



## **NORDSTROM**

#### **Drop Box Link:**

https://utdallas.box.com/s/ccts6pdij2slj151prlk7nllz2opquwd

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# BUSINESS OVERVIEW





## **Company Overview**

Nordstrom, Inc. is a fashion specialty retailer in the United States. The Company offers private labeled apparel, shoes, cosmetics and accessories for women, men, young adults and children.







## **Target Customer**

Millennials—consumers between the ages of 16 and 34

Attract a more affluent customer demographic



## **COMPETITORS**



Macy's

Ability to combine human touch in physical stores with cutting-edge technology



#### Dillard's

Middle-of-the-road department store, classy for more affluent & recessionproof shoppers



#### **Neiman Marcus**

Digital-first approach, leverage AI, augmented reality and visual recognition



## **Business Objective**



Increase Website Traffic



Increase Customer Loyalty



Increase Revenue



## **Key Performance Indicators**





Increase Traffic & Loyalty



Increase Revenue









**Conversion Rate** 



Revenue by **Marketing Channel** 

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# MARKET & KPI ANALYSIS



## **Target Audience**

#### **GENDER**

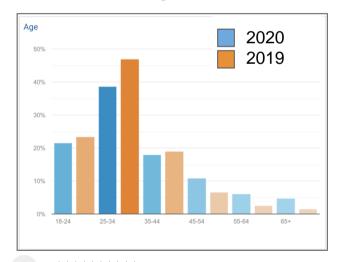


64.4%

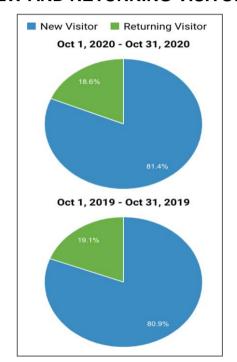


35.6%

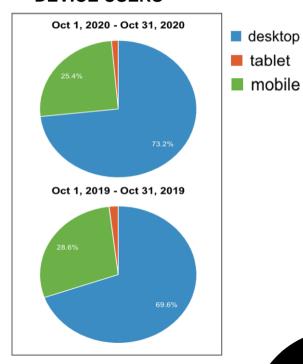
#### **AGE**



#### **NEW AND RETURNING VISITOR**

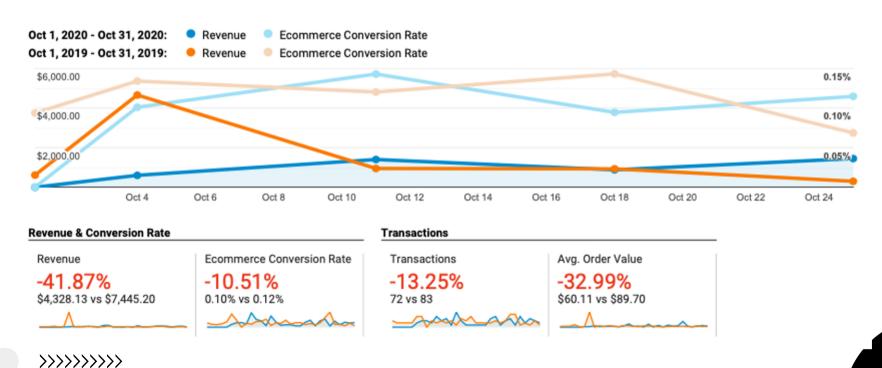


#### **DEVICE USERS**





#### Conversion Rate = Transactions / Sessions



Top Marketing Channels (sorted by # of Users in 2020)	Users	% Change in Transactions
1. Direct	274.71%	185%
2. Organic Search	-79.75%	-86.79%
3. Paid Search	-97.22%	-87.50%

#### **Conversion Rate (Oct'20 VS Oct'19)**

Direct Channel - 23.53%
Organic Search -

44.11%

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#### **Bounce Rate (Oct'20 VS Oct'19)**

