

# Test Task 2

# 1

## General Information

Considering my reasonably little knowledge of the data, the conditions under which it was gathered, the product in general, etc., here is a short summary. There are:

- **2 weeks** of **data** available;
- **288K+ users**;
- **340K+ sessions**;
- **637K+ events**;
- **4%** of all users convert to **“add to cart”**;
- **3%** - to **“order”** (*almost  $\frac{3}{4}$  of those who “add to cart” end up ordering the product*);
- **93%** of users in the sample - are **one-day users**<sup>\*</sup>.

Let's elaborate more on the latest 3 points.

<sup>\*</sup> 3-day conversion window included only

## 2

## 4% of all users convert to “add to cart”

Just for the record, the conversion for the **new** users\* is **3.2%**, and for the **returning** ones - **5.9%**.

It seems that the new users who start their journey with a search\_listing or a product page type are more likely to add an item to their cart (and later purchase it). The same thing applies to the returning ones.

If New User	First Page Type	October 7, 2022	October 8, 2022	October 9, 2022	October 10, 2022	October 11, 2022	October 12, 2022	October 13, 2022
New User	listing_page	2,3%	2,0%	2,2%	2,4%	2,5%	2,1%	2,2%
	order_page	1,4%	2,0%	0,0%	0,0%	0,0%	1,3%	0,0%
	product_page	4,3%	4,4%	4,5%	5,1%	5,0%	4,7%	4,9%
	search_listing_page	6,5%	6,4%	7,4%	7,7%	7,2%	7,4%	6,6%
Returning User	listing_page	3,7%	4,2%	3,6%	2,6%	3,8%	3,7%	3,0%
	order_page	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%	0,0%
	product_page	6,7%	6,2%	6,4%	7,3%	7,4%	5,9%	7,4%
	search_listing_page	10,0%	8,9%	9,3%	14,5%	2,3%	14,8%	6,3%

\* a user, during their 1st day on the website

## 3

## 3% - to “order”

Once again, the conversion for the **new** users\* is **2.2%**, and for the **returning** ones - **5.4%**.

It's clear that those starting their journey on the order page are really likely to order something disregarding of user's “age in the system”. But what we need to keep in mind - we only have tens of such users per day. Otherwise, the trend is the same (as described in the previous slide).

If New User	First Page Type	October 7, 2022	October 8, 2022	October 9, 2022	October 10, 2022	October 11, 2022	October 12, 2022	October 13, 2022
New User	listing_page	1,6%	1,7%	1,9%	1,9%	1,9%	1,7%	1,7%
	order_page	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	product_page	2,2%	2,5%	2,3%	2,6%	2,8%	2,4%	2,4%
	search_listing_page	3,8%	3,5%	3,9%	4,3%	3,9%	4,0%	3,2%
Returning User	listing_page	3,0%	3,3%	3,0%	3,5%	4,8%	3,0%	3,1%
	order_page	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%	100,0%
	product_page	3,9%	4,6%	4,4%	5,0%	5,2%	4,0%	5,0%
	search_listing_page	9,2%	5,0%	3,7%	8,3%	4,7%	6,3%	5,2%

\* a user, during their 1st day on the website

# 4

## 93% of users in the sample - are one-day users\*

When comparing the available data for one-day and returning users (the first day included only), it's worth mentioning that:

- On AVG, returning users generate **x1.7 events during their first day** (3.2 VS 1.9);
- The **lowest % of one-day users** are among those, who **start on the product page**; the **highest** - is on the **product**.

# Summary

A couple of more words about the influence of the first page opened by the user during the day. The most important thing - even though we can notice how different pages perform differently, we need to keep in mind that it's not a page influencing the overall experience after all. The starting page does not identify what a user will or will not do, but it can tell us a bit more about the users and, one more important thing, our product. For example, there is a 100%-conversion of those who start with the order page and make an order later. Well, that might mean that the users are extremely responsible and intelligent so that once they open an order page - they have to order. Or, on the other hand, it might mean that the product only gives an opportunity to start the user's session on a product page only in those cases when there is a high chance they proceed with purchasing it.

Some other data that can be handy during the analysis:

- **Traffic** source (to better describe conversion trends);
- **Quantity** of the purchased products;
- Order **amount** (in \$, for example);
- Also, some experience with the product itself to leverage the data more efficiently;
- And other... Because more data = more insights.