



GROUP PROJECT

GROUP 3

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OVERVIEW

- Wayfair is one of the leading online retailers that sells furniture and home-goods in the United States.
- Was founded in 2002.
- Offers customers **visually inspired** browsing, compelling merchandising, easy product discovery and attractive prices.
- Offers eighteen million products from over 12,000 suppliers.
- Operates under 5 different branded websites

 **wayfair** Joss&Main  **BIRCH LANE**

ALLMODERN **PERIGOLD**

TARGET CUSTOMER



35 - 65 year old woman



Annual household income
of \$50,000 to \$250,000



Each customer has a
different taste, style,
purchasing goal, and
budget when shopping
for her home.

THE HOME GOOD INDUSTRY

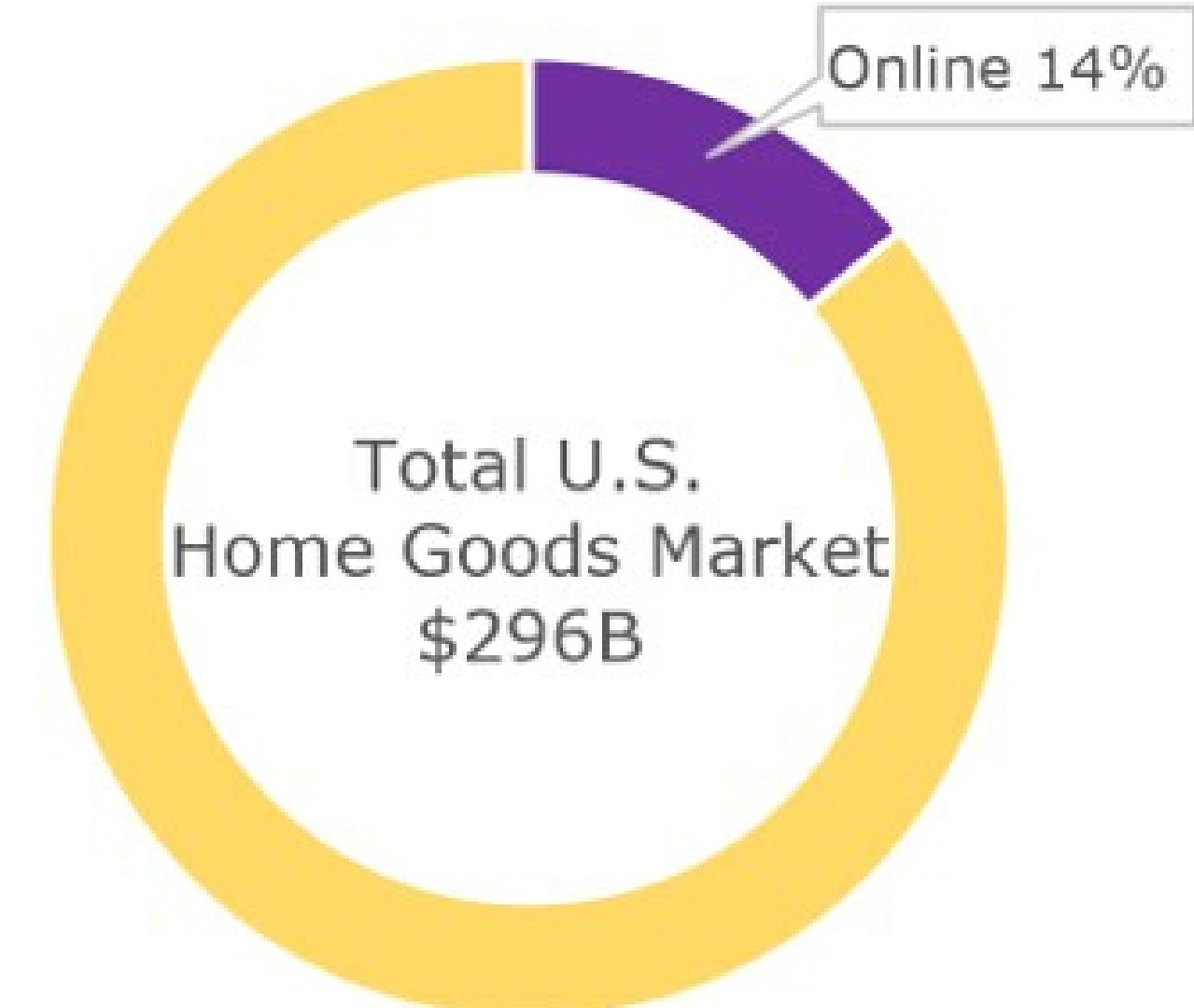
- Largely unbranded industry.
- Brick & mortars must balance scale of selection with high inventory carrying costs and limited space.
- Search-based websites struggle to serve customers in an emotional, visual, and inspirational manner.



