



Unveiling INSIGHTS OF MAVEN FUZZY FACTORY

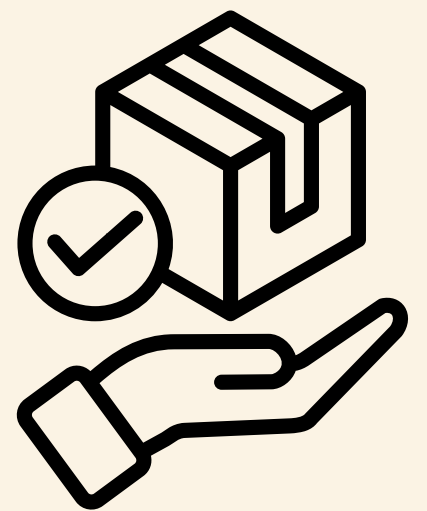
BY SNEHA.C



OBJECTIVE



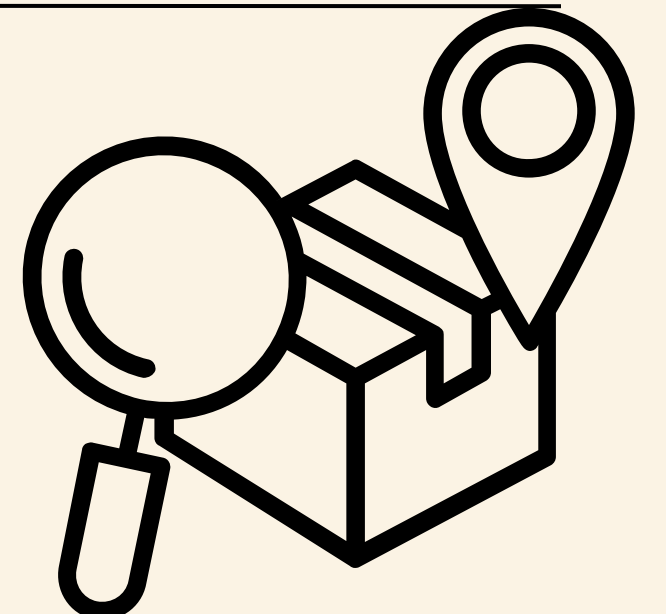
To increase the overall profitability and customer satisfaction of our e-commerce platform by optimizing user acquisition, retention, product performance, and operational efficiency.



