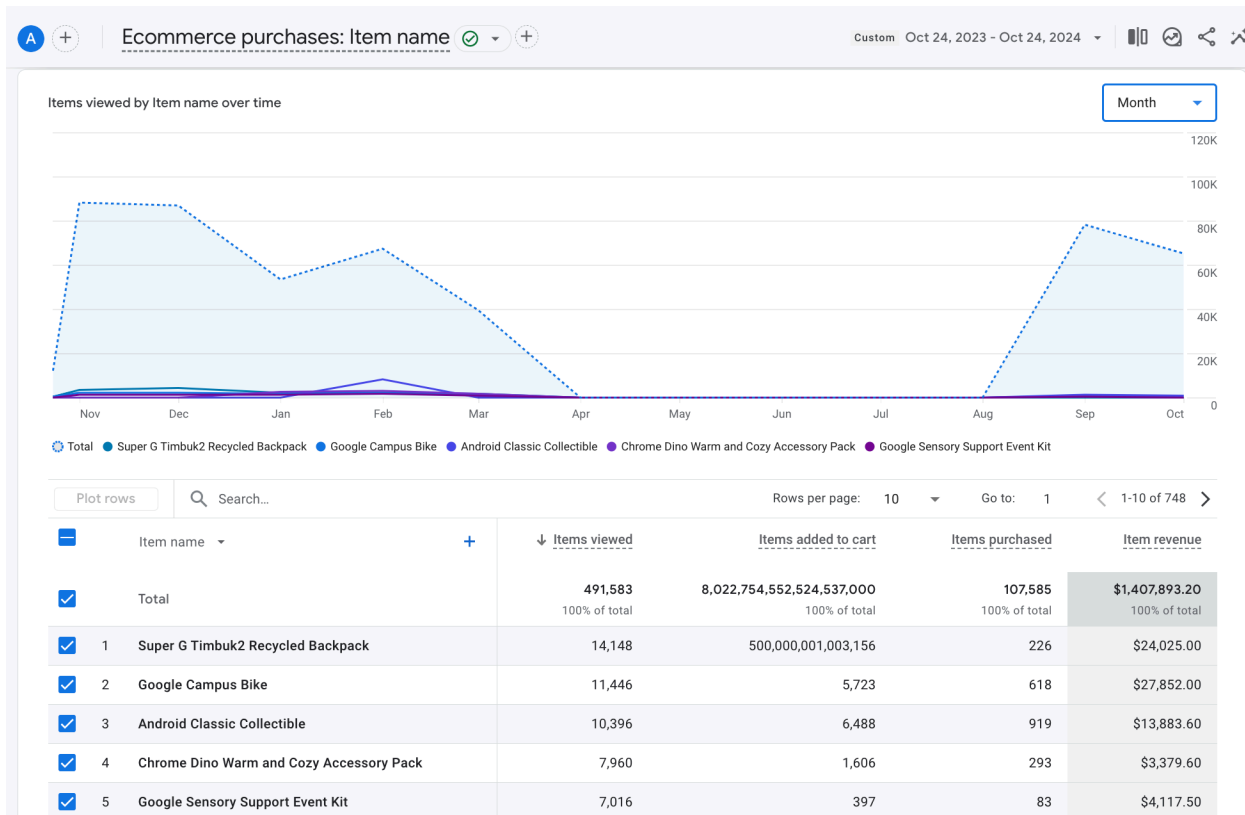


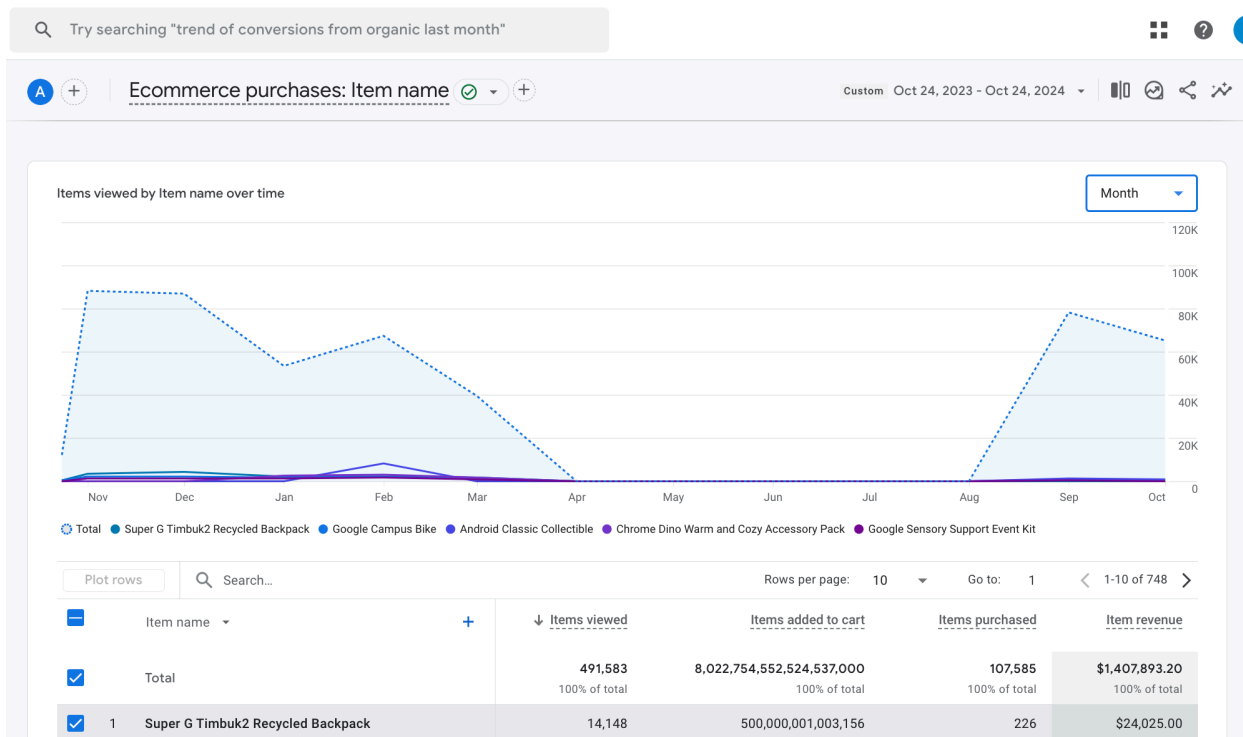
Nikita Belii
ISM4420
10/25/2024
Analysis of Purchase Conversion or Monetization Reports

