



JUST DO IT.

GROUP 6

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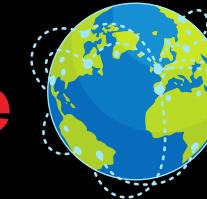
ABOUT NIKE



Legacy

- Founded in 1964, Nike is the world's leading sportswear brand.
- Known for innovation, performance-focused designs, and iconic branding.

Global Presence



- Operates in over 170 countries, delivering products to millions worldwide.
- Headquarters: Beaverton, Oregon.

Mission Statement



*Bring inspiration and innovation to every athlete in the world.
(If you have a body, you are an athlete.)*



BUSINESS OBJECTIVES



Innovation & Inspiration

Continuously innovate products to inspire athletes worldwide.



Direct-to-Consumer (DTC) Growth

Expand e-commerce channels and optimize user experiences.



Sustainability

Commit to reducing the environmental footprint through eco-friendly practices.



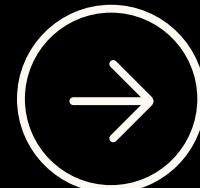
Global Market Expansion

Strengthen presence in emerging markets and tailor localized strategies.





KEY PERFORMANCE METRICS



Revenue

Monitors total sales and revenue growth across channels.

Conversion

Tracks the percentage of visitors completing purchases.

Engagement

Evaluates bounce rates, session duration, and user interactions.

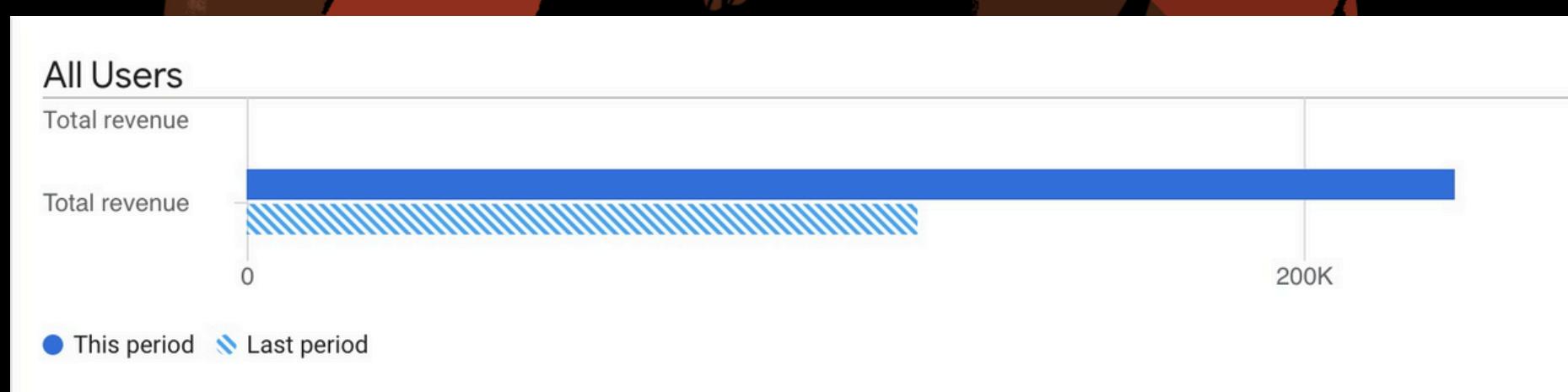
REVENUE



- Revenue is a vital metric used to gauge a company's financial health and success.
- It informs stakeholders about profitability, supports goal-setting, and aids in marketing ROI analysis.
- Revenue is key for benchmarking, product performance evaluation, and making informed operational decisions.
- In essence, it is a comprehensive indicator crucial for financial planning, industry comparison, and effective communication with investors and stakeholders.



REVENUE



Year-over-Year Comparison:
Total revenue for October 2024 has dropped significantly compared to October 2023, showing a notable decline of around 50%.

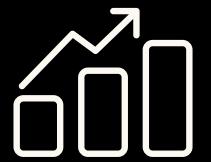
This decline could reflect shifts in consumer demand, market challenges, or external factors affecting performance.

Period-to-Period Comparison:

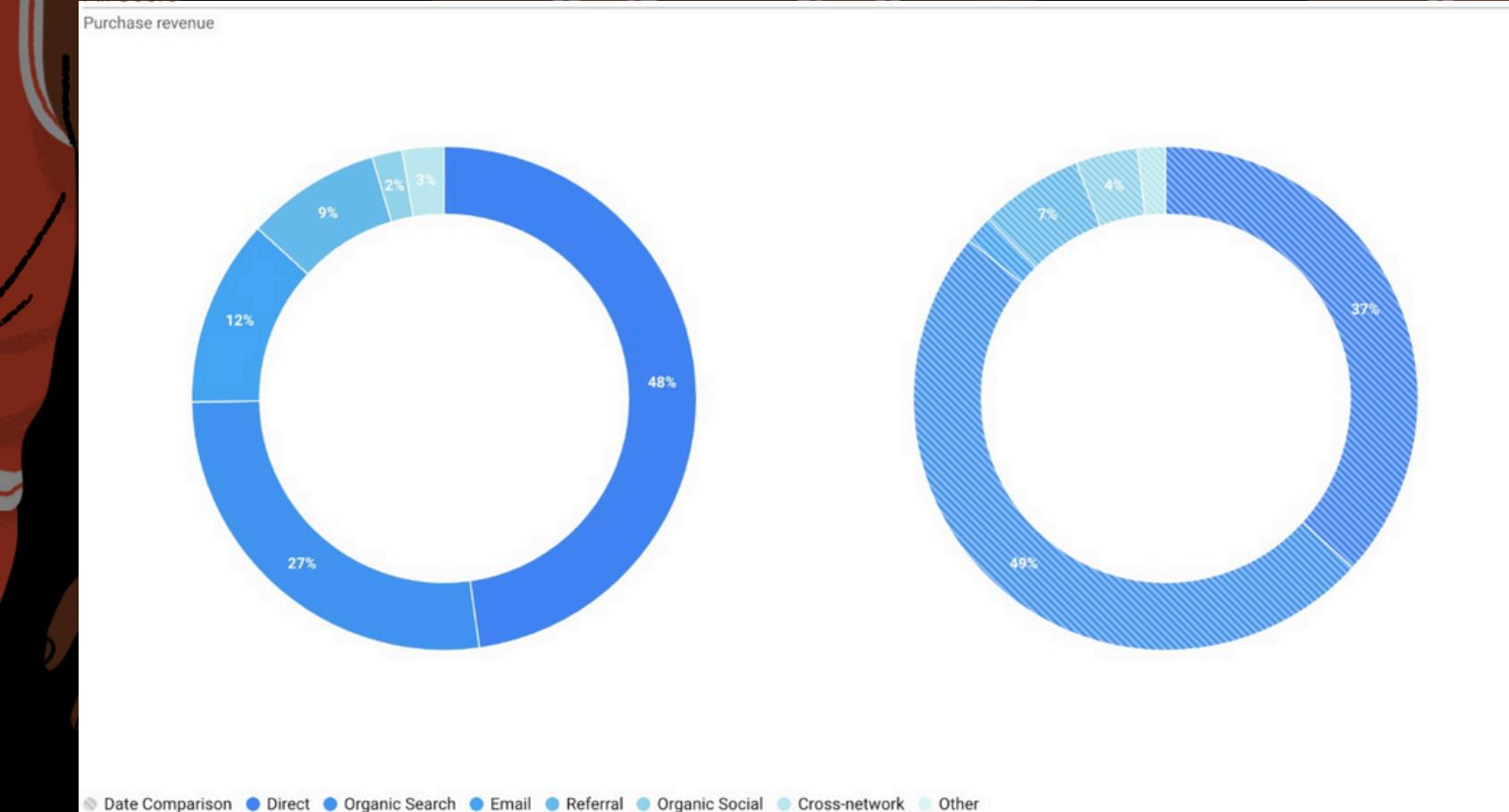
Comparing this period's revenue with the last period, we see an increase in total revenue, indicating potential recovery or effective recent strategies.

