



NFL SHOP GROUP 1

BY- Suman Anand | Rahul Kotian | Constantinos Koukos
Kamna Kumari | Sunayana Rongali | Allison Wuensch

> **START NOW**

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OUR OBJECTIVES

- 1). ANALYZE GOOGLE ANALYTICS METRICS FOR THE TIMELINE (JUNE'23 VS JUNE'24)**

- 2). PROVIDE ACTIONABLE RECOMMENDATIONS BASED ON THE INSIGHTS**



NFL Shop

NFL

The NFL, or National Football League, is the premier professional football league in the United States, consisting of 32 teams who compete for the super bowl. Super Bowl is the most-watched television event in the U.S. every year, attracting millions of viewers and extravagant halftime shows.

NFL SHOP

NFL Shop is the official online retailer for the National Football League (NFL), offering a comprehensive selection of licensed merchandise for all 32 NFL teams. The shop caters to a global fanbase, providing high-quality products such as jerseys, apparel, hats, collectibles, and accessories.

www.nflshop.com



03/20



NFL Shop

NFL SHOP

Mission : Provide NFL fans with the best possible shopping experience, offering a wide range of officially licensed products.

Vision : Become the go-to online destination for all NFL-related merchandise, ensuring customer satisfaction through excellent service and a user-friendly website.

Key Products and Services:

- Jerseys and Apparel
- Hats and Accessories
- Collectibles and Memorabilia
- Tailgating Gear
- Customizable Products

Market Differentiation:

- Exclusive Products and Official Team Merchandise
- Ensuring Authenticity and Quality
- Personalized Shopping Experience
- Seamless Online Shopping Interface

Leadership and Corporate Structure: NFL Shop operates under the leadership of senior executives from the NFL, with a focus on leveraging data analytics to enhance the online retail experience and streamline operations.



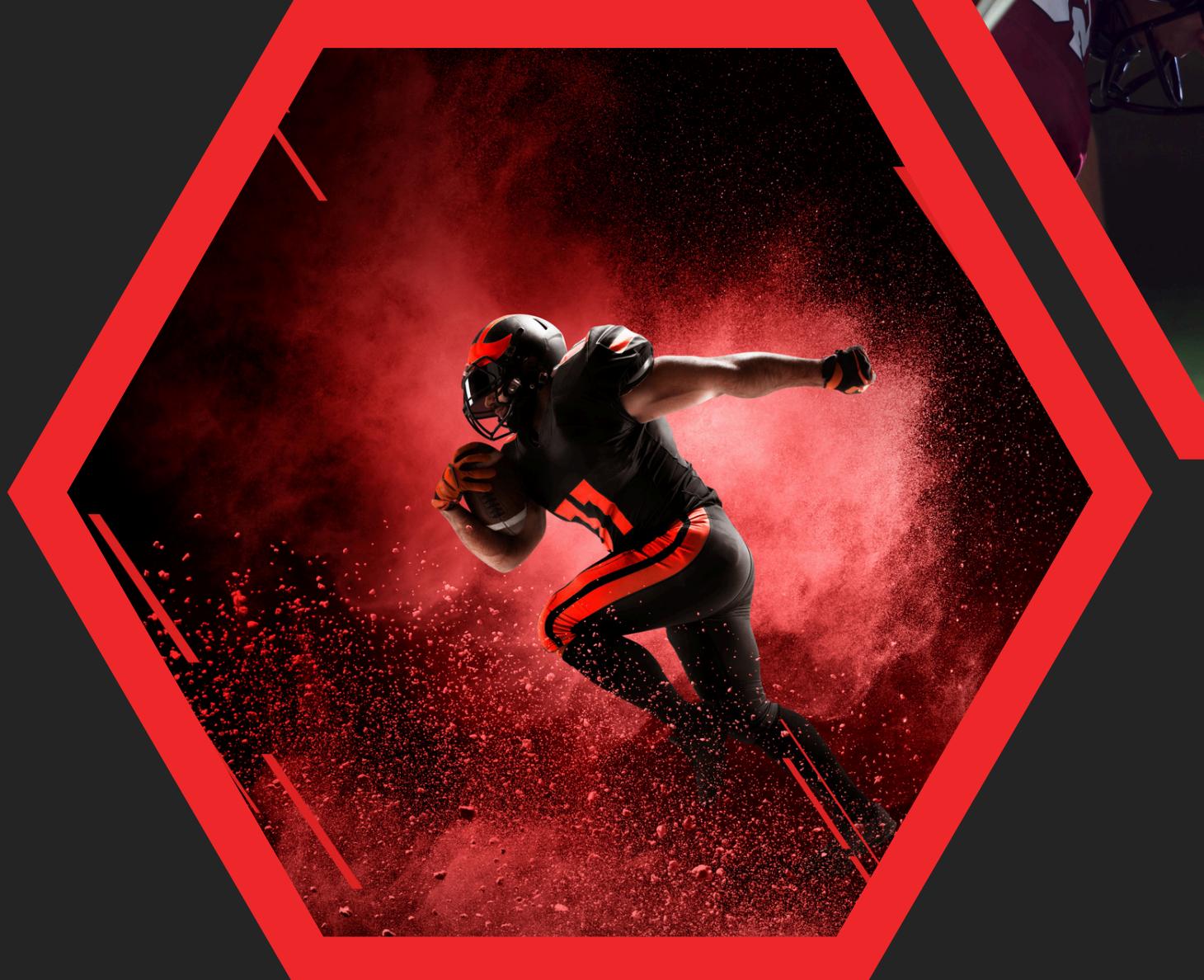
BUSINESS OBJECTIVES

- 1). INCREASE ONLINE TRAFFIC & CONVERSION**
- 2). EXPAND PRODUCT OFFERING & MERCHANDISING**
- 3). ENHANCE CUSTOMER EXPERIENCE**
- 4). BUILD BRAND LOYALTY & ENGAGEMENT**



