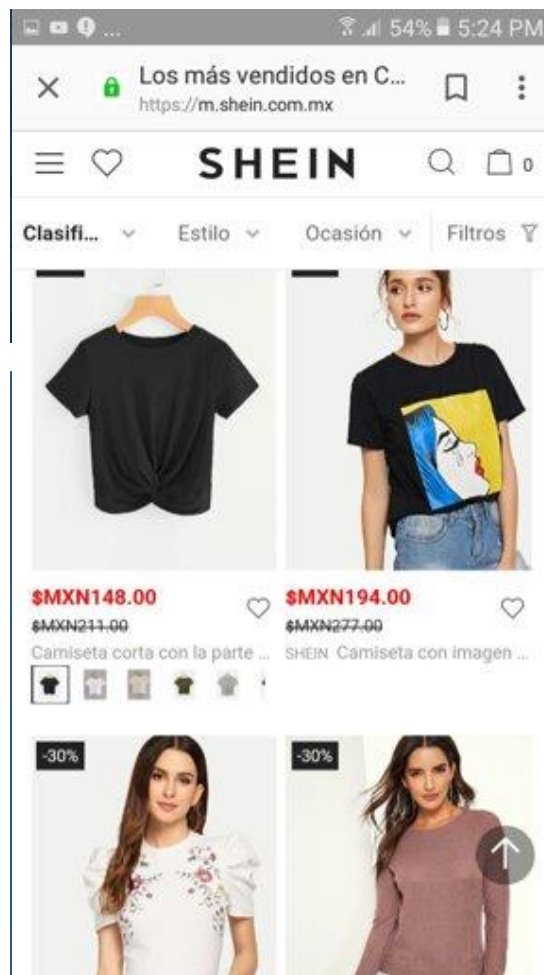# MARKETING WEB ANALYTICS PROJECT

Group-1

- Amit Mutgi
- Manas Kukreja
- Sajal Singh
- Saima Shaik Maheen
- Sonal Modi
- Siddhartha Shankar

Hot Categories
CHOOSE YOUR FAVORITES

T-SHIRTS

JUMPSUIT & CO-ORDS

DRESSES

ABOUT US

- **SHEIN** is an international B2C fast fashion e-commerce platform.

- The company mainly focuses on women's wear, but it also offers men's apparel, children's clothes, accessories, shoes, bags and other fashion items.

- SHEIN mainly targets Europe, America, Australia, and the Middle East along with other consumer markets.

- Founded in October 2008, and since then it has upheld the philosophy that "everyone can enjoy the beauty of fashion."

- Its business covers more than 220 countries and regions around the world.

BUSINESS OBJECTIVES

Customers making a purchase (Measuring how many people get to the checkout page and place an order). Our goal is to get as many people to checkout as possible

Revenue from purchases (Measuring the average order value by AOV metric to analysis the trend and find ways to get our customers buy more product and of greater price)

Signing up for email coupon or subscribing to a newsletter (Measuring by having a better understanding of the channel used by the people to get to our site shein.com)

