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The logo for GoldenScent is displayed in white, bold, uppercase letters on a black rectangular background. The word "GOLDEN" is positioned above "SCENT". The letter "E" in "SCENT" is stylized with three horizontal bars.

GOLDEN  
SCENT

# Internship Status Report

Rishav Giri, Management Trainee Intern-Product  
GoldenScent  
MBA '22-DSE,DU

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# Overview

## Duration of Internship

April 1, 2021-May 15 2021

## Focus Domains-Product

- Revamping GTM data tracking
- CRO for web platform
- Tentative Target: **-0.8% to 2%** domain growth :short/ mid term goal

## Mentor/Manager

Mohammad Zia Rahamat

## POCs

Freddy(UI/platform), Ravindra(frontend),  
Ramprabhu (Marketing)

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## Documentation Link

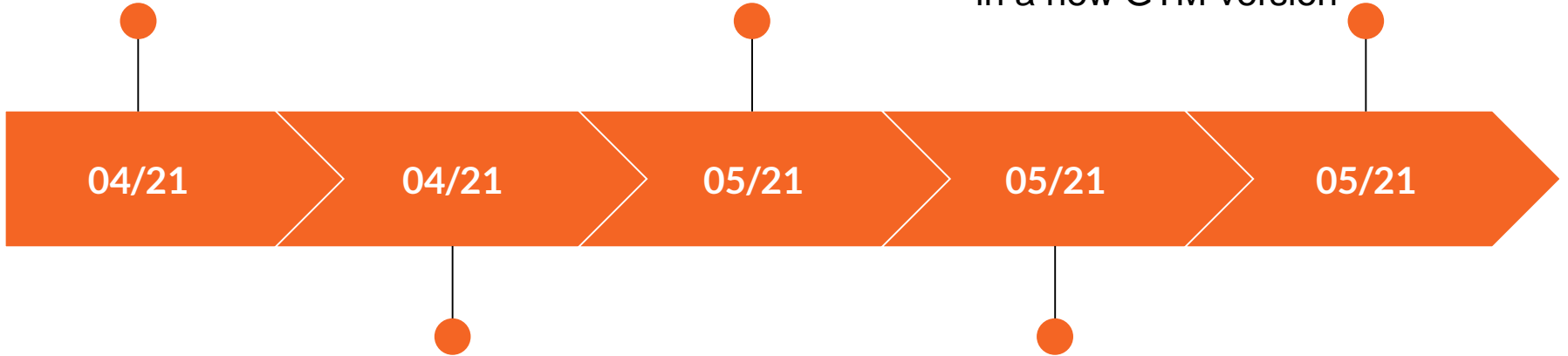
[Internship Folder](#)

# TIMELINE

Market Analysis  
Report-Hair Mist  
Industry

Report compilation on  
hygienic changes to be  
made on web platforms-  
SEO and UX

GTM revamp-New tag/event audit,  
implementation of tags for  
untracked events, to be launched  
in a new GTM version



Creating metric  
tracking dashboards,  
funnels and cohorts on  
Amplitude and GA

Analysis of Q1  
transactions data to  
find anomaly patterns

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# Progress - Google Tag Manager

## Tag Audit/ Document

- Created a list of tags **to be removed/added** and events which need to be implemented. Also, **proposed the trigger conditions** for the same apart from object attributes to pass

## Template additions

- Added New folder in GTM-Web New(next version-217). **Total 102 additions/mods.**
- Added new variables to track event and related metadata
- Added a template **tag health monitor** to automate tag firing tracking and report redundant tags

