

Hypothesized Reasons for ROAS Drop

Reason 1: Shift in User Purchase Intent due to Weather-Related Activities

- **Logic:** During the monsoon, people in Kolkata tend to focus on indoor activities and necessities rather than discretionary purchases like jewelry. Social gatherings and outdoor events, where jewelry is often showcased, decrease significantly. This leads to a drop in immediate purchase intent, even if the ads are seen.
- **Assumption:** People prioritize rain-related needs (umbrellas, indoor entertainment) over luxury items.

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Reason 2: Increased Mobile Data Consumption, Decreased Conversion Focus:

- **Logic:** Monsoons often lead to increased indoor mobile usage for entertainment (streaming, social media). While ad impressions might increase, users are less focused on shopping and more on passive consumption. This lowers the conversion rate.
- **Assumption:** During rain, people spend more time online, but their intent is primarily entertainment, not shopping.

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Reason 3: Delivery Logistics and Perceived Risk:

- **Logic:** Heavy rains disrupt delivery schedules and increase the perceived risk of damage to delicate jewelry items. Customers may hesitate to make purchases due to concerns about delayed or damaged deliveries.
- **Assumption:** Customers are aware of the logistical challenges posed by the monsoon and are hesitant about online orders due to delivery concerns.