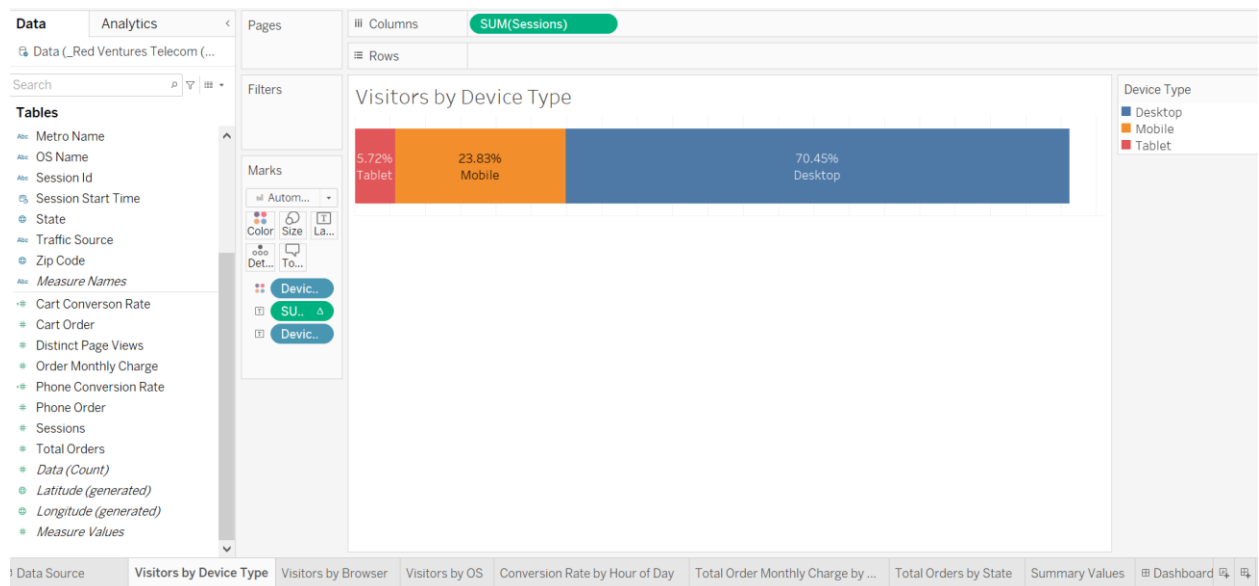


Sharmila KC

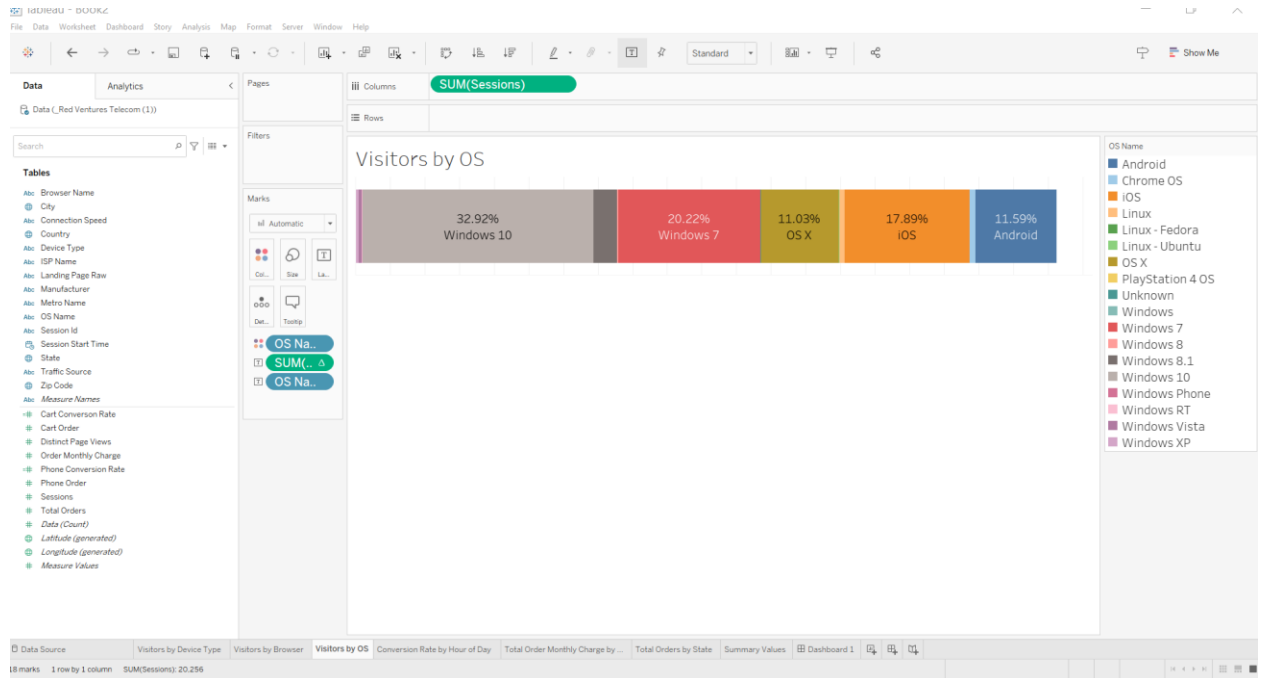
Case Study with Tableau of Red Ventures Telecom