COMPETITORS

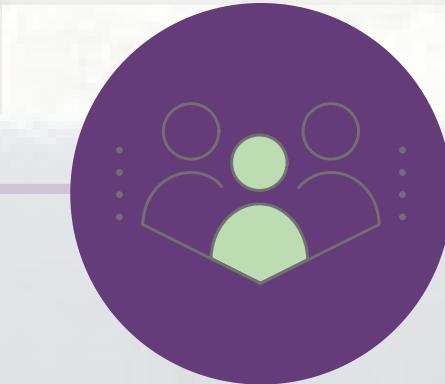
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- Furniture Stores → • Ashley Furniture
- Big Box Retailers → • Walmart, Target
- Department Stores → • Macy's
- Specialty Retailers → • Crate & Barrel
- Online Retailers → • Amazon, Overstock

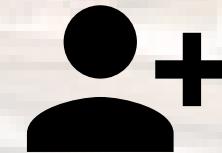


BUSINESS OBJECTIVES

KEY PERFORMANCE INDICATORS



Increase Website Traffic



New & Returning Visitors



Sessions (Visits)



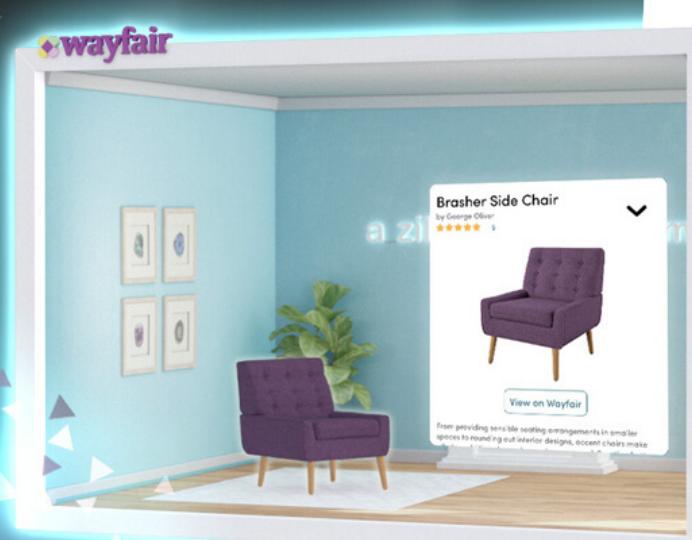
Increase Revenue



Average Order Value



Conversion Rate

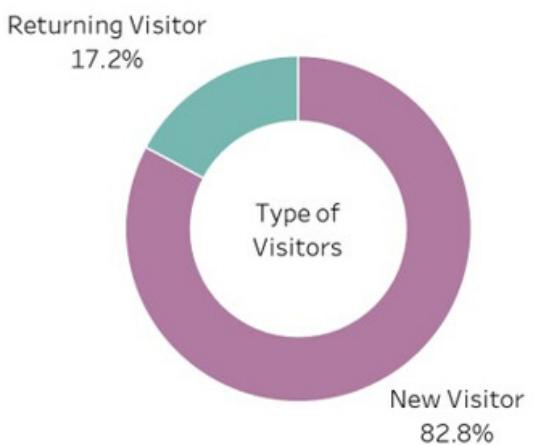


ANALYSES

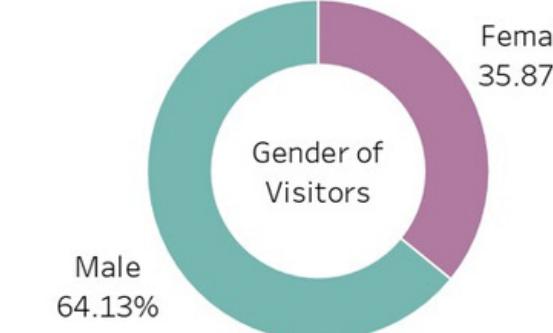
INCREASE WEBSITE TRAFFIC FROM TARGET CUSTOMERS

AUDIENCE

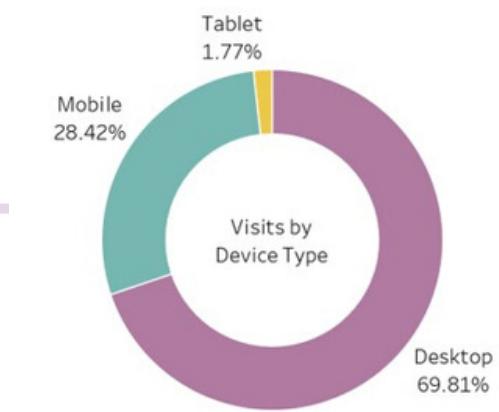
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Visitor Type



Gender



Device Type

Affecting Factors

Low returning visitors.

Decreased visits from target.

High desktop sessions.

Recommendations

Re-marketing & re-targeting strategy.

Attractive targeted ads to females (35-65).

Increase efforts on desktop design.