## New GTM Version

- Designed new triggers for the proposed events
  - Designed new tags for GA and Amplitude to relay information regarding **all possible user interactions with the website** captured in GTM to these analytics platforms.
  - Modified existing tags for previous versions. **Now objects are passed with all relevant attributes** and information filtering will occur on the platforms themselves
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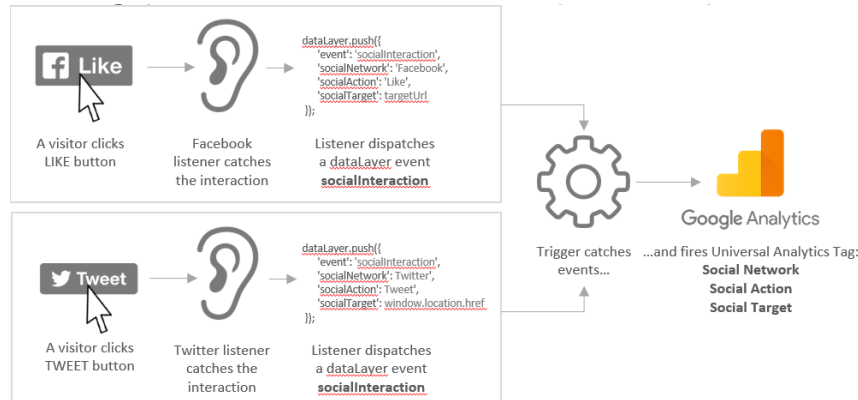
# Progress- GTM (contd.): New events being tracked

## User interactions:

- Landing on specific pages
- Brand page visits
- Checking product authenticity
- Checking social plugins, language, country selection, whatsapp sharing, newsletter subscriptions

## Automated tracking:

- Search box texts searched
- Search box suggestions clicked
- Payment method selection
- Payment mode related information(cc)
- Errors at all stages of the funnel: Add/remove from cart, applying promo-code, delivery method, pay method, checkout and return



# GOLDEN SCENT

## Tracking events

22/04/2022

Change log

Version	Date	Author	Comments
1 (217 in GTM)	22/04/2021	Rishav Giri	Added untracked events/merged and refined events for web

Author

Rishav Giri <[rishav.giri@goldenscent.com](mailto:rishav.giri@goldenscent.com)>

Product Intern - Golden Scent

## About this document

This document aims to describe the implementation of events which are novel/implemented in app but not in web.

There are different models that are sent in different events. So the structure of the document is:

- List of events, in which we reference the different data models being sent.
- Definition of data models.
  - The Data models describe a collection of variable names.
  - We will be sending strictly flat objects.
  - A variable with a name "foo.bar" doesn't mean a variable called bar inside of an object called foo but represents strictly a string "foo.bar"
  - Some models extends other models, this means that just add more variables to the list defined by the extended model

Tag No.	GA tag	Amplitude tag	Trigger1	Trigger 2	comments
1		A-Add to cart	add to cart trigger web new		
2	GA-cart_qty_change	A-cart_qty_change	cart_qty_change trigger		
3		A-view account	view account trigger		
4	GA-View Ip	A-view Ip	view Ip trigger		
5	GA-View product	A-View product	view product trigger	Page-Product	trigger pre-existing
6	GA-View cart	A-View cart	view cart trigger		
7	GA-View category	A-View category	view category trigger		
8	GA-View wishlist	A-view wishlist	view wishlist trigger		
9	GA-cs whatsapp	A-cs whatsapp	cs whatsapp trigger		
10	GA-Cart promo code error	A-cart promo code error	cart promo code error trigger		
11	GA-Cart promo code ok	A-cart promo code ok	cart promo code ok trigger		
12	GA-Cart promo code	A-cart promo code	cart promo code trigger		
13		A-Checkout address new	checkout address new trigger		
14	GA-Purchase Success	A-Purchase Success	purchase success trigger		
15		A-Purchase	purchase trigger		
16	A-Purchase Attempt Error	A-Purchase Attempt Error	purchase attempt error trigger		
17	GA-Checkout Payment	A-Checkout Payment	checkout payment trigger		
18	GA-Purchase attempt	A-Purchase attempt	purchase attempt trigger		
19		A-Add to wishlist	add to wishlist trigger		
20		A-Checkout Address	checkout address trigger		
21	GA-Checkout guest	A-Checkout Guest	checkout guest trigger		
22	GA-View account	A-view account	view account trigger		
23	GA-Place order		place order trigger		
24	GA-Payment_cc_info		cc number trigger		
25	A-Product authenticity check		authenticity check trigger		
26	GA-Make a gift		make a gift trigger		
27	GA-Discount code		Discount code trigger		
28	GA-Send as gift		send as gift trigger		
29	GA-search_init		searchbox click trigger		
30	GA-Product view		product view trigger		

