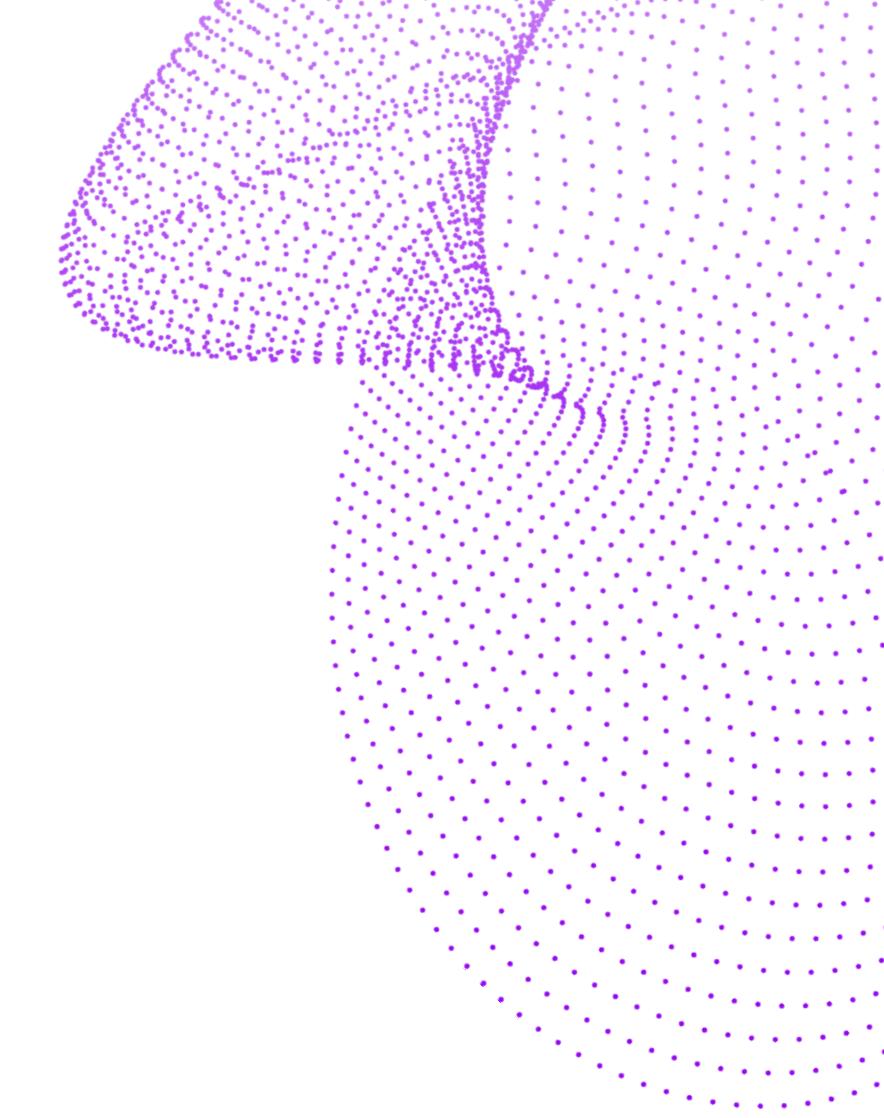
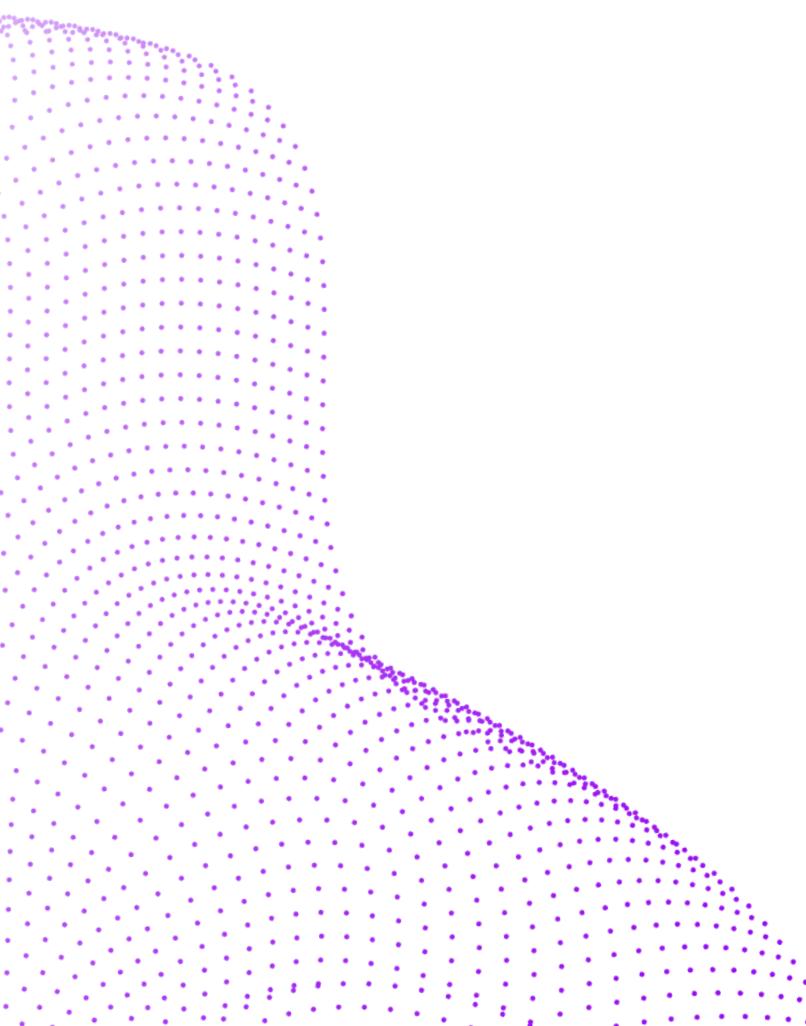


DIGITAL ANALYSIS



By

PRABHJOT SINGH



Agenda

- Business Context
- Problem Statement
- Data Availability
- Data Model
- Technology Stack
- List of Data Check
- List of Analysis
- Dashboard for CEO
- Dahboard for Website Manager
- Dashboard For Marketing Manager
- Glossary

Business Context

Overview:

- The newly launched e-commerce retail start-up sells stuffed animal toys.
- The company is planning to secure the next round of funding.
- The CEO of the company needs to deliver a compelling business pitch to investors.

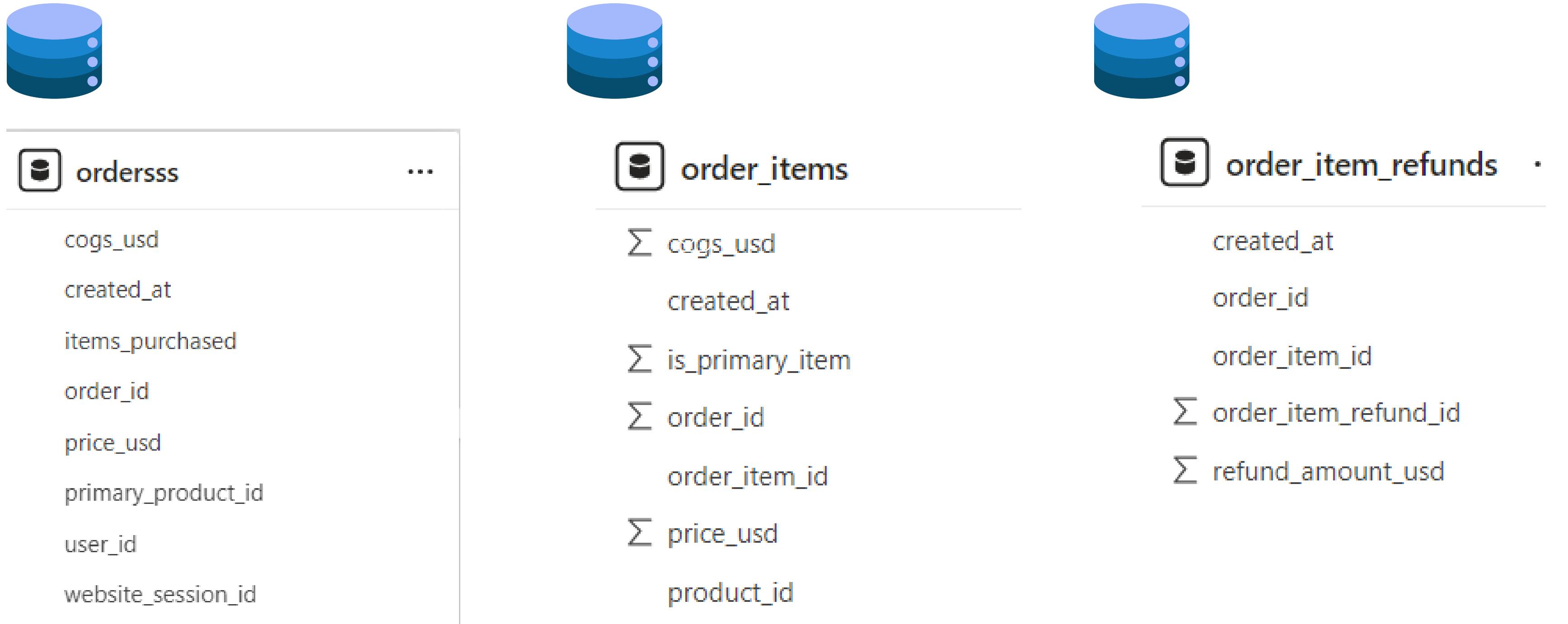
Objectives:

- Create dashboards for different stakeholders to track business metrics and KPIs regularly.
- Enable data-driven decision-making for stakeholders.
- Provide detailed analysis of company performance and new product analysis.
- Deliver a captivating business pitch by showcasing traffic analysis, website performance, progress of new products, and relevant insights and reports.

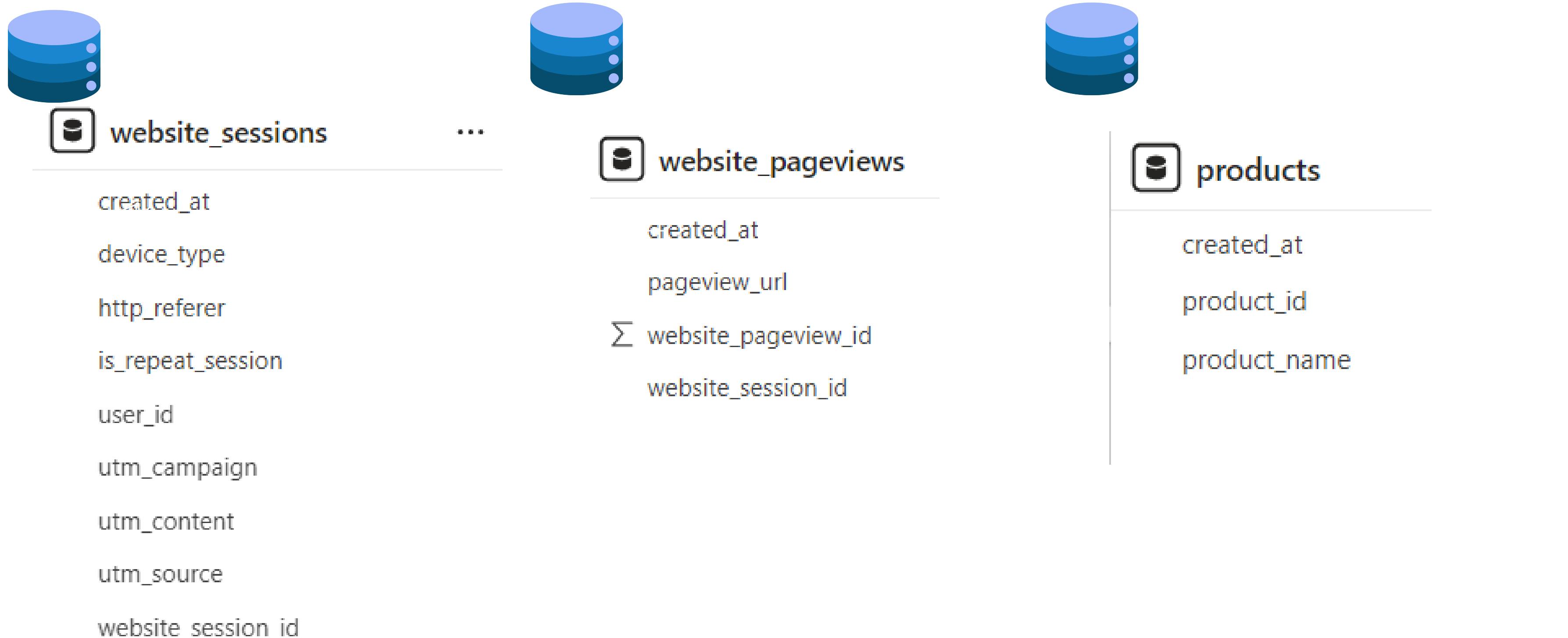
Problem Statement

- **Primary Challenge:**
 - Creating comprehensive dashboards and detailed analysis to aid in securing funding and improving performance.
- **Specific Needs:**
 - Company performance Analysis
 - Traffic Analysis & Website Performance
 - Products Insights
 - Reports for Investor Presentations

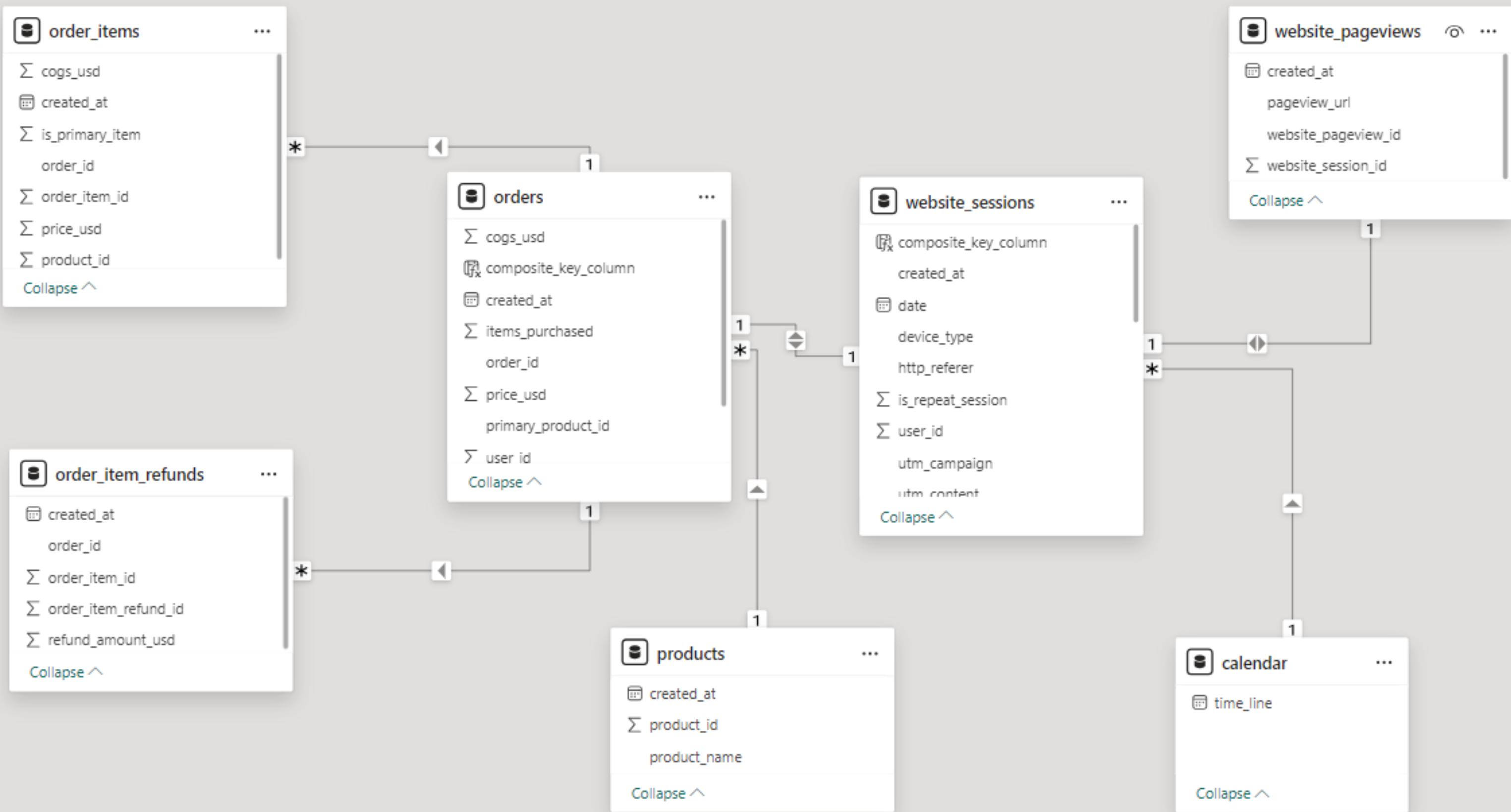
Data Availability



Data Availability



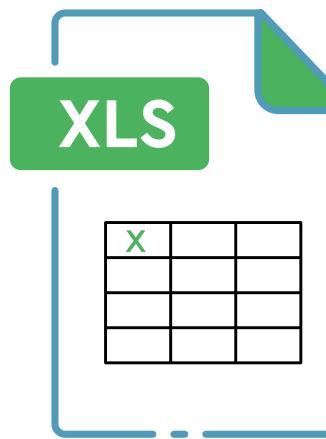
Data Model



Technology Stack

The technology stack refers to the tools and platforms used for data extraction, transformation, loading (ETL), analysis, and visualization.

- **Excel**: For initial data exploration and preliminary analysis.
- **SQL**: For data extraction, transformation, and analysis.
- **PowerBI**: For creating interactive dashboards and visualizations.



Detailed List of Data Checks

- **Integrity Checks:**
 - Ensured relationships between tables are maintained.
 - Checked for duplicate rows
- **Consistency Checks:**
 - Data formats verified(e.g., dates, numeric values).
- **Completeness Checks:**
 - Checked for missing values.
 - Ensure all necessary columns are populated.
 - NULL valued handled
- **Accuracy Checks:**
 - Cross-checked totals and subtotals against source data.

List of analysis

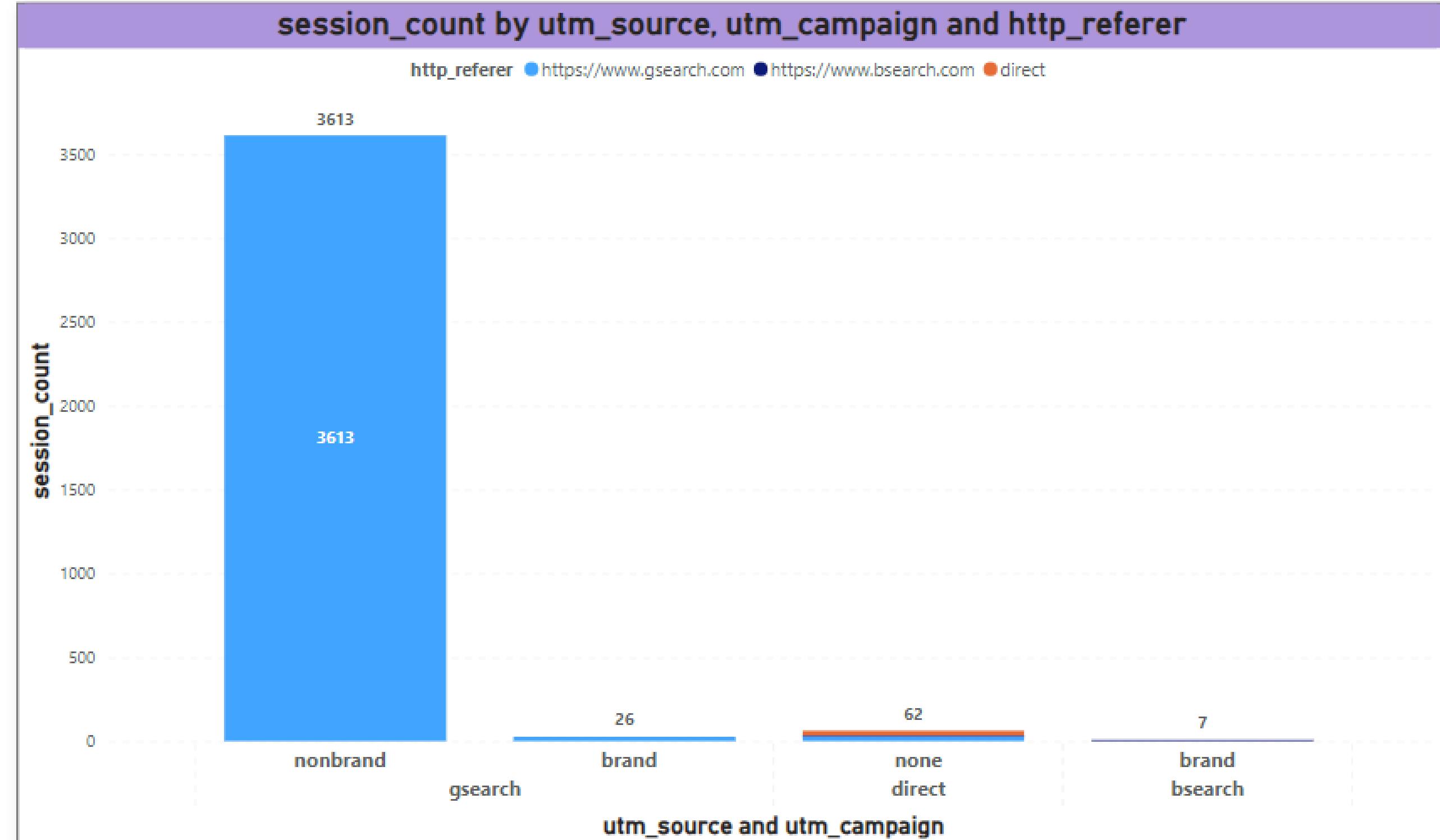
Traffic Breakdown

Insights

- Gsearch is the dominant traffic source, indicating strong performance of non-branded Google search campaigns.

Recommendations

- Given the success of non-branded Google search traffic, continue to invest in and optimize these campaigns.



Gsearch, Nonbrand Conversion Rate

Total Sessions	3613
Total Orders	107
CVR	2.96%

Insight

- This CVR is below the 4% threshold, indicating that the effectiveness of converting non-branded Google search traffic into orders is suboptimal.

Recommendations

- Since the CVR is less than 4% threshold, we have to reduce the bid to optimize spending efficiency.
- Redirect budget to higher-performing campaigns or other marketing initiatives.

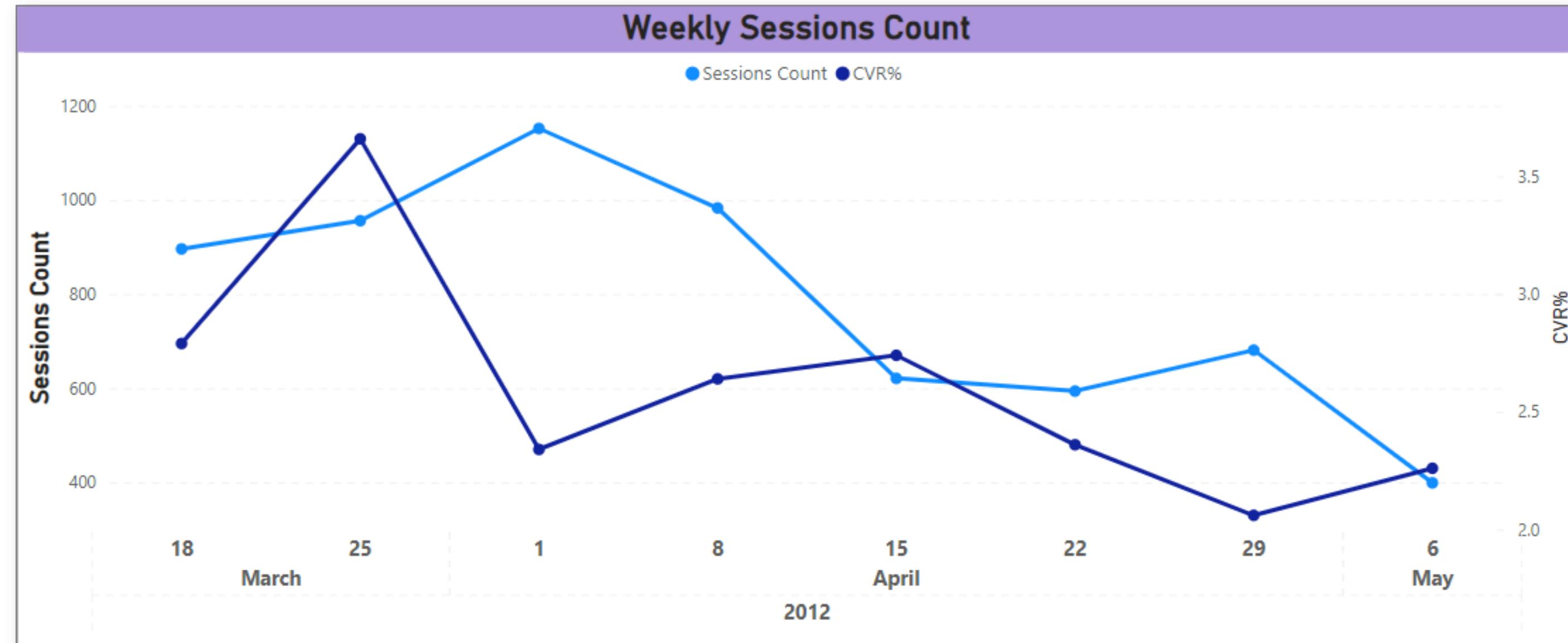
Traffic Source Trending

Insights

- Sessions for Gsearch nonbrand campaign is impacted by bid change.
- The session volume and CVR% after 2012-04-15 has dropped.

