

# **ALLMART FROM SALES TO A/B TESTING**

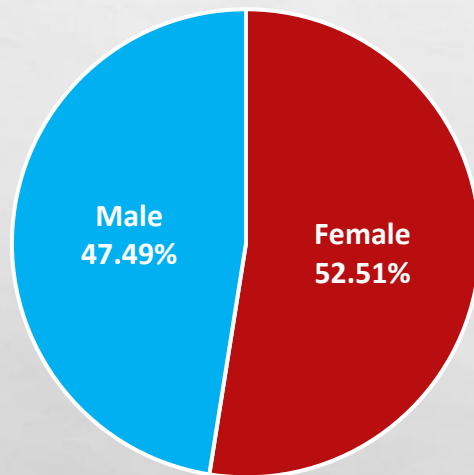
**DATA FROM 2019-05-30 - 2021-08-05**



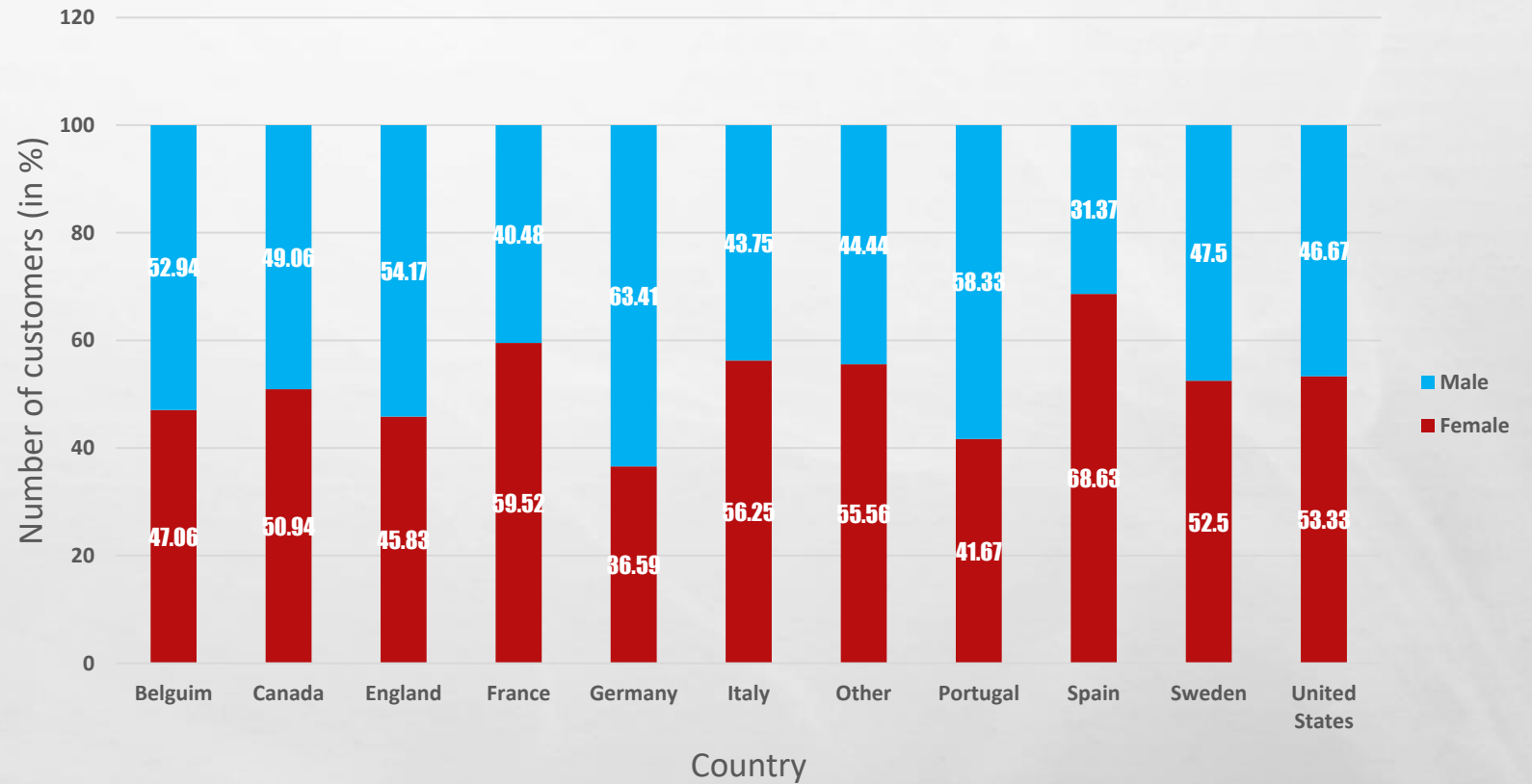
**Yoad Ben Bun, Rena Bracha  
September 9, 2021**