This growth suggests positive momentum in specific areas or channels.

REVENUE



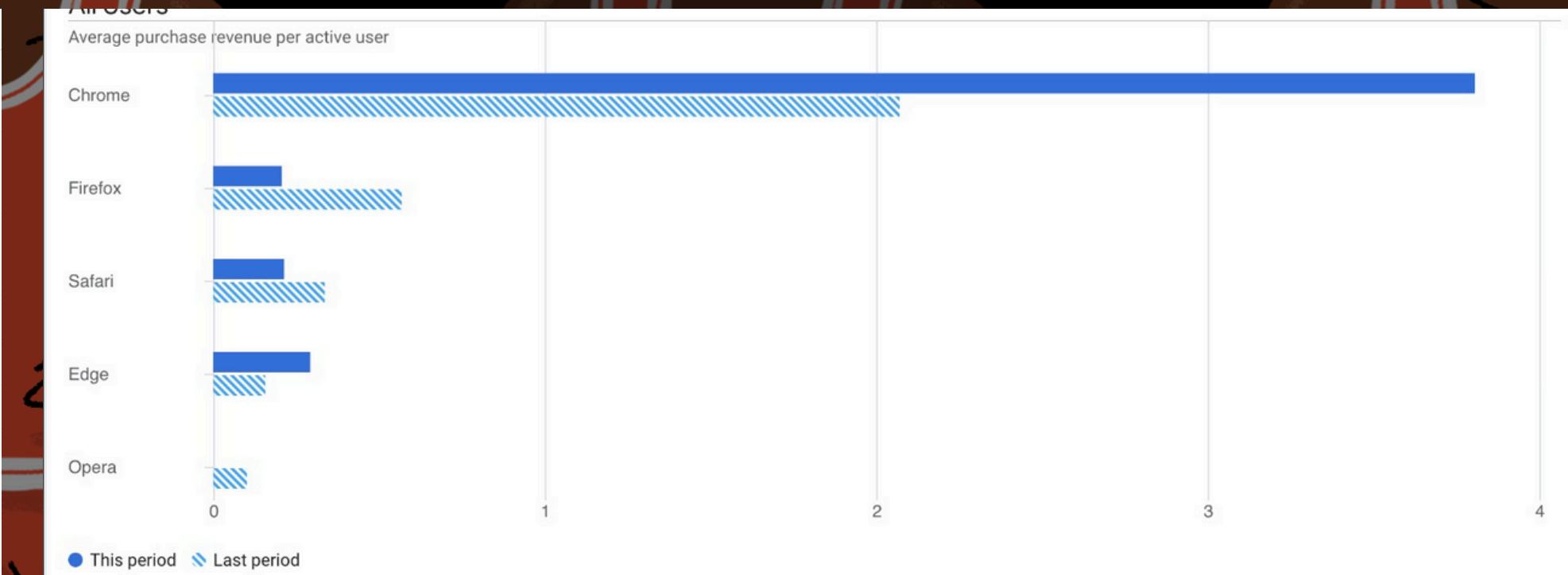
Primary channel group (Default Channel Group)	Date Comparison	Purchase revenue	↓ Active users
Totals	% change	76.2%	-68.0%
	Oct 1 - Oct 31, 2024	\$222,616.15	21,952
	Oct 1 - Oct 31, 2023	\$126,332.70	68,691
1 Direct	% change	129.1%	-57.7%
	Oct 1 - Oct 31, 2024	\$106,321.96	10,932
	Oct 1 - Oct 31, 2023	\$46,401.32	25,860
2 Organic Search	% change	-3.0%	-62.7%
	Oct 1 - Oct 31, 2024	\$60,127.92	8,400
	Oct 1 - Oct 31, 2023	\$61,964.43	22,498
3 Cross-network	% change	163.7%	-93.1%
	Oct 1 - Oct 31, 2024	\$5,944.86	1,213
	Oct 1 - Oct 31, 2023	\$2,254.73	17,581
4 Referral	% change	128.8%	-50.9%
	Oct 1 - Oct 31, 2024	\$19,185.64	1,838
	Oct 1 - Oct 31, 2023	\$8,383.89	3,742
5 Email	% change	1,066.0%	51.5%
	Oct 1 - Oct 31, 2024	\$26,733.96	1,135
	Oct 1 - Oct 31, 2023	\$2,292.79	749
6 Organic Social	% change	-14.6%	-78.0%
	Oct 1 - Oct 31, 2024	\$4,301.81	325
	Oct 1 - Oct 31, 2023	\$5,035.53	1,477



- Revenue Growth: 76.2% increase year-over-year.
- Top Performers: Direct and referral channels drove growth.
- Opportunities: Organic social showed a decline, requiring optimization.

