

Data Analyst / Case Study

Nabil Salama x Contentsquare



Agenda

1. Challenges

2. Analysis

3. Recommendations

Challenges

LK Bennett's mobile Product page is seeing a high number of visitors leave shortly after they arrive. Key action buttons, like adding items to the bag or checking the size guide, aren't getting enough engagement, likely because they're hard to find or too low on the page. Visitors also seem to be spending a lot of time figuring out what to do first, with many going back and forth between Product and Category pages—signs of potential frustration with the navigation and decision-making.

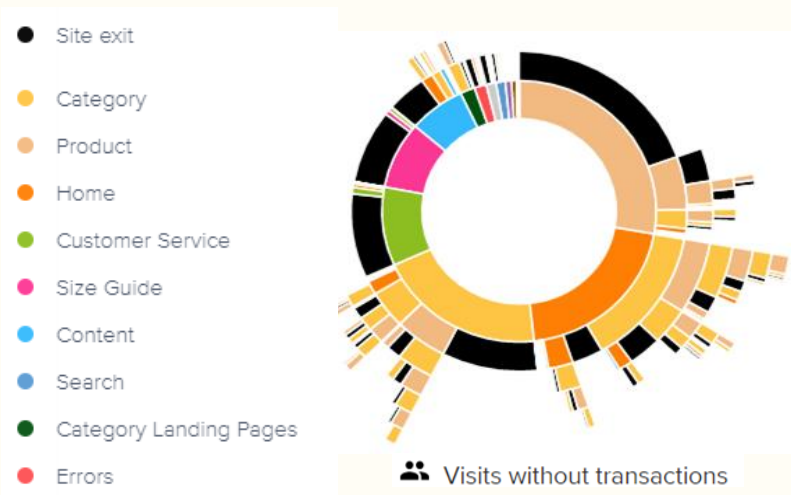
Adding to the challenge, slow load times in could be pushing users away, and upsell sections are barely visible, missing chances to increase cart size. To improve conversions and make the page more user-friendly, needing to focus on making essential elements easy to spot and interact with, speeding up load times, and simplifying navigation so users can shop smoothly without roadblocks and that's what we're going to explore in the following analysis!

DA CASE STUDY

Analysis

Journey Analysis

Visits without transactions



-A significant number of users land on the "Product" page initially. This could be due to targeted marketing efforts or direct traffic.

-After landing on the "Product" page, a considerable portion of users exit the website. This indicates that either the product page is not engaging enough, or they were just browsing.

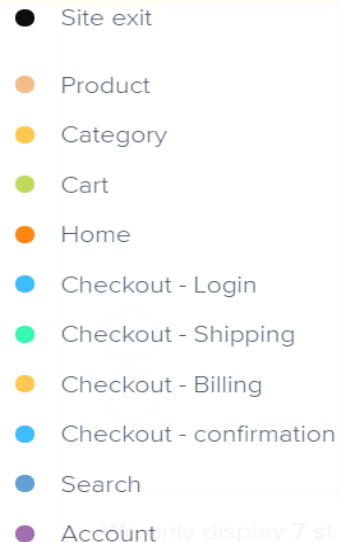
-There's a significant flow from the "Home" page to "Category" page, indicating that users are browsing by category to explore products. There might be some sort of looping behavior as well.

-Many users continue from "Category" pages to specific product pages, which suggests a structured shopping flow.

-The low percentage for "Customer Service" could either indicate that users are satisfied with the website's information or that they are unable to find answers to their questions.

Journey Analysis

Visits with transactions



Visits with transactions

- "Home" page is a primary entry point, followed by the "Product" page. This suggests that users often start their journey by landing on the product directly due to an ad

- From the "Home" or "Product" page, users typically proceed to another product pages or category pages, indicates more browsing and exposure.

- After viewing product details, users may add items to their "Cart" and proceed to the "Checkout" process.

- The visualization suggests some looping behavior, between the "Product" and "Category" pages. This could be due to users exploring different options or comparing products.

- Drop-off points occur at various stages, including the "Product," "Cart," and "Checkout" stages. This could be due to various factors, such as pricing, shipping costs, or the complex checkout process that includes multiple stages.

Breaking down key page metrics for visits with/without transactions

- **Views and Visits:** The page without transactions had significantly higher views and visits, indicating that it attracted more traffic.
- **Bounce Rate:** The page with transactions had zero bounce rate (0% vs. 70%), meaning users were more likely to explore further on the site.
- **Exit Rate:** The page with transactions had a lower exit rate (2.92% vs. 36.1%), suggesting that users were more likely to complete their intended action.
- **Scroll Depth:** The page with transactions had a higher scroll depth (47.7% vs. 40.3%) although it was longer, indicating that users engaged more with the content or that the CTA button was down the page.
- **Time Spent:** The page with transactions had a longer time spent (54.6s vs. 39.5s), suggesting that users were more interested in the content.
- **Activity:** The page with transactions had a higher activity level (23.4% vs. 22.1%), indicating more user interactions on the page.
- **Load Time:** The page with transactions had a faster load time (1.13s vs. 2.62ms), which can contribute to a better user experience.
- **Conversion:** The page with transactions had a 100% conversion rate, indicating that every visit resulted in a successful transaction.