Report1: E-commerce Purchases
Insight 1: Total Revenue Generated by Items



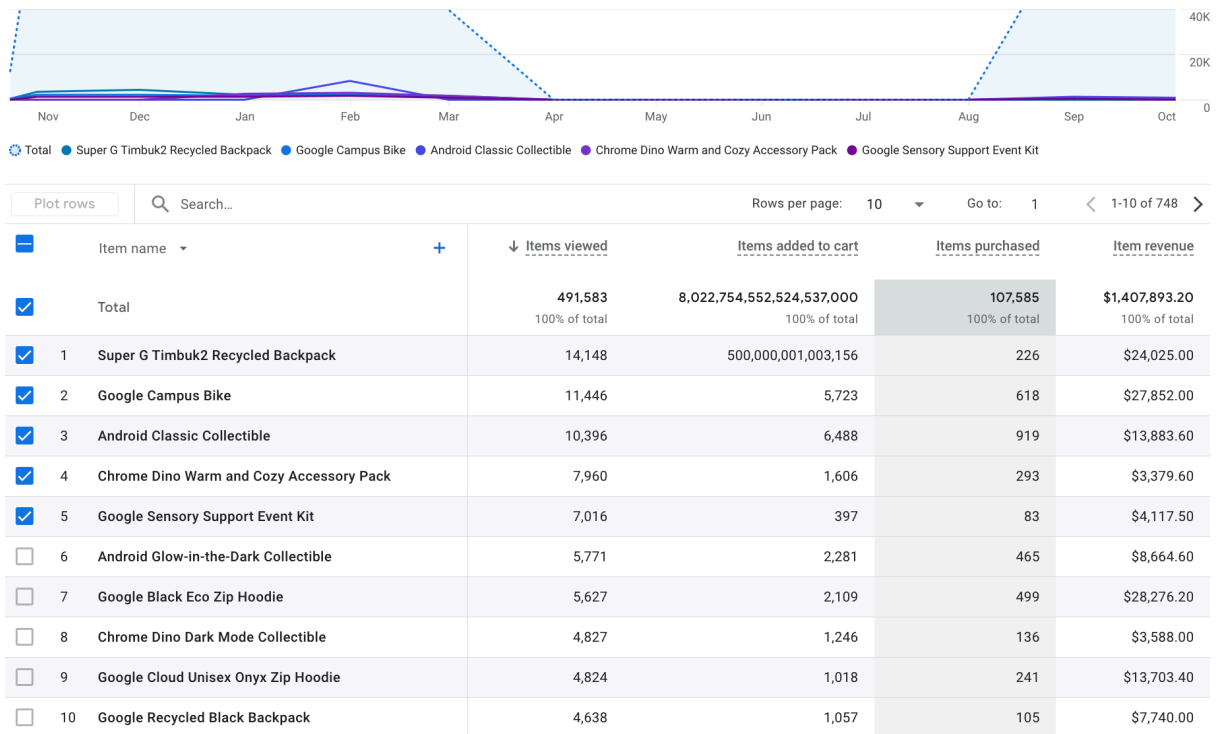
Explanation: Looking at the report, the total revenue is \$1,407,893.20. The graph shows a clear spike in September with a noticeable dip in the earlier months like April and May. This suggests that there might have been specific events or campaigns in September that significantly boosted sales. Even though there’s a steady performance across the year, the peak in September is a key driver for annual revenue growth.

Insight 2: Top-Selling Items



Explanation: From the data, the Google Campus Bike stands out as the top-selling item with 618 units sold, generating a total revenue of \$27,852.00. The Super G Timbuk2 Recycled Backpack follows with 226 units sold and a revenue of \$24,025.00. These two items are clear leaders in terms of both quantity sold and revenue. This could suggest that these products are either well-marketed or cater to the current demands of the store's customers.

Insight 3: Quantity Sold per Item



Explanation: The quantity sold for each item provides a deeper look at which products are most popular. The Google Campus Bike leads the pack with 618 units sold, significantly outpacing other items. Interestingly, despite fewer units sold, the Super G Timbuk2 Recycled Backpack (226 units) still generates high revenue, indicating a higher price point per unit. This shows that while some items sell more units, others may have higher prices, contributing similarly to the total revenue.

Insight 4: Average Order Value

Plot rows

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<div><div><div></div></div></div>	Item name	<div><div></div></div>	<div>↓ Items viewed</div>	<div>Items added to cart</div>	<div>Items purchased</div>	<div>Item revenue</div>
<div><div><div></div></div></div>	Total		491,583 100% of total	8,022,754,552,524,537,000 100% of total	107,585 100% of total	\$1,407,893.20 100% of total
<div><div><div></div></div></div>	1 Super G Timbuk2 Recycled Backpack		14,148	500,000,001,003,156	226	\$24,025.00
<div><div><div></div></div></div>	2 Google Campus Bike		11,446	5,723	618	\$27,852.00
<div><div><div></div></div></div>	3 Android Classic Collectible		10,396	6,488	919	\$13,883.60
<div><div><div></div></div></div>	4 Chrome Dino Warm and Cozy Accessory Pack		7,960	1,606	293	\$3,379.60
<div><div><div></div></div></div>	5 Google Sensory Support Event Kit		7,016	397	83	\$4,117.50
<div><div><div></div></div></div>	6 Android Glow-in-the-Dark Collectible		5,771	2,281	465	\$8,664.60
<div><div><div></div></div></div>	7 Google Black Eco Zip Hoodie		5,627	2,109	499	\$28,276.20
<div><div><div></div></div></div>	8 Chrome Dino Dark Mode Collectible		4,827	1,246	136	\$3,588.00
<div><div><div></div></div></div>	9 Google Cloud Unisex Onyx Zip Hoodie		4,824	1,018	241	\$13,703.40
<div><div><div></div></div></div>	10 Google Recycled Black Backpack		4,638	1,057	105	\$7,740.00