Event No.	Prev Event Name	Changed Event Name	isMerged	isRefined	isDeleted	isDone
1	view_ip	view_ip	FALSE	TRUE	FALSE	TRUE
2	page.view_product	view_product	FALSE	TRUE	FALSE	TRUE
3	view_account	view_account	FALSE	TRUE	FALSE	TRUE
4	addToCart	add to cart	FALSE	TRUE	FALSE	TRUE
5	cart_remove / cart_remove	cart_qty_change	TRUE	TRUE	FALSE	TRUE
6	view_cart	view_cart	FALSE	TRUE	FALSE	TRUE
7	cart_remove	cart_remove	FALSE	TRUE	FALSE	TRUE
8	view_category	view_category	FALSE	TRUE	FALSE	TRUE
9	login	login	FALSE	TRUE	FALSE	TRUE
10	signup	signup	FALSE	TRUE	FALSE	TRUE
11	view_wishlist	view_wishlist	FALSE	TRUE	FALSE	TRUE
12	add_to_wishlist	add to wishlist	FALSE	TRUE	FALSE	TRUE
13	checkout_address	checkout_address	FALSE	TRUE	FALSE	TRUE
14	checkout_promo code	cart_promo code	TRUE	TRUE	FALSE	TRUE
15	checkout_promo code ok	cart_promo code ok	TRUE	TRUE	FALSE	TRUE
16	checkout_promo code error	cart_promo code error	TRUE	TRUE	FALSE	TRUE
17	checkout_address_new	checkout_address_new	FALSE	TRUE	FALSE	TRUE
18	purchase_attempt	purchase_attempt	FALSE	TRUE	FALSE	TRUE
19	purchase_attempt error	purchase_attempt error	FALSE	TRUE	FALSE	TRUE
20	purchase	purchase	FALSE	TRUE	FALSE	TRUE
21	purchase_success	purchase_success	FALSE	TRUE	FALSE	TRUE
22	checkout_payment_method	checkout_payment	FALSE	TRUE	FALSE	TRUE
23	order_confirmation	purchase_verification	FALSE	TRUE	FALSE	TRUE
24	checkout_guest	checkout_guest	FALSE	TRUE	FALSE	TRUE
25	cs_whatsapp	cs_whatsapp	FALSE	TRUE	FALSE	TRUE
26	view_catalog		FALSE			
27	view		FALSE			
28	view_header		FALSE			
29	checkout_init		FALSE			
30	checkout_address_chooseBilling		FALSE			
31	purchase_ohd		FALSE			
32	checkout_payment_cc		FALSE			
33	checkout_payment_cc_name		FALSE			Will Be Done in GTM
34	checkout_payment_cc_num		FALSE			Will Be Done in GTM
35	checkout_payment_cc_date		FALSE			Will Be Done in GTM
36	checkout_payment_cc_cvc		FALSE			Will Be Done in GTM
37	checkout_payment_ccd		FALSE			Will Be Done in GTM

# GTM- Overview

<input type="checkbox"/>	Amplitude-Add to cart	Custom HTML		Web N
<input type="checkbox"/>	GA-Place order	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Payment_cc_info	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Product authenticity check	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Make a gift	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Discout code	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Send as gift	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-view_cart	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-search_init	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Product view	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Newsletter click	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-language picker	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	Amplitude-cart_qty_change	Custom HTML		Web N
<input type="checkbox"/>	GA-cart_qty_change	Google Analytics: Universal Analytics		Web N
<input type="checkbox"/>	GA-Account view	Google Analytics: Universal Analytics		Web N

## Workspace Changes

Name ↑	Type	Change	Last Edited	User
account view trigger	Trigger	Added	18 hours ago	rishav.giri@goldenscent.com
add to cart trigger web new	Trigger	Added	18 hours ago	rishav.giri@goldenscent.com
add to wishlist trigger	Trigger	Added	18 hours ago	rishav.giri@goldenscent.com
Algolia Search Insights	Custom Template	Added	19 days ago	rishav.giri@goldenscent.com
Amplitude-Add to cart	Tag	Added	a day ago	rishav.giri@goldenscent.com
Amplitude-Add to wishlist	Tag	Added	6 days ago	rishav.giri@goldenscent.com
Amplitude-Cart promocode	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Cart promocode error	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Cart promocode ok	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Cart remove	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-cart_qty_change	Tag	Added	2 days ago	rishav.giri@goldenscent.com
amplitude-Checkout Address	Tag	Added	6 days ago	rishav.giri@goldenscent.com
Amplitude-Checkout address new	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Checkout Guest	Tag	Added	6 days ago	rishav.giri@goldenscent.com
Amplitude-Checkout Payment	Tag	Added	6 days ago	rishav.giri@goldenscent.com
Amplitude-cs whatsapp	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Purchase	Tag	Added	5 days ago	rishav.giri@goldenscent.com
Amplitude-Purchase attempt	Tag	Added	6 days ago	rishav.giri@goldenscent.com