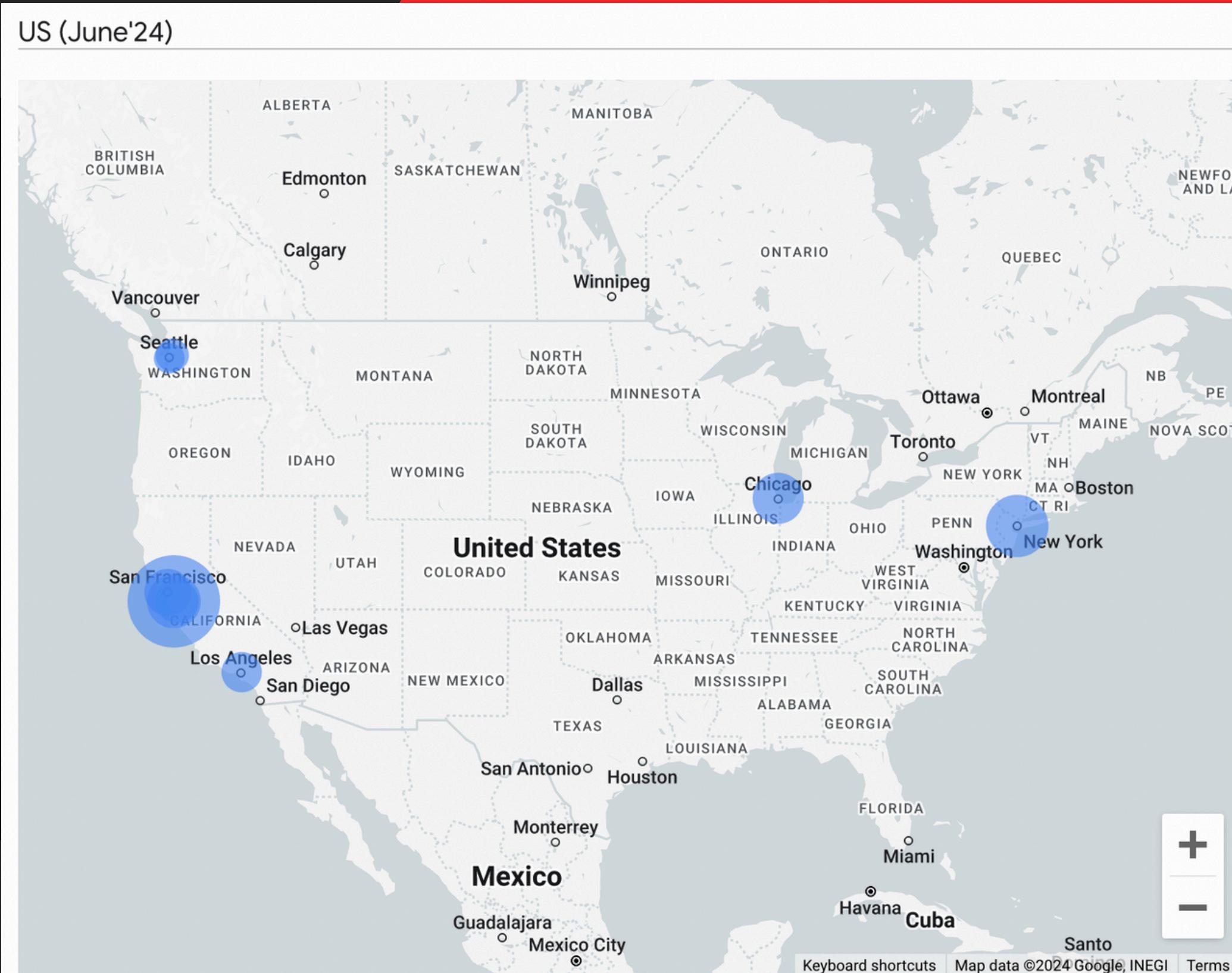
SUCCESS METRICS

- 1). BOUNCE RATE**
- 2). CONVERSION PATH - GOAL COMPLETION**
- 3). FUNNEL ANALYSIS - DROP OFF RATES**
- 4). CHECKOUT ABANDONMENT -
BY DEVICE TYPE
REPEAT USERS**
- 5). PROMOTIONS**





US (June'24)



GEOLOCATION

SUNNYVALE GENERATES
THE MAXIMUM REVENUE OF
\$17K.

- KEY INSIGHTS:
- PRODUCT POPULARITY BY REGION
 - STRONG FAN BASE FOR NFL MERCHANDISE

07/20



REVENUE

| | Device category | Tablet | Mobile | Desktop | Totals |
|------|-----------------|------------|-------------|--------------|--------------|
| 2024 | Total Revenue | \$315.99 | \$12,779.20 | \$153,518.91 | \$166,614.10 |
| | Device category | Tablet | Mobile | Desktop | Totals |
| 2023 | Total Revenue | \$1,010.00 | \$4,803.45 | \$92,936.58 | \$98,750.03 |

TOTAL REVENUE:
JUNE 2023- \$98,750.03
JUNE 2024- \$166,614.00

REVENUE INCREASED BY 68.72%

- THE DESKTOP REVENUE IS CONSISTENT.
- NEED TO IMPROVE WEBSITE PERFORMANCE TO INCREASE SALES THROUGH MOBILE & TABLET.

CONVERSION RATE

| | Total Orders | Total Visitors | Conversion rate | |
|-----------|--------------|----------------|-----------------|-------|
| June 2023 | 711 | 86,520 | 0.82% | |
| June 2024 | 1384 | 103910 | 1.33% | 0.51% |