# OUR CUSTOMERS

459 CUSTOMERS WORLDWIDE



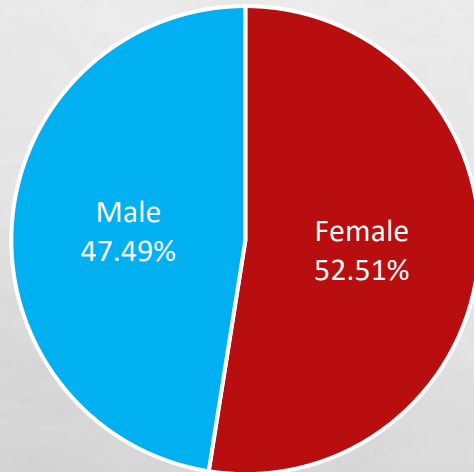
## Gender Ratio of Customers per Country



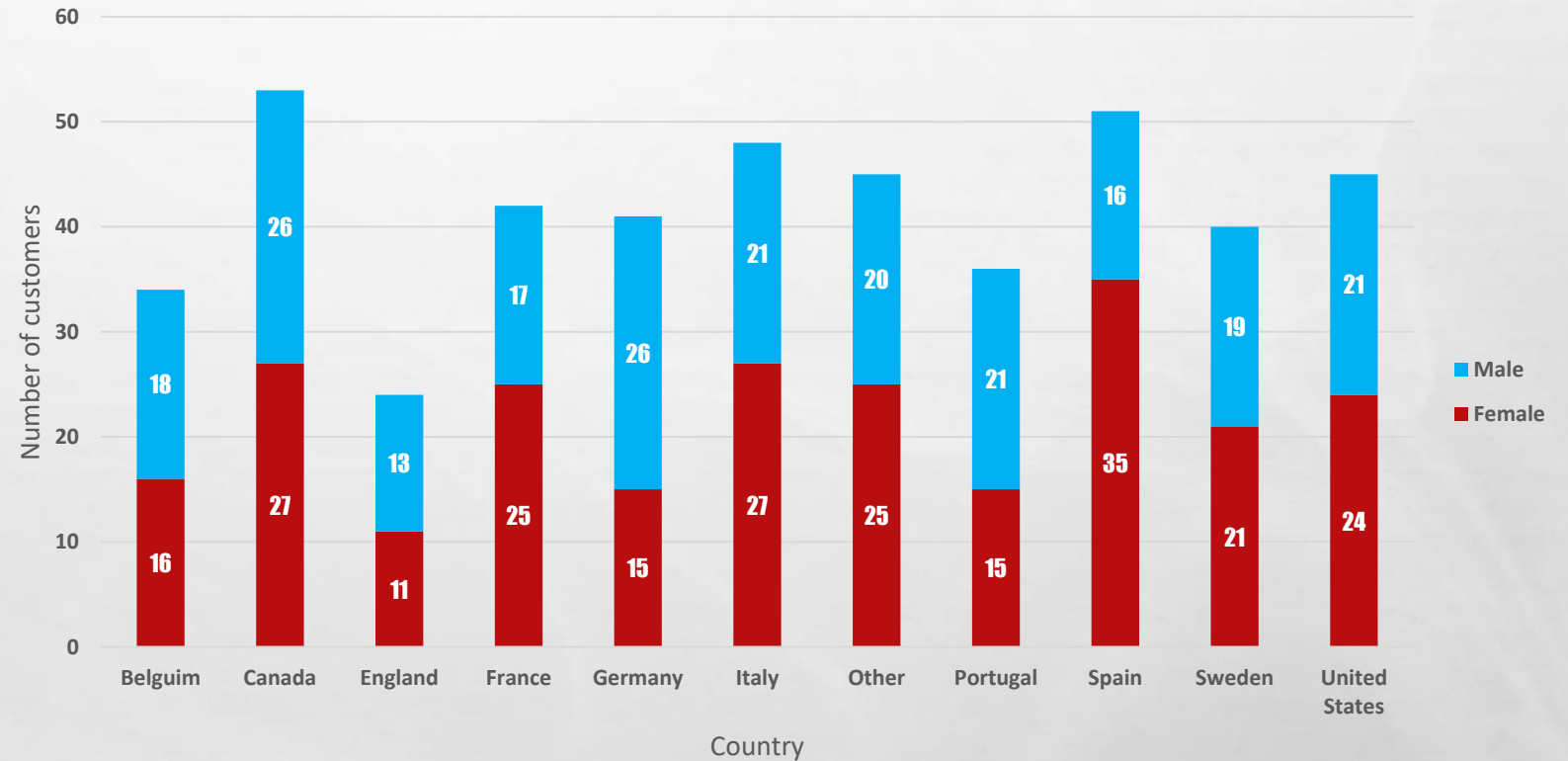
Choose slide 2 or 3

# OUR CUSTOMERS