VISITORS BY AGE

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	Age						Recommendations
	18-24	25-34	35-44	45-54	55-64	65+	
Users	13,008	26,992	11,174	4,044	1,567	915	
New Users	12,077	25,185	10,369	3,786	1,485	877	
Sessions	17,189	37,438	15,608	5,481	2,090	1,210	
Sessions per User	1.32	1.39	1.40	1.36	1.33	1.32	
Bounce Rate	47.30%	41.60%	39.45%	40.92%	44.35%	47.44%	
Pages / Session	3.88	4.52	4.67	4.51	4.29	4.18	
Avg. Session Duration	2.87	3.17	3.26	3.02	3.11	3.08	

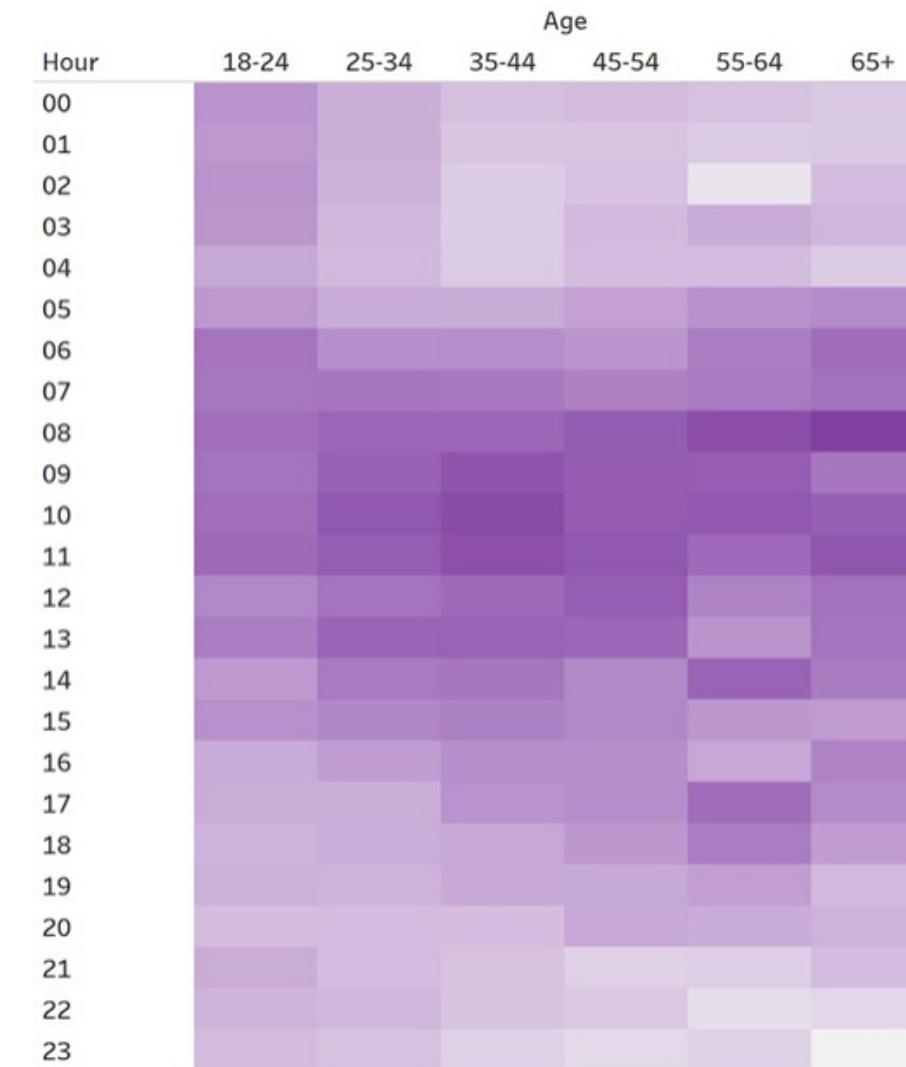
Age group with most visitor count.

Age group that needs most improvement.

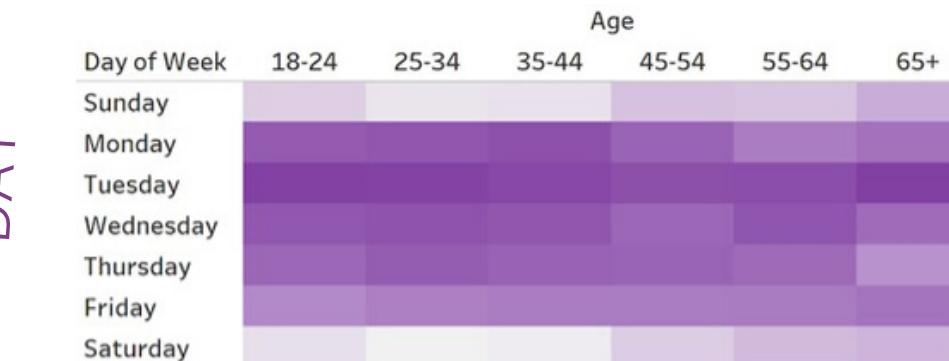
Age group with highest engagement.

VISITS BY HOUR AND DAY

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- Most active in the morning.
- Target audience is active as early as 5 AM.



