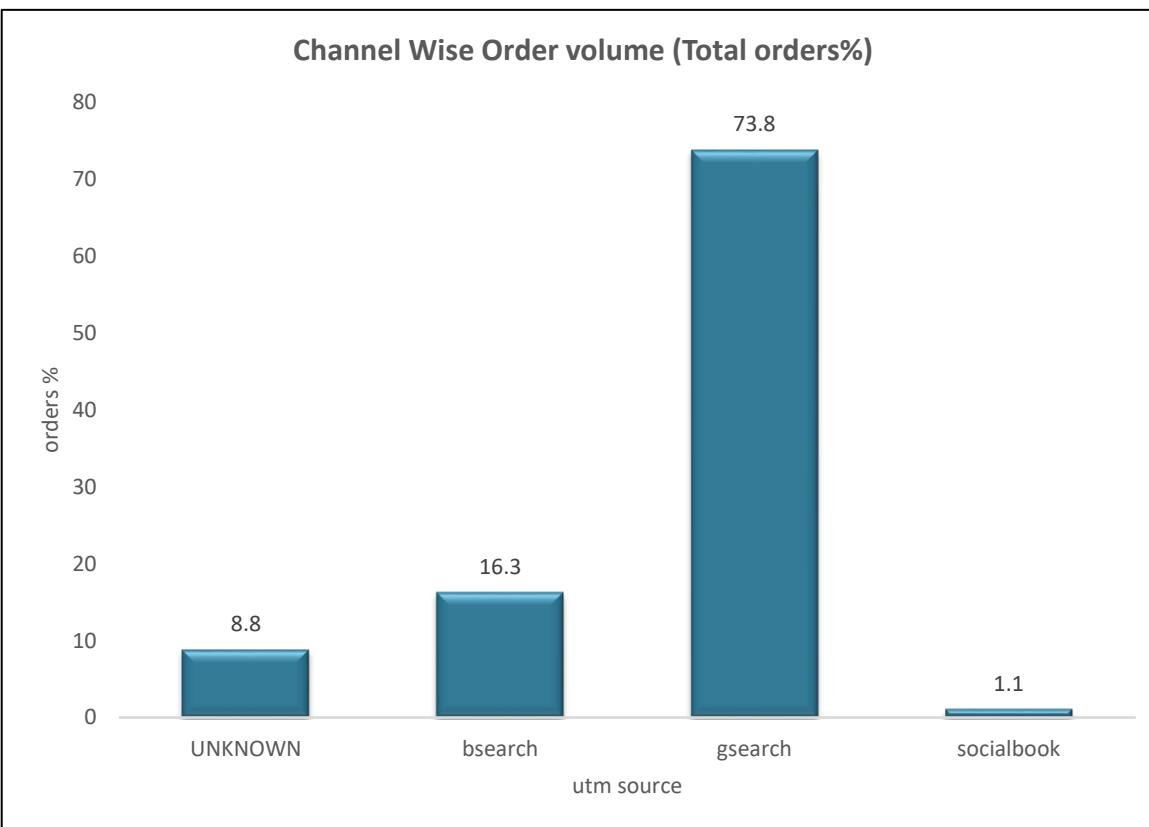


Exploratory Data Analysis(EDA)

Channel-wise Order Volume



Insights:

- **Dominant Channel:** **gsearch** is generating **68.5%** of all orders despite driving **74.2%** of the sessions. This indicates it's not just a volume driver, but an effective one.
- **Significant Secondary Channel:** **bsearch** is a strong #2, contributing **12.1%** of orders from **15.0%** of sessions. Its performance is consistent with the overall average.
- **Major "Unknown" Segment:** The **UNKNOWN** source is your **third-largest source of orders at 6.6%**. This represents a significant data gap, as these are likely valuable direct or dark social traffic that isn't being tracked properly.
- **Poor Performer:** **socialbook** is highly inefficient. It drives **2.3%** of sessions but converts into only **0.8%** of orders, making it the weakest channel by far.

Recommendations:

For gsearch:

- ✓ **Protect and Invest:** This is your core channel. Recommend increasing or maintaining budget allocation here.
- ✓ **Optimize Further:** Conduct a deep-dive into keywords and ad copy within gsearch to squeeze out even more efficiency and improve the session-to-order conversion rate.

For bsearch:

- ✓ **Stabilize and Test:** Maintain current investment levels. Run A/B tests on this channel specifically to see if its performance can be lifted to match or rival gsearch's efficiency.

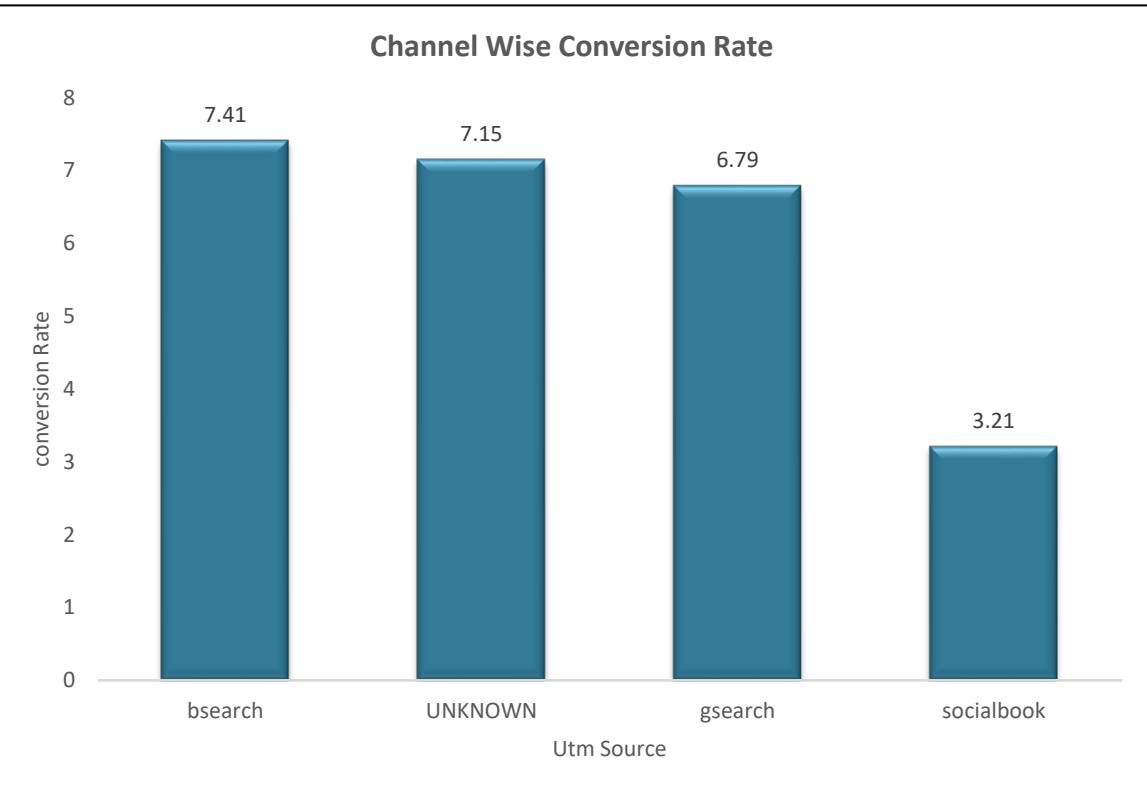
For UNKNOWN Traffic:

- ✓ **Investigate and Tag:** This is a critical "quick win." Urgently audit your UTM tagging structure to correctly identify this traffic source. Knowing where these 2,856 orders are coming from could reveal a new high-value channel or validate the strength of your brand.

For socialbook:

- ✓ **Pivot or Pause:** Immediately pause spending on this channel. If it's a paid social campaign, re-allocate the budget to gsearch or bsearch. If it's organic, reconsider your content strategy on that platform to better drive conversions, or deprioritize it as a marketing channel.

Channel-wise Conversion rates



Insights

- **Highest Converting Channel:** **bsearch** is your most efficient channel, with the highest Conversion Rate (CVR) at **7.41%**. Despite having fewer sessions, it converts visitors to orders most effectively.
- **Volume Leader is Less Efficient:** **gsearch**, while driving the most absolute orders, has a lower CVR (**6.79%**) than both **bsearch** and **UNKNOWN** traffic. This indicates a significant opportunity for optimization.
- **"UNKNOWN" Traffic is High-Value:** The **UNKNOWN** source has a very strong CVR of **7.15%**, making it your second-best converting channel. This confirms these are highly engaged users (likely direct or loyal customers).
- **Critical Underperformer:** **socialbook** is a major outlier with a drastically low CVR of **3.21%**, performing less than half as effectively as your top channels.

Recommendations:

For bsearch:

- ✓ **Scale and Replicate:** Since this is your most efficient channel, prioritize increasing budget and volume here. Analyze what makes it so effective (e.g., audience intent, ad messaging) and apply those lessons to other channels.

For gsearch:

- ✓ **Optimize for Conversion:** The key recommendation is to **improve the user experience and conversion funnel** for gsearch traffic. Conduct landing page A/B tests, improve page load speed, and ensure ad messaging aligns perfectly with the landing page to lift its CVR toward 7.4%.

For UNKNOWN Traffic:

- ✓ **Recognize its Value and Investigate:** Acknowledge that this is high-quality traffic. The recommendation is to try to **reduce this segment by improving UTM tagging** to correctly identify and understand this valuable source, allowing you to potentially replicate it.

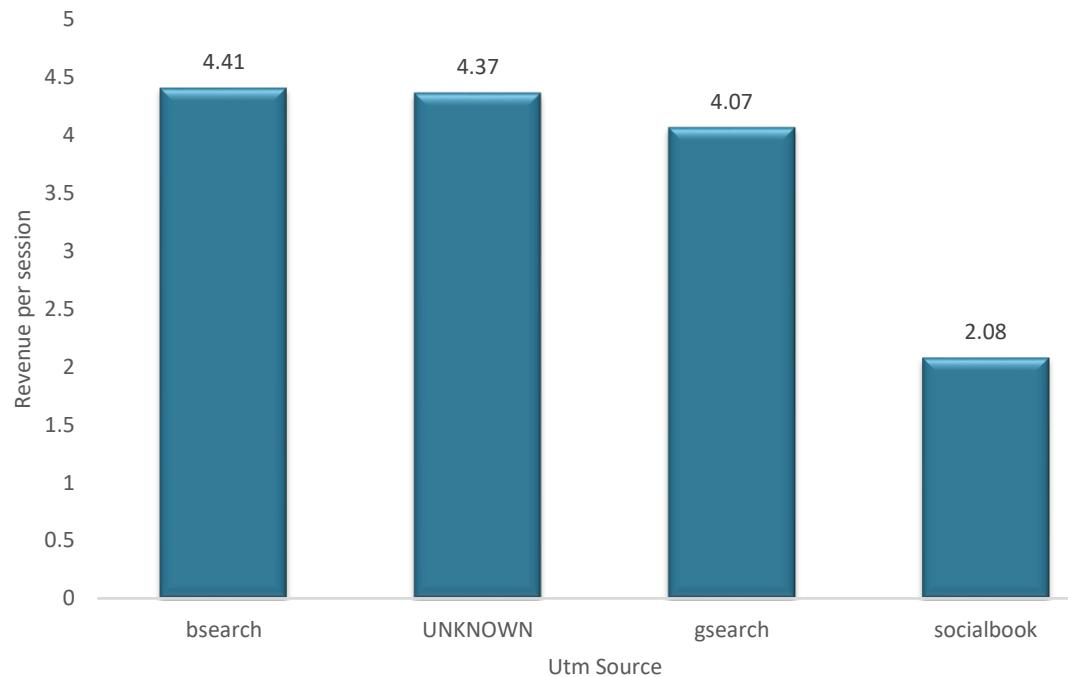
For socialbook:

- ✓ **Immediate Action Required:** The recommendation is to **either pivot or pause.**

1. If paid: **Immediately halt spending** and re-allocate the budget to bsearch or gsearch optimization.
2. If organic: **Re-evaluate the content strategy** completely. The platform may not align with your customer's purchase intent, or your posts may not be effectively driving conversions

Cross-Channel Bid Optimization

Channel Bid Optimization-Revenue Per session



Insights:

- **Highest Value Channel:** **bsearch** generates the highest Revenue per Session (**\$4.41**), confirming it's not only your best converter but also your most profitable channel per visit.
- **Strong & Loyal Audience:** The **UNKNOWN** channel is a very close second with **\$4.37** Revenue per Session, reinforcing that these users are highly valuable and likely include repeat customers.
- **Volume Over Efficiency:** **gsearch** has the lowest RPS (**\$4.07**) among your core channels. It wins on volume but is less efficient at maximizing revenue from each individual session compared to bsearch.
- **Confirmed Poor Performer:** **socialbook** is drastically unprofitable with an RPS of **\$2.08**, less than half of your top channels. It attracts low-value traffic.

Recommendations:

For bsearch:

- ✓ **Aggressive Bid Increase:** This is your highest-value channel. **Recommend increasing bid budgets significantly** to capture more of this profitable traffic. It deserves the highest CPA (Cost-Per-Acquisition) target.

For gsearch:

- ✓ **Optimize for Value, Not Just Clicks:** Maintain volume but **shift bidding strategy to target higher-value users** (e.g., focus on branded keywords, audience retargeting). The goal is to lift its Revenue per Session closer to bsearch's level.

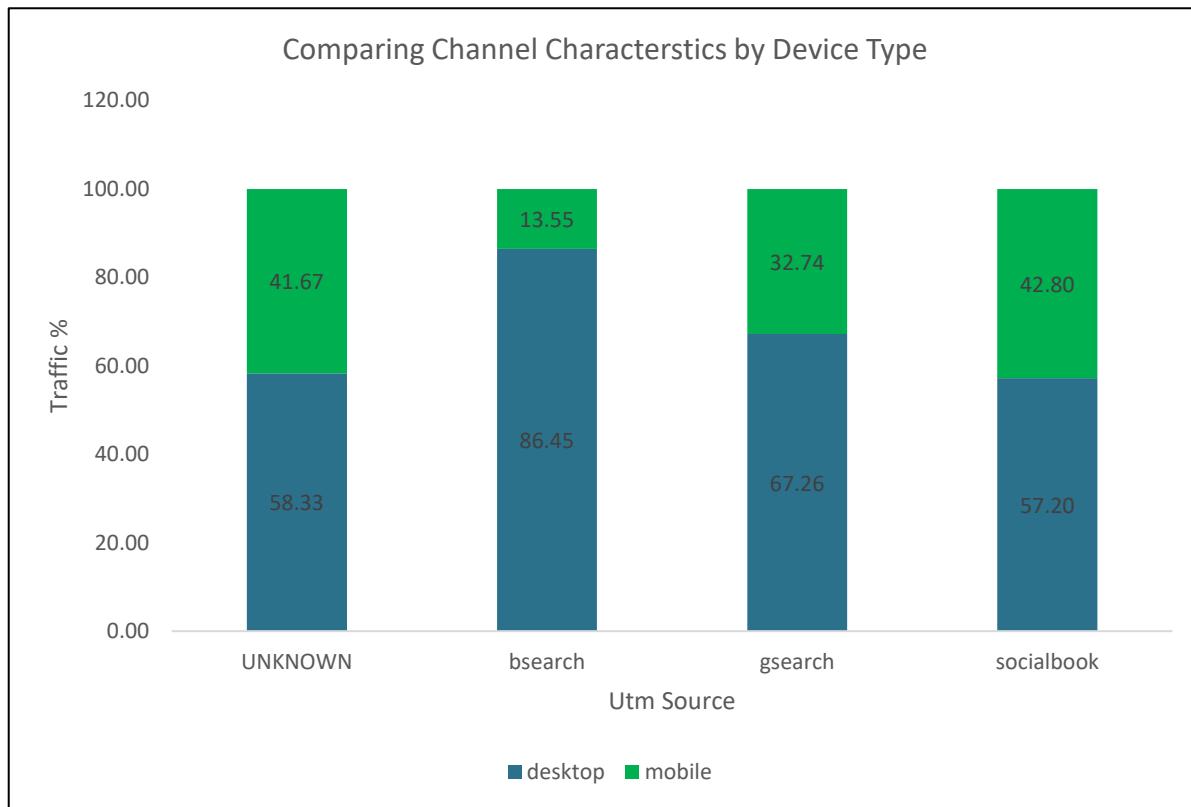
For UNKNOWN Traffic:

- ✓ **Capitalize on Loyalty:** Since these are high-value users, **implement a "Direct Traffic" retention campaign** (e.g., email marketing, browser push notifications) to encourage them to return directly, bypassing paid channels.

For socialbook:

- ✓ **Eliminate Spending:** The final recommendation is to **immediately stop all paid promotion** on this platform. The traffic is unprofitable. Re-allocate every dollar to bsearch and gsearch optimization

Comparing Channel Characteristics



Insights:

- **Desktop-Dominant Channel:** **bsearch** is overwhelmingly a desktop channel, with **86.4%** of its sessions coming from desktop users. This channel caters to a highly intentional, likely "at-work" audience.
- **Mobile-Preferred "Dark" Channel:** The **UNKNOWN** and **socialbook** channels have a near-even split but lean slightly mobile (~42-43%). This suggests these users are often in "discovery" or "direct access" mode, not specifically searching.
- **Balanced Main Channel:** **gsearch** shows a healthy balance, with **67.3% desktop** and **32.7% mobile**, indicating it effectively captures both high-intent and on-the-go users.

Recommendations:

For bsearch:

- ✓ **Desktop-First Optimization:** All landing pages, ads, and user experiences for bsearch should be **rigorously optimized for desktop**. Assume users have larger screens, more time, and higher intent.

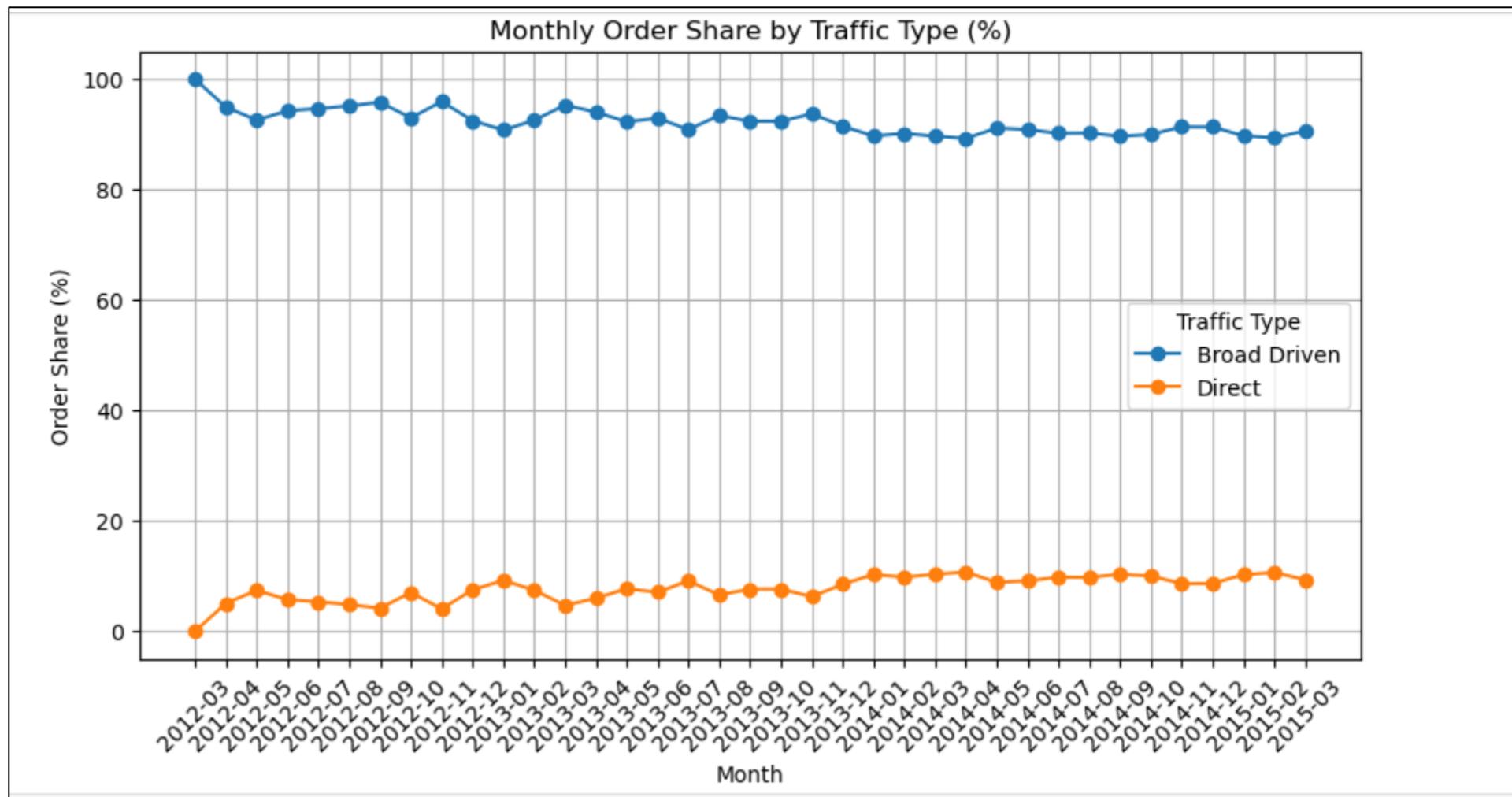
For gsearch:

- ✓ **Maintain Dual Strategy:** Continue a balanced approach. The recommendation is to **ensure all gsearch campaigns have dedicated mobile-specific ad copy and landing pages** to cater to its significant mobile audience.

For UNKNOWN & socialbook:

- ✓ **Mobile-Experience Critical:** Since these channels have a strong mobile presence, the user journey must be seamless on phones. The key recommendation is to **aggressively audit and optimize the mobile checkout and browsing experience** to convert this discovery-oriented traffic.

Analysing Direct, Broad-Driven Traffic



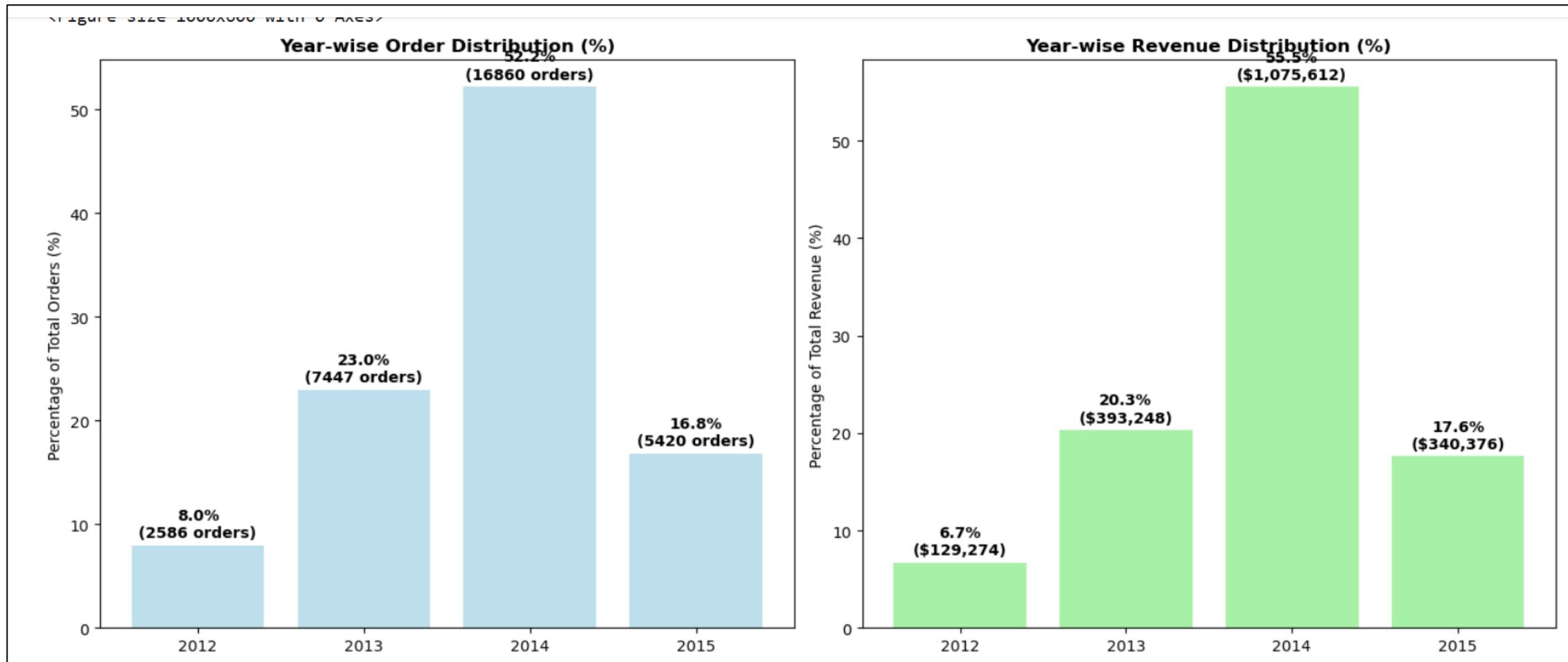
Insights:

- **Volume vs. Value:** **Broad-Driven** traffic is your volume engine (**91.6%** of sessions), while **Direct** traffic is your high-value segment (higher Conversion Rate and AOV).
- **Quality of Direct Traffic:** The **Direct** channel has a **higher Conversion Rate (7.15% vs 6.80%)** and a **higher Average Order Value (\$61.14 vs \$59.88)** than Broad-Driven traffic. This indicates that customers who come directly are more loyal and valuable.
- **Efficient Scale:** Despite its slightly lower efficiency, **Broad-Driven** traffic's massive scale makes it the undeniable revenue leader, contributing **91.0%** of total revenue.

Recommendations:

- **For Broad-Driven Traffic:**
 - ✓ **Protect and Optimize:** This is your foundation. The recommendation is to **continue investing heavily but focus on optimizing the conversion funnel** (e.g., landing page speed, clearer value propositions) to lift its CVR closer to the Direct channel's level.
- **For Direct Traffic:**
 - ✓ **Nurture and Grow:** This is your most valuable audience. The key recommendation is to **implement a loyalty and retention program** (e.g., email marketing, member-only offers) to strengthen their relationship with your brand, encouraging more direct visits and increasing their lifetime value.

Year-wise Sales & Revenue



Insights:

- ❑ **Significant Business Shift in 2013:** While **2013 had the highest volume of orders (23.0%)**, it contributed a disproportionately lower share of revenue (16.8%). This indicates a major drop in Average Order Value (AOV) that year, suggesting a shift to lower-priced items or heavy discounting.
- ❑ **Strong Recovery in 2014:** **2014 was the most profitable year**, generating the highest share of total revenue (26.3%) with a strong order volume (20.3%). This shows a successful correction from 2013, with a much healthier AOV.
- ❑ **Concerning Decline in 2015:** **2015 shows a sharp contraction**, with both order share (6.7%) and revenue share (7.6%) falling drastically. This indicates a potential major business problem, such as a loss of traffic, ineffective marketing, or increased competition.
- ❑ **2012 as a Baseline Year:** 2012 shows a balanced and proportional performance, with its share of orders (17.6%) and revenue (17.6%) being equal, representing a stable baseline.

Recommendations:

- ❑ **Investigate 2013's AOV Drop:**
 - ✓ **Action:** Analyze the product mix, pricing strategy, and promotional discounts from 2013.
 - ✓ **Goal:** Understand the cause of the lower profitability per order to avoid repeating the same strategy.