Recommendation

- We want to maximize volume at the lowest possible bid



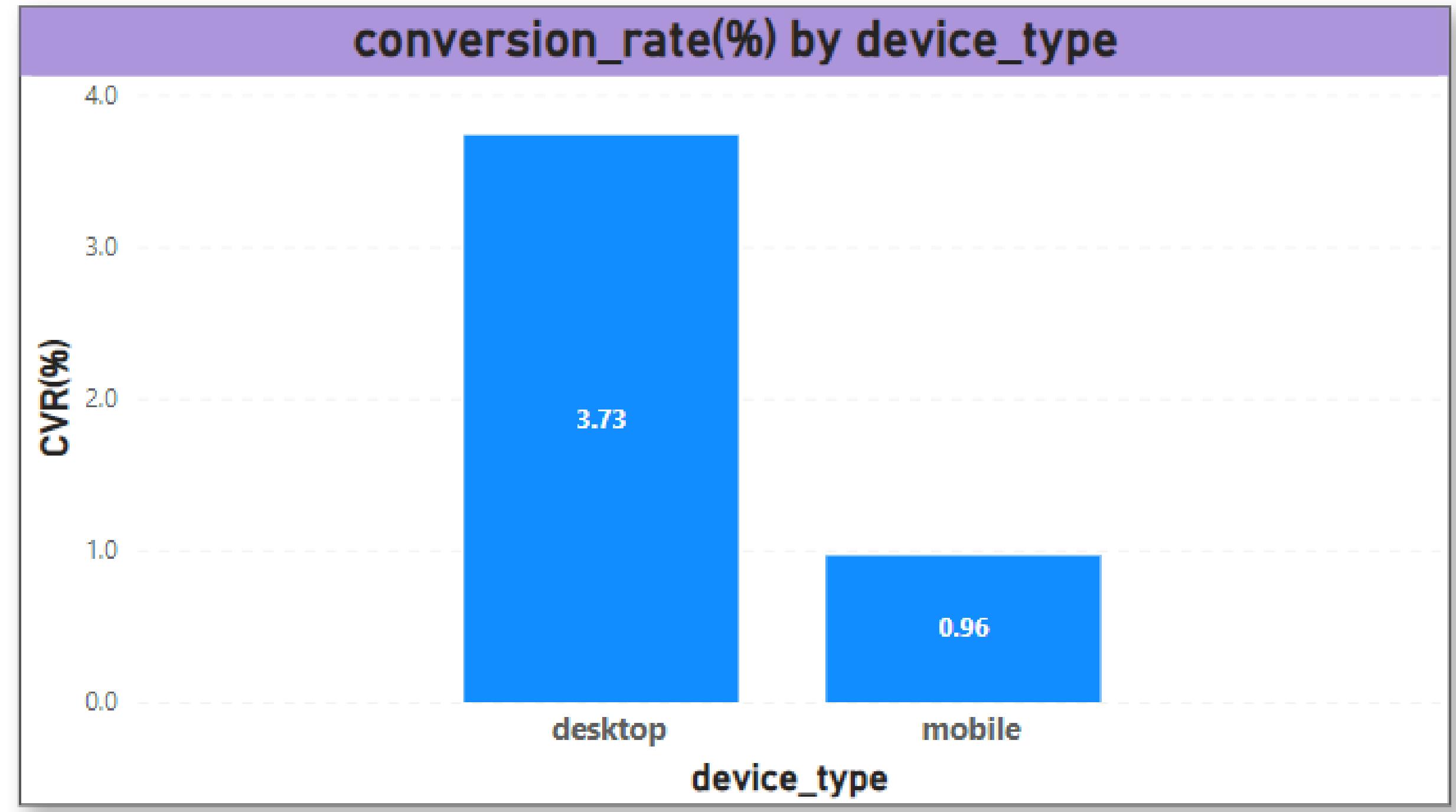
Traffic Conversion By Device Type

Insights

- Desktop performance is better than mobile for gsearch, nonbrand campaign

Reccomendation

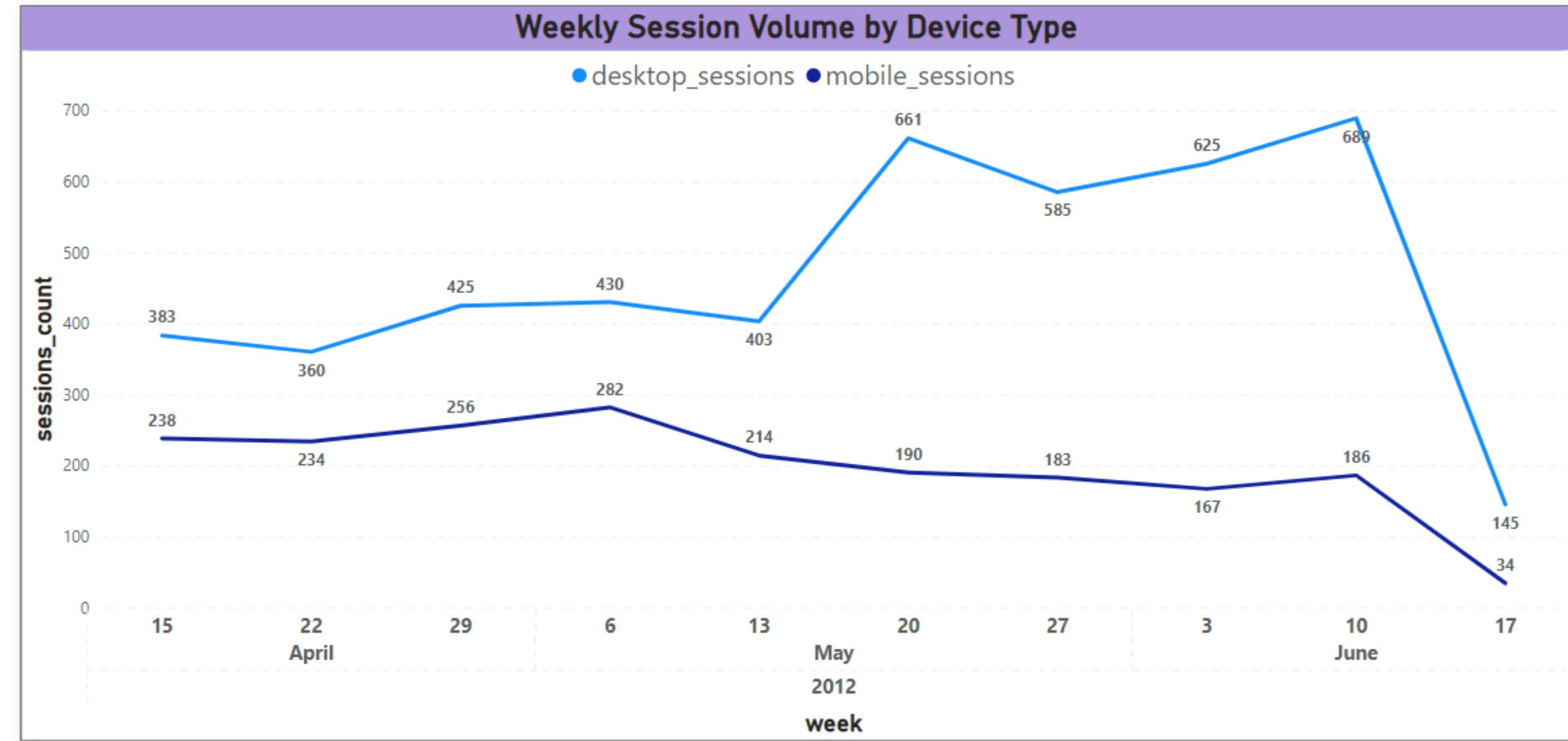
- Desktop bids are driving nearly 4% of session to successful orders rate, so we should reduce mobile bids and transfer the paid traffic spent to desktop channel instead.



Traffic Source Segment Trending

Insights

- After bidding up desktop channel on 2012-05-19, desktop sessions saw a notable rise immediately after the bidding increase, indicating the strategy's effectiveness in driving more desktop traffic.
- Conversely, mobile sessions did not benefit from the desktop bidding increase and even showed a slight decline.



Recommendation

- Evaluate the cost-effectiveness and ROI of the increased desktop traffic to ensure that the additional spend translates into conversions and revenue

Top website page

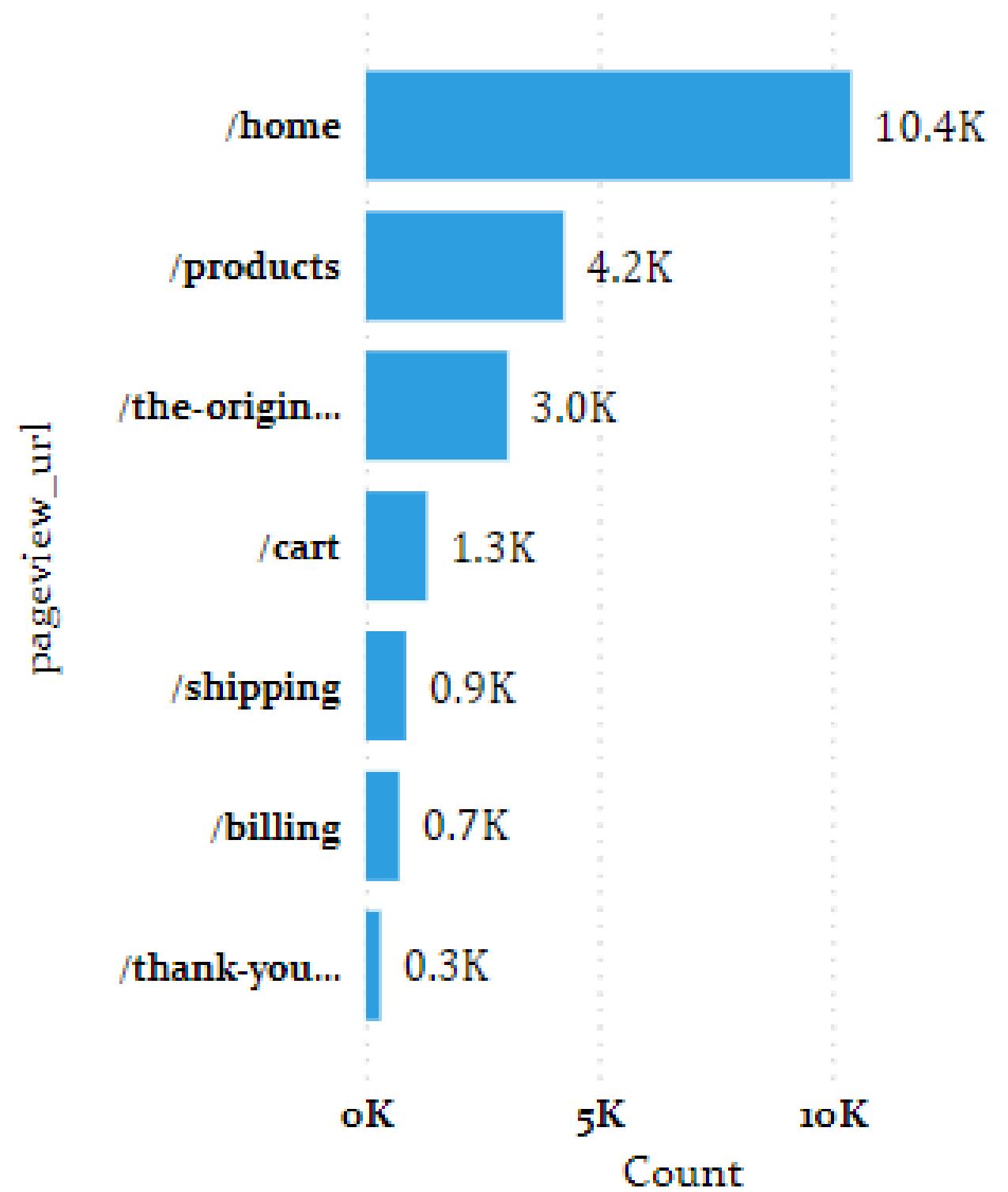
Insights:

- The home page had the highest visitor count for the period before June 9, 2012.

Recommendations:

- Make sure the home page is engaging and easy to navigate to other pages.
- More attention should be given to the product page to clearly list the products and make it easy to navigate through them.
- Simplify the checkout process to reduce friction and improve conversion rates.

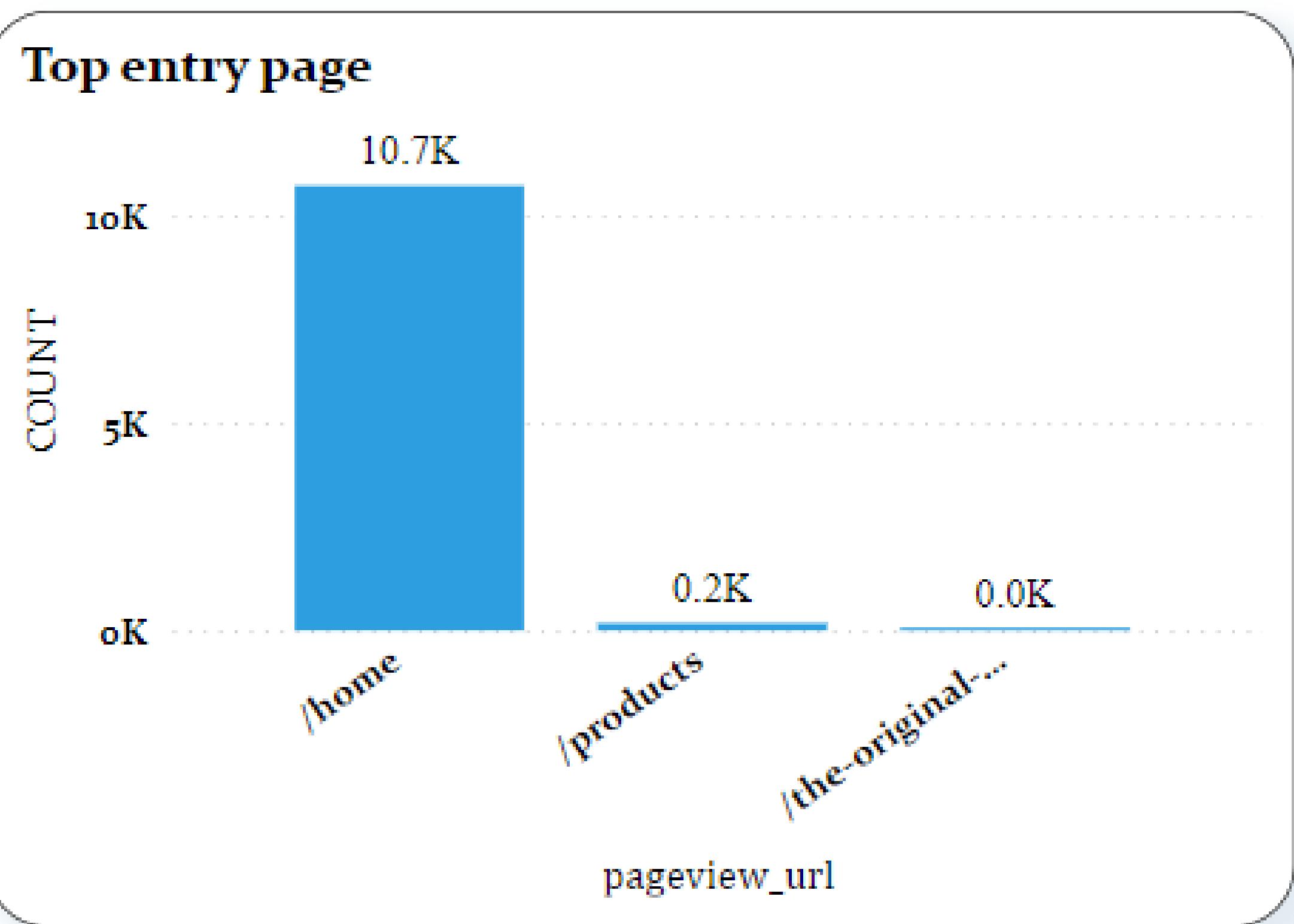
Top website page



Top Entry page

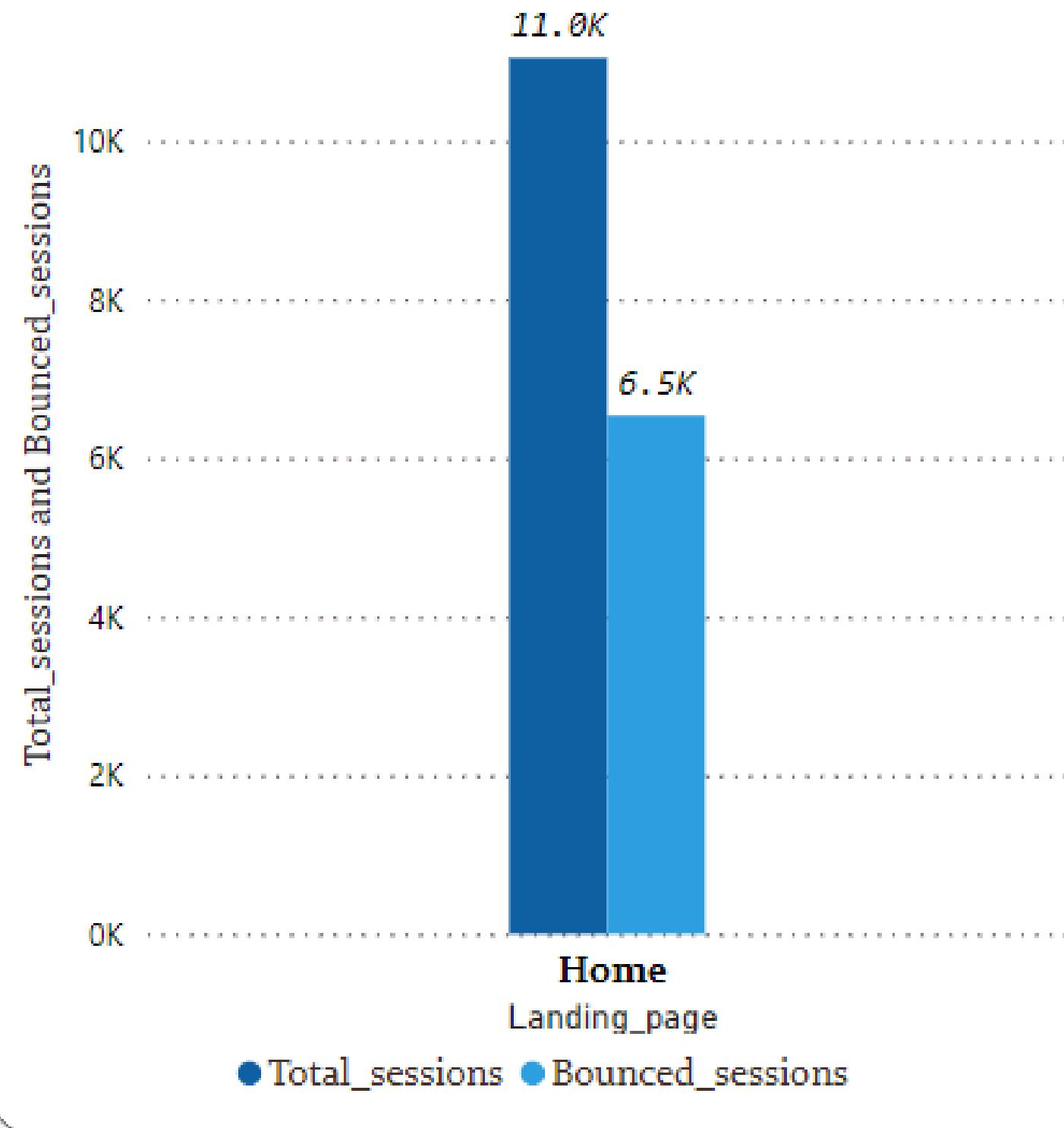
Insights:

- The home page had been the top entry page for the period before June 12, 2012.
- The entry page is the first page viewed when a visitor enters a website.



Bounce rate of Home page

Home Page



59%

Home page Bounce Rate

Insights:

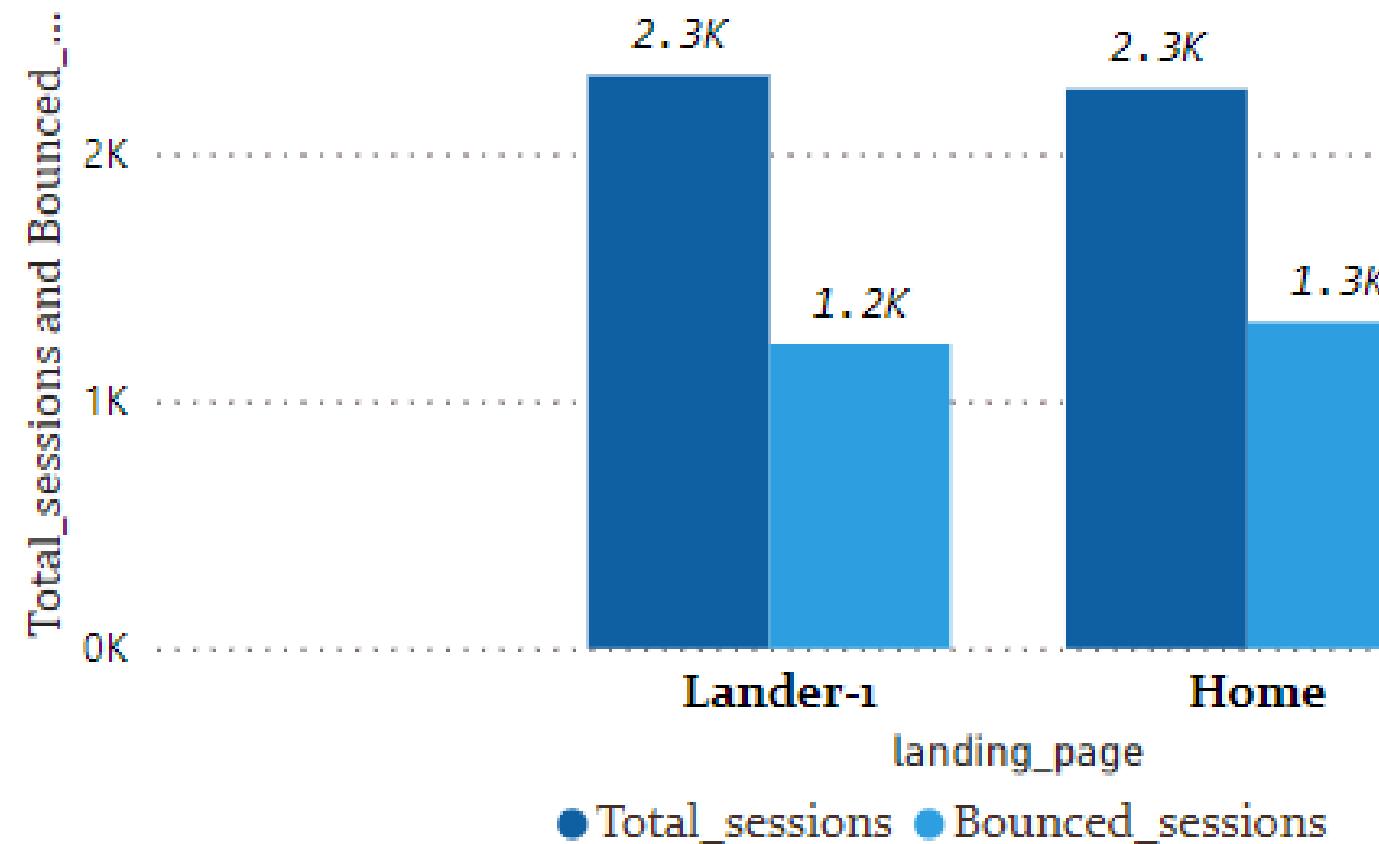
- Here we have found the Bounce rate of the Home page before June-14-2012.
- 59% of the visitors leave the website after viewing only home page, this mean the home page is not more engaging for the visitors.

Recommendation's:

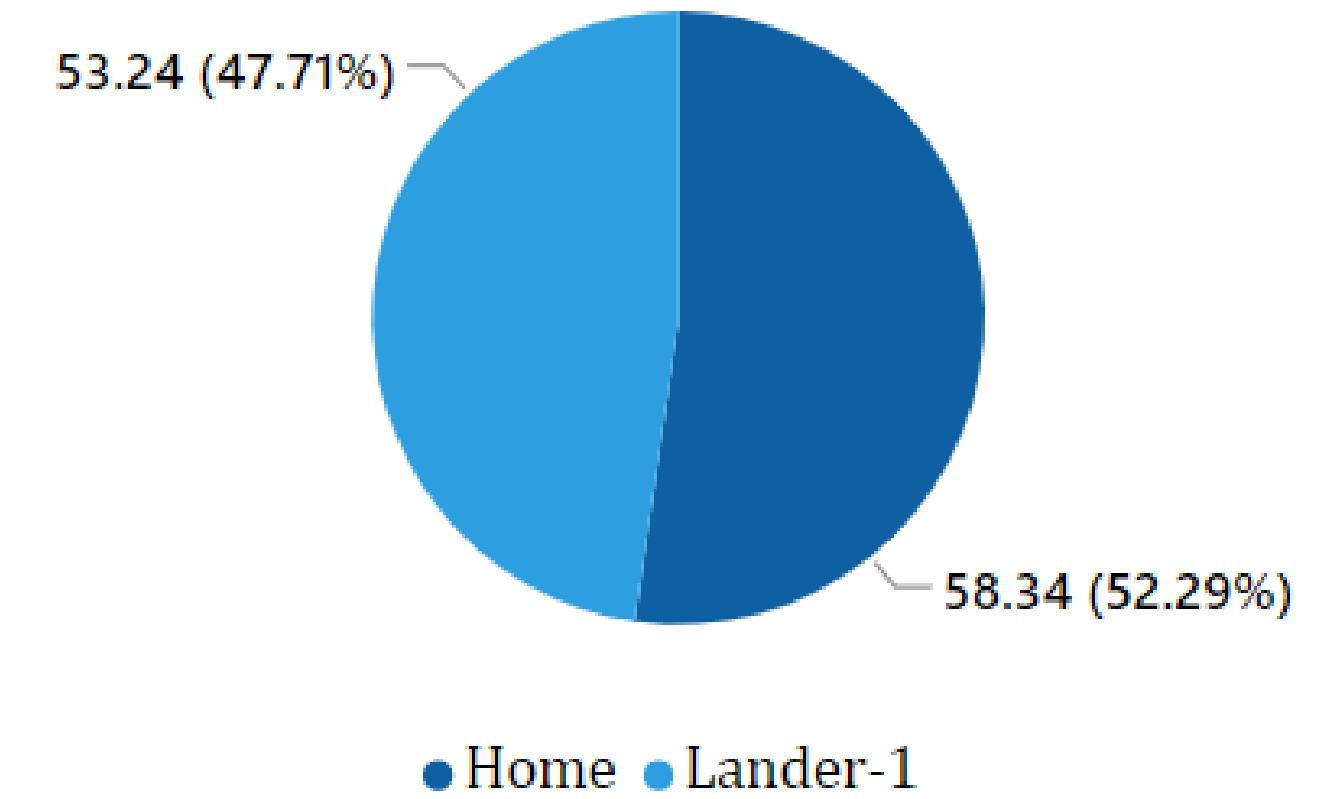
- Here we have found the Bounce rate of the Home page before June-14-2012. 59% of the visitors leave the website after viewing only home page, this mean the home page is not more engaging for the visitors.

