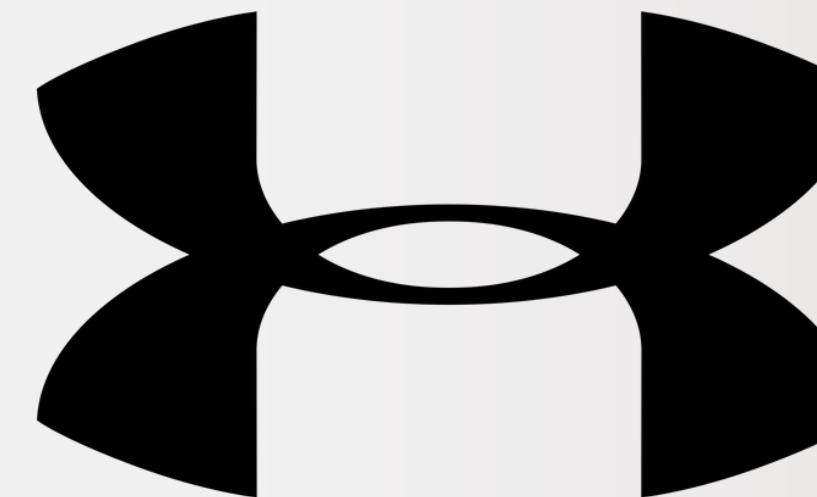


Marketing Web Analytics and Insights Project



UNDER ARMOUR

For our group project presentation, we have chosen Under Armour, a company with a significant e-commerce presence.

We are using data from the Google Merchandise Store account, assuming it is representative of Under Armour's online operations for the purposes of our analysis.

GROUP 1:

1. ABIN ROY
2. DEV JASANI
3. MANSI SAMANT
4. NANDINI KODIYA
5. YESHASHWINI BEKKARY

Table of Contents

1

**COMPANY OVERVIEW
& KEY GOALS**

2

**BUSINESS
OBJECTIVES**

3

**DEMOGRAPHIC
INSIGHTS**

4

**KEY PERFORMANCE
INDICATORS**

5

RECOMMENDATIONS

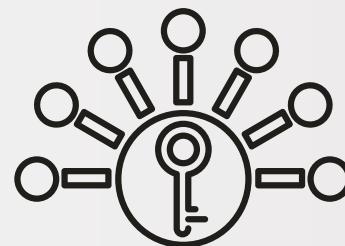
6

CONCLUSION



Company Overview

- Founded: 1996 by Kevin Plank in Baltimore, Maryland, USA.
- Mission: To make athletes better through passion, design, and relentless innovation.
- Vision: Empower athletes everywhere by offering high-performance products to help them reach their full potential.
- Product Offerings: Apparel, footwear, accessories, connected Fitness.



Key Goals

- Core Goal: Deliver innovative sportswear and accessories to enhance athletic performance.

Why Under Armour Stands Out:

- Innovation: Pioneers in moisture-wicking and high-tech materials.
- Brand Identity: Emphasizes the athlete's journey with functional, stylish products.
- Sustainability: Focused on eco-friendly materials and reduced plastic use.



Business Objectives

➤ Maximize Revenue Generation

Boost overall revenue and strengthen profit margins by leveraging innovative product development, strategic athlete partnerships, and refined pricing to align with Under Armour's mission to make athletes better.

➤ Enhance Site Performance

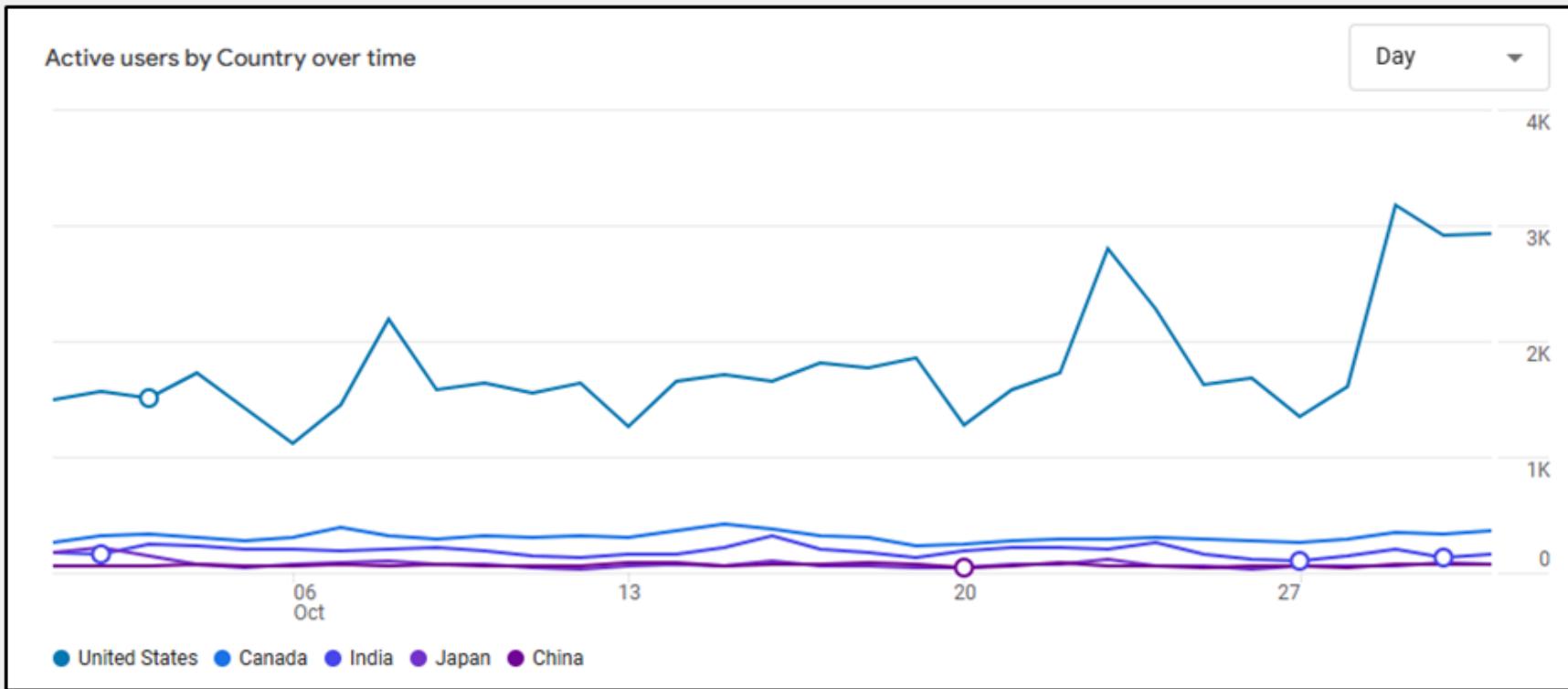
Improve brand loyalty by optimizing online user experience. This includes faster page load times, mobile-first design, and responsive features to cater to Under Armour's tech-savvy, performance-driven audience.

➤ Understand User Behavior Patterns

Gain insights into customer engagement, product preferences, and buying trends to refine Under Armour's personalized marketing strategies, increasing retention and the effectiveness of campaigns across digital channels.