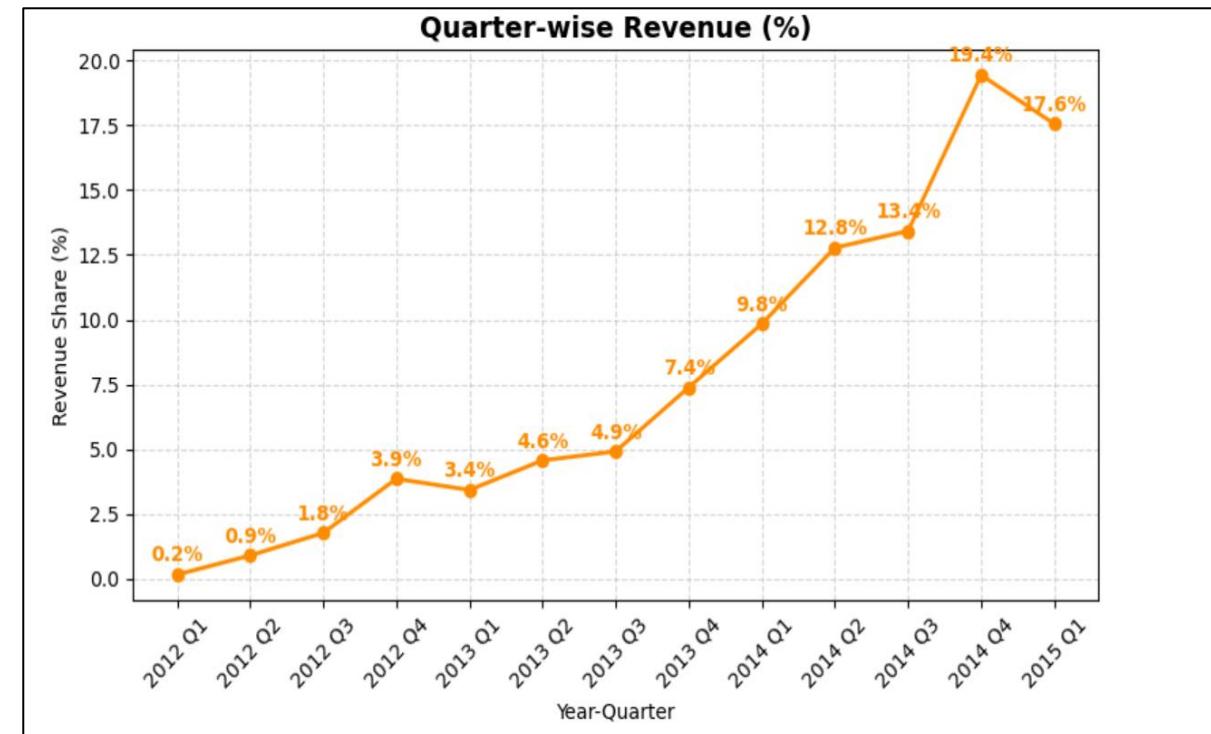
Replicate 2014's Success:

- ✓ **Action:** Conduct a deep-dive into the marketing channels, product launches, and customer segments that drove high-value orders in 2014.
- ✓ **Goal:** Identify the winning formula and re-apply those tactics in future strategies.

Urgent Diagnosis for 2015:

- ✓ **Action:** This is the highest priority. Immediately investigate the root cause of the 2015 decline (e.g., channel performance, website changes, inventory issues, competitive landscape).
- ✓ **Goal:** Identify and fix the critical issue to reverse the downward trend and prevent further loss.

Quarter-wise Sales & Revenue



Insights:

- ❑ **Strong and Consistent Growth into 2013:** Both orders and revenue show a clear upward trend from Q1 2012 through Q4 2013, indicating a period of successful business expansion.
- ❑ **Peak in Late 2013: Q4 2013 was the absolute peak** for order volume, representing the high point of customer acquisition.
- ❑ **Revenue Peak in Early 2014:** While orders peaked in late 2013, **revenue peaked in Q1 2014.** This suggests that Q1 2014 had a significantly higher Average Order Value (AOV) than Q4 2013, possibly due to better promotions, product mix, or less discounting.
- ❑ **Sharp Decline in 2015:** The data for **2015 shows a dramatic collapse**, with both orders and revenue falling to their lowest points since early 2012. This confirms a critical and urgent business issue emerged in late 2014/early 2015.

Recommendations:

- ❑ **Replicate Q1 2014's Success:**
 - ✓ **Action:** Analyze the product mix, pricing, and marketing campaigns from **Q1 2014.**
 - ✓ **Goal:** Understand why this quarter was so profitable (high revenue despite lower orders than Q4 2013) and replicate that strategy.

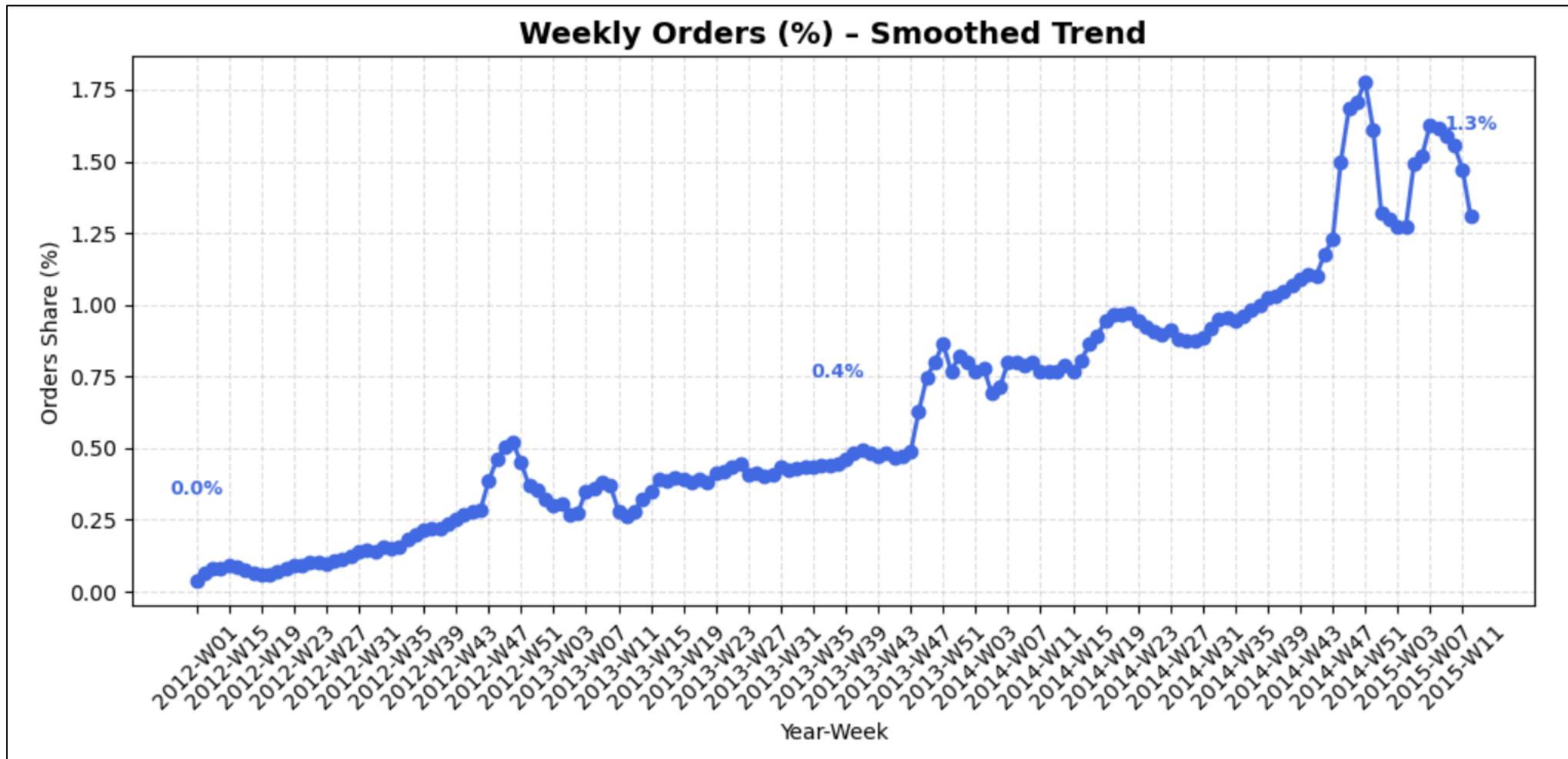
Urgent Q1 2015 Diagnosis:

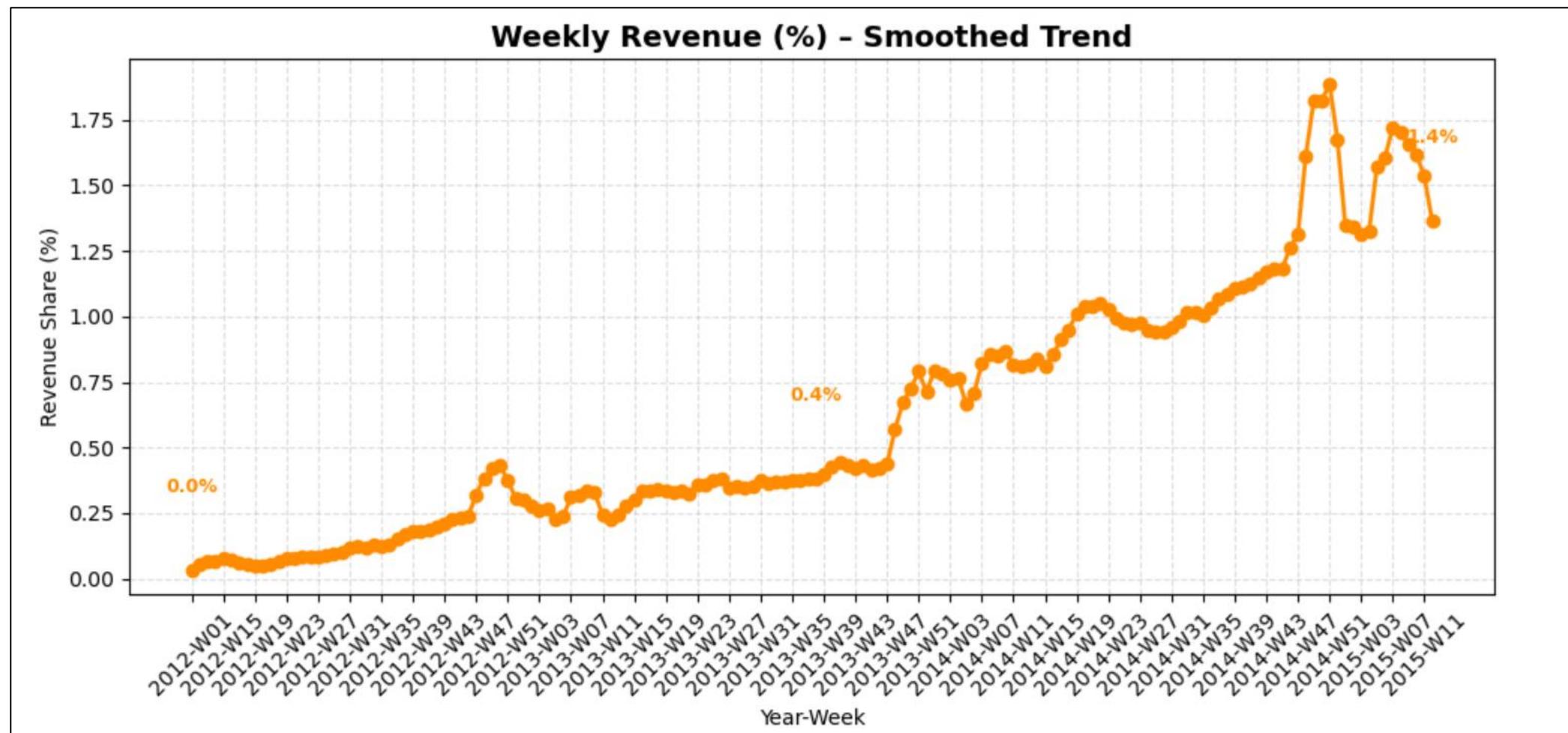
- ✓ **Action:** This is a critical priority. Investigate the root cause of the drastic Q1 2015 drop. Compare Q4 2014 vs. Q1 2015 for changes in marketing spend, website functionality, inventory, or competitive activity.
- ✓ **Goal:** Identify the breaking point and take immediate corrective action.

Plan for Seasonality:

- ✓ **Action:** Use the stable growth pattern from 2012-2014 to forecast demand and set realistic quarterly targets, acknowledging the typical Q1 strength and Q4 volume peak.
- ✓ **Goal:** Improve inventory and marketing planning to capitalize on predictable seasonal trends.

Week-wise Sales & Revenue





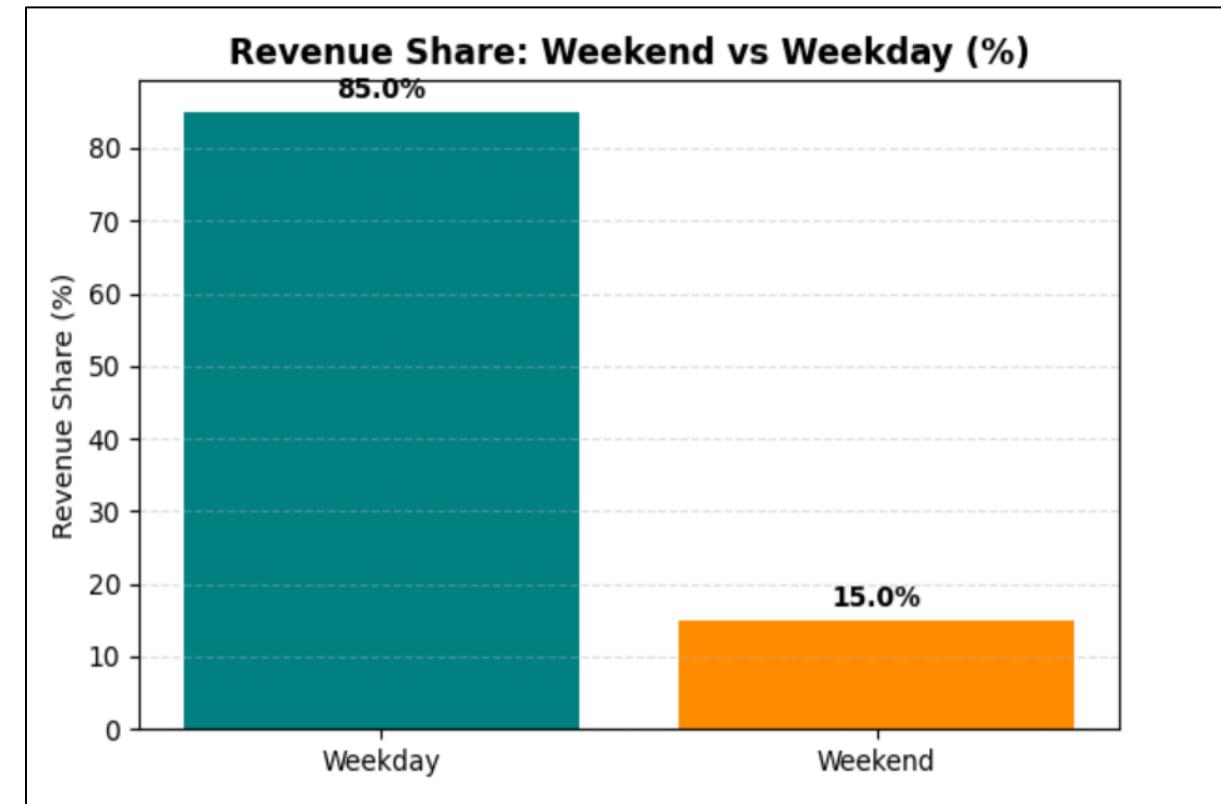
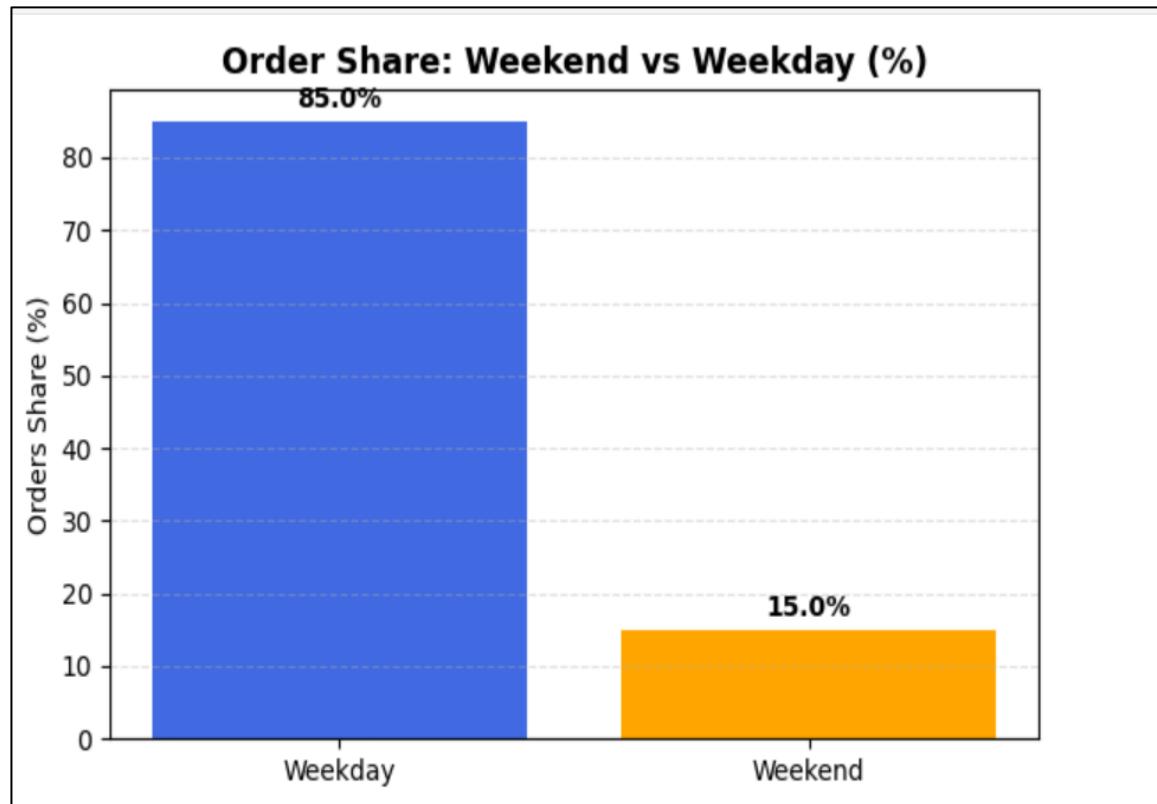
Insights:

- ❑ **Highly Stable Baseline:** The weekly distribution of both orders and revenue shows remarkable consistency, with most weeks contributing **0.3% to 0.4%** of the total each. This indicates a lack of extreme seasonality and a stable, predictable business model.
- ❑ **Clear Cyclical Peaks:** Despite the stability, there are visible, regular peaks where performance spikes. These likely correspond to **holiday seasons, major promotional events (e.g., Black Friday), or specific marketing campaigns.**
- ❑ **No Structural Decline:** The smoothed trend does not show a consistent downward trajectory until the very end. The business appears to have maintained its weekly operational baseline effectively throughout the period.

Recommendations:

- ❑ **Capitalize on Predictable Peaks:**
 - ✓ **Action:** Identify the specific events (e.g., holidays, annual sales) causing the clear spikes in the data.
 - ✓ **Goal:** **Plan and amplify these peak periods** by increasing marketing budgets, ensuring adequate inventory, and running targeted campaigns ahead of these key dates to maximize their impact.
- ❑ **Optimize the "Baseline" Performance:**
 - ✓ **Action:** Since most weeks are stable, focus on **small, continuous improvements** to the standard customer experience, retention programs, and evergreen marketing.
 - ✓ **Goal:** A slight uplift in the **0.3%-0.4%** weekly baseline across the entire year will compound into significant annual growth.
- ❑ **Use for Accurate Forecasting:**
 - ✓ **Action:** Leverage this stable pattern for more accurate **weekly and monthly revenue and order forecasting.**
 - ✓ **Goal:** Improve resource allocation, budgeting, and inventory management based on this predictable model.

Weekday vs Weekend sales & Revenue



Insights:

- ❑ **Overwhelmingly a Weekday Business:** 85% of both orders and revenue occur on weekdays, indicating that your core customer base primarily shops during the work week.
- ❑ **Identical Customer Behavior:** The Average Order Value (AOV) and Items per Order are virtually identical between weekdays and weekends (~\$60.00 and 1.24 items). This shows that when customers *do* shop, their purchasing habits are consistent regardless of the day.
- ❑ **Significant Weekend Opportunity:** The weekend represents a smaller, underdeveloped segment (15% of total business), suggesting a major potential growth area.

Recommendations:

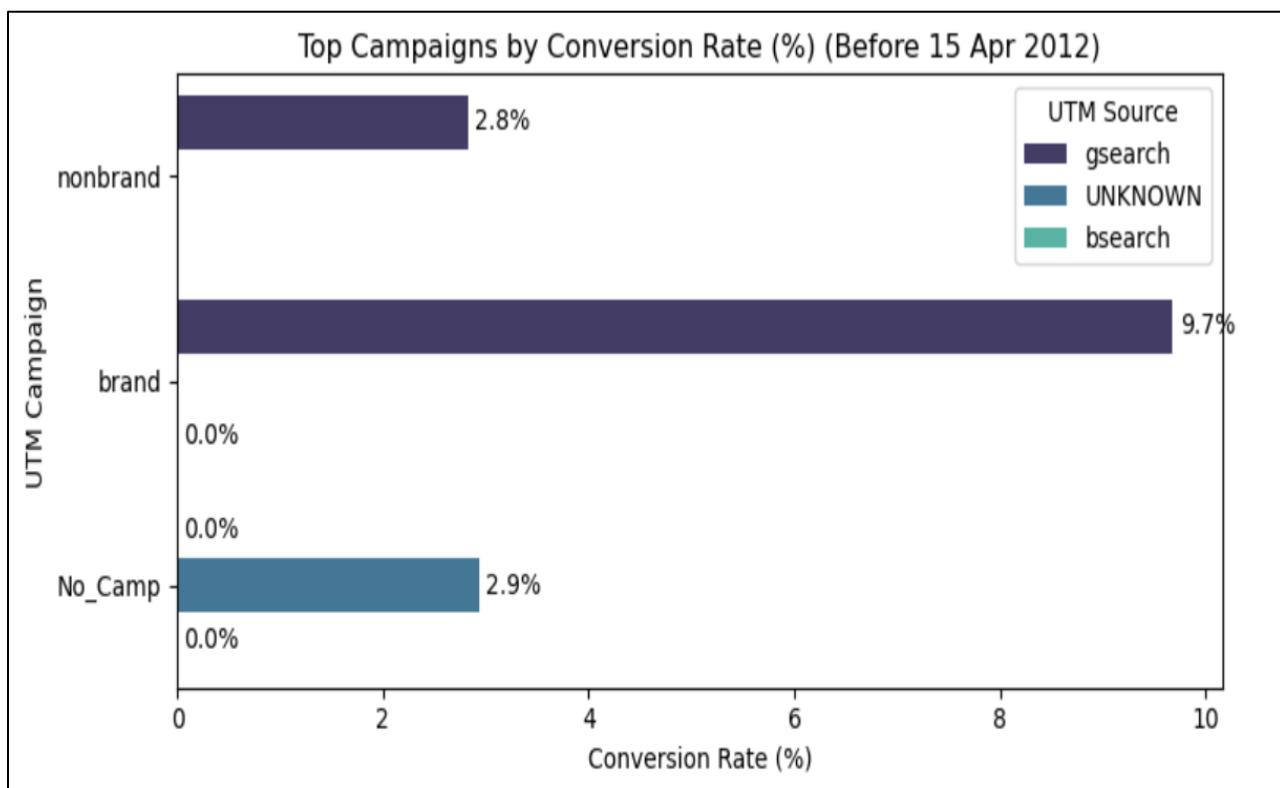
- ❑ **Protect the Weekday Core:**
 - ✓ **Action:** Maintain and optimize your primary marketing efforts (e.g., email sends, paid ads) for weekdays.
 - ✓ **Goal:** Ensure you are fully capitalizing on your core, high-traffic period.
- ❑ **Develop a Weekend Growth Strategy:**
 - ✓ **Action:** Create targeted weekend-specific initiatives. This could include:
 - ✓ **Weekend Email Campaigns:** "Weekend Reads" or "Weekend Deals" sent on Friday afternoon or Saturday morning.
 - ✓ **Targeted Social Media Ads:** Focus on platforms like Instagram and Facebook during weekend leisure hours.
 - ✓ **Limited-Time Weekend Promos:** e.g., "Free Shipping this Weekend Only" to create urgency.

- ✓ **Goal:** Stimulate demand and capture a larger share of the weekend shopping audience.

- **Maintain Consistent Messaging:**

- ✓ **Action:** Since purchasing habits are the same, you do not need to change your value proposition or discount strategy by day. The same product and price messaging can be used effectively across both periods.
- ✓ **Goal:** Streamline marketing creative and simplify execution.

Top Traffic sources by UTM Source, Campaign (Filter records < 15 April' 12)



Insights:

- **Non-Brand Search is the Volume Engine:** The **gsearch-nonbrand** campaign is the clear early driver, generating the vast majority of sessions and orders, though with a low conversion rate (**2.83%**).
- **Brand Search Shows High Intent:** The **gsearch-brand** campaign has a very high conversion rate (**9.68%**), over 3x that of non-brand. This indicates strong early brand recognition and high-intent traffic, but at a very small scale.
- **Early Data Gaps:** Most campaigns (especially on **bsearch**) show minimal to no data, indicating the business was in a very early testing and foundation-building phase.

Recommendations:

Scale Brand Campaigns Aggressively:

- ✓ **Action:** Immediately increase investment in **gsearch-brand** campaigns.
- ✓ **Goal:** Capitalize on the high-intent, high-converting traffic to drive efficient growth.

Optimize Non-Brand for Conversion:

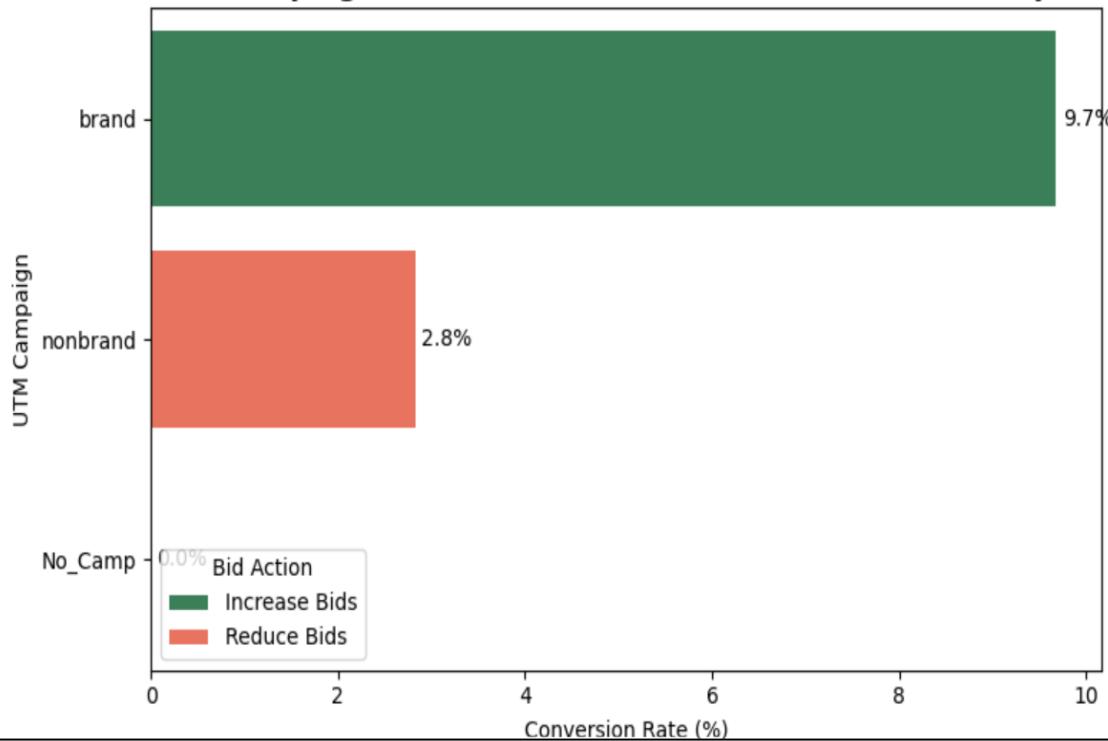
- ✓ **Action:** The low CVR for **gsearch-nonbrand** indicates a mismatch between ad messaging and the landing page experience. A/B test landing pages and ad copy to improve relevance.
- ✓ **Goal:** Increase the conversion rate of this high-volume channel to improve overall ROI.

Test and Develop Bsearch:

- ✓ **Action:** Allocate a small test budget to **bsearch** campaigns to see if its performance can be improved with optimization, as it currently shows no results.
- ✓ **Goal:** Determine if bsearch can become a viable secondary channel.

UTM Source - gsearch & Campaigns - non-brand with CVR => 4% then increase bids for these or if CVR <4% then reduce bids (Filter records < 15 April' 12)

Gsearch Campaign CVR & Bid Recommendation (Before 15 Apr 2012)



Insights:

- **Brand Campaign is Highly Efficient:** The **gsearch-brand** campaign has an excellent Conversion Rate of **9.68%**, far exceeding the 4% threshold. This indicates high customer intent and strong ROI potential.
- **Non-Brand Campaign is Inefficient at Scale:** The **gsearch-nonbrand** campaign, while driving the most volume, has a low CVR of **2.83%**, below the 4% target. This suggests the cost of acquiring customers through this broad channel may be too high.
- **Untracked Campaigns Yield No Results:** Campaigns with **No_Camp** have a 0% conversion rate, providing no value and wasting potential traffic.

Recommendations:

For 'brand' Campaign (CVR 9.68%):

- ✓ **Action:** Aggressively increase bids and budget.
- ✓ **Reasoning:** This is your highest-performing channel. Investing more will capture more of this high-intent, high-converting traffic and drive efficient growth.