Analyzing Landing Page Tests

Home page Vs Lander 1



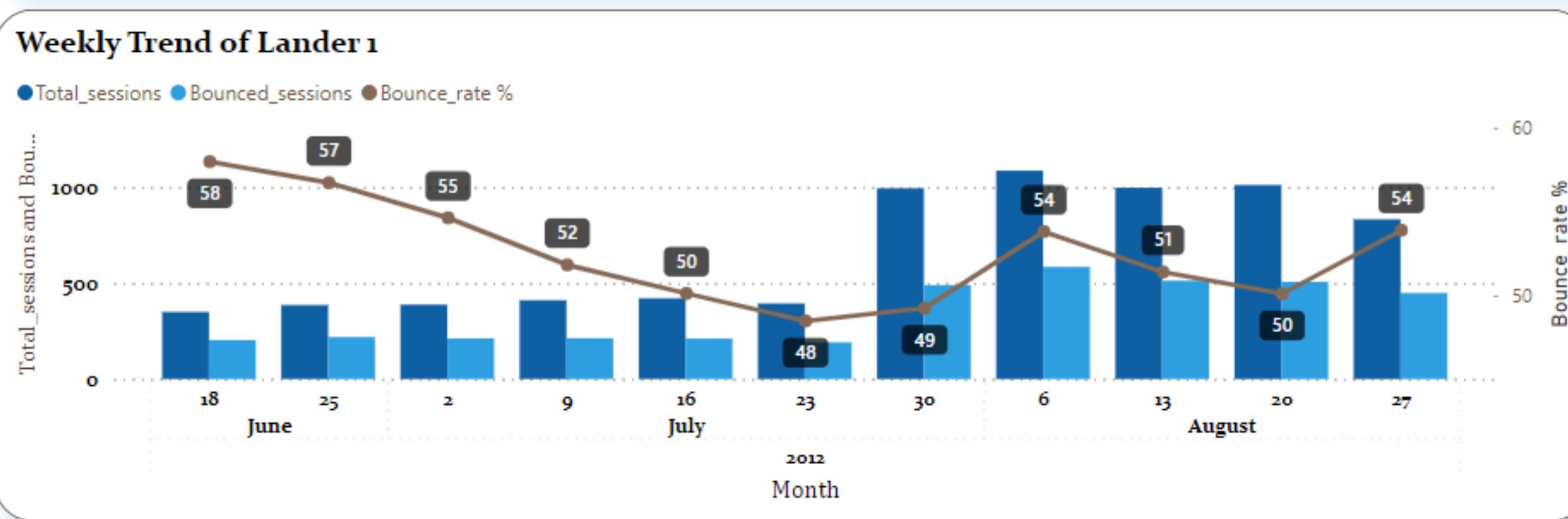
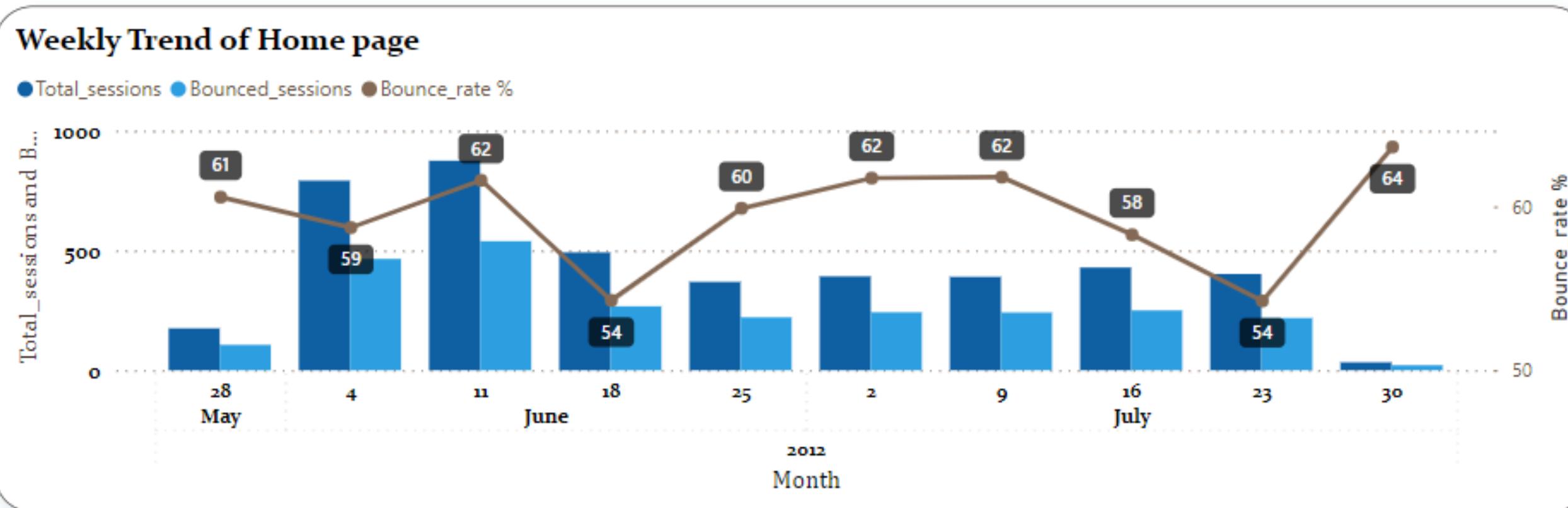
Bounce rate % of Home and Lander 1



Insights:

- Between June 19 and July 17, 2012, the bounce rate for the Lander 1 page was lower than that of the homepage.
- The lower bounce rate for the Lander page suggests it is more engaging for visitors compared to the homepage.

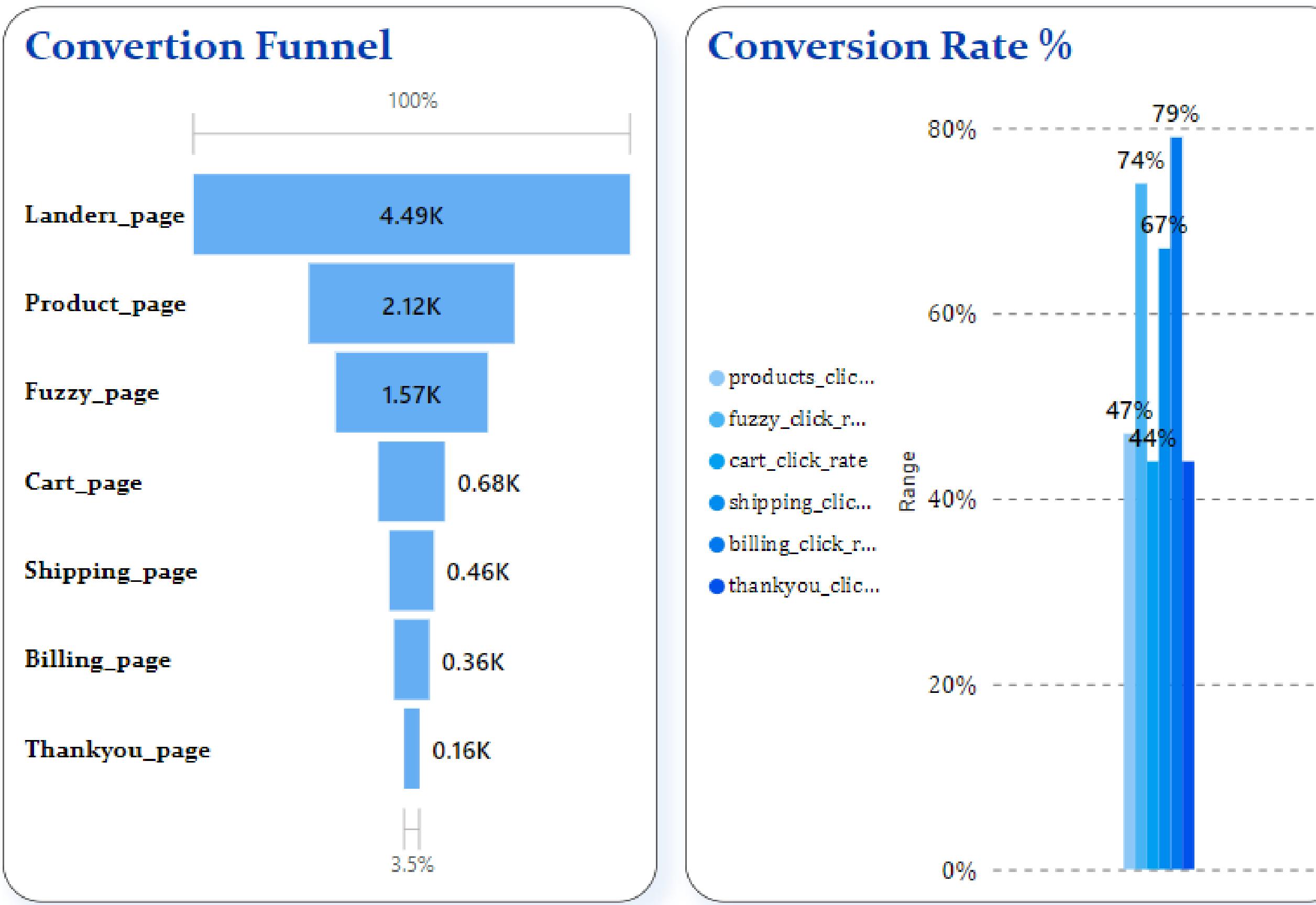
Landing Page Trend Analysis



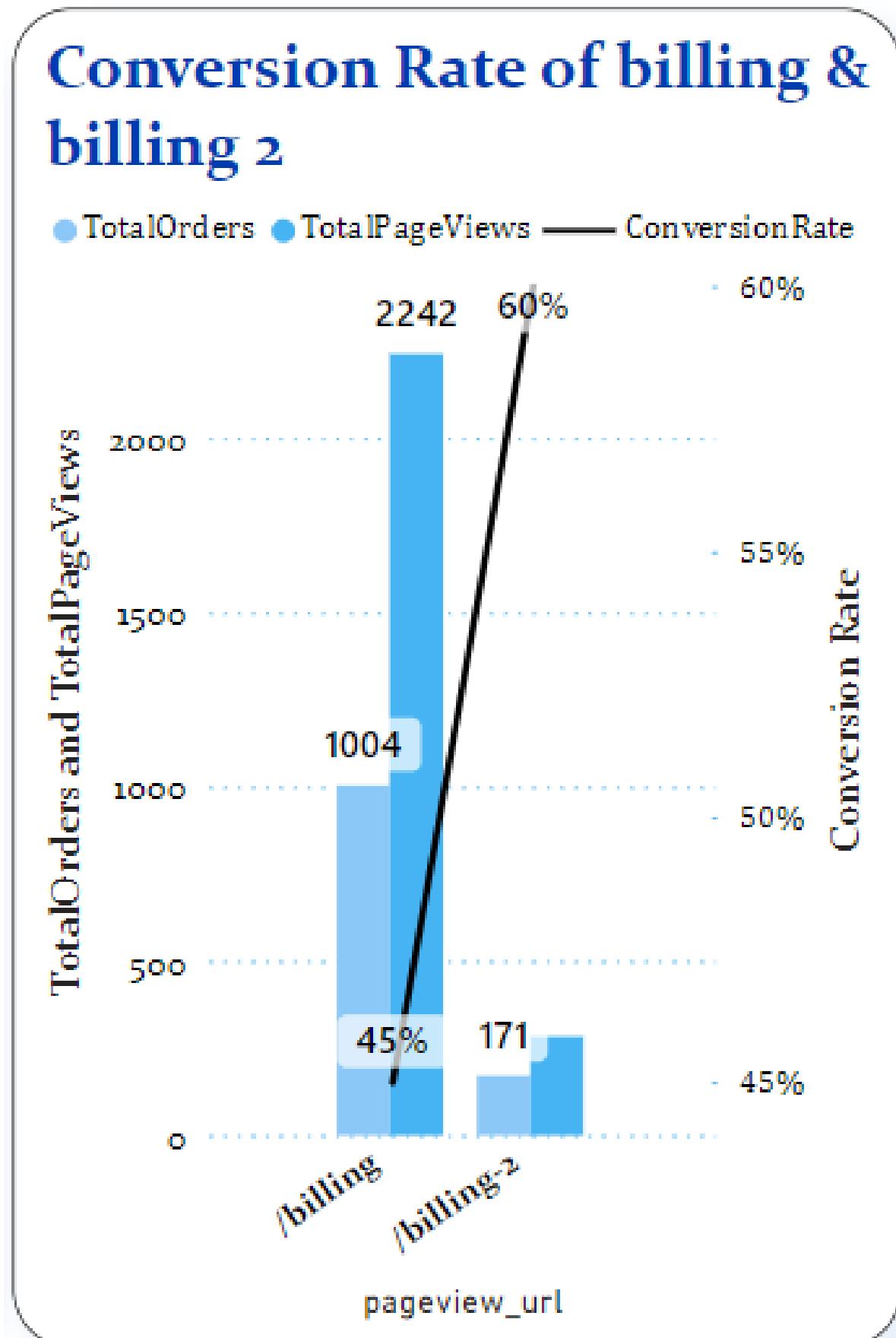
Insights:

- The landing page trend analysis was conducted from June 1 to August 31, 2012, for the GSearch non-brand campaign.
- Before June 17, all traffic were routed to home, then after Aug 5 all traffic is routed to lander-1. Bounce rate dropped from 60%+ to nearing 50% so there is improvement. Changes made to /lander-1 page is working well.

Conversion Funnel



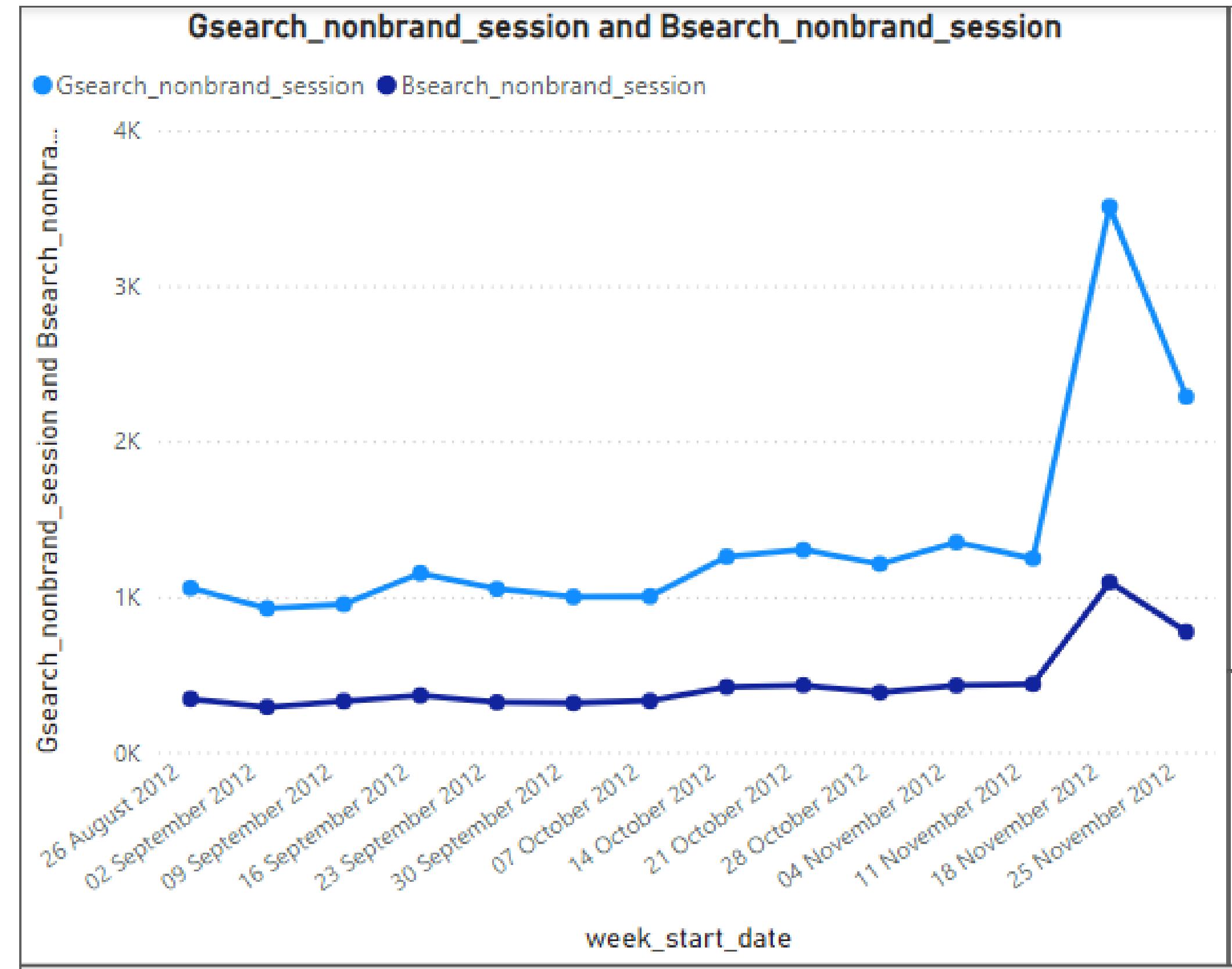
Conversion Funnel billing vs billing-2



Channel Portfolios Analysis

Insight

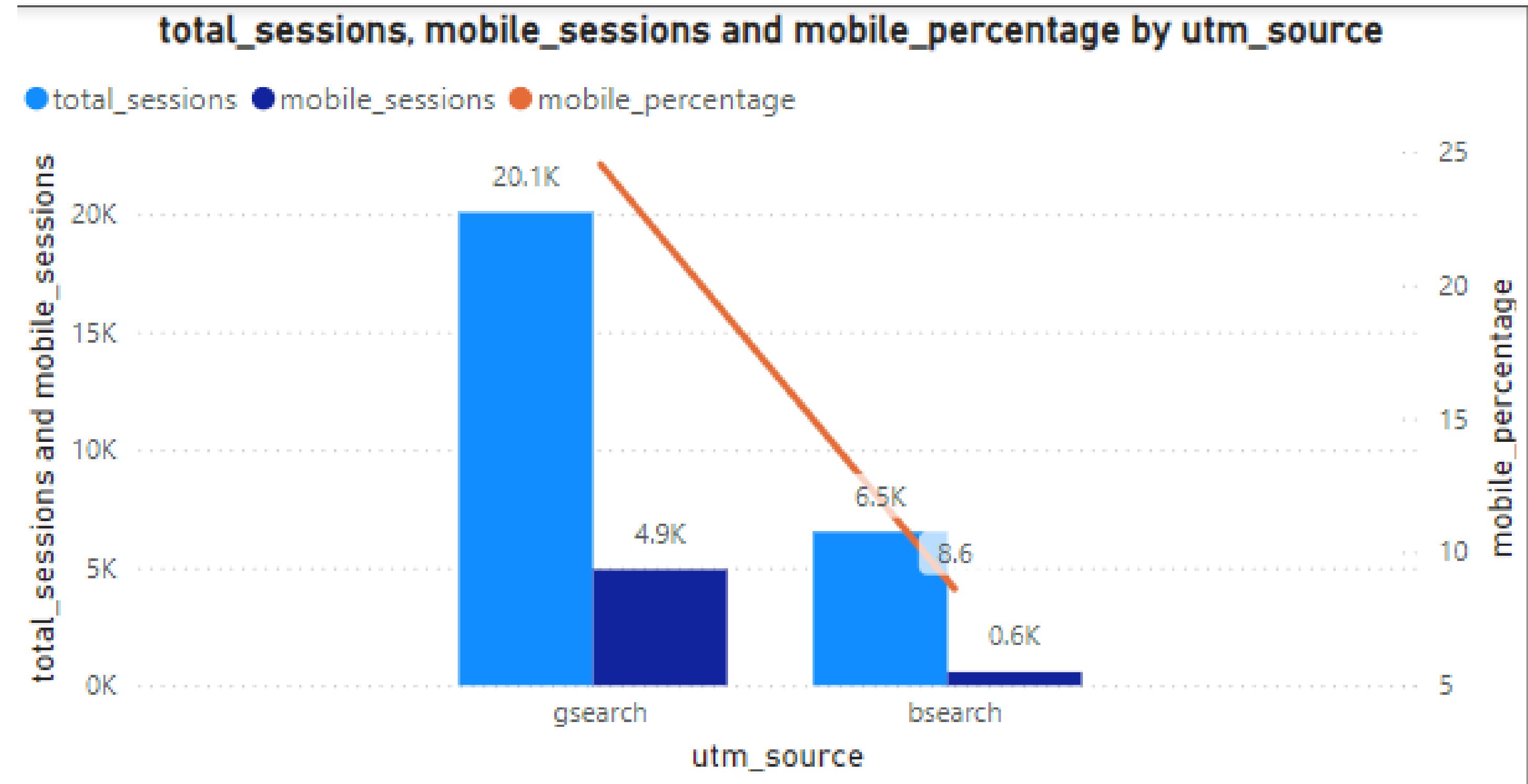
- Gsearch is the major source of traffic for non-brand campaign
- Volume for both Gsearch & Bsearch channel peaks in November



Channel Character Comparision

Insight

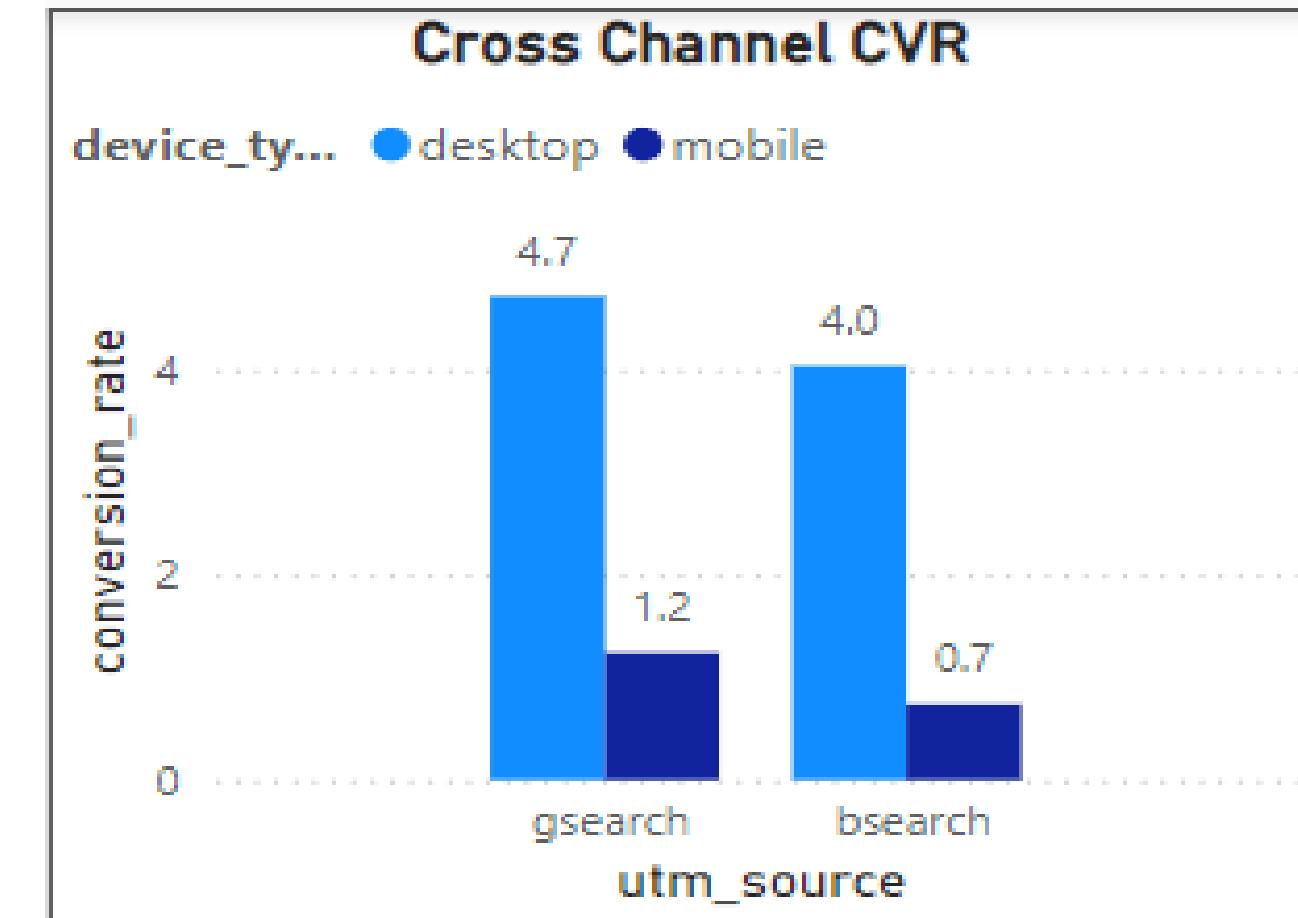
- Traffic from Gsearch source with device type Mobile is approx. 25%
- Traffic from Bsearch source with device type Mobile is 9 %



Cross-Channel Bid Optimization

Insight

- Gsearch has higher conversion rates for both desktop 4.72 % and mobile 1.24 % compared to 4.04% and 0.7% for bsearch campaign



Recommendation

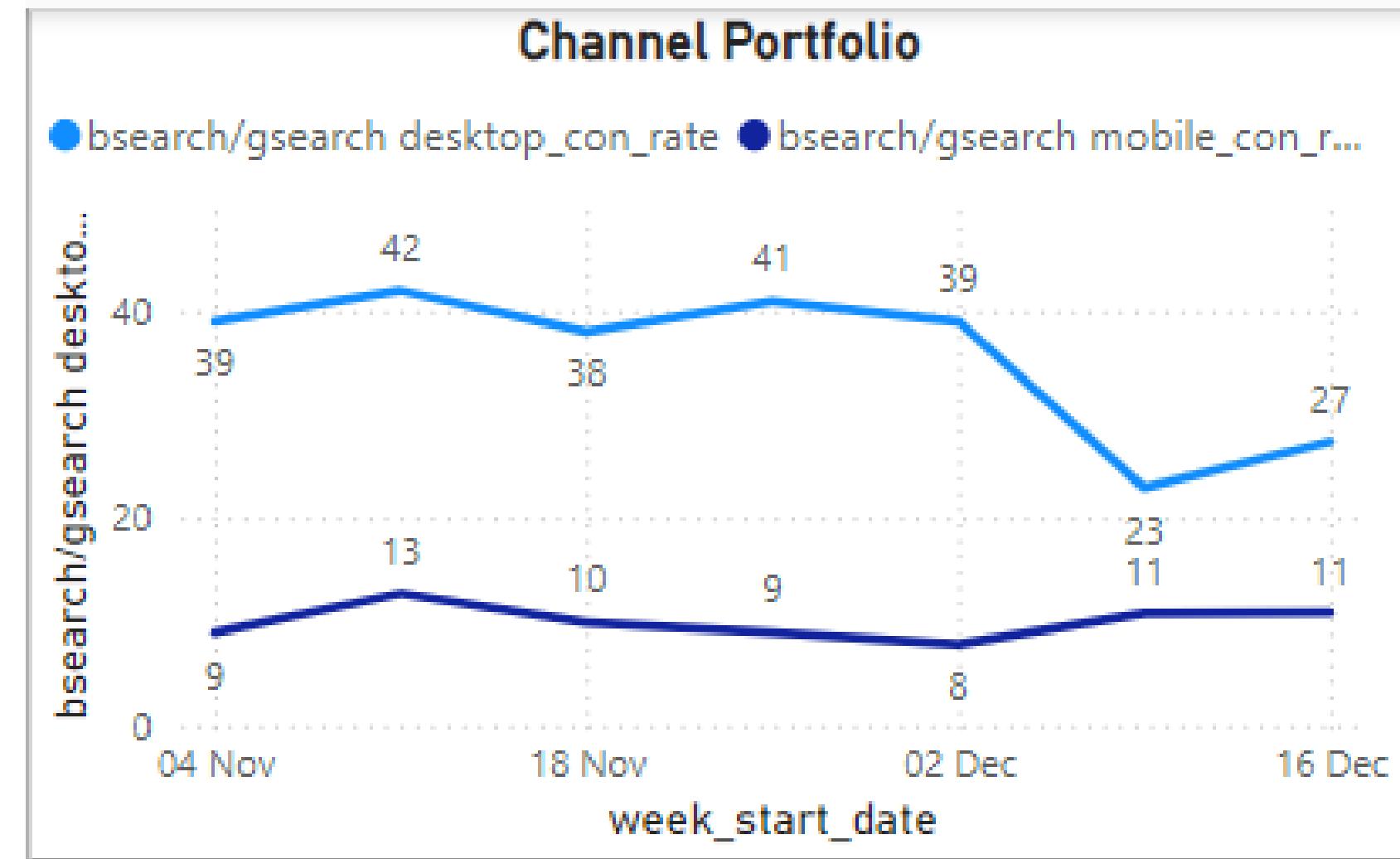
- With relatively low conversion rate compared to Gsearch there is need to bid down on 'bsearch' campaigns.