KEY PERFORMANCE INDICATORS

Sales KPI
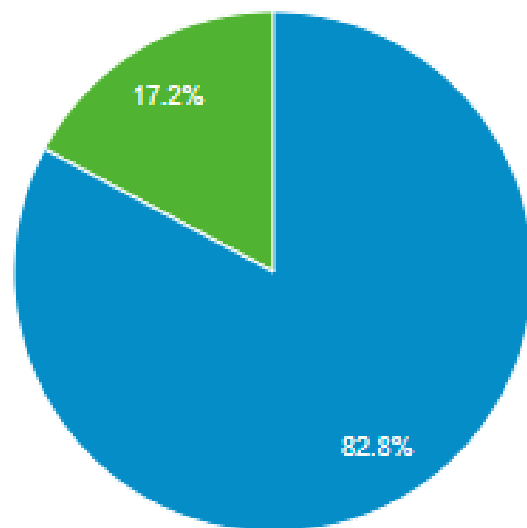
❖ Revenue

❖ Number of transactions

❖ Conversion rate

❖ Shopping cart abandonment rate

❖ Average Order Value

Marketing KPI

❖ New visitor vs Returning visitor

❖ Mobile site traffic

❖ Traffic Source

❖ Average session duration

❖ Bounce rate
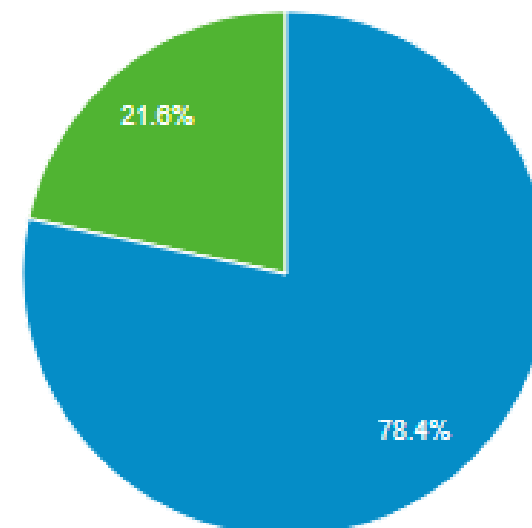
❖ Site Traffic(Sessions)

❖ Page Views per session

New Visitor   Returning Visitor

17.2%

82.8%
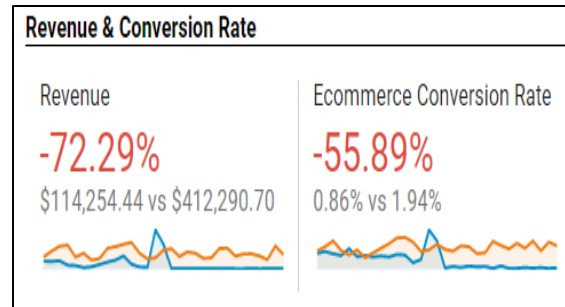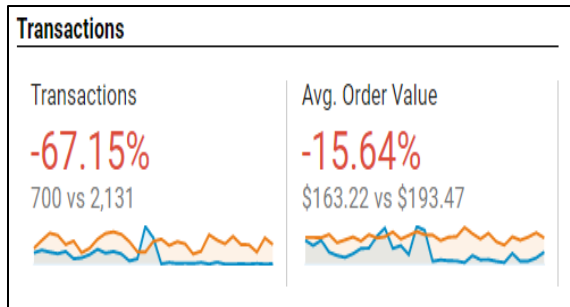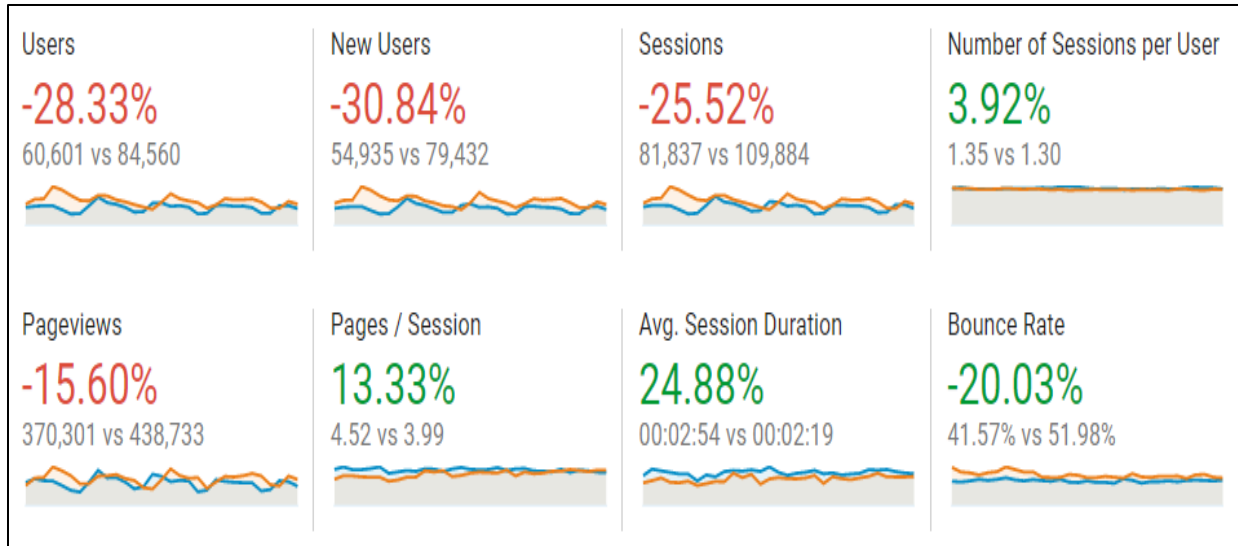
Oct 2017