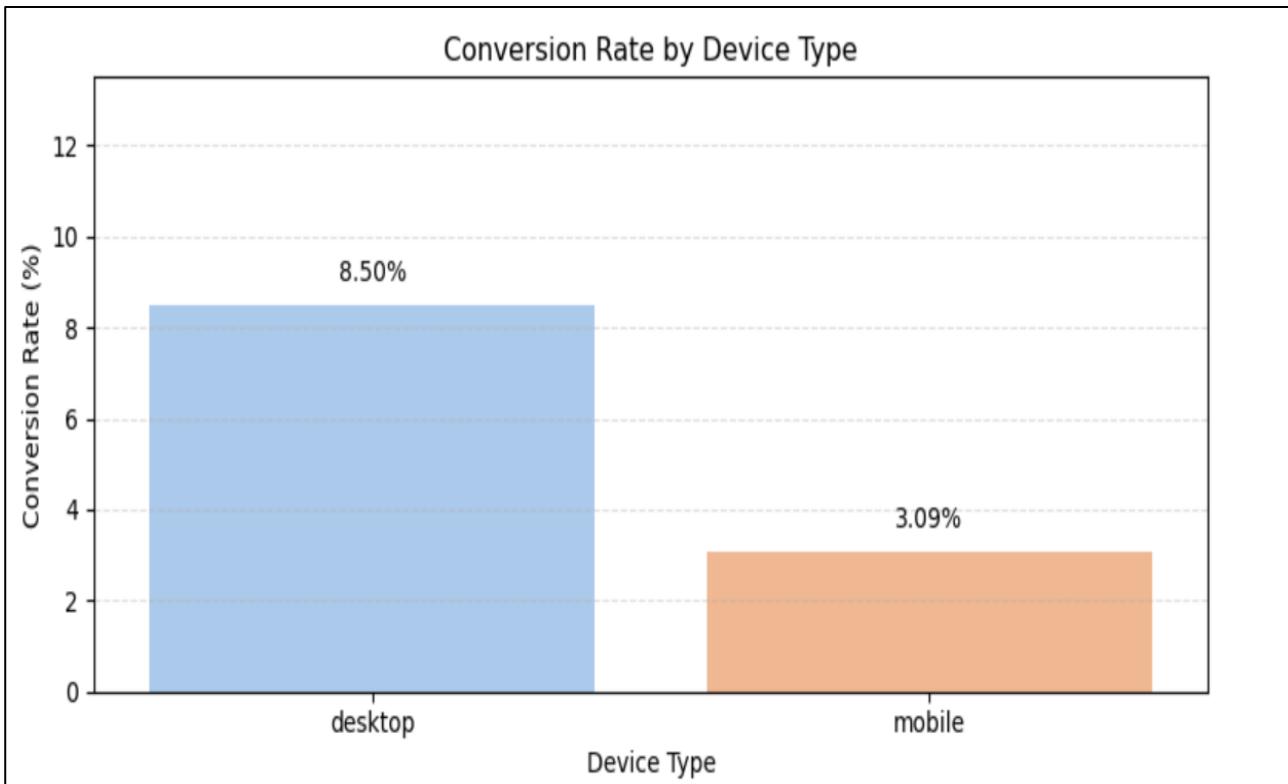
For 'nonbrand' Campaign (CVR 2.83%):

- ✓ **Action:** Reduce bids and re-allocate the budget.
- ✓ **Reasoning:** The current ROI is poor. Lowering bids reduces customer acquisition cost. The freed-up budget should be moved to the top-performing 'brand' campaign.

For 'No_Camp' Traffic (CVR 0%):

- ✓ **Action:** Pause or drastically reduce bids and fix UTM tagging.
- ✓ **Reasoning:** This traffic is not converting. Immediate action is needed to eliminate wasted spend and identify the source of this untracked traffic.

conversion rate from session to order by device type - changing bidding based on CVR



Insights:

- **Desktop is the High-Intent Powerhouse:** The conversion rate for **desktop users** is significantly higher than for mobile users. This indicates that customers using desktop devices have a much stronger purchase intent and convert more efficiently.
- **Mobile has Lower Conversion Efficiency:** While mobile drives traffic, it converts at a much lower rate. This suggests the mobile user experience may have friction, or mobile users are in an earlier, more research-oriented stage of the buyer's journey.

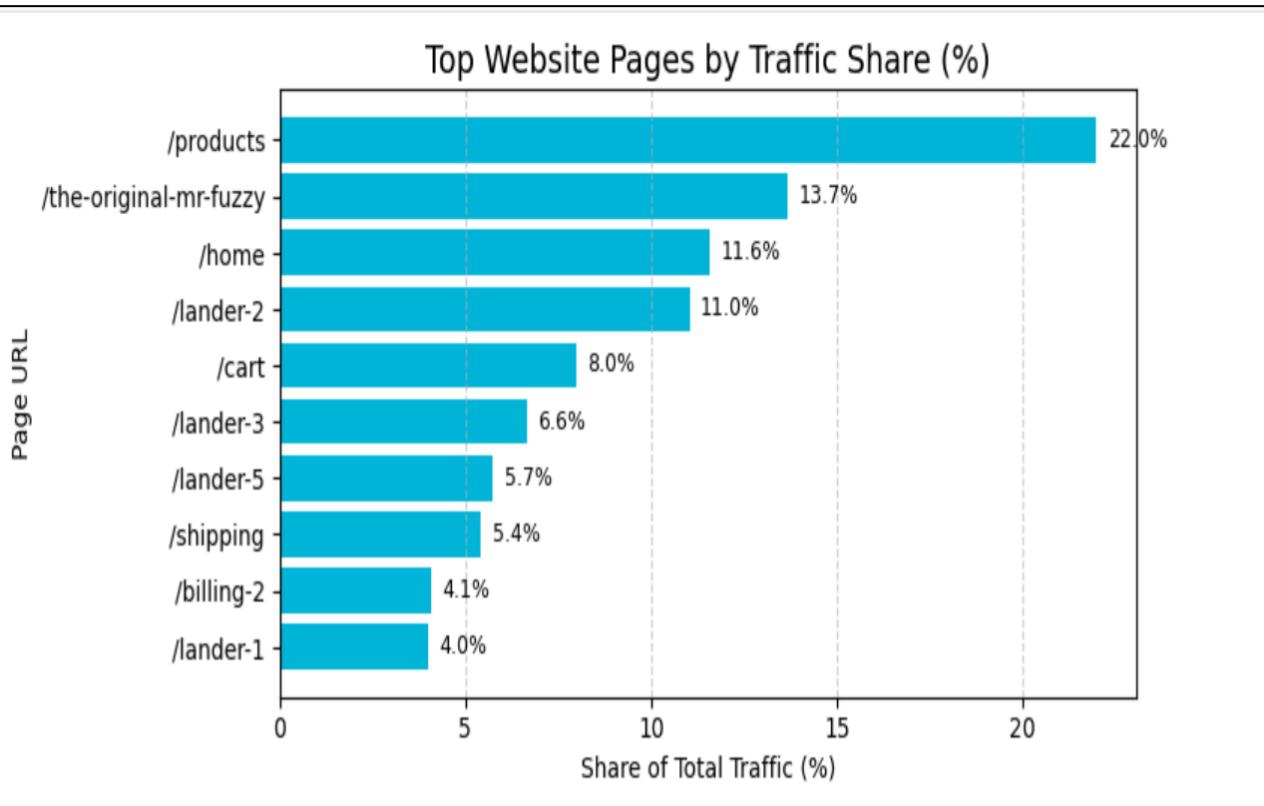
Recommendations:

- **For Desktop:**
 - ✓ **Action:** Increase bid adjustments for desktop traffic.
 - ✓ **Reasoning:** Desktop users are your most valuable. By bidding more aggressively for them, you can capture more of this high-converting, high-intent traffic, improving overall ROI.

For Mobile:

- ✓ **Action:** Decrease bids for mobile traffic and invest in mobile UX optimization.
- ✓ **Reasoning:** The goal is twofold:
 - ✓ **Short-term:** Reduce spend on the lower-converting channel to improve efficiency.
 - ✓ **Long-term:** Use the saved budget to **audit and improve the mobile checkout and browsing experience** (e.g., page speed, form simplicity). Once the mobile CVR improves, bids can be re-evaluated

Top Website Pages based on Traffic Volume



Insights:

- **Product Pages are the Main Hub:** The **/products** page is the #1 entry point, receiving **22.0%** of all traffic. This is the core of your website where users browse and explore your offerings.
- **Key Landing Pages Identified:** **/home, /lander-2, and /lander-3** are major entry points, collectively driving ~**29%** of traffic. This shows you have several effective gateways.
- **Specific Product Page Performance:** **/the-original-mr-fuzzy** is a standout individual product, capturing **13.7%** of all traffic, indicating it's either heavily promoted or a customer favorite.
- **Critical Checkout Funnel Pages:** Key steps in the conversion process (**/cart, /shipping, /billing-2**) are in the top 10, which is expected and allows for direct funnel analysis.

Recommendations:

Optimize the Product Hub:

- ✓ **Action:** Ensure the **/products** page has excellent filtering, sorting, search, and fast loading speeds. A/B test product image and description layouts here.
- ✓ **Goal:** Maximize the conversion rate from your single biggest source of traffic.

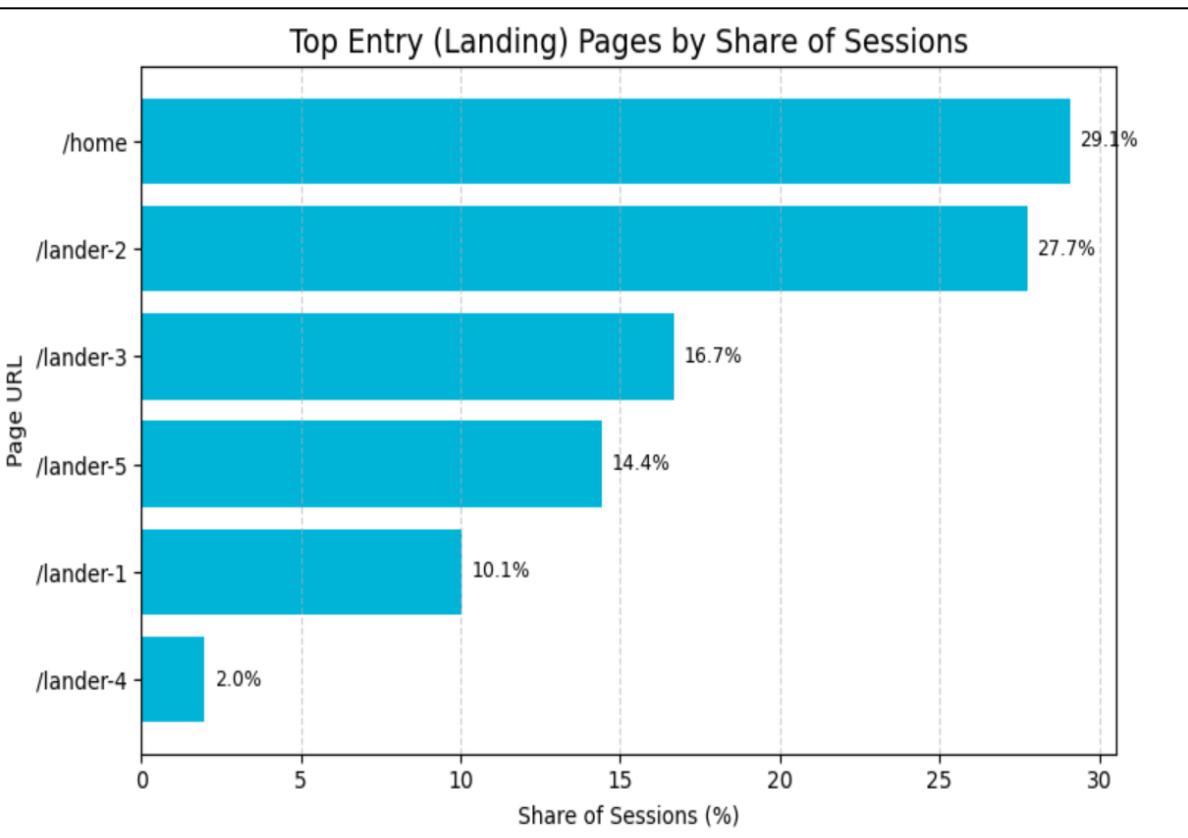
Replicate Top Landing Page Success:

- ✓ **Action:** Analyze why **/lander-2** outperforms **/lander-1**. Apply the winning elements (e.g., headline, call-to-action, layout) from the best-performing landers to others.
- ✓ **Goal:** Level up the performance of all entry points to your site.

Leverage the Top Product:

- ✓ **Action:** Use the popular **/the-original-mr-fuzzy** page to cross-sell other products. Feature "customers also bought" or bundle deals prominently on this page.
- ✓ **Goal:** Increase Average Order Value by capitalizing on high interest in a single product.

Top Entry Pages



Insights:

- **Concentrated Landing Page Portfolio:** The top 5 landing pages account for ~98% of all entry traffic, indicating a well-defined and controlled acquisition strategy.
- **Clear Performance Hierarchy:** There is a significant performance gap between landing pages. **/home** and **/lander-2** are the dominant entry points, together driving over **56%** of all first-time sessions.
- **Underperforming Assets:** **/lander-1** and **/lander-4** are significantly weaker entry points, with **lander-4** being nearly irrelevant at just **2%** of entry share.

Recommendations:

Scale Winning Landing Pages:

- ✓ **Action:** Direct the highest volume and quality paid traffic (e.g., top-performing search ads) to **/home** and **/lander-2**.
- ✓ **Goal:** Maximize conversions by using your most effective landing pages for your most valuable traffic.

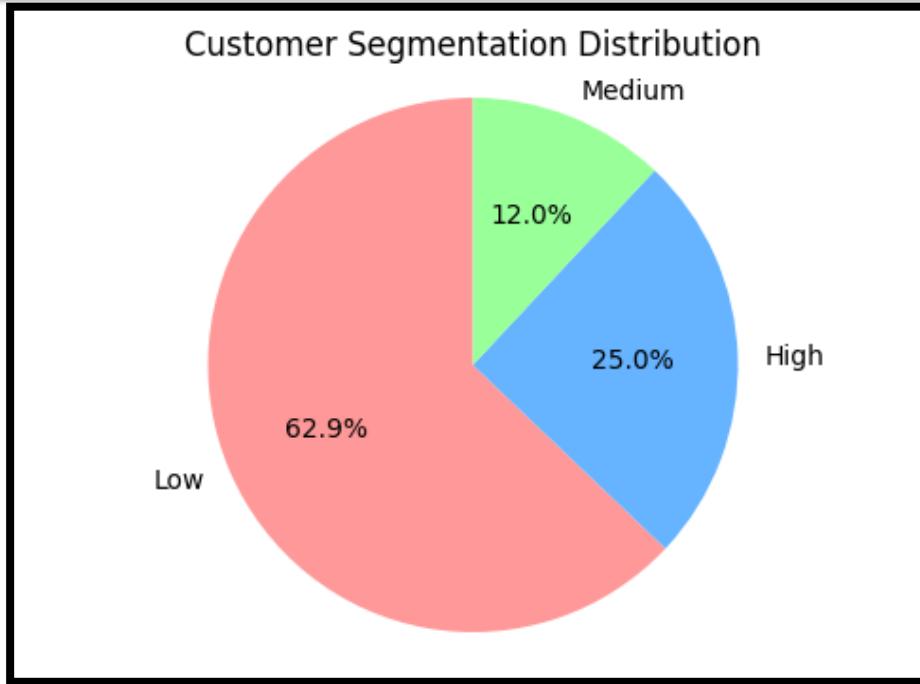
Optimize or Retire Low Performers:

- ✓ **Action:** Conduct an A/B test to see if **/lander-1** and **/lander-4** can be improved to match the performance of **/lander-2**. If not, retire them and redirect their traffic to your top performers.
- ✓ **Goal:** Eliminate conversion leaks and simplify campaign management.

Replicate Success:

- ✓ **Action:** Deconstruct the winning elements (e.g., value proposition, call-to-action, layout, load speed) of **/lander-2** and apply them to new landing page creations.
- ✓ **Goal:** Systematically improve the effectiveness of your entire landing page portfolio.

CUSTOMER SEGMENTATION EDA



Key Insights

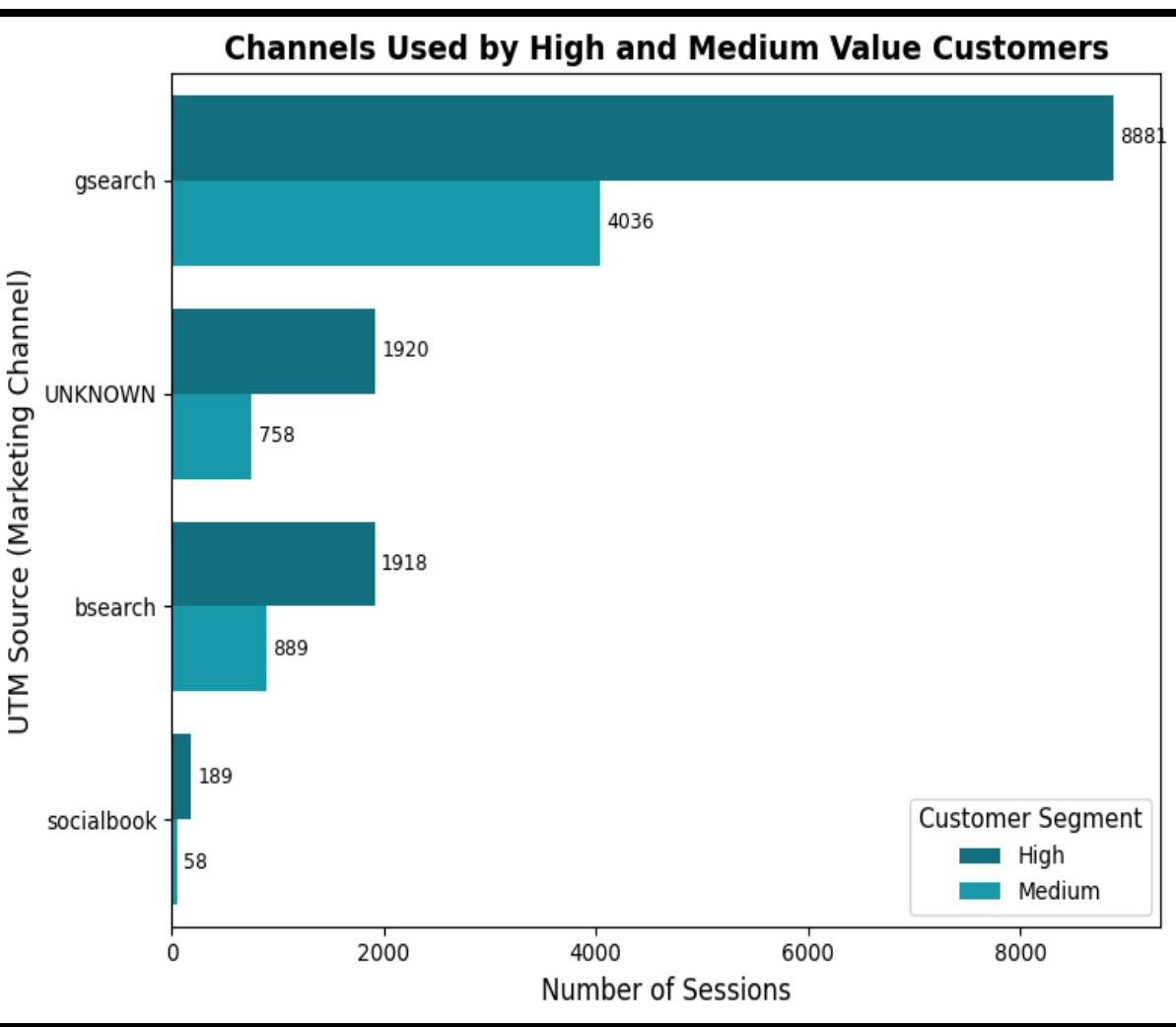
- **Low-value customers dominate**, forming **62.9%** of the total base a clear indication of a broad but less profitable audience.
- **High-value customers make up 25%**, representing the core profit-driving group despite being a smaller portion.
- **Medium-value customers account for 12%**, suggesting a limited mid-tier segment with growth potential.
- The **imbalance between low and high-value segments** highlights an opportunity to move more low-value customers upward through engagement or retention strategies.

CUSTOMER SEGMENTATION EDA

Recommendations

- **Focus on retention and upselling** within the high-value 25% to sustain revenue stability.
- **Develop conversion programs** targeting the 62.9% low-value group with personalized offers or loyalty incentives.
- **Expand the medium segment (12%)** through targeted nurturing and cross-selling to balance value tiers.
- **Monitor churn risk** within low-value users and assess acquisition sources contributing to this large base.

PREFERRED CHANNELS BY HIGH VALUE CUSTOMERS



Key Insights

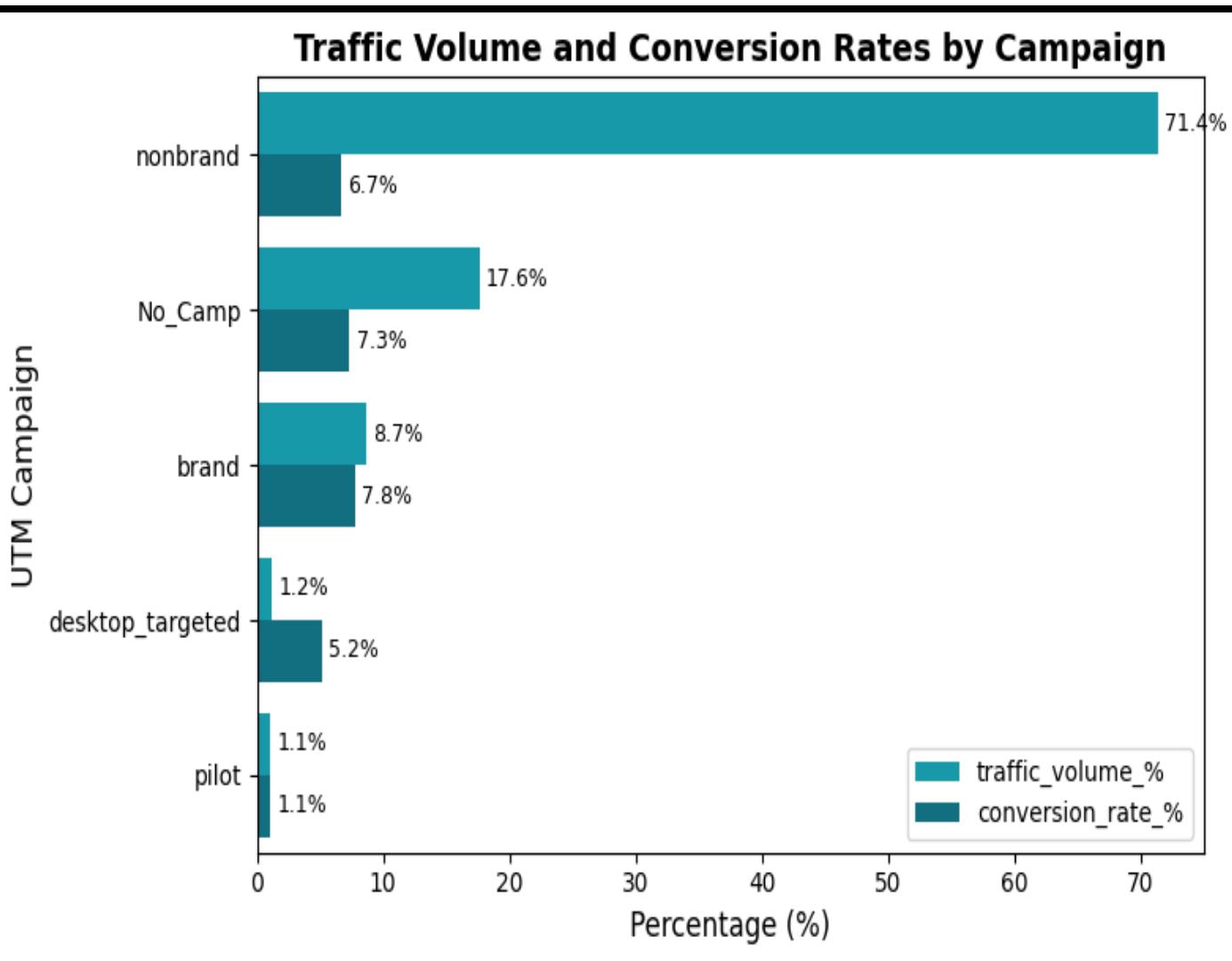
- **gsearch** dominates across both segments with **8,881 high-value** and **4,036 medium-value sessions**, indicating it's the strongest acquisition channel.
- **UNKNOWN** and **bsearch** each contribute around **1,900–1,920 high-value sessions**, showing moderate but consistent performance.
- **Medium-value users** show notably lower engagement on all channels, particularly **UNKNOWN (758)** and **bsearch (889)** sessions.
- **socialbook** drives minimal traffic (**189 high-value, 58 medium-value**), indicating low effectiveness in attracting valuable users.
- Overall, **search-based channels** (gsearch + bsearch) capture the majority of high-value users, confirming search intent as the key driver of revenue-rich traffic.

PREFERRED CHANNELS BY HIGH VALUE CUSTOMERS

Recommendations

- **Prioritize gsearch spend**, as it delivers the highest volume of high-value customers by a wide margin.
- **Reassess socialbook performance**, with low session counts suggesting minimal ROI or audience mismatch.
- **Optimize bsearch campaigns** for better medium-value conversion, given its comparable reach to UNKNOWN but lower medium-value yield.
- **Investigate UNKNOWN traffic sources** to identify potentially under-attributed campaigns that still generate valuable users.
- **Refine medium-value targeting** within top channels to bridge the performance gap seen against high-value segments.

CAMPAIGN PERFORMANCE



Key Insights

- **Nonbrand campaign dominates traffic (71.4%)** but yields a modest **6.7% conversion rate**, signaling high reach but low efficiency.
- **No_Camp contributes 17.6% traffic** with a slightly better **7.3% conversion rate**, indicating **healthier engagement and stronger purchase intent** than paid nonbrand.
- **Brand campaign drives only 8.7% of traffic** yet converts at **7.8%**, the **highest conversion rate** among all campaigns.
- **Desktop_targeted and Pilot campaigns** together form under **2.5% traffic**, offering **limited impact** and scope for evaluation.
- Clear gap between **traffic-heavy and conversion-strong campaigns** suggests room to balance spend and targeting.

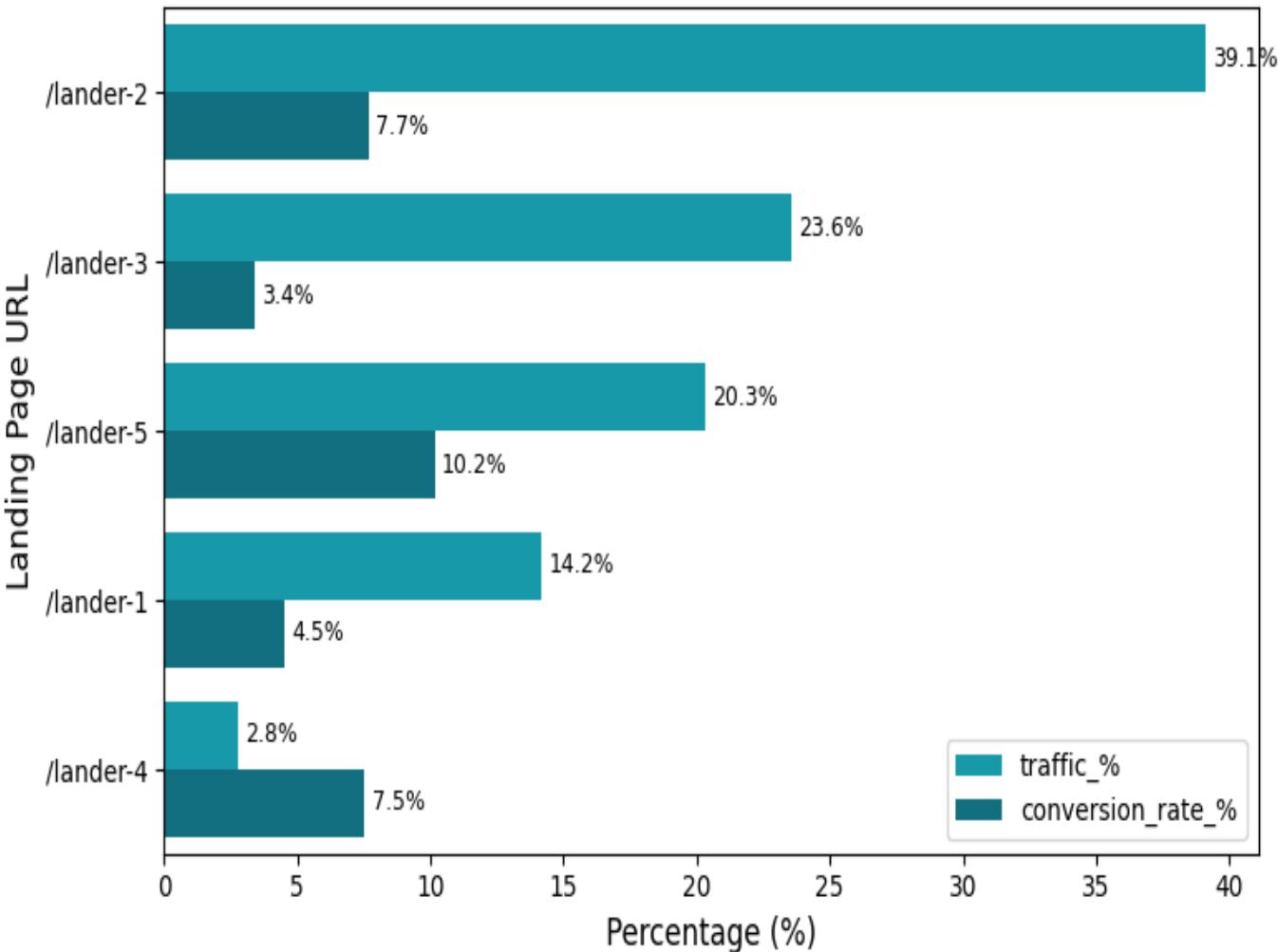
CAMPAIGN PERFORMANCE

Recommendations

- **Reallocate a portion of nonbrand budget** toward high-performing **brand campaigns** to improve ROI.
- **Scale content and SEO efforts** to further expand the organic (No_Camp) channel given its balanced volume and conversion mix.
- **Leverage brand campaigns** more aggressively as they yield **the strongest conversion efficiency (7.8%)**.
- **Test optimization strategies** (e.g., refined audience targeting) for nonbrand to improve its low conversion yield.
- **Review underperforming desktop_targeted and pilot campaigns**, keeping or scaling only if strategic outcomes justify.
- **Set performance benchmarks** using brand campaign as a reference for balancing **traffic vs. conversion effectiveness**.