utm_source	device_type	total_sessions	total_orders	conversion_rate
gsearch	desktop	2966	140	4.72
bsearch	desktop	1164	47	4.04
gsearch	mobile	1045	13	1.24
bsearch	mobile	135	1	0.74

Channel Portfolio Trends

Insight

- The desktop bsearch sessions was consistent at 40% of gsearch sessions, but dropped after reduced bids on 2 December

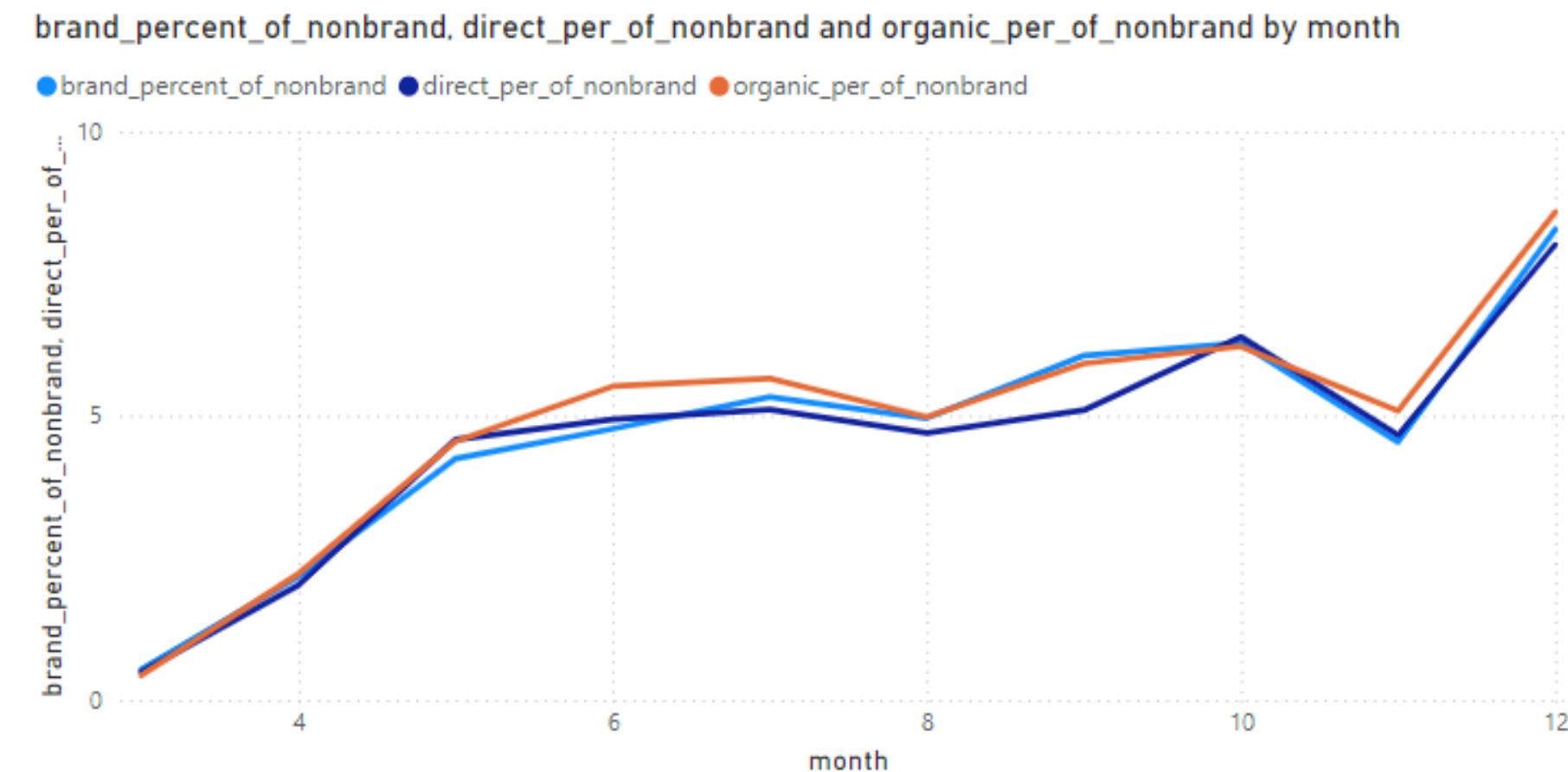


week_start_date	Gsearch_desktop_sessions	Bsearch_desktop_sessions	b-g_desktop_con_rate	Gsearch_mobile_sessions	Bsearch_mobile_sessions	b-g_mobile_con_rate
04 November 2012	1027	400	38.95	323	29	8.98
11 November 2012	956	401	41.95	290	37	12.76
18 November 2012	2655	1008	37.97	853	85	9.96
25 November 2012	2058	843	40.96	692	62	8.96
02 December 2012	1326	517	38.99	396	31	7.83
09 December 2012	1277	293	22.94	424	46	10.85
16 December 2012	1270	348	27.40	376	41	10.90

Analyzing Free Channels

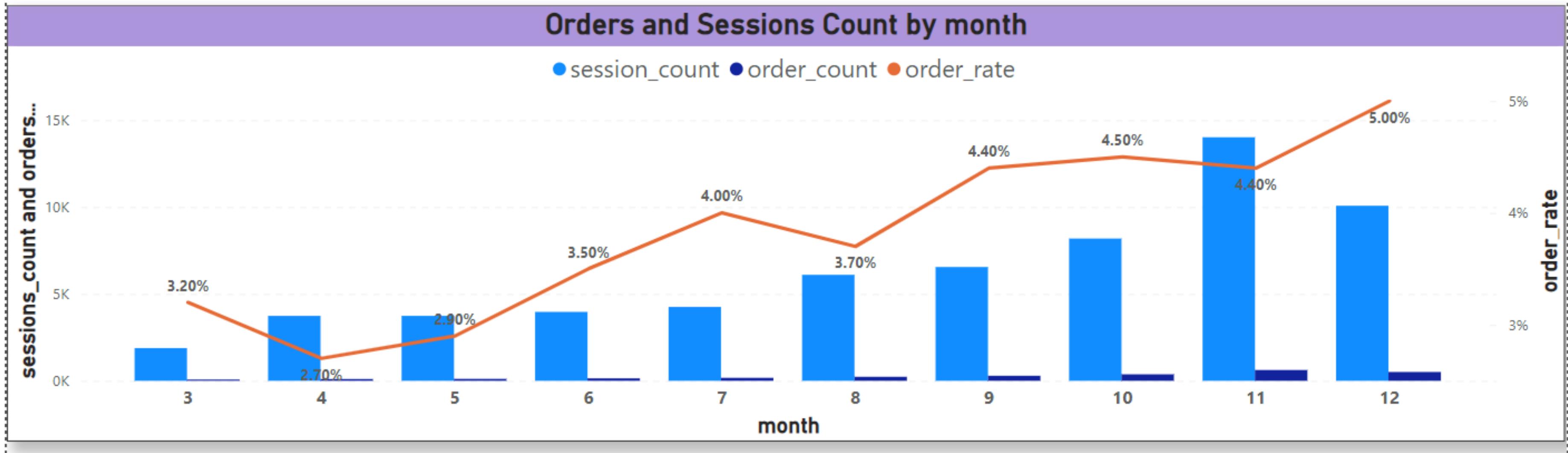
Insight

- Organic, direct and paid channels all are increasing over the time



year	month	brand_sessions	nonbrand_sessions	brand_percent_of_nonbrand	direct_sessions	direct_per_of_nonbrand	organic_sessions	organic_per_of_nonbrand
2012	3	10	1852	0.54	9	0.49	8	0.43
2012	4	76	3509	2.17	71	2.02	78	2.22
2012	5	140	3295	4.25	151	4.58	150	4.55
2012	6	164	3439	4.77	170	4.94	190	5.52
2012	7	195	3660	5.33	187	5.11	207	5.66
2012	8	264	5318	4.96	250	4.70	265	4.98
2012	9	339	5591	6.06	285	5.10	331	5.92
2012	10	432	6883	6.28	440	6.39	428	6.22
2012	11	556	12260	4.54	571	4.66	624	5.09
2012	12	668	8066	8.28	646	8.01	692	8.58

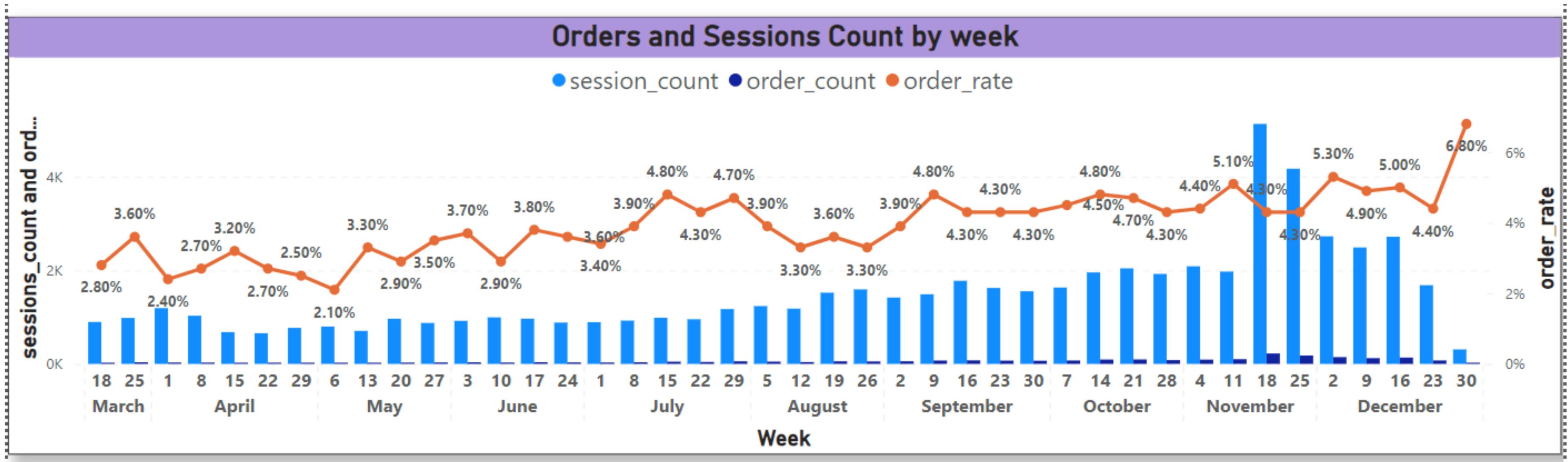
Seasonality Analysis(Monthly Trend)



Insights

- There is a clear upward trend in both number of visitors and orders all year for 2012.
- The highest session counts and order counts occur in around November, possibly indicating a strong holiday season impact.

Seasonality Analysis(Weekly Trend)



Insights

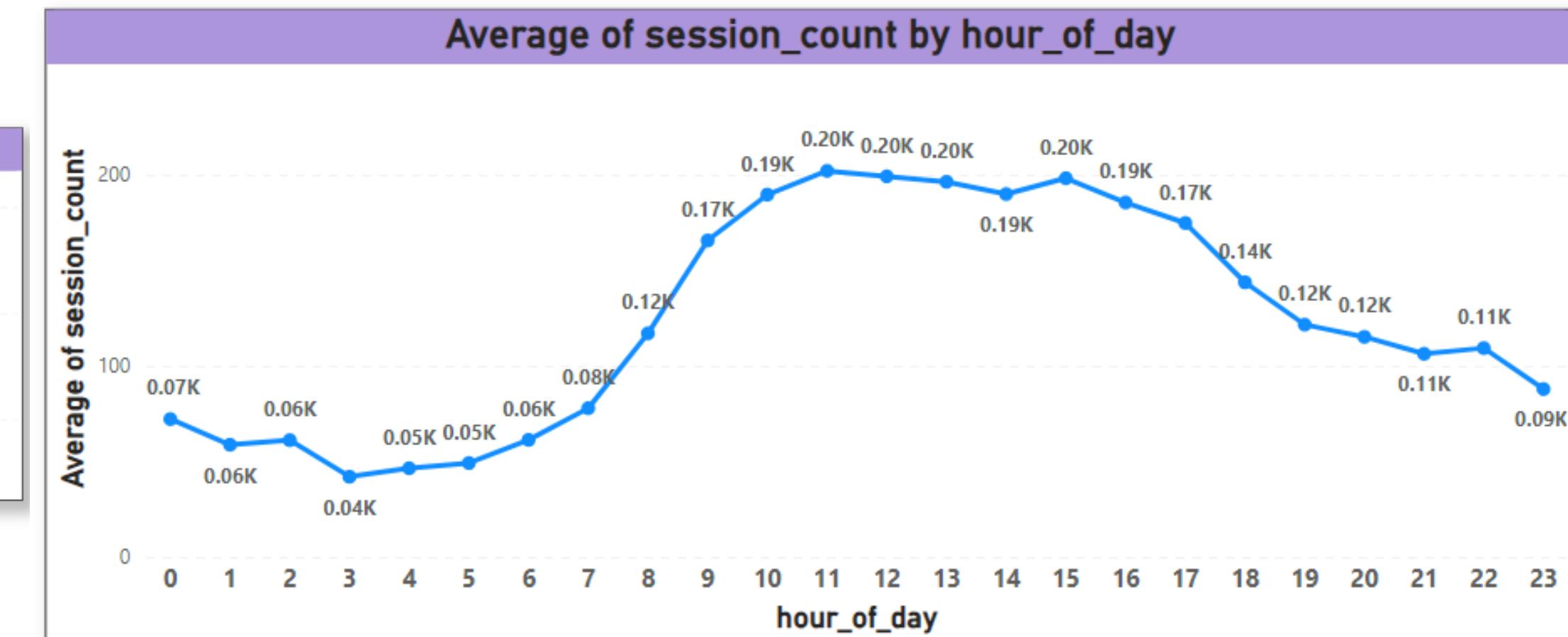
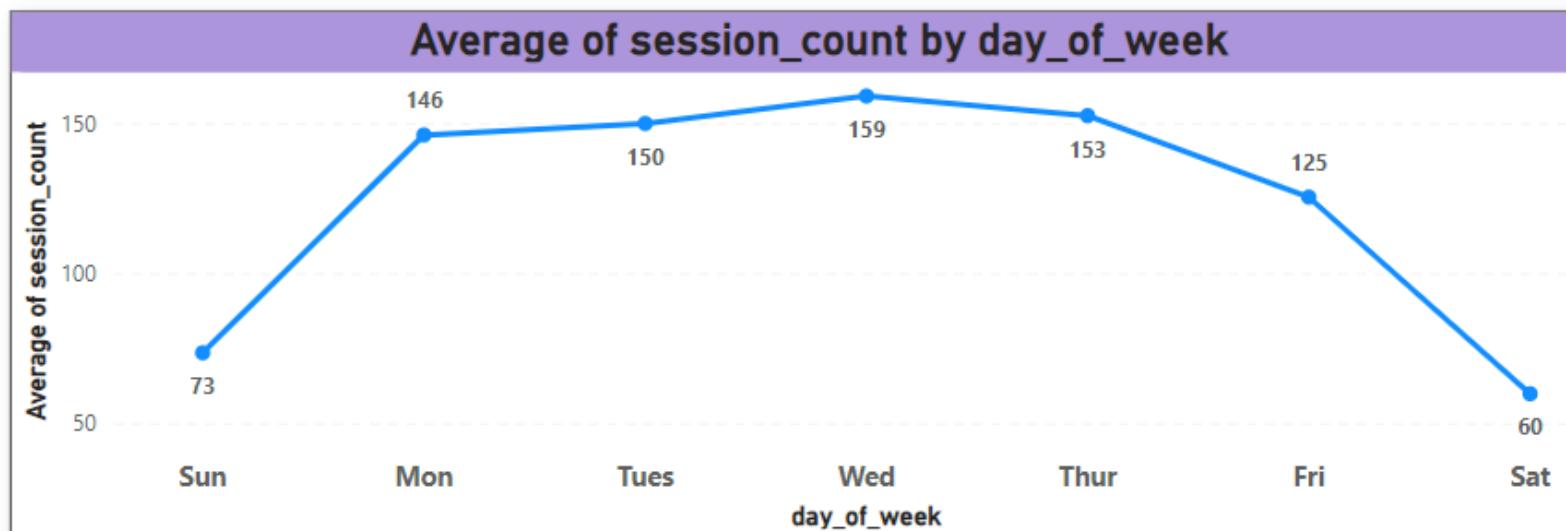
- There is a significant spike in sessions and orders during the week of November indicating a strong holiday season impact(Black Friday, Cyber Monday, etc)
- A notable peak in order rate in the last week of December at 6.8%, likely due to Christmas sales.

Seasonality Analysis

Recommendations

- **Leverage Peak Periods:** Focus on intensive marketing and promotional efforts during peak periods (October to December) holiday season to capitalize on high seasonal demand.
- **Resource Allocation:** Allocate more resources, including staffing and inventory, during the high-traffic months (October to December) to ensure smooth operations and excellent customer service.
- **Conversion Rate Optimization:** Improve the user experience on the website, such as offering personalized recommendations, simplifying the checkout process, and ensuring fast loading times to improve conversion rates during other months.

Business Patterns Analysis



Insights

- Weekdays generally see higher session counts compared to weekends. Monday to Thursday have higher traffic than Friday to Sunday.
- Within the day, session volume is significant especially between 8 AM and 5 PM . This indicates peak user activity during mid day within the day.

Business Patterns Analysis

Recommendations

- **Resource Allocation:** Allocate resources (e.g. staffing levels and operational support) based on these peak times to ensure a smooth user experience and handle increased traffic efficiently.
- **Address Weekend Traffic:** Evaluate the reasons for lower weekend traffic and explore strategies to drive more activity, such as exclusive weekend offers or content.

About Product

- **01/2013 :-** 2nd Product (love bear) was launched, targeting couples for Valentine's day.
- **12/12/2013 :-** 3rd Product (birthday bear) was launched, targeting the birthday gift market.
- **02/05/2014 :-** 4th Product (bear accessory) was launched as a cross-sell item.

PRODUCT ANALYSIS

Total Refund order Total Refund Amt Refund Rate Total Cogs Total Margin Avg Order Value Total Sale

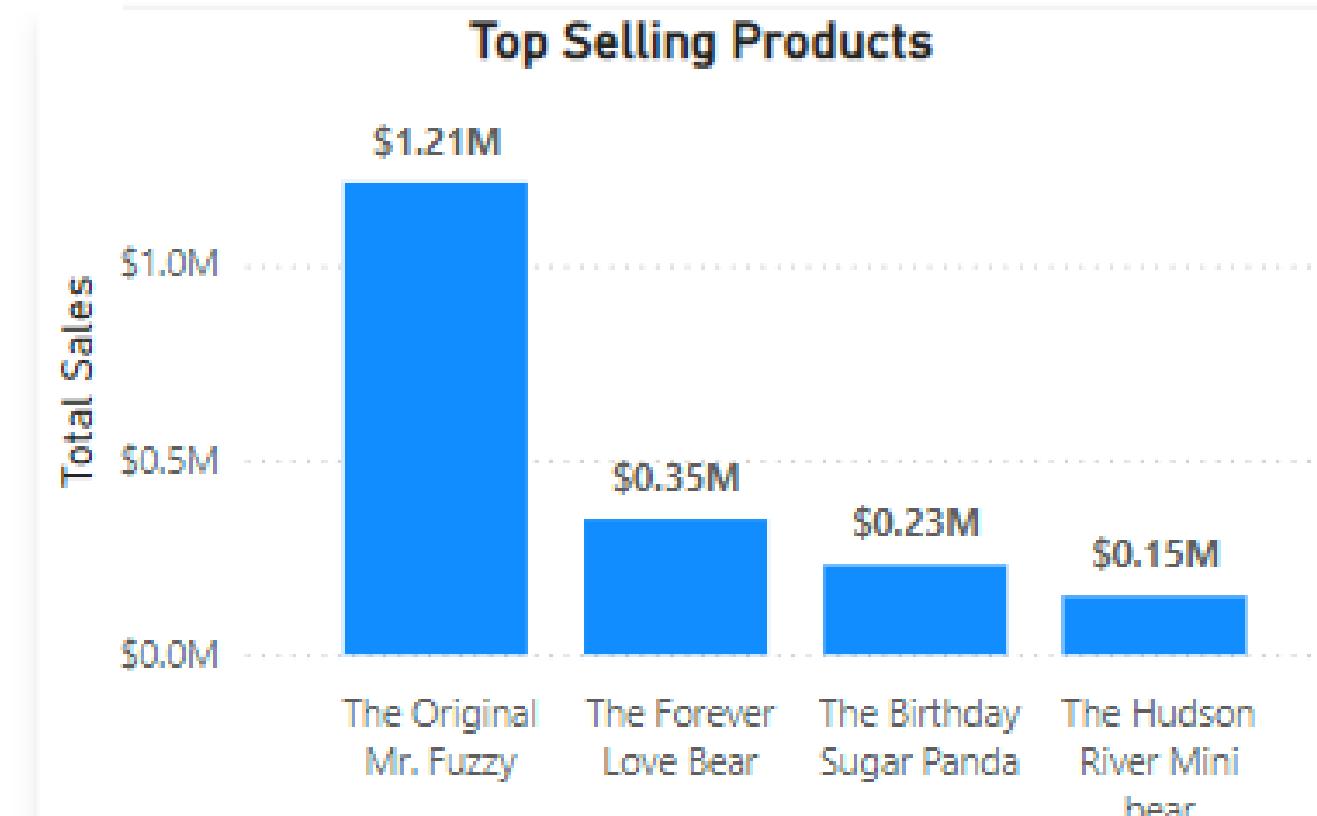
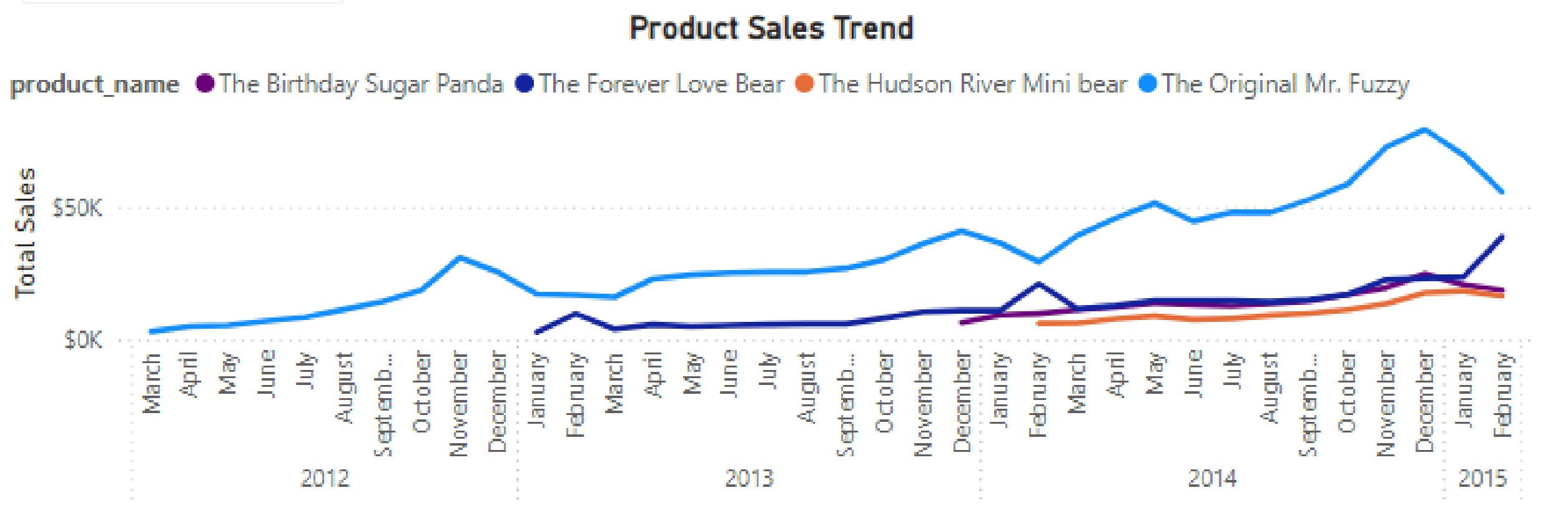
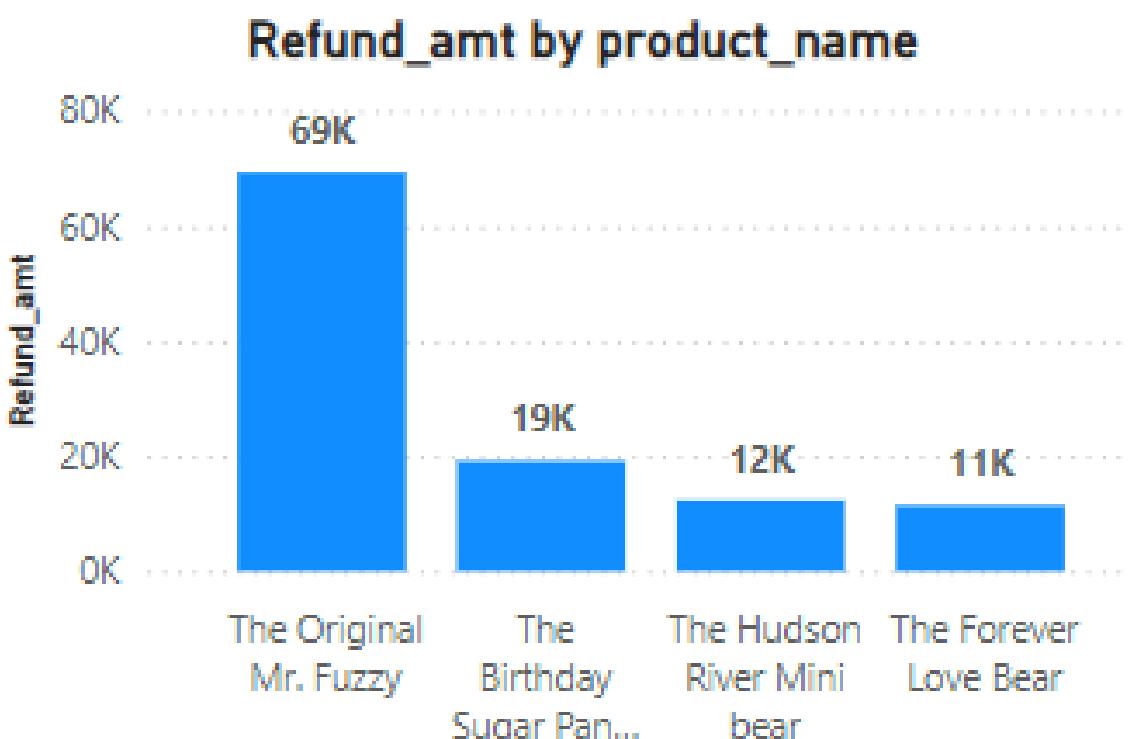
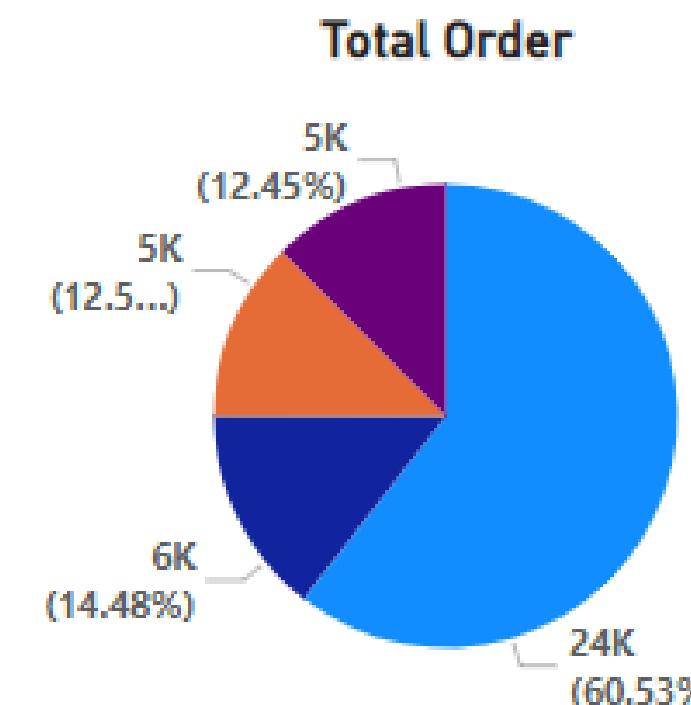
1731 **\$85K** **4.4%** **\$722K** **\$1.2M** **\$48** **\$2M**

product_name

- The Birthday Sugar ...
- The Forever Love B...
- The Hudson River ...
- The Original Mr. Fu...

