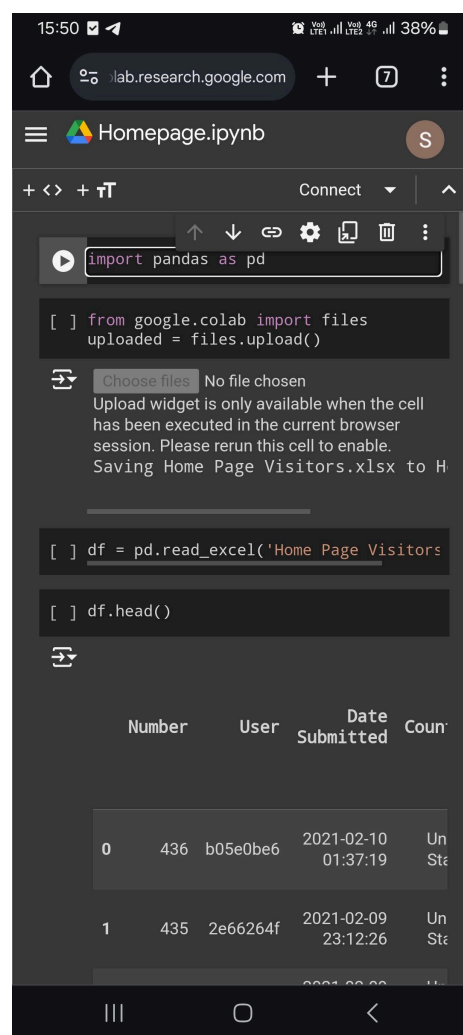
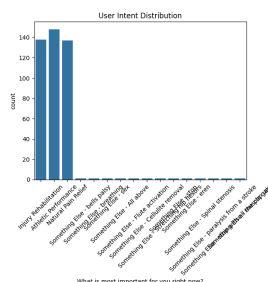


Home Page Data Analysis Report

I analysed website visitor data from Hotjar surveys on the homepage, focusing on user behaviour and conversion rate optimization. Using Python in Google Colab, I employed Pandas for data manipulation and Seaborn for visualizations. Key findings showed that desktop and Chrome/Safari were the most used device and browser, emphasising the need to optimise for these platforms. The top user intents were Athletic Performance, Injury Rehabilitation, and Natural Pain Relief, suggesting that the homepage should prioritise guiding users toward these categories. There was also missing data, especially in demographics and referral sources, limiting audience segmentation. Recommendations include simplifying the survey to focus on key questions, offering incentives for completing demographic fields, and ensuring the homepage is fully optimised for desktop and mobile users. These improvements will enhance user engagement and the customer journey.

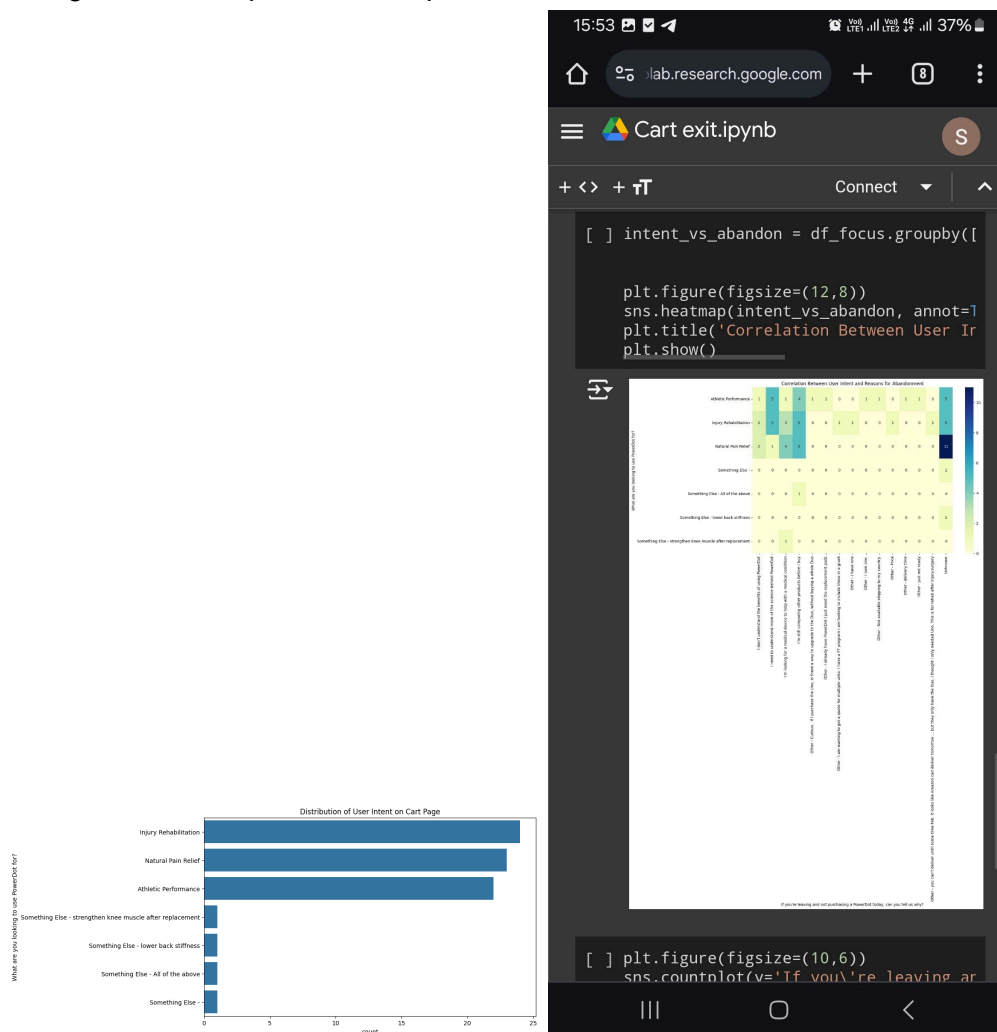


<https://colab.research.google.com/drive/1F70O8dYilW-xHXcuPeuac1biNEZEEnaJx>

Cart Exit

I analysed cart exit data from Hotjar surveys to gain insights into user intent and reasons for abandonment, aiming to enhance conversion rate optimization (CRO). The analysis revealed