Which segment of traffic should receive an online cart-focused versus a phone-focused website experience?

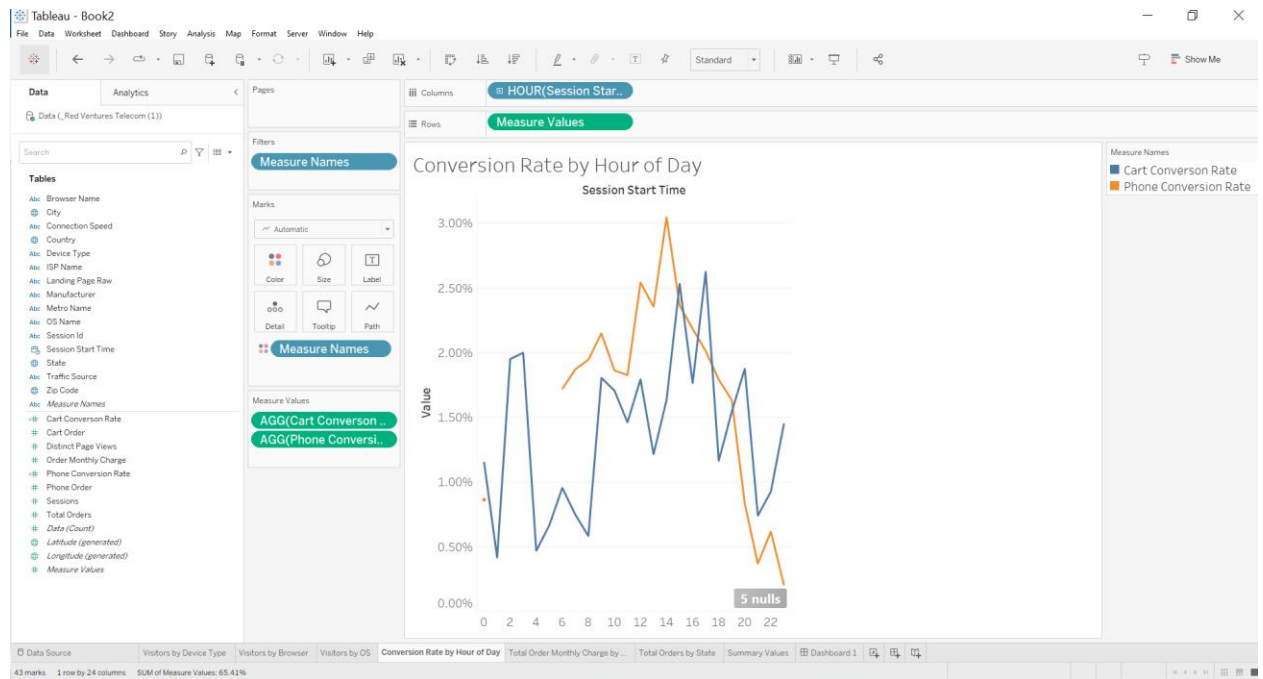
- **Visitors by Device Type:** Target users primarily on desktops or laptops. These users are more likely to have the screen real estate and comfort to complete a multi-step purchase process online.