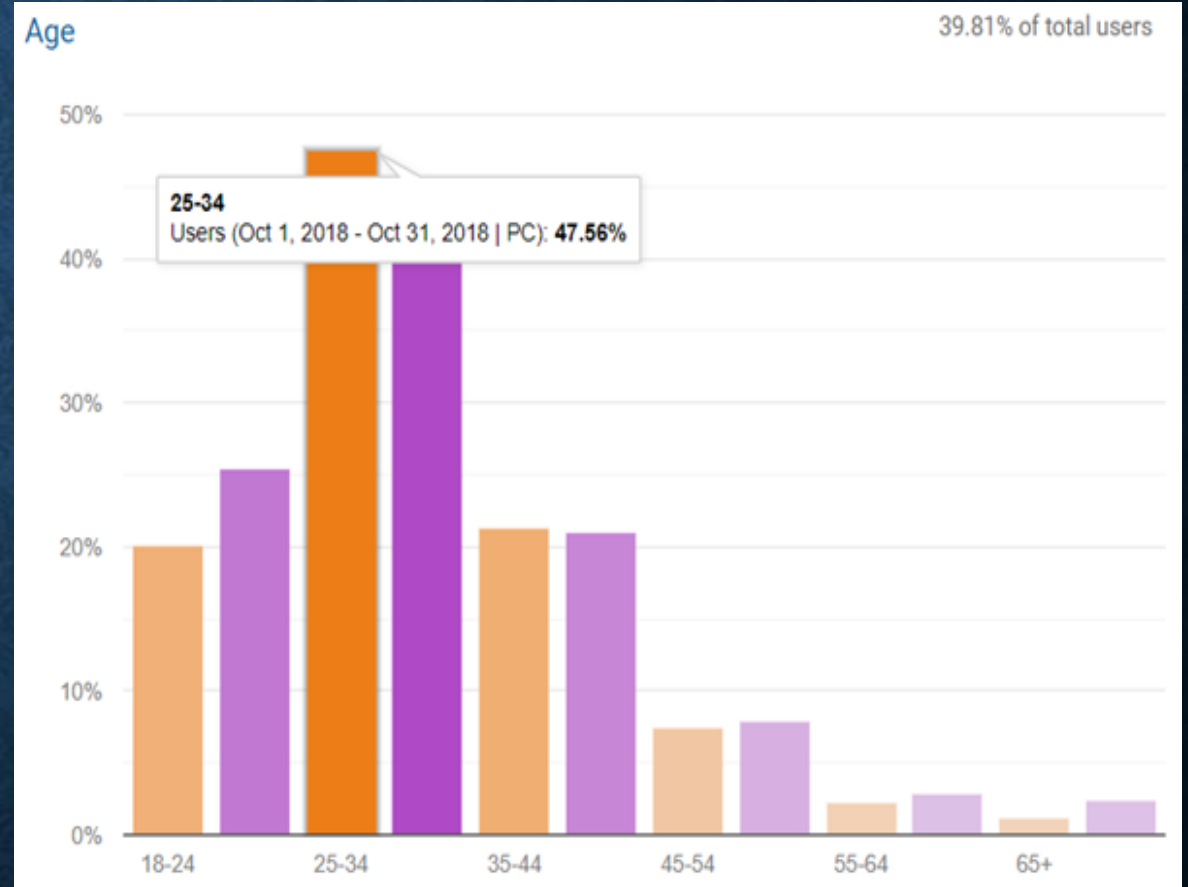New Visitor   Returning Visitor

21.6%

78.4%

Oct 2018

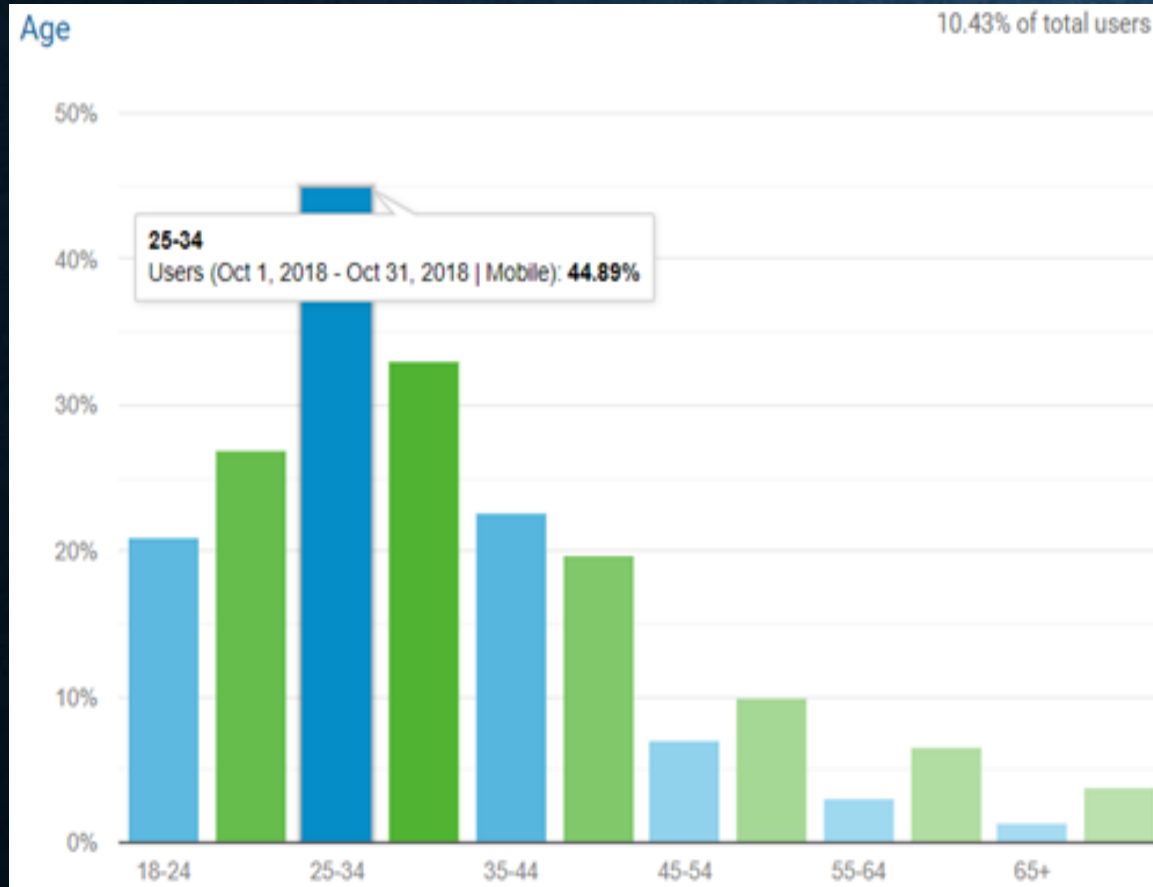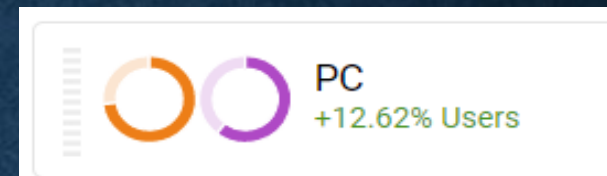