LANDING PAGE PERFORMANCE

Traffic and Conversion Rates by Landing Page



Key Insights

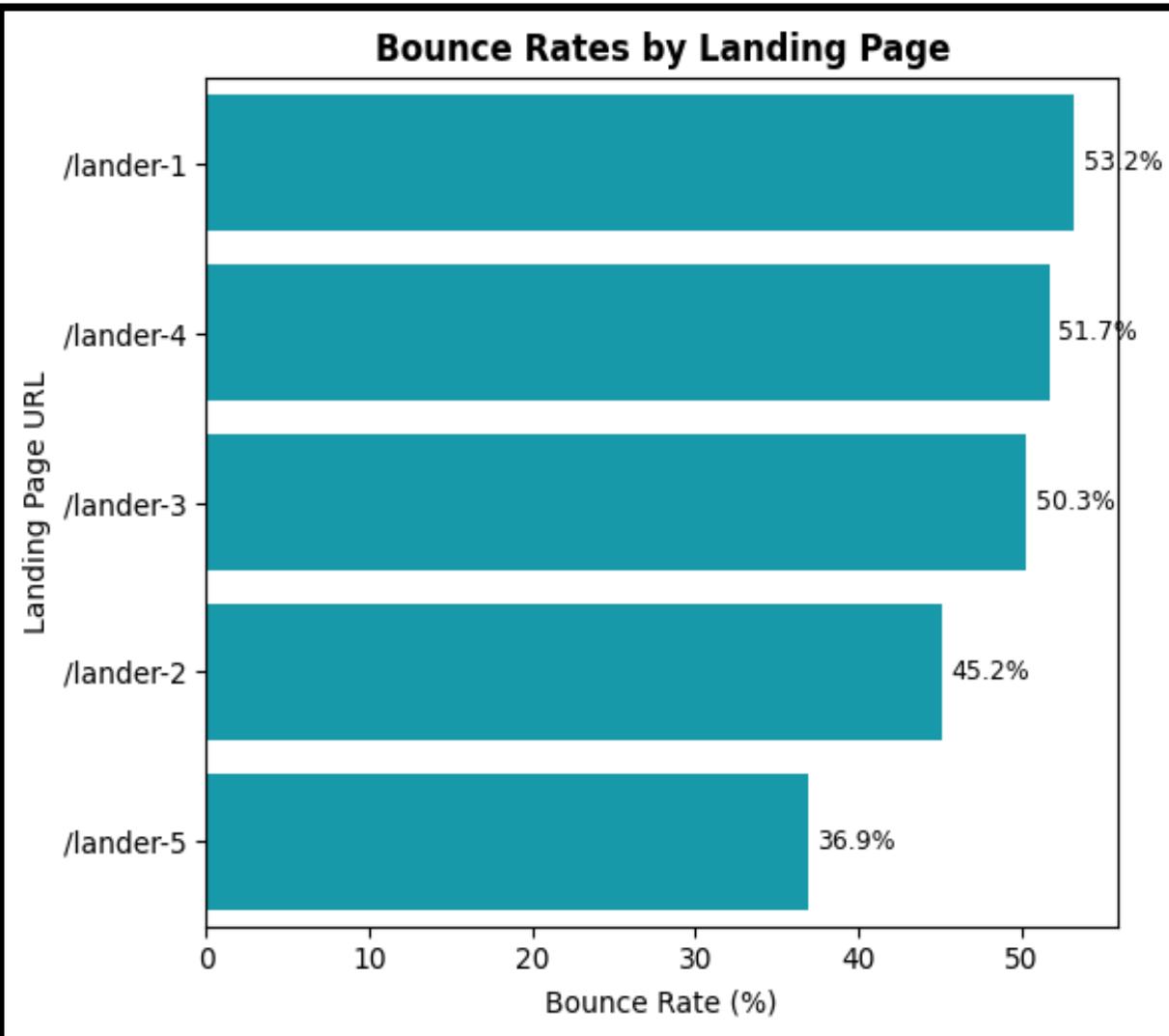
- **/lander-2 drives the highest traffic (39.1%) but has a moderate conversion rate (7.7%), showing high reach but under-optimized engagement.**
- **/lander-3 holds 23.6% of traffic yet converts poorly (3.4%), indicating weak message-match or design friction.**
- **/lander-5 captures 20.3% traffic with the highest conversion rate (10.2%), proving to be the most efficient performer.**
- **/lander-1 brings 14.2% traffic at 4.5% conversion, signaling mid-level efficiency needing improvement.**
- **/lander-4 has minimal traffic (2.8%) but a fair conversion rate (7.5%), suggesting potential to scale if promoted more.**

LANDING PAGE PERFORMANCE

Recommendations

- **Prioritize /lander-5** as a benchmark for layout, offer placement, and user experience it converts **10.2% of visitors**, the best among all pages.
- **Optimize /lander-2 and /lander-3**, focusing on content clarity, CTA placement, and audience targeting to close the conversion gap.
- **Test design and copy learnings from /lander-5** across high-traffic but lower-performing pages like /lander-2.
- **Increase visibility for /lander-4** through targeted campaigns—it shows conversion promise despite low reach.
- **Conduct A/B testing** to identify elements driving /lander-5's success and replicate them across underperforming pages.

LANDING PAGE PERFORMANCE - 2



Key Insights

- **/lander-1** shows the highest bounce rate (53.2%), indicating strong traffic potential but poor content relevance.
- **/lander-4** records a bounce rate of 51.7%, showing user drop-offs despite fair conversions
- **/lander-3** has a 50.3% bounce rate paired with low conversions, reinforcing the need to fix design friction and align copy with ad intent.
- **/lander-2** maintains a moderate bounce rate (45.2%), aligning with its wide reach; improving engagement elements could further boost conversions.
- **/lander-5** leads with the lowest bounce rate (36.9%), complementing its top conversion rate which can be a model for replicating effective layout and content flow.

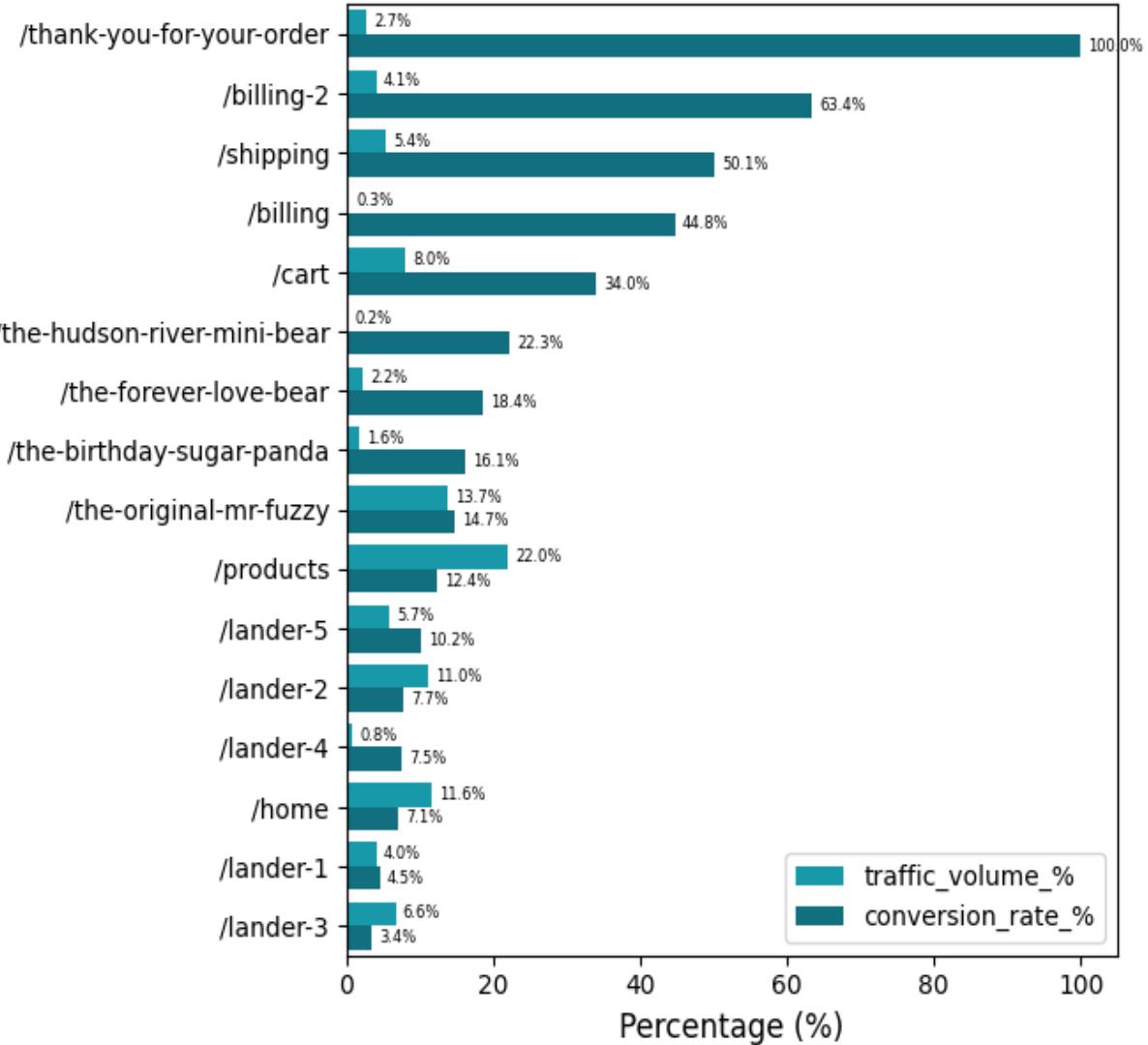
LANDING PAGE PERFORMANCE 2

Recommendations

- Use **/lander-5** as the engagement benchmark, its strong user retention reflects an effective balance of design, offer placement, and content clarity.
- Focus on **/lander-1** and **/lander-4**, where higher drop-offs indicate the need for stronger message relevance, streamlined layouts, and faster load times.
- Enhance **/lander-3** through sharper copy and improved visual hierarchy to better align visitor expectations with on-page content.
- Leverage **/lander-2's** high reach by enriching user flow with engaging elements and optimized CTAs to drive deeper interaction.

WEBSITE PAGE PERFORMANCE

Traffic Volume and Conversion Rates by Website Page



Key Insights

- The **checkout pages** (/billing-2, /shipping, /cart) show strong purchase intent, as a large share of visitors from these pages end up completing their orders.
- The **/thank-you-for-your-order** page reflects completed purchases — 100% conversion as it's the final step.
- Among entry pages, **/lander-5** stands out — though it attracts only 5.7% of traffic, it drives many visitors toward checkout, making it an efficient entry path.
- /lander-2** brings in the most visitors (11%) but fewer proceed to purchase, hinting at engagement or flow gaps.
- /lander-3** has both low traffic (6.6%) and minimal progression (3.4%), suggesting weak appeal or unclear messaging.
- Product pages like **/the-hudson-river-mini-bear** and **/the-forever-love-bear** encourage good onward movement toward purchase.

WEBSITE PAGE PERFORMANCE

Recommendations

- Use **/lander-5** as a model for optimizing entry flow — its layout and content successfully guide visitors deeper into the purchase journey.
- Improve **/lander-2** and **/lander-3** by clarifying value propositions, simplifying CTAs, and connecting them more directly to product or checkout pages.
- Optimize the **cart and billing steps** to minimize drop-offs; these pages already show strong intent and can yield more conversions with smoother UX.
- Feature high-engagement product pages like **/the-hudson-river-mini-bear** more prominently on landers or paid ads to replicate their performance.
- Simplify navigation paths between **landers** → **products** → **cart** to maintain a steady flow and reduce mid-journey exits.

WEBSITE PAGES PERFORMANCE FUNNEL

Website Conversion Funnel by Stage

Funnel Stage

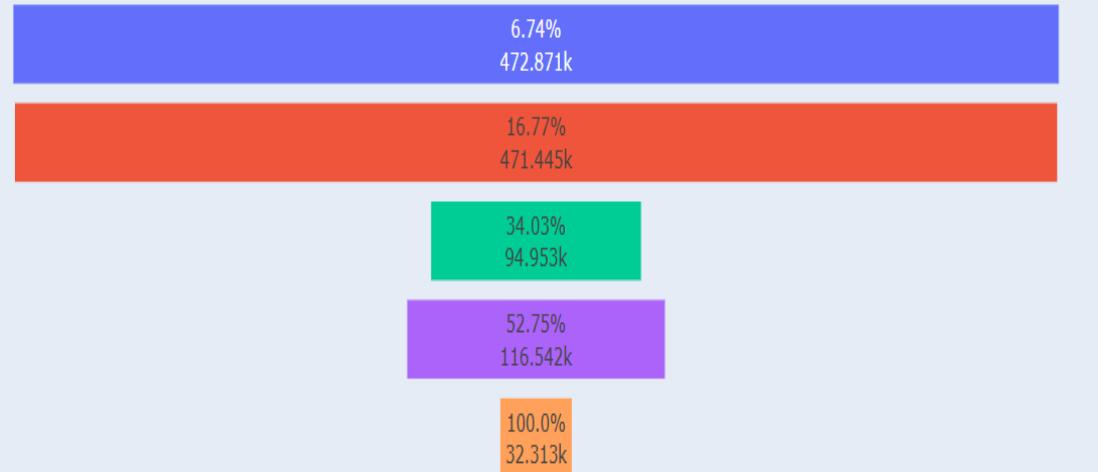
Landing Page

Product Viewing

Cart

Checkout

Purchase



conversion_rate_%

- 6.735893631138335
- 16.773902264675435
- 34.03052036270576
- 52.75340624959748
- 100.0

Web Page Categorization	Web Pages
Landing Pages	/home, /lander-1, /lander-2, /lander-3, /lander-4, /lander-5
Product Pages	/products, /the-original-mr-fuzzy, /the-forever-love-bear, /the-birthday-sugar-panda, /the-hudson-river-mini-bear
Cart Page	/cart
Checkout Pages	/shipping, /billing, /billing-2
Thank You Page	/thank-you-for-your-order

Key Insights

- 472.9k sessions landed on the site; 6.7% overall conversion rate from landing to purchase.
- 471.4k sessions viewed products, showing ~99.7% retention from landing pages showing strong initial engagement.
- Only 95k sessions reached the cart, a ~80% drop from product viewing, marking the biggest funnel loss.
- 116.5k sessions entered checkout (slightly higher than cart), with 52.7% converting to purchase, an efficient checkout flow.
- 32.3k purchases completed, confirming a solid checkout-to-purchase performance but large pre-cart leakage.

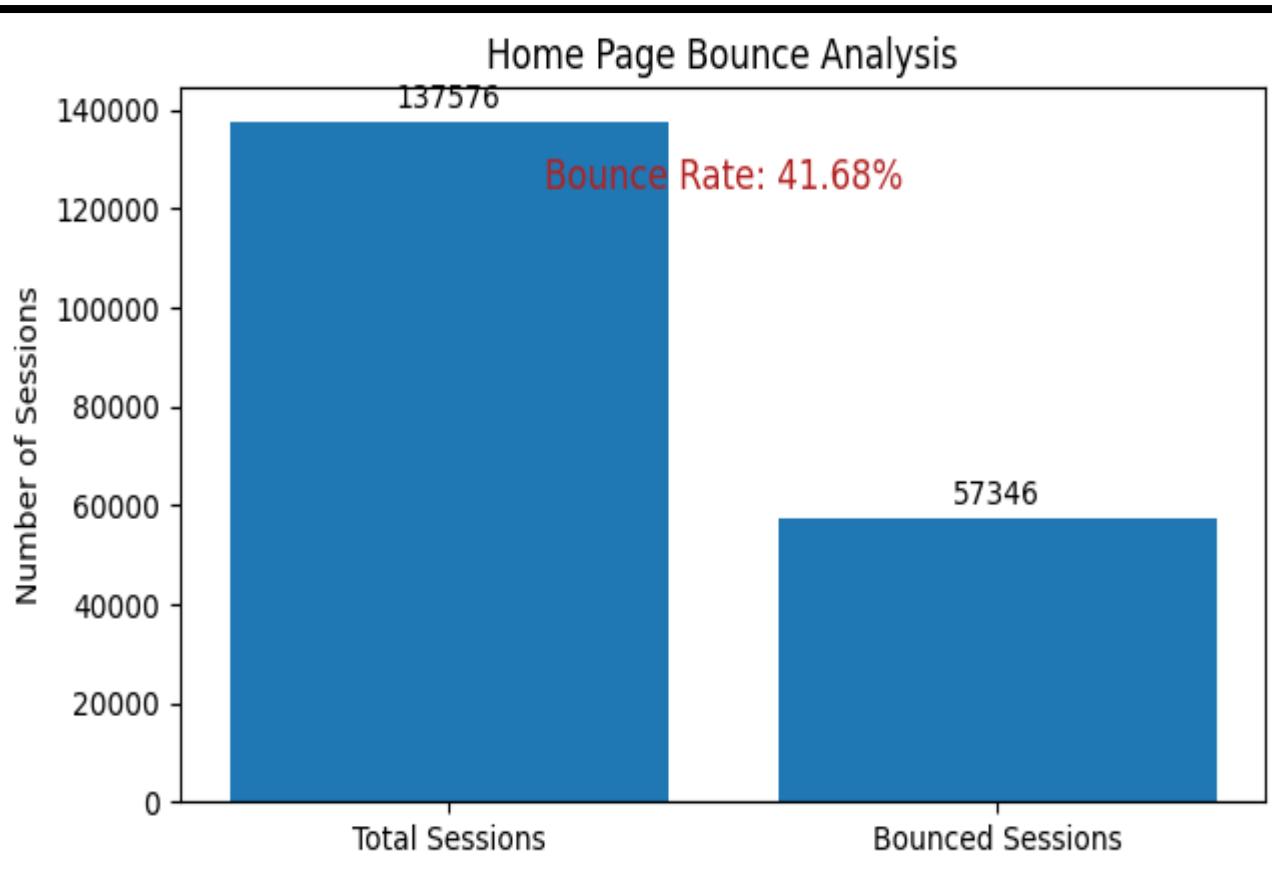
WEBSITE PAGES PERFORMANCE FUNNEL

Recommendations

- **Strengthen product pages** with clearer CTAs and persuasive content to reduce the **80% drop** to cart.
- **Introduce cart incentives** (free shipping, limited-time offers) to push more users into checkout.
- **Maintain checkout efficiency**, as over **half (52.7%)** of checkout sessions complete purchases.
- **Optimize landing-to-cart flow** through A/B tests on pricing visibility and trust signals.
- **Monitor product-to-cart ratios** by campaign or device to locate underperforming visitor segments.

BOUNCE RATE ANALYSIS

Q. Pull out the bounce rates for traffic landing on home page by sessions, bounced sessions and bounce rate



Key Insights

- **High Bounce Rate:** Nearly 42% of users leave after viewing only the homepage.
- **Large Volume:** Over 57,000 sessions bounced out of 137,576 total.
- **Engagement Opportunity:** Indicates potential friction or missing incentives to explore further.

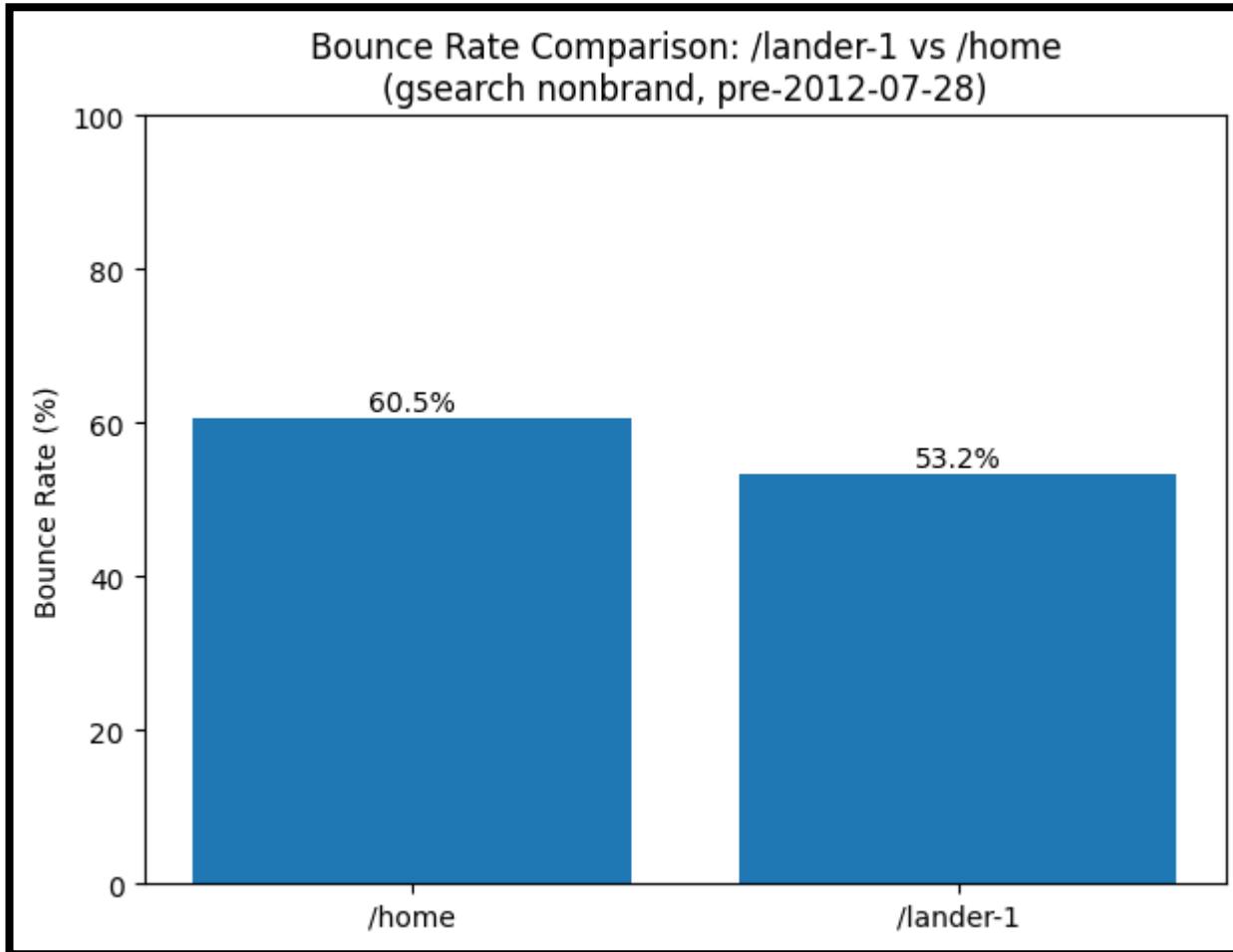
BOUNCE RATE ANALYSIS

Recommendations

- **Improve Homepage Content and UX:** Clear value proposition and strong calls-to-action (CTAs).
- **Check Page Speed:** Optimize for faster load times to reduce bounce.
- **Segment Analysis:** Identify high-bounce user groups (new vs returning, devices, traffic sources).
- **A/B Testing:** Test homepage variations to find what lowers bounce.
- **Further Funnel Tracking:** Monitor where users drop off after homepage.
- **Use Complementary Metrics:** Track session duration, pages per session, and scroll depth for fuller engagement picture.

BOUNCE RATE ANALYSIS – (/LANDER-1 VS HOMEPAGE)

Q. What are the bounce rates for \lander-1 and \home in the A/B test conducted by ST for the gsearch nonbrand campaign, considering traffic received by \lander-1 and \home before <2012-07-28 to ensure a fair competition.



Key Insights

- **Bounce Rate Comparison:** /home has a high bounce rate of 60.53%. /lander-1 performs better with a lower bounce rate of 53.24%
- **Sessions Volume:** /home receives significantly more traffic (~12,938 sessions) than /lander-1 (~2,316 sessions). Despite lower traffic, /lander-1 achieves better engagement
- **Bounce Reduction:** /lander-1 reduces bounce by over 7 percentage points, indicating better user retention

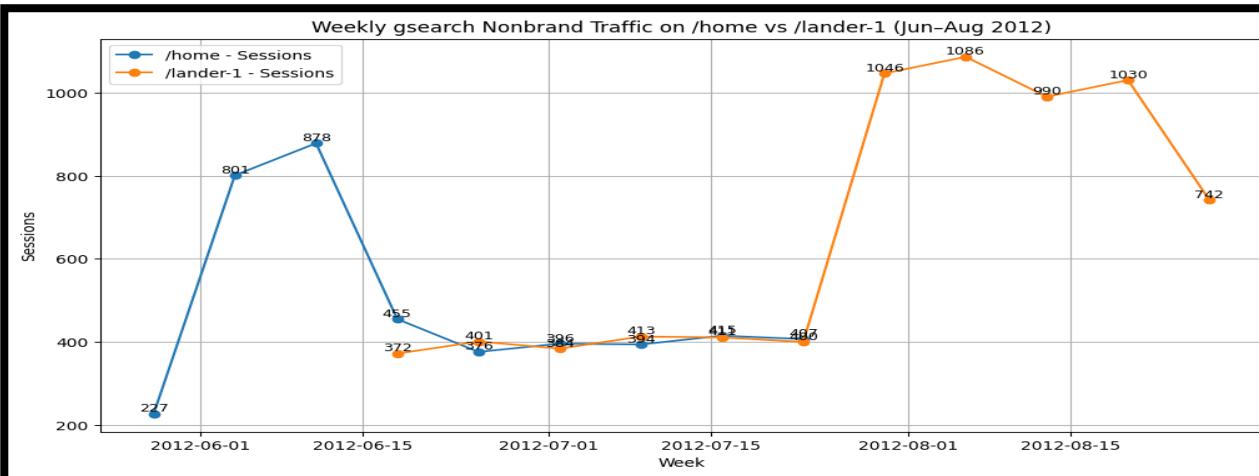
BOUNCE RATE ANALYSIS – (/LANDER-1 VS HOMEPAGE)

Recommendations

- **Expand /lander-1:** Given the improved bounce rate, consider scaling the test version (/lander-1) to more users or as a permanent homepage.
- **Analyze What Works in /lander-1:** Identify key design/content changes or CTAs contributing to the lower bounce and apply those learnings to other pages.
- **Traffic Quality Check:** Verify if /lander-1 traffic source or audience differs, to ensure bounce improvements reflect design, not external factors.
- **A/B Test at Scale:** Continue A/B testing between /home and /lander-1 with larger sample sizes to confirm statistically significant improvement.
- **Optimize /home Based on Insights:** Use learnings from /lander-1 to reduce bounce on /home, potentially increasing overall site engagement.