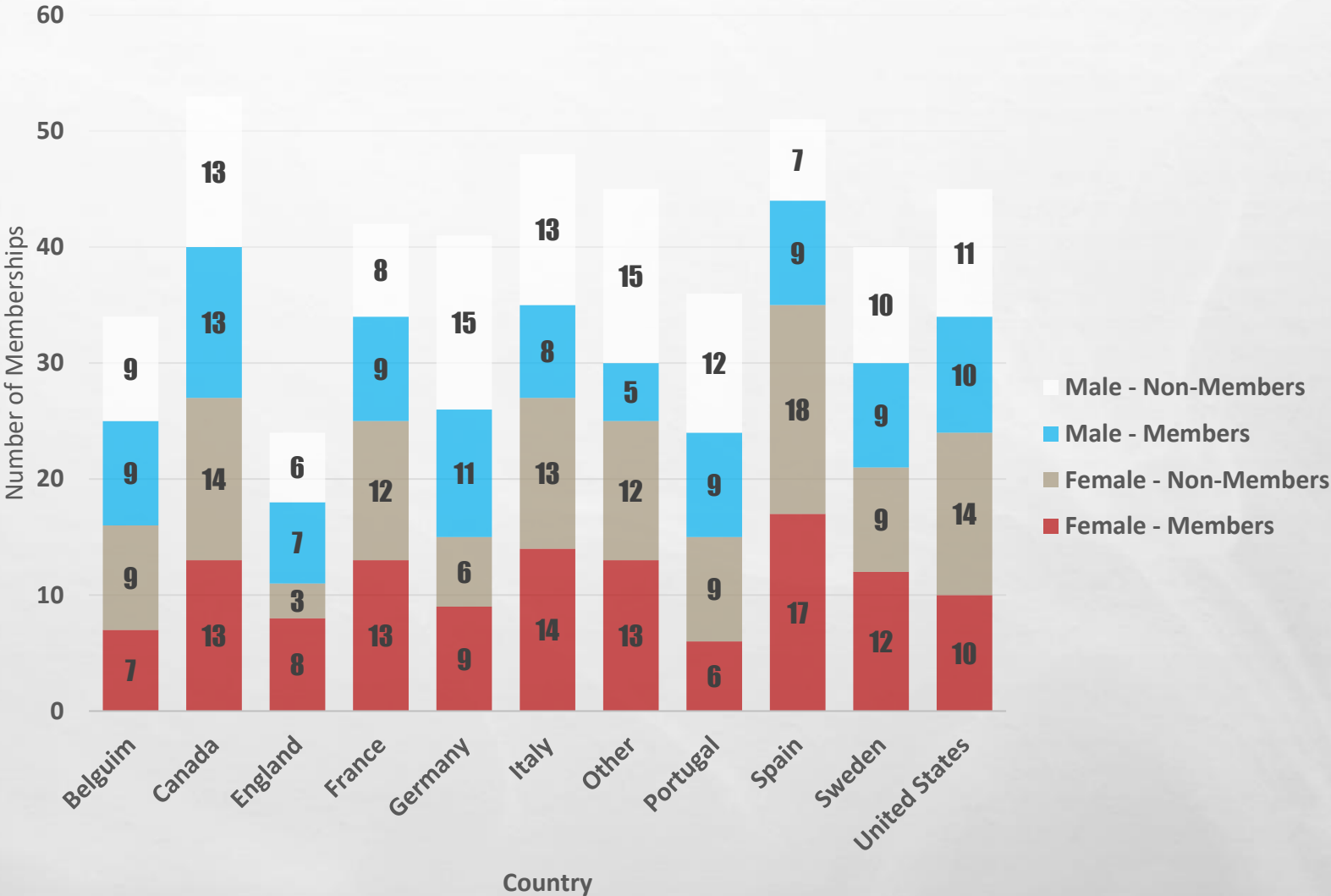
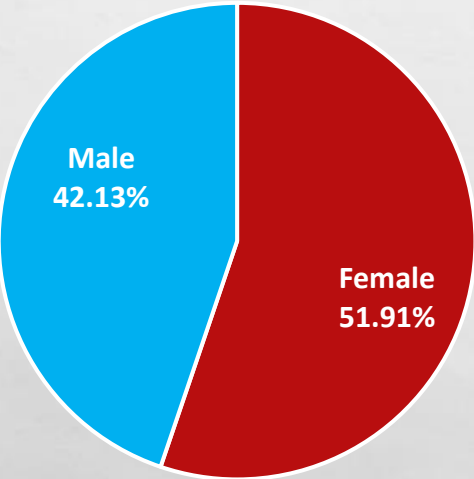
459 CUSTOMERS WORLDWIDE



