OPPO WEBSITE PERFORMANCE ANALYSIS

426K	$2M	00:01:21	00:00:34	00:19:55
Total Page views	**Total revenue**	**Average AD**	**Average ID**	**Average PD**

4.31%
Average Exit Rate

2.22%
Average Bounce Rate

MONTHLY REVENUE

X-axis: Sep, Oct, Nov, May, Mar, June, Jul, Feb, Dec, Aug
Y-axis: $0.0M, $0.5M, $1.0M
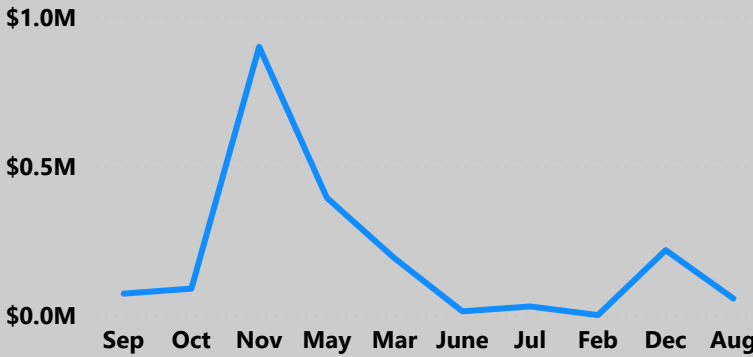
TOTAL REVENUE BY TRAFFICTYPE

$0.94M, $0.19M, $0.15M, $0.10M, $0.06M, $0.03M, $0.02M, $0.00M, $0.00M, $0.00M, $0.00M, $0.00M
Categories: 2, 1, 3, 4, 8, 10, 20, 6, 13, 11, 5, 7, 14, 9, 19, 12, 15, 16, 17, 18
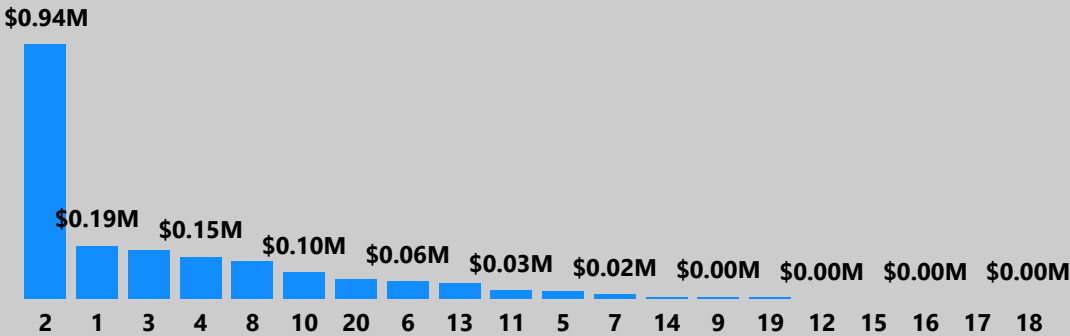
VISITORS