Demographic Insights

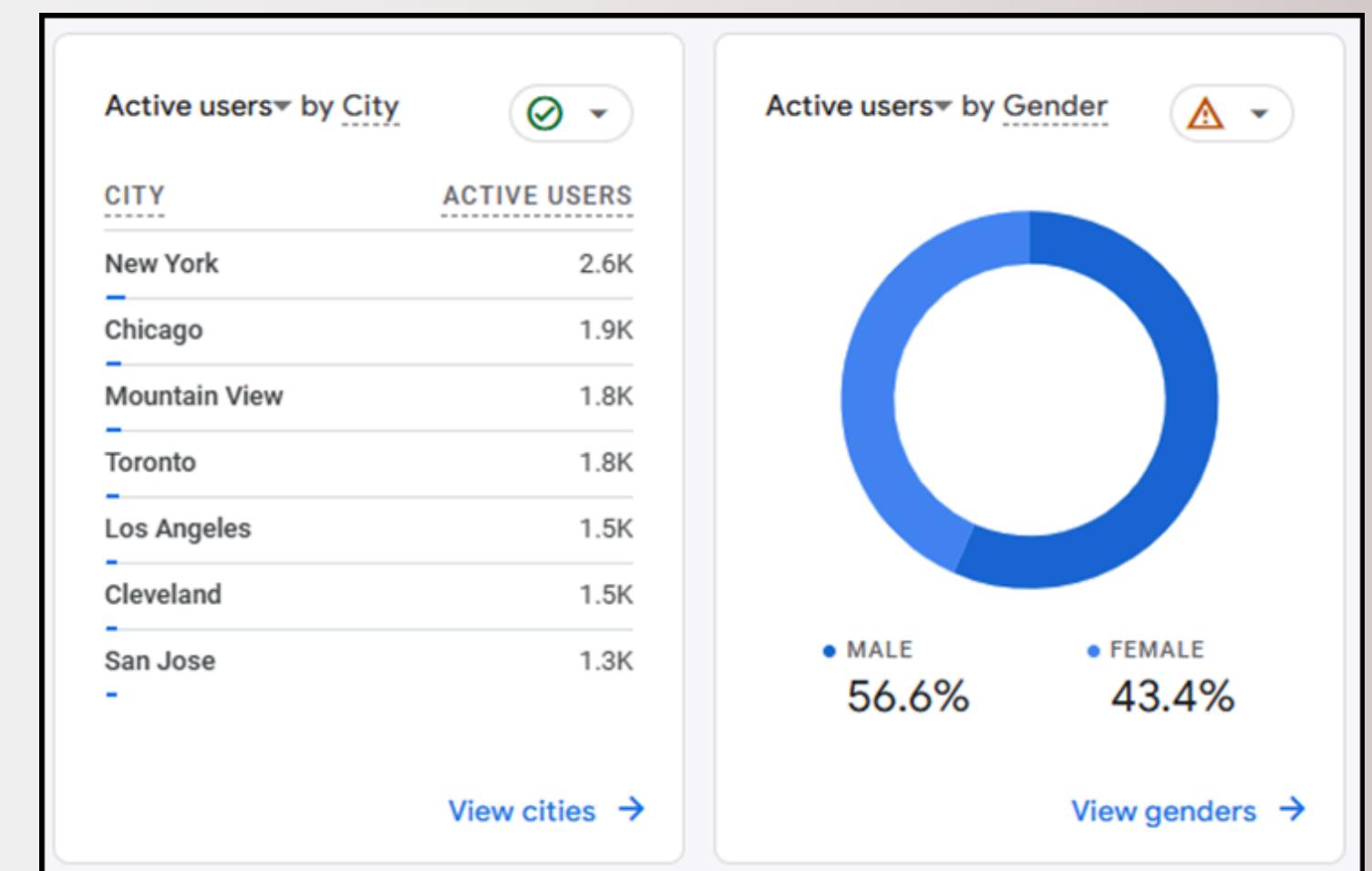
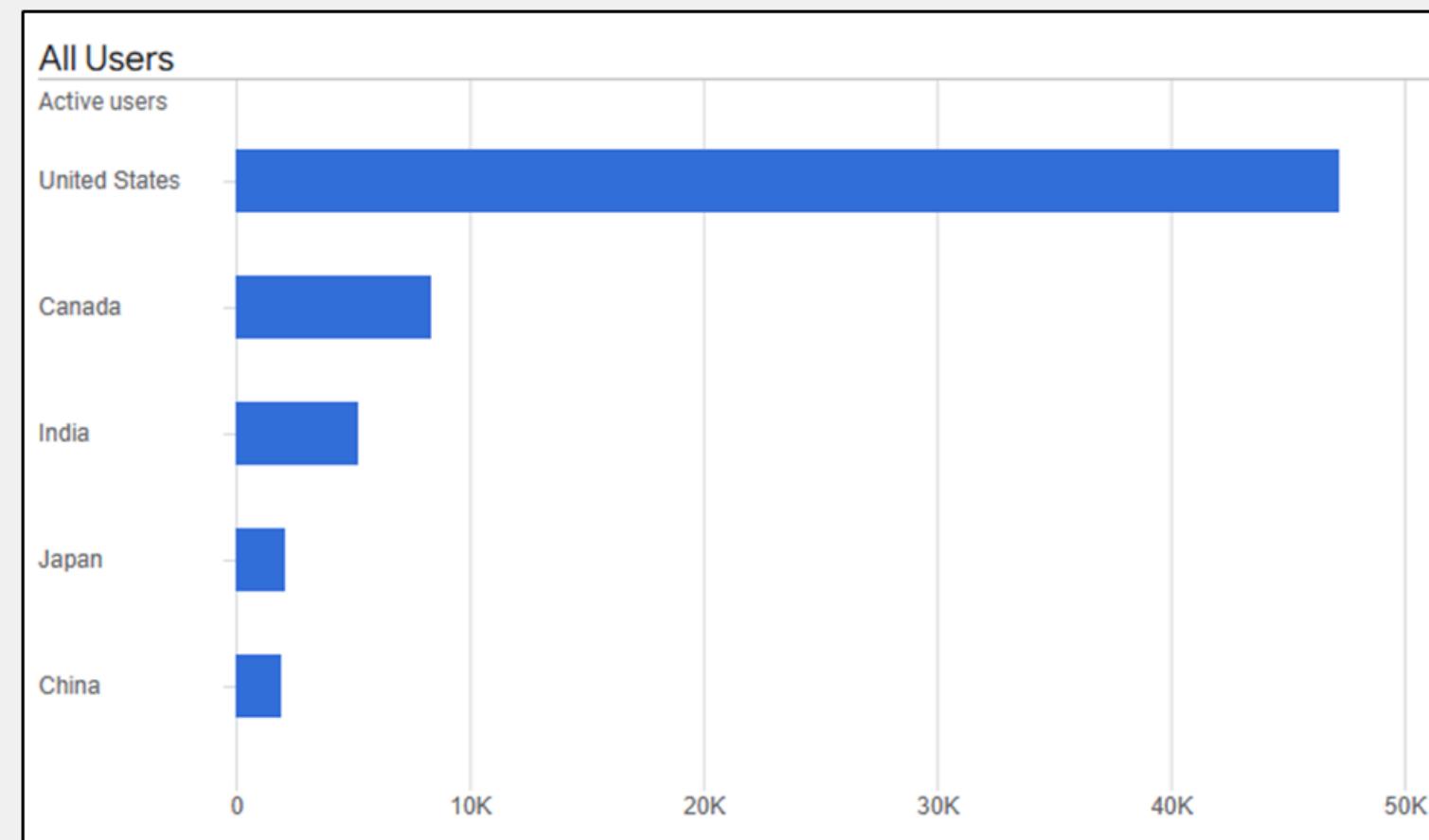


Age Groups:

Key Segments: Largest user group remains 25-34 years, but slight decline from last year.

Growth Areas: Notable increases in 18-24 (+10%) and 65+ (+20%) demographics.

