# Advertalyst.ai

# Data Insights

By: RAMDAYAL

# Overview
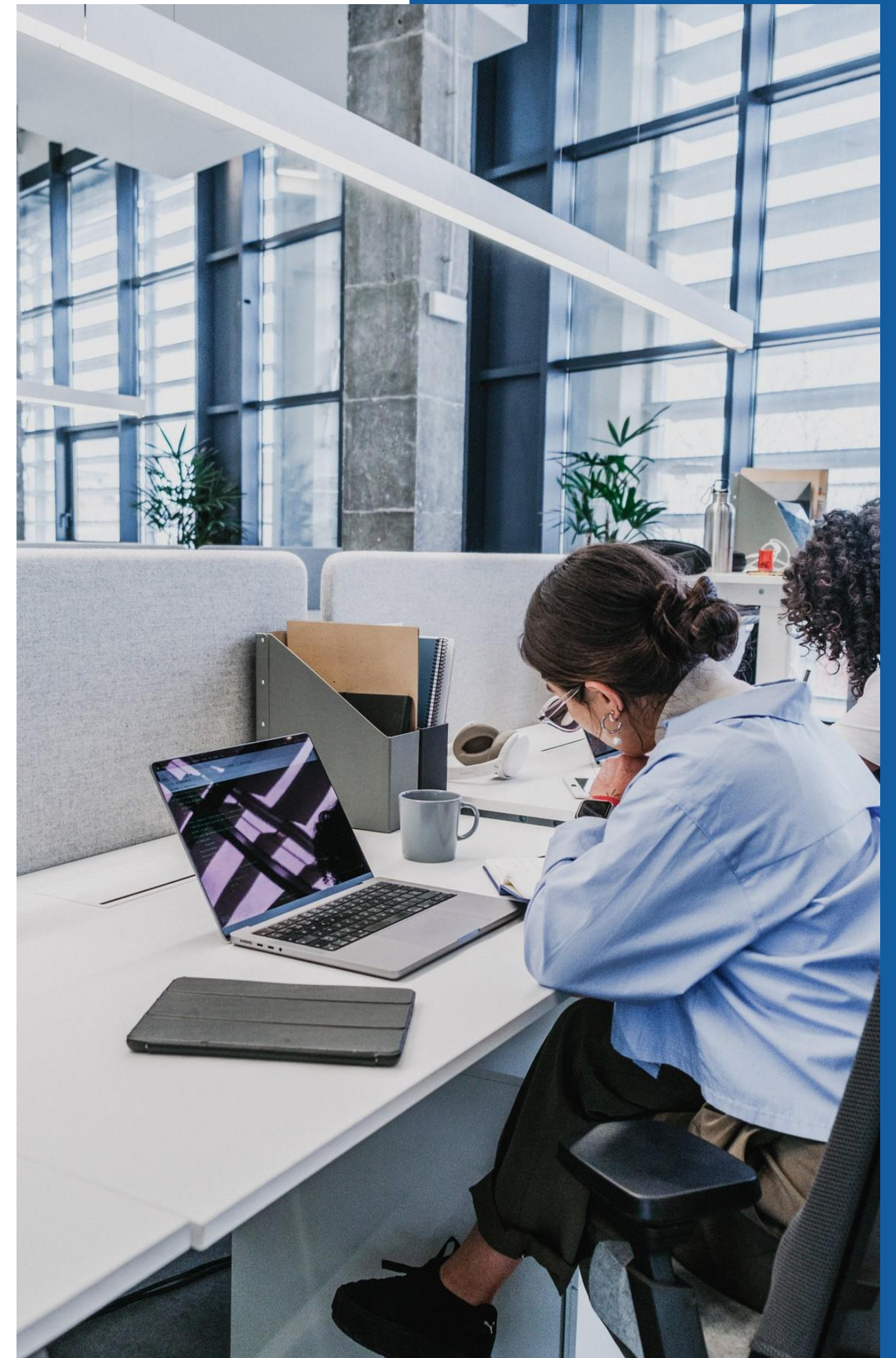
# About us

AI-based ad management solutions for advertisers. It enables advertisers to secure performance on user-acquisition and branding budgets by delivering maximum return on ad spend for customers. It is a tool designed to improve ad performance by delivering a more personalized and tailored ad experience to each user.

## Company Overview

Founded Year        2023
Location            Delhi, India
Company Sector      B2B

# Problem Statement - Cart to Order Placement Decline

You work for an e-commerce website that sells a variety of products ranging from electronics to clothing. The management team has noticed a significant drop in the conversion rate from adding items to the cart to completing the purchase over the past few months. Despite consistent traffic to the website, the number of abandoned carts has increased, leading to a decline in overall sales revenue.