Distribution and Gender Ratio of Customers per Country



221 MEMBERS WORLDWIDE



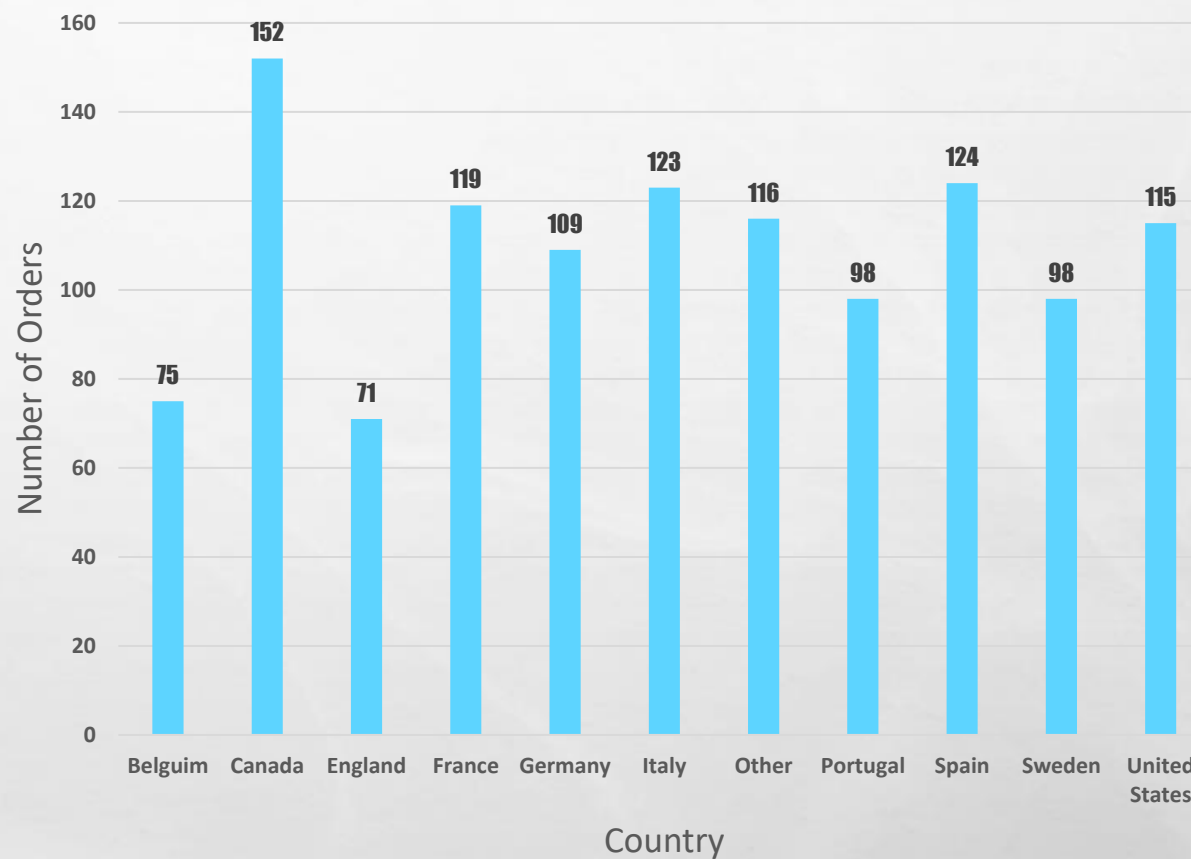
# ORDERS AND STATISTICS

**1200** ORDERS

FROM ALL OVER THE WORLD

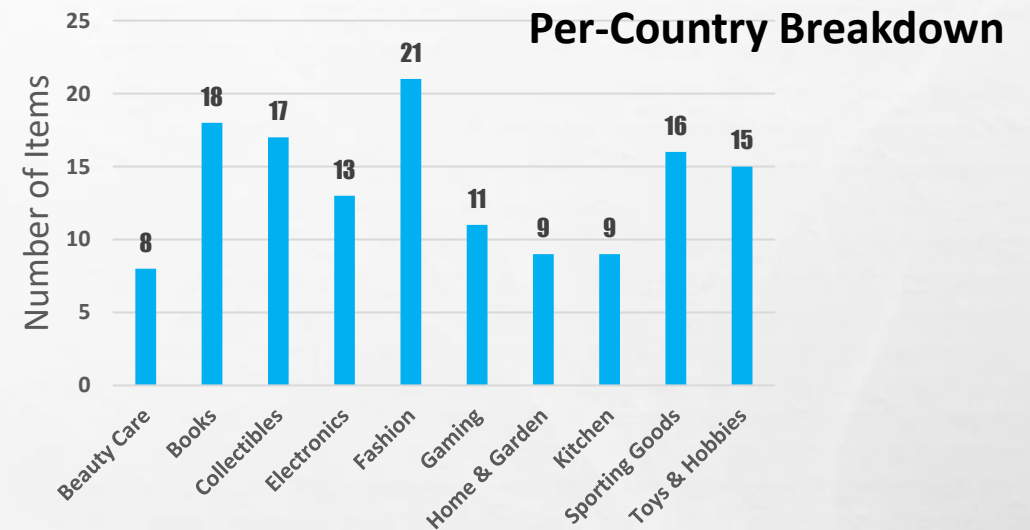
Average first-time spending per  
customer: **213.85**