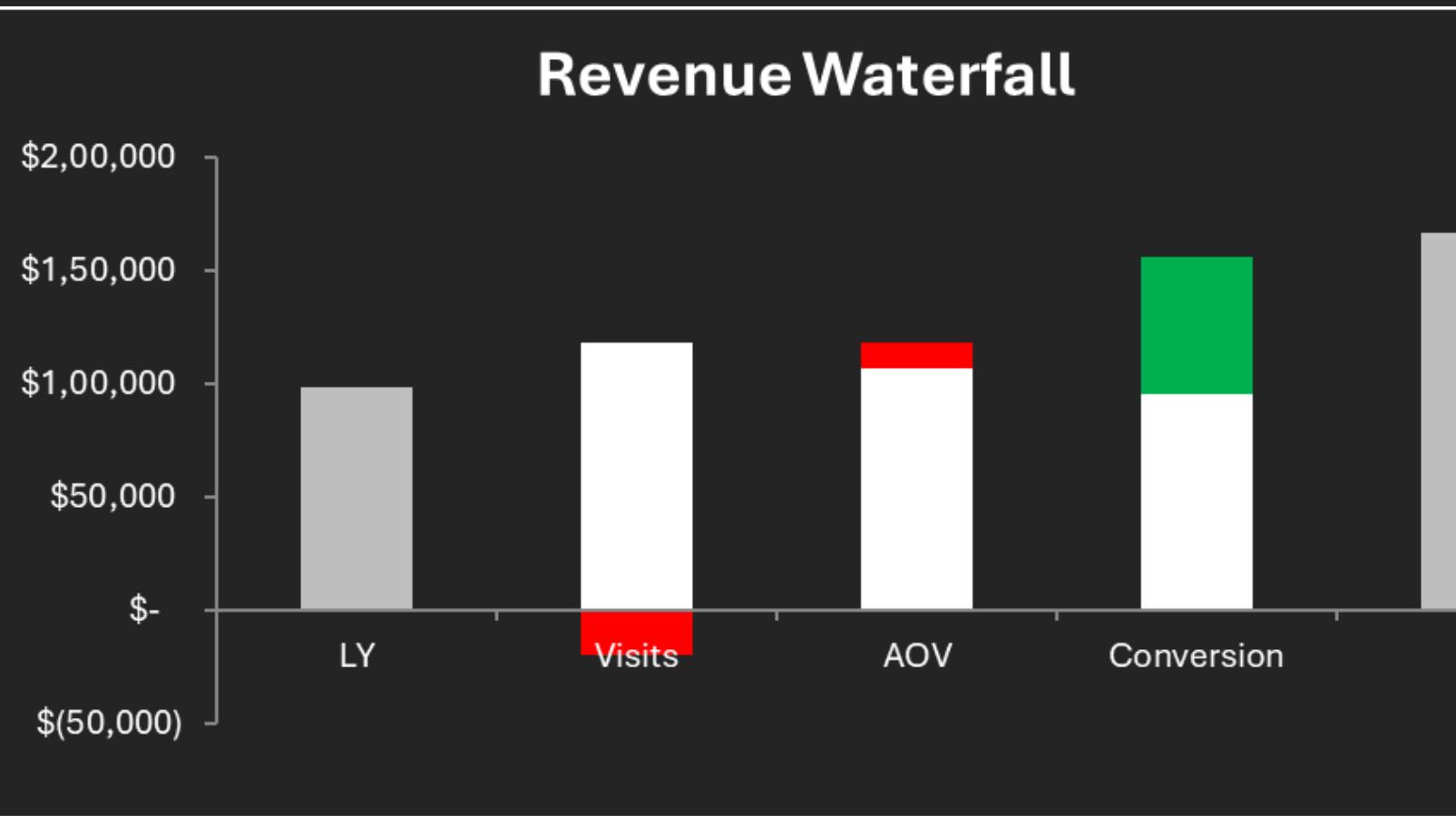
CONVERSION RATE INCREASED
BY 0.51%



THE AVERAGE CONVERSION RATE IS BELOW THE
ECOMMERCE INDUSTRY STANDARD OF 2-5%.

REVENUE WATERFALL

Revenue Waterfall



| | LY | TY | % vs LY | # vs Ly | Metric Chg Impact on Demand |
|------------|-------------|-------------|------------|------------|-----------------------------|
| Revenue | \$98,750.03 | \$166,614 | 69% | \$67,864 | \$19,848 |
| Visits | 86,520 | 103,910 | 20% | 17,390 | \$13,156 |
| AOV | \$138.89 | \$120.39 | -13% | \$(-18.50) | \$61,303 |
| Conversion | 0.82% | 1.33% | 62% | 0.51% | |
| | | | | | |
| LY | 98750 | 19,848 | (13,156) | 61,303 | 166614 |
| | | | | | |
| \$ | - | \$1,18,598 | \$1,05,442 | \$92,287 | \$- |
| \$ | 98,750 | \$(-19,848) | \$13,156 | \$61,303 | \$1,66,614 |
| | | | | | |
| \$ | 98,750 | \$1,18,598 | | | |
| \$ | 1,18,598 | \$1,05,442 | | | |