Month

Year



Product Level Sales Analysis

- Continuous growth from March 2012, peaking in November 2014, followed by a decline.
- Steady increase from March 2012 to January 2015, with a peak in November 2014 and a decline afterward.
- Growth Period: Strong growth from mid-2013 to late 2014.
- Seasonal Peaks: High sales and margins during November and December.
- Post-Peak Decline: Drop in early 2015 suggests a post-holiday slump or market shifts.

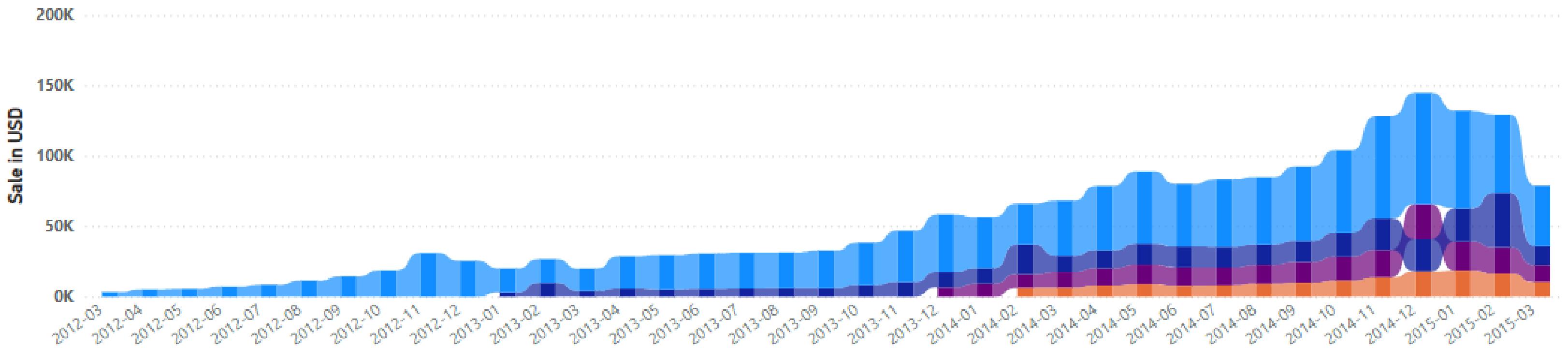
Product Launch Sales Analysis

product_name ● The Birthday Sugar Panda ● The Forever Love Bear ● The Hudson River Mini bear ● The Original Mr. Fuzzy



Total Sale by Product

product_name ● The Birthday Sugar Panda ● The Forever Love Bear ● The Hudson River Mini bear ● The Original Mr. Fuzzy



Product Launch Sales Analysis

Steady increase in monthly orders, peaking in holiday seasons.

Conversion rates generally between 6.5% to 8.6%, with peaks in early 2015.

Revenue Trends:

- Monthly revenue shows significant growth, especially during November and December.
- Revenue per session improves steadily, reaching \$5.43 by February 2015.

Product Performance:

- The Original Mr. Fuzzy is the top seller, with increasing sales and revenue.
- The Forever Love Bear also performs well.
- Newer products like The Birthday Sugar Panda and The Hudson River Mini Bear show growing sales and contribute significantly to revenue.

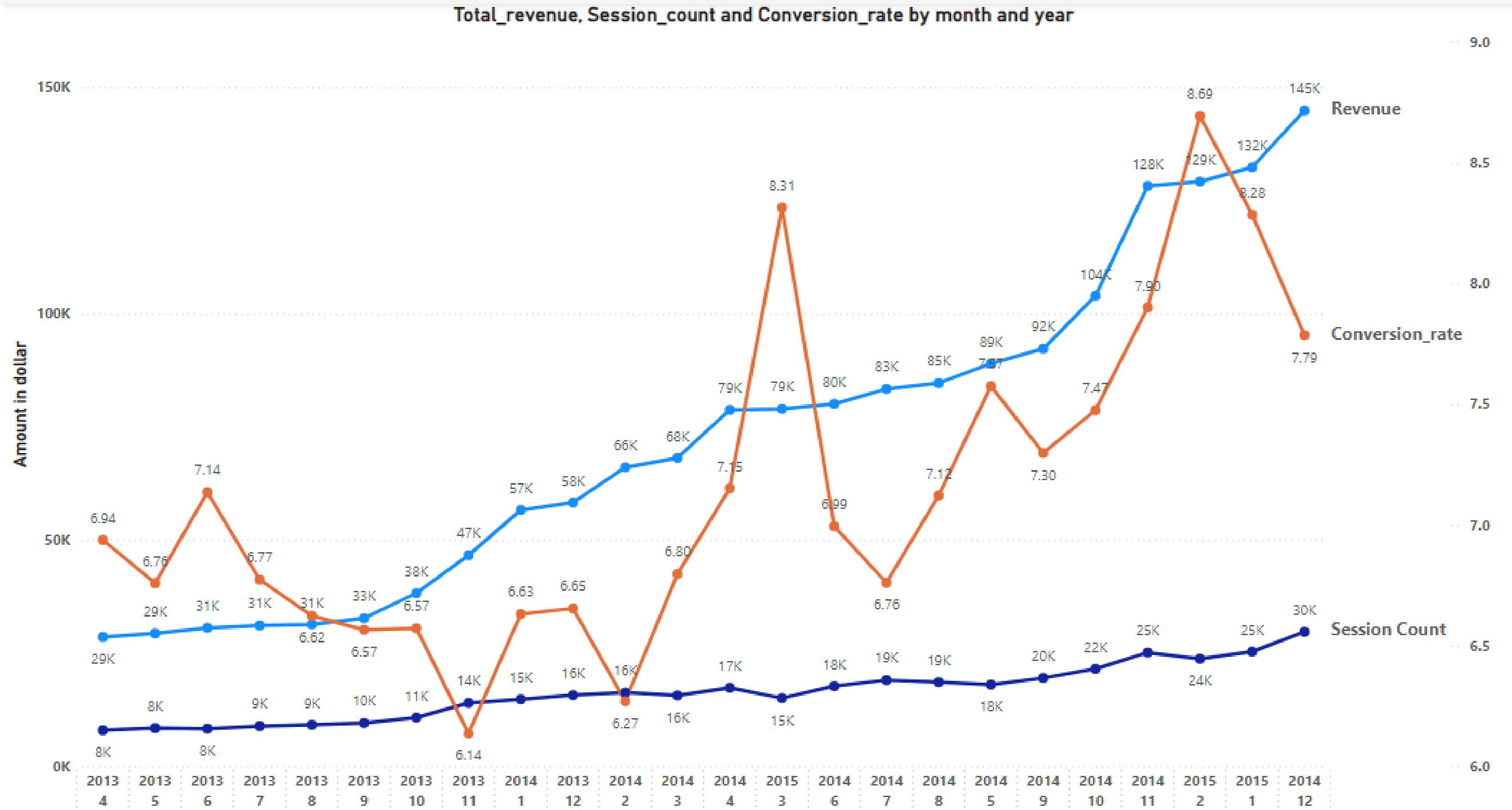
New Product Impact:

- Introduction of new products boosts overall sales and market segment capture.

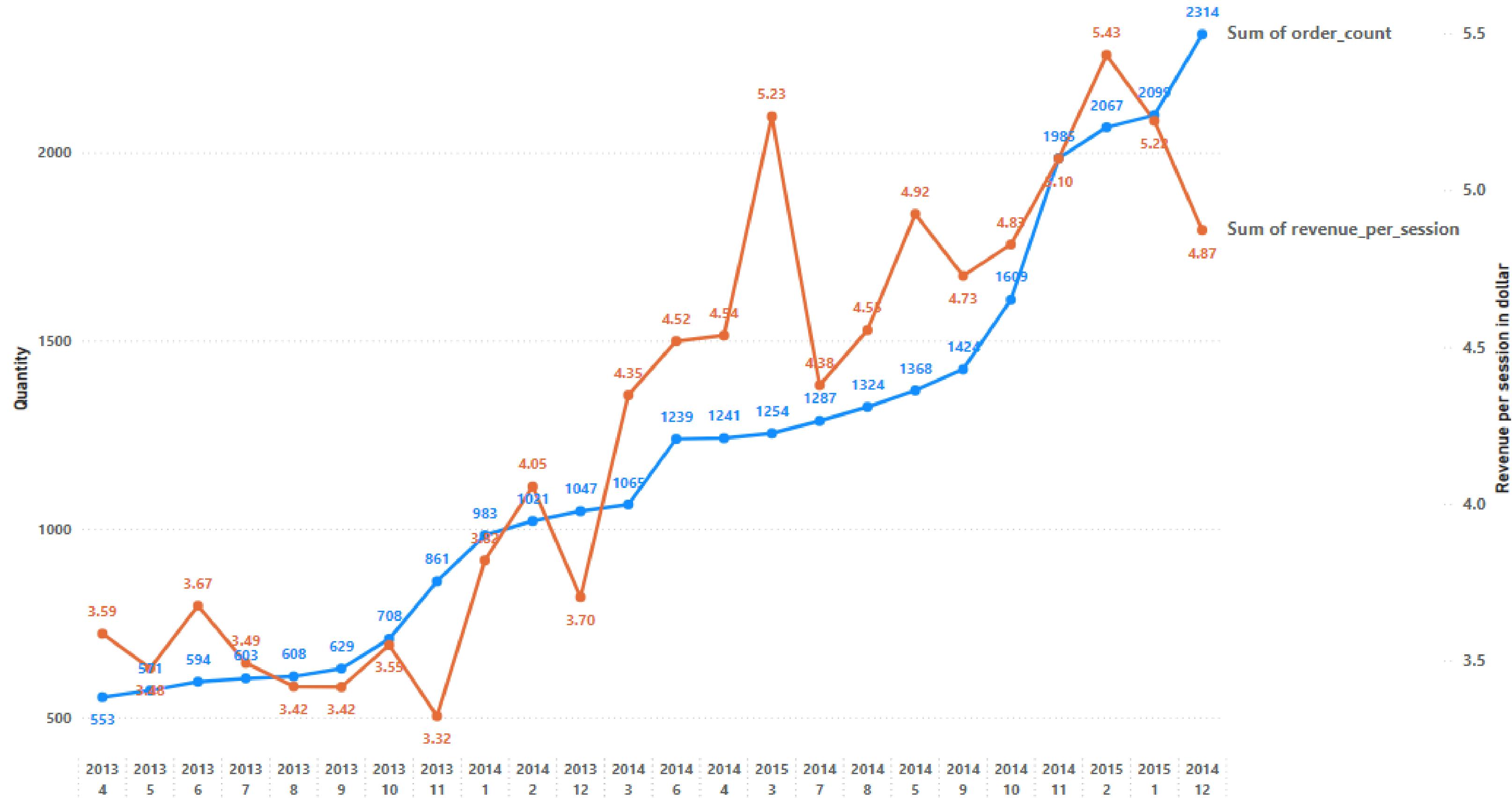
Website Engagement:

- Increasing website sessions correlate with higher order volumes and better revenue per session

Product Launch Sales Analysis



Product Launch Sales Analysis



Product Pathing Analysis

time_period	sessions	w_next_pg	pct_w_next_pg	to_mr_fuzzy	pct_to_mr_fuzzy	to_lovebear	pct_to_lovebear
B. Post_Product_1	10709	8200	0.7657	6654	0.6213	1546	0.1444
A. Pre_Product_2	15696	11347	0.7229	11347	0.7229	0	0

- Since the launch of the Love Bear product, the percentage of clicks from the /products page to the Mr. Fuzzy product page has decreased.
- However, the overall click-through rate for the /products page has increased.
- This suggests that the Love Bear product is generating additional interest in products overall.
- It is recommended that the conversion funnels for each product be investigated individually to better understand how the Love Bear product is impacting customer behavior.

Product Conversion Funnels

- Higher Engagement: Both products show increased engagement from product page to cart and shipping stages.
- Opportunities for Improvement: Initial product page click rates are lower; focus on enhancing product page appeal to boost initial engagement.

Product Page Click Rate:

"The Forever Love Bear": 0.55

"The Original I'm Fuzzy": 0.44

Cart Click Rate:

Both products: 0.69

Shipping Click Rate:

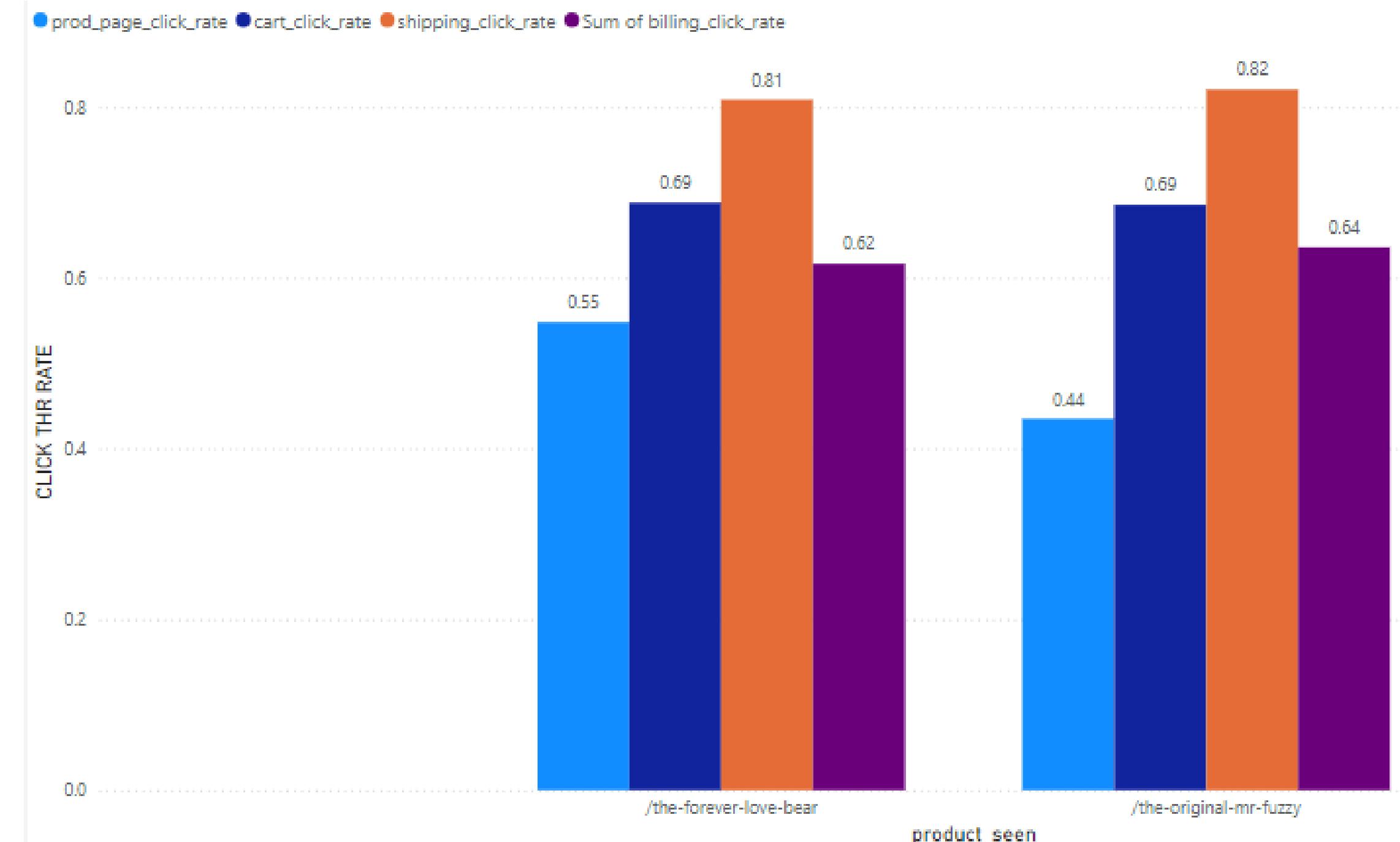
"The Forever Love Bear": 0.81

"The Original I'm Fuzzy": 0.82

Billing Click Rate:

"The Forever Love Bear": 0.62

"The Original I'm Fuzzy": 0.64



Cross-Sell Analysis

time_period	cart_sessions	clickthroughs	cart_ctr	products_per_order	aov	rev_per_cart_session
A. Pre_Cross_Sell	1830	1229	0.6716	1	51.4164	18.3188
B. Post_Cross_Sel	1975	1351	0.6841	1.0447	54.2518	18.4319

- Though It's only been a short time, but the results so far are good.
- The click-through rate (CTR) from the /cart page hasn't gone down, like we were worried it might.
- In fact, people are buying more products per order, and the average order value (AOV) and revenue per /cart session have all gone up a little bit.
- While the cross sell feature does not appear to be a game changer at this early stage, the trend is positive.
- I recommend that we continue to monitor the performance of the feature and make adjustments as needed.

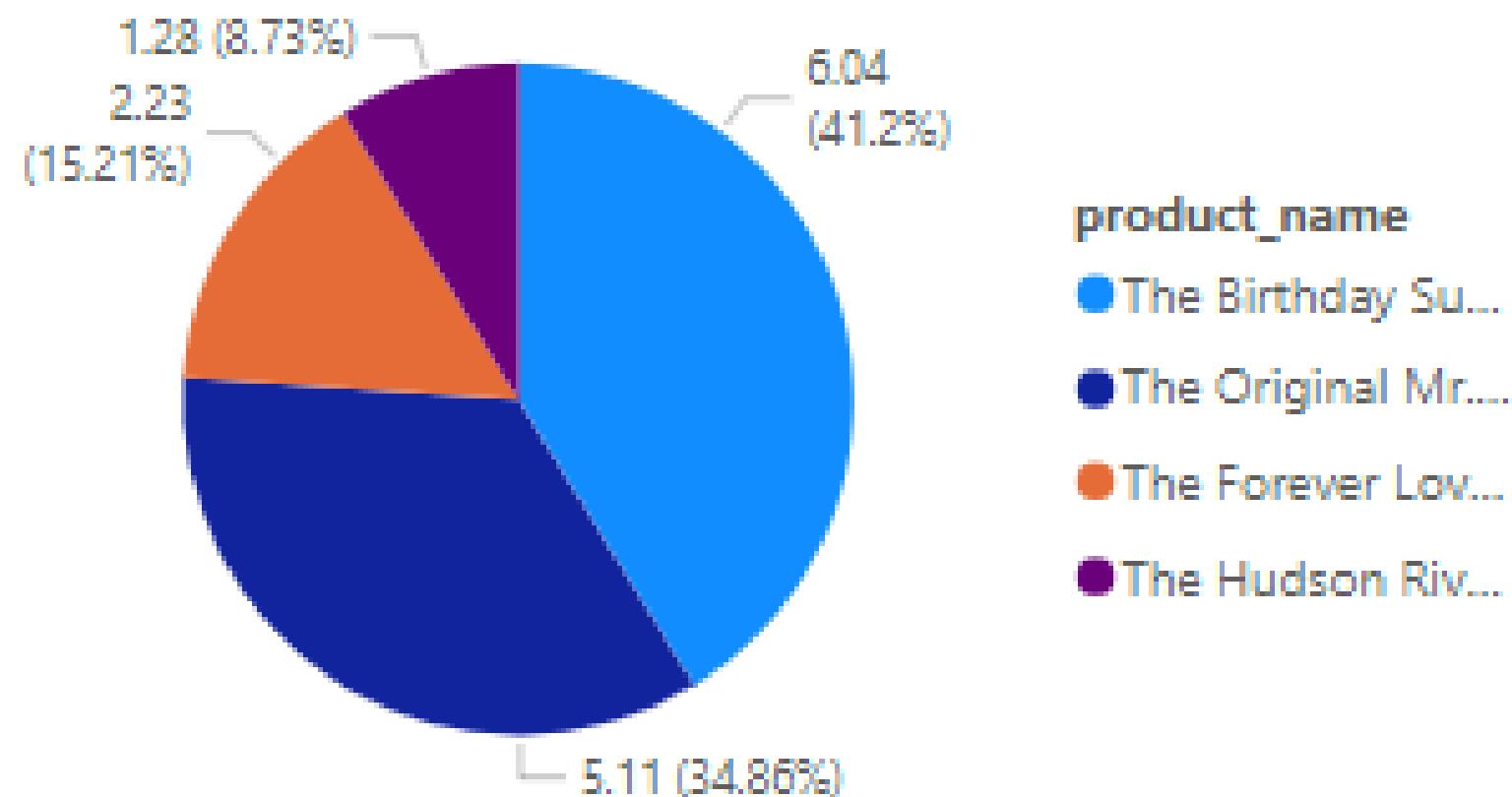
Product Refund Rate Analysis



- "The Original Mr. Fuzzy" has the highest sales volume with 24,226 units sold, but it also has a relatively high refund rate at 5.11%. This could indicate that while the product is popular, there may be some quality or satisfaction issues.
- "The Birthday Sugar Panda" has a lower sales volume (4,985 units) compared to "The Original Mr. Fuzzy," but it has the highest refund rate. This suggests a higher dissatisfaction rate among its buyers.

Product Refund Rate Analysis

REFUND RATE BY PRODUCT



- "The Birthday Sugar Panda" having the highest refund rate at 6.04%, followed by "The Original Mr. Fuzzy" at 5.11%, "The Forever Love Bear" at 2.23%, and "The Hudson River Mini bear" at 1.28%.

Portfolio Expansion Analysis

period	Sum of total_orders	Sum of total_sessions	Sum of conversion_rate	Sum of average_order_value	Sum of revenue_per_session
post-launch	940	13383	7.02	61.78	4.87
pre-launch	1055	17343	6.08	56.70	3.61

Decrease in Total Orders and Sessions:

There was a reduction in traffic and order volume post-launch.

Increase in Conversion Rate:

Conversion rate improved from 6.08% to 7.02%, indicating more effective visitor-to-customer conversion.

Increase in Average Order Value:

AOV rose from \$56.70 to \$61.78, suggesting higher spending per order.

Increase in Revenue per Session:

Revenue per session increased from \$3.61 to \$4.87, reflecting better revenue efficiency.