## To-Do

As a Product Analyst for an e-commerce website, you're tasked with understanding and improving the conversion funnel, specifically focusing on the drop in cart to purchase rates. In this case study, you will dive into the data to identify potential reasons behind the drop and propose actionable recommendations to enhance the user experience and increase conversions.
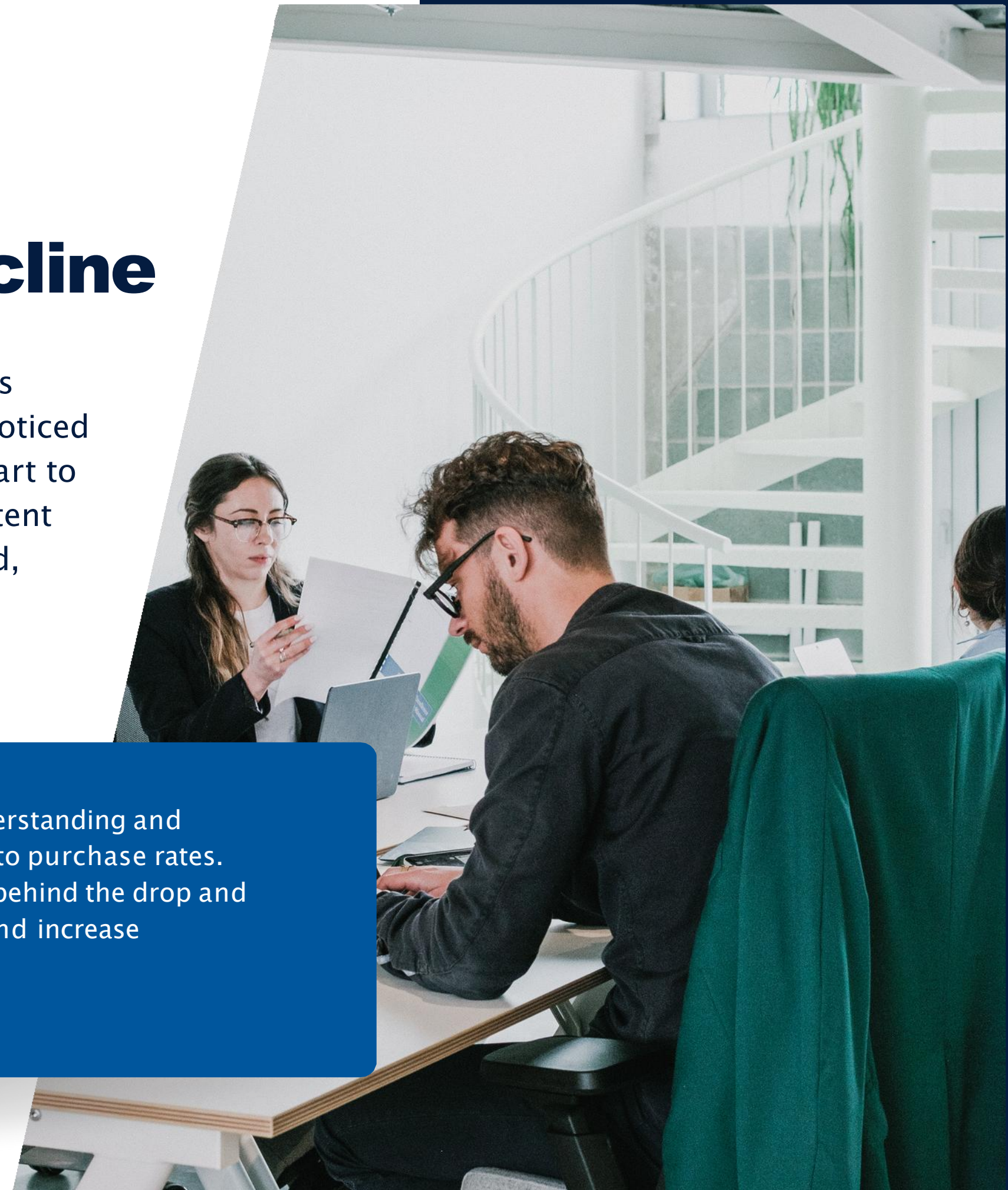
# Datasets
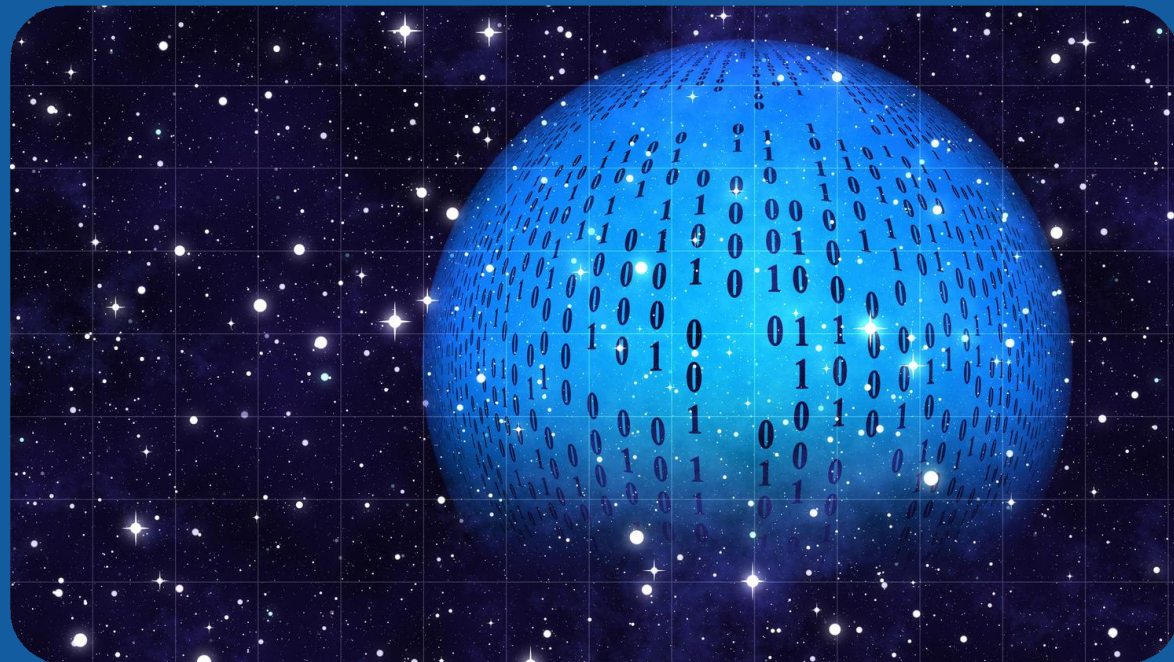