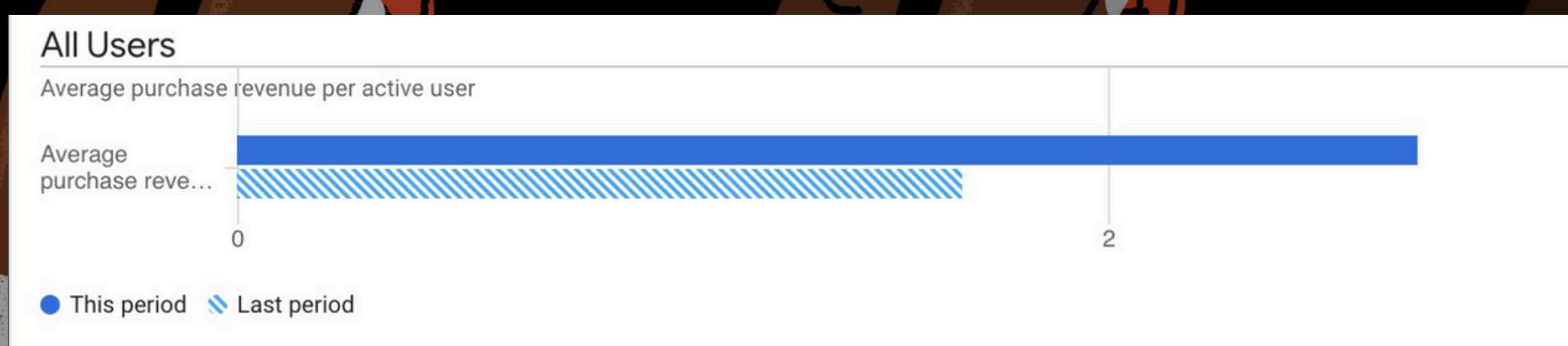
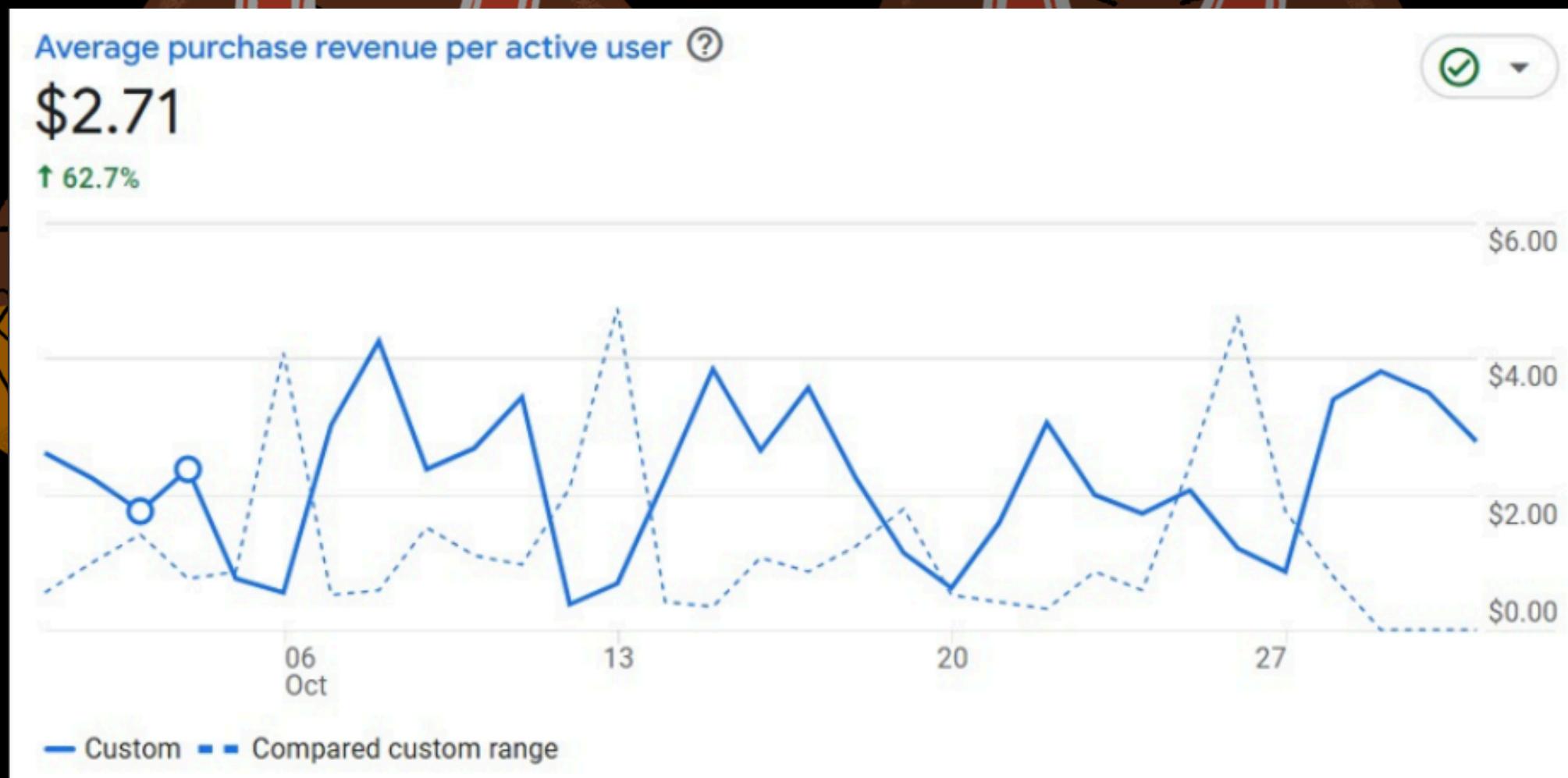
REVENUE