Actionable Insights: Focus on younger and older segments; investigate declining middle-aged groups (45-64)





Key Performance Indicators

REVENUE

Overall Revenue

Revenue by Traffic Type

Average Purchase Revenue

USER

% Change in New Users and Returning Users

Identifying Users by Country

BEHAVIOR PATTERNS

Device Category and channel Grouping

Cost per Mile Impressions (CPM)

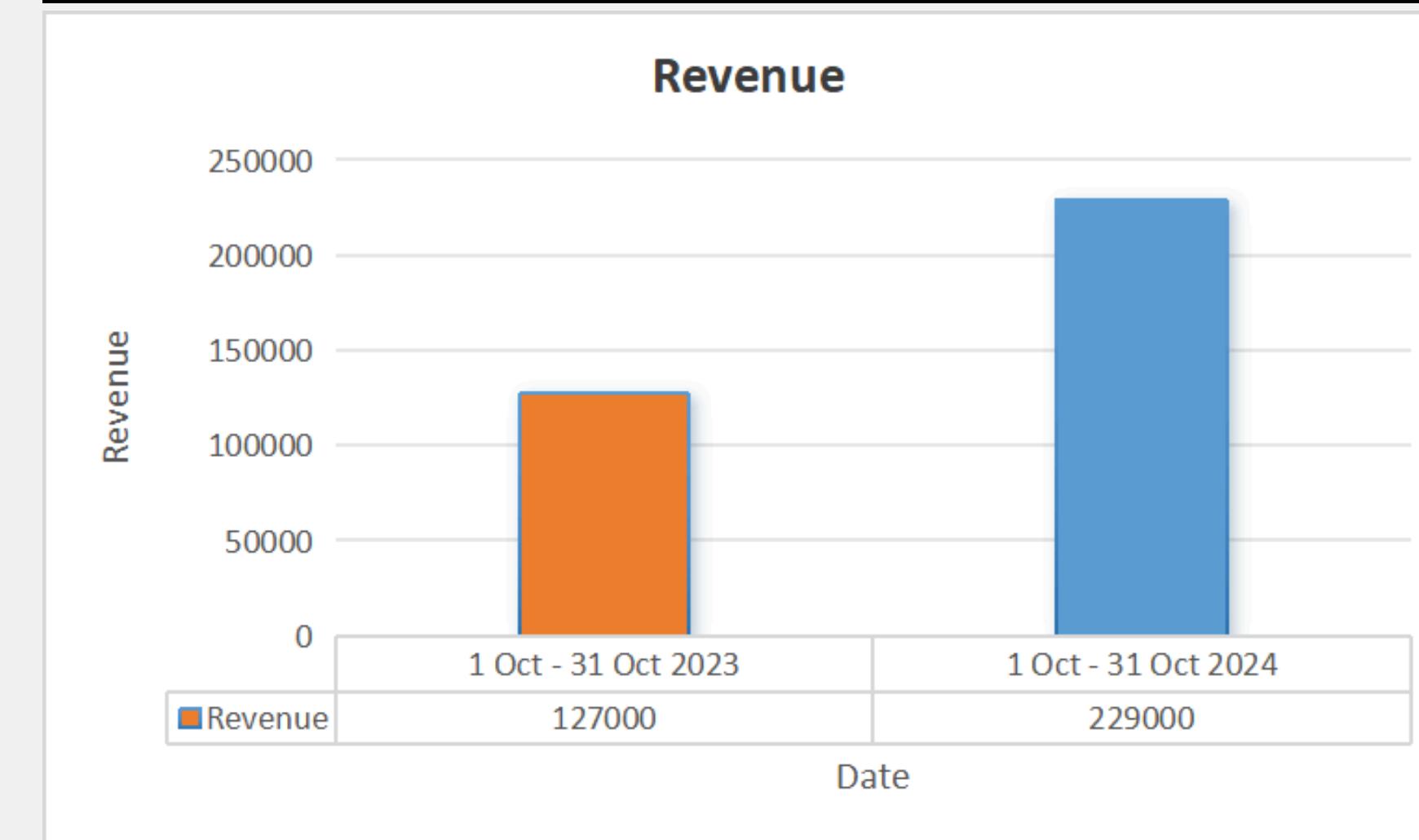
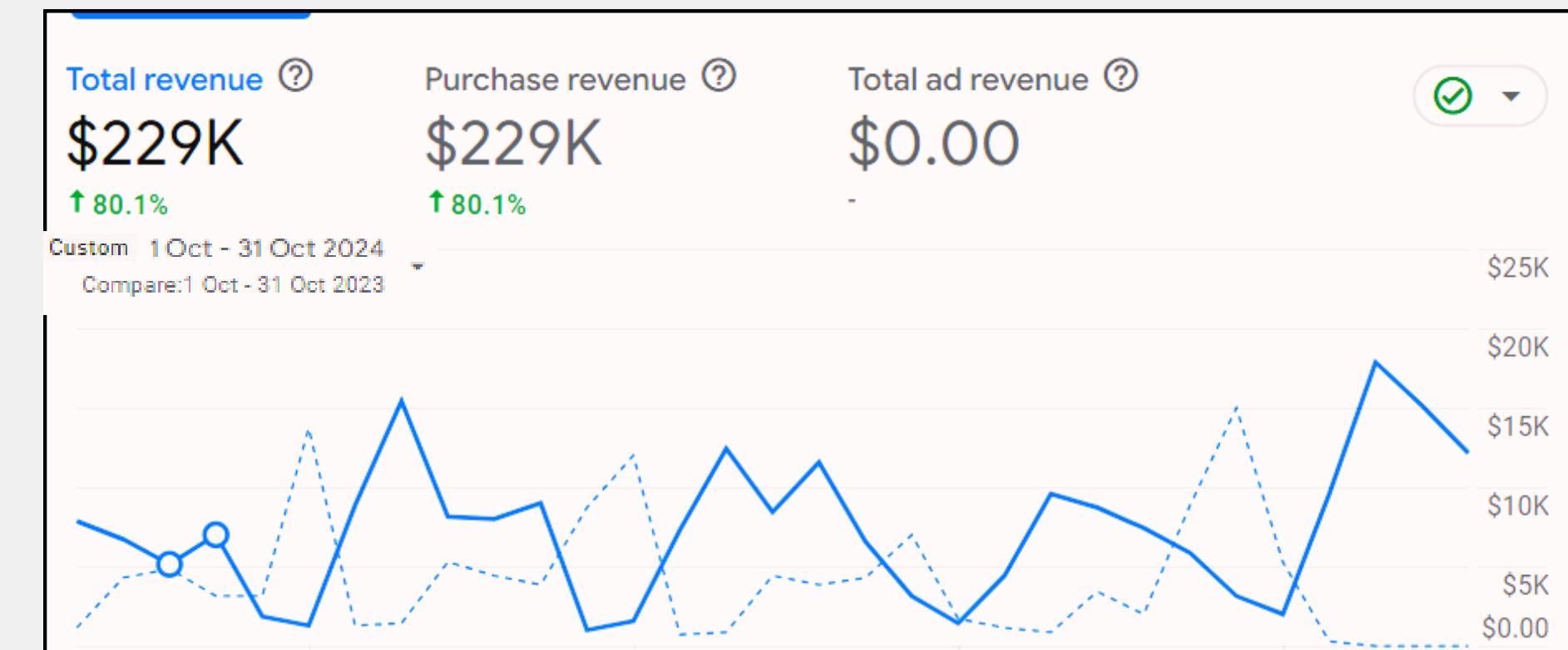


Overall Revenue

Revenue Surge Reflecting Brand Appeal:
Under Armour's October 2024 revenue of \$229K represents an 80.1% increase from 2023, suggesting that its innovation in athletic apparel is resonating with customers and strengthening brand loyalty.