## User Interaction Data

It contains information about user interactions on the website, including adding items to the cart, initiating the checkout process, and completing the purchase.



## Website Traffic Data

Includes metrics such as daily visits, page views, bounce rate, and average session duration.



## Customer Feedback

Feedback from users who abandoned their carts, was obtained through surveys or reviews, including reasons for abandonment and suggestions for improvement.

# STATISTICS

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Nullam laoreet risus fringilla, egestas elit a, consequat augue. Phasellus sollicitudin felis mi, quis egestas ex ornare sed.
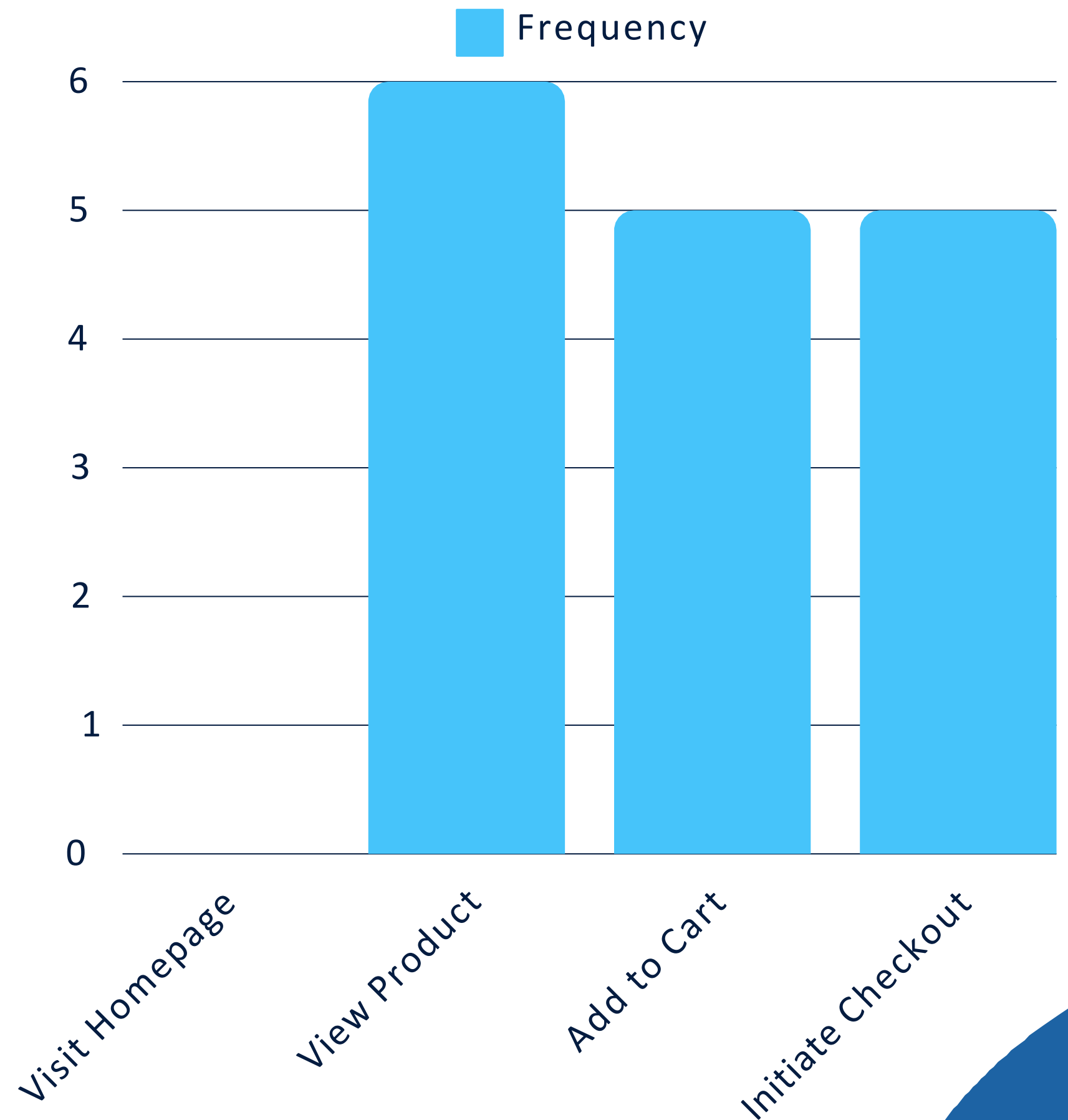
# Feedback Domain

The pie chart shows the feedback domains of the user of users.

- **27%** of users have a problem with the checkout. About the previous graph, we can note that the main concern is checkout and service.

- **5048** is the average daily users and **46%** is avg. bounce rate so **2726** users are our potential conversion and **27.1%** of users can drop off at checkout i.e. **758** users which means that can face a drop in conversion rate by **15.02%** users

