eCommerce Advisory Report

Analytics Report

Section 1 Page View and View Duration

SHOP |E-Commerce has the most popular page view of 313 . SHOP |E-Commerce has the highest view duration of Average Time on Page 3 : 5 minutes.

This implies that more emphasise should be place on this page to attract the attention of the users by having a more interative user experience, better presentation of the website and most importantly highlight the main products that you want to showcase.Additional enhancement can be having reviews and testimonals, a scroll-to-top button to further attract the user attention in this website.

Since (not set) is the least popular page view of 1 and has the lowest view duration of Average Time on Page 0 : 1 minutes.

Suggestion would be to delete this page from the website as it is not viewed by majority of the users and is redundant to continue to have it as a webpage. However, if there are some important information in this webpage it would be better to combine with other webpages that have more page views and page duration.

6 . 54 minutes is the sum of average time across all the pages for the E-Commerce website.

Payment |E-Commerce page views is 67.92 % lower than Cart |E-commerce page view and a bounce rate of 66.67% .User stay at the page with an average time of 0 : 58 minutes.

These are some methods to encourage buyers to stay on the payment page which are to introduce last minute discount code for the users to use, introduce a loyalty reward program to encourage customer to continue to shop and lastly to have a pop up message when the user is about to leave the webpage.

Section 2 Conversion Rate

20211110 has the highest conversion rate of 100.0 %.

20211120 has the highest conversion rate of 100.0 %.

20211126 has the highest conversion rate of 100.0 %.

20211212 has the highest conversion rate of 100.0 %.

Section 3 Users Location

The website mainly target local customers from Singapore which has 30 users that has initiated at least one session on the website.

The website can use location-based marketing whereby to provide sending personalized newsletter to the user. Another way is to customised to the experience for the local buyer by including paylah or paynow as a payment method which is very common for local buyers.Moreover market research

can be conducted such as surveys,etc to better understand the local consumer market.

The lowest number of users is from United States which has 1 users that has initiated at least one session on the website.

12:37 minutes is the highest average session duration for this website.

Section 4 Traffic Sources

Direct has both the highest users of 30 and new users of 31 . Therefore it is a better performing channel in driving more users.

Referral has either the lowest users of 5 or new users of 1 .Therefore it is a not quite effective in driving more users.

Social has either the lowest users of 3 or new users of 3 .Therefore it is a not quite effective in driving more users.

Section Social Network Traffic

The highest sessions for social network is from Instagram which has 66.67 % of sessions where by users are actively engaged with the website. The average session duration for Instagram is 2 : 44 minutes.

Since Instagram is the most effective social network to drive traffic to the website, we should upload more posts and constantly do research to keep up the with the latest social media trend so that can attract more potential users to the website. It will be even better to use advertisement on the social media platform or some of the business tools they offer such as Instagram shop.

The lowest sessions for social network is from Facebook which has 33.33 % of sessions where by users are actively engaged with the website. The average session duration for Facebook is 0 : 0 minutes.

Since Facebook is the least effective social network to drive traffic to the website, some recommendation to improve would be to schedule posts more frequently, join some Facebook groups to promote the website and conduct livestream occassionally.

Section 5 User Retention

Nov 28, 2021 - Dec 4, 2021 has the highest user retention of 23 .

From Nov 7, 2021 - Nov 13, 2021 has a user retention of 3 which is more than 0 compared to the other periods.

From Nov 14, 2021 - Nov 20, 2021 has a user retention of 2 which is more than 0 compared to the other periods.

From Nov 21, 2021 - Nov 27, 2021 has a user retention of 2 which is more than 0 compared to the

other periods.

From Nov 28, 2021 - Dec 4, 2021 has a user retention of 23 which is more than 0 compared to the other periods.

From Dec 5, 2021 - Dec 11, 2021 has a user retention of 3 which is more than 0 compared to the other periods.

Section 6 New and Returning Visitors

New Visitor has both the highest number of users of 34 and new users of 35 visiting the website.

Even though the session is 35 which is lower compared to Returning Visitors, it has a higher pages/sessions view of 7.29 . For the average session duration, it is 7 : 49 minutes.

Returning Visitor has of users of 16 and new users of 0 visiting the website.

Even though the session is 109 which is higher compared to New Visitors, it has a lower pages/sessions view of 3.98 . For the average session duration, it is 6 : 46 minutes.

Section 7 Technology details of browsers used

Chrome is the most popular browser as such the website or mobile application should be well-tested for Chrome . Chrome manage to drive 19 users and 20 new users to the website which is the highest compared to other browsers.The session for Chrome is 113 which is also the highest sessions.

Firefox is the least popular browser as such the website or mobile application is less likely for users to use it on Firefox . Firefox manage to drive 1 users and 1 new users to the website which is the lowest compared to other browsers.The session for Firefox is 2 .

Internet Explorer is the least popular browser as such the website or mobile application is less likely for users to use it on Internet Explorer . Internet Explorer manage to drive 1 users and 1 new users to the website which is the lowest compared to other browsers.

The session for Internet Explorer is 1 which is also the lowest sessions.

Conclusion