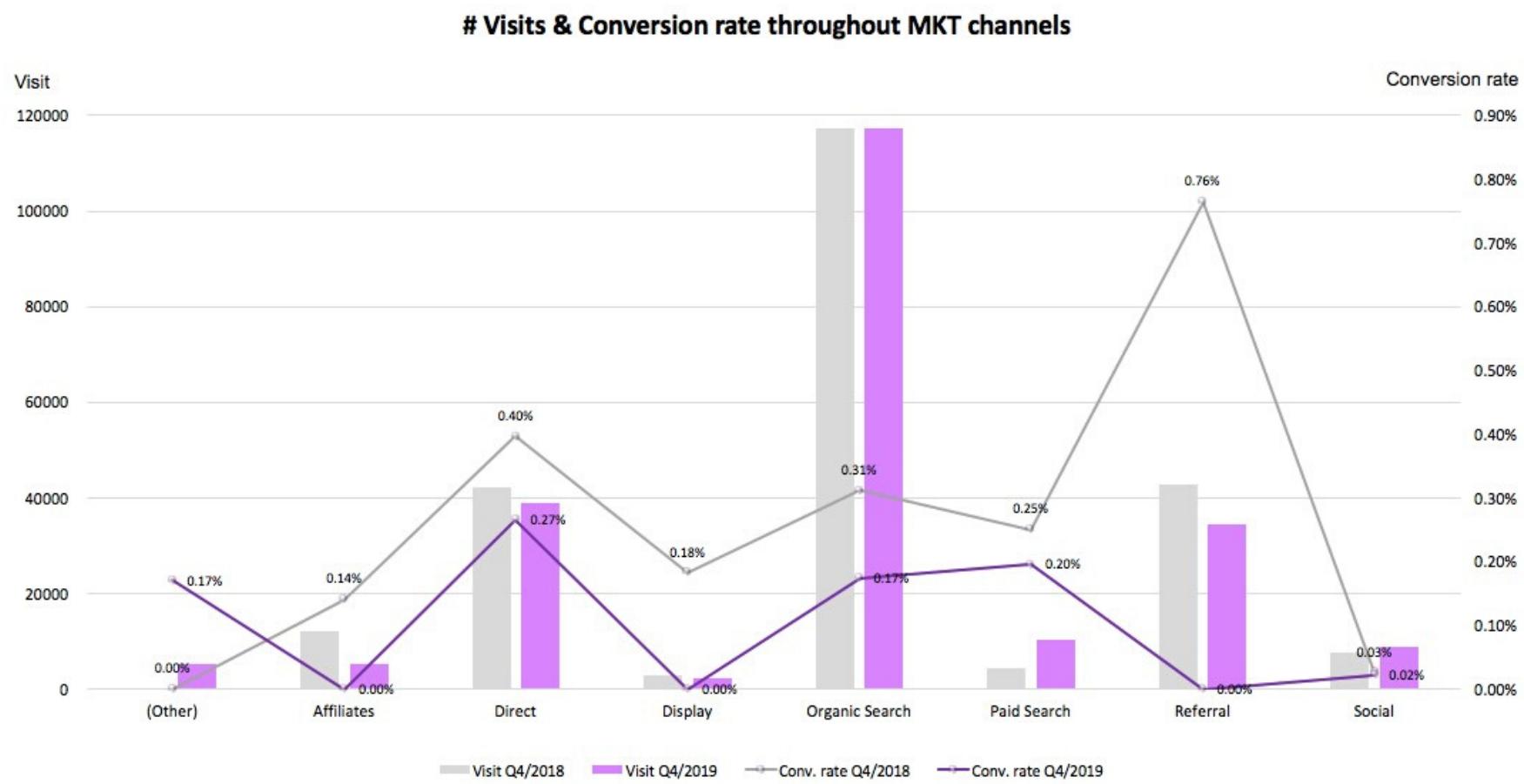
- Most active on weekdays.

Recommendations

- Email communications can be sent in the morning.
- Ad timings can be the same across all age groups (Monday -Friday).
- Customized content for each age group.

VISITS BY TRAFFIC CHANNEL

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Paid Search has relatively high conversion rate.

Organic search drives the most traffic.

Recommendations

- Maintain and improve SEO.
- Invest more in paid search to increase traffic.

RECOMMENDATIONS SUMMARY

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INCREASE WEBSITE TRAFFIC FROM TARGET CUSTOMERS

Redesigned, targeted ads for females age 35-65.

Pop-up offer for first-time visitors if they sign up for e-mail communications.

A/B testing for website design & content that increases engagement for 35-65 year olds.

Re-marketing and re-targeting strategy to existing customers to increase traffic and engagement.

SEO to maintain and grow organic search traffic.

E-mail campaigns sent on weekday mornings.

Invest in paid search.