Explanation: The average order value can give insight into how much customers are spending on each purchase involving these items. Even though the report doesn't directly display the AOV, we can infer it by dividing the total revenue by the number of units sold. For instance, the Google Campus Bike has an average order value of about \$45.07 (\$27,852.00 / 618 units), while the Super G Timbuk2 Recycled Backpack has a much higher AOV of around \$106.23 (\$24,025.00 / 226 units). This suggests that even though fewer backpacks are sold, each one contributes more revenue per transaction.

Insight 5: Conversion Rate for Item Purchases

Plot rows

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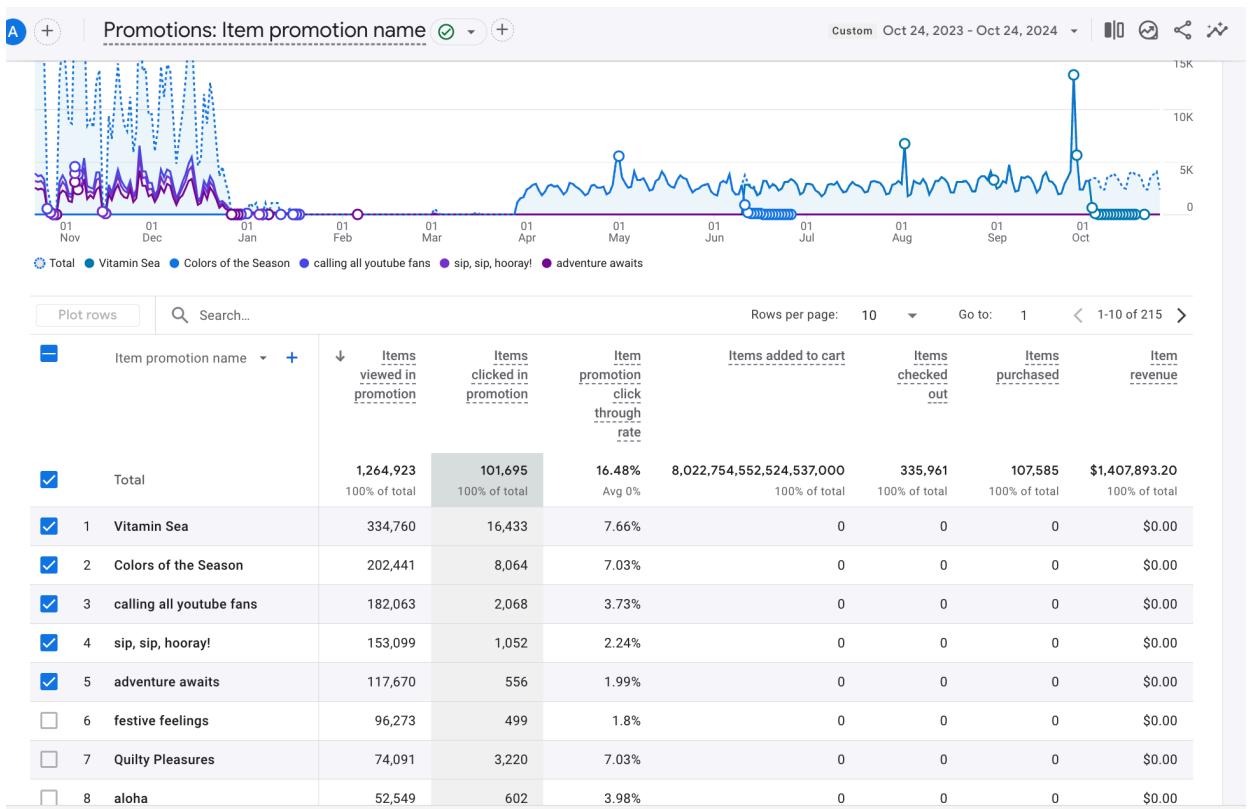
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<div><div><div></div></div></div>	<div>Item name</div>	<div>↓ Items viewed</div>	<div>Items added to cart</div>	<div>Items purchased</div>	<div>Item revenue</div>
<div><div><div></div></div></div>	Total	491,583 100% of total	8,022,754,552,524,537,000 100% of total	107,585 100% of total	\$1,407,893.20 100% of total
<div><div><div></div></div></div>	1 Super G Timbuk2 Recycled Backpack	14,148	500,000,001,003,156	226	\$24,025.00
<div><div><div></div></div></div>	2 Google Campus Bike	11,446	5,723	618	\$27,852.00
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<div><div><div></div></div></div>	6 Android Glow-in-the-Dark Collectible	5,771	2,281	465	\$8,664.60
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<div><div><div></div></div></div>	9 Google Cloud Unisex Onyx Zip Hoodie	4,824	1,018	241	\$13,703.40
<div><div><div></div></div></div>	10 Google Recycled Black Backpack	4,638	1,057	105	\$7,740.00