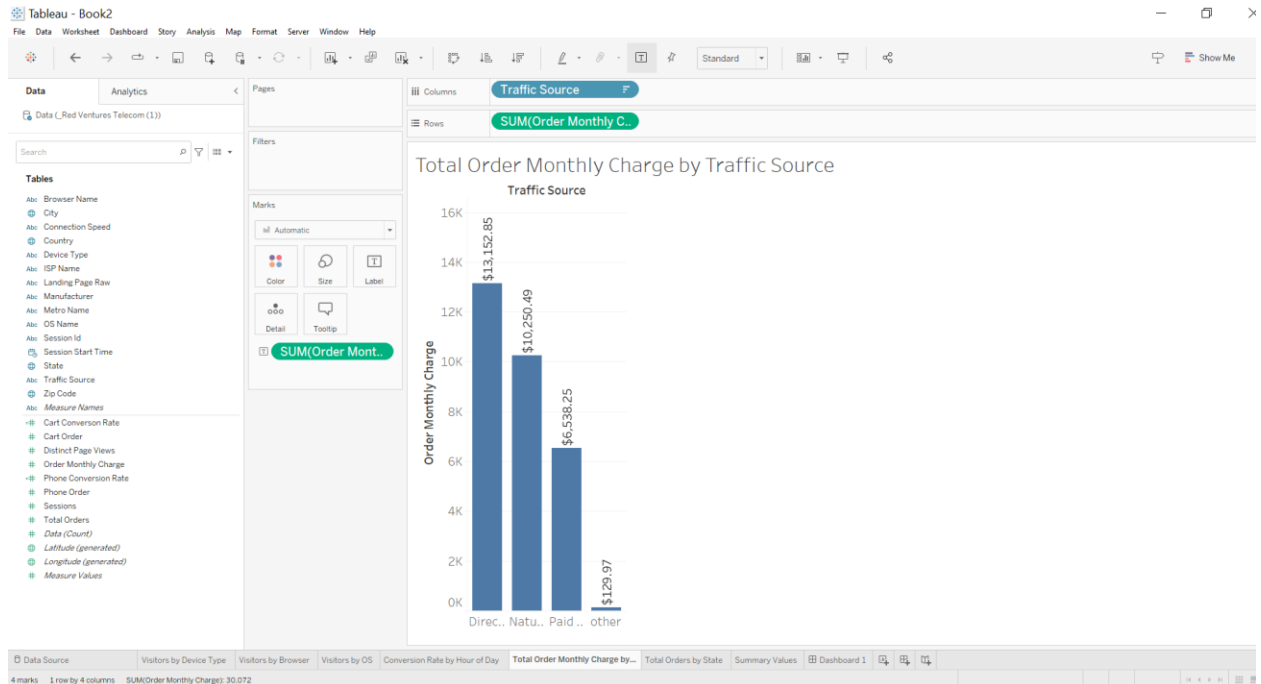
- **Visitors by OS:** Consider targeting users on macOS or Windows, as these operating systems are more commonly associated with desktop and laptop usage.



- **Conversion Rate by Hour of Day:** Analyze peak conversion times and tailor the online cart experience to cater to those hours.



- **Total Order Monthly Charge by Traffic Source:** Identify traffic sources that consistently drive higher-value orders and optimize the online cart experience for those sources.