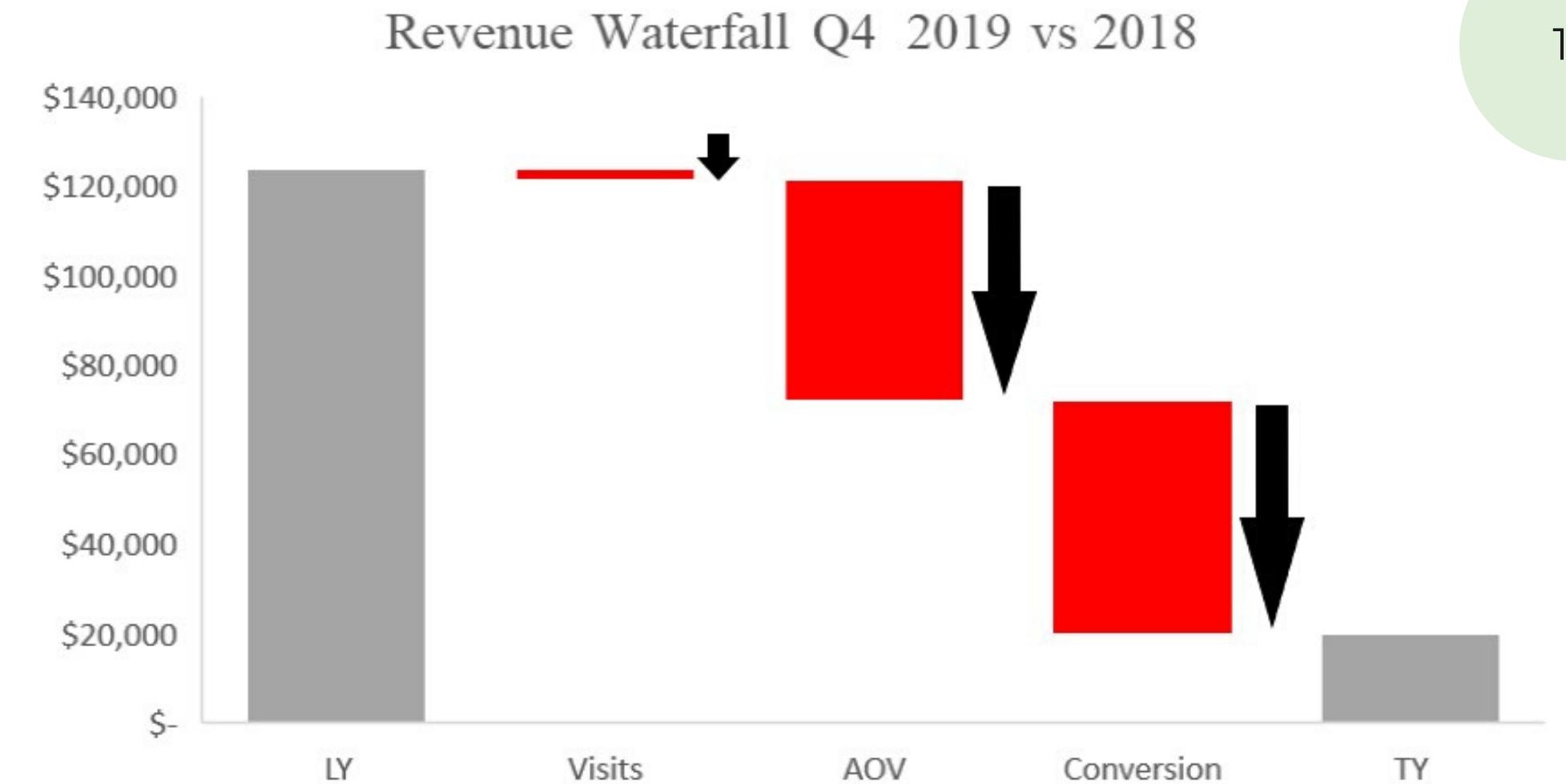
wayfair®

ANALYSES

INCREASE
REVENUE

REVENUE WATERFALL ANALYSIS

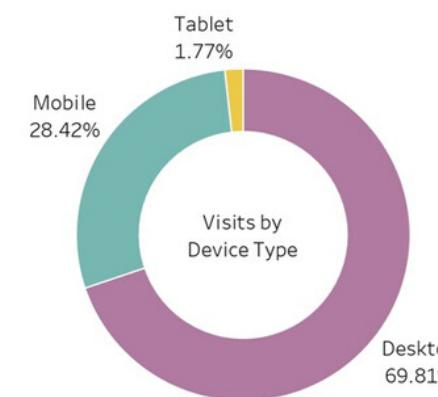
AOV and Conversion Rate are the main drivers of the large decrease in revenue from Q4 2018 to Q4 2019.



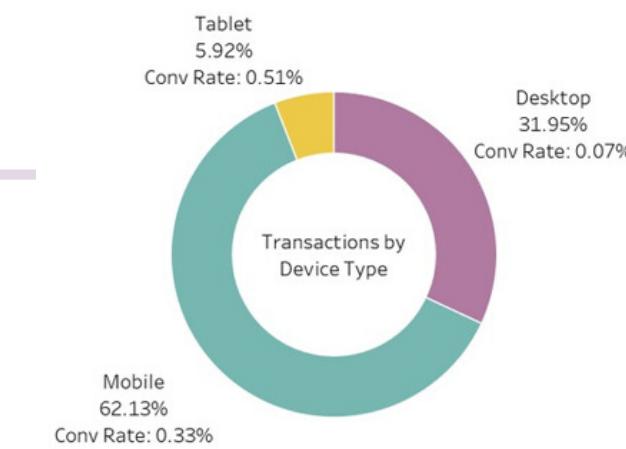
Description	LY	TY	% vs LY
Revenue	\$ 123,668	\$ 19,717	-84%
Visits	229,156	222,588	-3%
AOV	\$ 138	\$ 58	-58%
Conversion	0.39%	0.15%	-61%