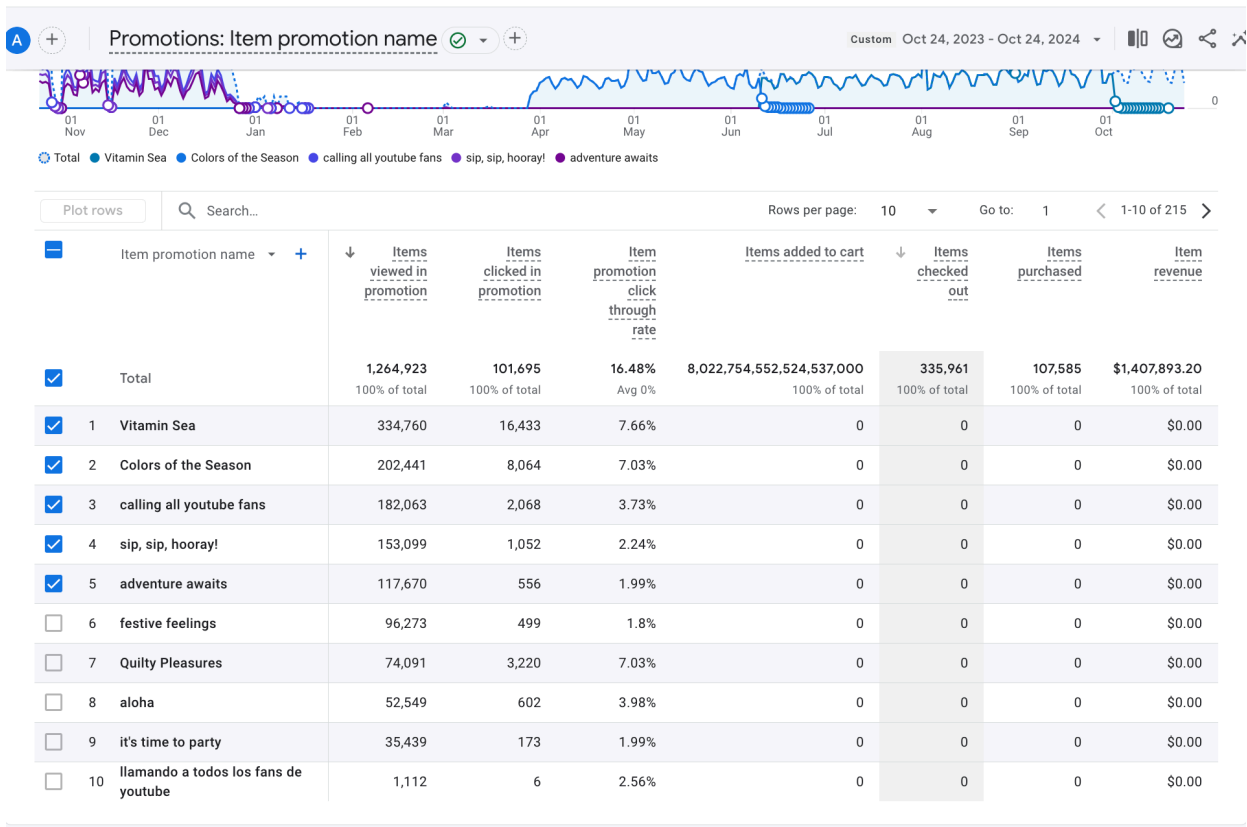
Explanation: The conversion rate for items shows how often people who view an item actually go on to purchase it. While the specific conversion rate isn't shown in the current screenshot, you can calculate it based on the number of items added to the cart versus the number of purchases. For instance, the Google Campus Bike has 5,723 items added to the cart but only 618 purchased, suggesting a relatively low conversion rate. This could indicate room for improvement in converting interest (cart adds) into actual sales, possibly through better checkout experiences or more effective promotions.