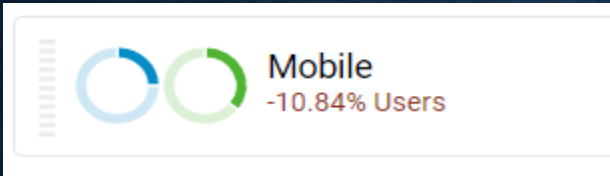# NEW VISITOR VS RETURNING VISITOR
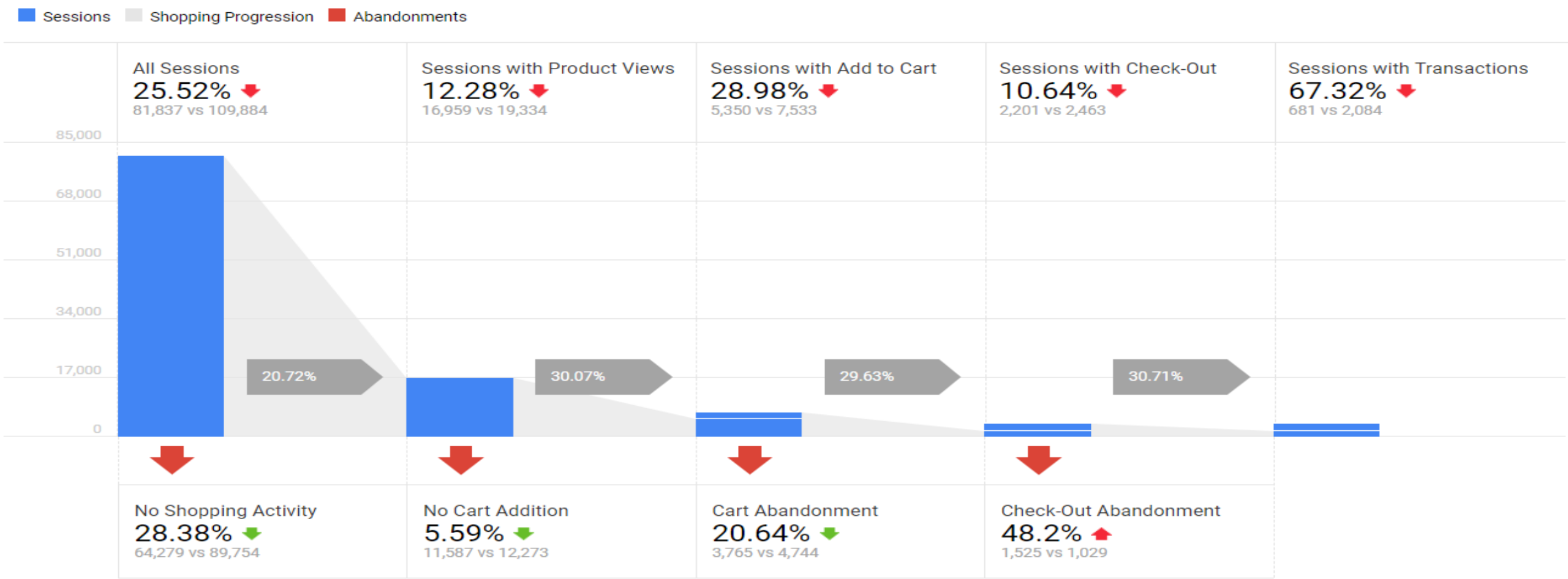
KPI PERFORMANCE COMPARISION BETWEEN OCT 2018 AND OCT 2017