Direct Channel 44.72%

Affiliates

65.97%

### **Search Exit Rate (%)**

233%

### Time After Search (%)

-66.5%

#### **Internet Explorer Users**

**Conversion Rate** 

16.92%

**Bounce Rate** 

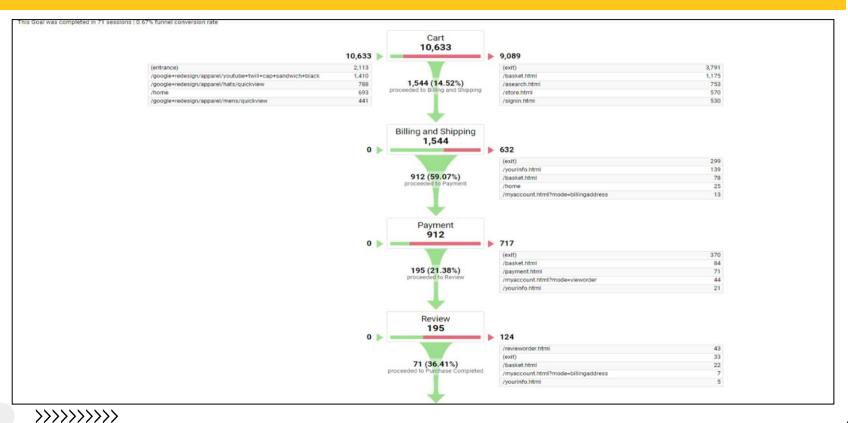
65.66%(Oct'20)

Pages per session -10.63% Average session duration -32.87%

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#### Top 3 Countries by # of Sessions

- 1. United States
- 2. India
- 3. Canada



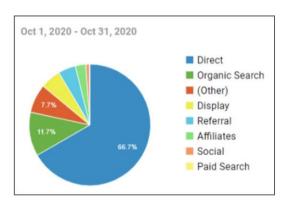
## **Conversion Rate Optimization - Product Performance**

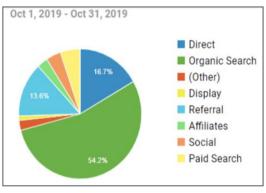
Buy-to-Detail Rate (BTDR) shows percent of people who bought product after viewing that product's page.

Product Name	Date Range	Product Revenue (in \$)	<b>Product Detail Views</b>	Buy-to-Detail Rate (BTDR)	Quantity	<b>Unique Purchases</b>	Avg. Price
Google F/C Longsleeve Ash	01-Oct-2020 - 31-Oct-2020	192.00	233	1.29%	7	3	27.43
Google F/C Longsleeve Ash	01-Oct-2019 - 31-Oct-2019	60.00	34	5.88%	2	2	30.00
Google Utility BackPack	01-Oct-2020 - 31-Oct-2020	120.00	579	0.17%	1	1	120.00
Google Utility BackPack	01-Oct-2019 - 31-Oct-2019	0.00	1101	0.00%	0	0	0.00
YouTube Twill Sandwich Cap Black	01-Oct-2020 - 31-Oct-2020	104.00	1627	0.31%	8	5	13.00
YouTube Twill Sandwich Cap Black	01-Oct-2019 - 31-Oct-2019	39.00	451	0.67%	3	3	
	Key Observations:  > We see that three products i.e 'Google F/C Longsleeve Ash', 'Google Utility BackPack' and 'YouTube Twill Sandwich Cap Black' have high traffic but low BTDR. So to increase e-commerce revenue and Conversion Rate, it is important to rework on these product pages.						



## **Visits By Marketing Channel**





■ Direct ■ Referral ■ Social ■ Organic Search

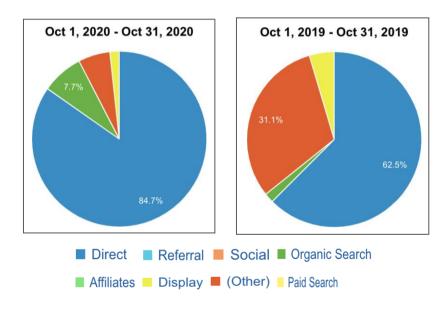
■ Affiliates ■ Display ■ (Other) ■ Paid Search

Most visits 2019 - **Organic Search** 

Most visits 2020 - Direct



## **Revenue by Marketing Channel**



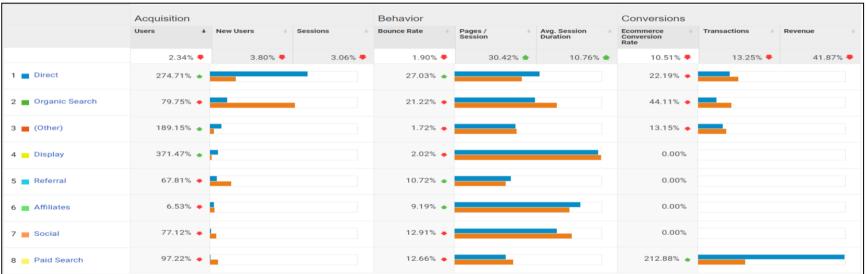
Revenue 🕹 by 41.87%

Direct contribution 1 by 22.2%



## Revenue by Marketing Channel





Number of Pages/Session & average session duration for October 2020 as compared to October 2019 (30.42%: 10.76%) but still revenue