Per-Country Breakdown





# ITEMS AND TREND



**Popular Item Categories per Country**

Item Count	Category <input type="checkbox"/>										
Country	Beauty Care	Books	Collectibles	Electronics	Fashion	Gaming	Home & Garden	Kitchen	Sporting Goods	Toys & Hobbies	Grand Total
Belgium	5	9	8	5	12	5	3	7	8	7	69
Canada	6	12	15	8	14	6	9	8	15	13	106
England		12	10	7	10	5	5	6	7	5	67
France	5	12	10	9	17	7	7	7	9	9	92
Germany	6	13	8	8	13	8	7	4	11	10	88
Italy	5	12	15	11	15	7	8	4	11	9	97
Other	6	13	11	6	15	7	6	7	8	9	88
Portugal	3	13	8	8	13	4	6	5	13	8	81
Spain	5	11	12	9	18	7	7	8	11	11	99
Sweden	4	14	13	7	13	5	5	4	10	12	87
United States	5	13	15	6	15	5	5	5	11	10	90
Grand Total	8	18	17	14	21	11	10	9	17	15	138

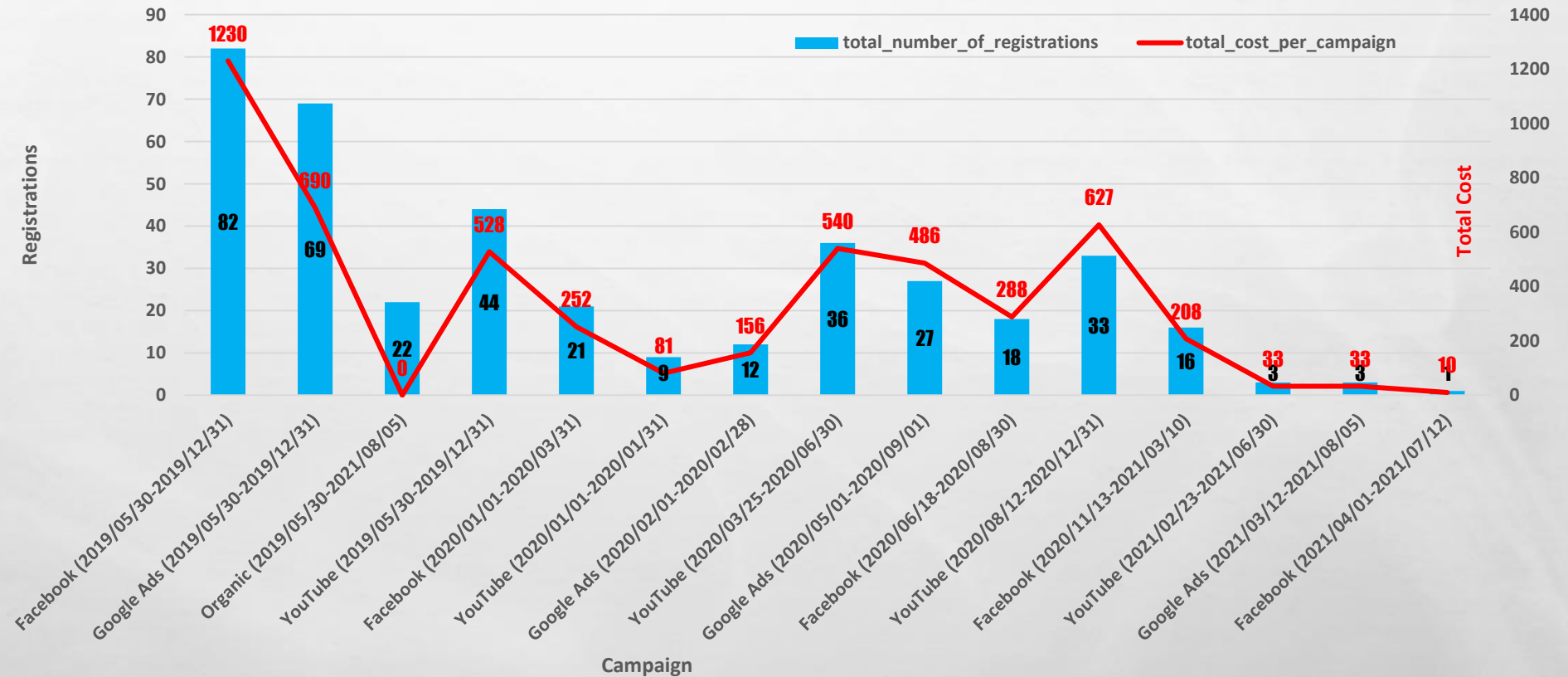
Top 10 Most Ordered Items by Quantity
1. Halloween Superhero Costume
2. 2019/20 Panini Contenders NBA Basketball BLASTER box (40 cards incl. ONE Memorabilia or Autograph card/bx)
3. Dragon Ball Z - Officially Licensed Dragon Ball Collector's Set
4. One Piece Vol.1 1st Edition - JP
5. Logitech G502 HERO Wired Gaming Mouse
6. Nintendo Switch Pokemon Version
7. Star Wars: the Old Republic - Legends Ser.: Fatal Alliance
8. 2TB USB 3.0 Portable External Hard Drive Ultra Slim SATA Storage Device
9. Dragon Ball Z - Officially Licensed Dragon Ball Collector's Set
10. Cleanser

