

## How can we measure success?

Overview

Conversion Rate, Reaction Rate, Total Purchases per user and Total Sales per user

Sales Amount, Commission Per Month, Number of purchases per month

Total Number of Reactions for Liked, Loved and Disliked



### Overview

This project is based on Qatch's data on outbound\_texts, reactions and purchases. Aim being answering the question "How can we measure success?"

I have tried to curate a data driven story made of dashboards and key insights that I gained while in the process of answering the above question.

# How can we measure success?

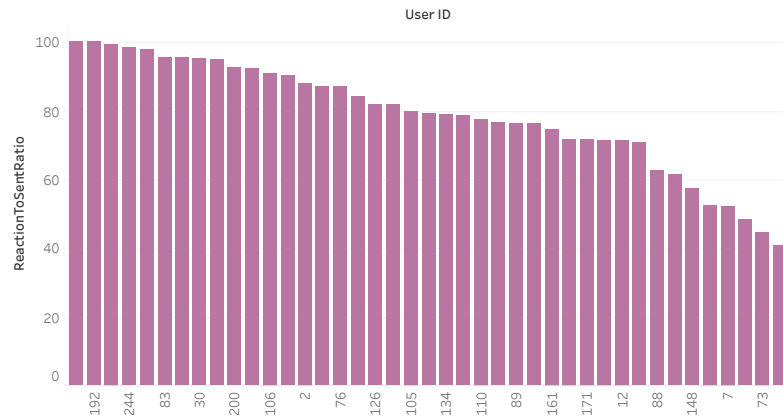
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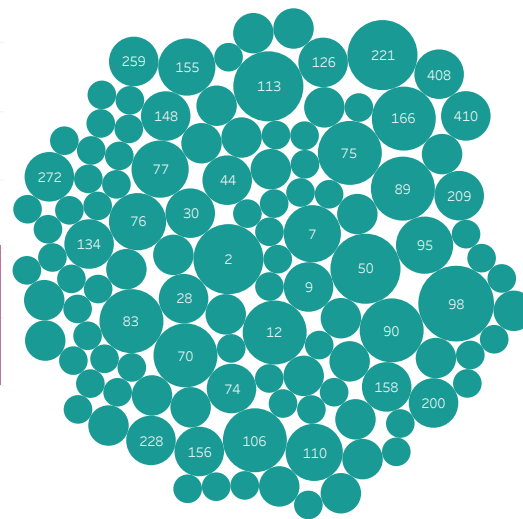
Sales Amount, Commission Per Month, Number of purchases per month

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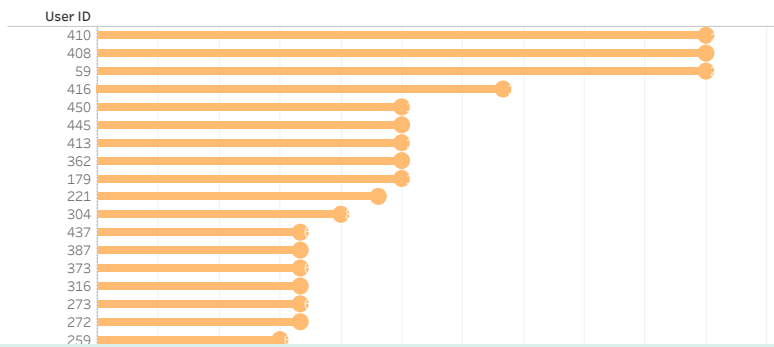
Received to Reaction Rate Per User (Minimum 60 Received)