Browser	Date Comparison	Average purchase revenue per active user	Purchase revenue	Transactions
Totals	% change	65.5%	80.1%	78.8%
	Oct 1 - Oct 31, 2024	\$2.82	\$228,622.40	1,389
	Oct 1 - Oct 31, 2023	\$1.70	\$126,967.20	777
1 Chrome	% change	83.7%	82.4%	86.4%
	Oct 1 - Oct 31, 2024	\$3.81	\$223,639.73	1,325
	Oct 1 - Oct 31, 2023	\$2.07	\$122,598.05	711
2 Firefox	% change	-63.8%	-58.2%	25.0%
	Oct 1 - Oct 31, 2024	\$0.21	\$160.06	5
	Oct 1 - Oct 31, 2023	\$0.57	\$383.00	4
3 Safari	% change	-36.8%	11.2%	-22.2%
	Oct 1 - Oct 31, 2024	\$0.21	\$4,030.21	42
	Oct 1 - Oct 31, 2023	\$0.34	\$3,623.65	54
4 Edge	% change	86.2%	141.2%	183.3%
	Oct 1 - Oct 31, 2024	\$0.29	\$792.40	17
	Oct 1 - Oct 31, 2023	\$0.16	\$328.50	6
5 Opera	% change	-100.0%	-100.0%	-100.0%
	Oct 1 - Oct 31, 2024	\$0.00	\$0.00	0
	Oct 1 - Oct 31, 2023	\$0.10	\$30.00	1
6 Samsung Internet	% change	-100.0%	-100.0%	-100.0%
	Oct 1 - Oct 31, 2024	\$0.00	\$0.00	0
	Oct 1 - Oct 31, 2023	\$0.00	\$4.00	1



- **Chrome dominates as the top browser, contributing significantly to revenue with an 83.7% increase in average purchase revenue per active user compared to last year.**
- **Edge shows strong growth with an 86.2% rise in revenue contribution and 183.3% increase in transactions.**
- **Firefox and Safari experienced declines in revenue contribution, indicating a need for targeted strategies to re-engage users on these platforms.**

REVENUE



- Average purchase revenue per active user increased by 62.7%, highlighting effective engagement and monetization strategies.
- The upward trend shows revenue peaks around the middle and end of the month, indicating the impact of specific campaigns or promotional events.
- Consistent performance overall with minor fluctuations.
- Comparison of periods demonstrates a clear increase in user spending in the current period compared to the last.
- This shows improved user retention or higher-value transactions during this period.

Leverage Top Performing Channels:
Focus investments on Direct and Referral channels to sustain growth.
Allocate additional resources for campaigns to maximize their contribution.

Address Underperforming Areas:
Optimize Organic Social strategies to reverse the decline in revenue and engagement.
Enhance user experience and visibility on browsers like Firefox and Safari to re-engage lost audiences.

RECOMMENDATIONS

Boost Engagement and Retention:
Develop targeted promotions during peak revenue periods to capitalize on user engagement.
Increase customer loyalty campaigns for first-time purchasers to improve retention.

Monetization Strategies:
Expand initiatives that drove the 62.7% increase in average purchase revenue per user.
Conduct A/B testing on campaigns to refine strategies for higher-value transactions.