Sales Peaks Highlight Impactful Engagement:

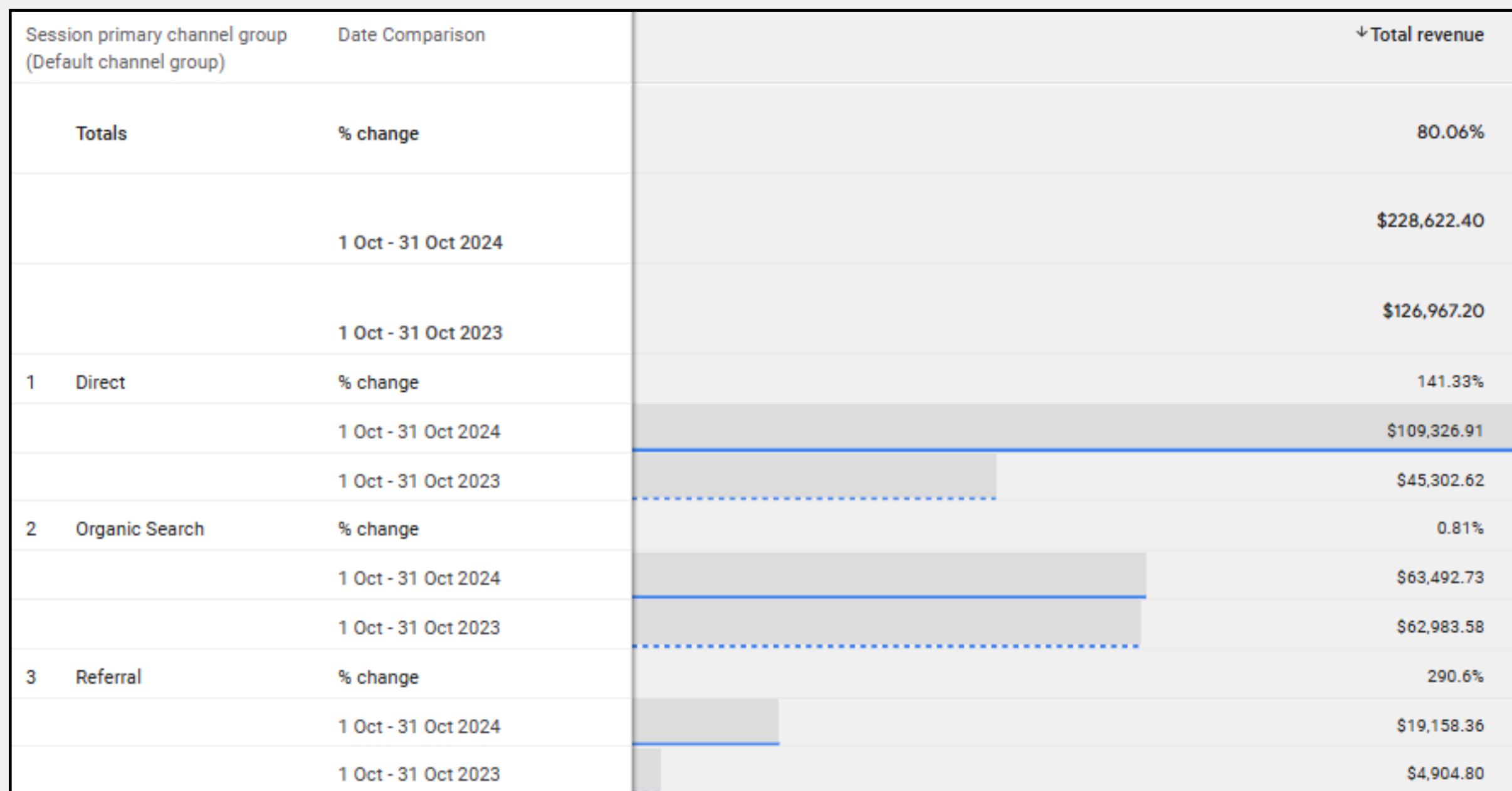
The chart's peaks may reflect successful Under Armour campaigns or product launches, possibly tied to seasonal demand for athletic wear. This fluctuation underlines the importance of timing promotions to maximize consumer engagement and conversion.





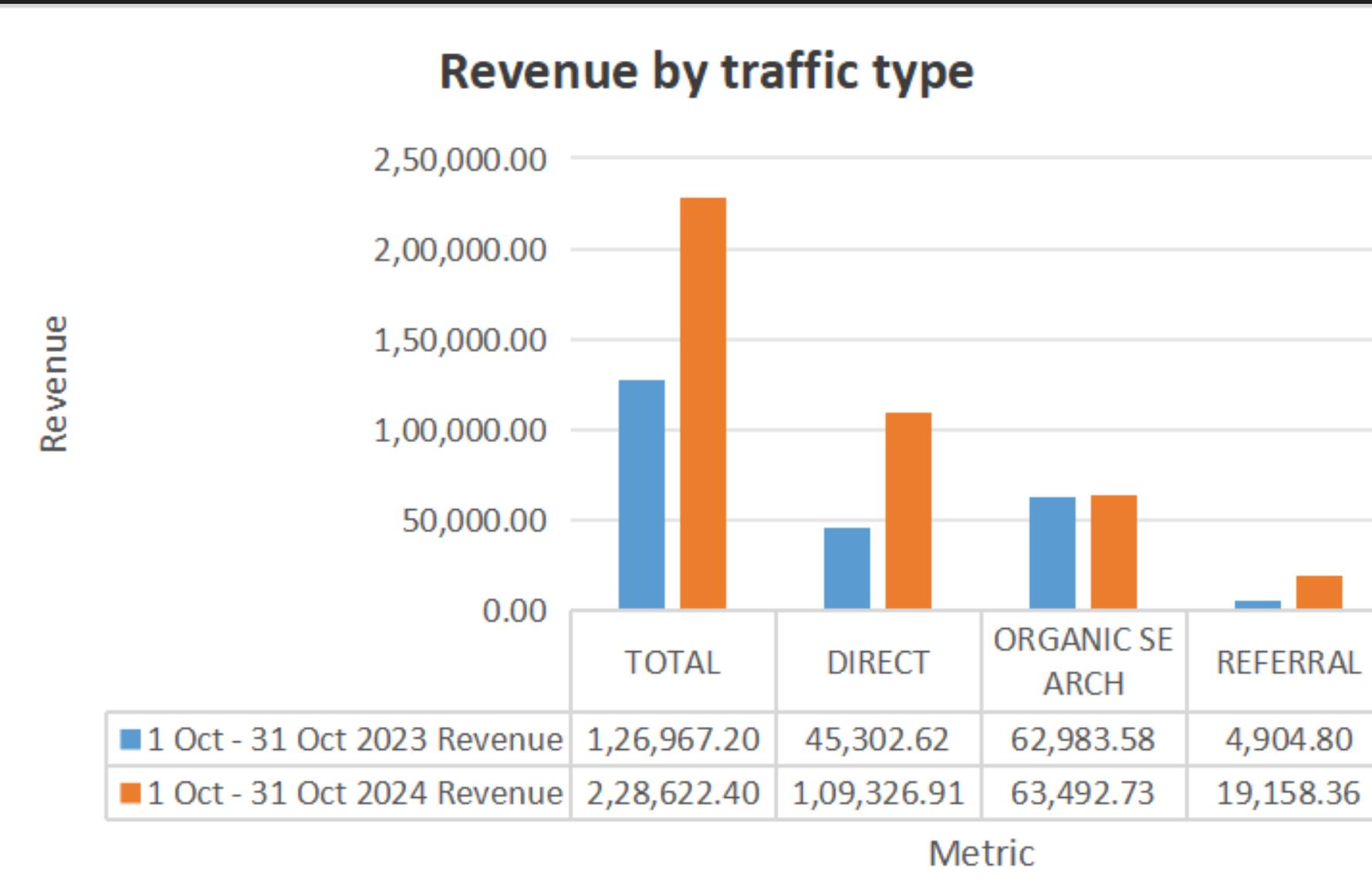
Revenue by traffic type

- Direct Traffic as the Largest Driver: Revenue from direct traffic increased by 141.3%, showcasing strong customer engagement and direct brand connections.
- Explosive Growth in Referral Traffic: Referral traffic revenue saw a massive 290.6% increase, indicating improved partnerships or referral strategies driving conversions.
- Stable Performance in Organic Search: Organic search revenue experienced minimal growth of 0.8%, suggesting an opportunity to optimize SEO strategies further.