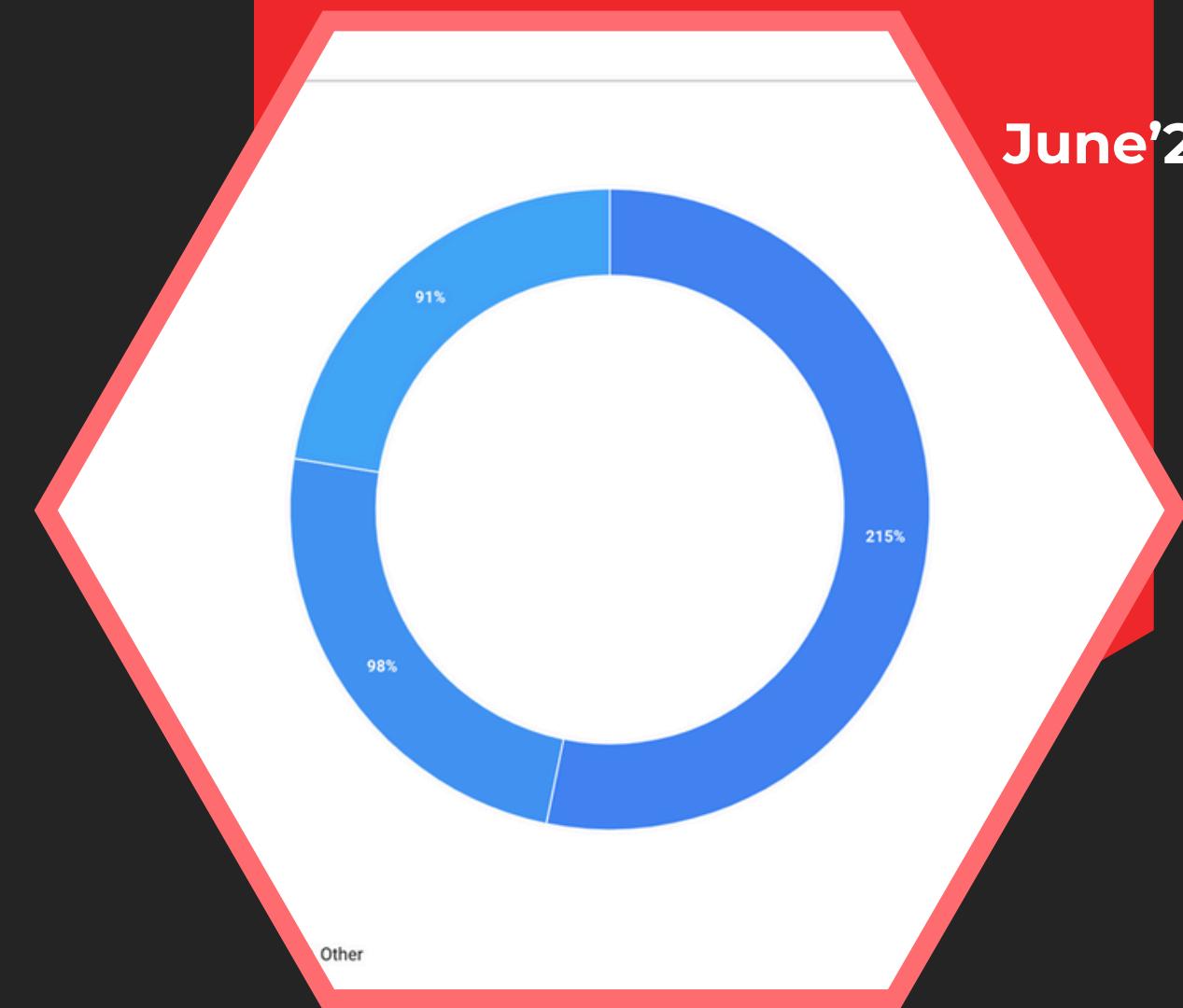
THE REVENUE HAS INCREASED DUE TO POSITIVE CONVERSION

BOUNCE RATE

INSIGHTS

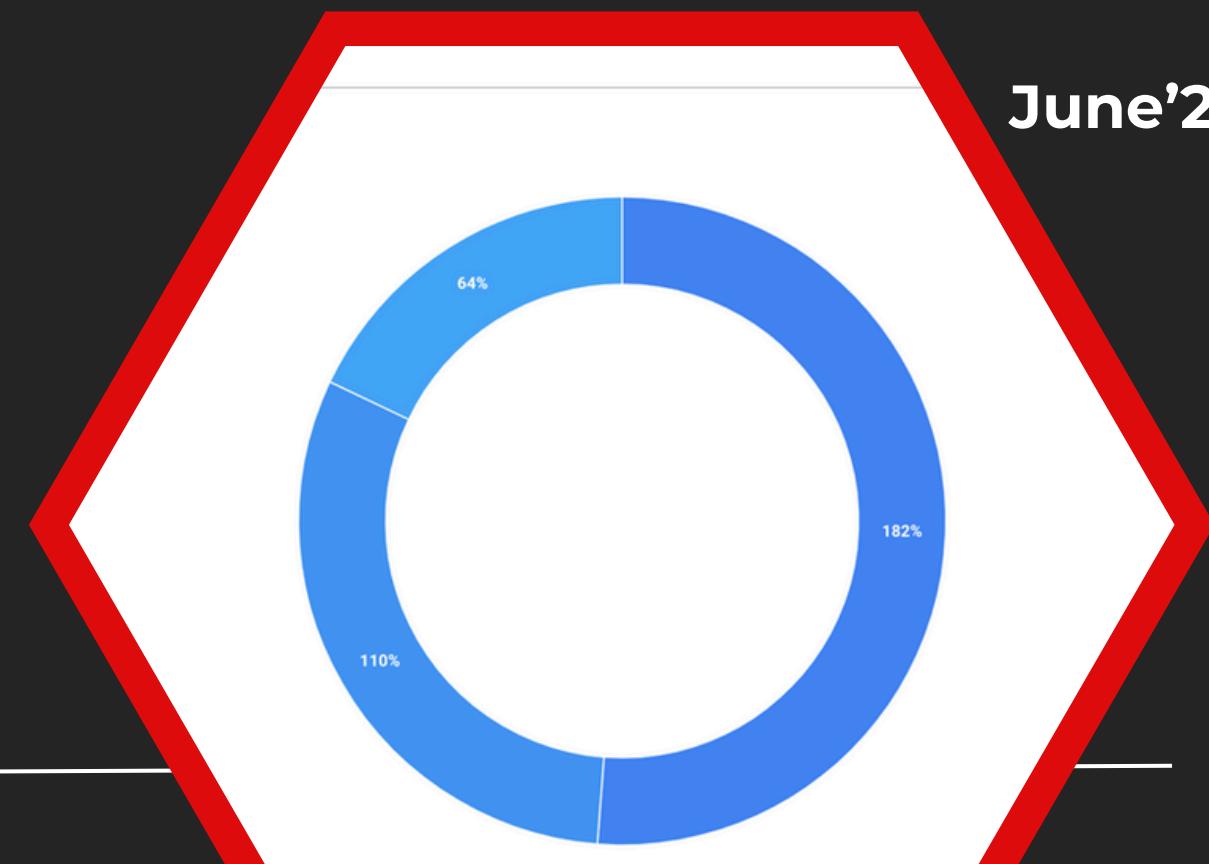
- Continue having promotions to improve user retention/reduce bounce rate
- Ex:
 - Get 10% off on your first purchase if you signup on nflshop.com
 - Have flash deals on certain items to retain users