Report 2: Shopping Behavior
Insight 1: Items Viewed vs. Items Added to Cart



Explanation: There is a large difference between the number of items viewed and items clicked in promotion. For example, the Vitamin Sea promotion had over 334,760 views but only 16,433 clicks, which translates to a 7.66% click-through rate. This suggests that while the promotion caught many eyes, relatively few customers were compelled to click on it, highlighting an opportunity to improve the promotional messaging or design to encourage more engagement.

Insight 2: Items Added to Cart vs. Items Checked Out



Explanation: Looking at the Items Added to Cart and Items Checked Out columns, we see that while over 335,961 items were checked out, no items from these specific promotions (such as Vitamin Sea or Colors of the Season) were added to the cart. This might indicate that while promotions generate interest and clicks, they don't necessarily lead to immediate purchases. Improving the checkout flow or offering additional incentives at the cart stage could help convert these clicks into sales.

Insight 3: Click-Through Rate (CTR) by Promotion

<div> <div></div> <div>Item promotion name</div> <div>▼</div> <div>+</div> </div>		<div>↓</div> <div>Items viewed in promotion</div>	<div>Items clicked in promotion</div>	<div>↓</div> <div>Item promotion click through rate</div>
<div> <div>✓</div> <div>Total</div> </div>		<div>1,264,923</div> <div>100% of total</div>	<div>101,695</div> <div>100% of total</div>	<div>16.48%</div> <div>Avg 0%</div>
<div>✓</div>	1 Vitamin Sea	334,760	16,433	7.66%
<div>✓</div>	2 Colors of the Season	202,441	8,064	7.03%
<div>✓</div>	3 calling all youtube fans	182,063	2,068	3.73%
<div>✓</div>	4 sip, sip, hooray!	153,099	1,052	2.24%
<div>✓</div>	5 adventure awaits	117,670	556	1.99%
<div></div>	6 festive feelings	96,273	499	1.8%
<div></div>	7 Quilty Pleasures	74,091	3,220	7.03%
<div></div>	8 aloha	52,549	602	3.98%
<div></div>	9 it's time to party	35,439	173	1.99%
<div></div>	10 llamando a todos los fans de youtube	1,112	6	2.56%

Explanation: The click-through rate (CTR) varies across different promotions. For example, the Vitamin Sea promotion has a 7.66% CTR, while calling all youtube fans has a much lower 3.73% CTR. This difference suggests that certain promotions are more successful in encouraging users to click through than others. This insight can help the team focus on what types of messaging or visuals work best for engaging customers, possibly emphasizing promotions like "Vitamin Sea" that have higher engagement.

Insight 4: Items Purchased vs. Items Promoted

Total

Vitamin Sea

Colors of the Season

calling all youtube fans

sip, sip, hooray!