Analyzing Repeat Behaviour

- Minimum time between first and second session for repeat user is

12 hours

11.87

`min_time_in_fst_snd_session_hours`

- Maximum time between first and second session for repeat user is

68 days

68

`max_time_in_fst_snd_session_days`

- Average time between first and second session for repeat user is

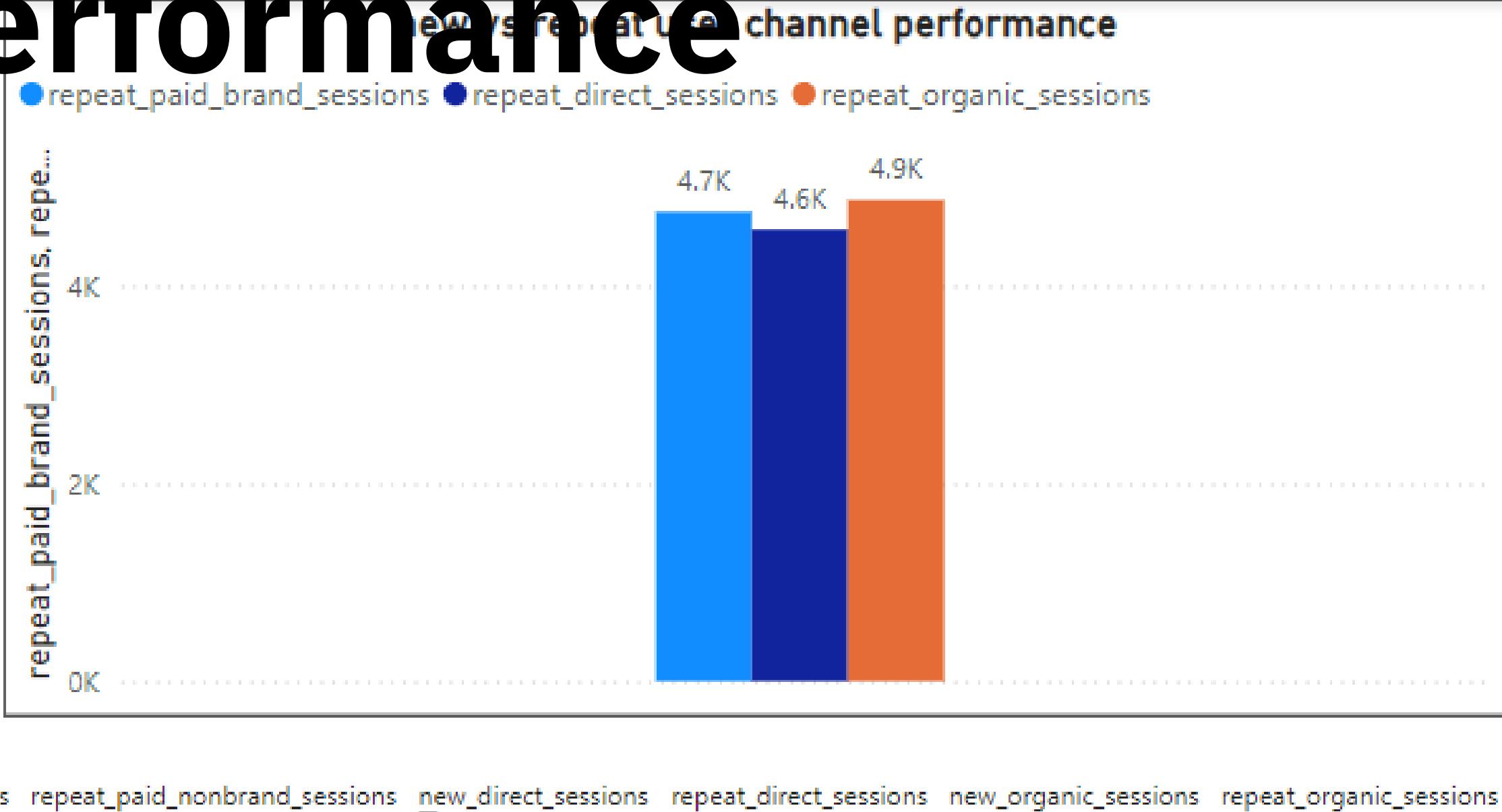
23 days

23

`avg_time_in_fst_snd_session_days`

New Vs. Repeat

Performance

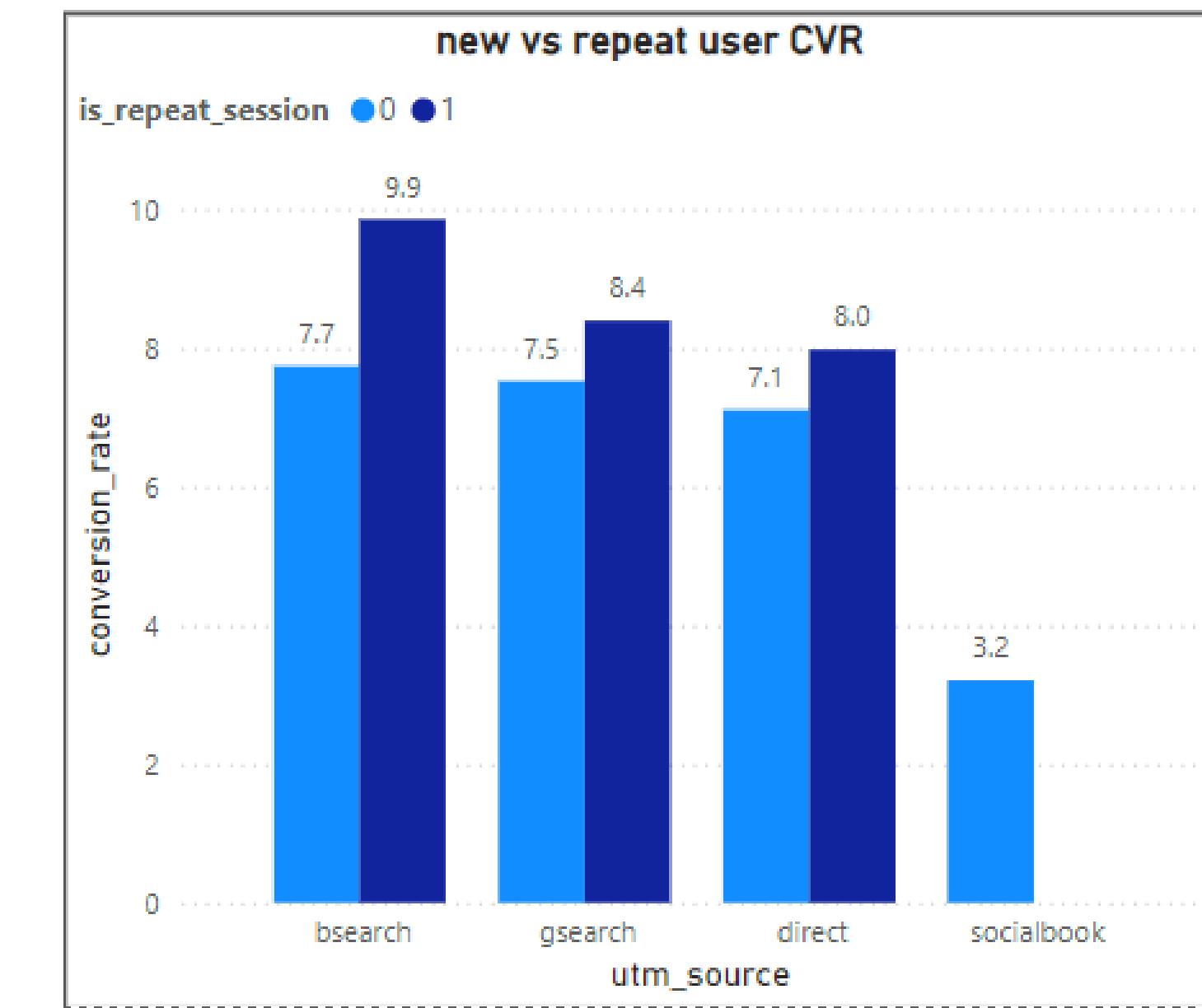
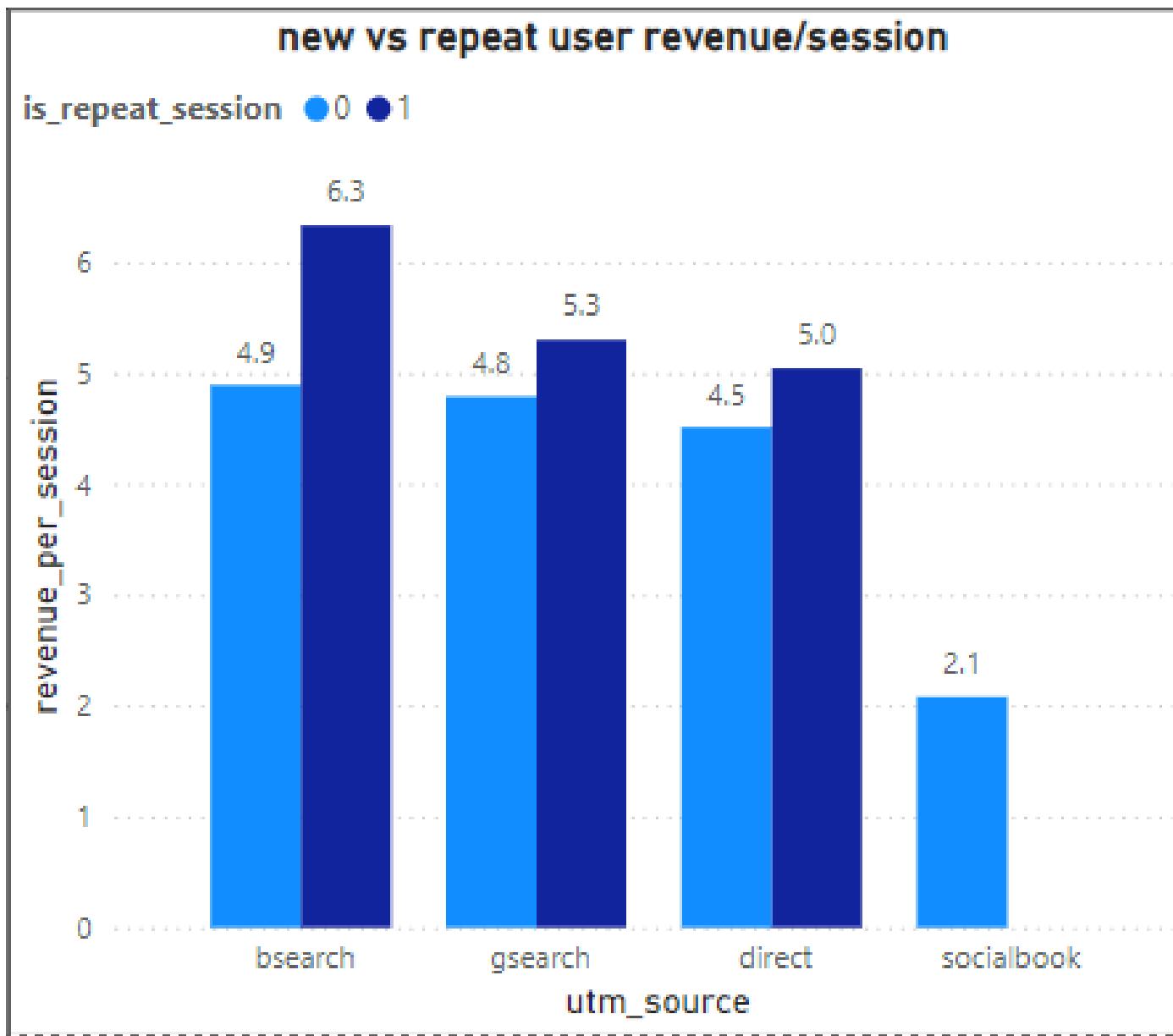


Insight

- Repeat users came mainly through organic, direct type-in and paid channels

New vs Repeat Channel Pattern

- Repeat sessions generally have higher conversion rates and revenue per session across all sources.
- Bsearch channel has the highest conversion rate Of 10% for the repeat users.



USER ANALYSIS

Revenue Per Sess

\$60

Total Users

473K

New Users

394K

Max Session Count

4

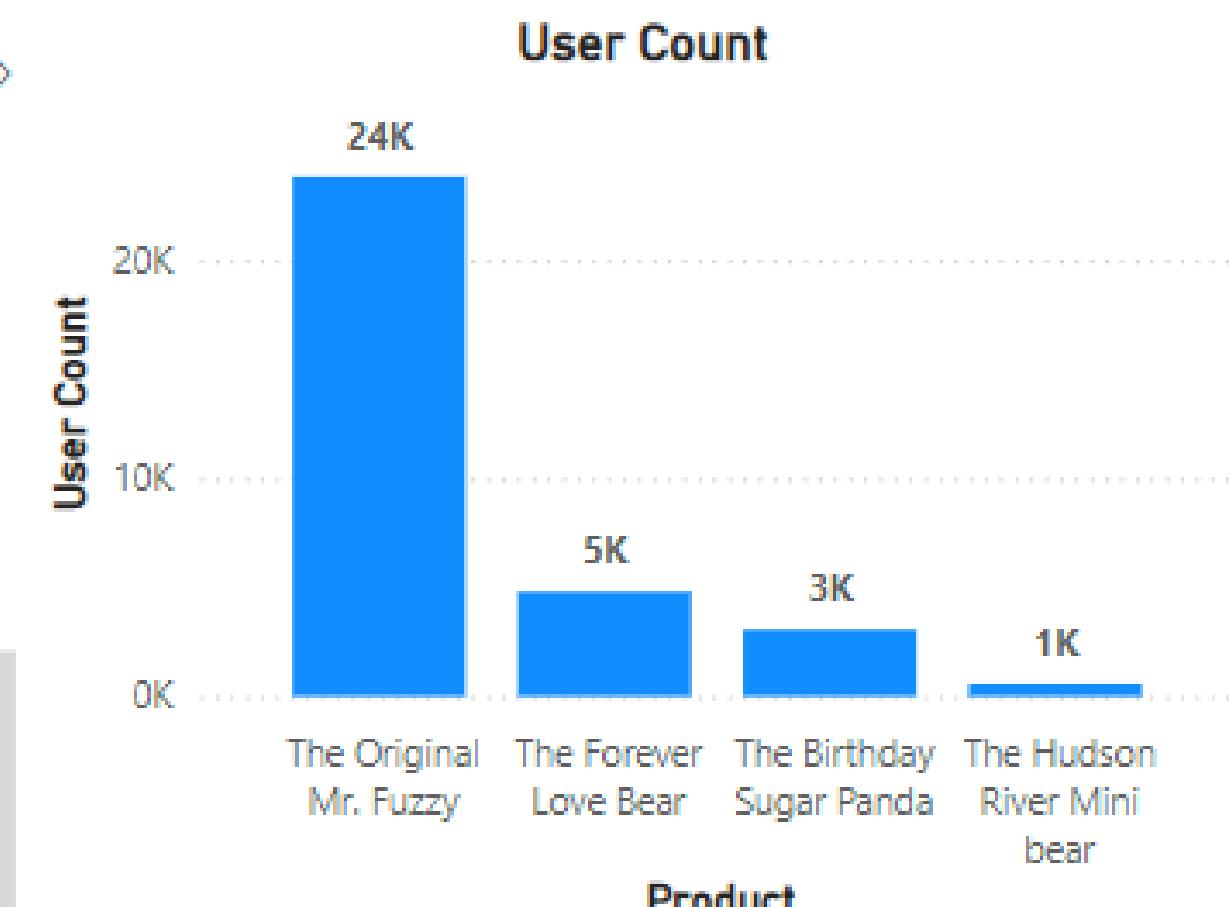
Repeat Users

51.27K

Conversion Rate

6.8%

desktop >



utm_source

- bsearch
- gsearch
- NULL
- socialbook

utm_content

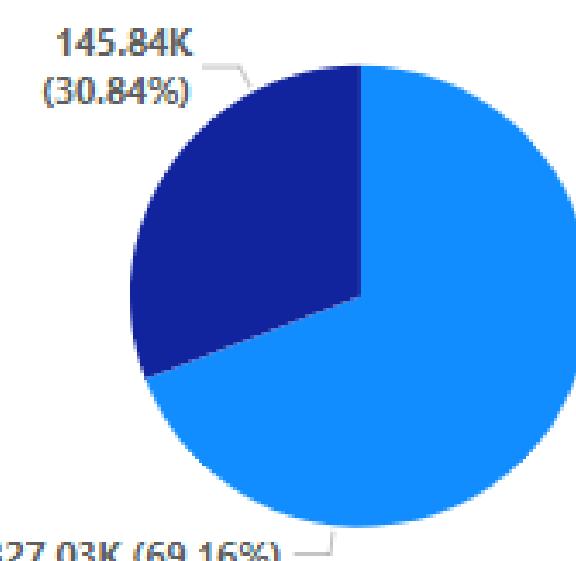
- b_ad_1
- b_ad_2
- g_ad_1
- g_ad_2

NULL

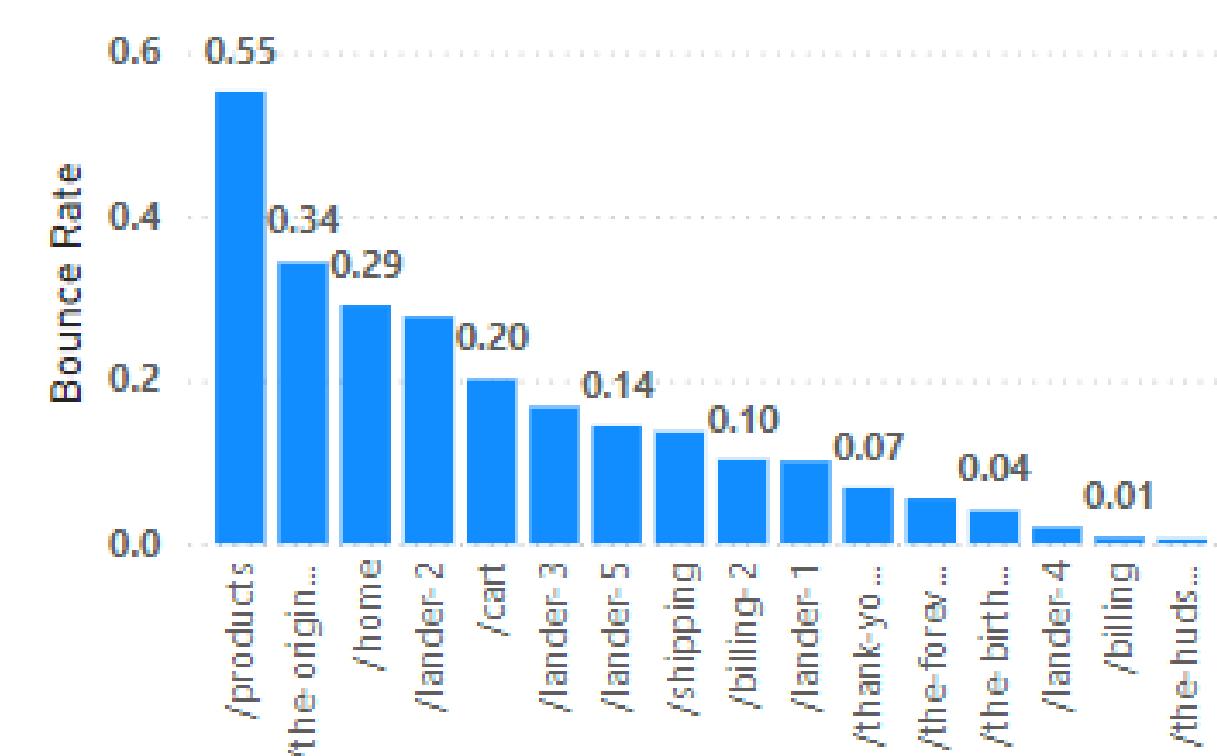
utm_campaign

- brand
- desktop_targ...
- nonbrand
- NULL
- pilot

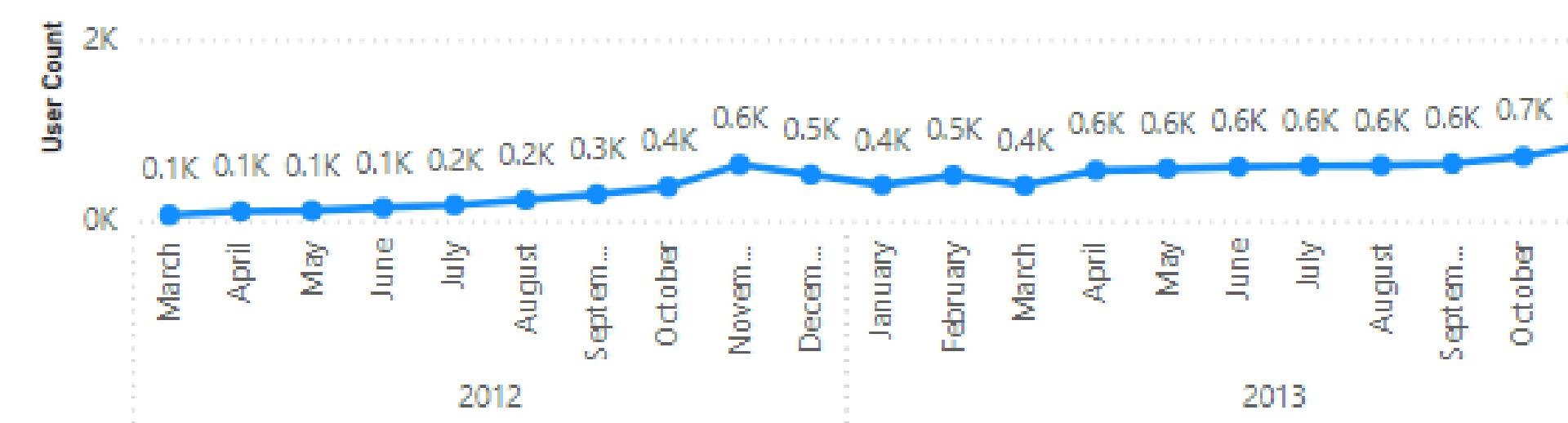
Device Used by User



Bounce Rate



Monthly Trend of User Count

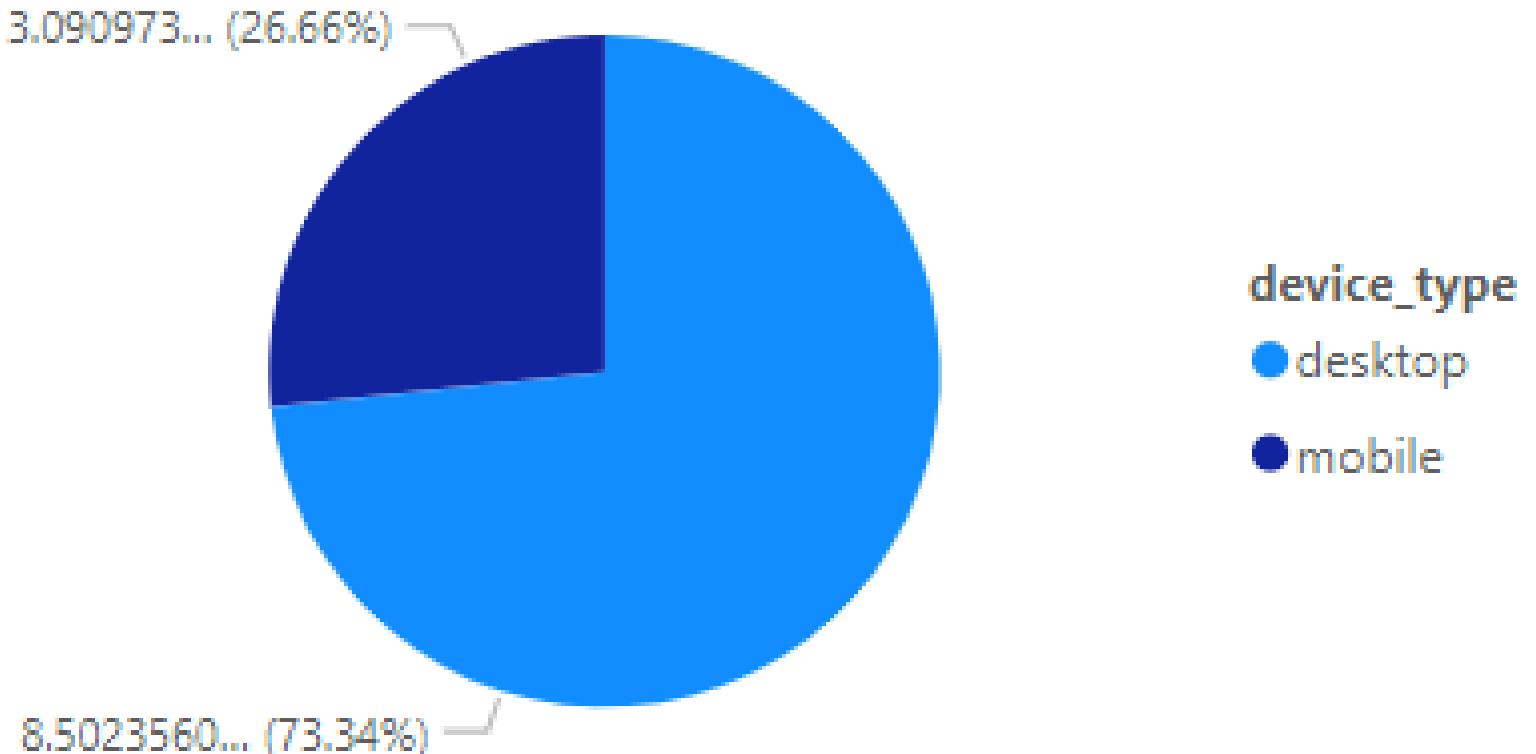


user_id	Sum of margin
341972	165.00
324814	157.50
172266	155.50
275098	150.50
317773	137.00

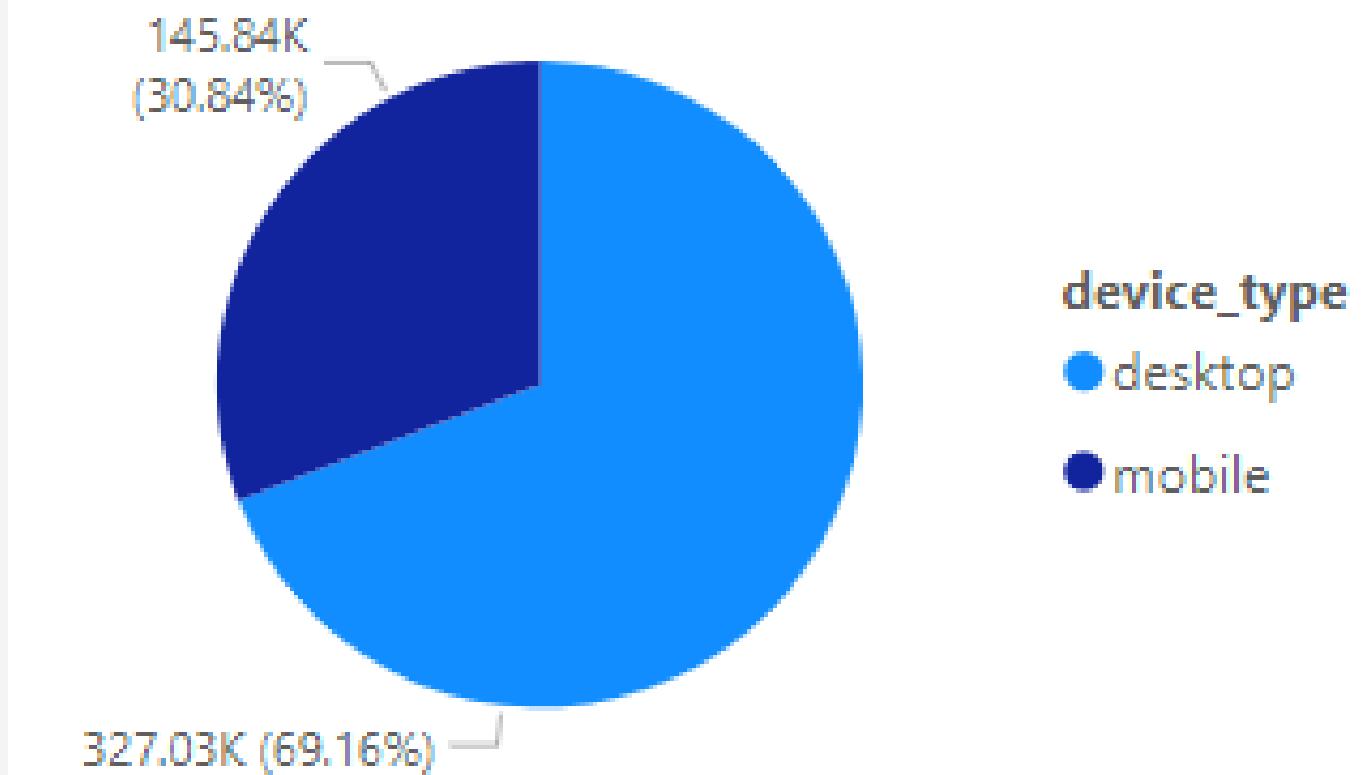
User Analysis

- Desktop users have a significantly higher conversion rate compared to mobile users. This suggests that desktop users are more likely to complete conversions than mobile users.