CONVERSION & AOV BY DEVICE TYPE

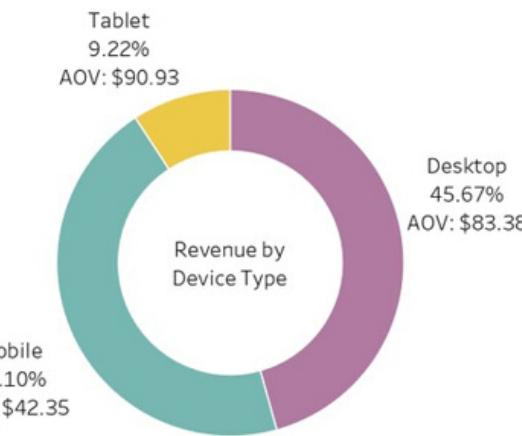
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Visits



Transactions



Revenue

Affecting Factors

High visits through desktop.

Recommendations

Optimize product pages and images for desktop.

Low conversion rate in desktop users.

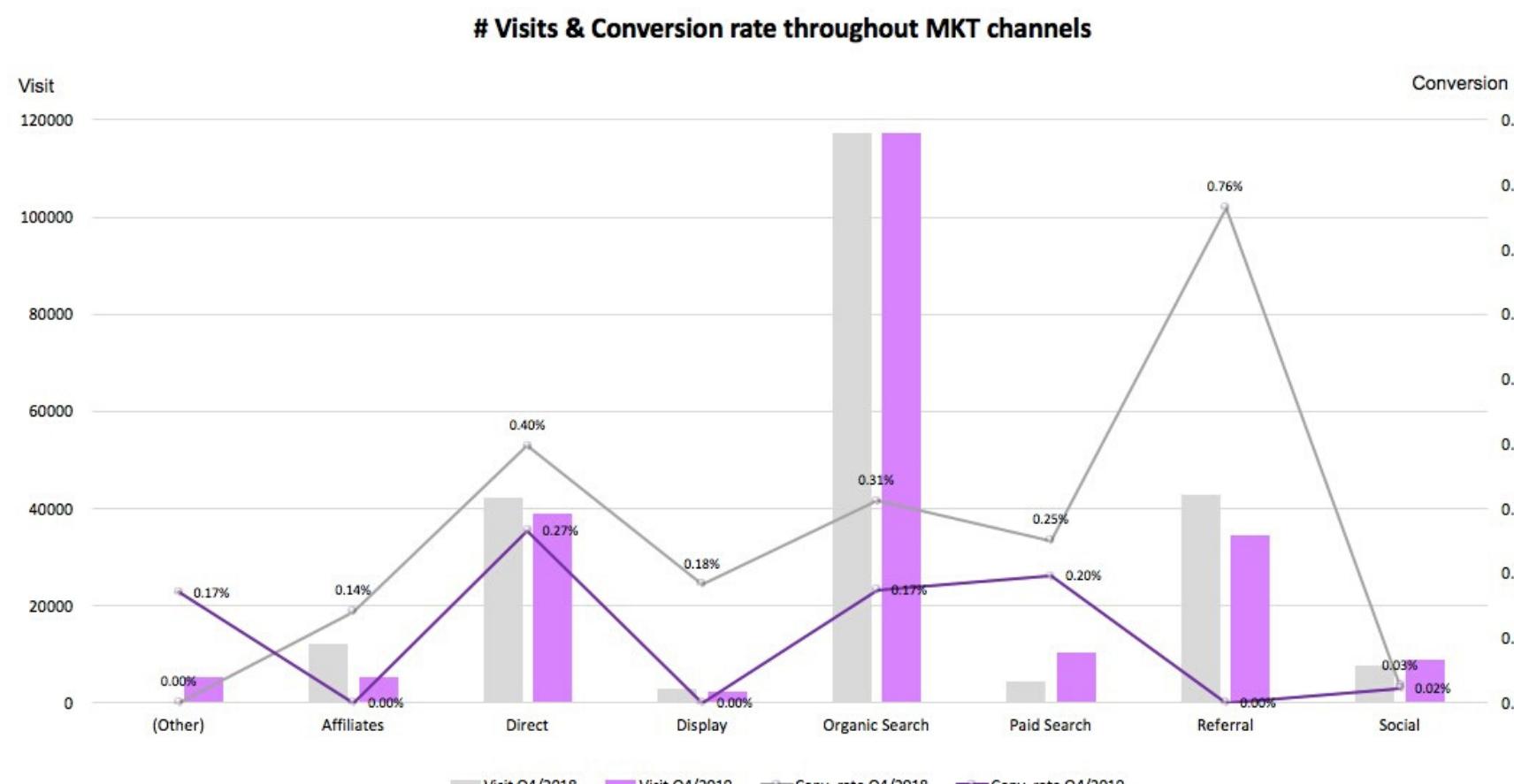
Optimize recommendation system.

Low average order value in mobile users.

Highlight higher dollar value options.

CONVERSION BY TRAFFIC CHANNEL

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Moderate traffic and fine conversion rate in 2018.

Drop from highest conversion rate to 0%.