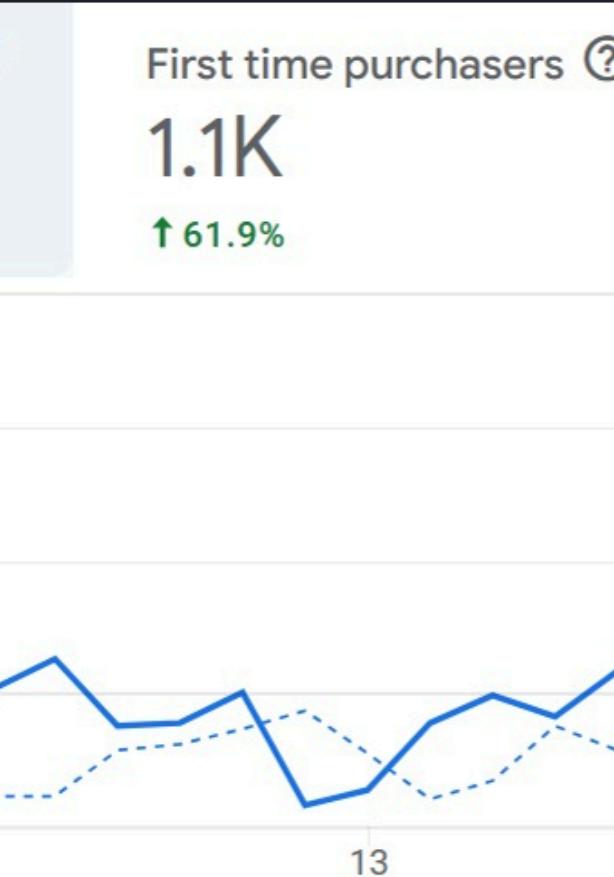
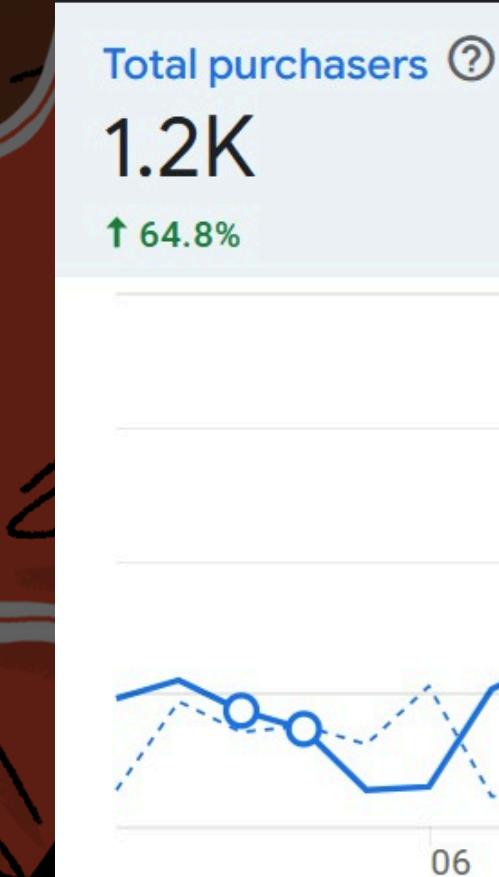
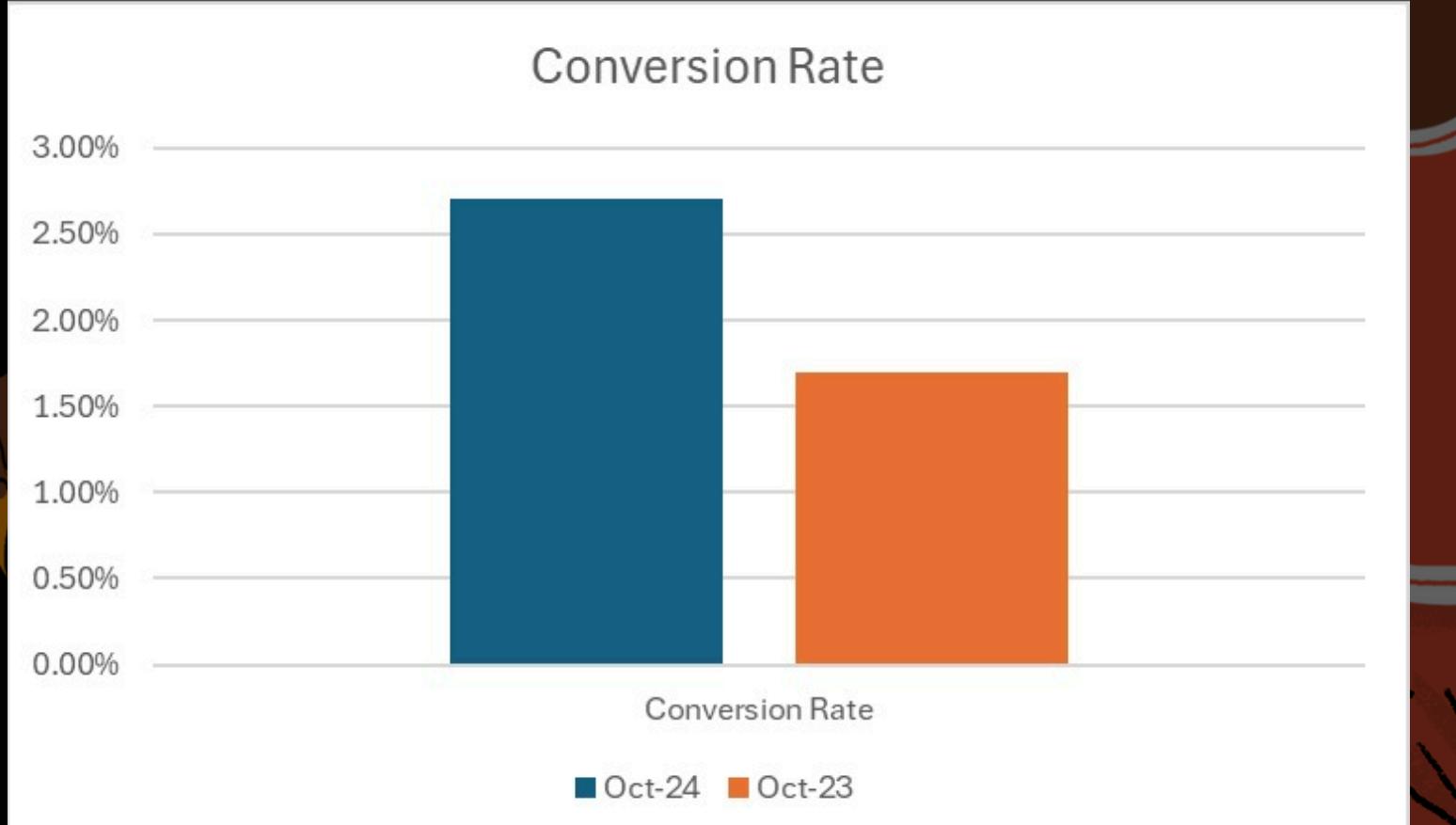
CONVERSION RATE



- The conversion rate is a pivotal metric for assessing the success of an ecommerce business. It measures the percentage of website visitors who complete a desired action, such as making a purchase.
- This metric is crucial for evaluating the effectiveness of marketing strategies, optimizing the user experience, and driving revenue growth.
- In short, the conversion rate is a key performance indicator that directly impacts a business's profitability and overall success.



CONVERSION



October 2024 saw a significant increase in conversion rate, reaching 2.5%, up from 1.8% in October 2023 (39% growth).

Total Purchasers increased by 64.8%, highlighting effective engagement and retention strategies.

First-Time Purchasers grew by 61.9%, reflecting success in attracting new users through marketing and promotional campaigns.



Enhance First-Time User Journey: Focus on personalising onboarding experiences and streamlining checkout processes to retain the 61.9% increase in first-time purchasers.

Implement Targeted Retargeting Campaigns: Use behaviour-driven retargeting strategies to convert non-purchasing visitors, leveraging the significant uplift in total purchasers (+64.8%).

RECOMMENDATIONS

Optimize Mobile Conversion Funnel: Address friction points on mobile devices to maximize conversions, as mobile usage typically dominates traffic but often sees lower conversion efficiency.

Refine Marketing Attribution Models: Evaluate the performance of marketing channels driving first-time and repeat purchasers to allocate resources efficiently toward high-performing campaigns.