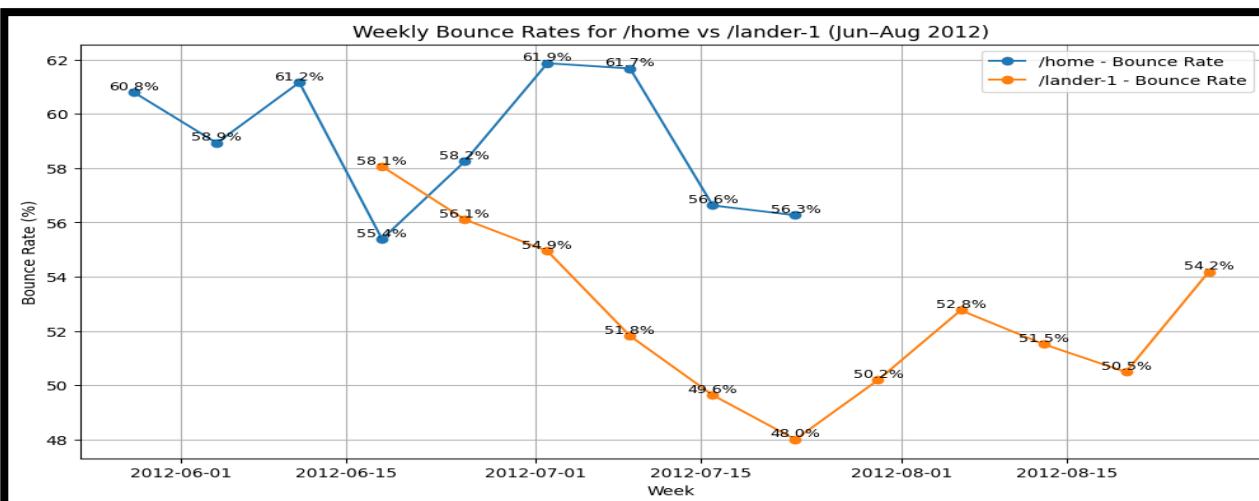
LANDING PAGE TREND ANALYSIS

Q. What is the trend of weekly paid gsearch nonbrand campaign traffic on /home and /lander-1 pages since June 1, 2012, along with their respective bounce rates, as requested by ST? Please limit the results to the period between June 1, 2012, and August 31, 2012, based on the email received on August 31, 2021.



Key Insights

- Bounce Rate Trend:** /lander-1 consistently shows a lower bounce rate (ranging ~48% to 58%) compared to /home (ranging ~55% to 62%).
- Sessions Volume:** /home generally has fewer sessions per week compared to /lander-1 from mid-July onwards
- lander-1 shows improved engagement with lower bounce rates even as sessions increase, suggesting it handles higher traffic without sacrificing user retention./home bounce rate remains relatively high and fluctuates without clear improvement.



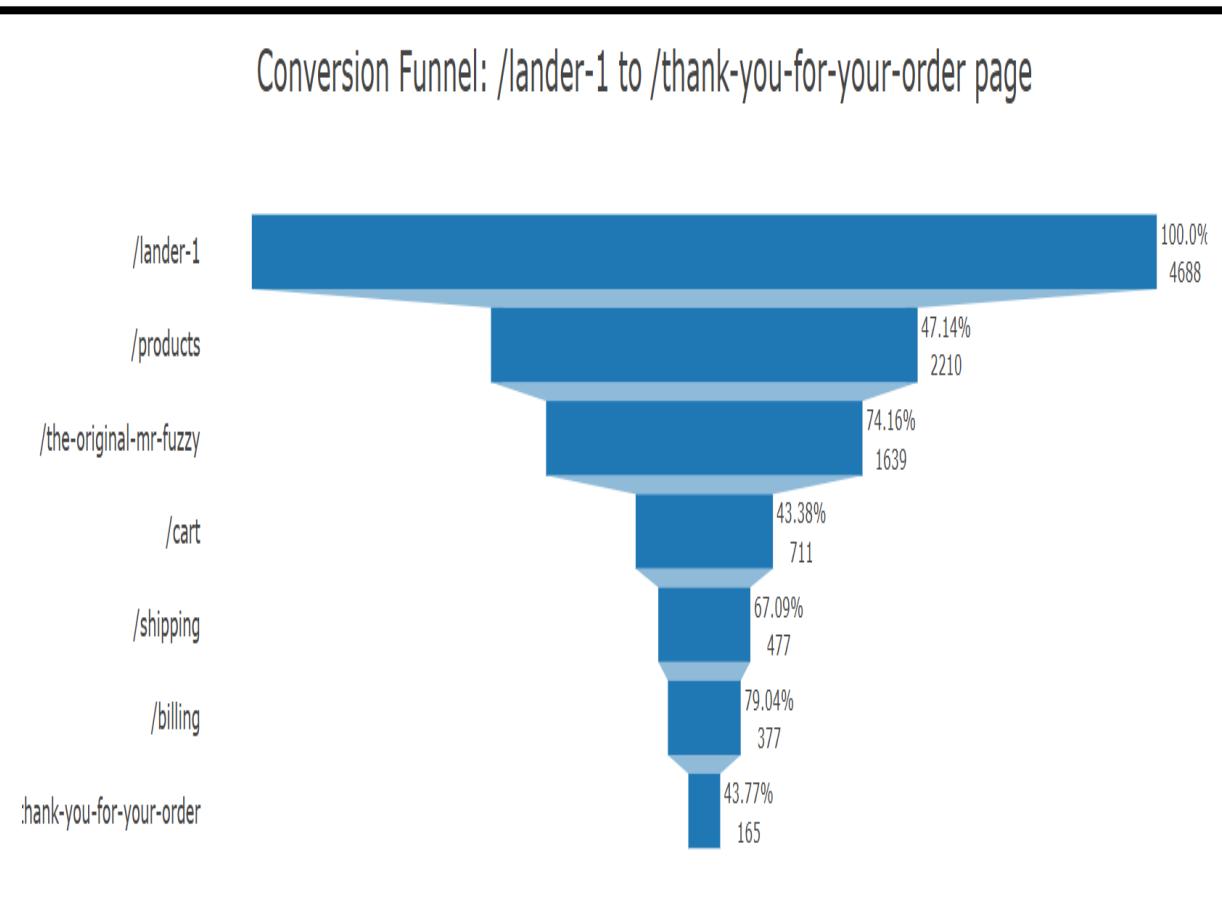
LANDING PAGE TREND ANALYSIS

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- **Optimize /home Based on Insights:** Use learnings from /lander-1 to reduce bounce on /home, potentially increasing overall site engagement.

CONVERSION FUNNEL ANALYSIS

Q. What are the session counts and click percentages for /lander-1, product, mrfuzzy, cart, shipping, billing, and thank you pages from August 5, 2012, to September 5, 2012?



Key Insights

- Major Drop at Products Page:** Only 47% of users move from /lander-1 to /products. This is the largest drop in the funnel.
- Strong Product Engagement:** /the-original-mr-fuzzy retains 74% of users from /products, indicating strong interest in the product detail page.
- Cart Drop-off:** Only 43% of users proceed from /the-original-mr-fuzzy to /cart, a notable loss in the purchasing stage.
- Checkout Strength:** /billing retains 79% from /shipping, showing the checkout process itself is effective once users reach it.
- Low Final Conversion:** Only 165 sessions reach /thank-you-for-your-order, about 3.5% of initial sessions at /lander-1, indicating overall funnel leakage.

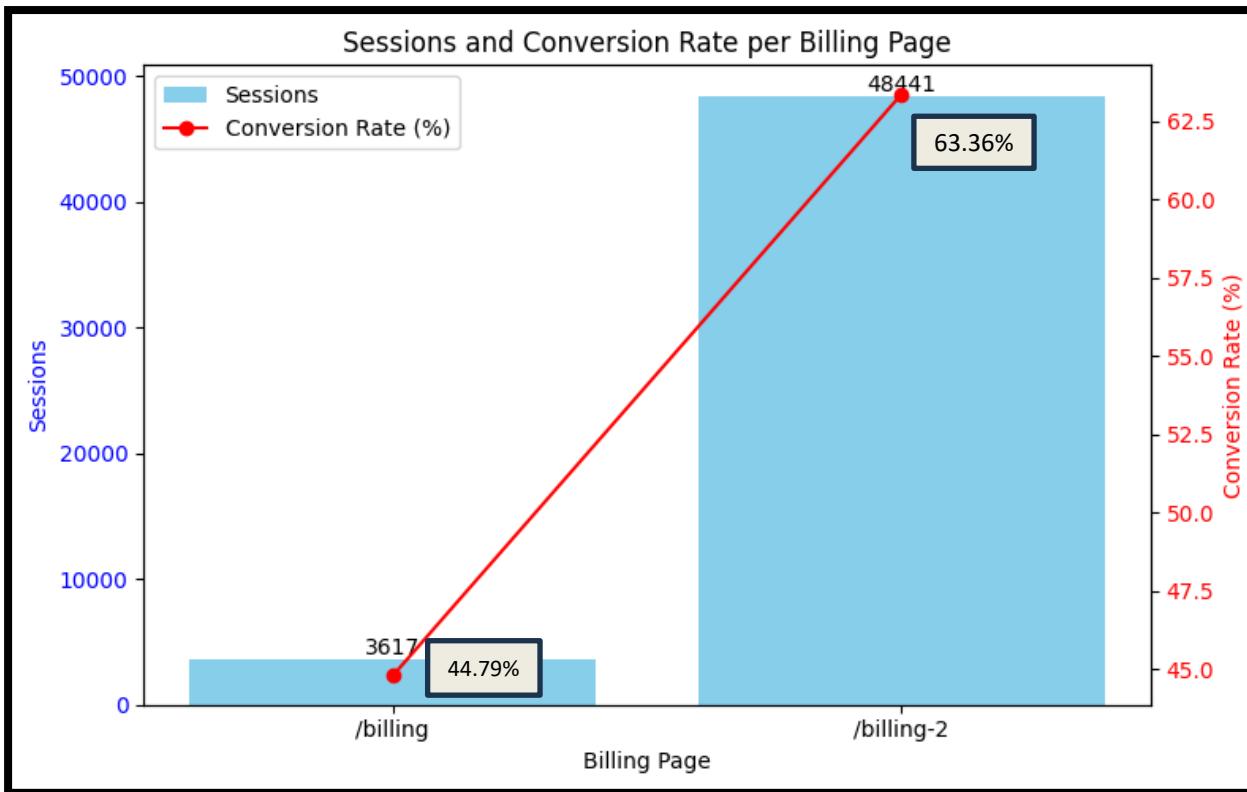
CONVERSION FUNNEL ANALYSIS

Recommendations

- **Optimize /products Page:** Reduce the **biggest drop** by improving product discovery, CTAs, or layout to encourage more users to click through.
- **Improve Cart Experience:** Streamline **add-to-cart and cart review**, remove friction to reduce drop-offs from product page to cart.
- **Test Landing-to-Product Flow:** Experiment with **direct links to popular products** from /lander-1 to bypass drop-offs.
- **Maintain Checkout Flow:** Keep the **billing and shipping process simple**, since these stages already convert well.
- **Focus on Overall Funnel Conversion:** Run **A/B tests on early funnel pages** to increase the percentage of users reaching the final /thank-you step.

CONVERSION ANALYSIS (/BILLING VS /BILLING-2)

Q. what is the traffic and billing to order conversion rate of both pages /billing page and new/billing-2 page?



Key Insights

- /billing-2 has **much higher sessions (48,441)** compared to /billing (3,617), indicating **wider user adoption or testing scale**.
- /billing-2 achieves **significantly higher orders (30,693)** than /billing (1,620).
- Conversion rate is **much better** on /billing-2 (63.36%) vs /billing (44.79%), showing **stronger billing-to-order efficiency**.
- /billing-2 clearly **outperforms the old version** both in traffic and conversion.

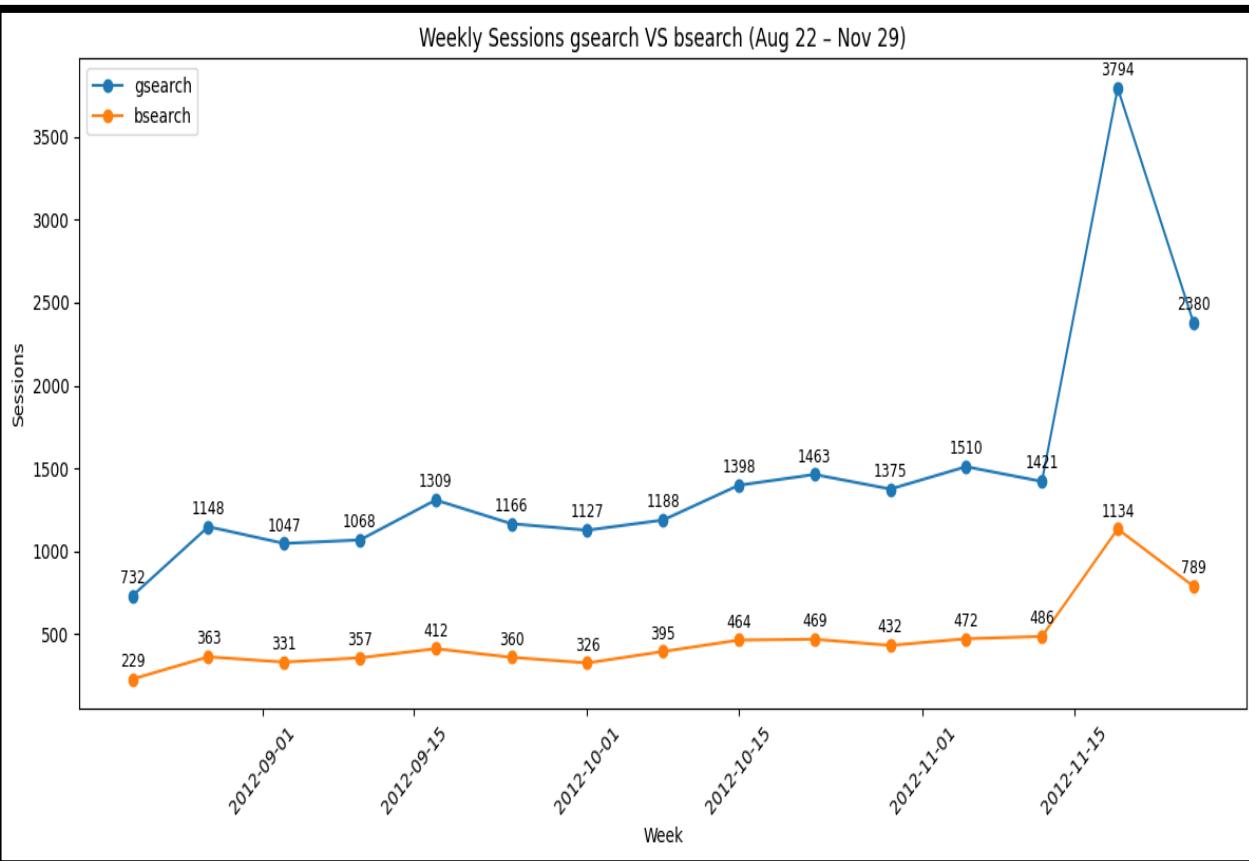
CONVERSION ANALYSIS (/BILLING VS /BILLING-2)

Recommendations

- **Scale /billing-2 Fully:** Given its superior performance, consider **replacing /billing** with /billing-2 for all users.
- **Analyze What Works:** Identify **design, copy, or UX improvements** in /billing-2 that drive the higher conversion and apply learnings to other billing flows.
- **Monitor Performance:** Track ongoing **sessions, orders, and conversion rate** to ensure performance remains consistent.
- **A/B Test Minor Adjustments:** Test small changes on /billing-2 to see if conversion can be **further optimized**.

CHANNEL PORTFOLIO ANALYSIS

Q. What are the weekly sessions data for both gsearch and bsearch from August 22nd to November 29th?



Key Insights

- **Gsearch dominates traffic:** gsearch sessions are consistently **2–3x higher** than bsearch in most weeks.
- **Steady growth:** Both gsearch and bsearch show **gradual increases** over time, with a **spike in late November** (gsearch 3,794; bsearch 1,134).
- **Late-November surge:** Significant jump for both sources suggests **seasonal or campaign-driven traffic**, particularly affecting gsearch.
- **Relative stability:** Weekly fluctuations are modest outside the spike, indicating **consistent baseline traffic**.

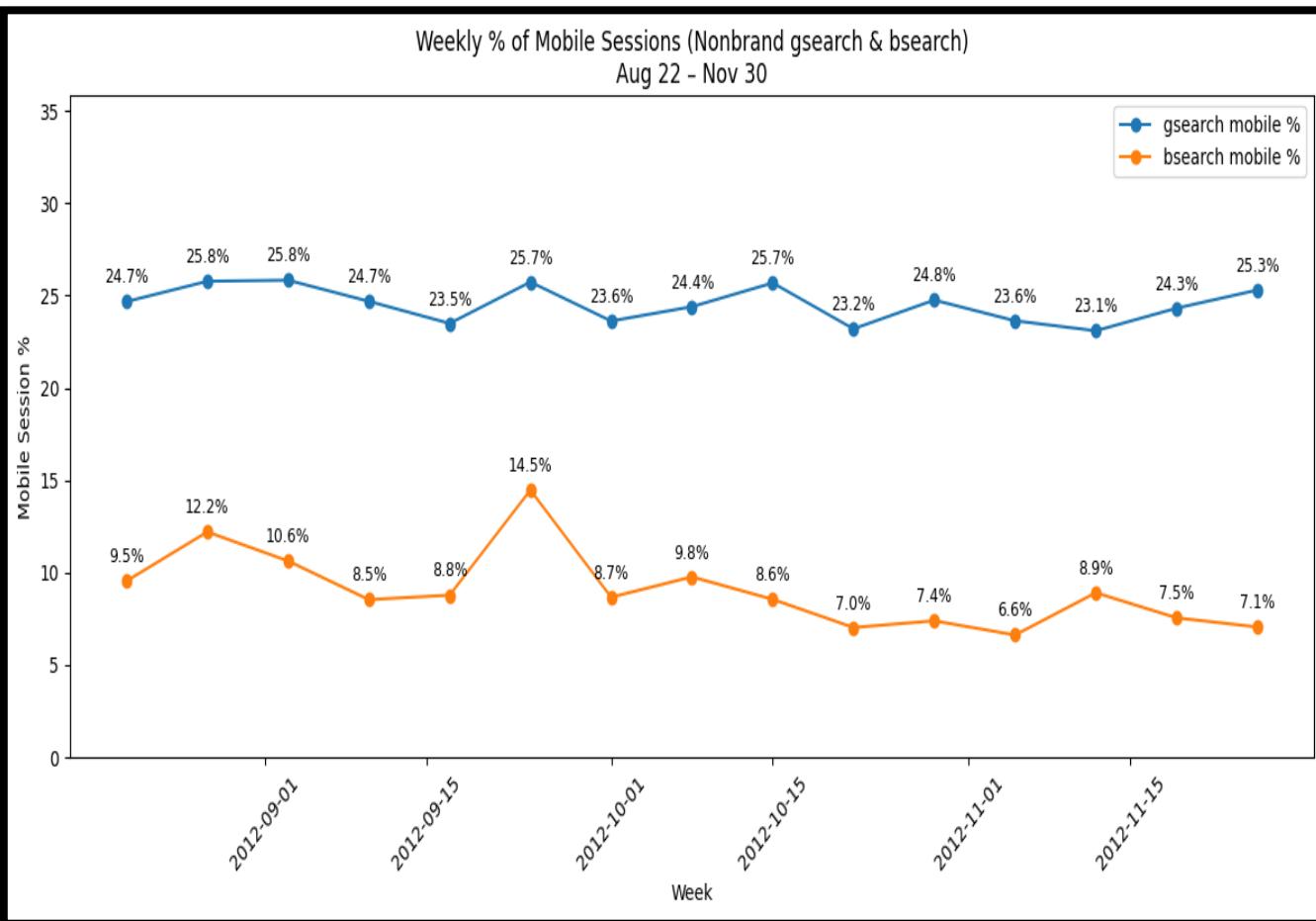
CHANNEL PORTFOLIO ANALYSIS

Recommendations

- **Prioritize Gsearch Optimization:** Since it drives the majority of traffic, **invest in SEO, content, and ads** targeting Google search.
- **Investigate Bsearch Growth Opportunities:** Explore ways to **increase visibility or campaigns** for Bing search, especially during periods of high gsearch traffic.
- **Analyze Late-November Spike:** Identify **campaigns, events, or promotions** that caused the spike and consider repeating or scaling successful strategies.
- **Monitor Trends Weekly:** Keep tracking weekly sessions to **identify early signs of growth or drop-offs** and adjust marketing accordingly.
- **Leverage Insights Across Channels:** Use high-performing tactics from gsearch to **boost other search channels**, potentially increasing overall traffic.

CHANNEL CHARACTERISTICS ANALYSIS

Q. What are the mobile sessions data for non-brand campaigns of gsearch and bsearch from August 22nd to November 30th, including details such as utm_source, total sessions, mobile sessions, and the percentage of mobile sessions?



Key Insights

- Gsearch dominates mobile traffic:** Mobile sessions are consistently higher for gsearch (~23–26%) than bsearch (~6–14%).
- Bsearch mobile penetration is low:** Most weeks, only 7–12% of bsearch sessions are on mobile.
- Steady trends with spikes:** Both sources show **stable mobile percentages**, except **late November**, where sessions spike dramatically (gsearch 849, bsearch 81 mobile sessions).
- Gsearch mobile share is consistent:** Despite weekly session fluctuations, ~24–25% of traffic is mobile, suggesting **predictable behavior**.

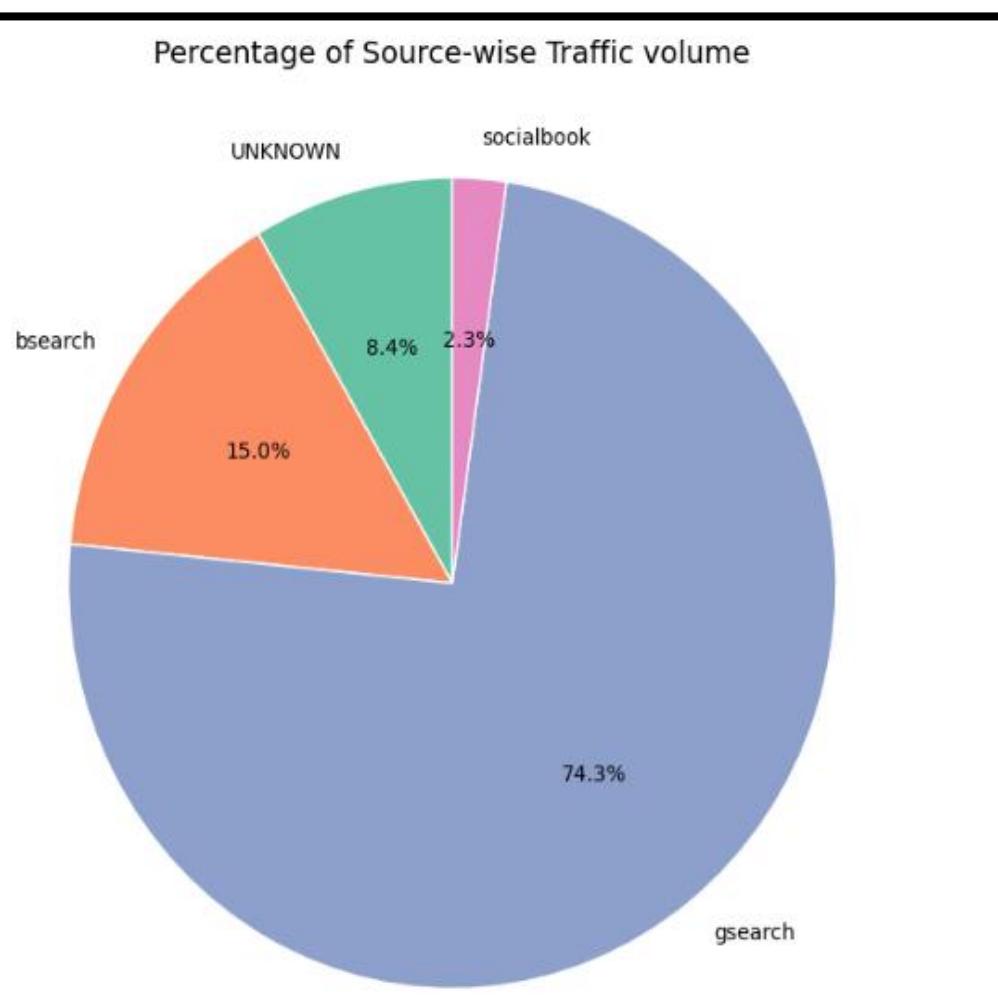
CHANNEL CHARACTERISTICS ANALYSIS

Recommendations

- **Prioritize Gsearch mobile experience:** Optimize landing pages and ads for **mobile users**, as they represent a significant portion of traffic.
- **Target Bsearch mobile growth:** Consider **mobile-specific campaigns or ad placements** to improve mobile engagement.
- **Monitor spikes:** Investigate **late November traffic surge** to replicate successful campaigns or promotions.
- **Segment campaigns by device:** Use insights to **adjust bids and creative** for mobile vs desktop to maximize ROI.
- **Consistent mobile UX testing:** Ensure **mobile flows convert effectively**, especially for high-volume gsearch users.

TRAFFIC ANALYSIS

Insights :-



Dominance of gsearch (74.3%)

- The majority of your traffic (nearly three-fourths) is coming from gsearch.
- This suggests strong performance in Google search (organic or paid).
- However, it also indicates high dependency on one channel.

Moderate contribution from bsearch (15%)

- bsearch (likely Bing or another search platform) contributes a decent share.
- It could represent a smaller but potentially valuable audience segment.

UNKNOWN traffic (8.4%)

- A notable portion of traffic has unknown sources.
- This might indicate tracking issues, missing UTM parameters, or untagged links.

Low social media traffic (2.3%)

- socialbook contributes a very small portion.
- Indicates limited social media engagement or insufficient social media campaigns.

TRAFFIC ANALYSIS

Recommendations:-

Diversify Traffic Sources

- Reduce dependency on gsearch by investing in other channels (social, referral, email marketing).
- Experiment with bsearch ad campaigns if ROI is positive.

Improve Social Media Presence

- Increase efforts on platforms like Facebook, Instagram, LinkedIn, or X (Twitter).
- Consider running targeted ads, posting engaging content, and encouraging sharing to grow socialbook traffic.

Fix Tracking for UNKNOWN Sources

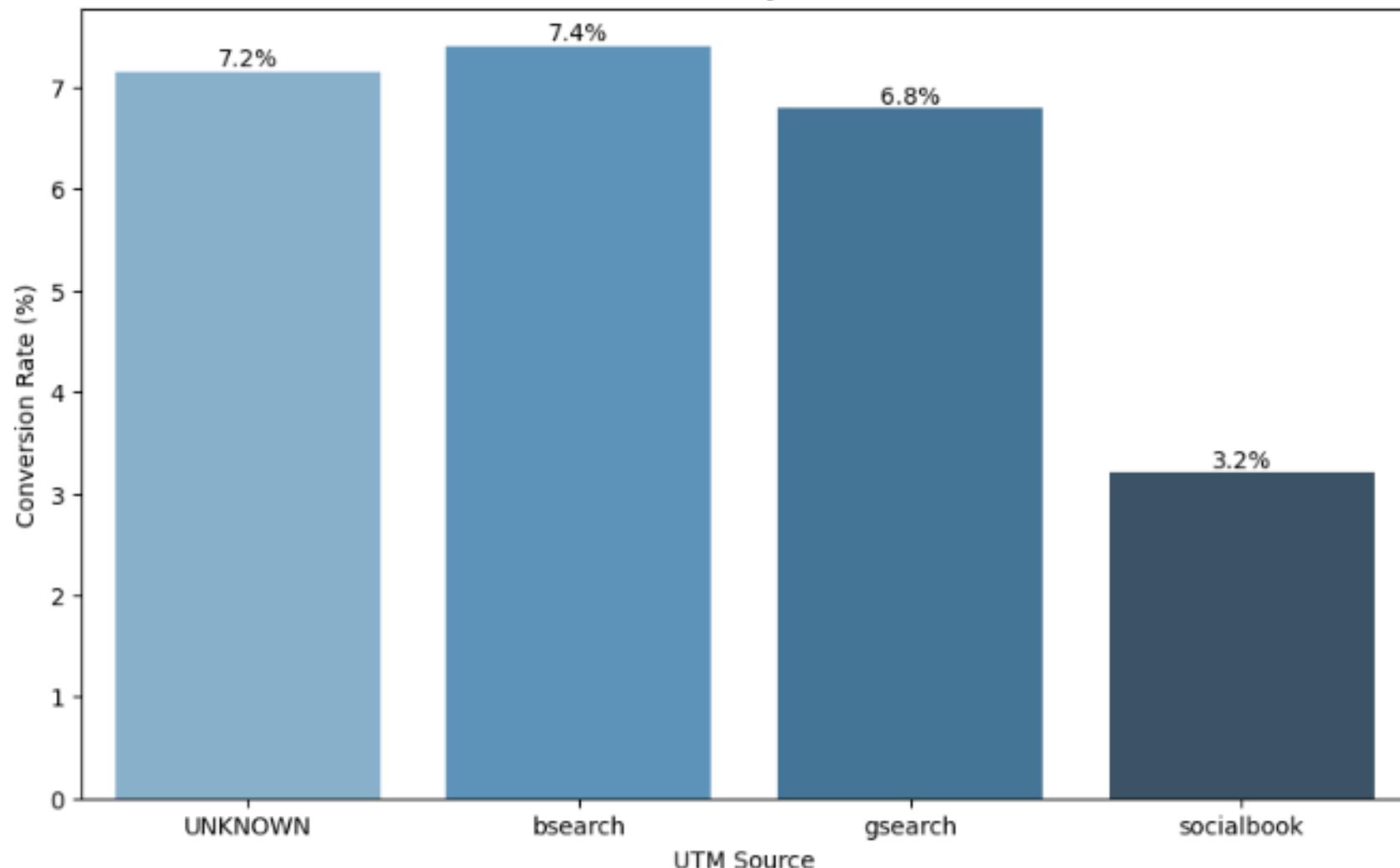
- Audit analytics setup (e.g., Google Analytics, Tag Manager).
- Ensure all links include proper UTM parameters.
- Identify what traffic sources are missing attribution.