Revenue by traffic type



Metric	Change (%)
1) TOTAL	80.06%
2) DIRECT	141.33%
3) ORGANIC SEARCH	0.81%
4) REFERRAL	290.60%



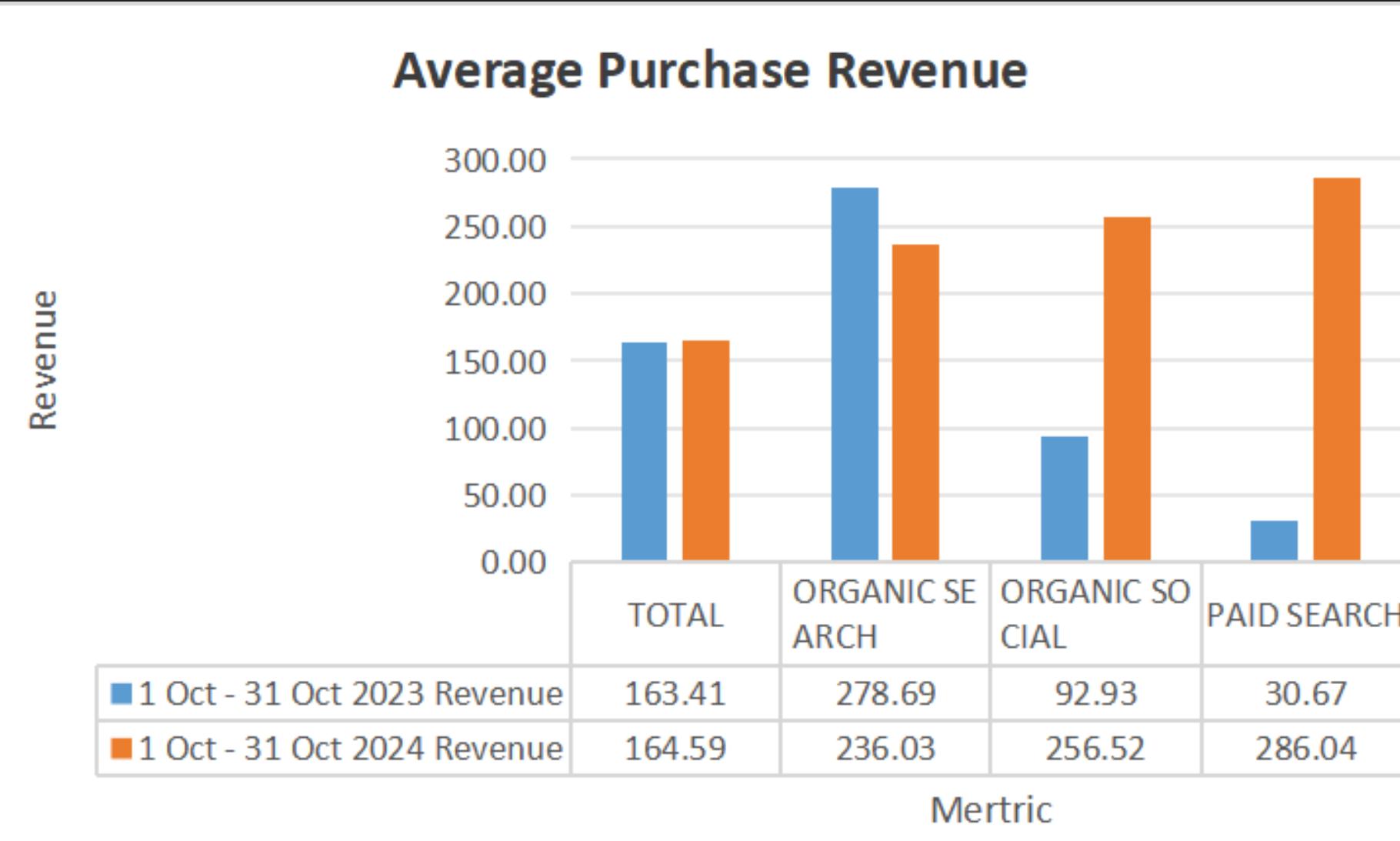
Average Purchase Revenue

- Organic Search (-15.3%): Revenue fell from \$278.69 to \$236.03, indicating weaker SEO performance or rising competition in search rankings.
- Organic Social (+176%): Revenue rose from \$92.93 to \$256.52, driven by stronger social media campaigns or viral content increasing engagement and conversions.
- Paid Search (+832.8%): Revenue surged from \$30.67 to \$286.04, reflecting highly effective paid ad strategies, improved targeting, or increased ad spend.

Session primary channel group (Default channel group)	Date Comparison	↓ Average purchase revenue
Totals	% change	0.73%
	1 Oct - 31 Oct 2024	\$164.59
	1 Oct - 31 Oct 2023	\$163.41
1 Organic Search	% change	-15.31%
	1 Oct - 31 Oct 2024	\$236.03
	1 Oct - 31 Oct 2023	\$278.69
2 Organic Social	% change	176.04%
	1 Oct - 31 Oct 2024	\$256.52
	1 Oct - 31 Oct 2023	\$92.93
3 Paid Search	% change	832.75%
	1 Oct - 31 Oct 2024	\$286.04
	1 Oct - 31 Oct 2023	\$30.67



Average Purchase Revenue



Metric	Change (%)
1) TOTAL	0.73%
2) ORGANIC SEARCH	-15.31%
3) ORGANIC SOCIAL	176.04%
4) PAID SEARCH	832.75%



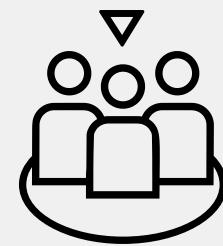
Recommendation

Average Purchase Revenue per Active User

While the average purchase value is stable, increasing it is crucial for revenue growth. Strategies like cross-selling and upselling during checkout can directly boost the average order value, aligning with the objective to maximize revenue. Additionally, introducing higher-tier products or services can enhance profitability.

Trends and Spikes

The observed spikes in purchase revenue, likely due to seasonal promotions or campaigns, should be analyzed to identify successful patterns. Replicating these strategies throughout the year will maintain consistent growth, tying directly to the business goal of strengthening profit margins and enhancing customer engagement.



% Change in New Users & Returning Users

Date Comparison	New users	Returning users
% change	24.59%	-8.91%
1 Oct - 31 Oct 2024	77,115	18,648
1 Oct - 31 Oct 2023	61,894	20,473

- Increase in New Users (+24.59%): New users grew from 61,894 in October 2023 to 77,115 in October 2024, indicating successful efforts in attracting fresh visitors. This growth may be attributed to marketing campaigns, improved brand visibility, or better SEO performance targeting new audiences.
- Decline in Returning Users (-8.91%): Returning users dropped from 20,473 in October 2023 to 18,648 in October 2024, suggesting a decrease in repeat engagement. This could point to a need for enhanced retention strategies, such as loyalty programs or personalized email campaigns.



Identifying Users By Country

- United States:** Active users grew by 10.87%, with a 22.17% rise in new users, reflecting strong acquisition. However, engaged sessions dropped by 30.32%, signaling a need for better retention strategies.
- Canada:** Declines in active users (-24.99%), new users (-25.67%), and engaged sessions (-62.08%) suggest waning user interest.
- India:** Slight drop in active users (-5.62%) but a 3.93% rise in new users. Engaged sessions fell by 29.48%, indicating engagement challenges.