1,694
New visitors

10,551
Returning visitors

85
Other visitors

PAGE CONTRIBUTION TO REVENUE

6.95%
1.37%
91.69%

Legend: ● AdminPage ● Info Page ● ProductPage

REVENUE PER REGION

$0.84M, $0.32M, $0.20M, $0.18M, $0.14M, $0.12M, $0.09M, $0.06M, $0.03M
Categories: 1, 3, 2, 4, 7, 9, 6, 5, 8
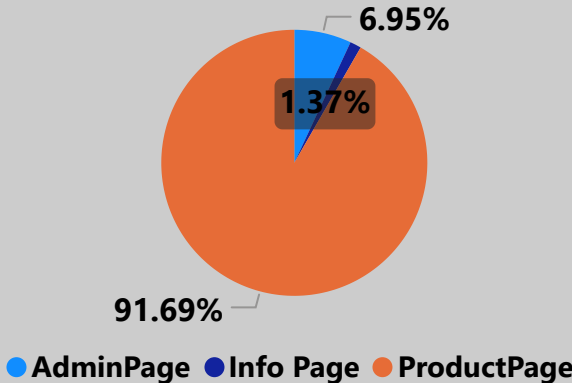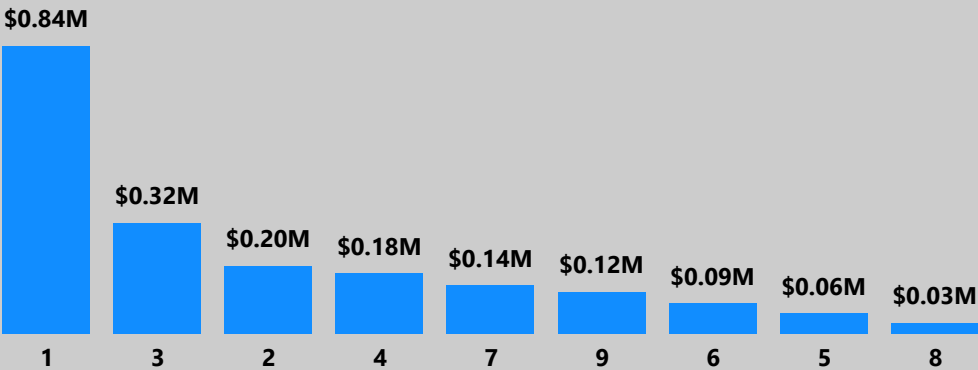
OPPO WEBSITE PERFORMANCE ANALYSIS

REVENUE BY VISITORTYPE

$1.52M

$0.42M

$0.04M

● Returning_Visitor ● New_Visitor ● Other

BOUNCE RATE PER VISITOR TYPE

7.67%

36.12%

56.21%
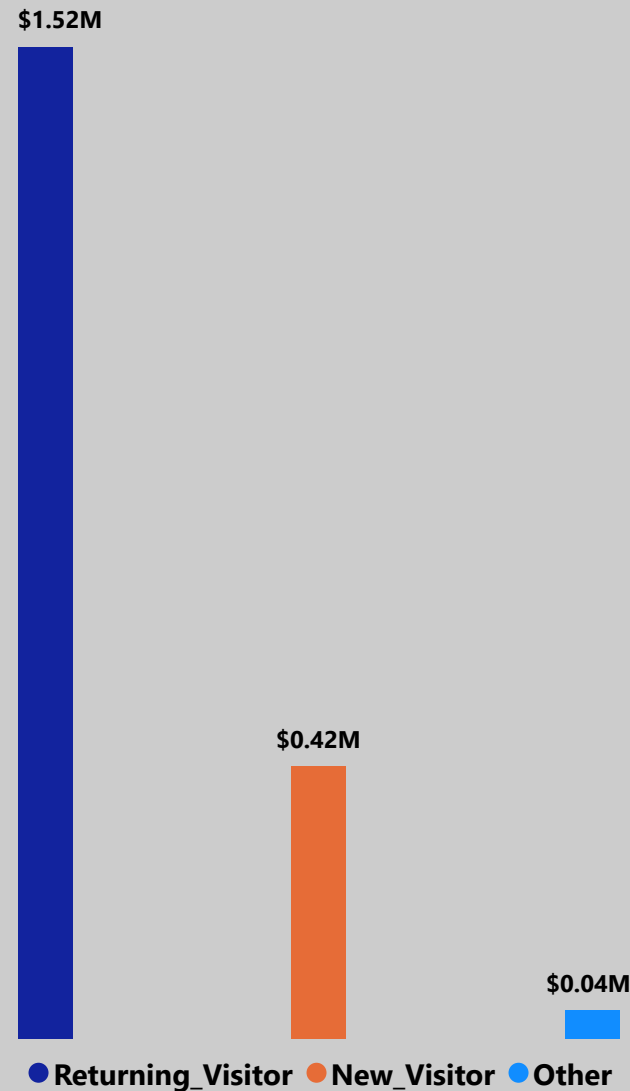
● Other ● Returning_Visitor ● New_Visitor
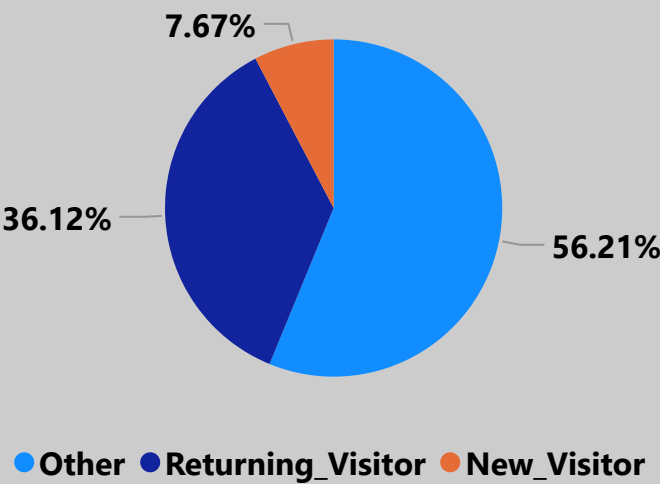
EXIT RATE BY VISITOR TYPE