ConversionRate by device_type



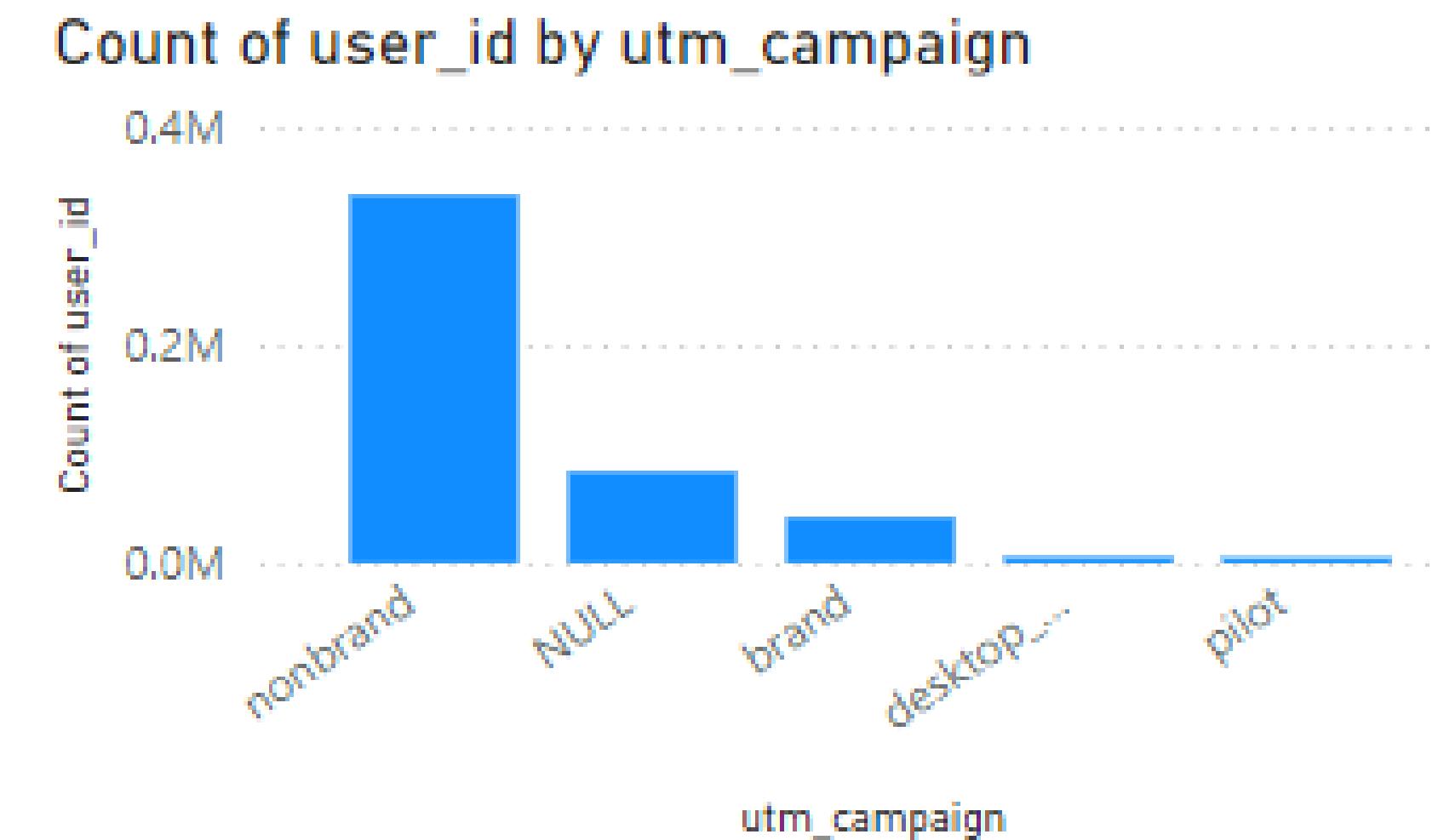
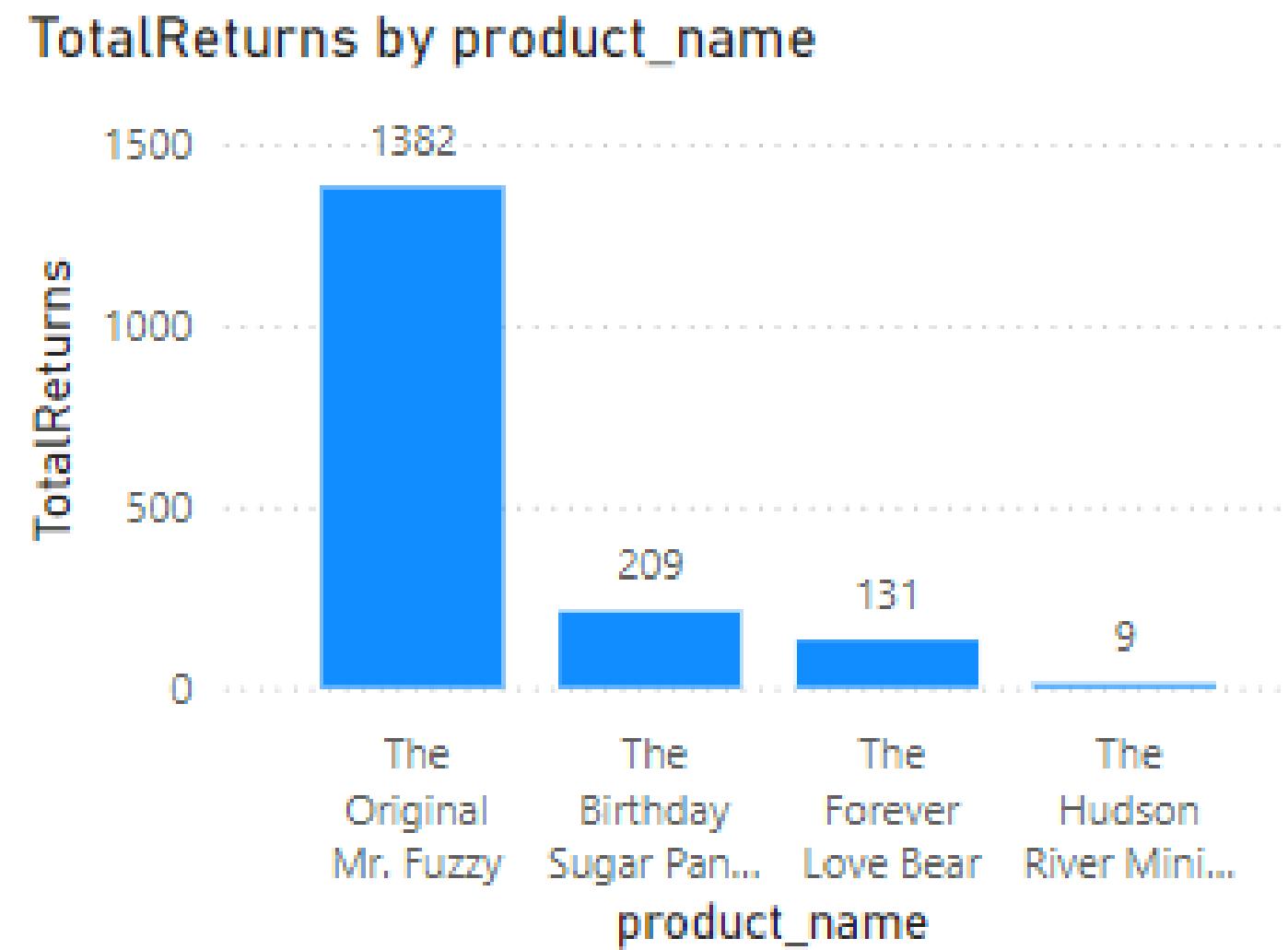
Count of user_id by device_type



- A larger proportion of users access the service via desktop, but a significant number of users also access it via mobile.

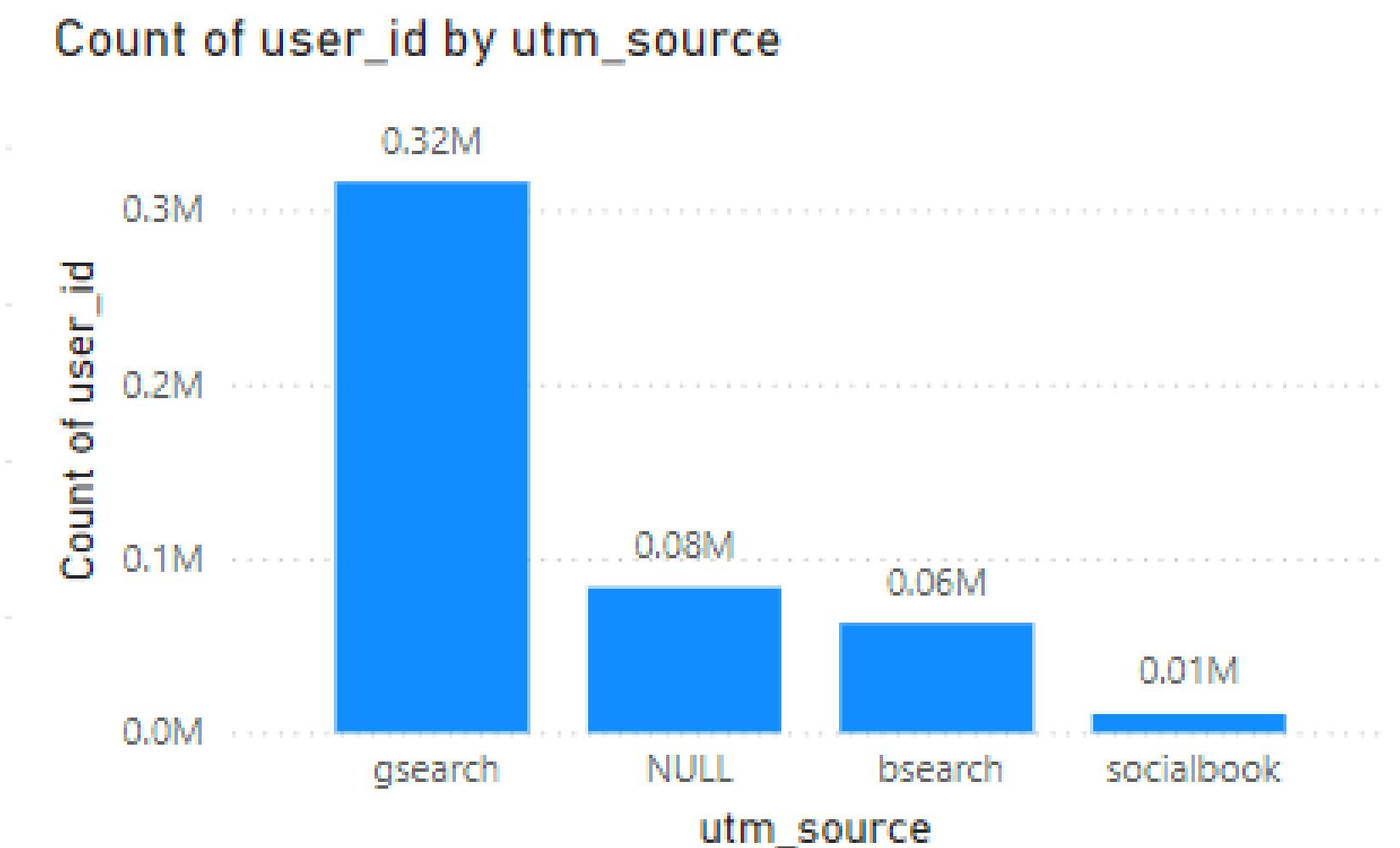
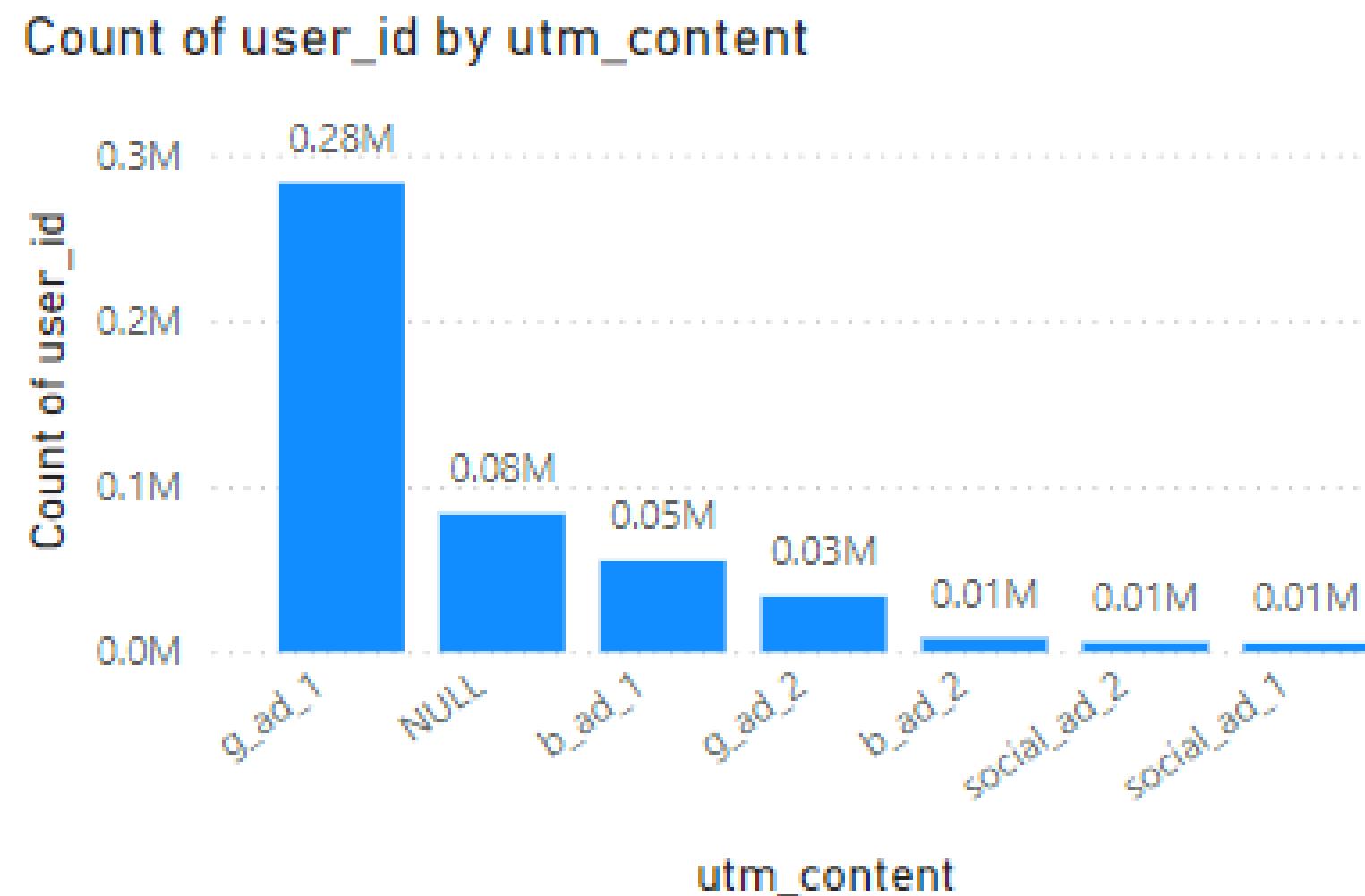
User Analysis

- The total refund amount is \$85.34K, with "The Original Mr. Fuzzy" having 1382 returns. The "nonbrand" UTM campaign leads with 2.2M user IDs; "g_ad1" content is most effective.



User Analysis

- The "gsearch" UTM source leads with 0.32M user IDs, indicating strong traffic from search engines. Other sources like "bsearch" and "socialbook" contribute fewer users, with "socialbook" being the least impactful source. This suggests search engine marketing is crucial for user acquisition.



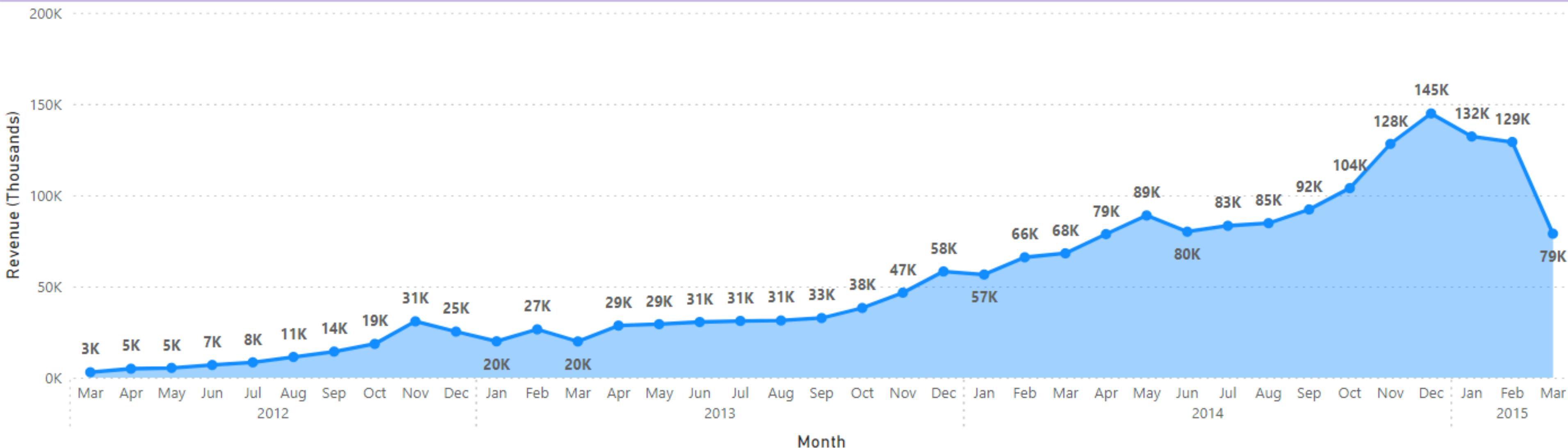
Dashboard for CEO

Key performance indicator , Analyses and Dashboard

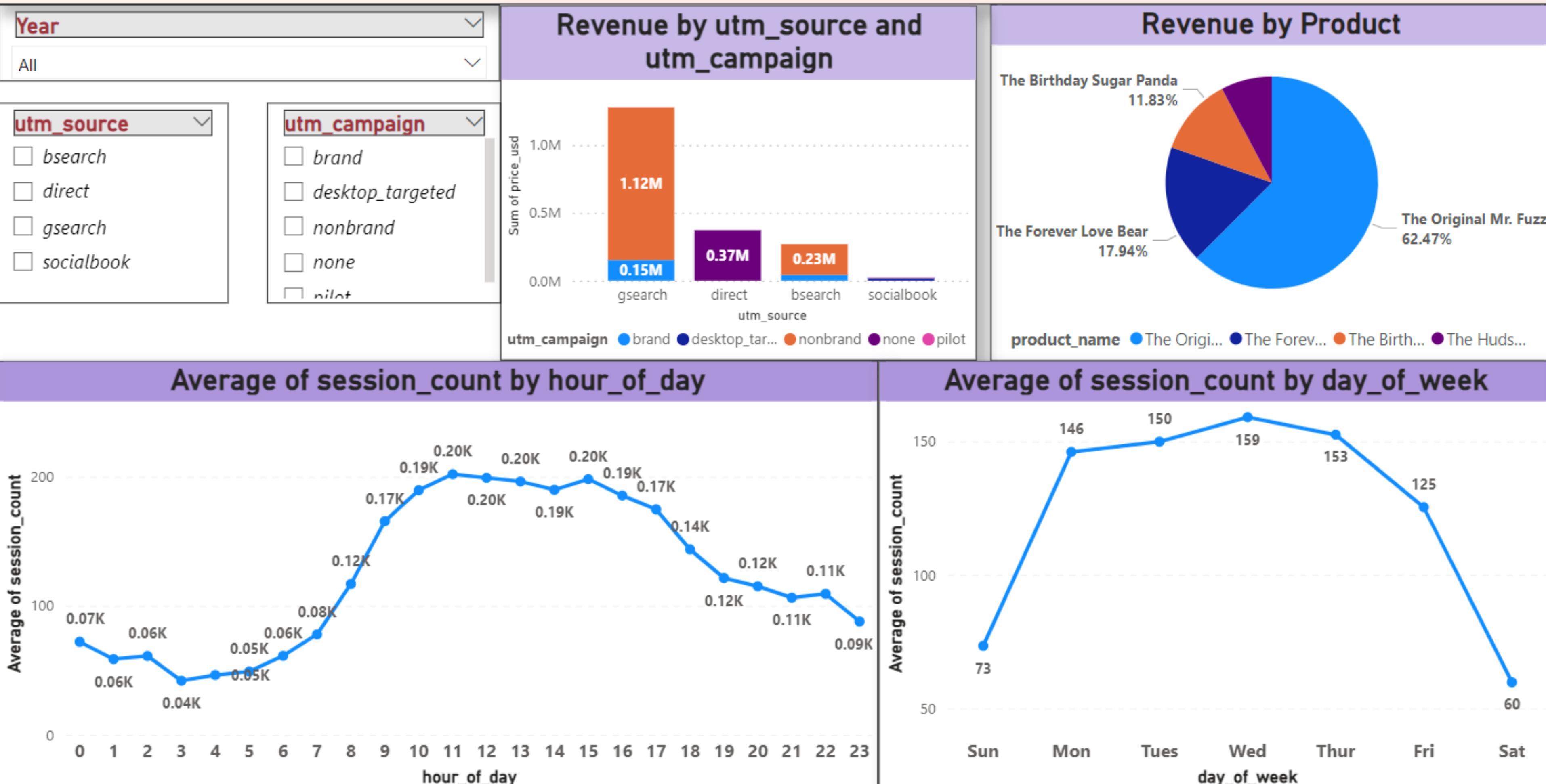
CEO Dashboard

Year	Revenue	Total Customers	Total Orders	AOV
All	\$1.94M	394K	32K	\$60
utm_source	utm_campaign	Gross Profit	Total Returned Orders	Refund Rate
<input type="checkbox"/> bsearch	<input type="checkbox"/> brand	\$1.22M	1.7K	5.33%
<input type="checkbox"/> direct	<input type="checkbox"/> desktop_targeted			
<input type="checkbox"/> gsearch	<input type="checkbox"/> nonbrand			
<input type="checkbox"/> socialbook	<input type="checkbox"/> none			
	<input type="checkbox"/> pilot			

Revenue by Year and Month



CEO Dashboard



Website Manager

Dashboard

Website KPI Summary

Unique Users	394K
Page views	1M
Avg Session Duration	3 Min
Bounce rate	45%
Conversion Rate	7%
Avg Pages viewed per Session	2 pages

WEBSITE MANAGER

394K

Unique users

51K

Repeat visitors

3

Avg session duration (Min)

