GFG Data Analyst test analysis

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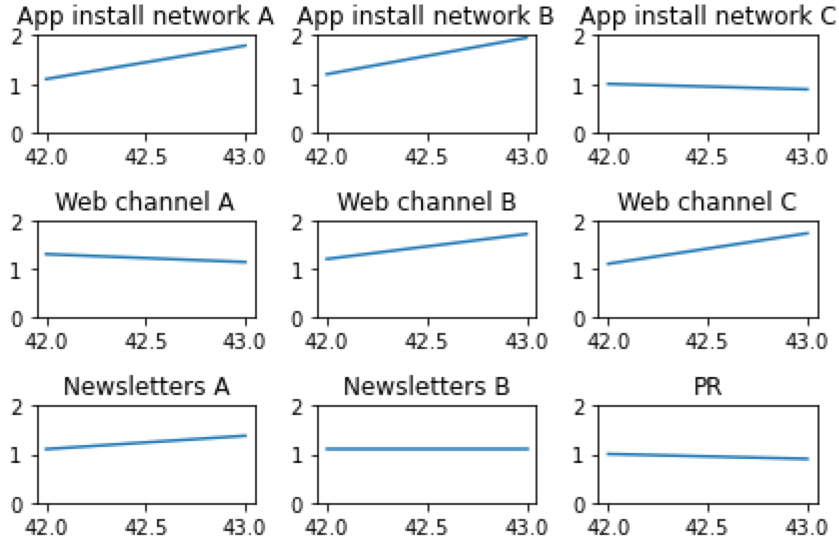
Suppose the company launched a campaign at the end of Week 42, and we want to see the effectiveness of it at Week 43.

The metrics used here are CR, ABS and CIR.

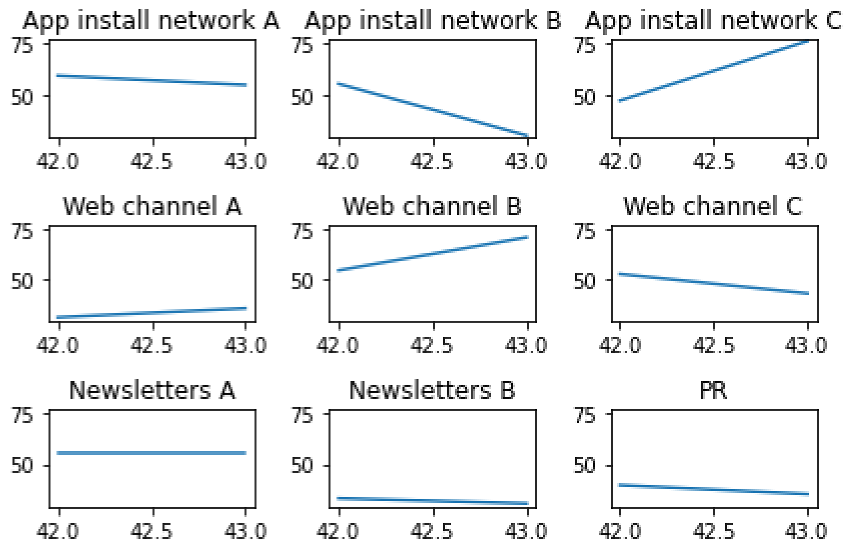
Conversion Rate (CR): Rate of converting visits into revenue



Looking at the graphs, we can see an increasing slope for App install network A, B and Web channel B, C. This means that there is a higher propensity for customers to place an order if the company reaches out to customers, or launches their campaigns, through App or Web, rather than Newsletters or PR.

However, the increase in conversion rate is still generally small at 1%. Moreover, the conversion rate is about the same for Newsletter and PR. One way to improve this is to segment the customers into smaller groups and send more relevant and personalized campaigns. The company can also consider offering exclusive coupon codes in their newsletters, or use cart abandonment tool to attract customers back to complete their purchase.

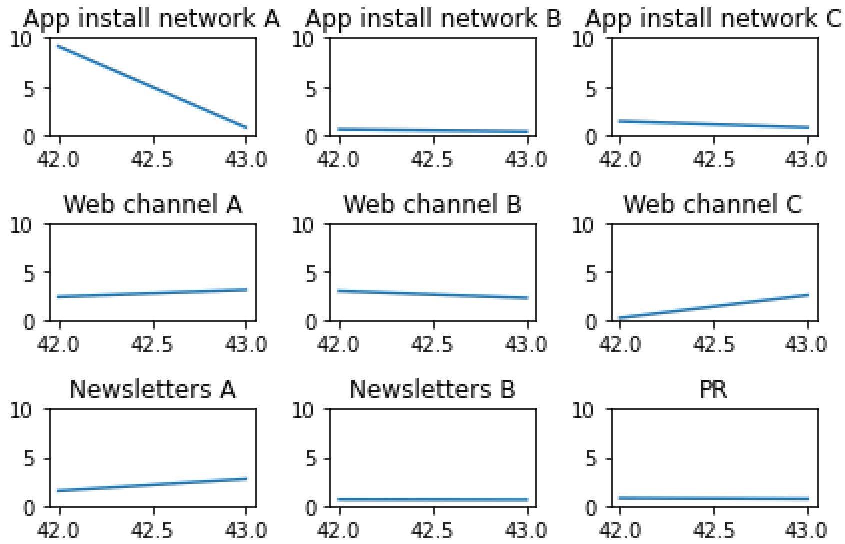
Average Basket Size (ABS): Average revenue generated per order placed



The ABS for Web channel A, Newsletters B and PR are low, meaning that the average revenue generated per order placed through these channels are low. These channels may simply not be earning as much revenue per order as the rest. The company can consider doing some upsell or cross-sell of different products through these channels to attract customers to buy more, hence increasing the ABS.

ABS for App install network C and Web channel B have increased. Moreover, from the CR, we know that the CR of Web channel B increased with the launch of campaign, hence Web channel B seems like a good platform to reach out to customers, have more orders placed and more revenue generated per order. Although CR of App install network C did not increase after the campaign launch, it still generated more revenue per order placed, so this may be a good platform as well.

Cost to Income Ratio (CIR): Cost per income generated



CIR can be used to gauge the efficiency of the company. Generally, the lower the CIR, the better profitability the company may achieve. CIR across all channels is low, with the max at just 9.13% for App install network A. This means that in launching the campaign through App install network A, the company spent 9.13% to generate its income. Assuming that the 'Spend in $' means the cost of launching the campaign across the different channels, a low CIR would suggest that the campaign is potentially a profitable way to reach out to customers.

Conclusion

Web channel B seems to be the best performing platform in reaching out to customers and generating revenue, as it has an increasing CR and ABS after the launch of campaign, coupled with a low CIR. This means that launching the campaign through Web channel B has successfully made more customers make a purchase when they visited the company's website, and also generated more revenue per order placed. The cost is also low.