15.84%

48.53%

35.63%

● Other ● Returning_Visitor ● New_Visitor
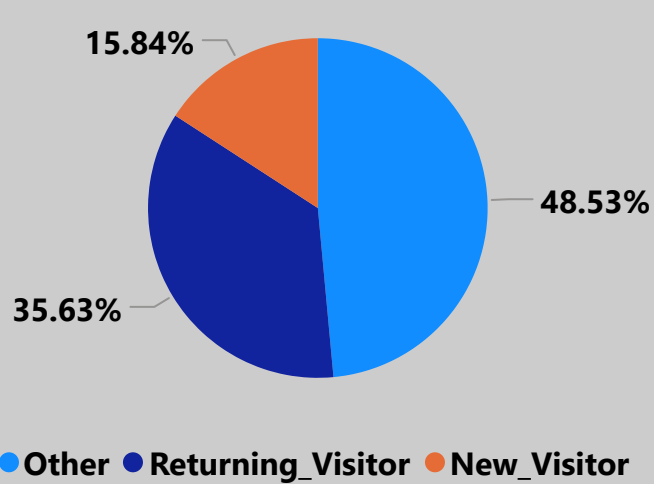
BOUNCE RATE PER TRAFFIC PER VISITOR

15 17 13 3 18 1 20 9 19 11 6 10 4 8 5 2 7 14 12 16

● New_Visitor ● Other ● Returning_Visitor

WEEKEND REVENUE

26.34%

73.66%
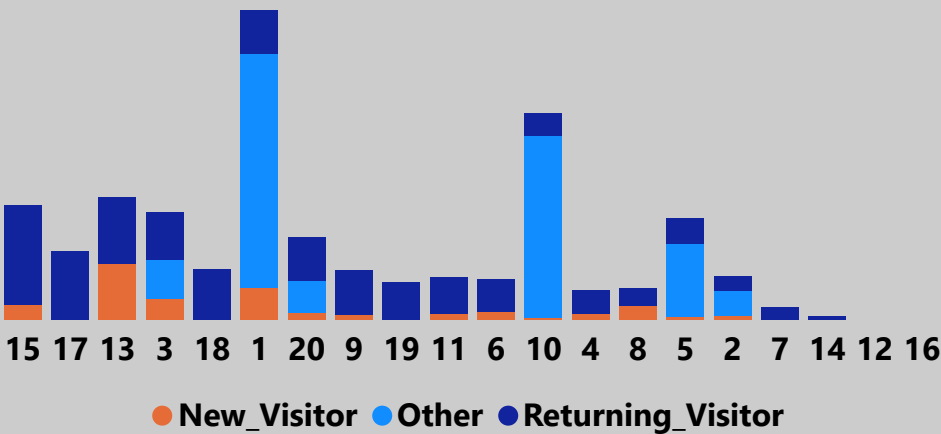
● False
● True
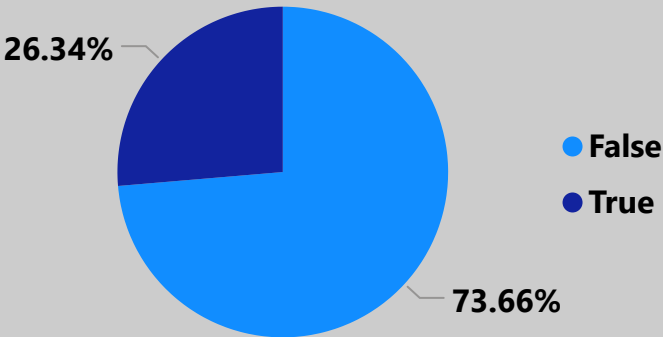
OPPO WEBSITE PERFORMANCE ANALYSIS