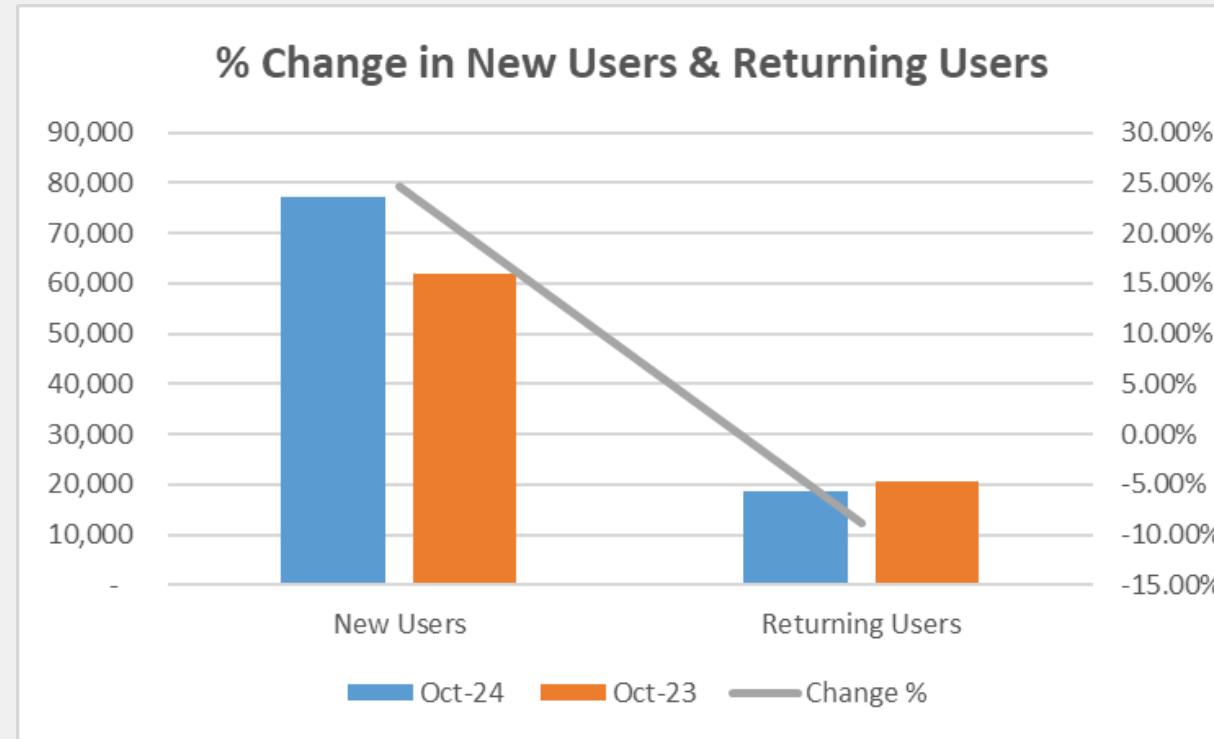
This analysis focuses on major countries, revealing trends that can guide targeted strategies.

Country	+	↓	Active users	New users	Engaged sessions
SHOW ALL ROWS					
Total					
			84,329	77,115	63,631
			vs. 76,249	vs. 61,894	vs. 95,075
			↑ 10.6%	↑ 24.59%	↓ -33.07%
1	United States				
1	1 Oct - 31 Oct 2024		47,173	40,949	38,392
1	1 Oct - 31 Oct 2023		42,547	33,519	55,101
1	% change		10.87%	22.17%	-30.32%
2	Canada				
2	1 Oct - 31 Oct 2024		8,385	7,661	4,910
2	1 Oct - 31 Oct 2023		11,179	10,307	12,950
2	% change		-24.99%	-25.67%	-62.08%
3	India				
3	1 Oct - 31 Oct 2024		5,244	4,919	4,464
3	1 Oct - 31 Oct 2023		5,556	4,733	6,330
3	% change		-5.62%	3.93%	-29.48%

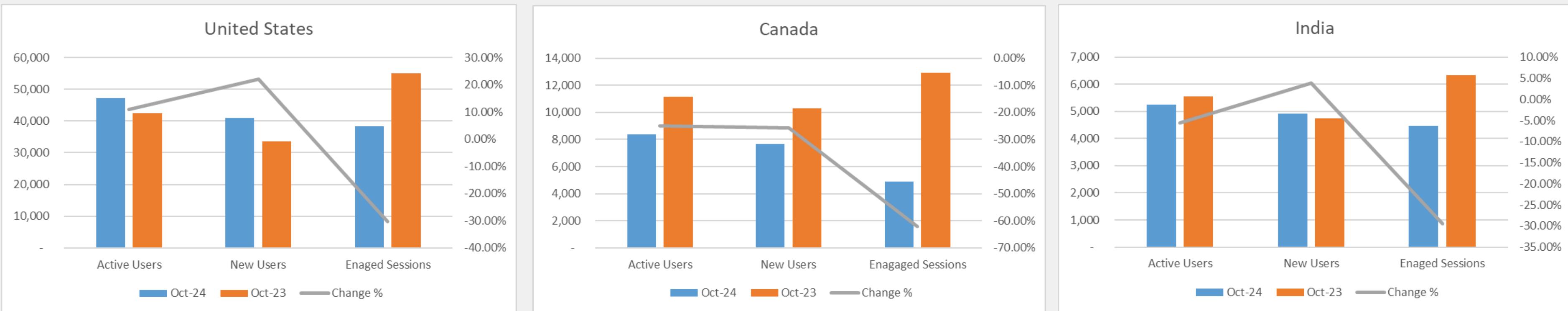


Under Armour, Inc.

% Change in New Users & Returning Users



Identifying Users By Country





Recommendation

Geographic Performance Strategy

- United States: Leverage 10.87% active user growth while addressing 30.32% drop in engaged sessions
- Canada: Implement recovery plan to address significant declines across all metrics
- India: Capitalize on 3.93% new user growth while improving engagement rates

User Base Development

- Build on the 24.59% increase in new users through targeted marketing campaigns
- Address 8.91% decline in returning users through enhanced loyalty programs
- Develop personalized retention strategies to improve user engagement metrics



Device Category

1. Desktop Usage Growth:

- Active Users:** Increased from 36,378 (Oct 2023) to 45,842 (Oct 2024).
- Percentage Change:** +26.02%.
- Insight:** Desktop users showed a significant increase, emphasizing the importance of maintaining and optimizing the desktop user experience for this growing audience.

2. Decline in Mobile Engagement:

- Active Users:** Decreased from 36,767 (Oct 2023) to 34,785 (Oct 2024).
- Percentage Change:** -5.39%.
- Insight:** Mobile user engagement has slightly declined, suggesting the need to investigate potential issues in the mobile experience or shifting user preferences.

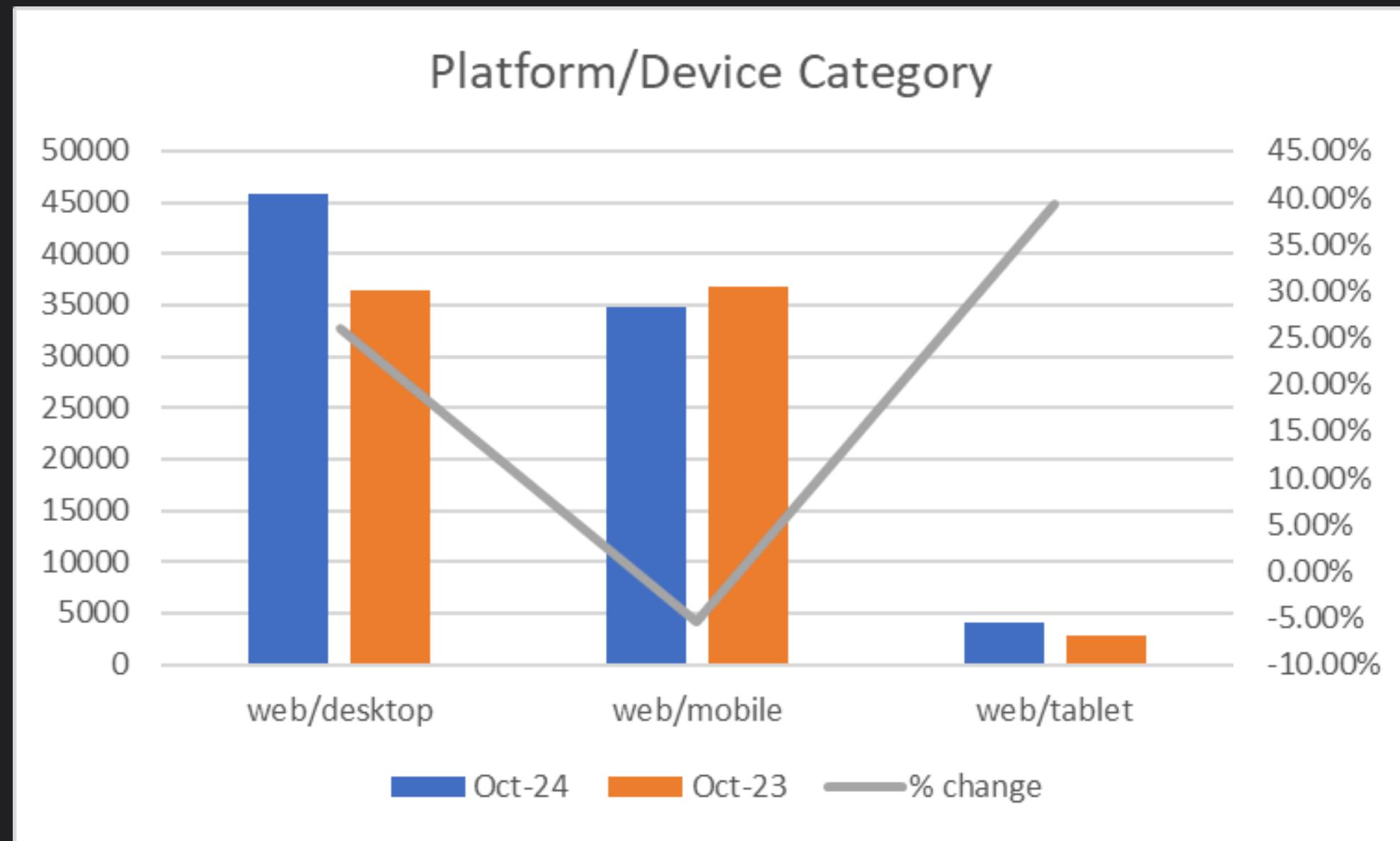
3. Tablet Usage Growth:

