

Volltreffer Sports E-commerce Marketing and Website Traffic Analysis Project Report

Project Overview

Company Name: Volltreffer Sports
Project Duration: 04/2024 – 06/2024
Tools Used: MySQL, Power BI

Project Scope

This project focused on analysing e-commerce website data and marketing campaigns, optimizing traffic sources, and improving conversion rates. The goal was to derive strategic insights to enhance marketing efficiency and drive business growth.

Project Summary

I spearheaded an e-commerce marketing and website traffic analysis project utilizing MySQL, Power BI. The primary focus was to understand traffic sources, optimize paid marketing campaigns, and analyse website content to enhance user experience and conversion rates. Key activities included analysing search data to optimize budget allocation, leveraging UTM parameters for detailed campaign performance tracking, and conducting bid optimization to maximize marketing ROI.

Additionally, I performed in-depth analysis on top website content and user conversion funnels, identifying critical areas for improvement. Seasonal and product sales trends were monitored to anticipate future demand and inform product strategy. By providing comprehensive insights into traffic sources, user behaviour, and marketing effectiveness, the project aimed to enhance strategic decision-making and drive business growth. The results demonstrated significant improvements in session-to-order conversion rates and overall marketing efficiency, positioning Volltreffer Sports for continued success in the competitive e-commerce landscape.

Business Concepts and Objectives

Traffic Source Analysis

To understand customer origins and identify high-quality traffic channels.

Key Activities

- Analyse search data to allocate budget towards high-conversion engines, campaigns, or keywords.
- Compare user behaviour across traffic sources to inform creative and messaging strategies.
- Identify opportunities to reduce wasteful spending and scale high-converting traffic.

Paid Marketing Campaigns (UTM Tracking Parameters)

- To measure and optimize the performance of paid marketing campaigns.
- Used UTM parameters to track paid website sessions and link them to order data to assess the revenue driven by paid campaigns.

Bid Optimization

- To optimize the marketing budget by analysing the value of different segments of paid traffic.

Key Activities

- Use conversion rate and revenue per click analysis to determine optimal spend per click.
- Understand performance variations by traffic subsegments (e.g., mobile vs. desktop) to optimize within channels.
- Analyse the impact of bid changes on auction rankings and customer volume.

Website Content Analysis

- To identify key pages to focus on for business improvement.

Key Activities

- Find the most-viewed and common entry pages.
- Understand performance metrics for these pages in relation to business objectives.

Conversion Funnel Analysis

- To optimize each step of the user journey towards purchasing.

- Key Activities

- Identify common customer paths before purchasing.
- Analyse user continuation and abandonment at each conversion step.
- Optimize critical pain points to improve conversion rates.

Channel Portfolio Optimization:

- Objective: To efficiently bid and allocate marketing spend across multiple channels.
- Key Activities:
 - Understand which channels drive the most sessions and orders.
 - Analyze user characteristics and conversion performance across channels.
 - Optimize bids and spend to maximize multi-channel performance.

Key Performance Indicators (KPIs) Monitored

- Session-to-order conversion rates
- Revenue per session
- Average order value
- Click-through rates
- Customer acquisition cost

Key Insights and Recommendations

1. Optimize Marketing Spend:
 - Focus budget on high-conversion channels and keywords identified through traffic source analysis.
 - Use bid optimization insights to allocate funds efficiently within and across channels.
2. Enhance Website Content:
 - Improve high-traffic pages and entry points to better align with business objectives.
 - Optimize the conversion funnel to reduce abandonment at critical stages.
3. Expand Product Portfolio:
 - Monitor the impact of new product introductions and adjust marketing strategies accordingly.
 - Leverage cross-sell data to promote complementary products and increase order value.
4. Focus on User Experience:
 - Use device-specific analysis to tailor user experiences for mobile and desktop users.
 - Address pain points identified in conversion funnel analysis to improve user satisfaction and conversion rates.
5. Leverage Seasonality:
 - Prepare for demand fluctuations with insights from seasonality analysis.
 - Adjust marketing and support staff allocation based on day-parting analysis.
6. Monitor Brand Health:
 - Keep track of branded and direct traffic to gauge brand performance.
 - Adjust branding strategies based on direct traffic analysis findings.