VISITORS TRAFFIC TO THE WEBSITE
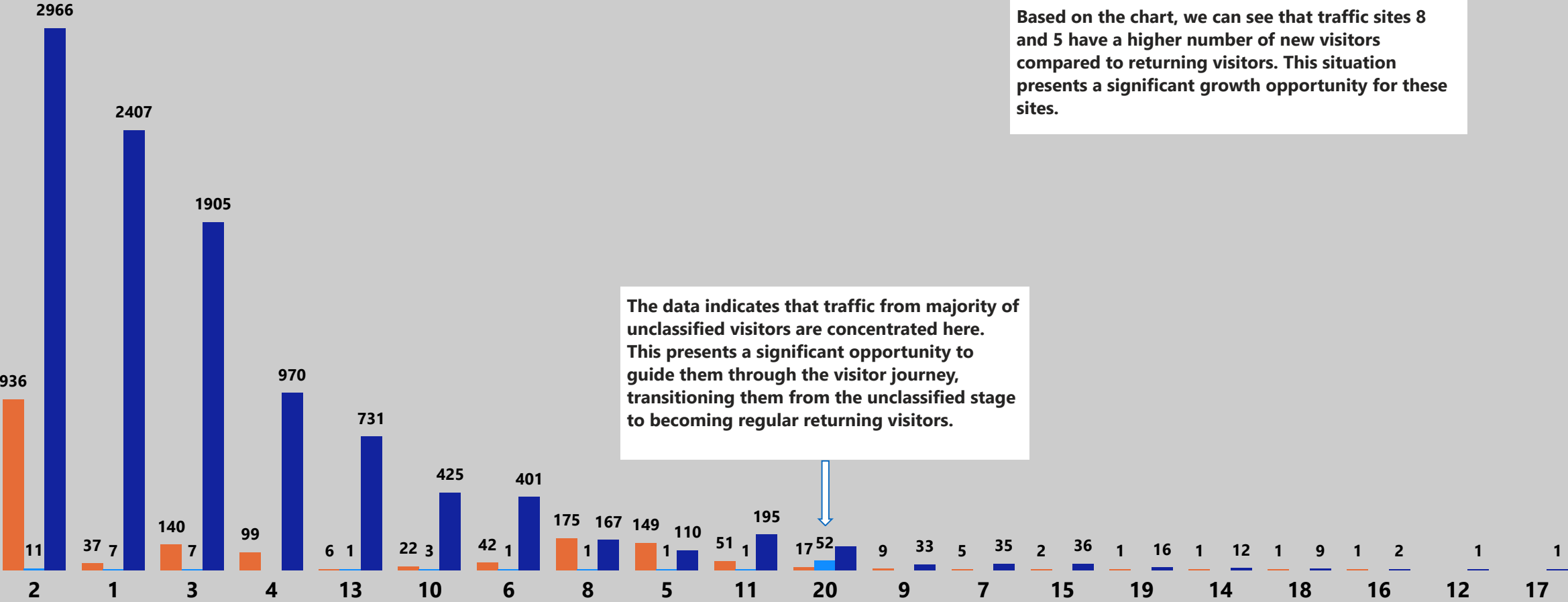
● New_Visitor ● Other ● Returning_Visitor

Based on the chart, we can see that traffic sites 8 and 5 have a higher number of new visitors compared to returning visitors. This situation presents a significant growth opportunity for these sites.