## Proposed Events

Event name	Adjust token	Models to send	Triggers	Comments	Web Notes (e.g. more attributes needed )
search_init		View, product	When user clicks on Search box/when search screen is presented		Parameters to pass:Search text
search_freetext		View, product	when user enters text in search box		Parameters to pass:Search text
search_suggestion		View, product	when item in search suggestion is clicked	Feature not available for web yet.needs Aiqolia extension	
search_recent		View, product	When item in recent search history is selected	Feature not available for web yet.needs Aiqolia extension	
checkout_newaccount_init		User, cart	If the user registers at checkout page	User-Milestone purchase	
cs_email		user	When 'email us' option in assistance menu is clicked		User model, meta info and utm params are send
cs_track_order		User, order	When 'track your order' is selected		
cs_original_product_guarantee		User,product	When '100% original product' text is clicked		
language_pick		User	When user selects a language	Being tracked in amplitude	Additional parameter to track:language
country_pick		User	When user selects a country	Being tracked in amplitude	Additional parameter to track:country
invite_friend		User	When user copies invite code	Feature not available yet	
share_product		User, product	When user copies product link	Feature not available yet	

## Data models

Model name	Extends	Variables	Comments	Web notes
User		<ul style="list-style-type: none"> <li>user.name</li> <li>user.id</li> <li>user.email</li> <li>user.phone</li> <li>user.gender</li> <li>user.age</li> </ul>	For amplitude this has to be added as user properties, not event properties	user_social Future addition?: Link user's social media
View		<ul style="list-style-type: none"> <li>view.page_name</li> <li>view.page_id (when applicable)</li> <li>view.page_type (possible values: category, catalog, product cart, checkout, success, failure, account_area, order_history)</li> </ul>		
Category		<ul style="list-style-type: none"> <li>category.id</li> <li>category.name</li> <li>category.english_name</li> <li>category.parent_name</li> </ul>		
Product	Category	<ul style="list-style-type: none"> <li>product.id</li> <li>product.name</li> <li>product.price</li> <li>product.category</li> <li>product.sku</li> <li>product.brand_name</li> <li>product.brand_id</li> <li>product.type</li> <li>Product.size</li> </ul> <p>What happens when there are several simple products? We are not sending info of the simple, so the rest of the funnel doesn't make much sense., because add to cart, purchase, etc is for simple</p> <p>Less important:</p> <ul style="list-style-type: none"> <li>product.in_wishlist</li> <li>product.concentration</li> <li>product.year_of_launch</li> <li>product.ingredients (comma separated values)</li> <li>product.concentration</li> <li>product.color</li> <li>product.character</li> <li>product.fragrance notes</li> </ul>	Send all the ones in the first block.  For brand, send the attribute id and name	Makeup/skincare/haircare have other attributes like area of application,formulation, skin type, finish and color code,skin/hair concern



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# Progress - Conversion Rate Optimization



## Optimization Suggestions Report

By Rishav Giri

20/4/21

### INDEX (HYPERLINKED)

<a href="#">1. Site architecture</a>	2-6
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<a href="#">4. UI</a>	16-17
<a href="#">5. Feature Integration</a>	17-23
<a href="#">6. Bugs/Pending</a>	23-25
<a href="#">7. References</a>	26