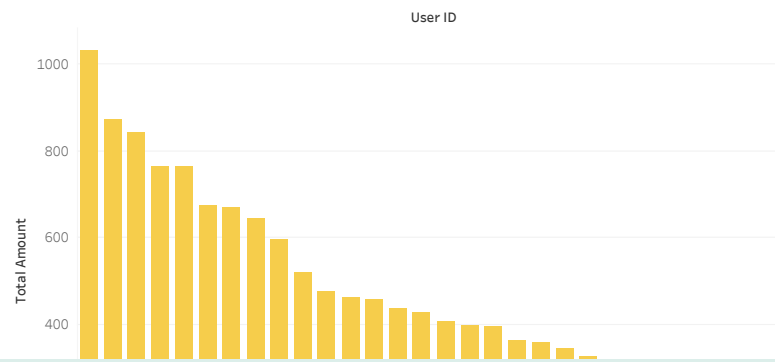
Total Purchases Per User



Received To Purchase Ratio



Total Sales Amount Per User



| User ID |                                     |
|---------|-------------------------------------|
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| 2       | <input checked="" type="checkbox"/> |
| 3       | <input checked="" type="checkbox"/> |
| 4       | <input checked="" type="checkbox"/> |
| 6       | <input checked="" type="checkbox"/> |
| 7       | <input checked="" type="checkbox"/> |
| 9       | <input checked="" type="checkbox"/> |
| 11      | <input checked="" type="checkbox"/> |
| 12      | <input checked="" type="checkbox"/> |
| 13      | <input checked="" type="checkbox"/> |
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| 29      | <input checked="" type="checkbox"/> |
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| 46      | <input checked="" type="checkbox"/> |
| 47      | <input checked="" type="checkbox"/> |
| 50      | <input checked="" type="checkbox"/> |
| 57      | <input checked="" type="checkbox"/> |
| 59      | <input checked="" type="checkbox"/> |
| 63      | <input checked="" type="checkbox"/> |
| 64      | <input checked="" type="checkbox"/> |
| 65      | <input checked="" type="checkbox"/> |
| 66      | <input checked="" type="checkbox"/> |
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| 73      | <input checked="" type="checkbox"/> |
| 74      | <input checked="" type="checkbox"/> |
| 75      | <input checked="" type="checkbox"/> |
| 76      | <input checked="" type="checkbox"/> |
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| 79      | <input checked="" type="checkbox"/> |
| 81      | <input checked="" type="checkbox"/> |
| 83      | <input checked="" type="checkbox"/> |
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| 88      | <input checked="" type="checkbox"/> |
| 89      | <input checked="" type="checkbox"/> |
| 90      | <input checked="" type="checkbox"/> |
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| 92      | <input checked="" type="checkbox"/> |
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| 94      | <input checked="" type="checkbox"/> |
| 95      | <input checked="" type="checkbox"/> |
| 98      | <input checked="" type="checkbox"/> |
| 100     | <input checked="" type="checkbox"/> |
| 101     | <input checked="" type="checkbox"/> |
| 105     | <input checked="" type="checkbox"/> |

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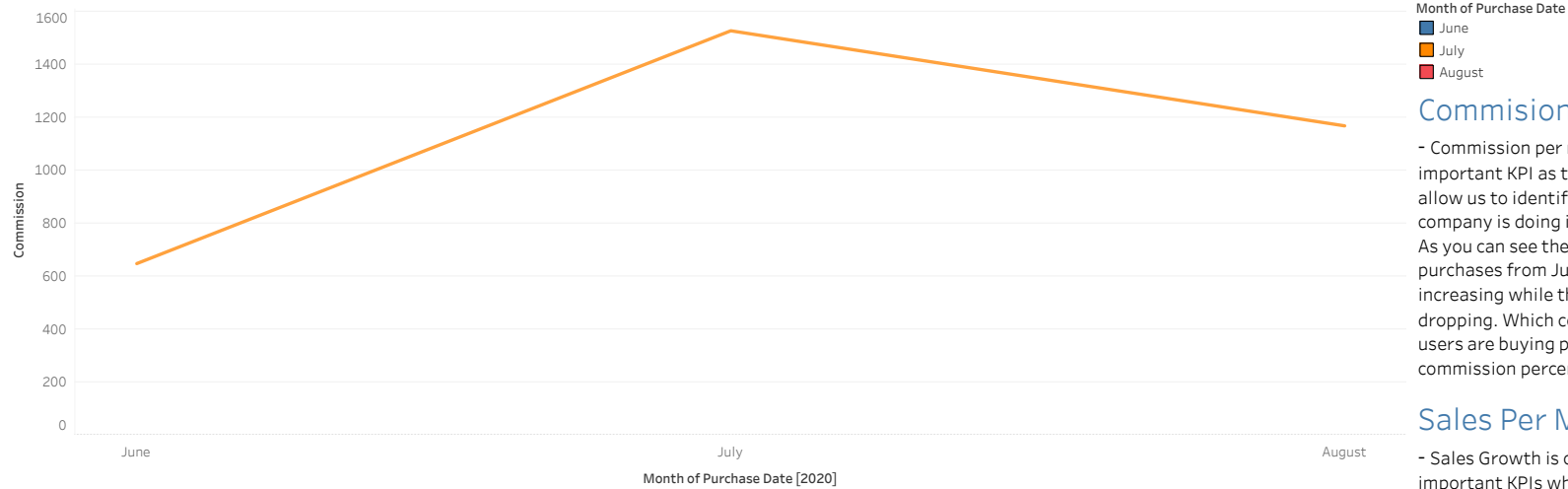
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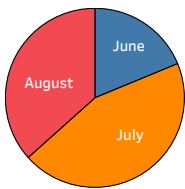
## Commission Per Month