Optimize gsearch Strategy

- Since it's the main driver, refine SEO/SEM strategy:
- Improve high-performing keywords.
- Optimize landing pages for conversions.
- Reallocate some budget from underperforming ads to higher-converting ones.

TRAFFIC ANALYSIS

Conversion Rate by Traffic Source



Insights:-

- Highest Conversion Rate: bsearch (7.4%)
- Although bsearch provides only 15% of total traffic, it has the best conversion rate.
- Indicates that users from this source are high-intent visitors — possibly more qualified leads.
- UNKNOWN Source Performs Well (7.2%)
- The UNKNOWN category also shows a strong conversion rate.
- Suggests that untracked or missing-source traffic could be important; might be repeat visitors, direct traffic, or referrals.
- gsearch Has Lower Conversion (6.8%) Despite High Traffic (74.3%)

TRAFFIC ANALYSIS

Recommendations:-

Scale What Works

- Increase investment in bsearch campaigns, since they deliver the highest conversion rate.
- Consider analyzing bsearch keywords or audiences to replicate that success elsewhere.

Audit and Tag UNKNOWN Traffic

- Set up complete UTM tracking to uncover these hidden sources.
- If UNKNOWN traffic performs this well, identifying it could help scale a high-performing channel.

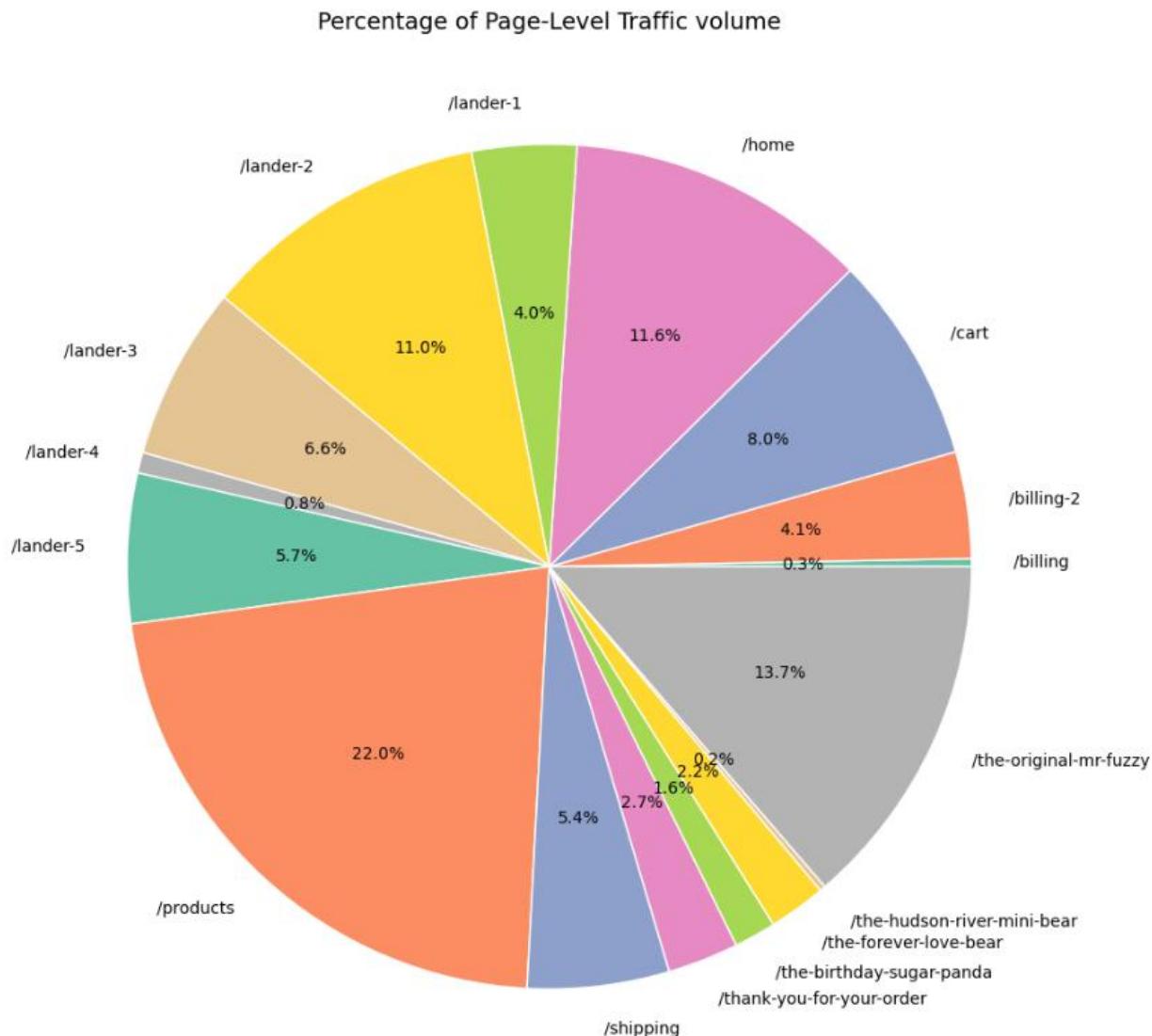
Optimize gsearch Campaigns

- Focus on improving conversion rate:
- Review search keywords for intent.
- Refine ad copy to attract higher-quality users.
- A/B test landing pages to boost conversion.
- Since gsearch drives most traffic, even a small improvement in conversion can significantly lift total conversions.

Reevaluate Social Media Strategy

- Test different creatives, audiences, and ad formats.
- Focus on retargeting website visitors or high-intent audiences rather than broad reach campaigns.
- Ensure landing pages from social ads match audience expectations.

TRAFFIC ANALYSIS



Insights:-

- /products page has the highest traffic at 22.0%.
- /the-original-mr-fuzzy (13.7%) and /home (11.6%) are also major contributors.
- These three pages account for nearly 47% of total site traffic.
- /lander-2 (11.0%), /cart (8.0%), and /lander-3 (6.6%) have solid engagement.
- Suggests decent landing page performance but potential for optimization.
- /billing (0.3%) and /lander-4 (0.8%) are notably low.
- Product-specific pages such as /the-hudson-river-mini-bear, /the-forever-love-bear, and /the-birthday-sugar-panda each have ~2% or less traffic — may not be getting enough exposure.
- Funnel-like pages — /cart, /shipping, /billing, /billing-2, /thank-you-for-your-order — have dropping percentages.
- Indicates potential drop-offs during checkout.

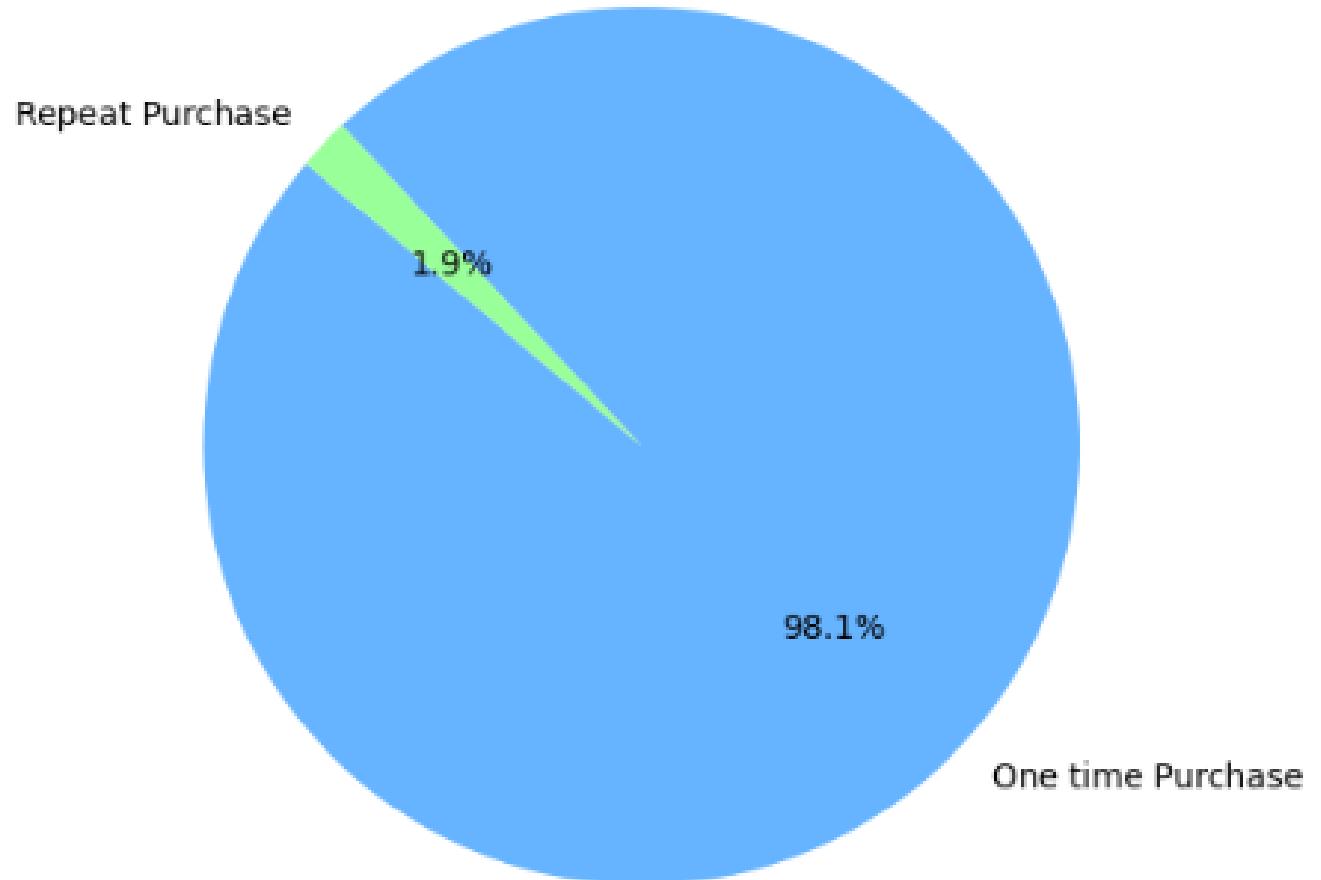
TRAFFIC ANALYSIS

Recommendations:-

- /products, /home, and /the-original-mr-fuzzy attract the most traffic — focus on:
 - Clear CTAs (calls to action)
 - Personalized recommendations
 - Fast load times and mobile optimization
 - Test new conversion elements (A/B testing on CTAs, pricing display, or reviews).
- Investigate drop-off between /cart → /shipping → /billing pages.
- Simplify forms, reduce steps, and offer guest checkout.
- Track conversion analytics to pinpoint friction points.
- /lander-4 and /billing have minimal traffic — assess if they're outdated, mislinked, or irrelevant.
- Consider merging or redesigning them to better match audience expectations.
- Pages like /the-forever-love-bear and /the-birthday-sugar-panda likely need stronger promotion.
- Strategies:
 - Feature them on the homepage or /products page.
 - Use targeted ads or SEO optimization for specific keywords.
 - Improve internal linking from high-traffic pages.

REPEAT SHARE

Order Share: One Time vs Repeat Purchases



Insights:-

- Extremely Low Repeat Purchases (1.9%)
- Only 1.9% of customers make repeat purchases, meaning 98.1% buy only once.
- This shows very low customer retention and loyalty.
- It suggests that while acquisition campaigns are working, post-purchase engagement is weak.
- Heavy Reliance on New Customer Acquisition
- Growth is currently dependent on continuously acquiring new customers — mainly from gsearch and bsearch (as seen in your earlier charts).
- This strategy can become expensive and unsustainable over time.
- Missed Lifetime Value (LTV) Potential
- Repeat customers typically have 3–5x higher LTV and lower acquisition costs.
- Increasing retention could dramatically improve profit margins.

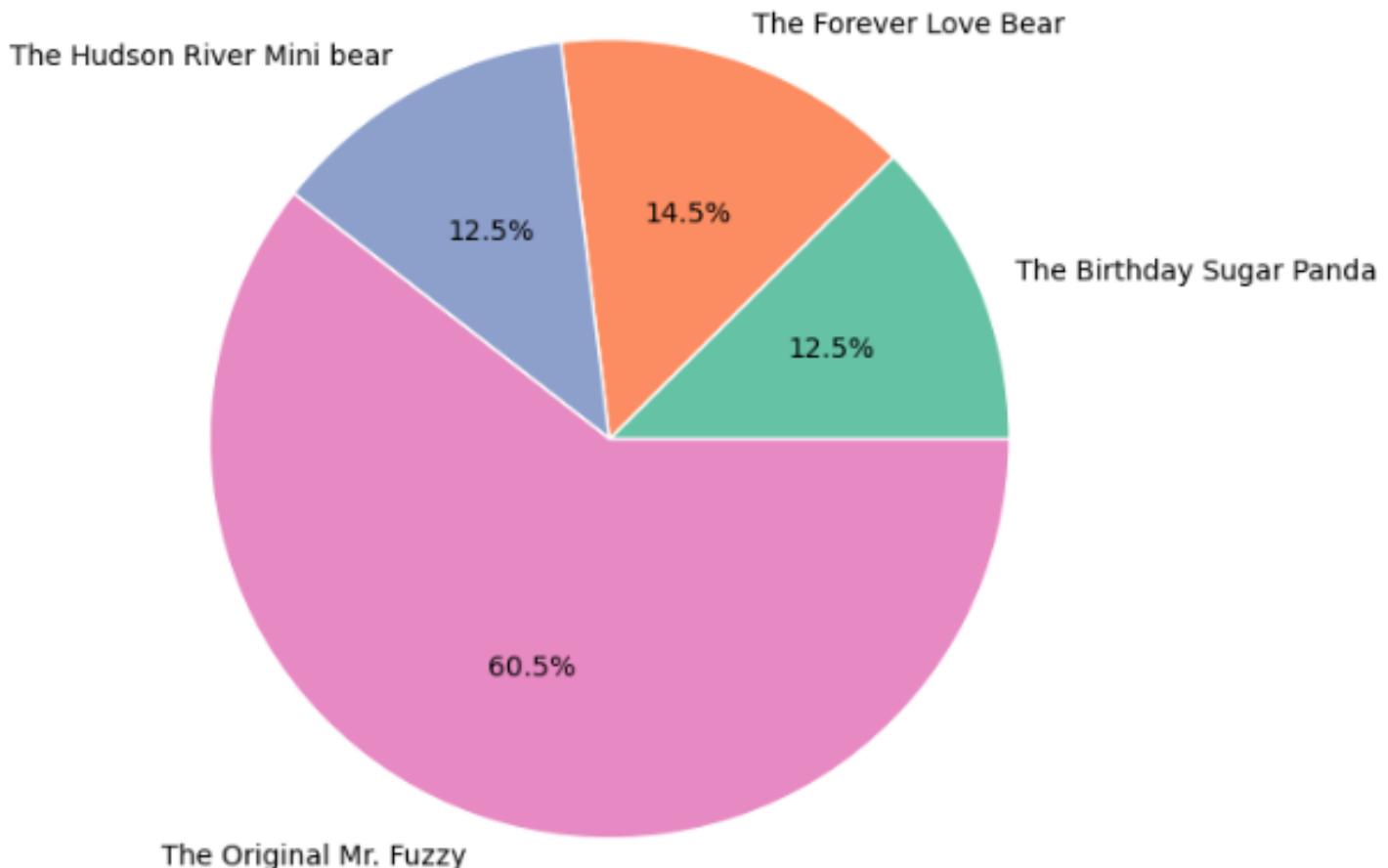
REPEAT SHARE

Recommendations:-

- Introduce a loyalty program offering rewards, points, or exclusive discounts for repeat customers.
- Use email and SMS reminders to bring customers back for their next purchase.
- Send follow-up emails with:
 - Product care tips
- Reorder reminders or subscription options
- Personalize these communications based on past purchase behavior.
- Use social media and search display ads for remarketing campaigns.
- Target previous customers who have not purchased again within a certain period.
- Conduct post-purchase surveys to identify reasons for low repeat rate.
- Improve customer experience — faster delivery, better packaging, or loyalty incentives.
- Offer subscription models or bundle deals to encourage ongoing engagement.
- Example: “Buy again and save 10%” or “Subscribe & get free shipping.”

PRODUCT SALES

Percentage of Product-wise Sales



Insights:-

- The Original Mr. Fuzzy drives 60.5% of total sales, making it the clear bestseller.
- This product also had 13.7% of page-level traffic, meaning it converts traffic very efficiently compared to others.
- The Forever Love Bear: 14.5% of sales
- The Hudson River Mini Bear: 12.5% of sales
- The Birthday Sugar Panda: 12.5% of sales
- These three share similar sales volumes, suggesting moderate but consistent performance.
- From the first chart, each of the secondary products had low traffic (around 2% each), yet they account for ~12–14% of total sales.
- This indicates strong conversion rates — users who visit these pages tend to buy.
- However, the traffic volume to these pages is very low, representing an opportunity to scale sales by driving more visits.

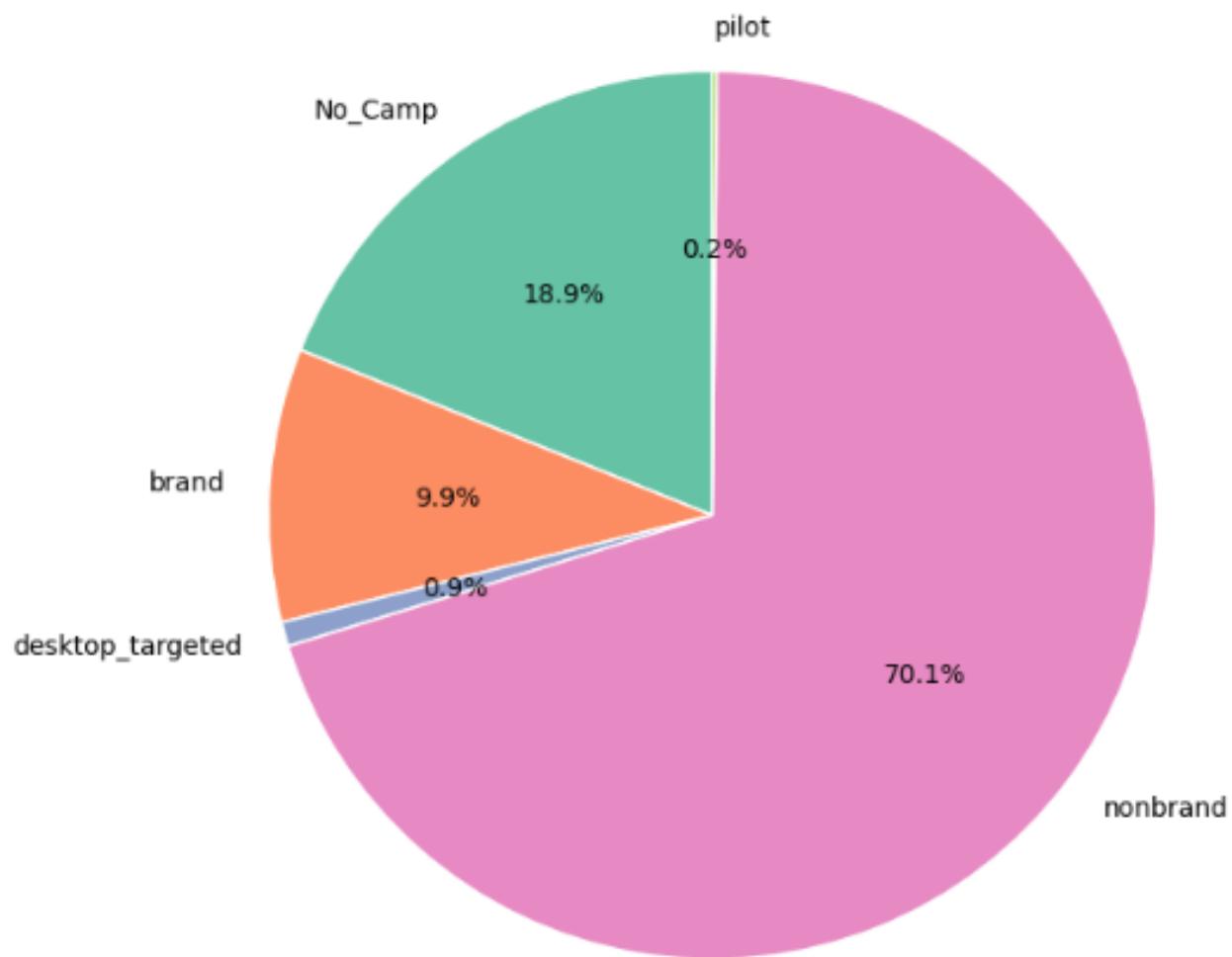
PRODUCT SALES

Recommendations:-

- The Original Mr. Fuzzy is your flagship product — keep it front and center:
- Use it in ads, homepage banners, and remarketing campaigns.
- Bundle it with other bears to increase AOV (average order value).
- Highlight customer reviews and social proof for this product.
- Create ad campaigns focusing on the under-promoted products with proven conversion.
- Use lookalike audiences or retargeting based on past buyers of The Original Mr. Fuzzy.
- Consider new variants or themed editions of The Original Mr. Fuzzy to leverage its popularity.
- Bundle lesser-known products with Mr. Fuzzy to raise awareness (e.g., “Mr. Fuzzy + Panda Duo”).

CAMPAIGN ANALYSIS

Percentage of Orders per Campaign Type

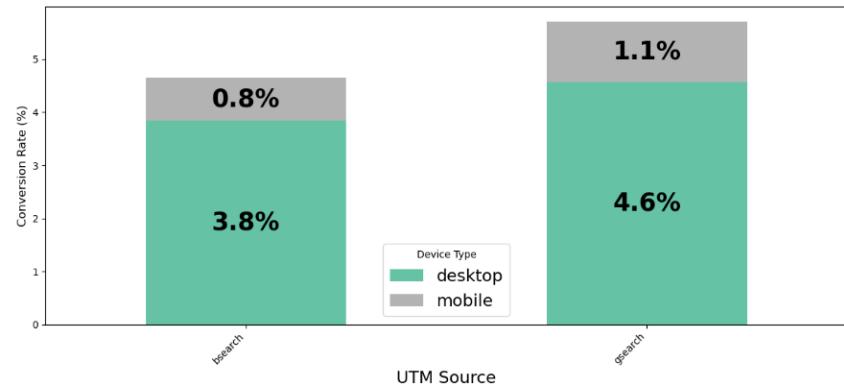


Key Insights & Recommendations

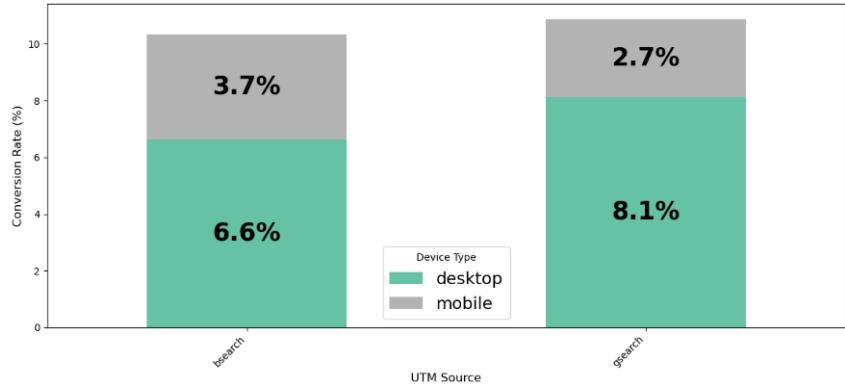
- **Nonbrand** drives **70.1%** of orders — keep optimizing for reach and ROI.
- **No_Camp (18.9%)** — check tracking; may include organic or untagged traffic.
- **Brand (9.9%)** — review targeting and messaging to boost impact.
- **Desktop_targeted & Pilot (<1%)** — low share; assess performance before scaling.

UTM SOURCE ANALYSIS

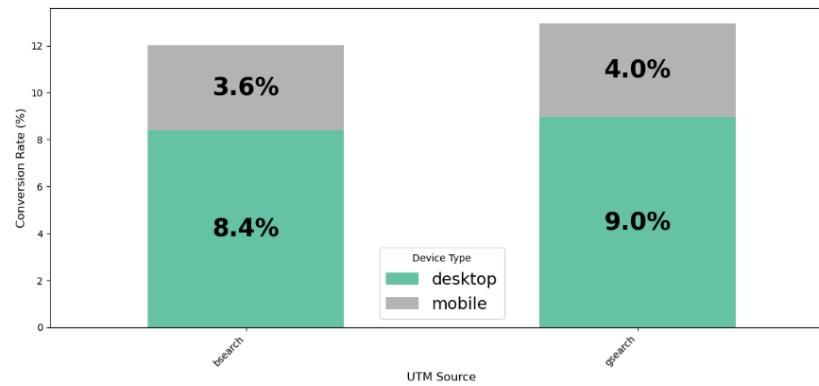
Conversion Rate (Sessions → Orders) by UTM Source and Device Type (Non-Brand) for Year 2012



Conversion Rate (Sessions → Orders) by UTM Source and Device Type (Non-Brand) for Year 2013



Conversion Rate (Sessions → Orders) by UTM Source and Device Type (Non-Brand) for Year 2014

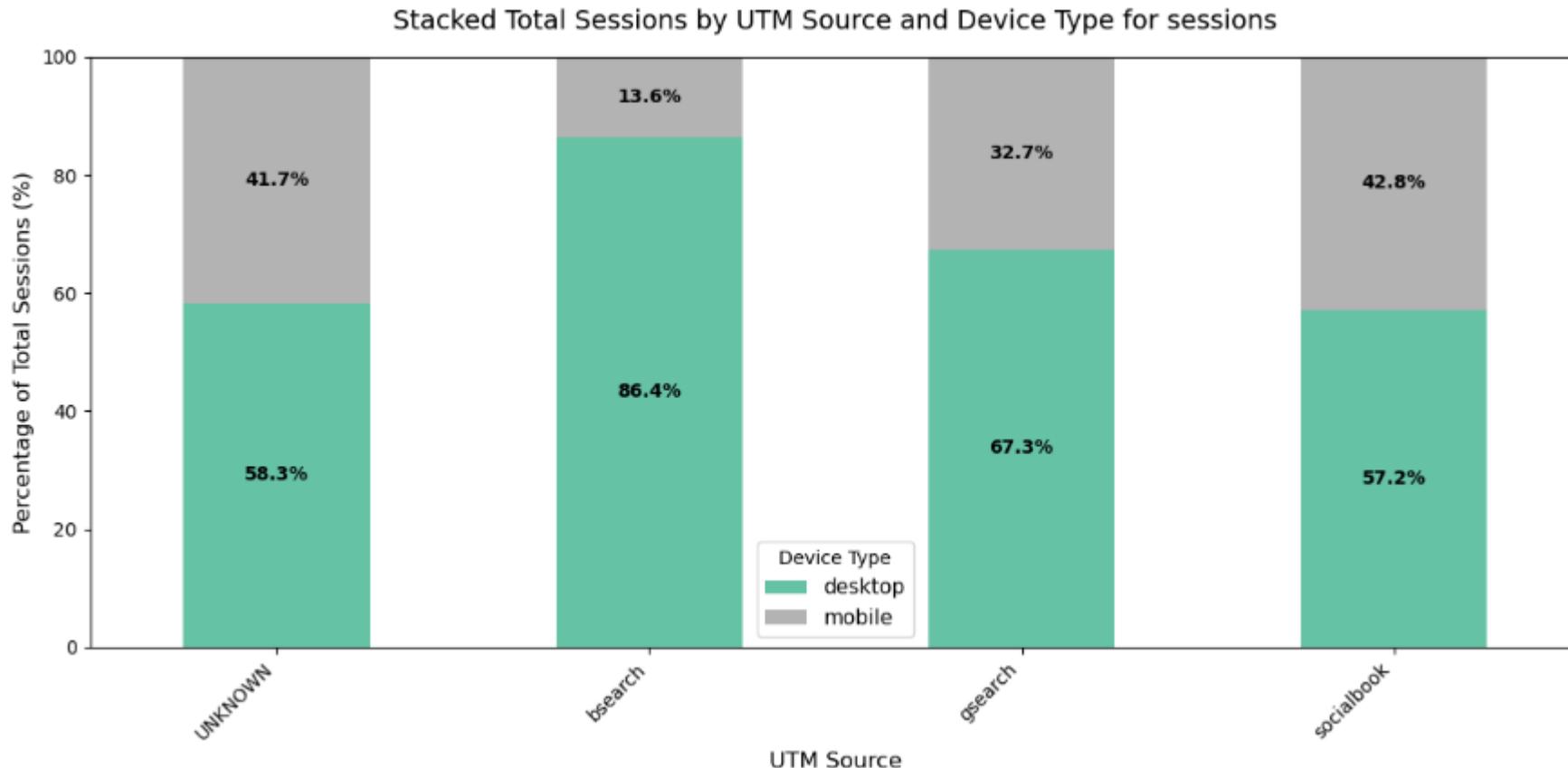


conversion rates from sessions to orders for non-brand campaigns of gsearch and bsearch by device type from August 22nd to September 18th also by device type

Key Insights & Recommendations

- Mobile converts better than desktop across all years.
- Conversion rates improved steadily for both gsearch and bsearch.
- Focus on mobile optimization (ads, landing pages).
- Enhance desktop performance with better targeting and user flow fixes.