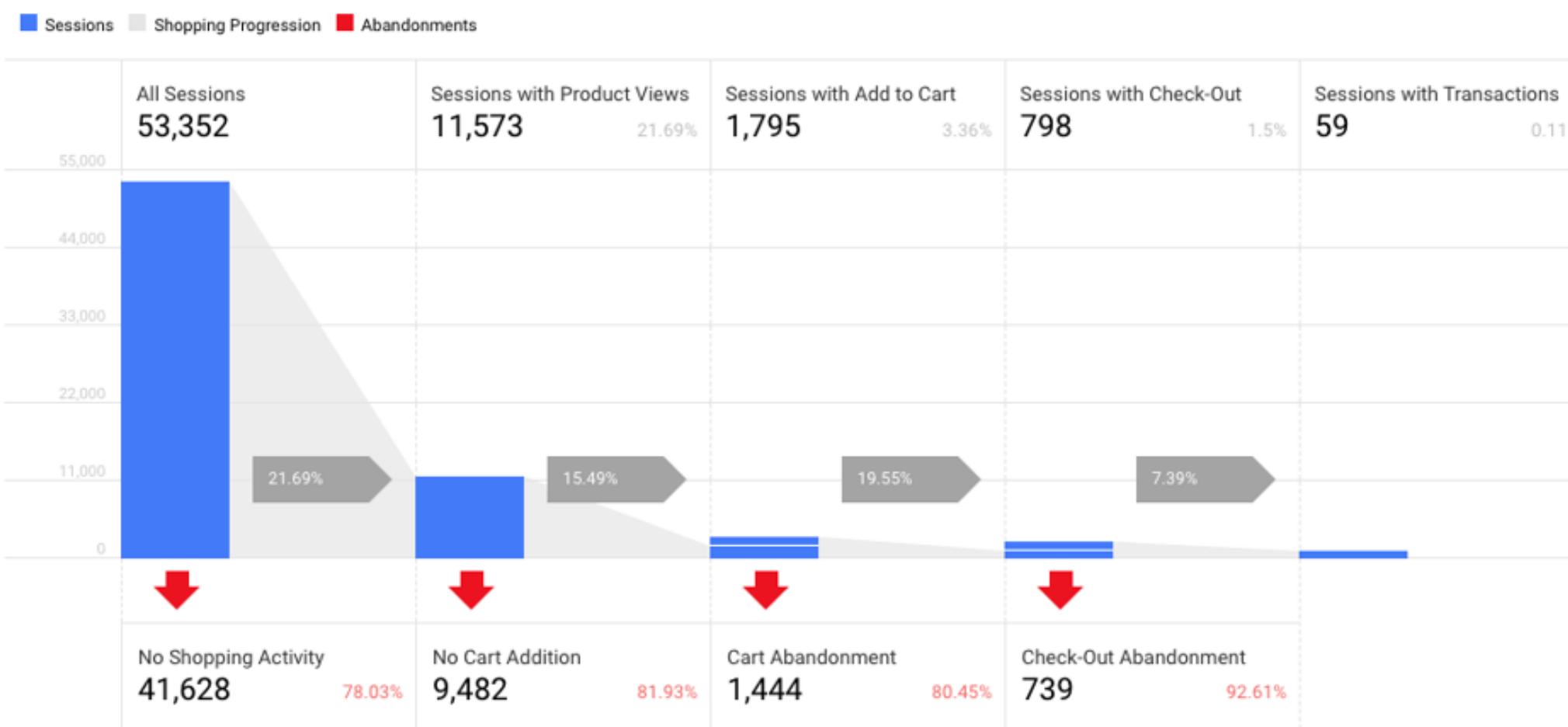
Recommendations

As conversion rate decreases significantly in 2019, we suggest to:

- Run a competitor analysis.
- Analyze change in referring sites.
- Build and rebuild relationships with these sites.

SHOPPING BEHAVIOR

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Biggest impact on potential conversions.

Most direct impact on lost conversions.