adventure awaits

Plot rows

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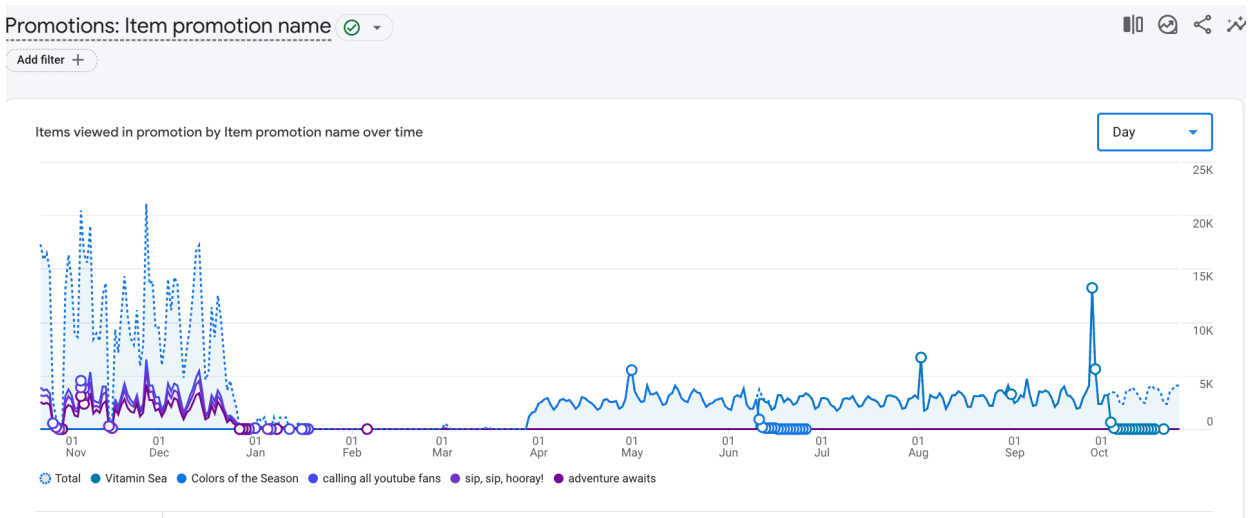
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	Item promotion name	Items viewed in promotion	Items clicked in promotion	Item promotion click through rate	Items added to cart	Items checked out	Items purchased	Item revenue
<input checked="" type="checkbox"/>	Total	1,264,923 100% of total	101,695 100% of total	16.48% Avg 0%	8,022,754,552,524,537,000 100% of total	335,961 100% of total	107,585 100% of total	\$1,407,893.20 100% of total
<input checked="" type="checkbox"/>	1 Vitamin Sea	334,760	16,433	7.66%	0	0	0	\$0.00
<input checked="" type="checkbox"/>	2 Colors of the Season	202,441	8,064	7.03%	0	0	0	\$0.00
<input checked="" type="checkbox"/>	3 calling all youtube fans	182,063	2,068	3.73%	0	0	0	\$0.00
<input checked="" type="checkbox"/>	4 sip, sip, hooray!	153,099	1,052	2.24%	0	0	0	\$0.00
<input checked="" type="checkbox"/>	5 adventure awaits	117,670	556	1.99%	0	0	0	\$0.00
<input type="checkbox"/>	6 festive feelings	96,273	499	1.8%	0	0	0	\$0.00
<input type="checkbox"/>	7 Quilty Pleasures	74,091	3,220	7.03%	0	0	0	\$0.00
<input type="checkbox"/>	8 aloha	52,549	602	3.98%	0	0	0	\$0.00
<input type="checkbox"/>	9 it's time to party	35,439	173	1.99%	0	0	0	\$0.00
<input type="checkbox"/>	10 llamando a todos los fans de youtube	1,112	6	2.56%	0	0	0	\$0.00

Explanation: Interestingly, despite having significant views and clicks, none of the promoted items like Vitamin Sea or Colors of the Season resulted in actual purchases during the tracked period. This highlights a potential gap between interest (views and clicks) and final conversions (purchases). It could indicate that the promotions are failing to convert interest into sales, which could be due to pricing, product details, or the checkout process itself. Addressing these barriers could improve conversion rates.

Insight 5: Impact of Promotions Over Time



Explanation: The timeline graph at the top of the report shows that promotional activity had a significant impact in the earlier months, especially in November and December, where there were more views and interactions. After a drop-off in early 2024, there's a slight resurgence in mid-year (around June and August). This suggests that seasonal promotions (likely around the holidays) are the most effective in driving traffic and engagement, while the rest of the year sees less interaction with promotional items. This highlights the importance of timing promotional campaigns around peak shopping seasons.