UTM SOURCE ANALYSIS

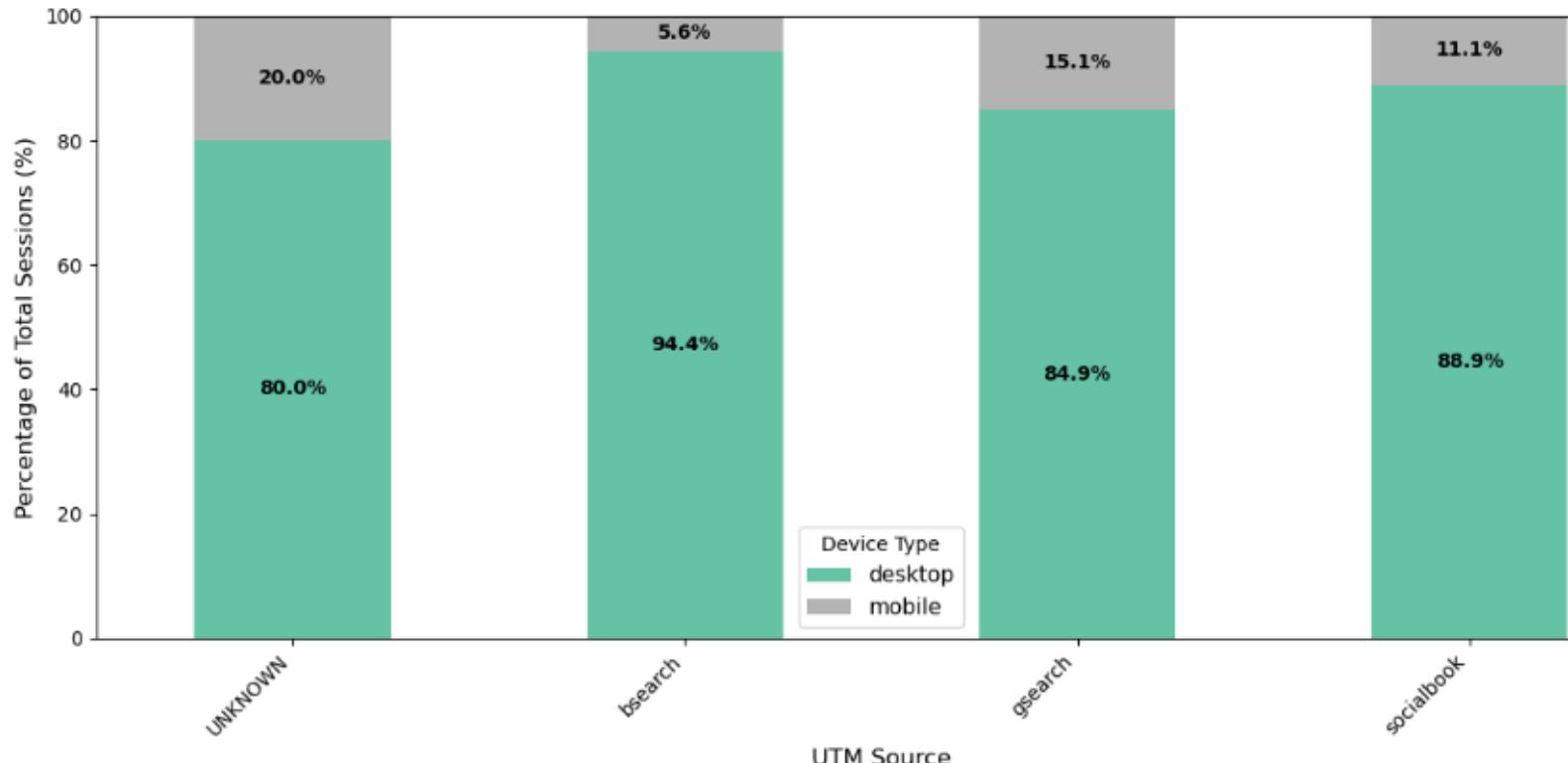


Key Insights & Recommendations

- Mobile leads sessions across all sources.
- Pilot has the highest mobile share (67.3%), bsearch the lowest (36.4%).
- Prioritize mobile optimization and improve desktop performance for bsearch.
- Check “Unknown” tracking for accurate attribution.

UTM SOURCE ANALYSIS

Stacked Total Sessions by UTM Source and Device Type for orders

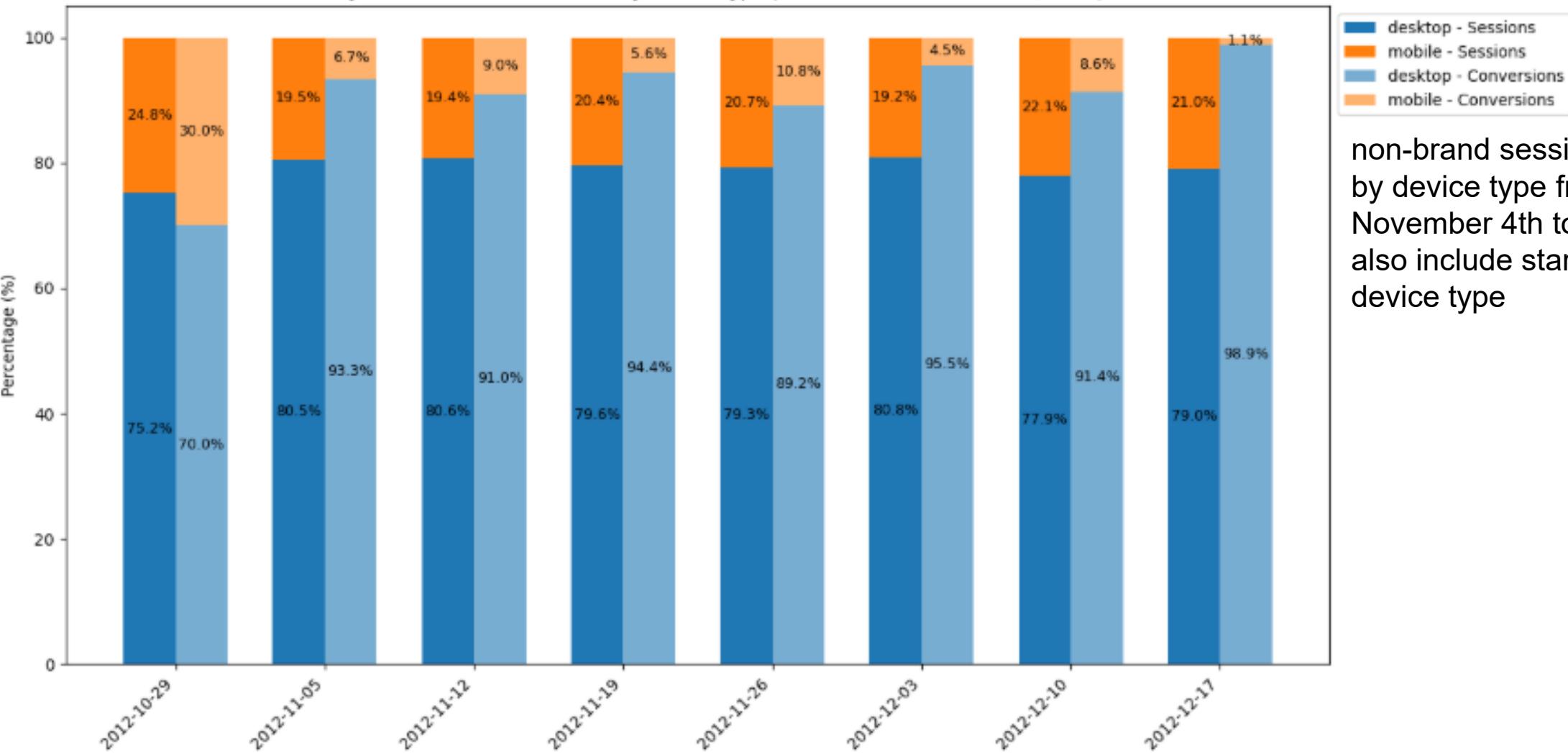


Key Insights & Recommendations

- Desktop drives most sessions across all UTM sources, with bsearch leading at 94.4% desktop and UNKNOWN showing the highest mobile share (20%).
- This indicates a strong desktop user base but some untapped mobile potential.
- UNKNOWN traffic suggests tracking gaps that need fixing to better attribute mobile users.
- Focus on desktop optimization while enhancing mobile UX and campaign targeting for social and search channels.

WEEK ANALYSIS

Weekly Sessions and Conversions by Device Type (Non-Brand: Nov 4 - Dec 22, 2012)

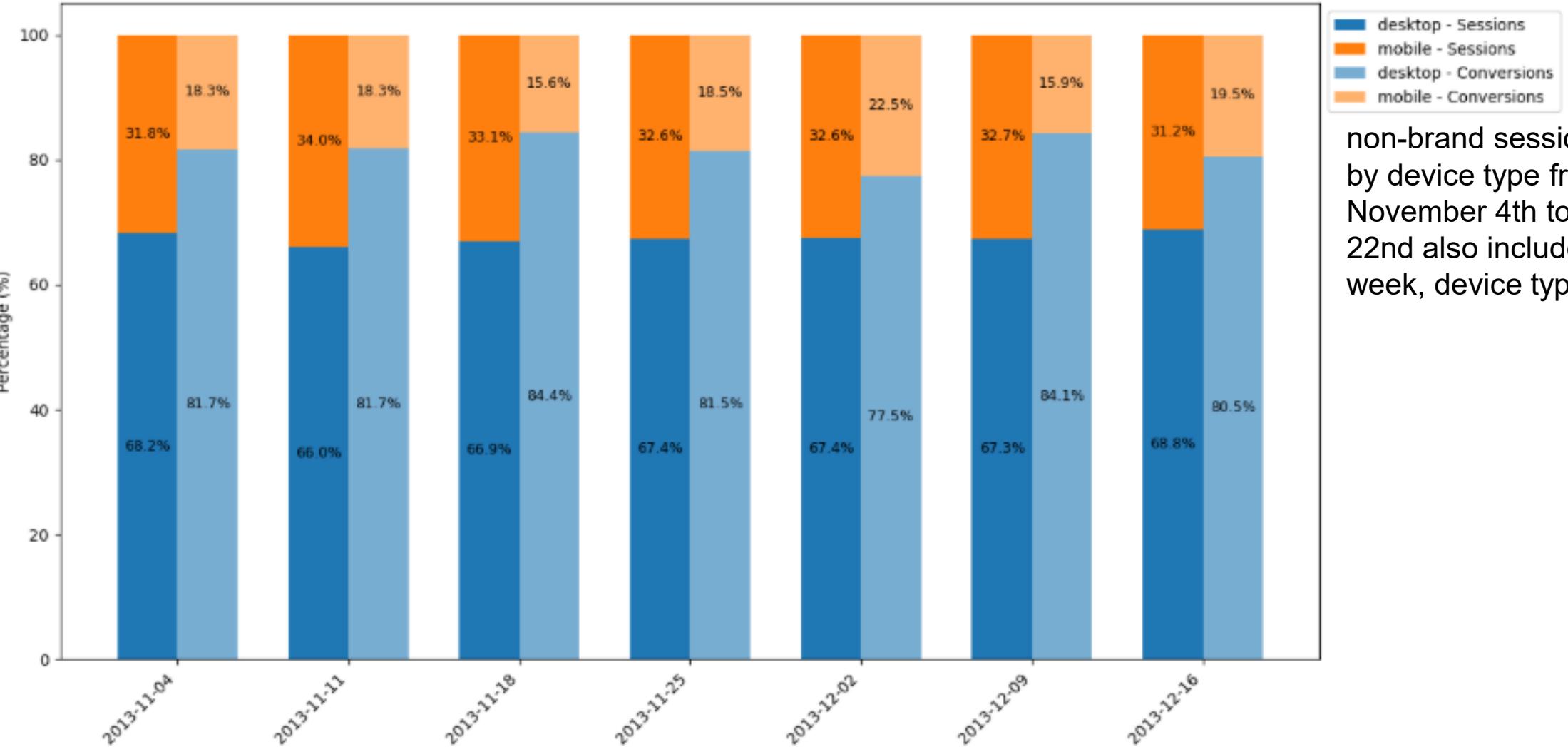


desktop - Sessions
mobile - Sessions
desktop - Conversions
mobile - Conversions

non-brand sessions segmented by device type from November 4th to December 22nd also include start date of week, device type

WEEK ANALYSIS

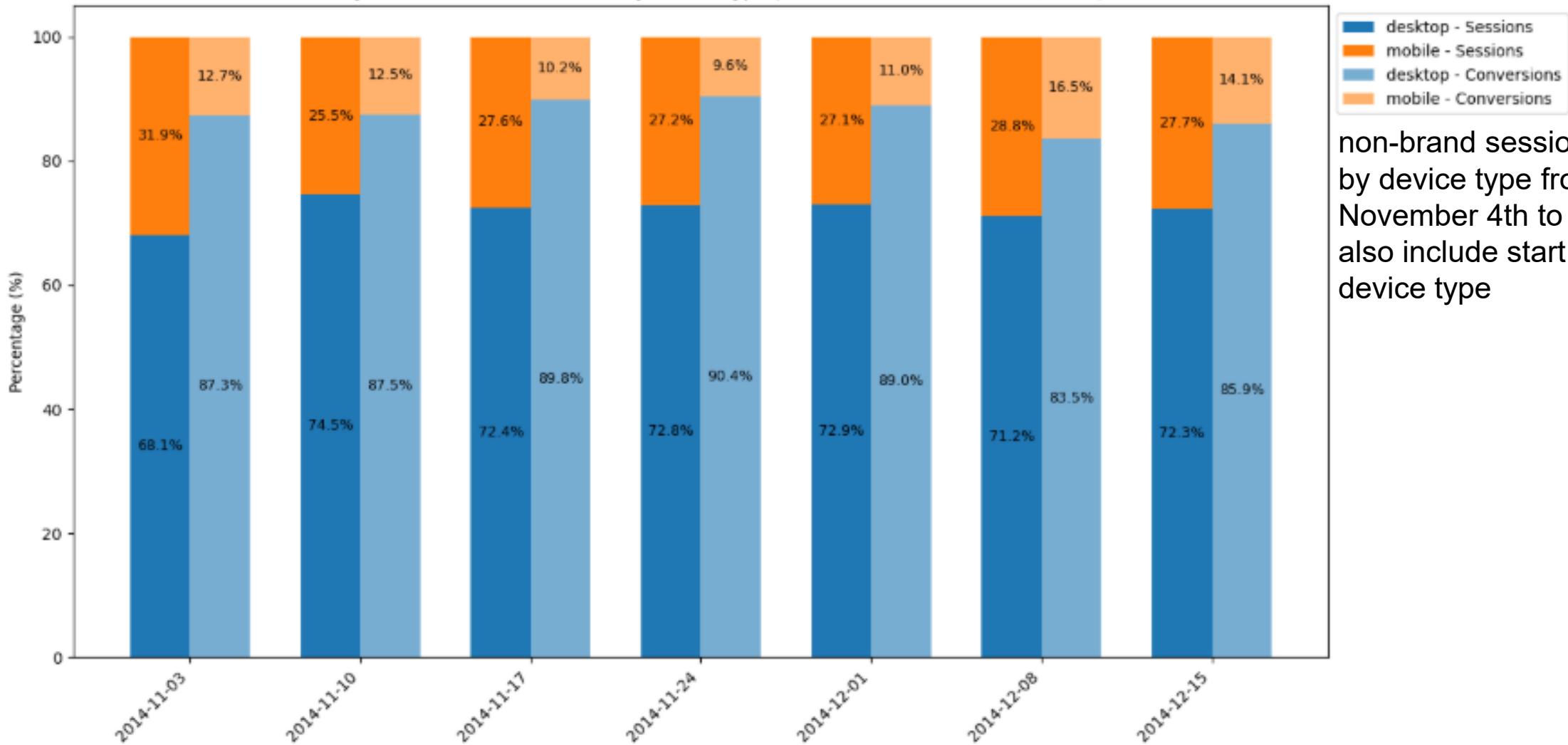
Weekly Sessions and Conversions by Device Type (Non-Brand: Nov 4 - Dec 22, 2013)



non-brand sessions segmented by device type from November 4th to December 22nd also include start date of week, device type

WEEK ANALYSIS

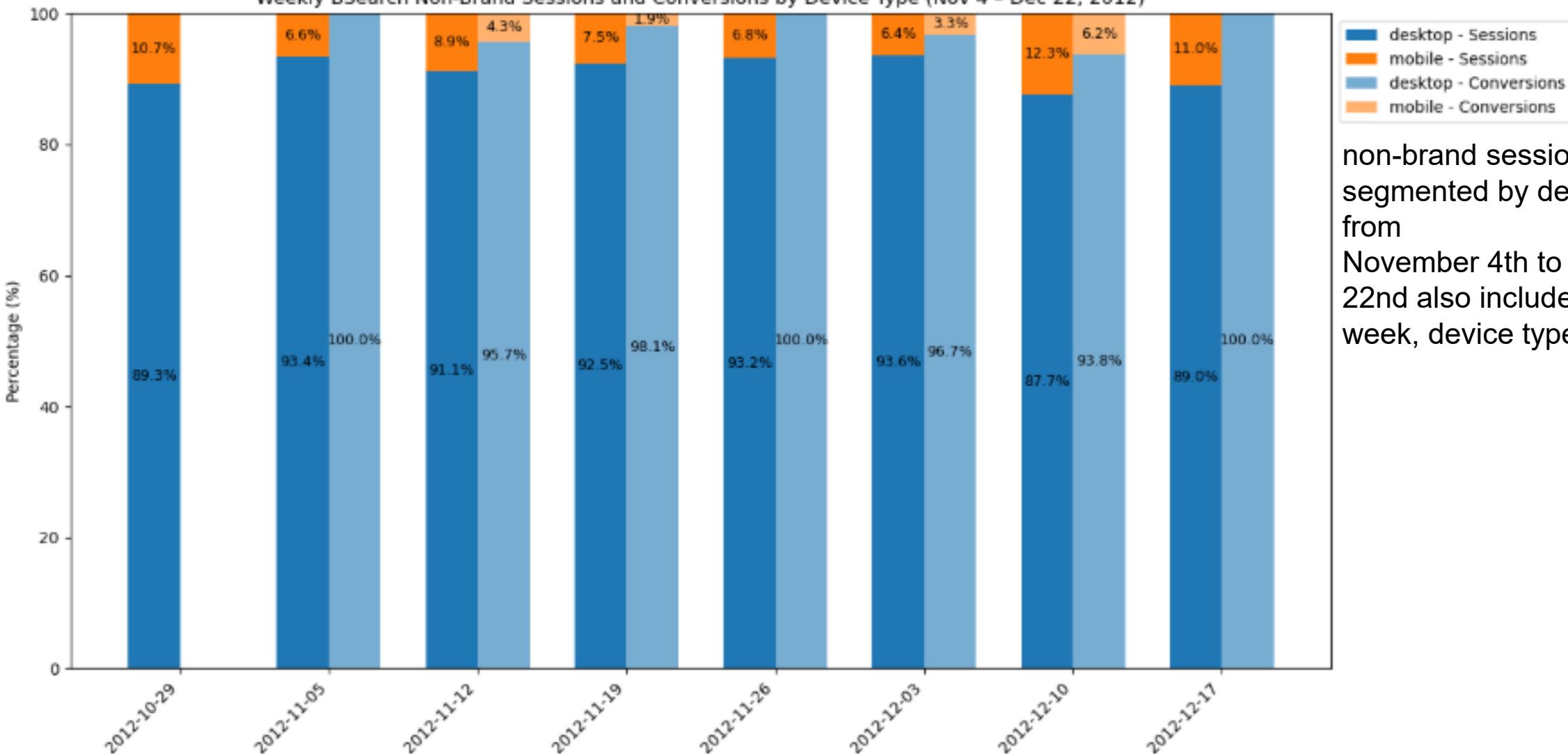
Weekly Sessions and Conversions by Device Type (Non-Brand: Nov 4 - Dec 22, 2014)



non-brand sessions segmented by device type from November 4th to December 22nd also include start date of week, device type

WEEK ANALYSIS

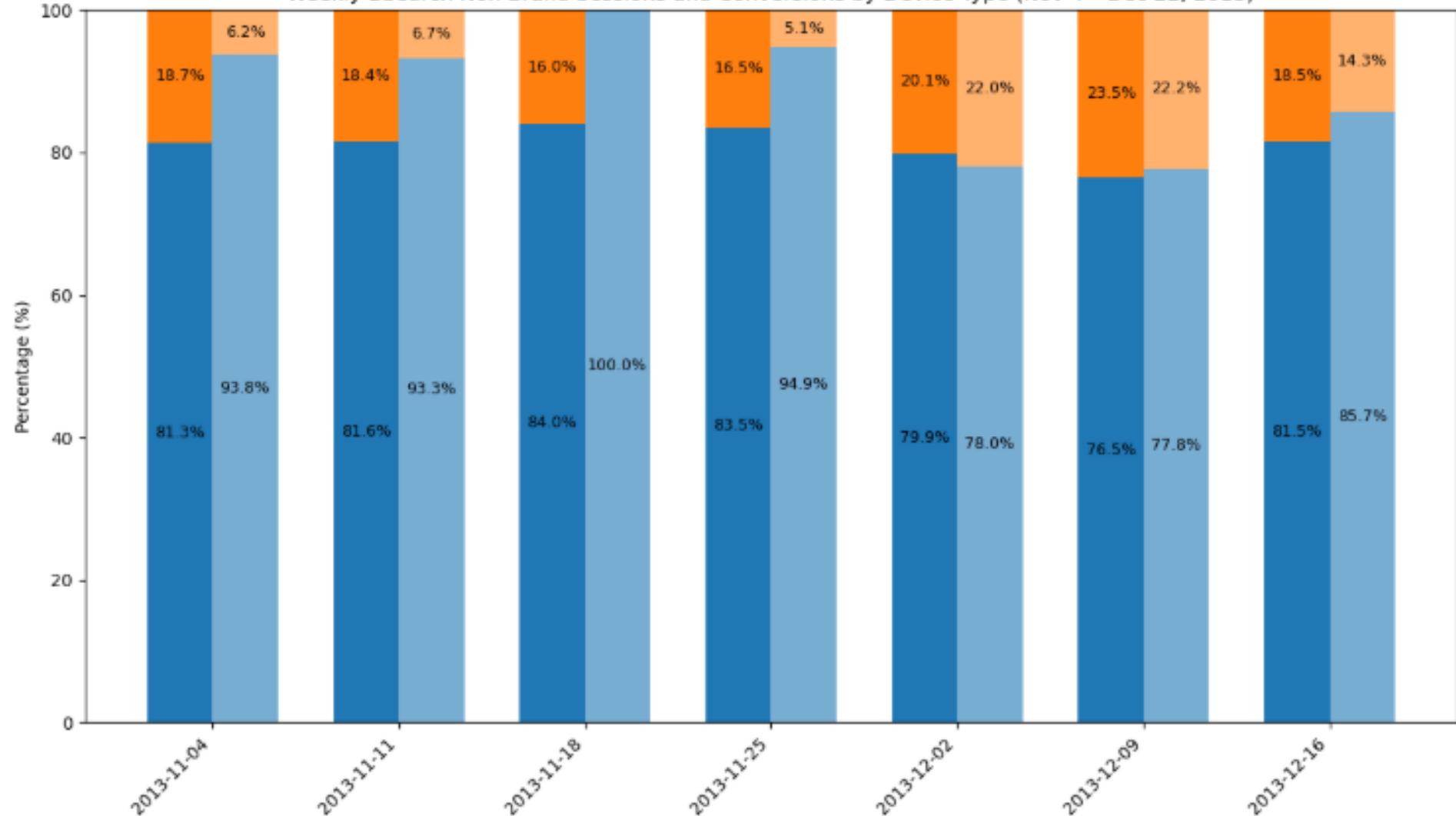
Weekly BSearch Non-Brand Sessions and Conversions by Device Type (Nov 4 - Dec 22, 2012)



non-brand sessions
segmented by device type
from
November 4th to December
22nd also include start date of
week, device type

WEEK ANALYSIS

Weekly BSearch Non-Brand Sessions and Conversions by Device Type (Nov 4 – Dec 22, 2013)

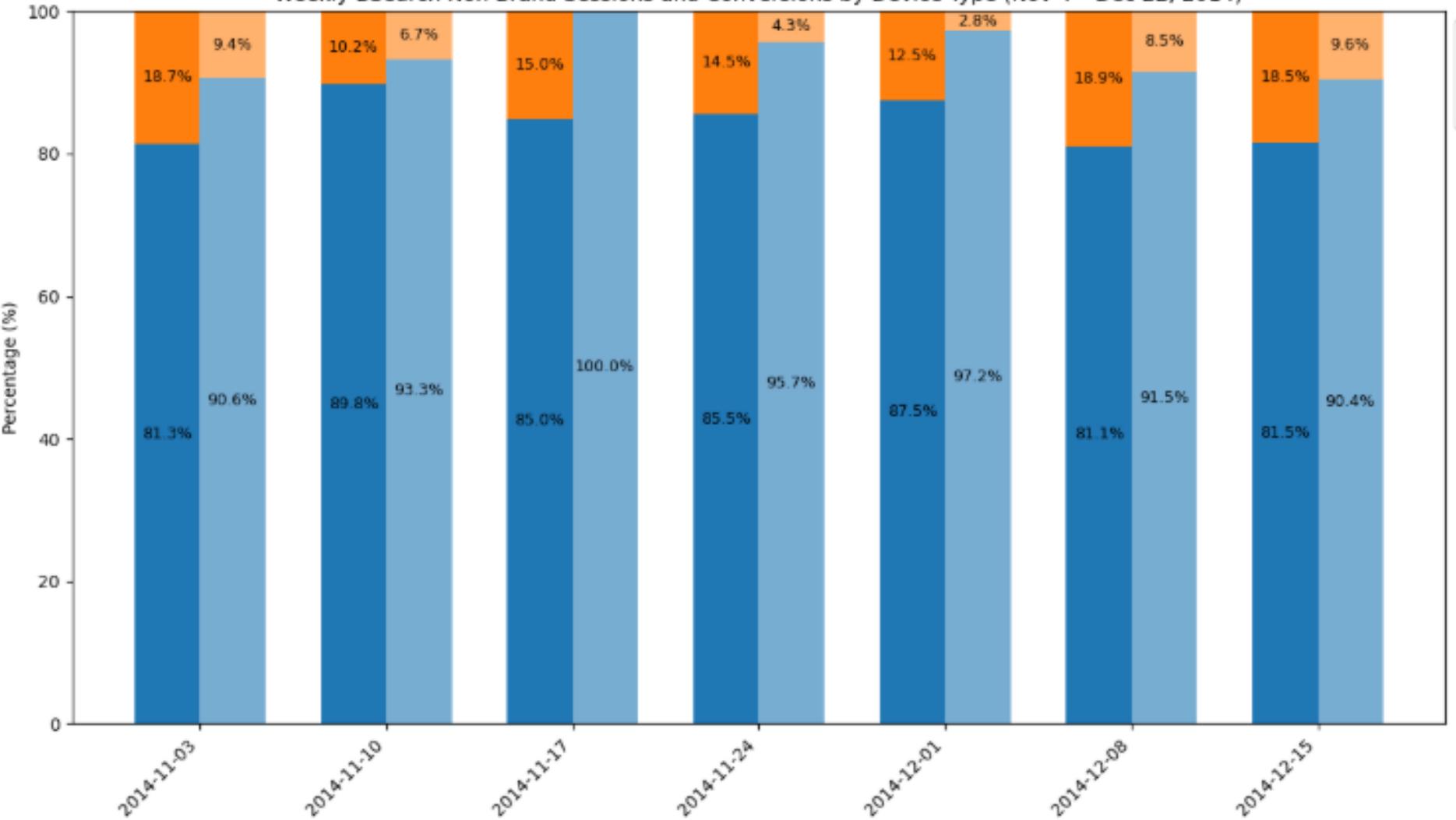


desktop - Sessions
mobile - Sessions
desktop - Conversions
mobile - Conversions

non-brand sessions segmented by device type from November 4th to December 22nd also include start date of week, device type