The data indicates that traffic from majority of unclassified visitors are concentrated here. This presents a significant opportunity to guide them through the visitor journey, transitioning them from the unclassified stage to becoming regular returning visitors.

Site	New_Visitor	Other	Returning_Visitor
2	936	11	2966
1	37	7	2407
3	140	7	1905
4	99		970
13	6	1	731
10	22	3	425
6	42	1	401
8	175	1	167
5	149	1	110
11	51	1	195
20	17	52	
9	9		33
7	5		35
15	2		36
19	1		16
14	1		12
18	1		9
16	1		2
12	1		
17	1		

OPPO WEBSITE PERFORMANCE ANALYSIS

VISITORS PER REGION
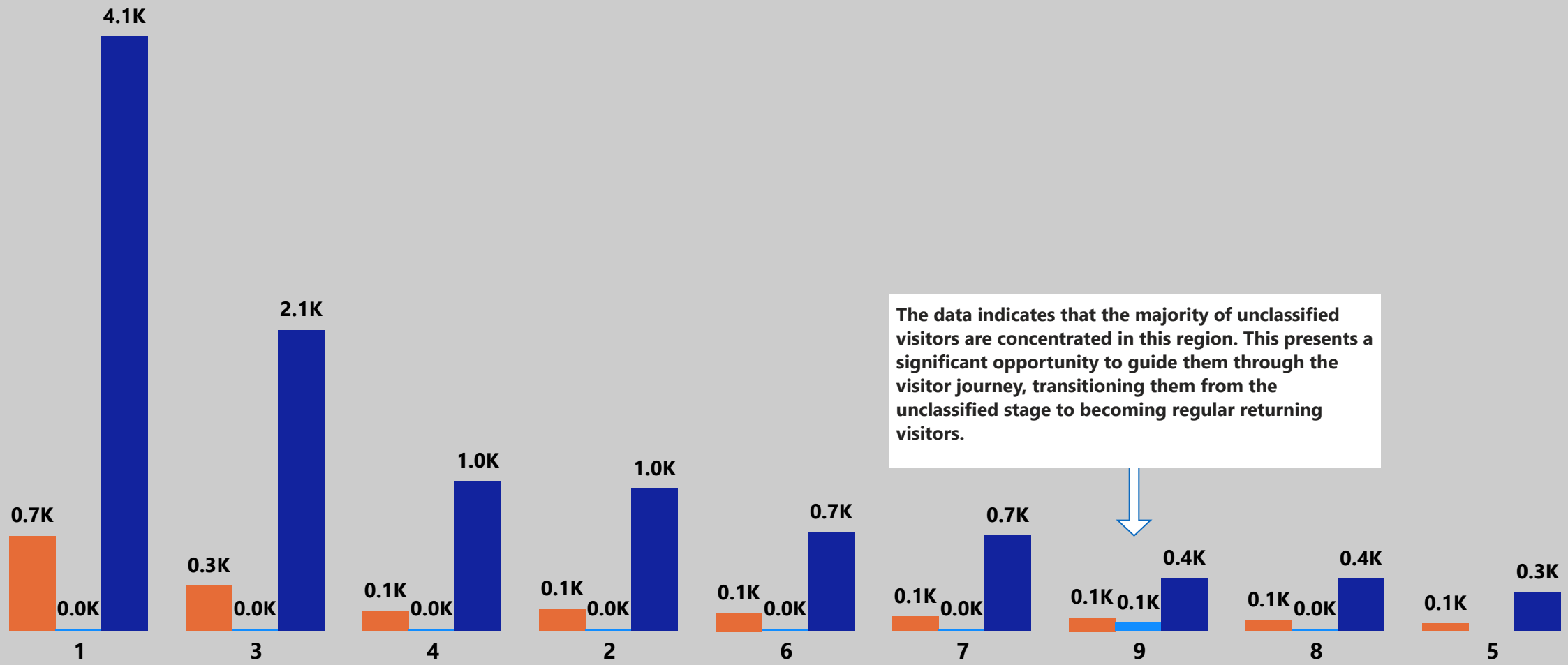
● New_Visitor ● Other ● Returning_Visitor

The data indicates that the majority of unclassified visitors are concentrated in this region. This presents a significant opportunity to guide them through the visitor journey, transitioning them from the unclassified stage to becoming regular returning visitors.