## **Average Order Value (AOV) Across Device**

Device Category	Avg. Order Value 🗸	Revenue	contribution to total: Revenue 🗸
	32.99% • US\$60.11 vs US\$89.70	41.87% • US\$4,328.13 vs US\$7,445.20	
1. desktop			01-Oct-2020 - 31-Oct-2020
01-Oct-2020 - 31-Oct-2020	US\$93.19	40.91%	52%
01-Oct-2019 - 31-Oct-2019	US\$189.56	71.29%	40.9%
2. mobile			52.9%
01-Oct-2020 - 31-Oct-2020	US\$49.81	52.93%	
01-Oct-2019 - 31-Oct-2019	US\$39.18	27.37%	01-Oct-2019 - 31-Oct-2019
3. ■ tablet			27.4%
01-Oct-2020 - 31-Oct-2020	U\$\$38.06	6.16%	
01-Oct-2019 - 31-Oct-2019	U\$\$33.33	1.34%	71.3%



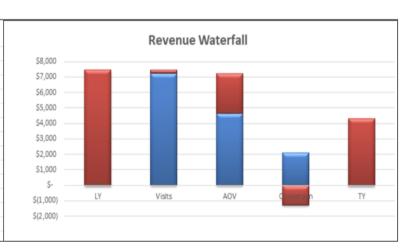
## **Average Order Value (AOV) Across Region**

Region	Date Range	Avg. Order Value (AOV)	Revenue	Sessions	E-commerce Conversion Rate
C-1:6 :-	01-Oct-2020 - 31-Oct-2020	53.54	910.1	10007	0.17%
California	01-Oct-2019 - 31-Oct-2019	45.6	1048.75	9629	0.24%
		17.41%	-13.22%	3.93%	-28.88%
Virginia	01-Oct-2020 - 31-Oct-2020	73	292	3803	0.11%
Viigiilia	01-Oct-2019 - 31-Oct-2019	15.4	30.8	580	0.34%
		374.03%	848.05%	555.69%	-69.50%
New York	01-Oct-2020 - 31-Oct-2020	59.35	237.4	2760	0.14%
New Tork	01-Oct-2019 - 31-Oct-2019	62.42	749	3549	0.34%
		-4.91%	-68.30%	-22.23%	-57.14%
Texas	01-Oct-2020 - 31-Oct-2020	67.82	542.56	1998	0.40%
	01-Oct-2019 - 31-Oct-2019	367.49	4042.4	1818	0.61%
		-81.55%	-86.58%	9.90%	-33.82%
Illinois	01-Oct-2020 - 31-Oct-2020	53	106	1441	0.14%
	01-Oct-2019 - 31-Oct-2019	56.89	227.55	1146	0.35%
		-6.83%	-53.42%	25.74%	-60.24%
Massachusetts	01-Oct-2020 - 31-Oct-2020	41.26	165.05	1395	0.29%
	01-Oct-2019 - 31-Oct-2019	66	132	1103	0.18%
		-37.48%	25.04%	26.47%	58.14%
Washington	01-Oct-2020 - 31-Oct-2020	35.25	70.5	1234	0.16%
**asinington	01-Oct-2019 - 31-Oct-2019	28.85	57.7	1318	0.15%
		22.18%	22.18%	-6.37%	6.81%



## **Waterfall Analysis**

	LY 2019	TY 2020	% vs LY	# vs Ly	Metric Change Impact on Demand	
Revenue	\$7,445.70	\$4,328.13	-42%	-\$3,118		
Visits	71,746	69,547	-3%	-2,199	-\$237	
AOV	\$89.70	\$60.11	-33%	-\$29.59	-\$2,548	
Conversion	0.12%	0.10%	-17%	-0.02%	-\$1,287	
LY	Visits	AOV	Conversion	TY		
7445.7	-237	-2,547.56	-1,287.12	4328.13		







# **03 RECOMMENDATIONS**

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## **Recommendations**









Free Shipping or Discounts Above Minimum Order



Improve Product Page Performance

## THANK YOU!!!

