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Tools

Power BI, DAX, Excel & MYSQL

1. Business Overview

----- Ltd. is a mid-sized e-commerce company operating across multiple regions with a strong focus on digital marketing. The company receives a significant volume of website traffic but is facing challenges converting visitors into paying customers.

Despite consistent ad spend, management lacks clarity on:

- Which website visits actually generate revenue
- Which traffic sources are profitable
- Where potential customers drop off before purchasing

2. Business Problem Statement

“We are spending heavily on traffic acquisition, but we do not have clear visibility into which visits are profitable and where revenue is being lost on the website.”

Identified Risks

- Inefficient marketing spend
 - Low conversion rate despite high traffic
 - No clear behavioral understanding of buying sessions
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3. Available Data & Constraints

Data Availability

The client has provided website analytics data with the following characteristics:

- Each record represents **one website session (visit)**
 - Data includes behavioral metrics such as page interaction, time spent, bounce rate, traffic source, device, and purchase outcome
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4. Business Objectives

The objectives of this engagement are strictly revenue-focused:

1. Identify session behaviors that lead to purchases
2. Distinguish profitable vs non-profitable traffic
3. Reduce wasted advertising spend
4. Increase conversion rate without increasing traffic volume
5. Provide clear, actionable recommendations for revenue growth