← Modify selected pages											
Select a conversion goal : Ecommerce											
PAGE	Views	Visits	Views/Visit	Bounce	Exit	Scroll	Height	Time spent	Activity	Load time	Conversion
★ Product	+ 11,756%	+ 26,629%	- 55.6%	--	+ 1,135%	- 15.4%	- 5.41%	- 27.6%	- 5.67%	+ 3.82%	- 100%
👤 Visits without transactions (ref.)	36,516	17,641	2.07	70.0%	36.1%	40.3%	2,980px	39.5s	22.1%	2.62s	0.00%
👤 Visits with transactions	308	66	4.67	0.00%	2.92%	47.7%	3,151px	54.6s	23.4%	1.13s	100%

Data (General site overview)

Here are some key insights regarding the general site overview performance data:

-Revenue Decline:

This is a significant drop in revenue compared to the previous period, despite an increase in average cart value. The increase in cart value (+23.06%) suggests that users are purchasing more expensive items, but fewer users are completing purchases, leading to an overall decline in revenue.

-Decrease in Visits:

There has been a drastic reduction in visits, which could be the main driver of the revenue decline. This drop could be due to poor traffic acquisition strategies, SEO issues, or maybe underperforming marketing campaigns.

-Bounce Rate Improvement:

A negative bounce rate is a positive sign, indicating that users who visit the site are finding the content or product pages more relevant or engaging, likely staying longer on the site.

-Page Views/Visit & Visit Time:

Users are viewing more pages per visit and spending more time on the site. This is a positive indication that those who do visit the site are engaging with the content, which aligns with the lower bounce rate.

-Conversion Rate Increase:

The conversion rate has significantly improved, indicating that those who make it to the site are more likely to make a purchase. However, the number of conversions is down (-38.14%) probably due to the massive drop in overall site visits.

	Revenue ?	Average Cart ?	Visits ?	Bounce rate ?	Page views / visit ?	Visit time ?
↑	- 23.74 %	+ 23.06 %	- 69.93 %	- 25.85 %	+ 37.02 %	+ 68.4 %
🖥️	£ 1162 100	£ 67	346 551	25.5 %	8.3	6 min 35 s
📱	£ 1 523 767	£ 54.4	1152 505	34.3 %	6.1	3 min 54 s

	Ecommerce ✓	Conversions ?	Conversion Rate ?
		- 38.14 %	+ 105.74 %
🖥️		17 122	4.9 %
📱		27 677	2.4 %

Data (Key page metrics)

-Category Page:

Good Engagement: Strong scroll activity (63.1%) and decent time spent (42.4s).

Moderate Bounce (44.7%): Room to improve user navigation.

-Customer Service Page:

Very High Bounce (88.1%) & Exit Rate (79.1%): Users not finding the help they need.

Long Time Spent (72.6s): Indicates frustration in finding solutions.

-Home Page:

Low Bounce Rate (14.3%): Users are navigating effectively.

Low Scroll (28.5%): Limited exploration beyond top content.

-Product Page:

High Bounce (69.9%) & Exit Rate (35.8%): Indicates friction in the buying process or product relevance issues.

Slow Load Time (2.31s): Most likely contributes to higher abandonment rates.

PAGE ↕	?	?	?	?	?	?	?	?	?	?
	VIEWS	VISITS	VIEWS/VISIT	BOUNCE	EXIT	SCROLL	HEIGHT	TIME SPENT	ACTIVITY	LOAD TIME
★ Category	42,733	15,204	2.81	44.7%	22.4%	63.1%	6,985px	42.4s	42.1%	1.10s
★ Customer Service	5,181	4,539	1.14	88.1%	79.1%	50.8%	3,483px	72.6s	30.2%	1.58s
★ Home	11,966	8,911	1.34	14.3%	17.4%	28.5%	5,066px	17.0s	27.1%	1.29s
★ Product	36,824	17,707	2.08	69.9%	35.8%	40.4%	2,981px	39.7s	22.1%	2.31s

Data (Exposure Rate Analysis)



NOTE

Please disregard the "--%". It means the data was not computed for this area

-High Exposure at the Top:

The hero section (main image, promo banners) has 100% exposure, indicating all users are seeing this part of the page. However, this doesn't necessarily translate to engagement or conversions.