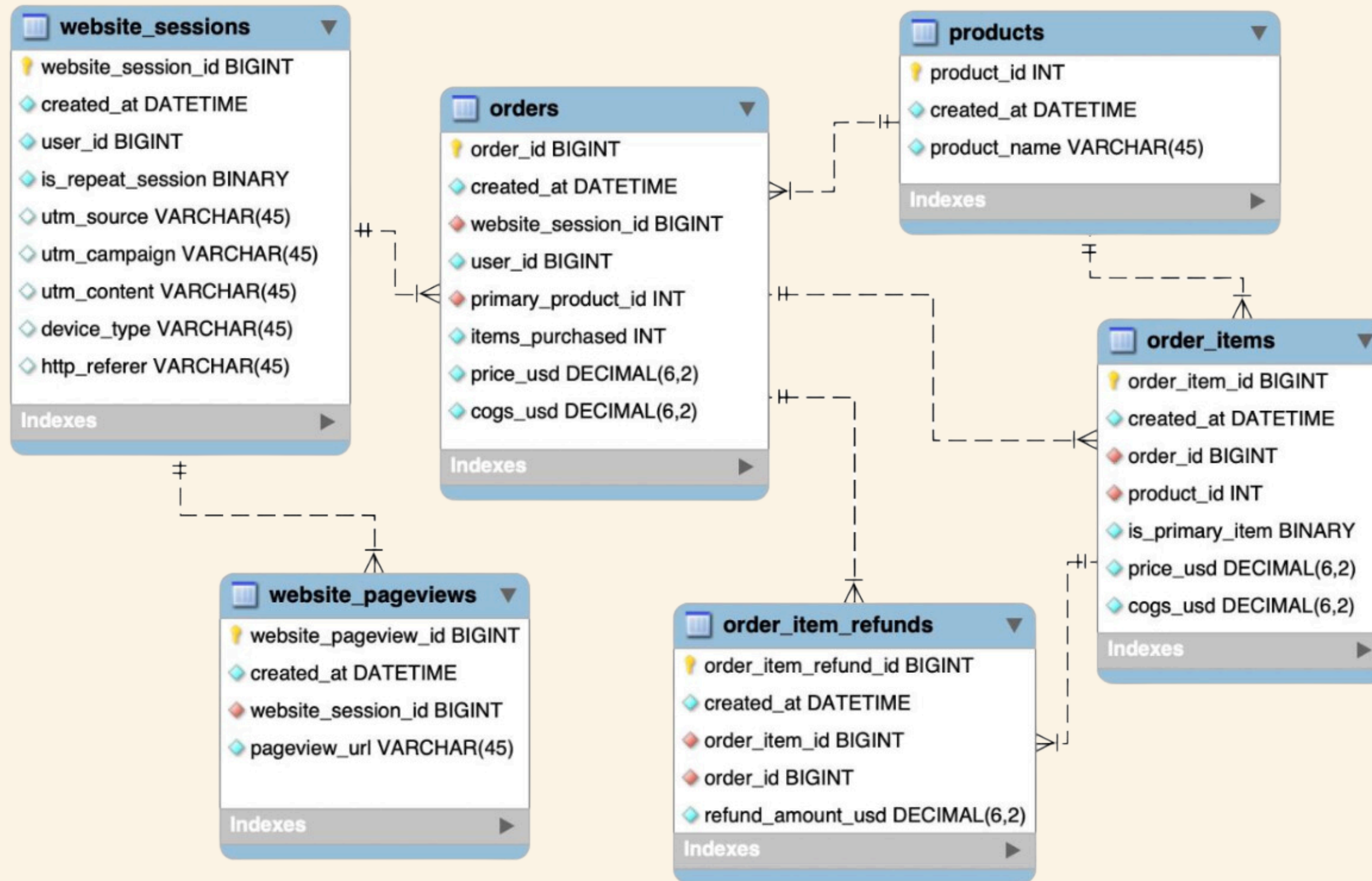
PROBLEM STATEMENT



As an e-commerce company, we face challenges in understanding the factors that drive conversions, customer retention, and product profitability. Need to identify and optimize key performance indicators (KPIs) across the customer journey, from the initial website visit to purchase and post-purchase behavior.



DATA



CONTENT

**TRAFFIC SOURCE
ANALYSIS**

**ANALYZING
WEBSITE CONTENT**

**ANALYZING
SEASONALITY &
BUSINESS PATTERNS**

**TRAFFIC SOURCE
ANALYSIS**

**TRAFFIC SOURCE
ANALYSIS**

1.How can UTM parameters be used to identify the number of paid sessions and the orders generated by those sessions?

utm_content	sessions	orders
g_ad_1	282706	18822
b_ad_1	54909	3818
g_ad_2	33329	2511
b_ad_2	7914	701
social_ad_2	5590	288
social_ad_1	5095	55

Identified that 72% of sessions were from g_ad_1, generating 71% of total orders.

UTM parameters helped in tracking session origins and conversion efficiency

2.How can session data be broken down by UTM source, campaign, and referring domain to understand where the bulk of sessions are coming from?

utm_source	utm_campaign	http_referer
gsearch	nonbrand	https://www.gsearch.com
bsearch	nonbrand	https://www.bsearch.com
gsearch	brand	https://www.gsearch.com
bsearch	brand	https://www.bsearch.com
socialbook	desktop_targeted	https://www.socialbook.com
socialbook	pilot	https://www.socialbook.com

The break down revealed that the large no of session is occuring from utm_source on gsearch and utm-campaign on non-brand

3. Given that the maximum number of sessions come from the "gsearch nonbrand" source, how is its conversion rate (CVR) calculated?

sessions	orders	CVR
282706	18822	6.6578

‘Gsearch nonbrand’ showed a conversion rate of 6.6%, making it the highest-converting source. This channel plays a pivotal role in driving overall revenue

4.How can pageview data be analyzed to identify the top 5 entry pages, i.e., the page viewed the most by users?

pageview_url	sessions
/products	261231
/the-original-mr-fuzzy	162525
/home	137576
/lander-2	131170
/cart	94953