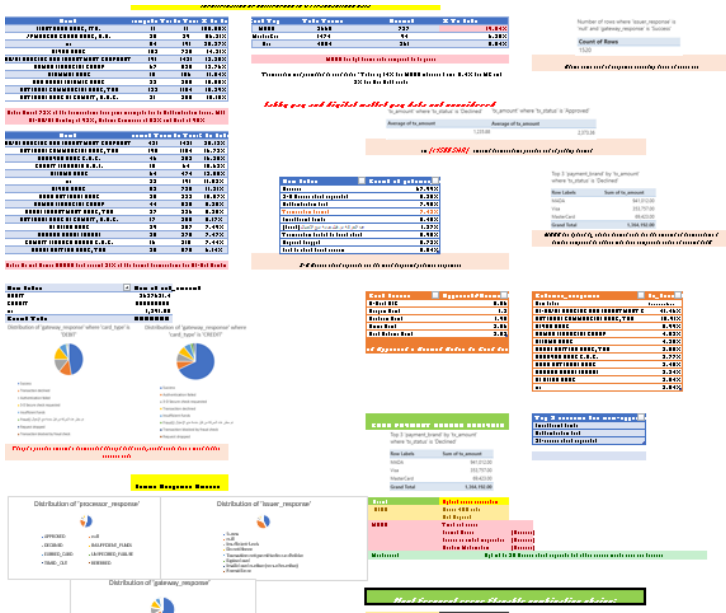
## Website Optimization Suggestions Report

- Drafted a **PRD type document** to suggest changes to the **site architecture**, **js loading times**, **bug reporting** and possible feature integrations
  - Competitor sites analysis to improve **SEO** strategy, **organic** inbound traffic and **CR** and reduce **cart abandonment**
  - End goal-Optimizing metrics such as **ROAS**, **CTR**, **AOV**, **LTV:CAC** at channel level: Web
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# Progress- Q1 transactions data analysis

## Dataset EDA

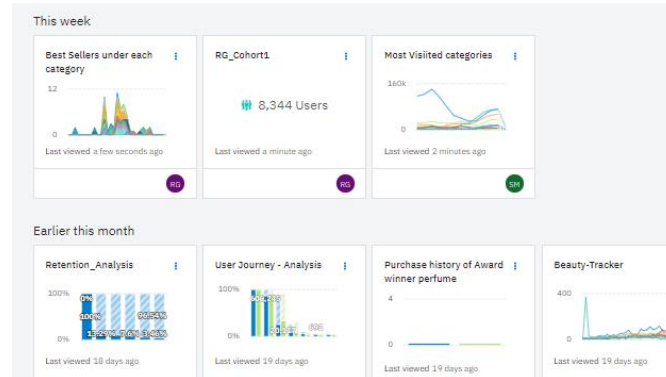
- Applied **custom deduplication logic** to the Q1 transactions data and payment gateway usage
- Cleaned** the data, **augmented** some user level differentiators
- Performed **EDA**, pivot table views, **SQL querying** and some **correlation matrix mapping** to draw insights
- Presented a dashboard view of the findings/insights to **find funnel blockers** /flag high risk transaction patterns



# Progress- Side projects

## Market Analysis

- Doing a **competitive analysis**- of the general market scenario, growth **driving factors**, magic quadrant positioning, **SWOT and 5 forces analysis** of the hair mist market for GCC/MENA countries
- Going through **competitor catalogues** and cross referencing **Google trends** to list key products missing in our inventory



## User Base Segmentation

- Creating several **user journey timelines, cohorts, drop-off/retention funnels, best sellers analysis, loading time & landing page campaign analysis** and other charts in Amplitude and GA dashboards
- Using/testing the new GTM data for **refined user interaction tracking**

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# Tools/ Training

## Resources/Dependencies

### GTM/ G Analytics / Google Ads/ Google Sheets

Tag management, Event tracking, Remarketing, Real-time site data analysis

### Amplitude/Algolia

Creating user flow funnels,cohorts and category/product level data viewing

### Jira/Trello

Agile project status management,bug addressals and dependency mapping

### Slack/G Meet/Skype

Team Communications channel

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# Documentation Links

## GTM

[Events list](#) , [New Tags Audit](#) , [Tag Implementation Strategy-v1](#), [Amplitude Table structure](#)

## Amplitude

[Amplitude ws charts](#)

## Q1 Transactions analysis

[EDA Excel](#)

## Market Analysis/CRO Suggestions Reports

[Rough draft-agenda](#) , [Organic links audit](#) , [Web optimizations report](#) , [Hair Mist Industry pdf](#) , [HMI ppt](#)

## Miscellaneous

[Internship Learnings Summary/Gatherings](#), [Internship folder](#)

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**Thank You.**

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