2

Avg_PageCountPerSession

45%

Bounce rate

7%

Conversion_rate

utm_source

All

device_type

desktop

mobile

Year

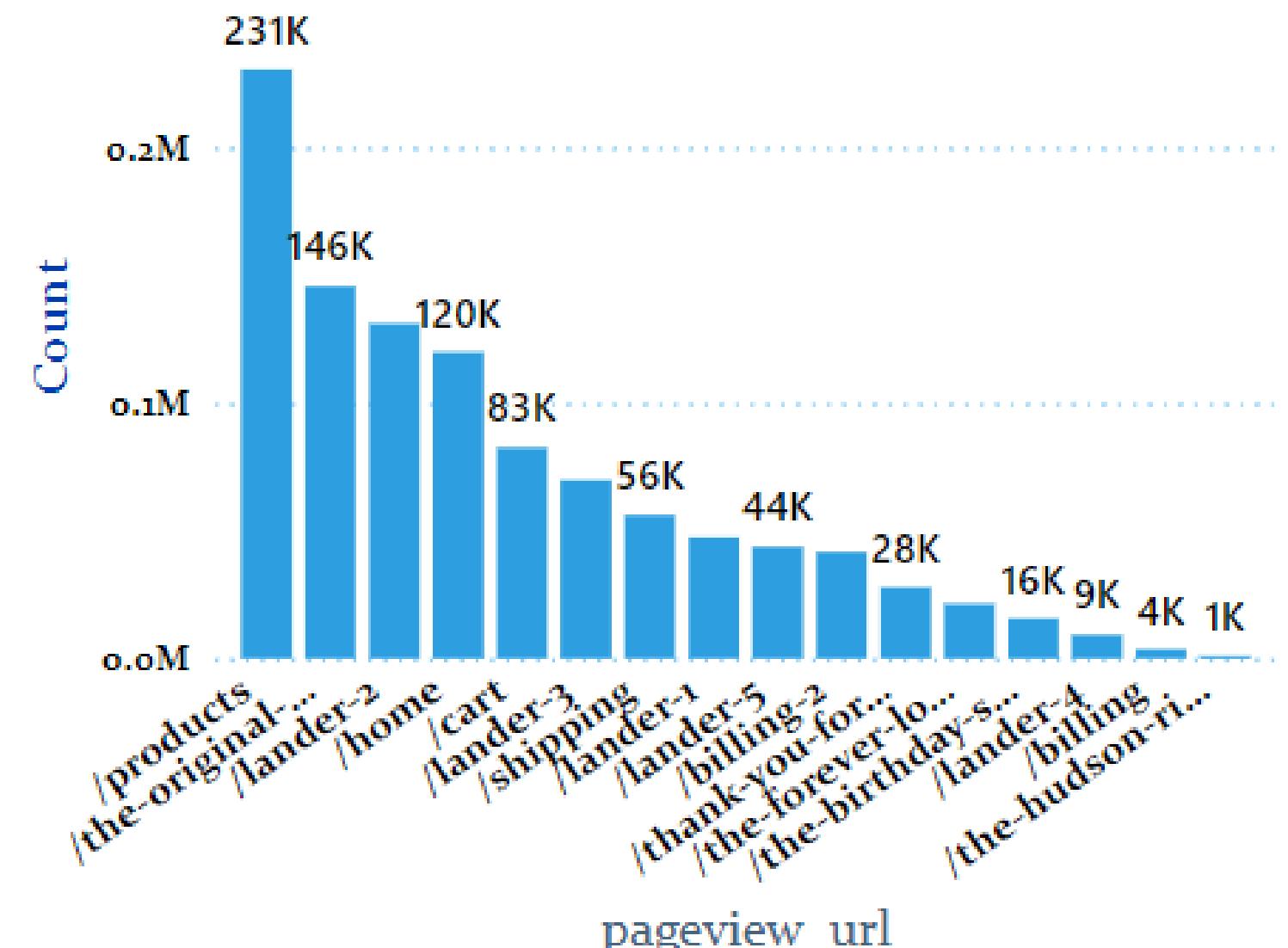
2012

2013

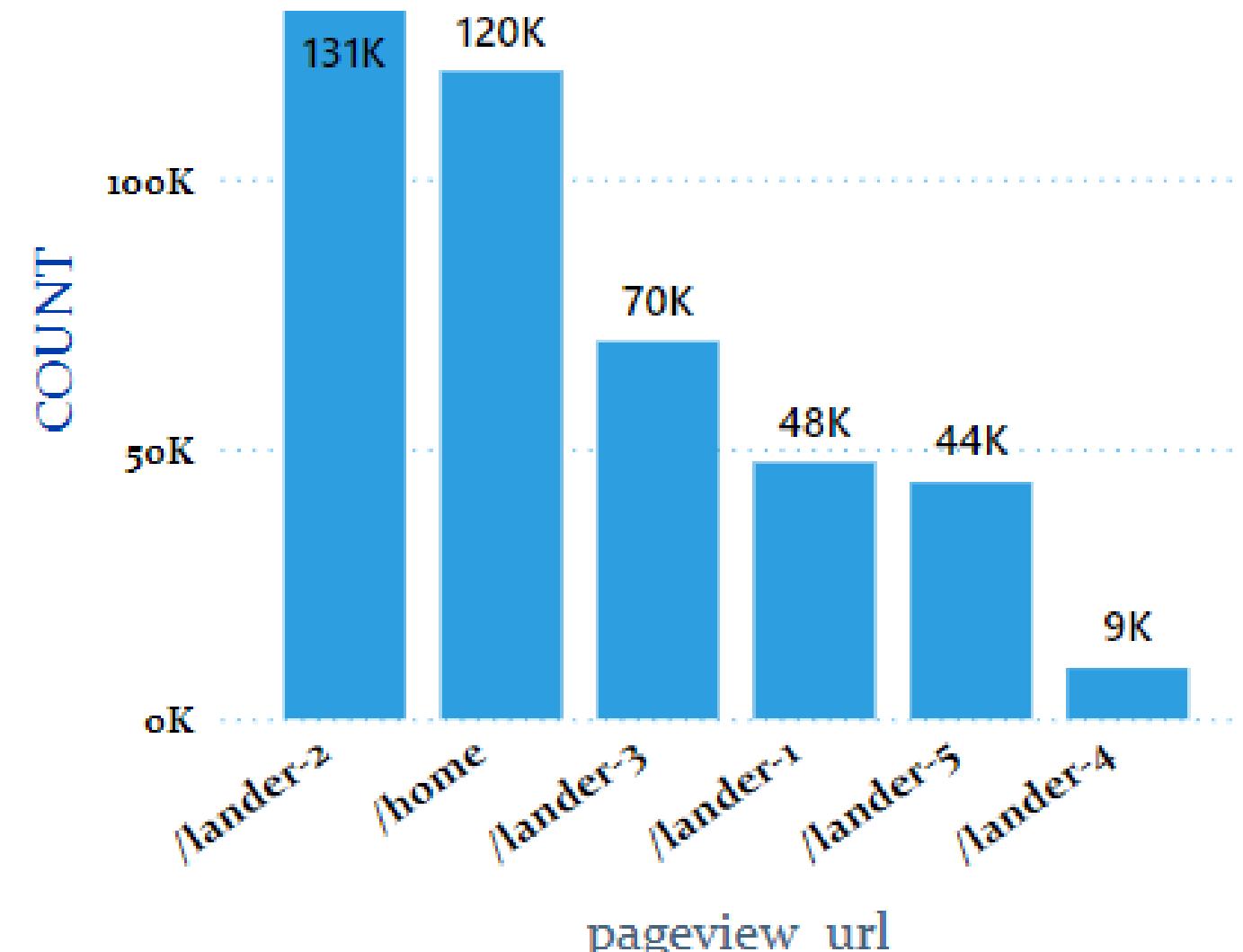
2014

2015

Top website page

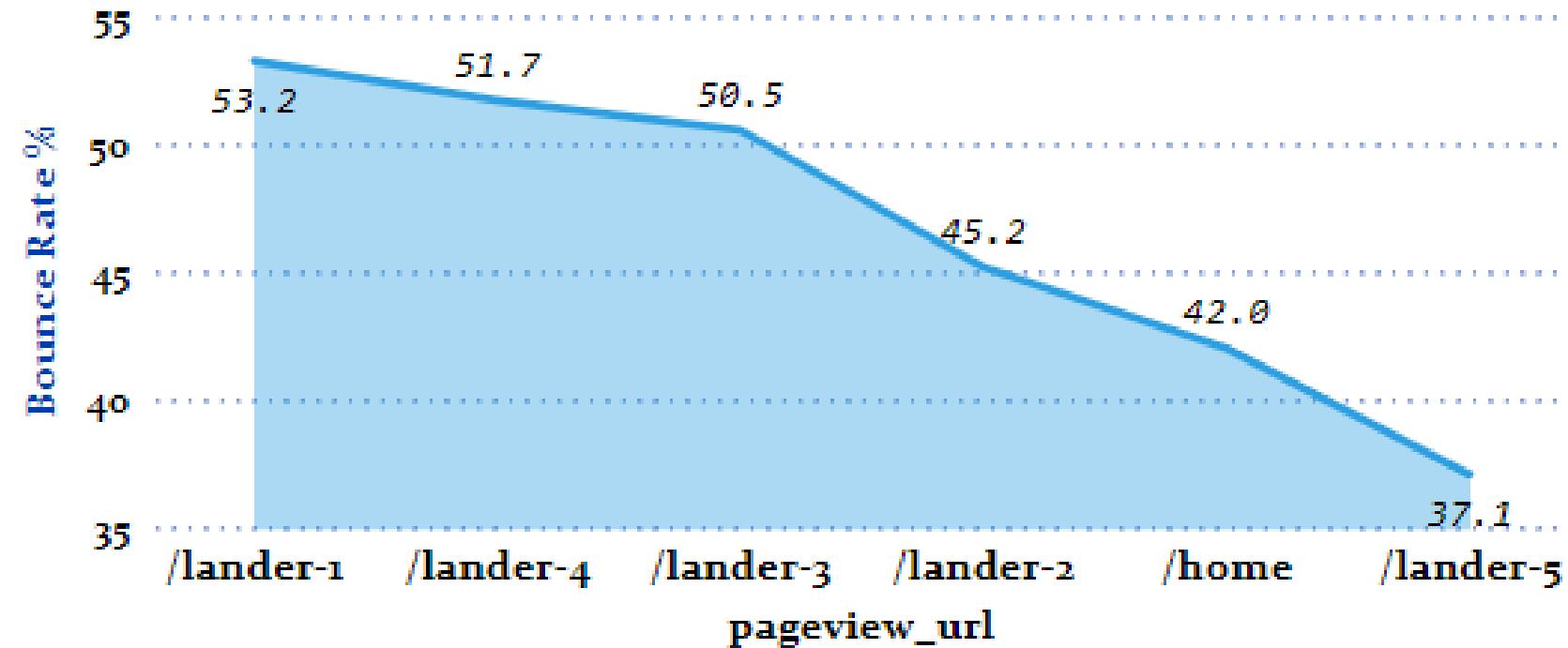


Top entry pages

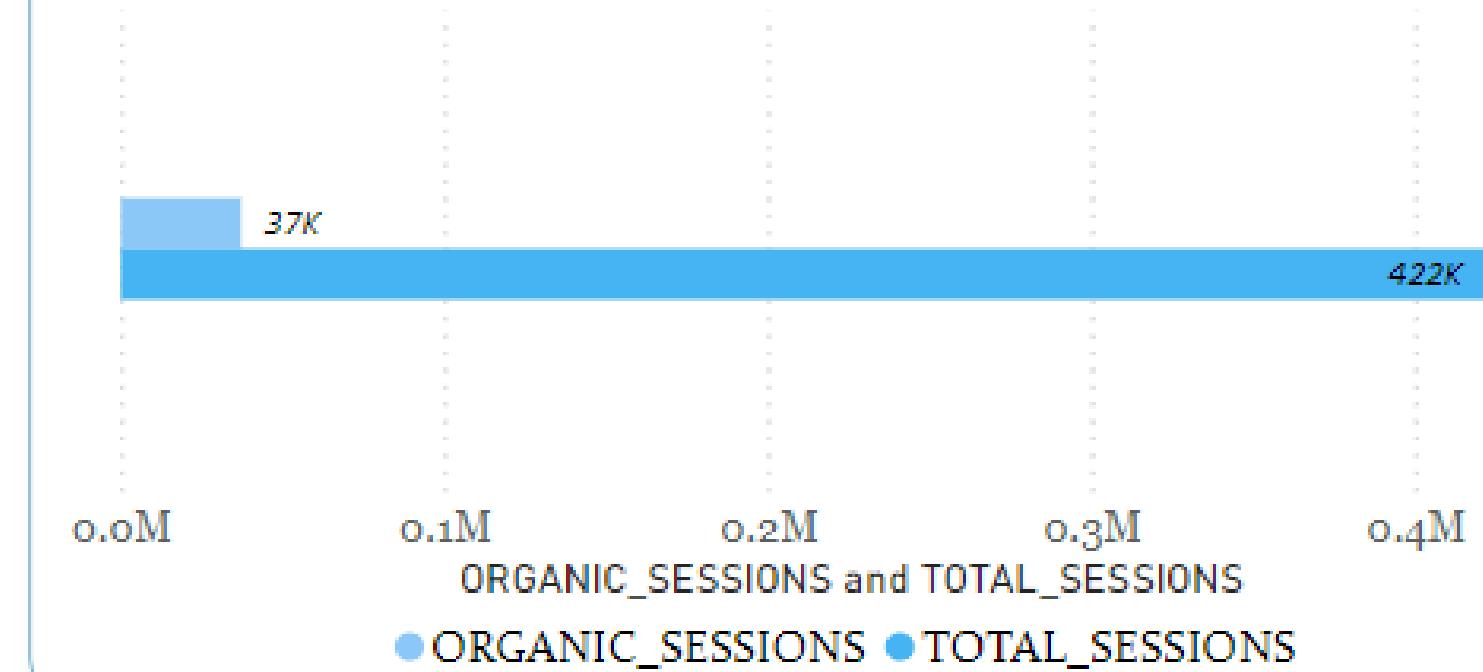


WEBSITE MANAGER

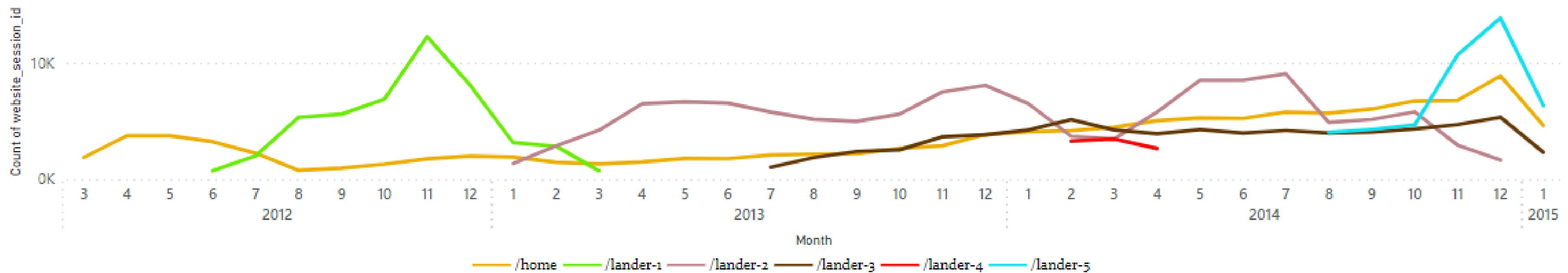
Bounce Rate % by pageview_url



Organic Session vs Total Sessions

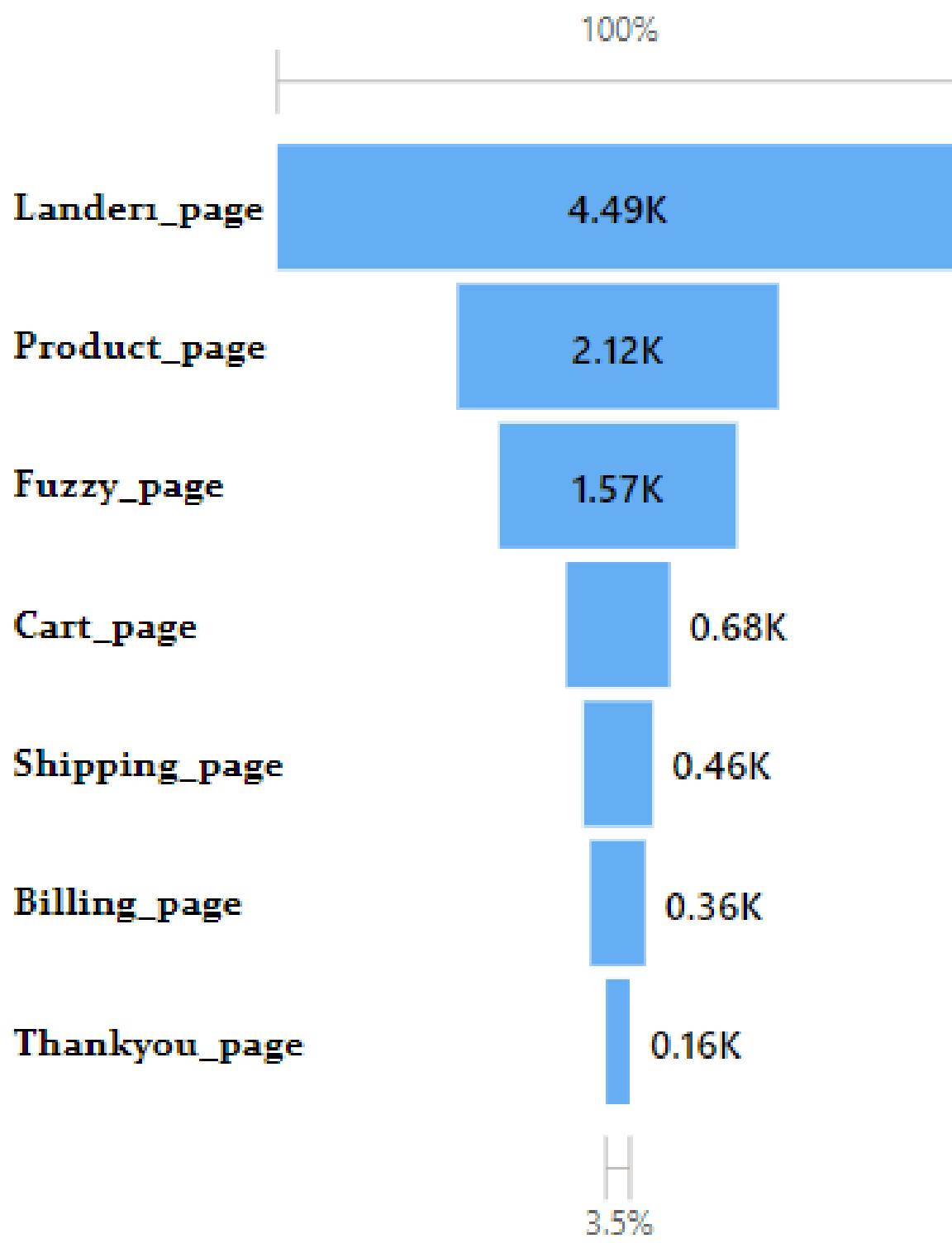


Landing page Trend Analysis

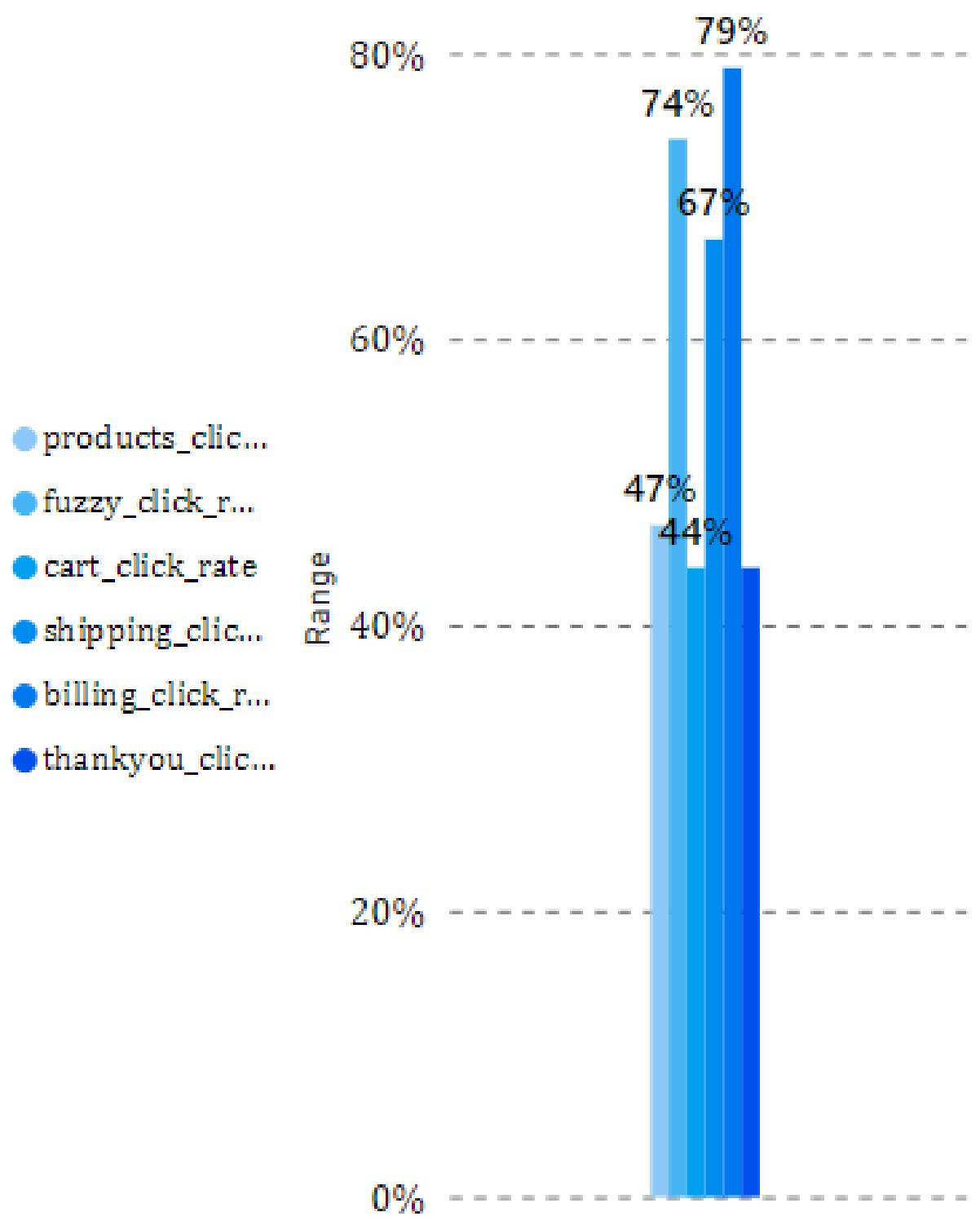


WEBSITE MANAGER

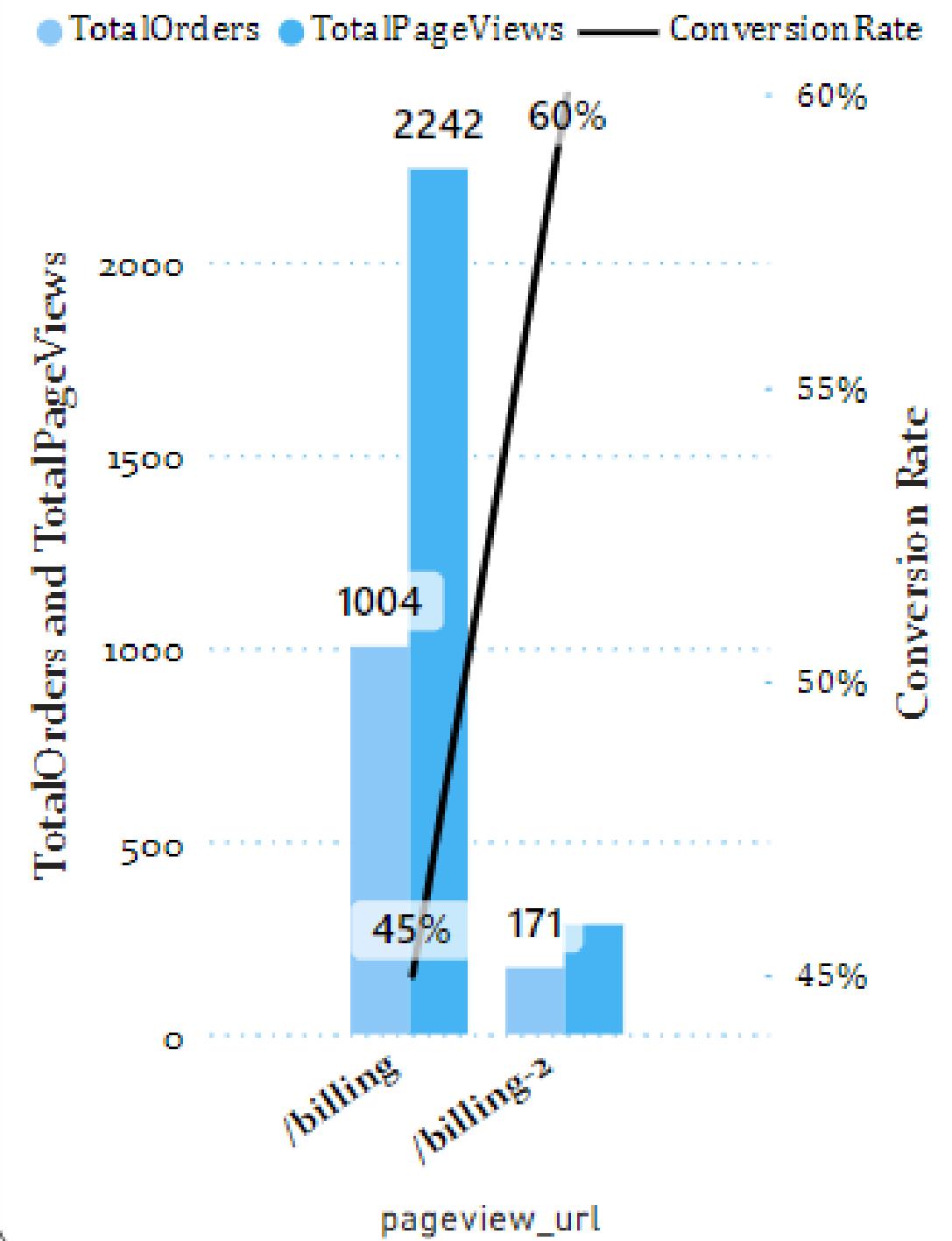
Conversion Funnel



Conversion Rate %



Conversion Rate of billing & billing 2



MarketingManager

Dashboard

MARKETING MANAGER'S DASHBOARD

6.83%

Traffic conversion rate

473K

total_sessions

32K

total_orders

394K

total users

device_type

All

utm_source

All

utm_campaign

All

http_referer

All

Traffic_conversion_rate by utm_campaign and utm_source

utm_source ● bsearch ● Direct ● gsearch ● socialbook

20%

10%

0%

7.53%

8.86%

brand

7.34%

Direct

6.66%

nonbrand

desktop_target...

6.95%

pilot

5.15%

utm_campaign

Traffic source segment trending by sessions

device_type ● desktop ● mobile

20K

10K

0K

Jul 2012

Jan 2013

Jul 2013

Jan 2014

Jul 2014

Jan 2015

Year

Traffic source bid - session, order & CVR by device_type

● Sessions ● Orders ● conversion_rate

0.33M

0.3M

0.2M

0.1M

0.0M

8.50%

0.03M

0.15M

0.00M

mobile

3.09%

0.00M

device_type

Traffic source trending

source ● bsearch ● Direct ● gsearch ● socialbook

40K

20K

0K

Jan 2012

Jul 2012

Jan 2013

Jul 2013

Jan 2014

Jul 2014

Year

16.61%

repeat_session_rate

473K

total_sessions

394K

total users

51K

repeat_users

device_type

All

utm_source

All

utm_campaign

All

http_referer

All

MARKETING MANAGER'S DASHBOARD

Repeat Behaviour - sessions & orders for repeat users by utm_source

● repeat_user_sessions ● repeat_users_orders

60K

52K

40K

21K

5K

0K

4K

2K

0K

Direct

gsearch

bsearch

source

device

type

utm

source

Channel Characteristic - order by device_type

device_ty... ● desktop ● mobile

20K

10K

0K

3K

18K

5K

4K

0K

gsearch

device

type

utm

source

Channel Portfolio Trends - sessions by device_type & utm_source

utm_source ● bsearch ● Direct ● gsearch ● socialbook

200K

150K

100K

50K

0K

215K

54K

32K

9K

101K

device

type

utm

source

new vs repeat user channel pattern - CVR by utm_source

is_repeat_session ● 0 ● 1

10%

9.12%

7.66%

6.81%

5%

7.03%

6.66%

6.66%

0%

3.21%

7.94%

3.01%

4.99%

9.89%

Direct

bsearch

gsearch

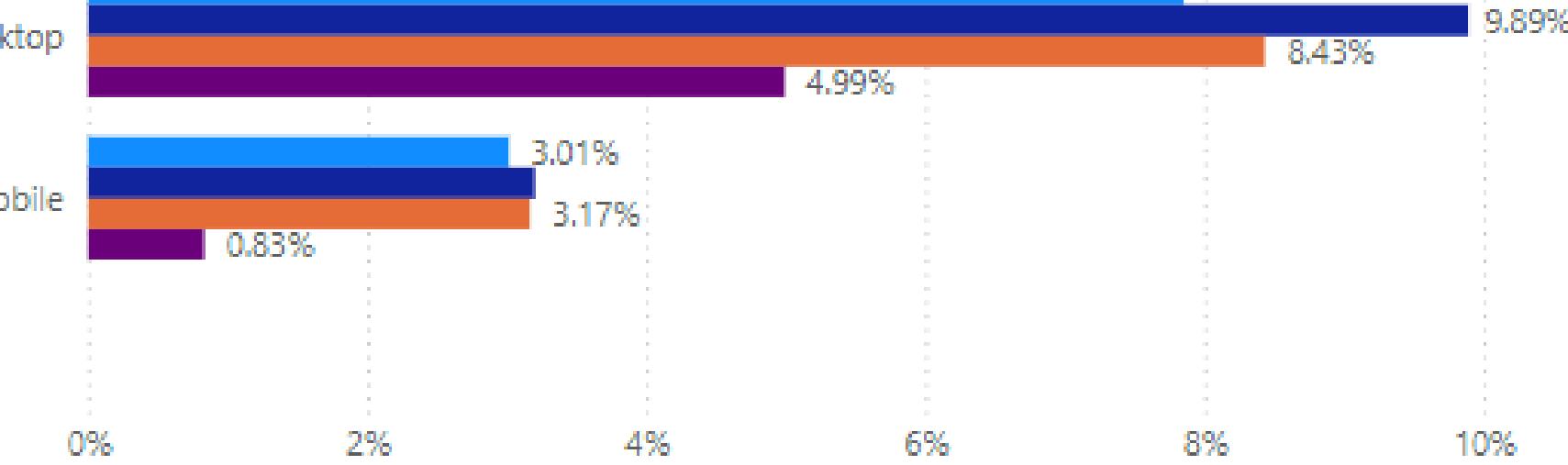
device

type

utm

source

Cross Channel Bid - CVR by device_type & utm_source

utm_source ● bsearch ● Direct ● gsearch ● socialbook
device_type
desktop
mobile


Recommendations

Focus on High-Performing Channels

- Since Gsearch is the top-performing channel, continue to invest in this source, optimizing campaigns to increase conversion rates further.

Enhance Mobile Experience

- Although desktop is dominant, mobile still holds a substantial share. Optimizing the mobile experience can potentially increase conversions and sessions from this segment by introducing more interactive application.

Improve User Retention

- With a notable number of repeat users, consider strategies to further engage these users. For instance, personalized marketing, loyalty programs, or retargeting campaigns could be effective.

Explore Underperforming Channels

- Channels like Bsearch and socialbook are underperforming. Analyze these channels' specific issues and consider testing new strategies or reallocating resources to more effective channels.

Glossary

1. **E-commerce:** Electronic commerce refers to buying and selling goods or services over the internet.
2. **Analytics:** The systematic computational analysis of data or statistics, typically for the purpose of gaining insights and making informed decisions.
3. **Churn:** The rate at which customers stop doing business with a company over a given period.
4. **Segmentation:** Dividing customers into groups based on shared characteristics or behaviors, such as demographics, purchase history, or preferences.
5. **Conversion Rate:** The percentage of website visitors who complete a desired action, such as making a purchase or filling out a form.
6. **Cart Abandonment Rate:** The percentage of online shoppers who add items to their shopping cart but leave the website without completing the purchase.

Glossary

7. **Traffic:** The number of visitors or visits to a website.

8. **Bounce Rate:** Bounce rate measures the percentage of website visitors who navigate away from the site after viewing only one page, without interacting further.

9. **User Experience (UX):** The overall experience a person has when interacting with a website, application, or product.

10. **Bid Optimization:** The process of adjusting bids for online advertising campaigns to achieve specific goals, such as maximizing conversions or maintaining a target cost per acquisition (CPA).

11. **A/B Test (Split Test):** A method of comparing two versions of a webpage or app against each other to determine which one performs better. It involves splitting the traffic between two variants and measuring their performance based on predefined metrics.

Glossary

12. **UTM Parameters:** Short for Urchin Tracking Module, UTM parameters are tags added to the end of a URL to track the effectiveness of online marketing campaigns. They provide information to analytics software about the source, medium, campaign, and other attributes of a visitor's session.
13. **Google Search (gsearch):** Google's web search service, which allows users to search for information on the internet using keywords or phrases.
14. **Bing Search (bsearch):** Microsoft's search engine service, similar to Google Search, where users can search for information on the internet.
15. **Conversion Funnel:** Also known as a sales funnel, it represents the journey that a user takes through a website, from initial visit to conversion (e.g., making a purchase or completing a form). It typically consists of stages such as awareness, consideration, and decision.

THANK YOU

Q & A