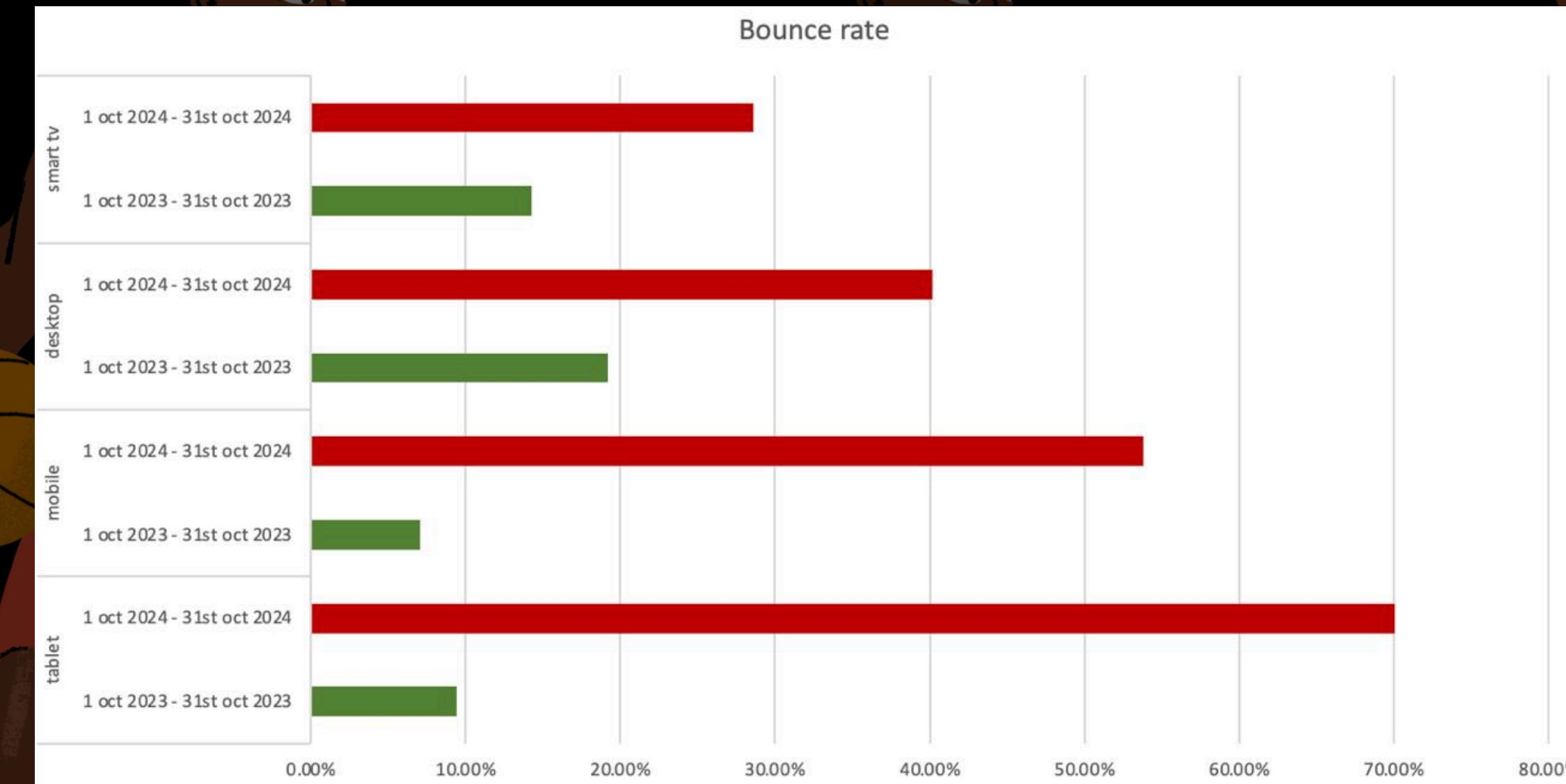
BOUNCE RATE

- Bounce rate refers to the percentage of website visitors who leave the site after viewing only a single page, without interacting further.
- It serves as a crucial performance metric (KPI) for assessing the efficiency of a website's landing pages and overall user experience.
- An elevated bounce rate may indicate that the website's pages could be more captivating and aligned with the user's requirements, or that there is room for improvement in the overall user experience.



BOUNCE RATE

Device category	Date Comparison	↓ Bounce rate
Totals	% change	243.5%
	1 Oct - 31 Oct 2024	47.8%
	1 Oct - 31 Oct 2023	13.9%
1 tablet	% change	646.5%
	1 Oct - 31 Oct 2024	70.1%
	1 Oct - 31 Oct 2023	9.4%
2 mobile	% change	656.0%
	1 Oct - 31 Oct 2024	53.8%
	1 Oct - 31 Oct 2023	7.1%
3 desktop	% change	109.2%
	1 Oct - 31 Oct 2024	40.2%
	1 Oct - 31 Oct 2023	19.2%
4 smart tv	% change	100.0%
	1 Oct - 31 Oct 2024	28.6%
	1 Oct - 31 Oct 2023	14.3%

