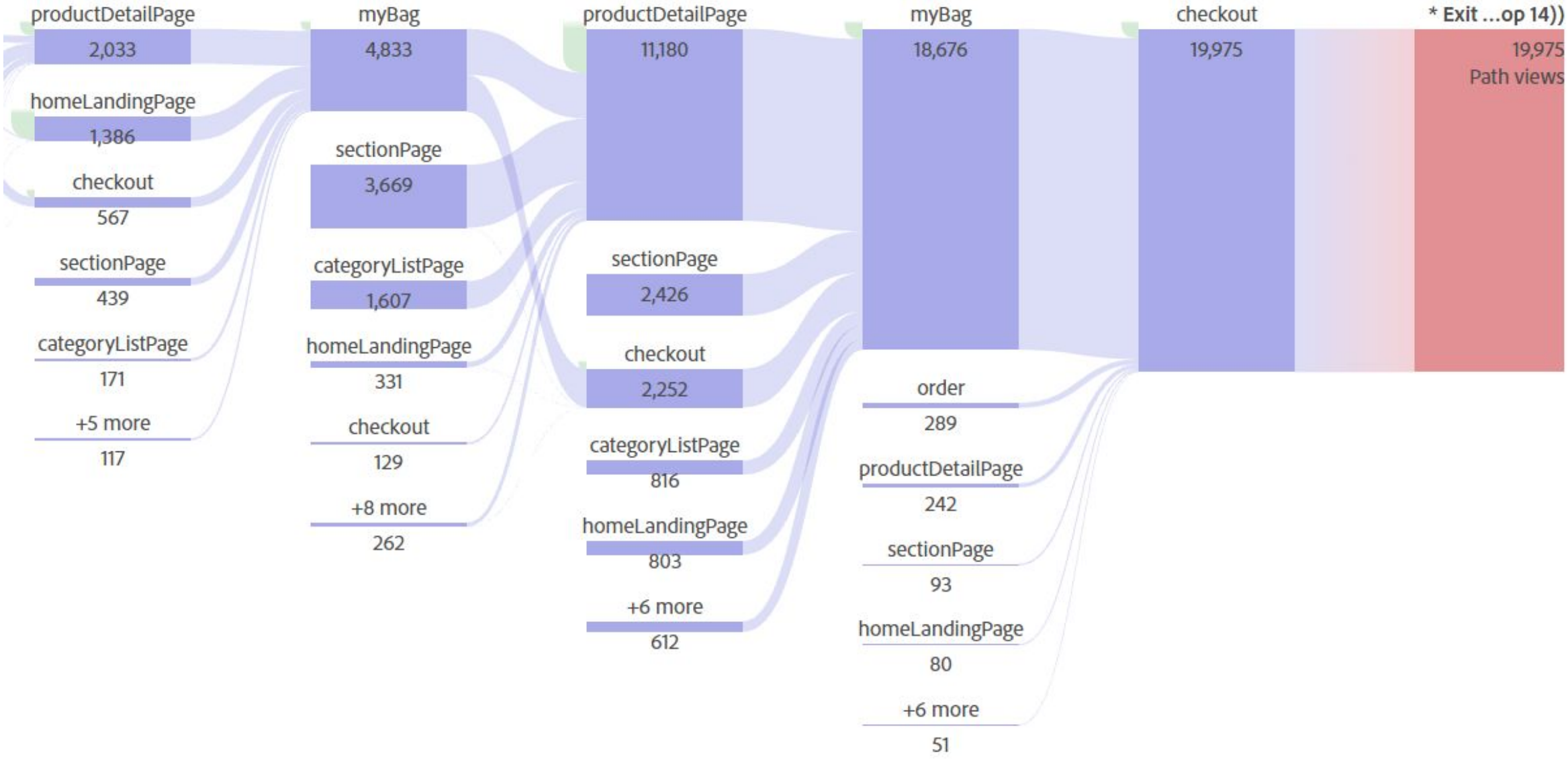
PURCHASE FLOW ON DESKTOP:



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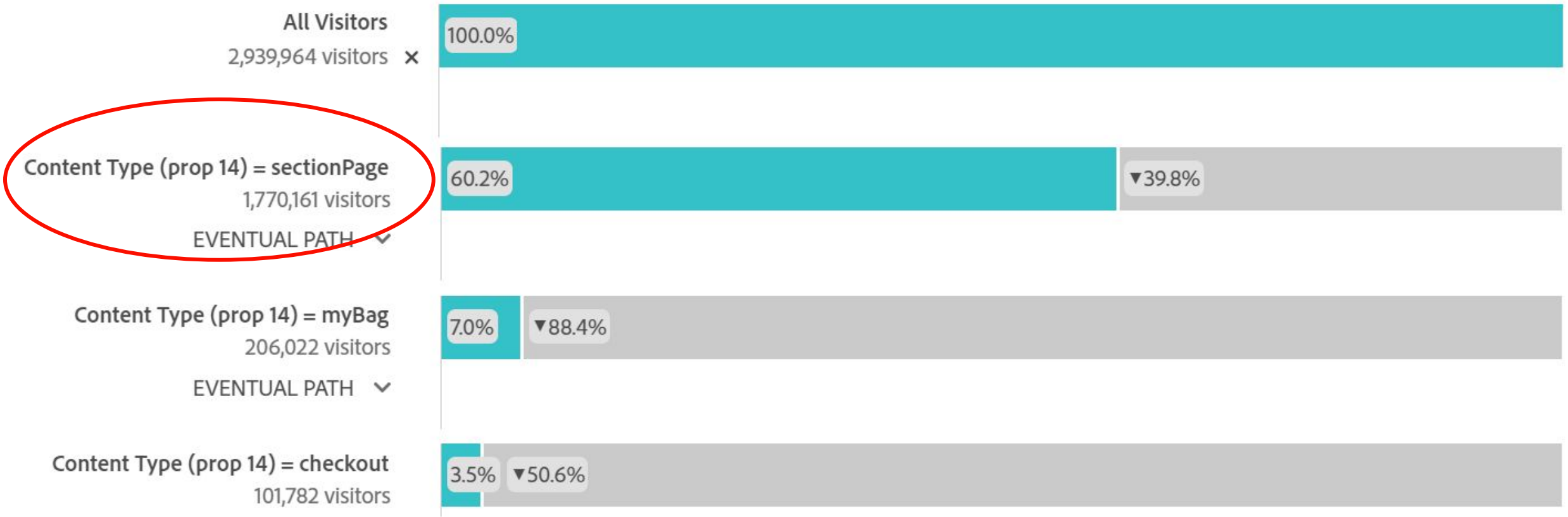
PURCHASE FLOW ON DESKTOP:



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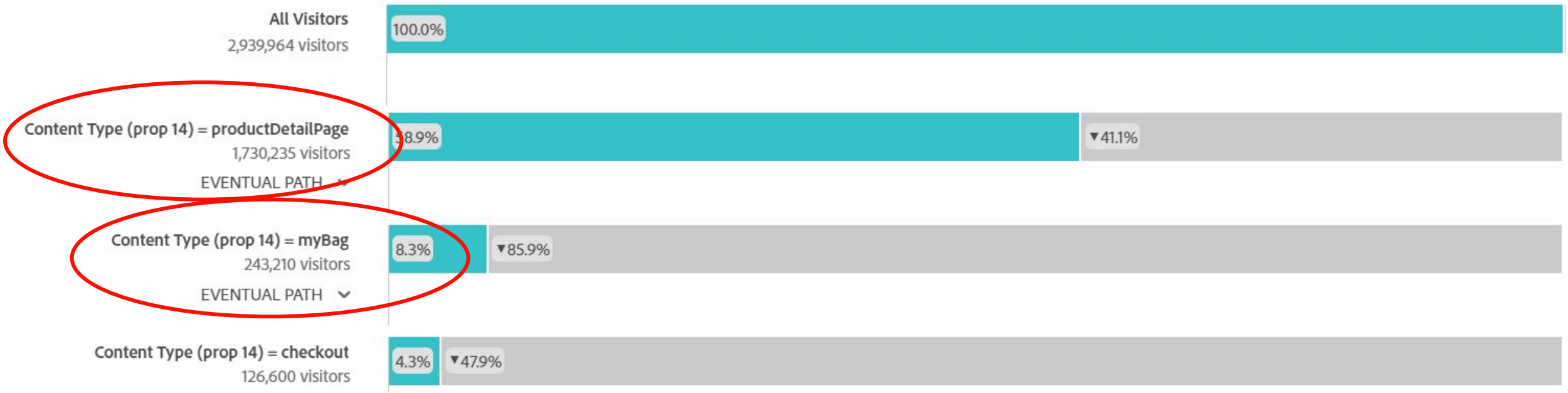
PURCHASE FLOW ON DESKTOP:



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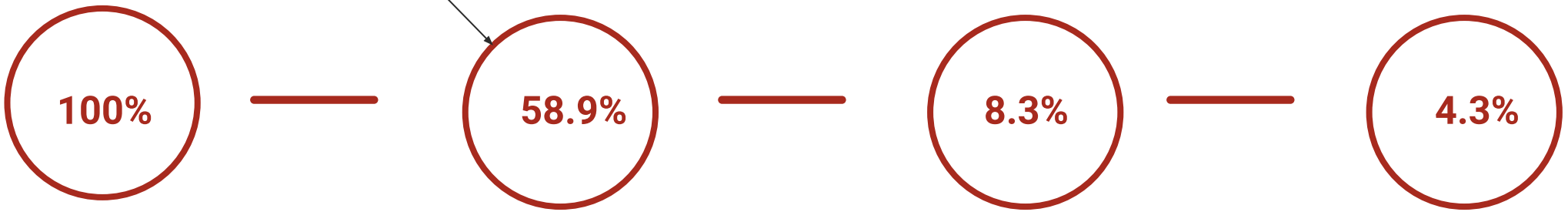
PURCHASE FLOW ON DESKTOP:

Conclusion: More people purchase when they select Product Detail Page first



All Visitors	Product Detail Page	myBag	Checkout
2,939,964	1,730,235	243,210	126,600

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Key differences & similarities:

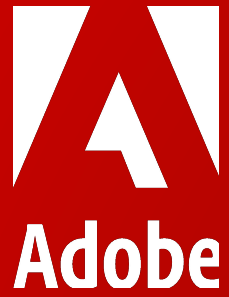
1. More people use the desktop web vs. the mobile application
2. There is no “myBag” option for the mobile application
3. There is no “wishlist” option for the desktop web
4. The majority of people who checkout select “Product Detail Page” first

RECOMMENDATIONS

Product Flow between desktop and mobile:

1. The desktop and mobile app should have the same flow as customers using one will be used to the set up and expect the same in the other.
2. The desktop gets more customers to purchase, therefore it would be a good idea for the mobile app to add a “myBag” option to their Product Flow

Thank you, any questions?



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