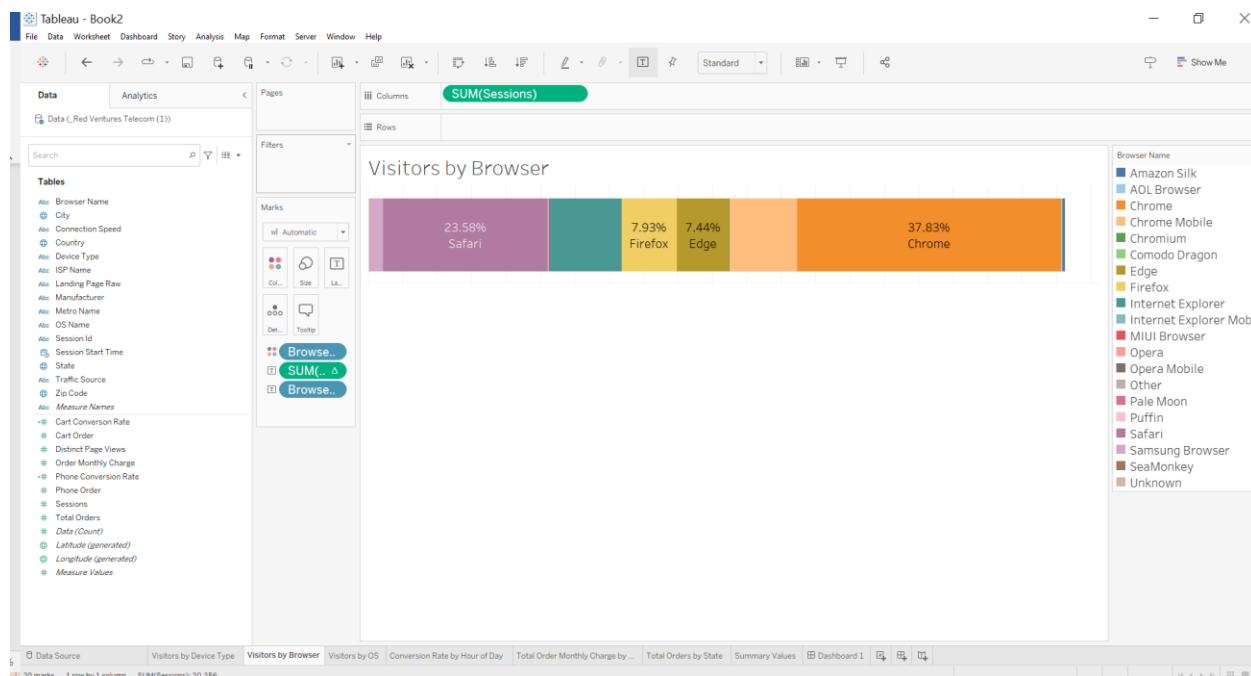


Phone-Focused:

- **Visitors by Device Type:** Prioritize users on mobile devices.
- **Visitors by OS:** Target users on iOS or Android, as these are the dominant mobile operating systems.
- **Conversion Rate by Hour of Day:** Identify peak conversion times on mobile and tailor the phone-focused experience accordingly.
- **Total Order Monthly Charge by Traffic Source:** Analyze if certain traffic sources predominantly use mobile devices and optimize the phone experience for those sources.

Additional Interesting Patterns

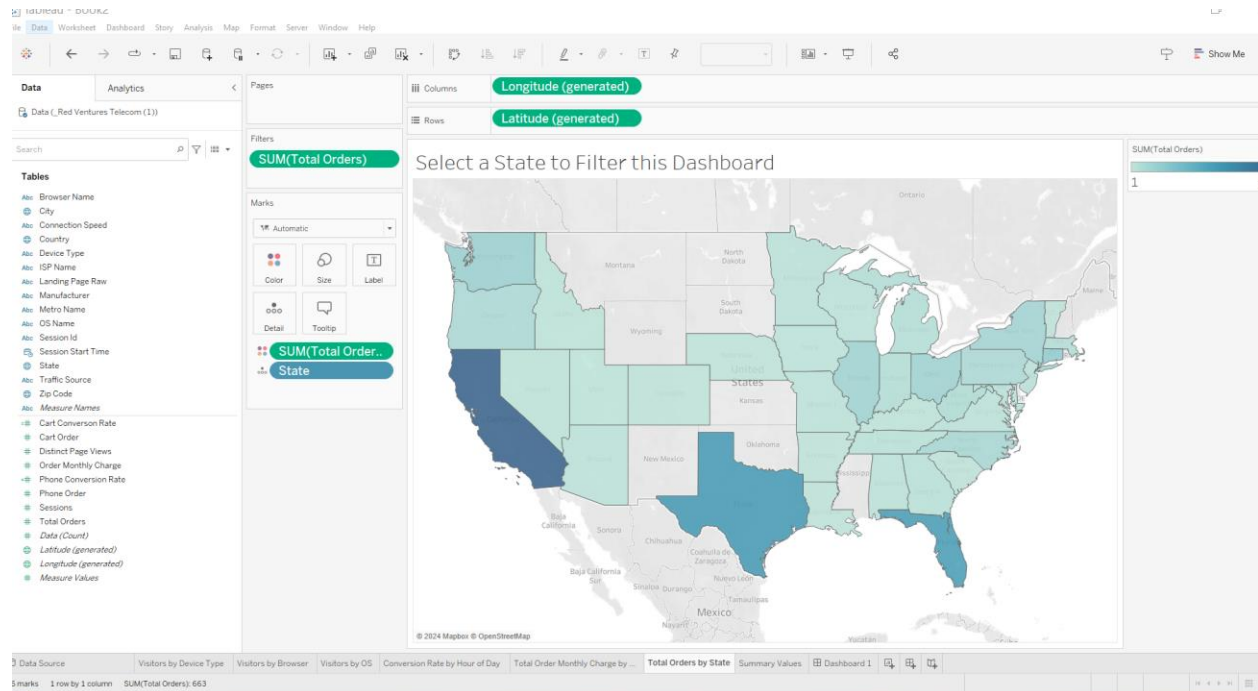
- **Visitors by Browser:** Safari and Chrome seem to be the dominant browsers, suggesting that the website might need to be optimized for these browsers.