## Count of Domain

UI/UX
6.3%

Technical
8.3%

Price
2.1%

Service
27.1%

Checkout
27.1%

Product
29.2%
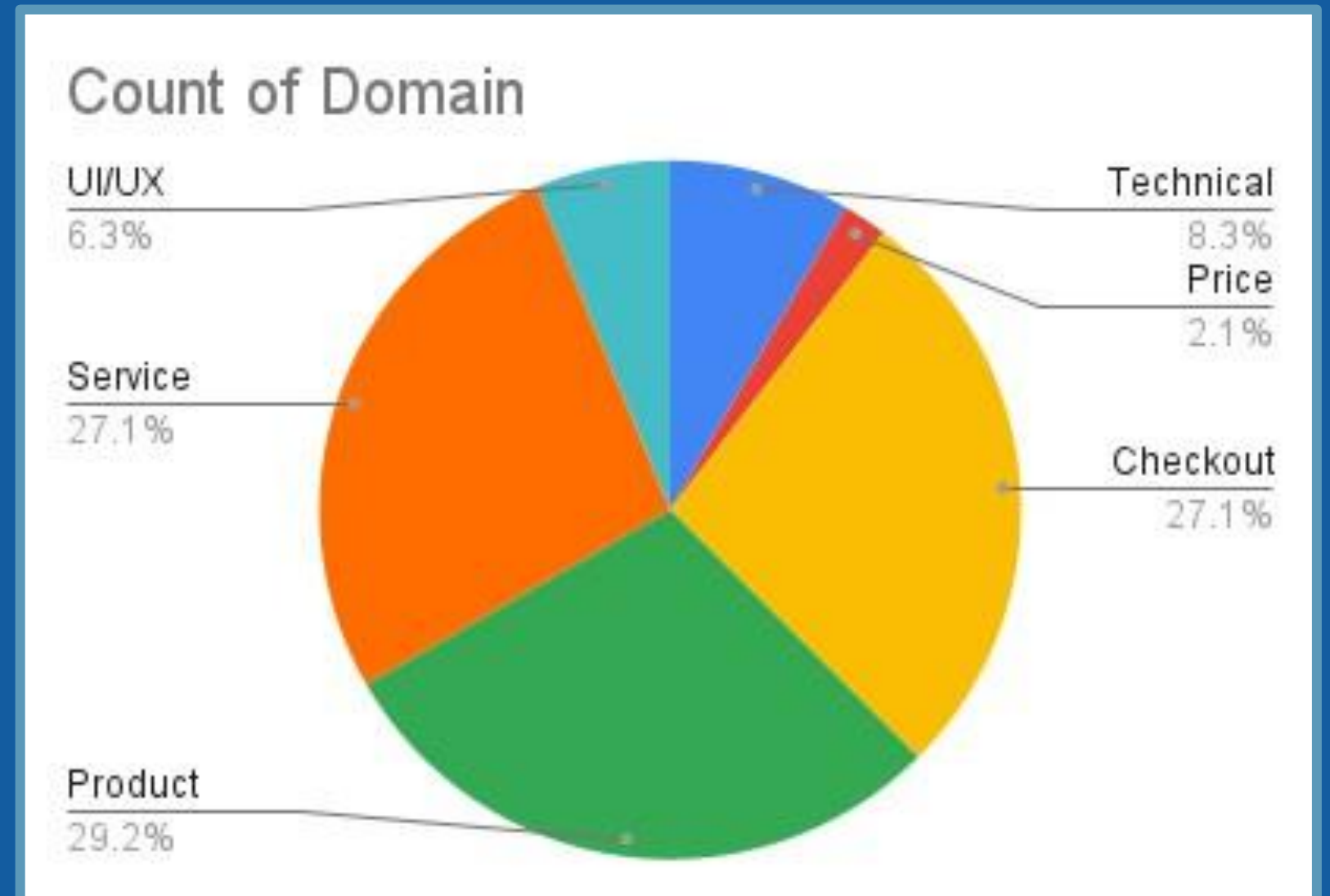
# Bounce Rate

The plotted graph shows the percentage of users' Daily Bounce Rate.

- We can note that on most of the days when the daily users are decreasing like on 2nd March (bounce rate increases by **15%+**), still the bounce rate is increasing. This depicts the high inconsistency of the product.