The products, the-original-mr-fuzzy listing page, and home pages were the top entry points collectively contributing 70% of all user sessions

5.Which hours of the day are seeing the most pageviews, and how can these patterns be analyzed?

no_of_views		hour
79678		12
79307		11
78446		15
77257		14
77199		13
77130		16
75373		10

Peak activity was observed between 11 AM and 3 PM, with an average of 78,000 pageviews during this time, highlighting optimal engagement hours

6.As "gsearch" is the largest business driver, how can monthly trends be pulled and the conversion rate (CVR) calculated?

year	month	no_of_orders	no_of_sessions	CVR
2012	12	431	7038	6.1239
2012	11	543	9715	5.5893
2012	10	295	5534	5.3307
2012	9	228	4491	5.0768
2012	7	181	3811	4.7494
2012	8	230	4877	4.7160
2012	6	148	3578	4.1364
2012	3	71	1860	3.8172
2012	5	119	3410	3.4897
2012	4	115	3574	3.2177

Sessions from 'gsearch' peaked in December November, October corresponding with the holiday season, and showed a conversion rate of around 5% across the year.

7.How can the number of orders be calculated on a weekly basis for the year 2012?

	week	year	cnt_of_orde...	
	4	2012	504	
	0	2012	472	
	2	2012	422	
	1	2012	408	
	3	2012	405	
	6	2012	195	
	5	2012	180	

Weekly orders varied, with spikes observed majority sales happened on Sunday , Tuesday, Friday resulting in a 53% of sales collectively

8.How can the number of orders, sales, margin, revenue, and average order value for each product be analyze

primary_product_id	orders	revenue	margin	Avg_order_value
2	4803	318109.18	200348.00	66.231351
1	23861	1419767.82	879952.00	59.501606
3	3068	180857.03	122410.50	58.949488
4	581	19775.72	13429.00	34.037384

Product ID 1 recorded the highest number of orders, generated the most revenue, and achieved the highest margin. Meanwhile, Product ID 2 had the highest average order value.

9.How can the total sales, revenue, and margin for the year 2012 be calculated?

month	year	orders	revenue	margin
11	2012	618	30893.82	18849.00
12	2012	506	25294.94	15433.00
10	2012	371	18546.29	11315.50
9	2012	287	14347.13	8753.50
8	2012	228	11397.72	6954.00
7	2012	169	8448.31	5154.50
6	2012	140	6998.60	4270.00
5	2012	108	5398.92	3294.00
4	2012	99	4949.01	3019.50
3	2012	60	2999.40	1830.00

The trend analysis for 2012 shows that the majority of orders occurred towards the end of the year, specifically between September and November, leading to higher revenue and margins during that period.

10.How can the return rate for each product be identified?

product_id	product_return_rate
4	11.0155
3	9.8110
1	5.1842
2	2.6858

Product 4 showed the highest return rate at 11%, while Product 1 had a lower return rate of 2%, indicating product-related customer dissatisfaction for Product 4.

11.How can a yearly analysis of product return rates be performed to identify trends?

	month	no_of_return__ord...	
	2014	960	
	2013	339	
	2015	263	
	2012	169	

It is observed that 2014 has a highest no of return orders

RECCOMENDATIONS

- **To enhance the effectiveness of paid campaigns, optimize budget allocation toward high-conversion UTM parameters. Increase spend on campaigns that show high return on investment (ROI) like g_ad_1 and b_ad_1 consider reducing low-performing campaigns.**
- **Given that 'gsearch nonbrand' has the highest session count, focus on optimizing ad copy and landing pages for this source to improve the CVR**
- **Enhance the user experience and conversion funnel on the top 5 entry pages. Ensure that these pages are optimized for fast load times, clear call-to-actions, and mobile-friendly design to reduce bounce rates and improve conversions**
- **Optimize marketing and promotional campaigns around peak traffic hours between 11AM – 3PM. Consider scheduling emails, ads, and social media posts during these times to capture maximum user attention**
- **Focus on promoting high margin products with strong sales performance. Adjust pricing strategies for low margin products to increase profitability without hurting demand**
- **Investigate the root causes of high return rates for specific products, such as product quality issues or mismatched customer expectations. Reducing return rates can lead to significant savings and improved customer satisfaction**

THANK YOU