-Significant Drop Below the Fold:

Exposure rate drops to 62.9% for the first product details (navy polka dot dress), indicating fewer users are scrolling further.

The 45.2% exposure rate for the "View Size Guide" section indicates that almost half of the users are reaching this element, but it's still not enough considering how crucial size information is for retail.

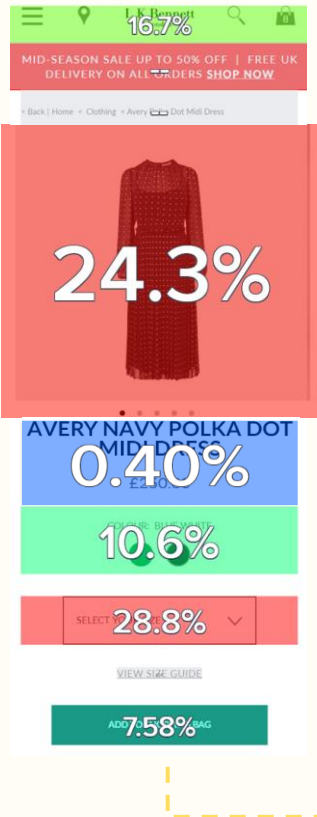
The "Add to shopping bag" button has only 43.6% exposure, which shows a substantial drop in users engaging with CTAs.

-Low Exposure for Secondary Content:

Product reviews and additional details have even lower exposure (16.1%).

Upsell content like "Complete the Look" or related items has a very low exposure rate of 5.91%, showing these sections are barely seen.

Data (Click Rate Analysis)



-High Click Rates on Images and Main Product Visuals:

The product image has a high click rate (24.3%), indicating strong user interest in viewing the product details up close.

-Product Title/Price (0.40%) and Color (10.6%):

The product title has a very low click rate suggesting it may not need to be a clickable element. Meanwhile The color selection has significant engagement, which suggests that users value having visible color options and may be exploring available choices.

Selecting your size matters:

"Select Size" section has the highest click rate (28.8%), suggesting that users are actively interested in selecting their size. This may also indicate that size availability is crucial for user engagement.

-Weak Call to Action Button:

The "Add to shopping bag" button has a lower click rate (7.58%) compared to the size selection, which may suggest hesitation in committing to purchase, possibly due to unclear information or lack of confidence at this stage.

-Other Information Sections (Details, Reviews, etc., 1.52% - 6.06%):

Review section receive low engagement, suggesting that users may overlook product reviews but focus on product details and read more section.

-Low attention to upselling products

"Complete the Look" section has a low click rate (2.29%), indicating that users may not find the suggestions compelling or that they're focused on the main product.

Data (Attractiveness Rate Analysis)



-High Initial Engagement:

The hero section, featuring the product, garners significant attention, as indicated by the 24.3% attractiveness rate.

-Drop off Below the Fold:

As users scroll past the initial section, interest wanes significantly, evident from the sharp decline in attractiveness rates for product details and the "Add to shopping bag" button.

-Weak Call to Action:

The low attractiveness rate of 7.58% for the "Add to shopping bag" button indicates a need to improve its visibility and prominence.

-Strong Interest in Product Details:

The 40% attractiveness rate for the "Details & Fit" section suggests that users are eager to learn more about the product when the information is presented clearly.

-Effective Upselling with "Complete the Look":

The high attractiveness rate of 62.5% for the "Complete the Look" section demonstrates the potential of upselling to boost sales, showing visitors who were exposed to this content were more likely to engage with it.

Data (Click Recurrence Analysis)



-Low clicks at the Top:

Good sign because it probably throws back the user to the homepage.

-High Click Recurrence on Hero Section:

The hero section has a high click recurrence of 3.83. This suggests that users are drawn to the main product visuals and are actively engaging with it.

-Consistent Clicks on Product Details:

The product details section, including the name, color options, and size options, has a consistent click recurrence of 1.00. This indicates that users are interested in learning more about the product.

-Low Click Recurrence on "Add to shopping bag":

The "Add to shopping bag" button has a relatively low click recurrence of 2.00. This suggests that there might be a barrier preventing users from completing the purchase or lack of commitment.

-High Click Recurrence on "Details & Fit":

This section has a click recurrence of 1.50, suggesting that users are particularly interested in specific product details like fit, material, and care instructions.

-Moderate Click Recurrence on "Complete the Look":

The "Complete the Look" section has a click recurrence of 1.40, indicating that users are somewhat interested in complementary products.

Data (Time before first click analysis)



-Quick Engagement with Hero Section:

The hero section has a low time before first click of 8.00 seconds. This suggests that users are quickly drawn to the main product.

-Moderate Engagement with Product Details:

The product details section, including the description, size, and color options, has a slightly higher time before first click of 20.4 seconds. This could indicate that users may need more time to process the information.