that users primarily sought Injury Rehabilitation , followed by Natural Pain Relief and Athletic Performance , indicating the need for the cart page to address these priorities. The most common reason for cart abandonment was ****Unknown****, highlighting issues with clarity or unresolved concerns during checkout. Other notable reasons included comparing products, needing more information about PowerDot, and specific medical needs. The heat map analysis illustrated correlations between user intent and abandonment reasons, emphasising the need for targeted improvements. To address these findings, I recommend enhancing product information on the cart page, simplifying the checkout process to reduce confusion, and incorporating targeted messaging to meet specific user needs. Implementing these changes should improve user experience and reduce cart abandonment rates.

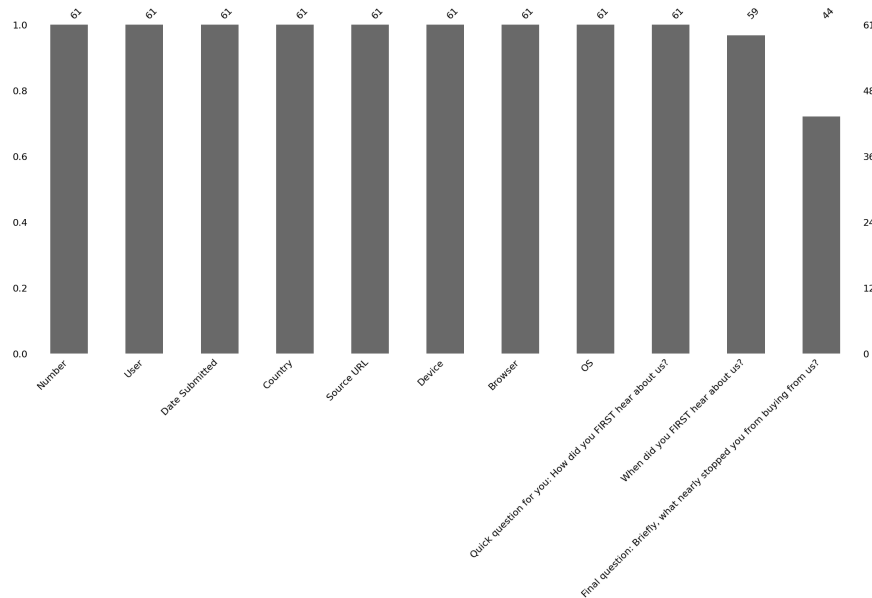


https://colab.research.google.com/drive/17pKSJwkeX_MnRgYXNb6iwmLkxC0Cy-QQ

Post Purchase

The post-purchase data analysis reveals key insights into how customers learned about PowerDot and what nearly stopped them from buying. Most customers discovered the product via social media, friends or family, and YouTube, indicating effective marketing through these channels. The majority heard about the product recently, suggesting that recent engagement efforts are effective but might benefit from longer-term strategies. The primary barrier to purchase was price, with additional concerns about delivery time and

product details also noted. To optimise conversion rates, it is recommended to enhance social media and referral marketing, address pricing concerns with promotions or value propositions, and improve the checkout experience to resolve issues related to delivery and product information. These steps should improve customer satisfaction and reduce purchase barriers, ultimately leading to higher sales and better overall user experience.



```

15:54 100% 36%
lab.research.google.com
Post purchase.ipynb
Connect
[ ] df_focus.fillna('Unknown', inplace=True)
print(df_focus['Quick question for you: How did you FIRST hear about us?'])
print(df_focus['When did you FIRST hear about us?'])
print(df_focus['Final question: Briefly, what nearly stopped you from buying from us?'])

[ ] ['On social media' 'Friends or family' 'Other (please specify) - Dr's office' 'Other (please specify) - My Doctor' 'Other (please specify) - Whiskey' 'Other (please specify) - camille' 'Other (please specify) - Philippo' 'Other (please specify) - My husband' 'Other (please specify) - Ive been' 'Other (please specify) - Business' 'In the last week' 'Today' 'In the last week' 'More than a year ago' 'In the last week' 'Unknown' 'Outside of the price for an Uno i' 'nothing' '...' 'Reviews state replacement pads are' 'Nothing' 'cost' 'price' 'Cost' 'P' 'Cost and understanding how to use' 'Discounts for first responders, b' 'I need to send it to USA. Changed' 'Your descriptions are vague. I h' 'Price vs perceived benefit compar' 'The fact that the power dots are' 'The price' 'I think it would be helpful for ti' 'The price.' 'Nothing.' 'Wasnt sure how different this was' 'price and not being able to use m' 'It's an expensive product. I am g' 'Nothing !!!' 'Wanted to see review' 'I bought a 2.0 when I was at the' 'consumable gel pads, would have p'
<ipython-input-9-7ce27b54749c>:1: S

```

<https://colab.research.google.com/drive/18t43TVWk5he8G0ep51m1WxTmreZGFziK>