Top 10 Most Ordered Items by Revenue	Revenue
1. VIZIO Elevate 5.1.4 Home Theater Sound Bar with Dolby Atmos and DTS:X	22,319.76
2. Nintendo Switch Pokemon Version	15,341.00
3. VIZIO Elevate 5.1.4 Home Theater Sound Bar with Dolby Atmos and DTS:X	12,089.87
4. PlayStation 4 500GB Console	8,585.00
5. Makita DLM432Z	7,979.76
6. AutoFull Pink Gaming Chair PU Leather With Rabbit Ears	7,538.70
7. Sony STRDH590 5.2-ch Surround Sound Home Theater Receiver	7,461.87
8. MARNI Leather Shoulder Bag K-86058	6,499.74
9. Face Mask	5,760.00
10. X Rocker 5152401 RGB Prism Pedestal Chair 2.1 Dual with LED	4,759.83

# OUR CAMPAIGNS

- Campaign duration is not necessarily proportional to the total cost or to the registrations acquired.
- Organic is cost-effective but is not growing.
- FB has lost its effect over time.
- YouTube and Google Ads are very expensive, considering that they bring in very few registrations.

Total Cost and Registrations per Campaign

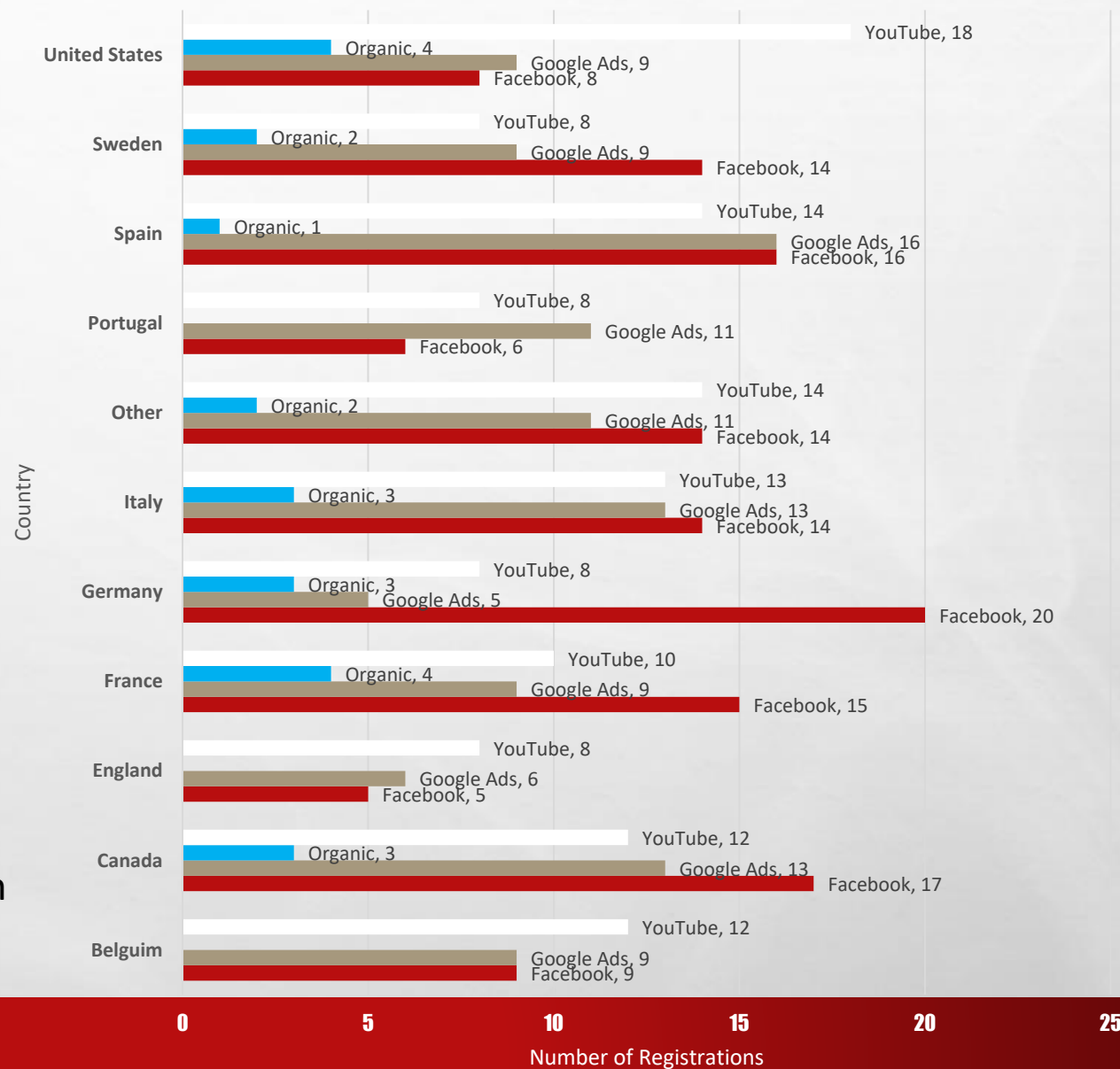




## Top Performing Campaign Sources

- YouTube: United States, England, Belgium
- Facebook: Sweden, Italy, Germany, France, Canada
- Google Ads: Spain, Portugal

Note: no Organic: in Portugal, England, Belgium



# A/B TEST RESULTS

A/B Test	Hypothesis	Result
1	Changing color of background from blue to green.	A blue background is more favoured than green. Stick to the status quo.
2	Showing 5 recommendation instead of 3 on each item page.	Customers seem to get lost when they are presented with 5 recommendations. Better to stick to the status quo of showing 3 recommendations.
3	Showing discount on the products page as well.	Reminding customers about the discount on the products does not work. Stick to the status quo.
4	Adding a remember me on this device option.	Adding such a reminder seems to have a reverse effect. Stick to the status quo and not show it.
5	Use a relaxing music in the background.	Playing a relaxing music in the background seems to aggravate customers. Stick to the status quo of "silence is golden".

# TODAY'S TAKEAWAY

- 459 customers in 11 countries
- Female customers exceed male customers by 5% but each country is individualistic.
- 1200 orders in 2 years and 3 months. Top 3 countries: Canada, Spain, Italy
- 138 distinct items in 10 categories. Top 3 popular categories: Fashion, Books, Collectibles
- Campaign source performances are on a decline. The cost does not always justify the registrations acquired. Some sources perform better in some countries than in others.
- A/B Test results are out! In three out of five cases, we are already doing well with no need for a change.

**THANK YOU**