- **Visitors by OS:** There might be a need to consider regional variations in OS usage, especially if the company operates in multiple markets.
- **Total Order Monthly Charge by Traffic Source:** Identifying the highest-performing traffic sources can help inform marketing and acquisition strategies.
- **Conversion Rate by Hour of Day:** Understanding peak and off-peak conversion times can help optimize website content and promotions.
- **Average Order Value** by device type, OS, or traffic source.
- **Customer Demographics** associated with different traffic segments.
- **User Behavior** on the website, including time spent on different pages and click-through rates.

Segmenting Traffic for Online Cart vs. Phone Focus

Based on the map, we can refine our segmentation recommendations:



Online Cart-Focused:

- **States with High Total Orders:** Target states with a significant volume of orders. This could indicate a larger potential customer base for online shopping.
- **Geographic Concentration:** If there are clusters of high-order states, consider tailoring the online cart experience to cater to regional preferences or demographics.

Phone-Focused:

- **States with Lower Total Orders:** Focus on states with fewer orders, as these might have a higher propensity for phone-based purchases or different consumer behaviors.
- **Rural Areas:** If the map indicates a concentration of orders in urban areas, consider optimizing the phone experience for rural regions with potentially limited internet access or preference for phone interactions.

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Standard

Data Analytics

Data_CRed Ventures Telecom (1)

Search

Tables

- Browser Name
- City
- Connection Speed
- Country
- Device Type
- ISP Name
- Landing Page Raw
- Manufacturer
- Metro Name
- OS Name
- Session Id
- Session Start Time
- State
- Traffic Source
- Zip Code
- Measure Names
- Cart Conversion Rate
- Cart Order
- Distinct Page Views
- Order Monthly Charge
- Phone Conversion Rate
- Phone Order
- Sessions
- Total Orders
- Data (Count)
- Latitude (generated)
- Longitude (generated)
- Measure Values

Filters

Measure Names

Marks

Automatic

Color Size Text

Detail Tooltip

Measure Values

AGG(Cart Conversion ..)

SUM(Cart Order)

SUM(Order Monthly C..)

AGG(Phone Conversi..)

SUM(Phone Order)

SUM(Sessions)

Summary Values

Cart Conversion ..	1.51%
Cart Order	305
Order Monthly C..	30,072
Phone Conversio..	1.77%
Phone Order	358
Sessions	20,256

Data Source Visitors by Device Type Visitors by Browser Visitors by OS Conversion Rate by Hour of Day Total Order Monthly Charge by ... Total Orders by State Summary Values Dashboard 1

Tableau - Book2

File Data Worksheet Dashboard Story Analysis Map Format Server Window Help

Dashboard

Default

Phone

Device Preview

Size

Custom size (1500 x 800)

Sheets

- Visitors by Device Type
- Visitors by Browser
- Visitors by OS
- Conversion Rate by Hour of Day
- Total Order Monthly Charge by Traffic Source
- Total Orders by State

Objects

- Horizontal Container
- Vertical Container
- Text
- Extension
- Ask Data

Tiled Floating

Show dashboard title

Dashboard 1

Telecommunications: Optimizing Customer Acquisition Dashboard

Summary Values

Phone Order	358
Sessions	20,256

Select a State to Filter this Dashboard

© 2024 Mapbox © OpenStreetMap

Visitors by Browser

23.58%	Safari	37.83%	Chrome
--------	--------	--------	--------

Visitors by Device Type

6.72%	23.83%	70.45%
-------	--------	--------

Visitors by OS

Conversion Rate by Hour of Day

Session Start Time

Value

2.00%

0.00%

0 1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23

5 nulls

Total Order Monthly Charge by Traffic Source

Traffic Source	Order Monthl..
Direct Entry	\$13,152.85
Natural Search	\$10,250.49
Paid Search	\$6,538.25
other	\$129.97

Data Source Visitors by Device Type Visitors by Browser Visitors by OS Conversion Rate by Hour of Day Total Order Monthly Charge by ... Total Orders by State Summary Values Dashboard 1