-Quick Interaction with "Add to shopping bag":

The "Add to shopping bag" button has a low time before first click of 13.1 seconds, suggesting that users are interested in making a purchase.

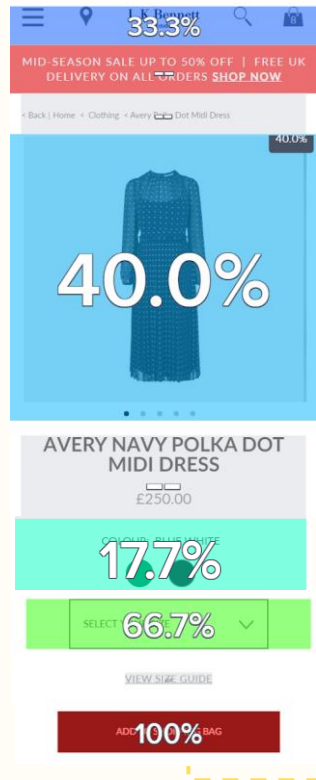
-Long Interaction with "Details & Fit":

The "Details & Fit" section has a time before first click of 161 seconds, This suggests that users are taking their time to read through the detailed product information.

-Moderate Engagement with "Complete the Look":

The "Complete the Look" section has a time before first click of 137 seconds, indicating that users may need more time to consider additional products.

Data (Conversion rate after click analysis)



-Strong Engagement with Product Images:

Users are highly engaged with the main product image (40%), confirming visuals are crucial for capturing initial interest.

-Low Conversion from Color:

With only 17.7% of users proceeding after selecting a color, this drop-off could indicate issues with color availability, appeal, or selection visibility. Optimizing the color selection layout or choices might reduce this friction.

-Strong Interest in Size Selection:

A high conversion rate among users who select a size shows that they are highly likely to add the item to their bag but some still hesitate, indicating potential sizing concerns.

-Committed Conversions at Add to shopping bag button

Unsurprisingly, users who click the "Add to shopping bag" button are fully committed to their choice, indicating that the decision to purchase is firmly made by this stage, emphasizing the importance of a smooth journey up to this point.

-Moderate Engagement with Details & Fit Section:

33.3% of users who interact with the "Details & Fit" section proceed to add the product to their bag, which implies that this section isn't fully addressing user concerns.

-Moderate engagement with "Complete the Look" Recommendations

Complementary items shows potential to refine upselling strategies.

Data-driven recommendations for replatforming

-Prioritize Key Elements Above the Fold

Problem: Low engagement and high drop-off rates occur because CTA's like "Add to shopping bag" are too low on the page.

Solution: Place the "Add to shopping bag" button, product details, and a concise size guide above the fold, maybe beside the product image. This adjustment would probably help users take immediate action.

Best Practice: ASOS showcase the size guide, color options, and "Add to Cart" button prominently to support quick decision-making.

-Enhance CTA Button Visibility and Interactivity

Problem: The "Add to shopping bag" button has a low click rate, which can stem from lack of prominence or appeal.

Solution: Make the button more noticeable by using a distinct color or a sticky button. This increases the likelihood that users will take action on the page.

Best Practice: Defacto (retailer) and noon (e-commerce store) use sticky "Add to Cart" buttons on mobile, which remain visible as users scroll, enhancing the ease of interaction.

-Optimize Load Speed for Better Retention

Problem: The Product page load speed (2.31s) is slower for non-transaction visits, potentially contributing to bounce rates.

Solution: Speed optimization is critical, especially since mobile users expect fast page loads. Improving page load speed, ideally under 1.5 seconds, can help retain users and reduce exits.

Best Practice: Amazon is known for its page load speed on mobile, which contributes significantly to its high conversion rate.

Data-driven recommendations for replatforming

-Increase Prominence of Product Reviews and Upsell Opportunities

Problem: Low exposure rates for product reviews (16.1%) and upsell content (5.91%) indicate that these sections are not effectively capturing user attention.

Solution: Place a review summary or rating stars nearer the top of the page to drive credibility. Relocate “Complete the Look” recommendations closer to the main product image or integrate it within the product description to boost visibility.

Best Practice: ASOS places a “Buy The Look” button underneath the image where it shows the products that complements the product user buying to drive multi-item purchases. Sephora displays a summary of product reviews high on the page to improve customer confidence.

-Simplify Navigation and Reduce Cognitive Load

Problem: Users exhibit looping behavior between Product and Category pages, possibly due to navigation confusion or comparison needs.

Solution: Streamline page layout, reducing any unnecessary elements that might confuse or distract and make the checkout process as simple as it could be in one page.

Best Practice: Many e-commerce platforms use a “similar products” widget directly below the product description to help users browse without navigating away from the page.

— Thank you!