FACTORS IMPACTING SUCCESS METRICS

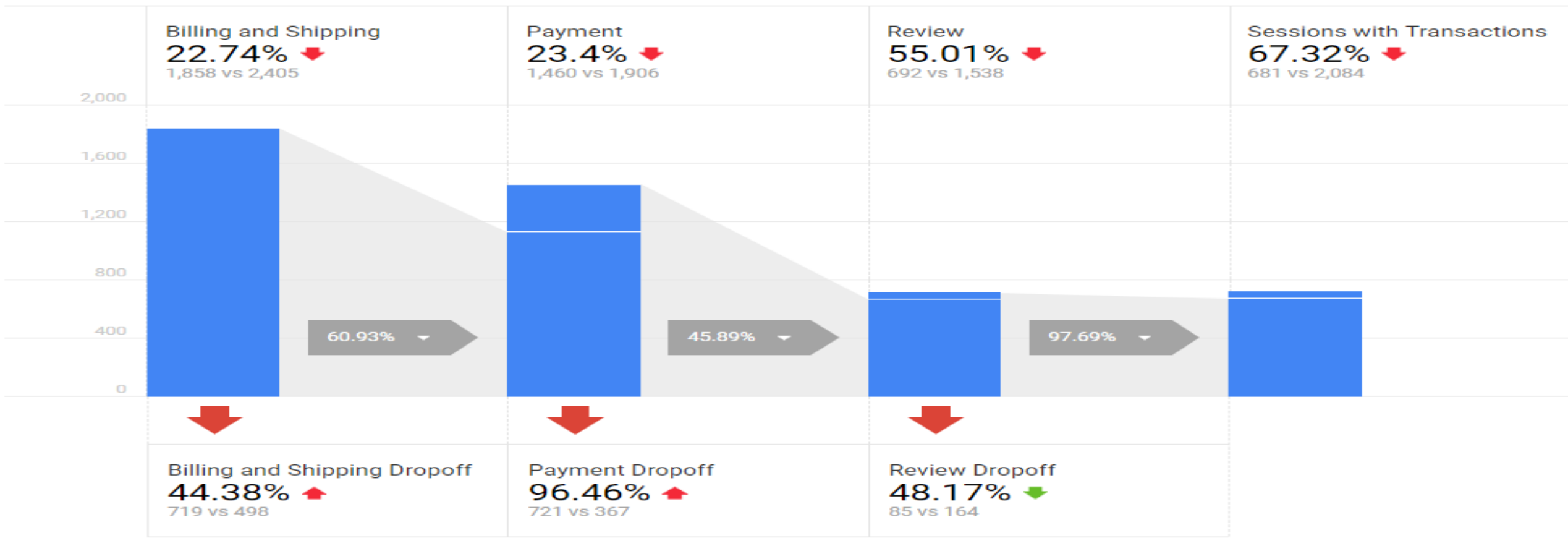