June'23



● tablet
● mobile
● desktop
● Other

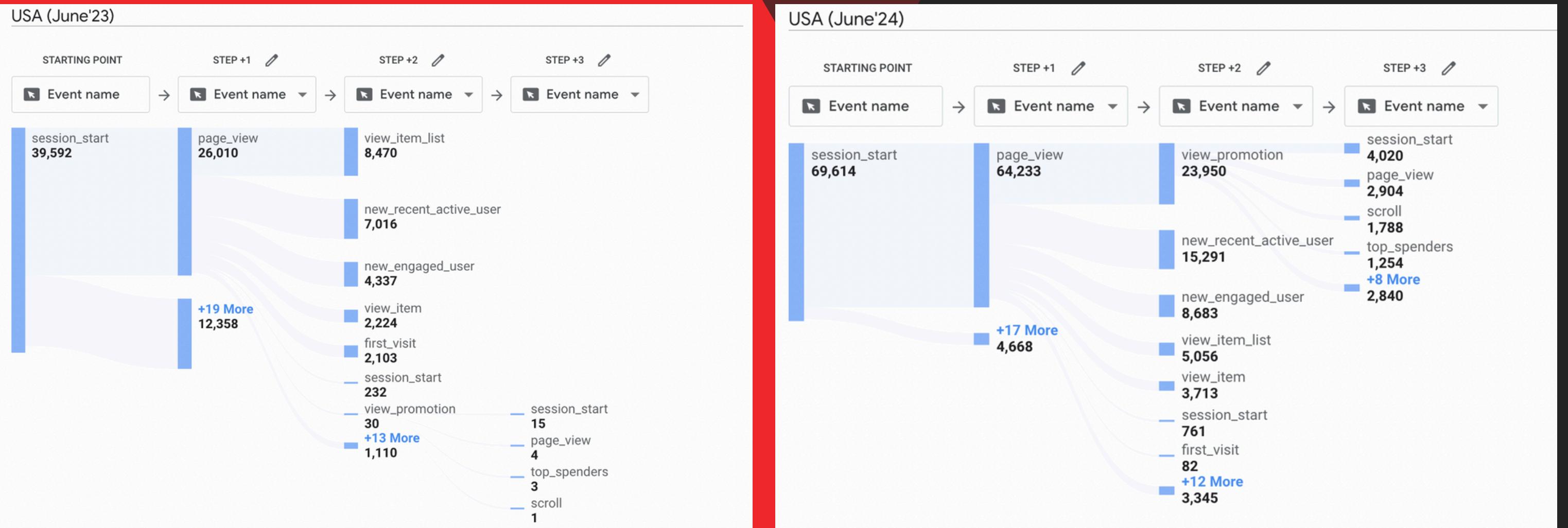
June'24





NFL Shop

CONVERISON PATH EXPLORATION



INSIGHTS

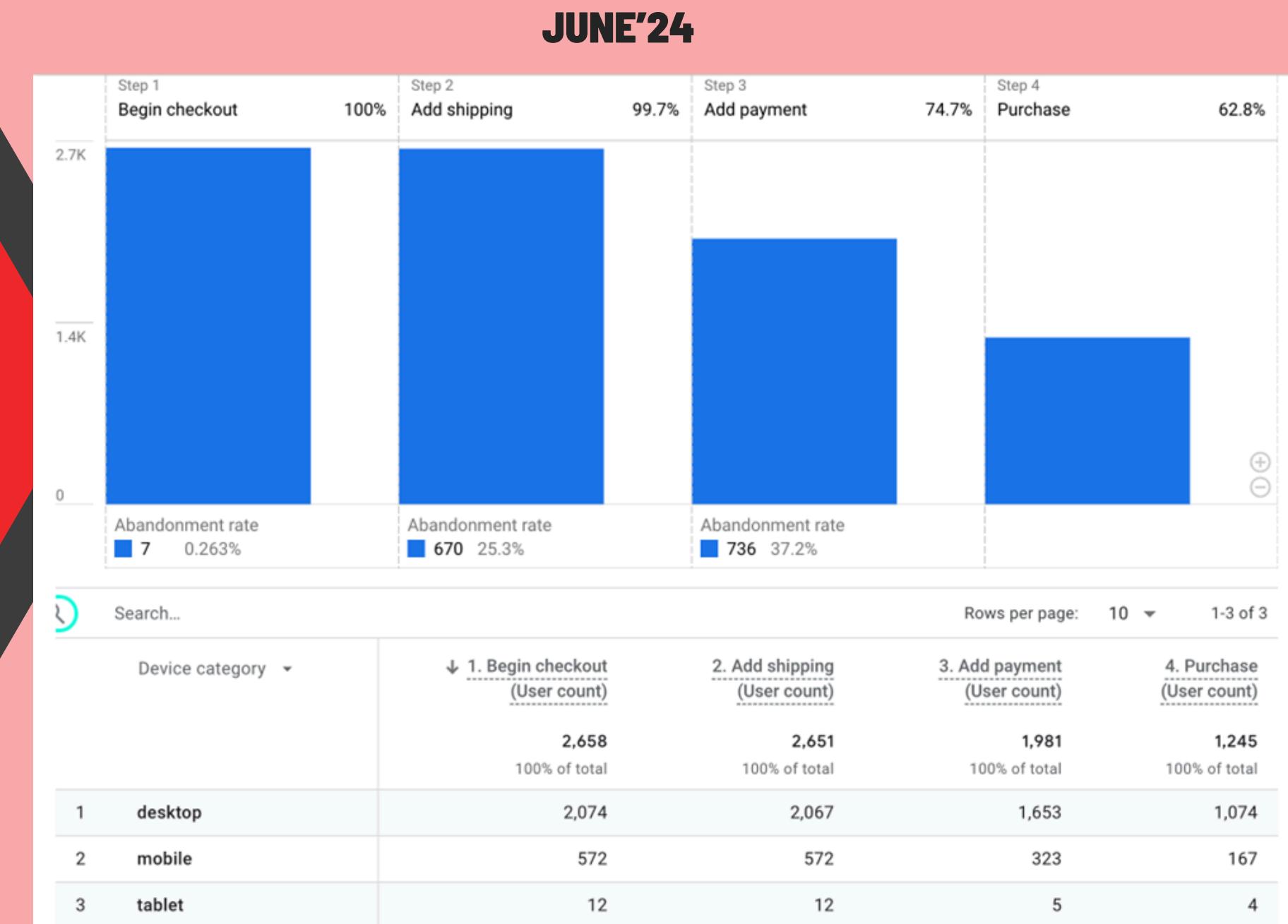
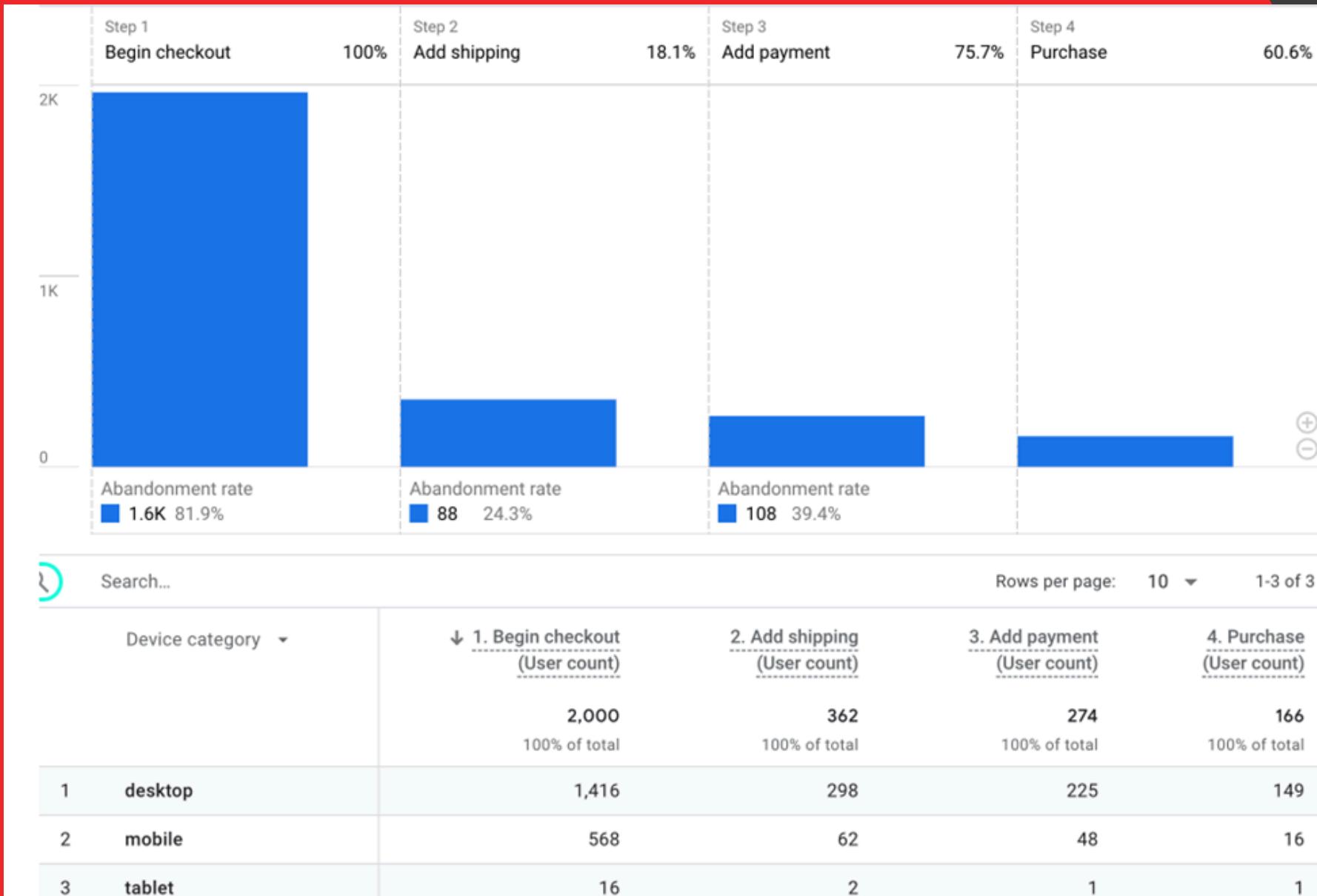
- More promotions in June'24 (23,950), hence there are more conversions for this month compared to June'23.