- Large variation in bounce rate from **45%** to **32%** and then to **50%** in **3** days shows that the product is not personalized for the users and the top products are not adjusted according to market trends.

- The lack of a landing page causes a huge drop in conversion rate, which can be around **15-20%**
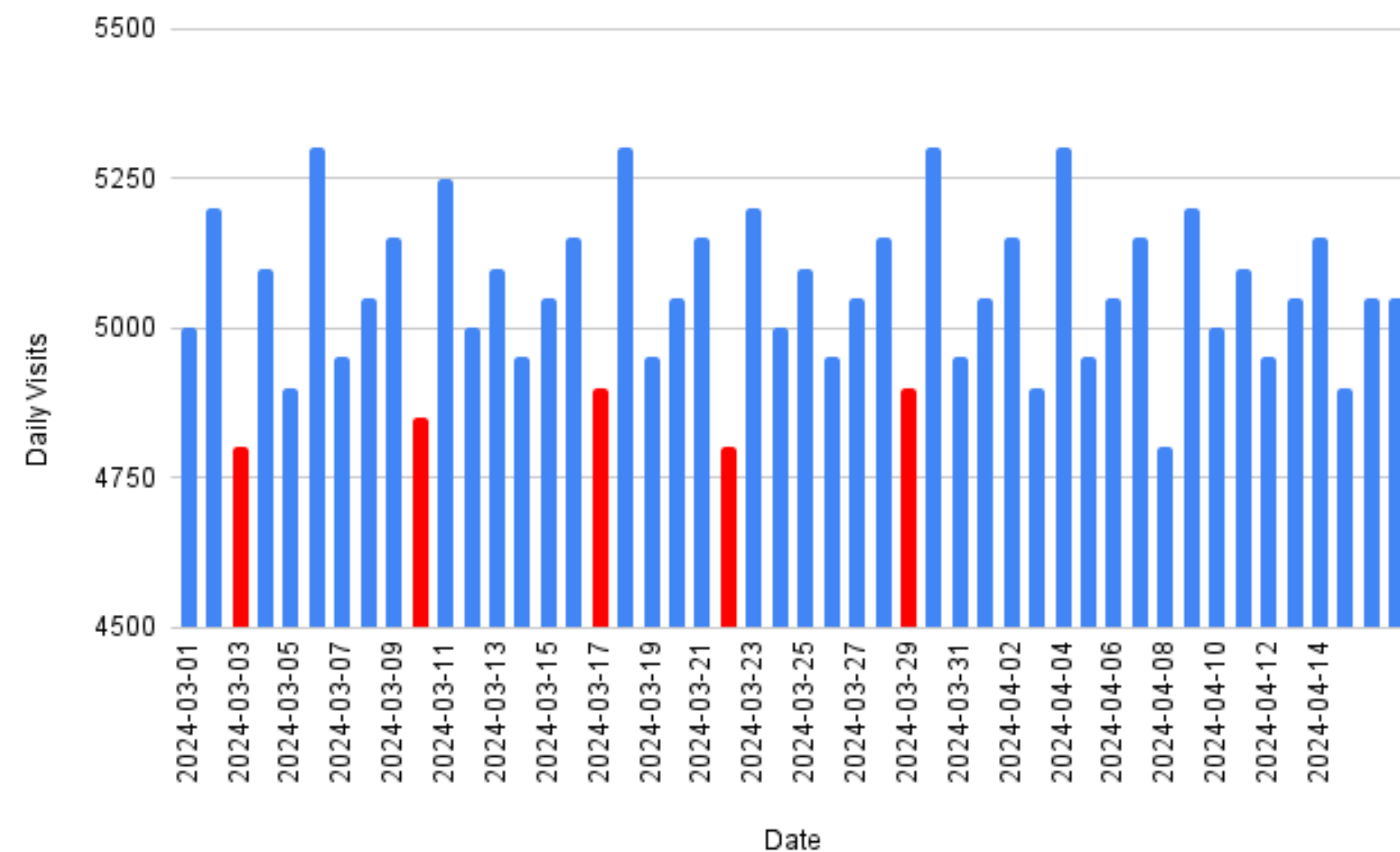