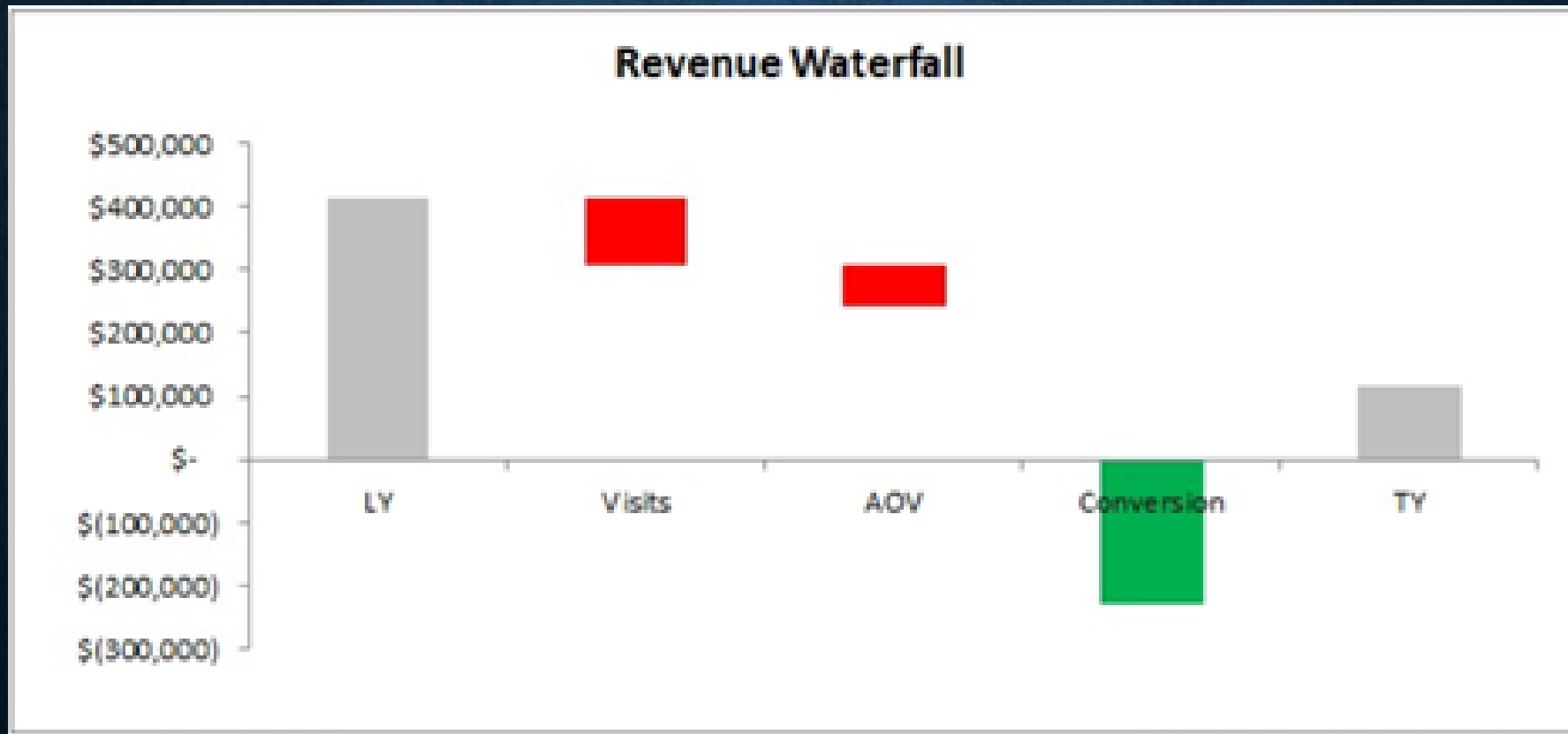USERS BY AGE GROUP AND MOBILE DEVICE