NFL Shop

CHECKOUT JOURNEY

JUNE'23



THE ABANDONMENT RATE HAS REDUCED OVER THE YEAR BECAUSE OF IMPROVED CHECKOUT EXPERIENCE.

www.nflshop.com

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REPEAT USERS

JUNE'23

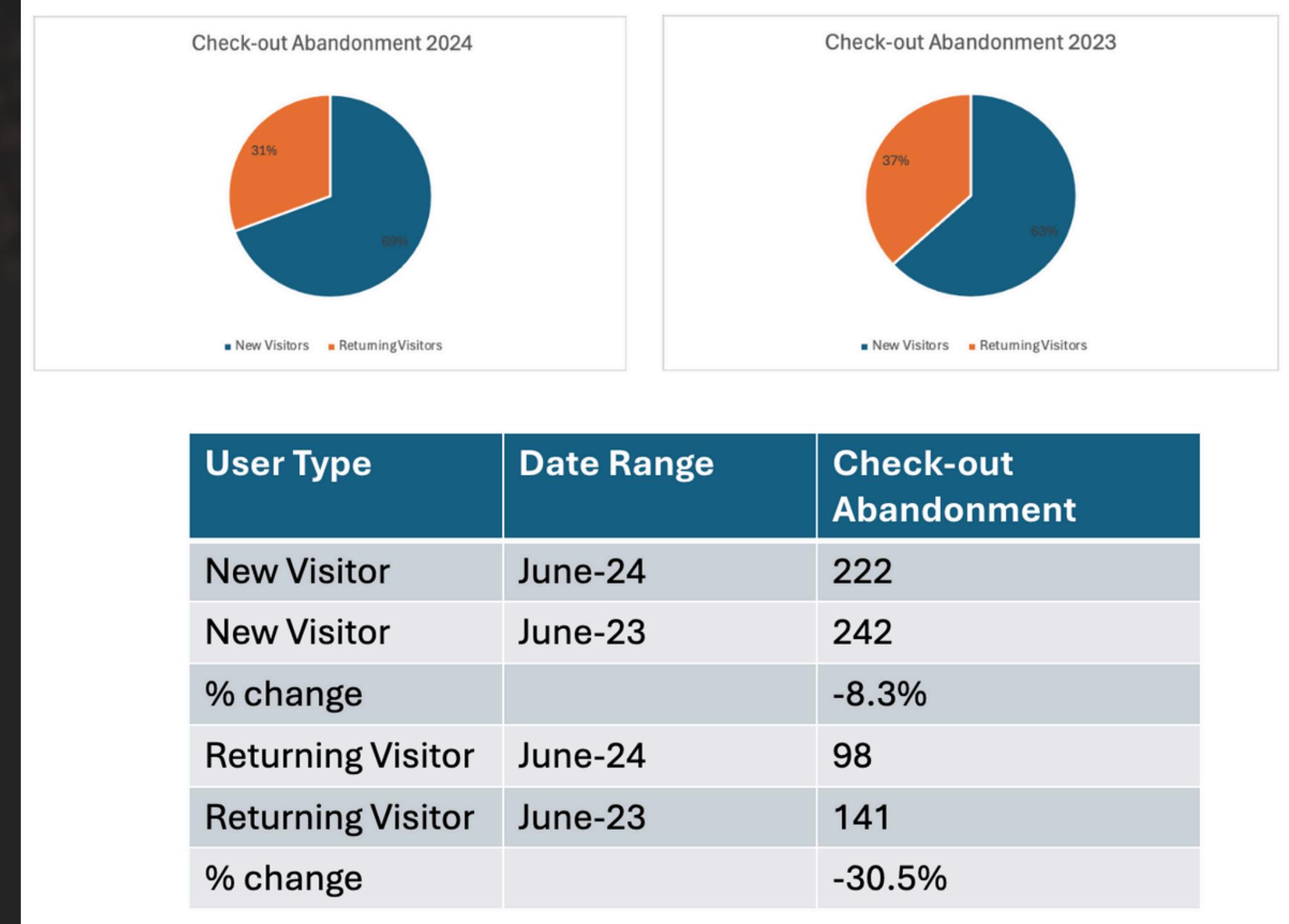
| Segment | | US | | | Totals | | |
|-------------------|---------------|-----------------|---------------|---------------|-------------------|---------------|---------------|
| First user medium | | Returning users | Total revenue | Transactions | ↓ Returning users | Total revenue | Transactions |
| Totals | 2,379 | \$18,750.67 | 130 | 100% of total | 2,379 | \$18,750.67 | 130 |
| | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total |
| 1 organic | 1,181 | \$14,447.14 | 93 | | 1,181 | \$14,447.14 | 93 |
| 2 cpc | 737 | \$790.25 | 7 | | 737 | \$790.25 | 7 |
| 3 referral | 301 | \$2,010.96 | 20 | | 301 | \$2,010.96 | 20 |
| 4 email | 160 | \$1,502.32 | 10 | | 160 | \$1,502.32 | 10 |

