Traffic, Funnel Behavior, Commercial Performance & Marketing + Content Effectiveness

Overall Traffic and Engagement Trends

- Across the period, top-of-funnel demand is broadly stable
- Daily page views range from 2.6k to 4.0k with no sustained peaks or drops
- Revenue changes do not seem to be driven by traffic levels
- Caveat: Overall traffic looks at all pages, this can be sharpened by classifying pages into different categories (homepage, blog, product page, funnel pages etc)

Insight: Awareness or acquisition are not primary drivers of changes in revenue

Funnel Performance and Behavioral Insights

While top-of-funnel is stable, downstream funnel steps show meaningful variability

Add-to-cart → checkout-start

- Checkout start rates are highly volatile, ranging from 19% to 78%
- This suggests that the largest behavioral friction occurs in this step, where users initiate checkout after adding products to the cart
- Variability at this step could be driven by product mix, checkout UX or payment/financing options availability

Checkout-start → checkout-complete

- Checkout completion rates range from 21% - 63%
- Revenue and order volume show their **strongest relationship with checkout completion**, indicating that this step is the most commercially sensitive part of the journey.

Insight: While both checkout start and checkout completion rates are volatile, improvements at these stages—particularly stabilising checkout completion—offer a clear opportunity to lift overall performance without relying on increased traffic or acquisition spend.

Commercial Performance: Revenue, Orders and AOV

Orders and Revenue Trends

Across the 14-day period, order volume is relatively stable, while revenue shows more pronounced day-to-day variation.

- Daily orders range from 14 to 28 orders, with no sustained upward or downward trend.
- Revenue fluctuates more meaningfully, with visible softness in late February followed by a spike in early March.

This indicates that changes in revenue are not primarily driven by large swings in order volume.

Average Order Value (AOV) as the Primary Revenue Driver

The variation in revenue is largely explained by changes in average order value (AOV).

- AOV ranges from approximately 690 to 1,280 across the period.
- The highest revenue days in early March (1–2 March) coincide with the highest AOV values, rather than exceptional order volume.
- Conversely, lower-revenue days often reflect a shift toward lower-value orders, even when order counts remain within the normal range.

Seasonality: The first two days in March have the highest revenue in this period with also high values for AOV. This aligns with a plausible hypothesis of users purchasing high-ticket items at the start of the month.

Acquisition and Content Effectiveness: Data Readiness and Framework

An initial review of marketing and URL parameters indicates that the current dataset does not reliably support marketing channel attribution.

Marketing identifiers embedded in URLs are opaque and lack documented mappings to channels, campaigns, or partners. As a result, any channel-level performance analysis would be speculative.

In addition, users interact with a mix of page types—including homepage, product pages, and editorial blog content—each serving different roles in the customer journey. Without explicit page-type classification, channel-level analysis would lack in requisite detail.

Proposed analytical framework

To enable robust acquisition and effectiveness analysis, the following framework is recommended:

1. **Page-type classification**
   - Categorise all page views into clear intent-based types (homepage, product, blog, checkout).
   - Use this as the primary lens for early journey analysis.

2. **Journey performance by page type**
   - Evaluate add-to-cart rates, checkout progression, and AOV by entry page type.

- ○ Identify which content types introduce demand versus convert demand.

3. **Marketing channel analysis (post-cleanup)**

   - ○ Introduce a channel mapping layer to translate raw parameters into standardised channels.
   - ○ Enforce consistent UTM conventions and affiliate identifiers.
   - ○ Re-run attribution and channel performance once data quality is assured.