Region	New_Visitor	Other	Returning_Visitor
1	0.7K	0.0K	4.1K
3	0.3K	0.0K	2.1K
4	0.1K	0.0K	1.0K
2	0.1K	0.0K	1.0K
6	0.1K	0.0K	0.7K
7	0.1K	0.0K	0.7K
9	0.1K	0.1K	0.4K
8	0.1K	0.0K	0.4K
5	0.1K		0.3K

OPPO WEBSITE PERFORMANCE ANALYSIS

INSIGHT

- We observed a significant surge in revenue during the months of November, May, and December.

- The total revenue for the time under consideration is approximately $2M. Product-related pages account for 91.69% of the revenue, Administrative pages contribute 6.95% while the informational page have the lowest contribution of 1.37%. The total revenue is generated from the activities of 12,330 visitors in which 10,551 are returning visitors, 1,694 are new visitors and 85 visitors fall under other which is unclassified group. The website revenue is mostly driven by the returning visitors contributing $1.52M followed by the new visitors accounts for $0.42M while the other group contributed $0.04M to the total revenue.

- The majority of website traffic originates from site 2, contributing $0.95 million to the total revenue. Site 1 also generates significant traffic. In terms of regional contributions, Region 1 leads with revenue of $0.84 million, followed by Region 3 with a contribution of $0.32 million.

- Regarding the bounce rate, 56.12% can be attributed to the "other" group. It's possible that they accidentally landed on the website, perhaps through an advert link, and didn't find the landing page content interesting. Following this, returning visitors account for 36.12%. A similar pattern is observed for the exit rate, where the "other" visitors contribute the most (48.53%), followed by returning visitors at 35.63%.

OPPO WEBSITE PERFORMANCE ANALYSIS

INSIGHT

- Considering the bounce rate per visitor from the traffic sites, Traffic site 1 have the highest bounce rate with majority of this coming from the other group with returning visitors and new visitors also have significant contributions. This is follow by traffic site 10 which contributed by both returning and other visitors. For sites 7,14, 17, 18, 19 the returning visitors which doesn`t seem right for the business performance on the long run.

- Traffic site 2, 1,3, 4 and 13 account for the traffic to the website. Based on the chart, we can see that traffic sites 8 and 5 have a higher number of new visitors compared to returning visitors. This situation presents a significant growth opportunity for these sites. The data indicates that traffic from majority of unclassified visitors are concentrated here. This presents a significant opportunity to guide them through the visitor journey, transitioning them from the unclassified stage to becoming regular returning visitors.

- From the Visitor per region chart, it is shown that majority of the visitors are from region 1 followed by region 3 and 4 with the returning visitors contributing majorly to the website revenue. The data indicates that the majority of unclassified visitors are concentrated in this region. This presents a significant opportunity to guide them through the visitor journey, transitioning them from the unclassified stage to becoming regular returning visitors.

OPPO WEBSITE PERFORMANCE ANALYSIS

RECOMMENDATION

- Oppo should consider replicating the successful campaigns and activities from November, May, and December in other months, as these significantly boosted revenue.

- When planning activities and campaigns, the focus should be on further driving interest in the product-related pages of the website. Additionally, Oppo should consider introducing a loyalty scheme to encourage visitors to return to the site.

- The campaigns and activities should prioritize increasing traffic from both site 2 and site 1, with a specific focus on regions 1 and 3.

- Oppo should focus on creating captivating and engaging content for the website landing pages. This will grab visitors' attention and encourage them to explore further.