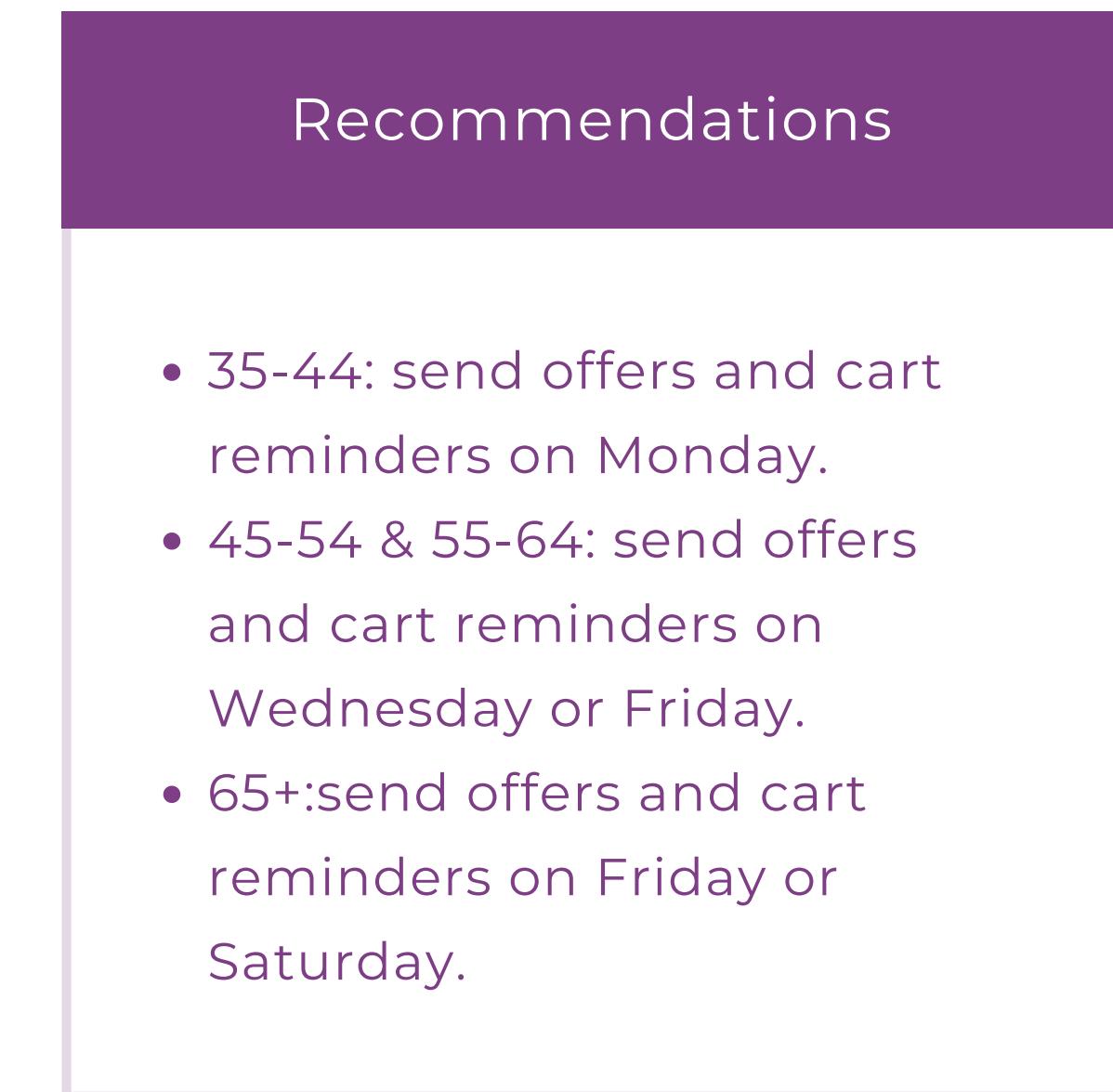
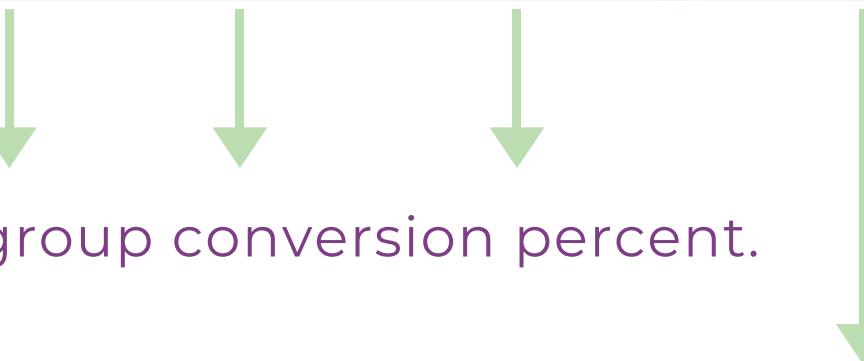
Recommendations

- Analyze landing page design.
- Optimize search and filtering.
- Compare and Analyze product prices with competitors.
- Automate push notification.
- Incentives for users in the shopping cart page.

CONVERSION BY DAY OF WEEK

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Day of Week..	Age					
	18-24	25-34	35-44	45-54	55-64	65+
Sunday	0.06%	0.10%	0.00%	0.18%	0.00%	0.00%
Monday	0.07%	0.03%	0.07%	0.00%	0.00%	0.00%
Tuesday	0.00%	0.04%	0.04%	0.00%	0.00%	0.00%
Wednesday	0.03%	0.02%	0.04%	0.23%	0.28%	0.00%
Thursday	0.04%	0.03%	0.04%	0.00%	0.00%	0.00%
Friday	0.04%	0.00%	0.09%	0.00%	0.33%	0.55%
Saturday	0.00%	0.10%	0.00%	0.00%	0.00%	0.75%



Highest conversion but not in target group.

RECOMMENDATIONS

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INCREASE REVENUE

Improve relationships with highly trafficked referring sites & improve content.

Optimize product pages and images on desktop to improve conversion

Optimize usability and UX of site focusing on landing pages & search filter.

optimize recommended products to increase AOV. Highlight higher dollar value options

Send offers and cart reminders on specific days according to customer's age group.

Analyze positioning of Wayfair against competitors.

Consider incorporating product videos.



THANK YOU

GROUP 3

MKT 6352 - Marketing Web Analytics and Insights