SHOPPING BEHAVIOR ANALYSIS (OCT 2018 VS OCT 2017)

FACTORS IMPACTING THE REVENUE(REVENUE WATERFALL CHART)
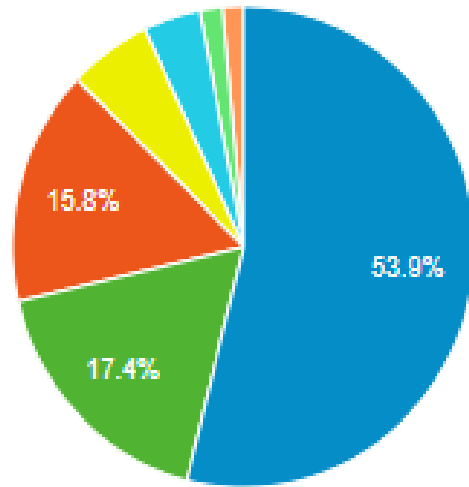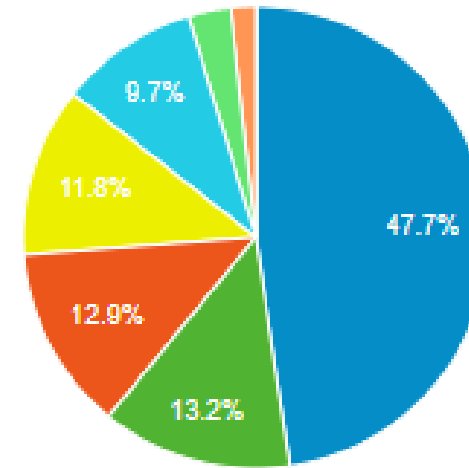
TOPMOST CHANNELS ANALYSIS (2018 VS 2017)

	Acquisition			Behavior			Conversions		
	Users	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	Ecommerce Conversion Rate	Transactions	Revenue
	28.33% ⬇	30.84% ⬇	25.52% ⬇	20.03% ⬇	13.33% ⬆	24.88% ⬆	55.89% ⬇	67.15% ⬇	72.29% ⬇
1 ◼ Organic Search	16.78% ⬇			0.07% ⬇			10.80% ⬆		
2 ◼ Direct	3.15% ⬇			28.05% ⬇			63.75% ⬇		
3 ◼ Referral	1.38% ⬇			1.30% ⬇			77.59% ⬇		
4 ◼ Affiliates	144.16% ⬆			23.32% ⬇			100.00% ⬆		
5 ◼ Social	69.49% ⬇			8.57% ⬇			62.10% ⬇		
6 ◼ Display	91.01% ⬇			22.64% ⬇			551.39% ⬆		
7 ◼ Paid Search	63.97% ⬇			7.89% ⬆			62.00% ⬇		
8 ◼ (Other)	100.00% ⬇			100.00% ⬇			0.00%		

CHANNEL ANALYSIS

RECOMMENDATIONS FOR BUSINESS IMPROVEMENT

AS PER OUR ANALYSIS, WE RECOMMEND

❖ As per the Shopping behaviour analysis, all sessions visit has decreased and Check-out abandonment has increased in 2018, which results in decrease in revenue, conversion rate, returning users and female customers. The company should make sure that price offered for similar items should be competitive compared to other e-commerce web sites, no broken links, valid coupon codes and extra discounts should be offered for bulk purchase e.g. 10% off if cart amount exceeds 50$. This would result in increase of returning users and female customers as per the shopping trend.

❖ As per the Checkout behaviour analysis, (Billing & Shopping and Payment) drop-off have increased. To overcome this problem, the company should make sure that there should be no payment issue during checkout, no broken internet links, valid coupons, multiple platforms for payment other than debit, credit card or net banking like PayPal etc. and easy/less descriptive questionnaire for review.

❖ Mobile App interface should be SEO friendly, exclusive mobile-app discounts/ coupons should be promoted to increase mobile-users customer base.

❖ We see that social media falls on the lower side of the traffic. With the advent of social media, it can become an important platform to improve the revenue. Hence the company should invest more in ad campaigns, Social media challenges and posters across various websites.

❖ Since the conversion rate is low, the company can increase it by offering vouchers, discounts and referral bonus if a buy is made.

❖ We see that the percentage of returning visitors is less. This could be improved by providing points with each buy, so that they can exchange it later for store credits.

THANK YOU!