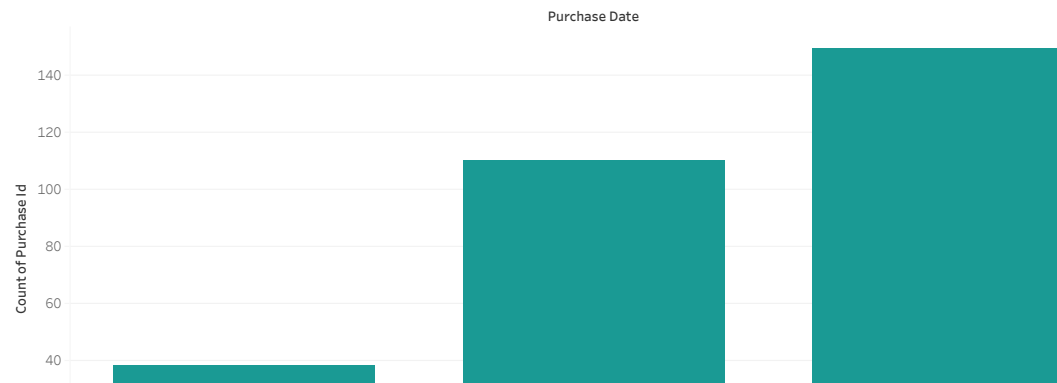
## Commission Per Month

- Commission per month is an important KPI as the trend would allow us to identify how well the company is doing in terms of profits. As you can see the number of purchases from July to August are increasing while the commission is dropping. Which could mean that users are buying products whose commission percentage is low.

## Sales Amount Per Month



## Number of purchases per month



## Sales Per Month

- Sales Growth is one of the most important KPIs when it comes to marketing analysis. It helps in determining how well company performs in terms of sales. Interestingly, in our case there was decrease in the sales amount from July to August but increase in the number of purchase during the same time. It can be said that this is happening because users are preferring products of relatively low rates.

## Number of Purchases Per Month

- Number of Purchases helps in determining how the company is doing in terms of quantity of products

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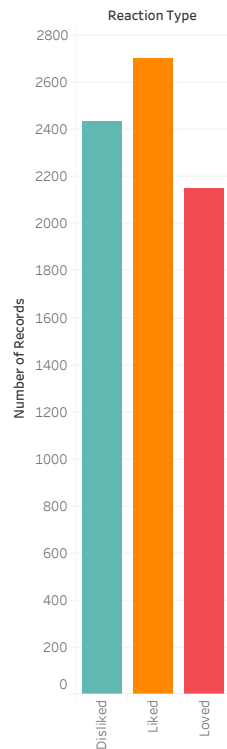
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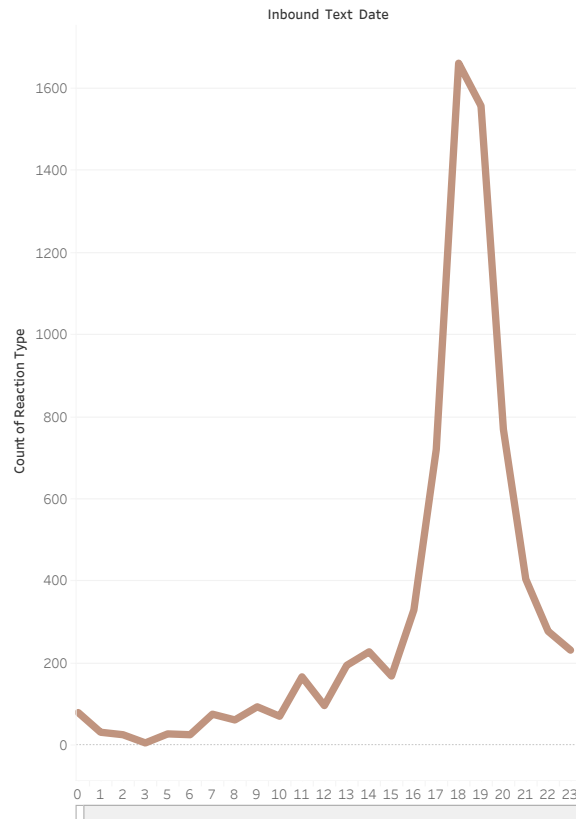
Sales Amount, Commission Per Month, Number of purchases per month

Total Number of Reactions for Liked, Loved and Disliked

## Total number - Liked, Loved, Disliked



## Reaction - Time of Day



## Total Number - Liked, Loved, Disliked

- User Reactions are very important when it comes to Qatch, as it is a data driven company and finding the general count of every reaction can help in identifying how well the recommendations are working. As of now for the 3 months, the count of likes are more than the dislikes but there isn't a significant difference. Hence, the aim of the company should be to try to maximise the loved and likes count and minimize the disliked count as that would yeild better purchase conversions

## Reaction at Time of the Day

- Reaction-Time of the day is the plot of Number of Reactions to Time of the Day(Hours)

Interestingly, the number of reactions increase from the 3pm hour mark upto 6hr mark and then start dropping till the end of the day.

Hence, it can be said that outbound\_texts sent out during 3pm to 8pm can result in higher reaction rate hence improved engagement rate.