- Active Users:** Increased from 2,906 (Oct 2023) to 4,051 (Oct 2024).
- Percentage Change:** +39.4%.
- Insight:** Tablet usage has rebounded significantly. While still a smaller segment compared to desktop and mobile, it could represent a niche opportunity to target tablet users with tailored content.

Platform/Device category	Active users
Total	84,329 vs. 76,249 ↑ 10.6%
1 web / desktop	45,842
1 Oct - 31 Oct 2024	36,378
% change	26.02%
2 web / mobile	34,785
1 Oct - 31 Oct 2023	36,767
% change	-5.39%
3 web / tablet	4,051
1 Oct - 31 Oct 2024	2,906
% change	39.4%



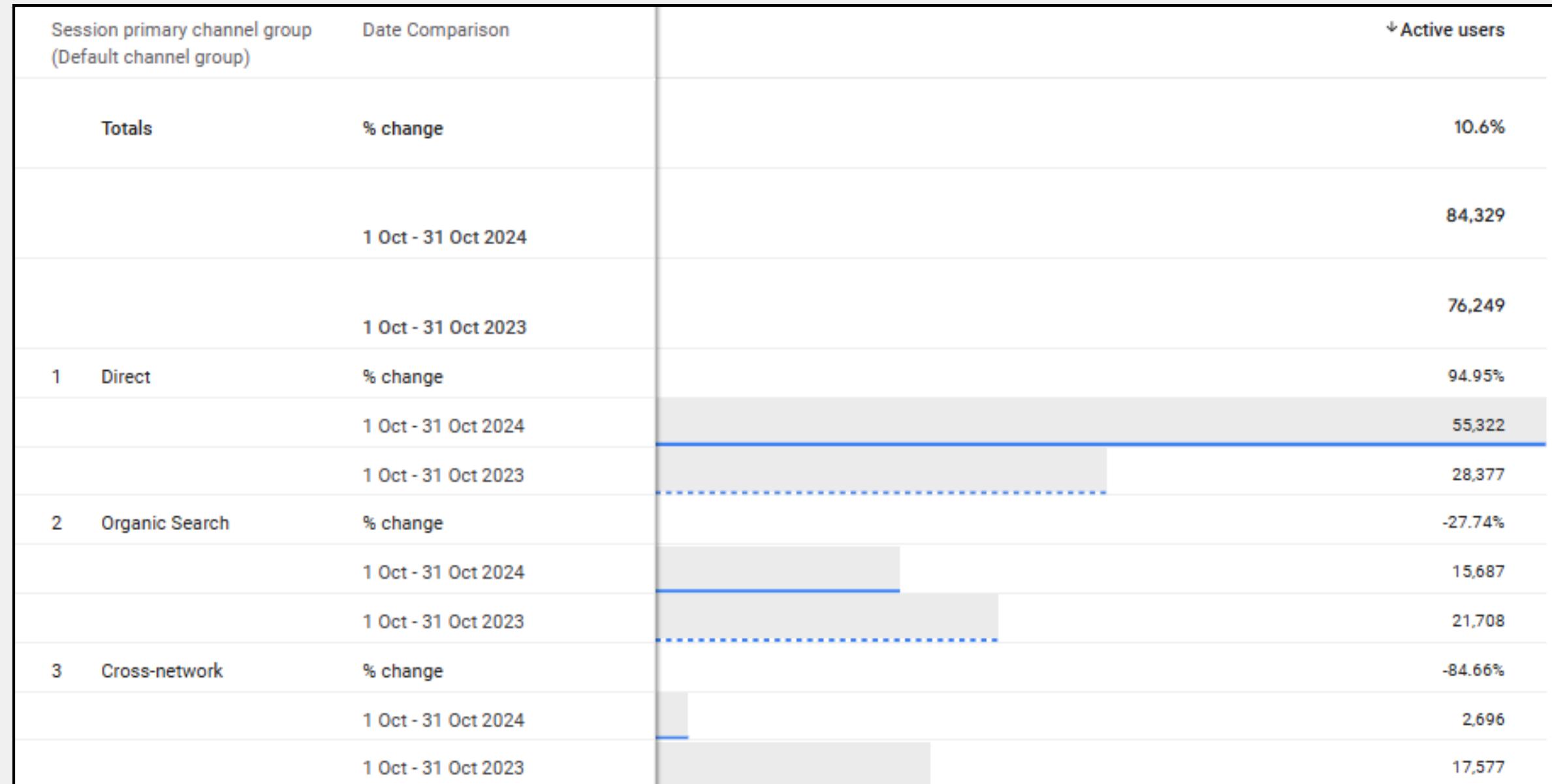
Device Category





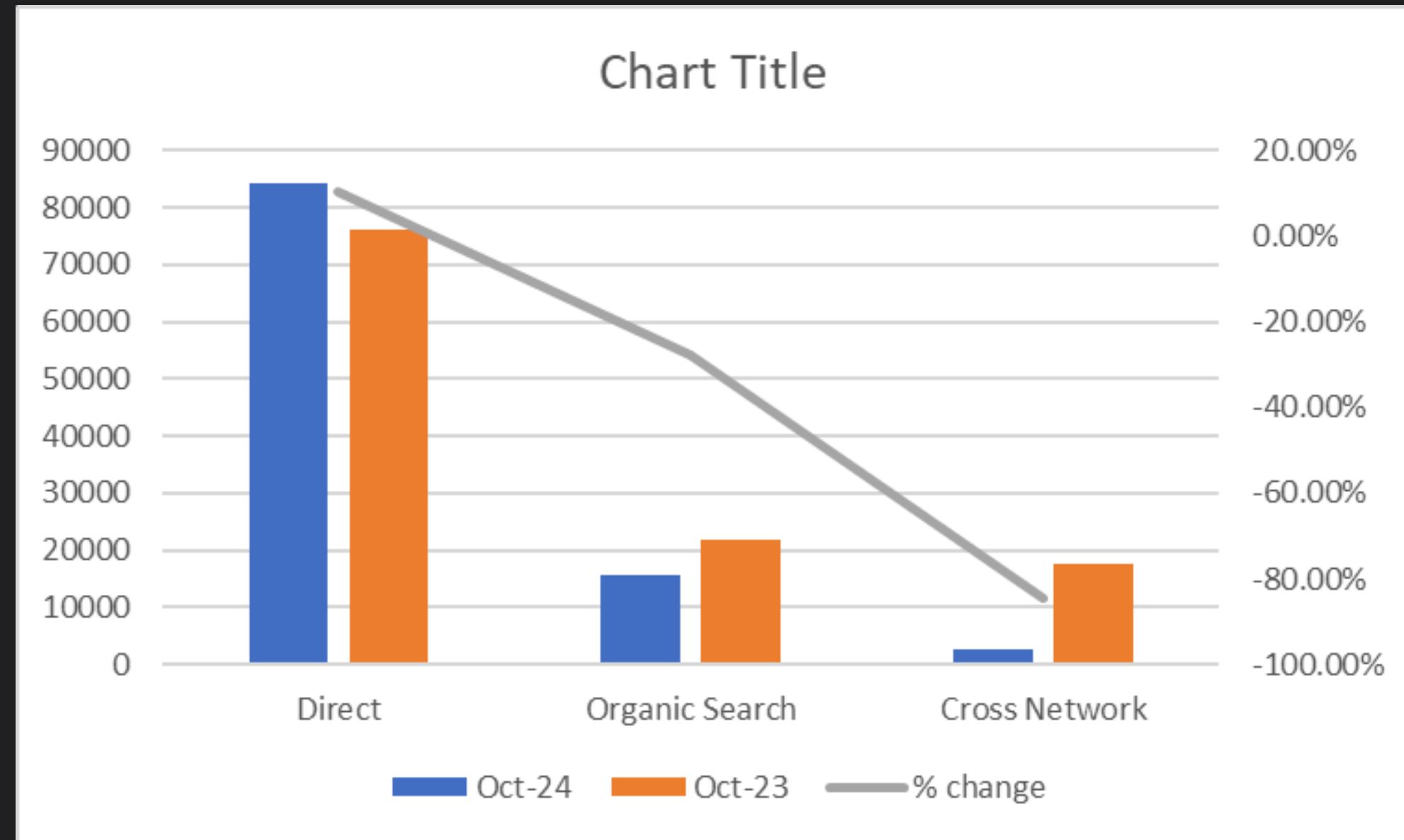
Channel Grouping

- Direct Traffic: Increased by 94.95%, rising from 28,377 in 2023 to 55,322 in 2024. This growth likely reflects stronger email campaigns, bookmarked pages, or enhanced brand recognition.
- Organic Search: Dropped by 27.74%, declining from 21,708 in 2023 to 15,687 in 2024. This suggests challenges in SEO strategies, reduced search engine visibility, or algorithm changes.
- Cross-Network: Fell sharply by 84.66%, from 17,577 in 2023 to 2,696 in 2024. This decline may result from weaker engagement, reduced referrals, or less effective ad campaigns.





Channel Grouping





Recommendation

Device Category Analysis

- **Desktop** - Prioritize desktop platform development since it shows the strongest growth at +26.02% and represents the largest user base with 45,842 active users
- **Mobile** - Conduct a comprehensive mobile UX audit to identify and fix issues causing the -5.39% decline in mobile users, as this was previously the strongest platform
- **Tablet** - Create tablet-specific features and content to capitalize on the impressive +39.4% growth, even though it represents a smaller user base of 4,051 users