JUNE'24

| Segment | | US | | | Totals | | |
|-------------------|---------------|-----------------|---------------|---------------|-------------------|---------------|---------------|
| First user medium | | Returning users | Total revenue | Transactions | ↓ Returning users | Total revenue | Transactions |
| Totals | 1,398 | \$15,633.43 | 160 | 100% of total | 1,398 | \$15,633.43 | 160 |
| | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total | 100% of total |
| 1 organic | 881 | \$7,668.29 | 80 | | 881 | \$7,668.29 | 80 |
| 2 referral | 382 | \$4,291.59 | 66 | | 382 | \$4,291.59 | 66 |
| 3 email | 115 | \$3,673.55 | 14 | | 115 | \$3,673.55 | 14 |
| 4 cpc | 20 | \$0.00 | 0 | | 20 | \$0.00 | 0 |

CHEKOUT ABANDONMENT

- NEW & REPEAT
USERS





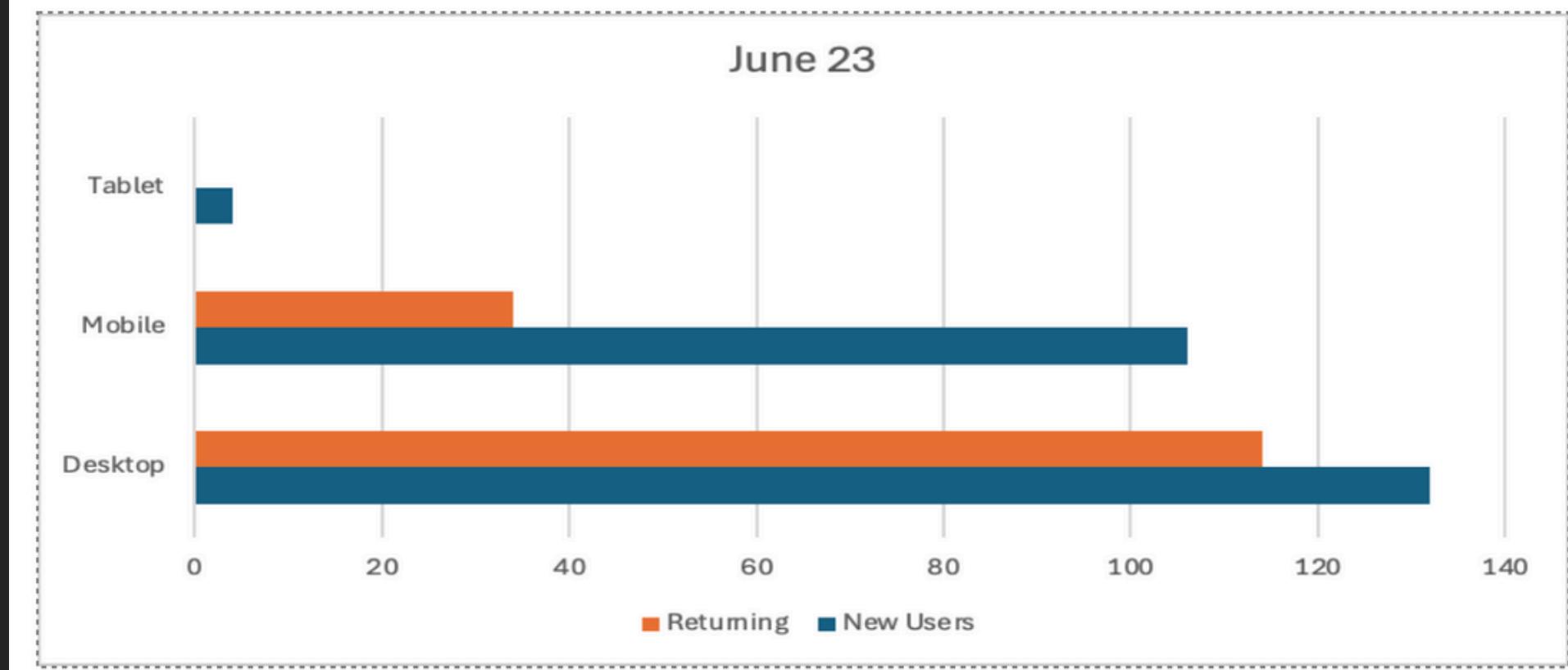
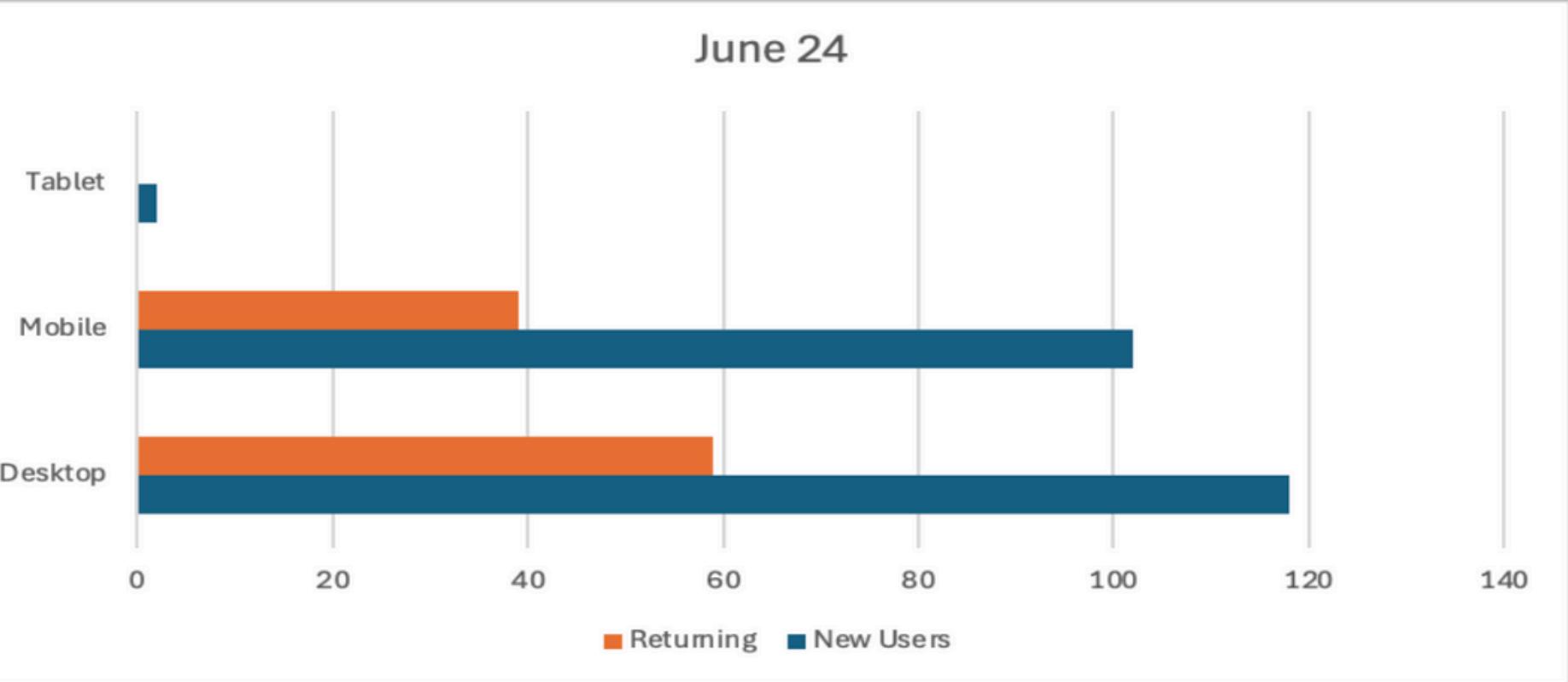
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CHEKOUT ABANDONMENT