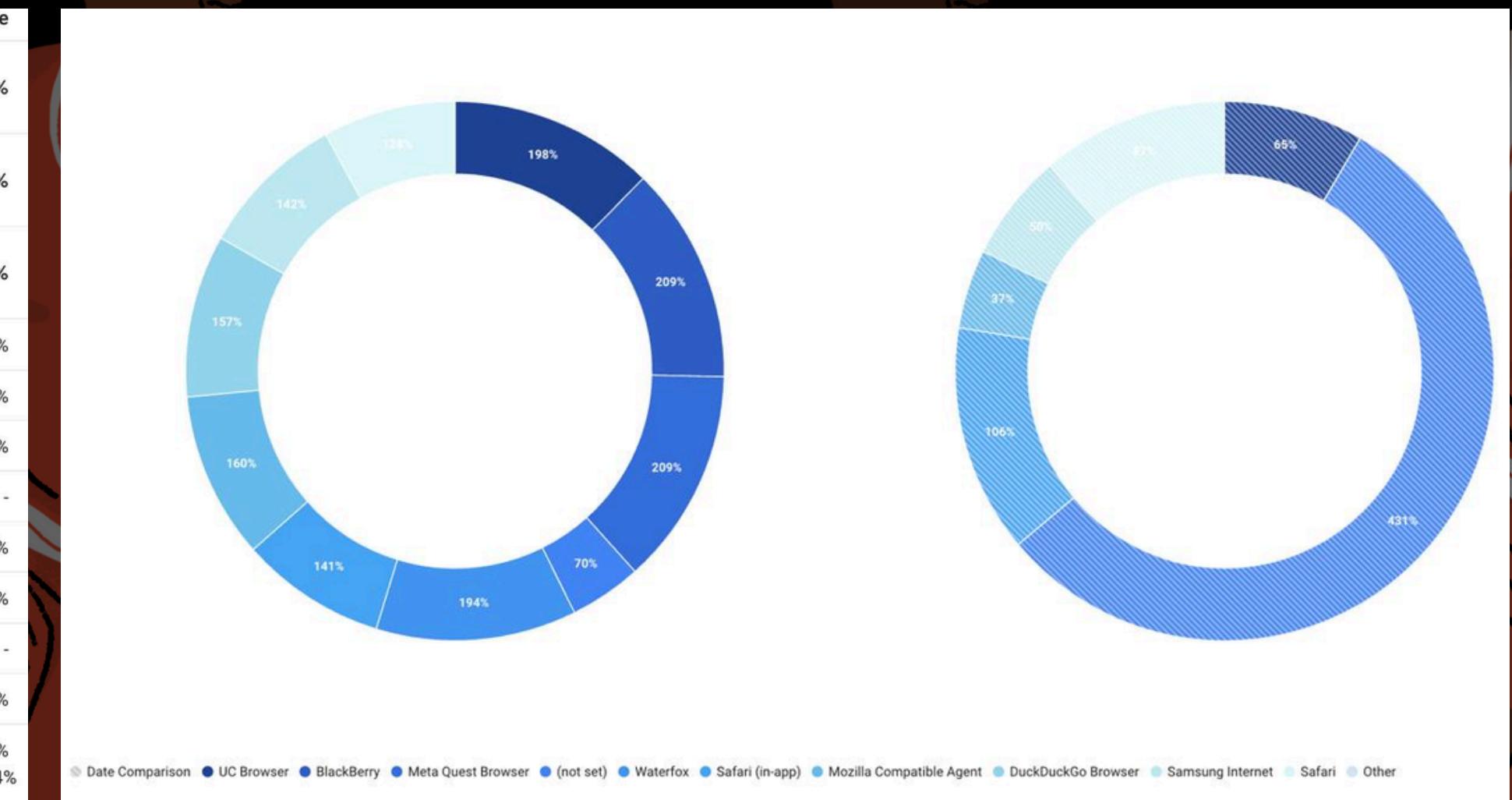


Bounce Rate with Device Category:

- Tablets experienced the highest bounce rate increase (+646.5%).
- Bounce rate for tablets reached 70.1% of users, despite contributing only 20% of overall traffic.
- Mobile bounce rate increased by 656%.
- 53.8% of mobile users exited early, despite contributing 45% of total traffic.
- Desktop bounce rate increased by 109.2%, rising from 19.2% to 40.2% highlighting emerging issues with user engagement, likely tied to content relevance, navigation, or performance challenges.
- Smart TVs record the lowest bounce rate at 28.6%, reflecting strong user engagement with average session durations exceeding 6 minutes.