Channel Performance

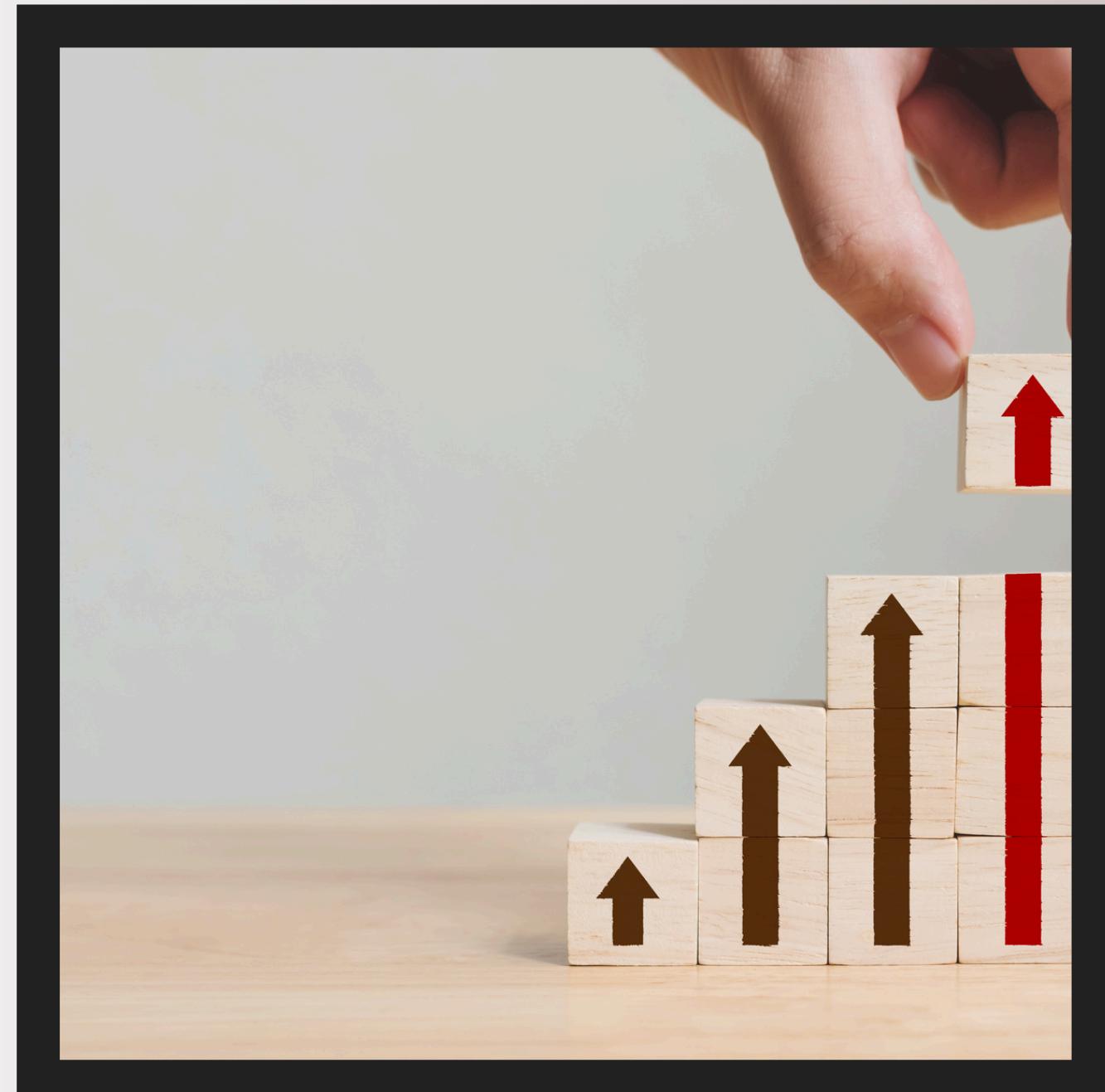
- **Direct Traffic** - Expand email marketing campaigns and loyalty programs to maintain the exceptional 94.95% growth in direct traffic
- **Organic Search** - Revamp SEO strategy immediately to address the concerning 27.74% drop in organic search traffic
- **Cross-Network** - Develop new partnership and referral programs to recover from the severe 84.66% decline in cross-network performance

Conclusion

Overall, the company is experiencing strong growth as evidenced by its revenue surge and increased new user acquisition, reflects the success of its innovative strategies. However, to achieve its mission of empowering athletes and delivering superior performance, the company must focus on:

- 1. Maximizing Revenue:** By implementing cross-selling, upselling, and expanding higher-tier products, Under Armour can sustain its upward trajectory in revenue growth.
- 2. Enhancing User Engagement:** Addressing retention gaps through loyalty programs and targeted marketing will drive repeat purchases and long-term customer relationships.
- 3. Optimizing Online Experience:** A mobile UX audit and tablet-specific content will ensure seamless performance across devices, catering to evolving user preferences.
- 4. Strengthening Brand Loyalty:** Expanding email campaigns and revitalizing SEO strategies will maintain customer engagement and improve organic visibility.

By directly aligning these actions with its objectives, Under Armour can continue its trajectory as a leader in the sports apparel market, delivering on its vision to empower athletes worldwide.



**THANK
YOU**