Bounce Rate vs. Date

# Dail Visits
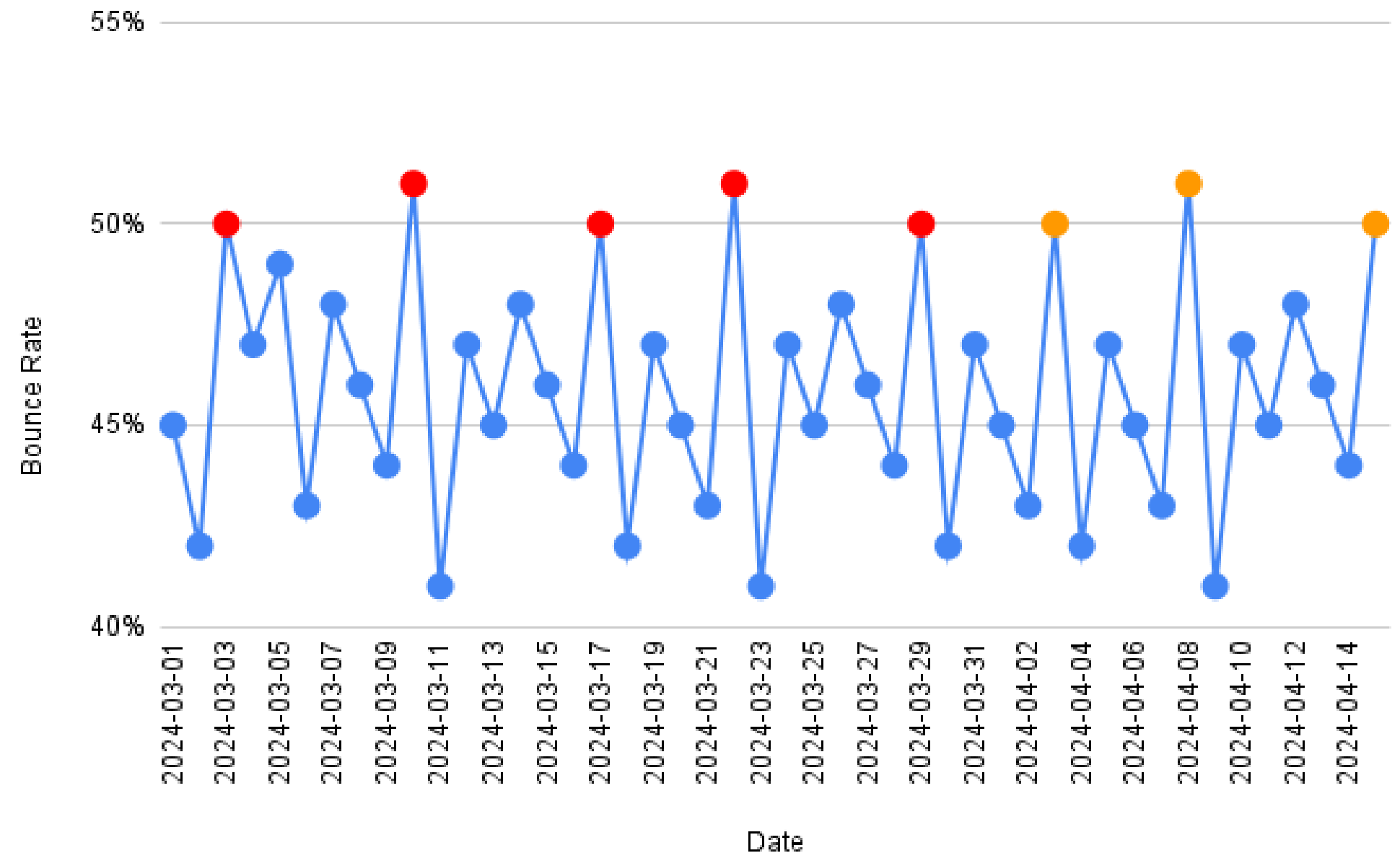


Daily Visits vs. Date

From the plotted graph we can see the number of Daily visits of users.

- On analyzing the graph we can see that from every Saturday to Sunday, the graphs always dip, like from **3rd March to 4th March** or from **9th March to 10th March.** Most people go shopping on Sundays but we have a major dip on Sundays.

- Also, during the pre-holi festival period, the retail sector is in high demand but we can see from our stats that the high mark of **5250** users is being crossed **6 times** in **2 months** but not a single time in the past one week of Holi.

- This analysis depicts that during the holidays, we are not getting many users which might be due to a lack of offers or super deals on weekends.

- Also, the graph is very uncertain which showcases that most of the users are coming from comparison purposes and we are still not a chosen brand for users

# Drop-off Stages
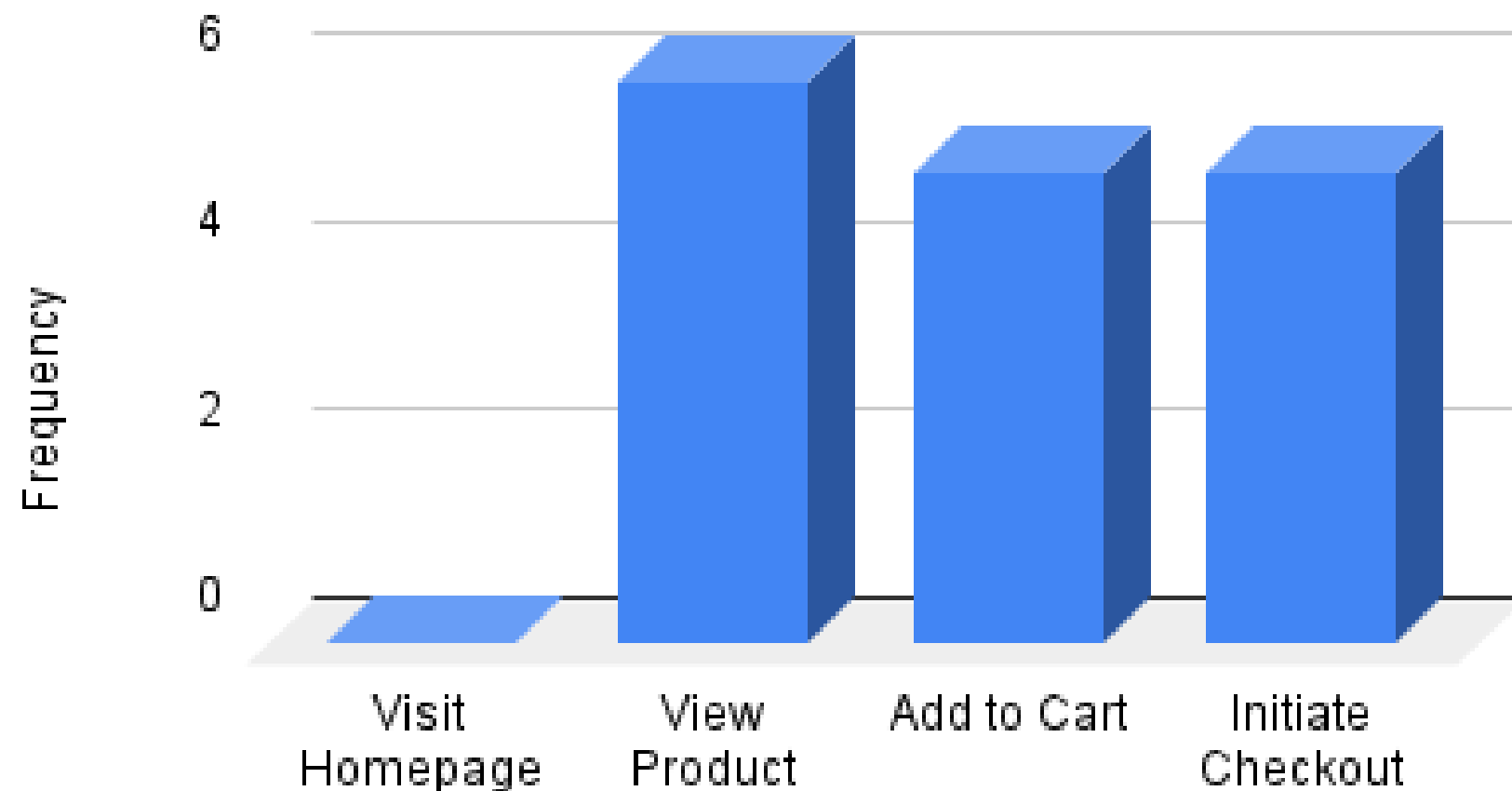
These graphs show the number of users drop off at different stages.