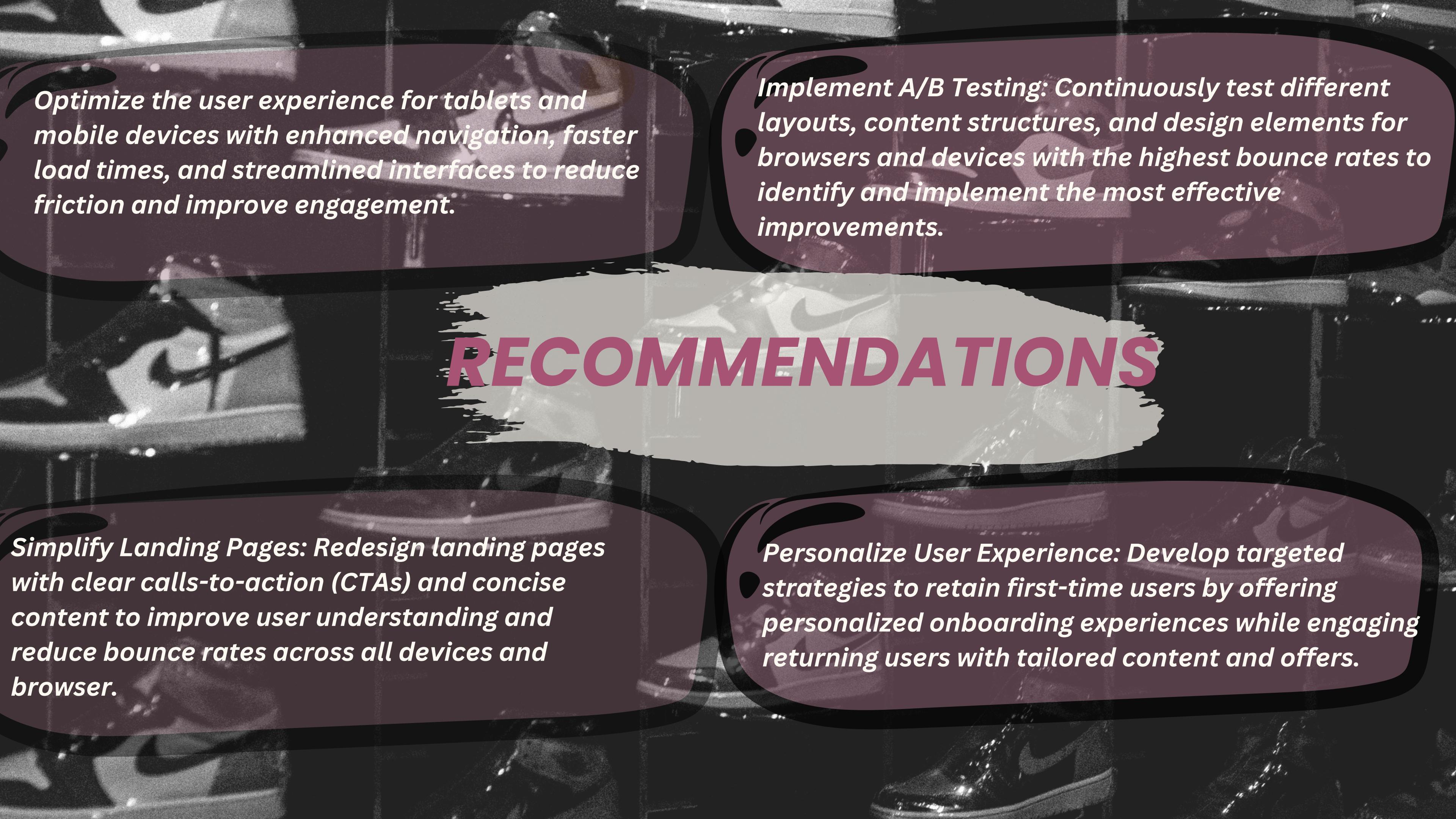
BOUNCE RATE

Browser	Date Comparison	↓Bounce rate
Totals	% change	
	1 Oct - 31 Oct 2024	243.5%
	1 Oct - 31 Oct 2023	47.8%
1 UC Browser	% change	13.9%
	1 Oct - 31 Oct 2024	942.1%
	1 Oct - 31 Oct 2023	94.7%
		9.1%
2 BlackBerry	% change	-
	1 Oct - 31 Oct 2024	100.0%
	1 Oct - 31 Oct 2023	0.0%
3 Meta Quest Browser	% change	-
	1 Oct - 31 Oct 2024	100.0%
	1 Oct - 31 Oct 2023	0.0%
4 (not set)	% change	-44.4%
	1 Oct - 31 Oct 2024	33.3%
	1 Oct - 31 Oct 2023	60.0%
5 Waterfox	% change	-
	1 Oct - 31 Oct 2024	92.7%
	1 Oct - 31 Oct 2023	0.0%
6 Safari (in-app)	% change	-
	1 Oct - 31 Oct 2024	354.9%
	1 Oct - 31 Oct 2023	67.3%
7 Mozilla Compatible Agent	% change	1,395.9%
	1 Oct - 31 Oct 2024	76.7%
	1 Oct - 31 Oct 2023	5.1%
8 DuckDuckGo Browser	% change	-
	1 Oct - 31 Oct 2024	75.0%



Bounce Rate with Browser :

- Mozilla Compatible Agent recorded a significant 1,395.9% increase in bounce rate alongside a 76.7% rise in usage, highlighting critical engagement and usability challenges.
- UC Browser experienced a bounce rate increase of 942.1%, with 94.7% of users exiting early, signaling significant usability challenges.
- Waterfox recorded a 92.7% increase in usage, indicating moderate engagement. while Safari in-app observed a 354.9% rise in bounce rate alongside a 67.3% increase in usage, pointing to potential performance issues despite growing adoption.
- Stable trends were observed in other browsers, indicating consistent user experiences with opportunities for further optimization to minimize drop-offs.



Optimize the user experience for tablets and mobile devices with enhanced navigation, faster load times, and streamlined interfaces to reduce friction and improve engagement.

Implement A/B Testing: Continuously test different layouts, content structures, and design elements for browsers and devices with the highest bounce rates to identify and implement the most effective improvements.

RECOMMENDATIONS

Simplify Landing Pages: Redesign landing pages with clear calls-to-action (CTAs) and concise content to improve user understanding and reduce bounce rates across all devices and browser.

Personalize User Experience: Develop targeted strategies to retain first-time users by offering personalized onboarding experiences while engaging returning users with tailored content and offers.

WATERFALL MODEL



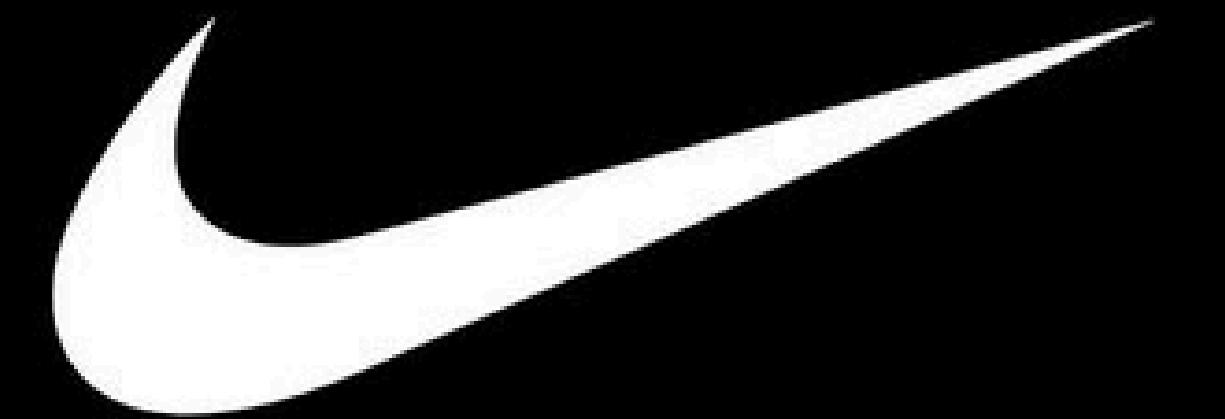
Metric	Oct-24	Oct-23	% Vs LY	# Vs LY	Adjusted Impact on Revenue
Revenue	229000.00	127000.00	80.31	102000.00	
Sessions	121959.00	110456.00	10.41	11503.00	15183.57
AOV	164.59	163.41	0.72	1.18	1052.82
Conversion Rate	2.70	1.70	58.82	1.00	85763.61
Sum					102000.00



KEY INSIGHTS

- Overall Revenue Increase: October 2024 saw a revenue increase of \$102,000 (80.31% higher than October 2023), showcasing a significant year-over-year improvement.
- Session Growth: Sessions grew by 10.41% compared to last year, adding an incremental 11,503 sessions.
- Revenue Impact: This increase contributed \$15,183.57 to the overall revenue, indicating effective efforts in driving more traffic to the platform.
- Conversion rate is the primary revenue driver and should remain a key focus area.
- Sessions growth indicates an increasing reach but needs optimization to improve conversion.
- Small changes in AOV can have a compounding impact on total revenue, and this remains an area for strategic opportunities.





THANK YOU