• BY DEVICE

TYPE

**INSIGHTS: IN BOTH YEARS, THE HIGHEST CHECKOUTS
FROM NEW AND RETURNING USERS HAVE OCCURED
FROM THEIR DESKTOP AS THEIR DEVICE.**





PROMOTIONS

JUNE'23

JUNE'24

| Item promotion name | ↓ Items viewed in promotion | Items clicked in promotion | Item promotion click through rate | Items added to cart | Items checked out | Items purchased |
|--------------------------------------|-----------------------------|----------------------------|-----------------------------------|----------------------------------|-------------------------|------------------------|
| | 13,630 100% of total | 55 100% of total | 9.42% Avg 0% | 100,120,099,474 100% of total | 44,304 100% of total | 7,454 100% of total |
| 1 | 2,664 | 0 | 0% | 0 | 0 | 0 |
| 2 calling all youtube fans | 2,636 | 0 | 0% | 0 | 0 | 0 |
| 3 adventure awaits | 2,156 | 1 | 0.47% | 0 | 0 | 0 |
| 4 send a smile | 2,108 | 0 | 0% | 0 | 0 | 0 |
| 5 sip, sip, hooray! | 1,755 | 2 | 0.58% | 0 | 0 | 0 |
| 6 happy pets ahead | 1,273 | 0 | 0% | 0 | 0 | 0 |
| 7 show your pride | 692 | 3 | 0.38% | 0 | 0 | 0 |
| 8 noteworthy notebooks | 305 | 0 | 0% | 0 | 0 | 0 |
| 9 адвентуре авантс | 4 | 0 | 0% | 0 | 0 | 0 |
| 10 позивамо све обожаваоце иоутубе-а | 3 | 0 | 0% | 0 | 0 | 0 |

| Item promotion name | ↓ Items viewed in promotion | Items clicked in promotion | Item promotion click through rate | Items added to cart | Items checked out | Items purchased |
|---------------------------|-----------------------------|----------------------------|-----------------------------------|--------------------------------|------------------------|------------------------|
| | 80,115 100% of total | 11,451 100% of total | 15.61% Avg 0% | 1,000,239,232 100% of total | 4,957 100% of total | 1,384 100% of total |
| 1 Vitamin Sea | 52,980 | 2,203 | 6.55% | 0 | 0 | 0 |
| 2 Colors of the Season | 27,135 | 1,249 | 7.06% | 0 | 0 | 0 |
| 3 (not set) | 0 | 0 | 0% | 1,000,239,232 | 4,957 | 1,384 |
| 4 Adventure in Android | 0 | 528 | 0% | 0 | 0 | 0 |
| 5 Blank Pages, Bold Ideas | 0 | 674 | 0% | 0 | 0 | 0 |
| 6 Byte Size Style | 0 | 990 | 0% | 0 | 0 | 0 |
| 7 Celebrate | 0 | 5 | 0% | 0 | 0 | 0 |
| 8 Hydration Hero | 0 | 1,612 | 0% | 0 | 0 | 0 |
| 9 Keep Cozy | 0 | 402 | 0% | 0 | 0 | 0 |
| 10 Pack your bags | 0 | 122 | 0% | 0 | 0 | 0 |

INSIGHTS: WITH PROMOTIONS, THE NO. OF VISITORS TO THE NFL MERCH HAS INCREASED BUT THE PURCHASE IS STILL LOW FOR JUNE'24 COMPARED TO JUNE'23.



RECOMMENDATIONS

- Increased Promotions

- Increased promotions has led to increased footfalls but there is still a need to work on the conversion.
- Have personalized promotion incentives for repeat users.
- Flash Deals based on device type.

- Brand loyalty

- Have separate promotions for returning users.
- Use Email campaigns with specials for loyal customers.

- Improve Mobile Revenue

- Improve Mobile app experience to convert better & drive more sales.

- Improve Checkout Process

- Improve the website performance and checkout process to reduce Cart abandonment.
- Use promotion / discount tactics to reach out to customer who have not completed the sale.





American Football

THANK YOU



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