- According to the graph, most of the people drop off after viewing the product i.e. **37.5%**. Though This shows that there might be a problem on the product end this is not the real scene.

- Almost **60-70%** of users come on the product for price comparison and in that range, the users are converted. We cannot match every aspect of other same-domain companies so this is not the actual problem to focus on.

- **42.5%** of users drop off at cart or checkout stages. This depicts the complexity and rough checkout gateway.

- This issue might be due to payment options, cart stability, price buffers, etc reducing the conversion rate by around **15%.**



## Frequency vs. Stage

Frequency

6

4

2

0

Visit Homepage    View Product    Add to Cart    Initiate Checkout

# SOLUTION

Noting some general problems faced by users and providing innovative insights

# Problem

Users face multiple problems in between the Add to Cart stage to Purchase. The main problems faced are:

**01**

**Complex Checkout Process**
If the checkout process is overly complicated or requires too many steps, users may become frustrated and abandon their carts.

**02**

**Unexpected Costs**
Hidden fees, such as shipping costs or taxes, that are only revealed during the checkout process can deter users from completing their purchases.

**03**

**Technical Glitches**
Technical issues such as website errors, slow loading times, or payment processing failures can disrupt the checkout process and lead to abandoned carts.

**04**

**Lack of Trust and Security**
Users may hesitate to complete a purchase if they have concerns about the security of their personal and financial information.

**05**

**Comparison Shopping**
Some users use the cart as a temporary holding space while they continue to browse and compare prices or products across different websites or retailers.

# Strategy

Provided some innovative ideas and solutions for the mentioned problems

## Stages between Add To Cart and Purchase:

- Adding to Cart
- Checkout Process
- Shipping and Billing Information
- Order Review
- Payment
- Order Confirmation
- Post-Purchase Actions

**01**

### Interactive Checkout Experience
Create a captivating checkout journey by incorporating interactive elements such as drag-and-drop functionality and real-time updates. This not only simplifies the process but also adds an element of fun and engagement for users.

**02**

### Transparent Pricing Feedback
Provide users with clear and instant feedback on pricing throughout their shopping experience. Display real-time cost breakdowns, including taxes, shipping fees, and applicable discounts, as they add items to their cart. This transparency helps users make informed decisions and reduces the likelihood of surprises at checkout.

**03**

### Augmented Reality Integration
Enhance the shopping experience with augmented reality (AR) technology. Allow users to visualize products in their own environment before making a purchase, reducing the need for complex product descriptions and minimizing technical glitches commonly associated with traditional browsing methods.

**04**

### Blockchain-Powered Security Measures
Utilize blockchain technology to reinforce trust and security in the checkout process. Implement decentralized identity verification systems to protect users' personal information and use smart contracts for secure and transparent payment processing. By leveraging blockchain, you can enhance data protection and reassure users about the safety of their transactions.

**05**

### Social Shopping Features
Incorporate social sharing and collaboration tools directly into the checkout process. Enable users to easily share their shopping carts or favorite products with friends and family on social media platforms. Additionally, provides real-time chat or collaboration features that allow users to seek advice or opinions from their social network, facilitating comparison shopping and increasing user engagement.