WEEK ANALYSIS

Weekly BSearch Non-Brand Sessions and Conversions by Device Type (Nov 4 - Dec 22, 2014)



desktop - Sessions
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desktop - Conversions
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non-brand sessions segmented by device type from November 4th to December 22nd also include start date of week, device type

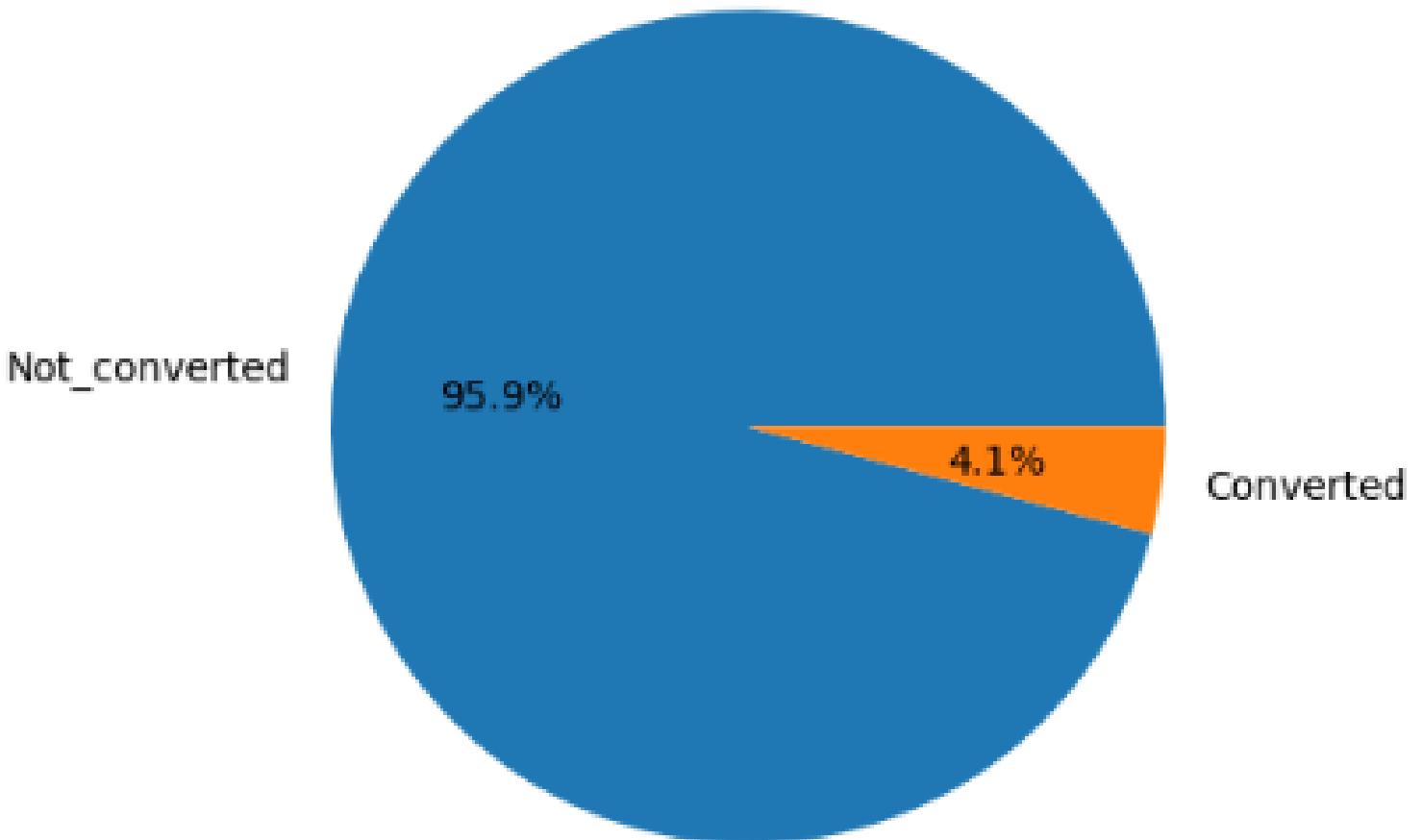
WEEK ANALYSIS

Insights & Recommendations:

- From Nov 4–Dec 22, desktop dominated non-brand sessions (\approx 79–95%) and conversions, while mobile stayed below 25% of sessions and under 10% of conversions.
- Peak performance occurred in the weeks starting Nov 19 and Dec 3, showing strong desktop engagement mid-campaign.
- Focus marketing and UX efforts on desktop, but improve mobile experience—especially speed, layout, and checkout flow—to lift conversions.
- Investigate low mobile engagement causes and leverage high-performing weeks for retargeting and promotions.
- From Nov 4–Dec 22, desktop consistently dominated BSearch non-brand sessions (\approx 89–98%), while mobile contributed only 6–12%.
- Desktop also achieved nearly all conversions (\approx 96–100%), showing its high effectiveness.
- Weeks starting Nov 19 and Dec 3 had peak desktop conversion rates.
- Mobile conversions remained minimal (\approx 3–7%), suggesting underperformance.
- Continue focusing campaigns and budget on desktop, but optimize mobile UX to capture potential mobile traffic.
- Monitor mobile conversion paths and test lighter landing pages or faster load times to improve performance.

SESSION CONVERSION

Session distribution of year 2012

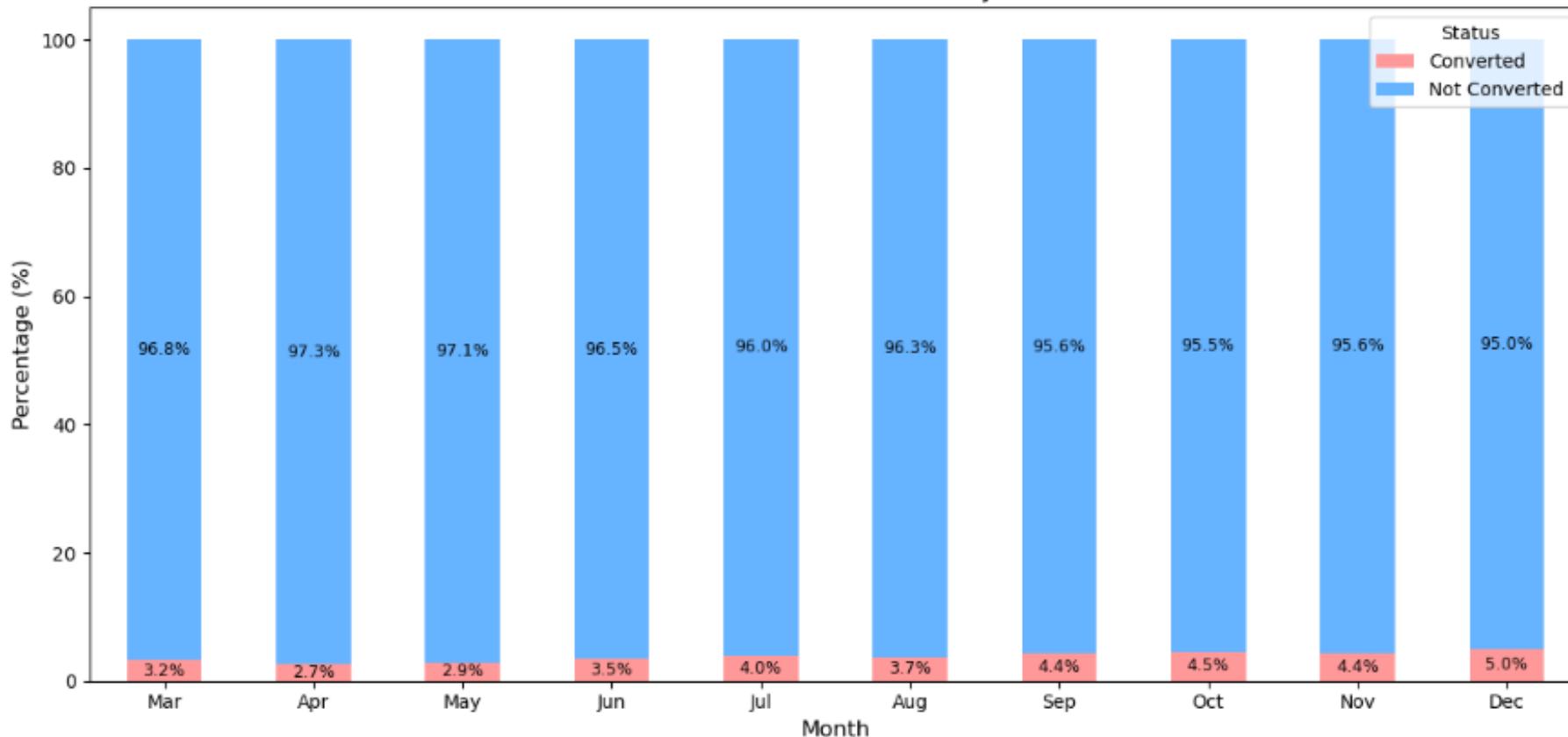


Insights & Recommendations:

- The conversion rate is only 4.1%, showing that most sessions didn't lead to desired actions, and this suggests improving landing pages and call-to-actions to boost conversions.
- A large 95.9% of sessions were not converted, indicating low engagement, and enhancing content relevance and user experience can help retain and convert more visitors.
- There may be drop-offs in the conversion funnel, meaning users leave mid-process, and analyzing the funnel stages can help identify and fix these weak points.
- The low conversion rate affects marketing ROI, and reallocating budget toward high-performing channels and more targeted campaigns can improve efficiency.

SESSION CONVERSION

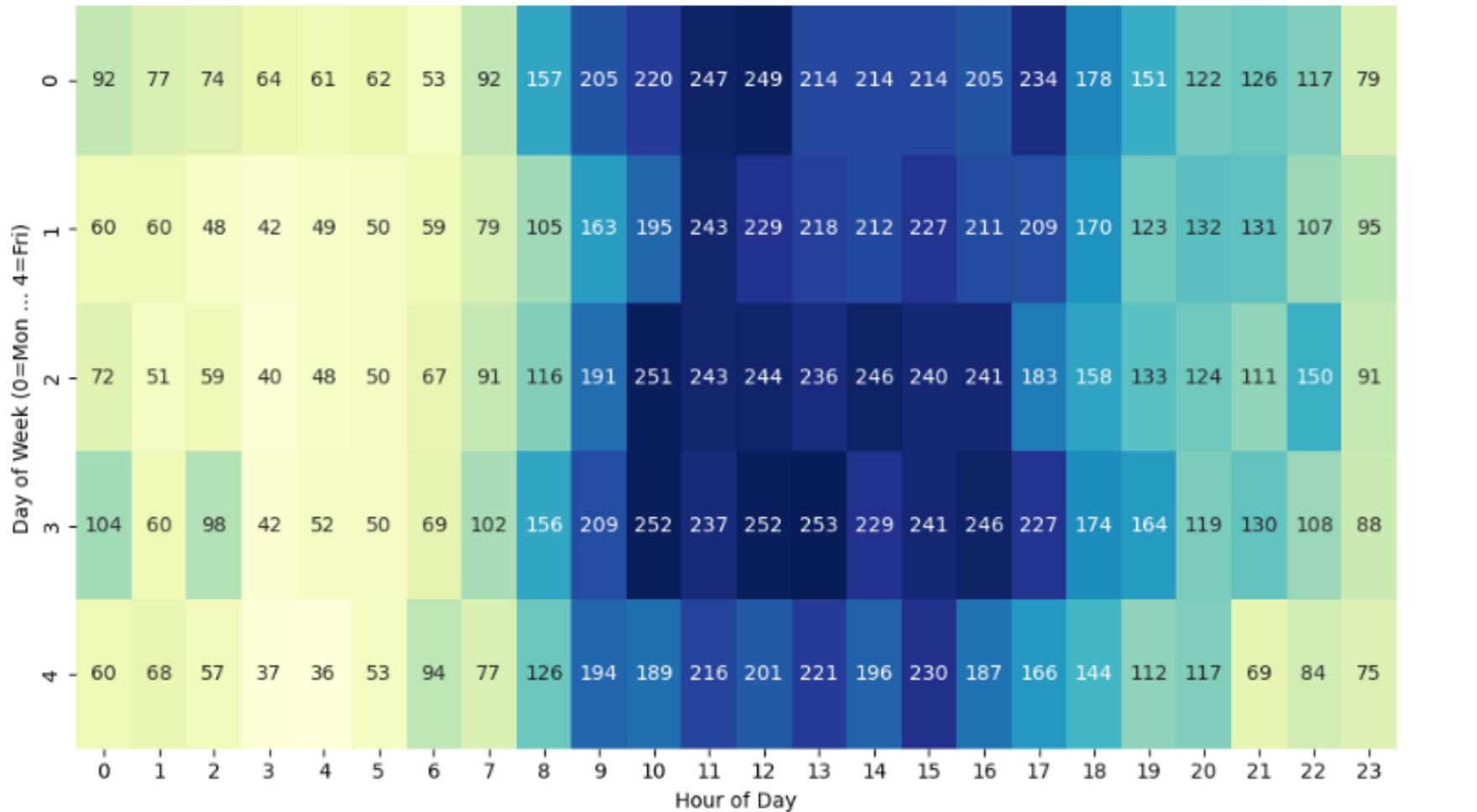
Converted vs Not Converted by Month



- Conversion rates remain consistently low (2.7%–5.0%) throughout the year, though a slight upward trend appears toward December, likely due to seasonal or promotional factors.
- To boost overall performance, analyze the drivers behind higher conversion months, strengthen the conversion funnel through A/B testing and targeted campaigns, and re-engage unconverted users with personalized offers and remarketing efforts.

SESSION VOLUME ANALYSIS

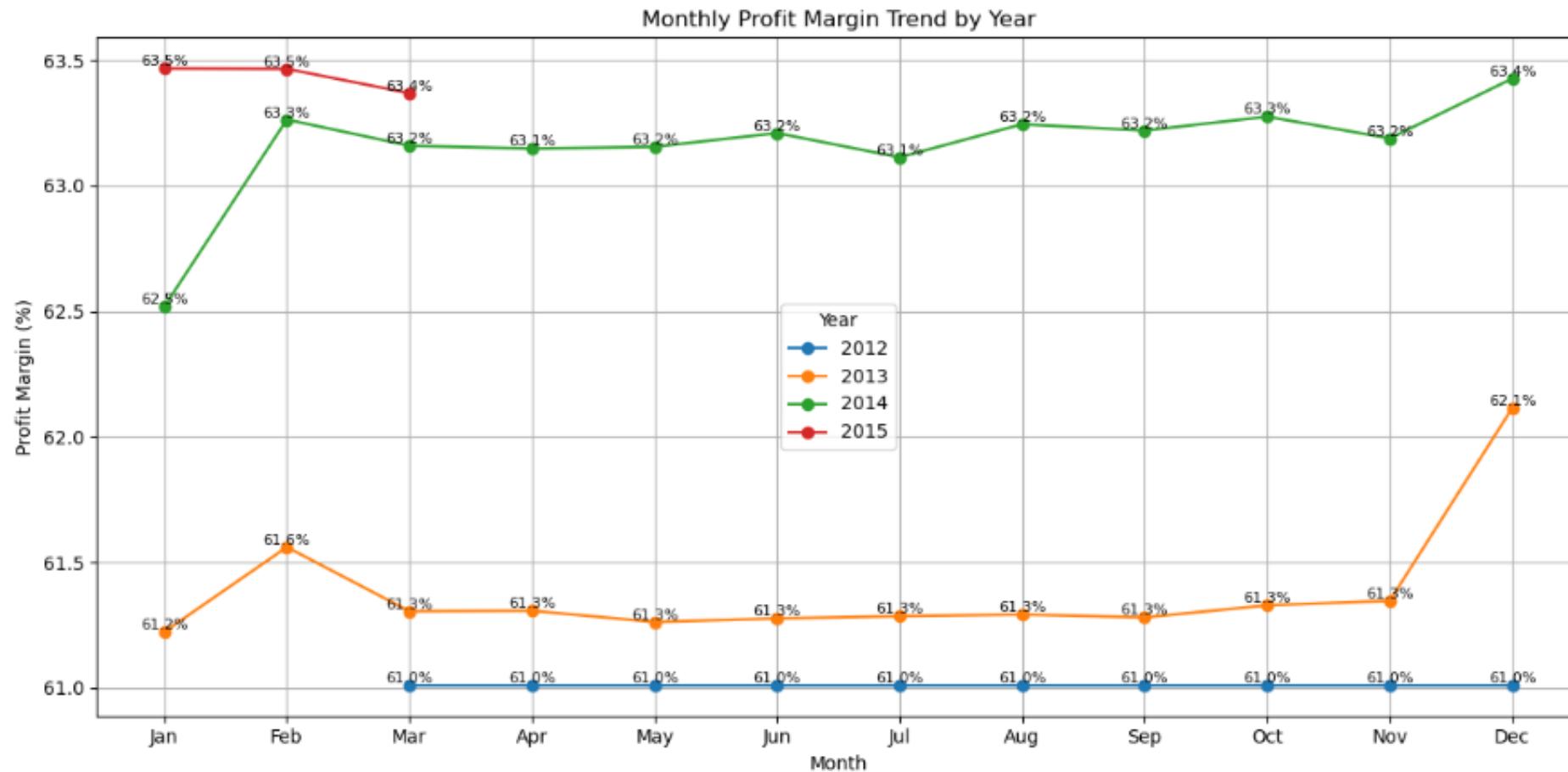
Average Website Session Volume by Hour and Day (Sep 15–Nov 15, 2013)



Average website session volume categorized by hour of the day and day of the week, between September 15th and November 15th ,2013, exclude holidays (Sat/Sun & Govt declared holidays)

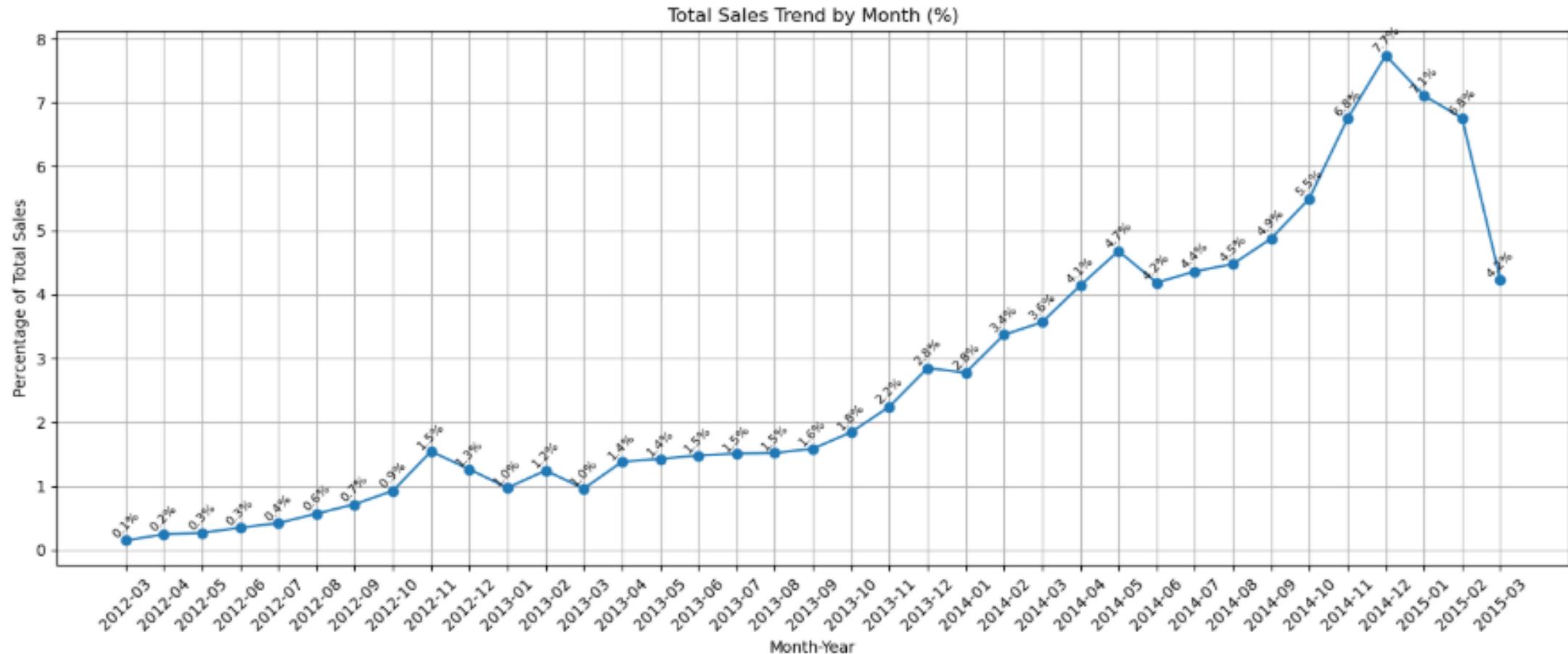
Website traffic peaks between **9 AM–3 PM**, especially **Tuesday to Thursday**, with low activity early morning and late evening. Focus marketing efforts and content releases during these peak hours, optimize site performance then, and replicate midweek engagement strategies on **Mondays and Fridays** to balance traffic.

MONTHLY TREND



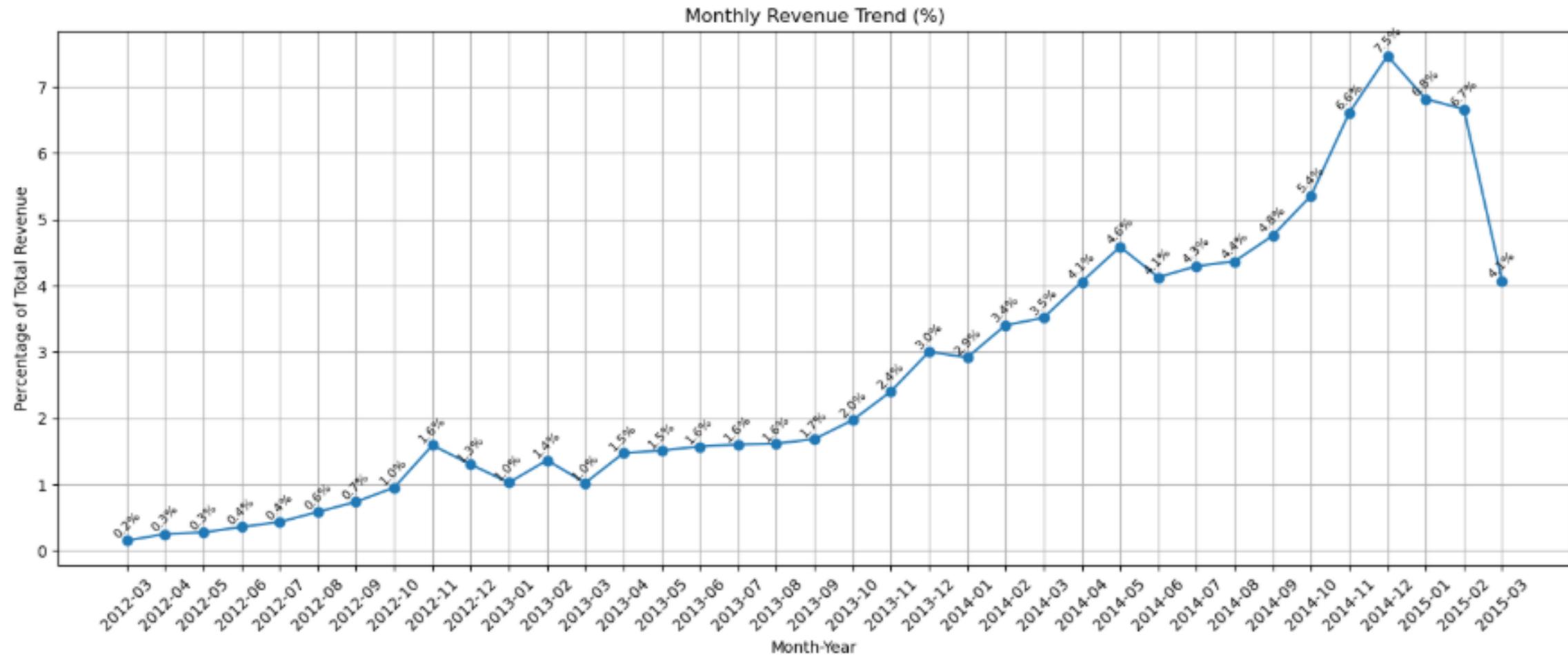
Profit margins remained fairly stable across all years, with a gradual improvement from **2012 (≈61%)** to **2015 (≈63.5%)**. The **highest margins** are seen in **2015**, indicating operational efficiency gains. Focus on sustaining cost control and revenue optimization strategies from 2015, while analyzing early-year dips (Jan–Mar) to ensure consistent profitability throughout the year.

MONTHLY TREND



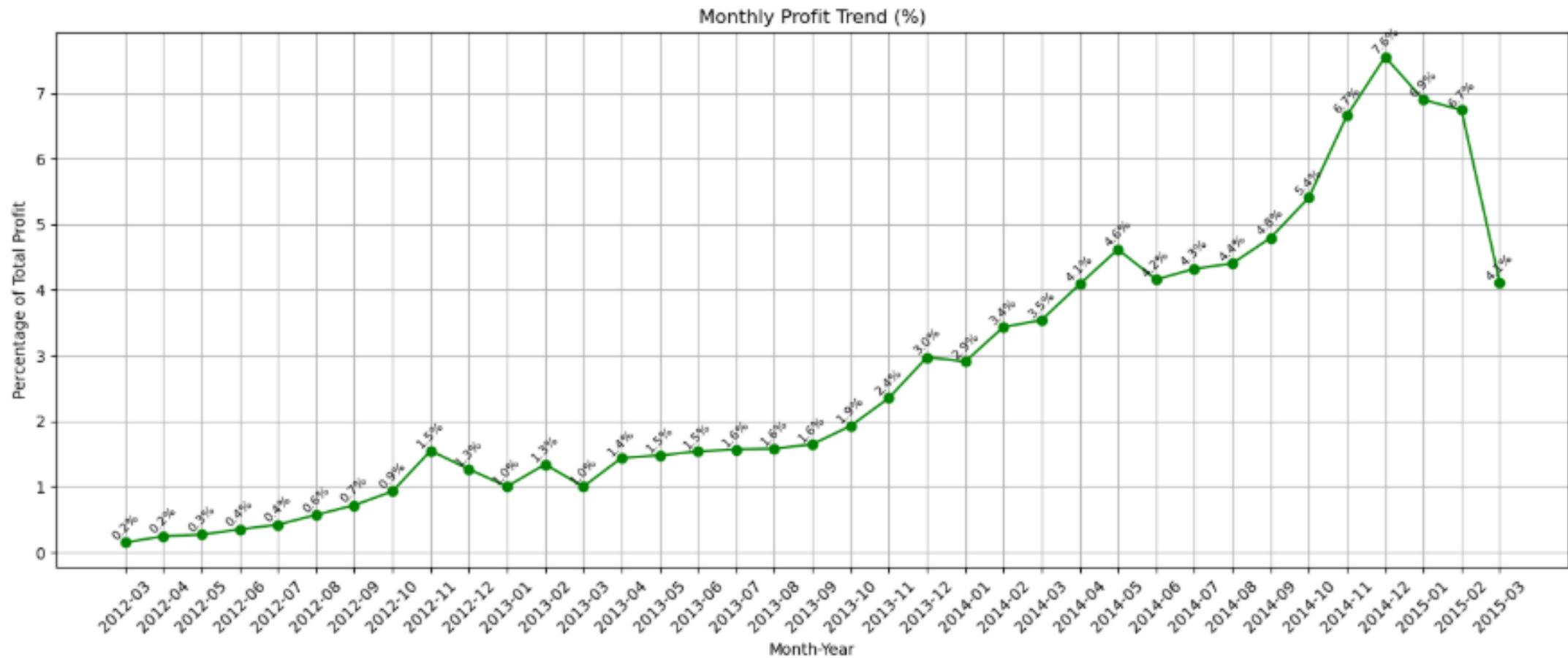
Sales show a steady upward trend from 2012 to late 2014, peaking around 7% before dropping to 4% in early 2015. The data indicates clear **seasonal patterns**, with strong performance in late-year months (likely holidays) and slower periods early in the year.

MONTHLY TREND



Revenue shows a strong upward trend from 2012 to late 2014, peaking at **7.5%**, followed by a sharp drop to **4%** in early 2015. The pattern suggests **consistent growth with clear seasonal spikes**, likely during the end-of-year period.

MONTHLY TREND



Profit shows a strong and steady rise from 2012 to late 2014, peaking at 7.6%, followed by a sharp drop to 4% in early 2015. The pattern aligns with sales and revenue trends, indicating **seasonal profitability peaks**—likely during high-demand periods such as holidays or major campaigns.

PRODUCT ANALYSIS

Revenue Share by Product (Since April 2013)

The Birthday Sugar Panda

13.2%

19.0%

59.2%

8.6%

The Original Mr. Fuzzy

The Forever Love Bear

The Hudson River Mini bear

breakdown of sales by product since April 1, 2013, considering the launch of the second product on January 6th

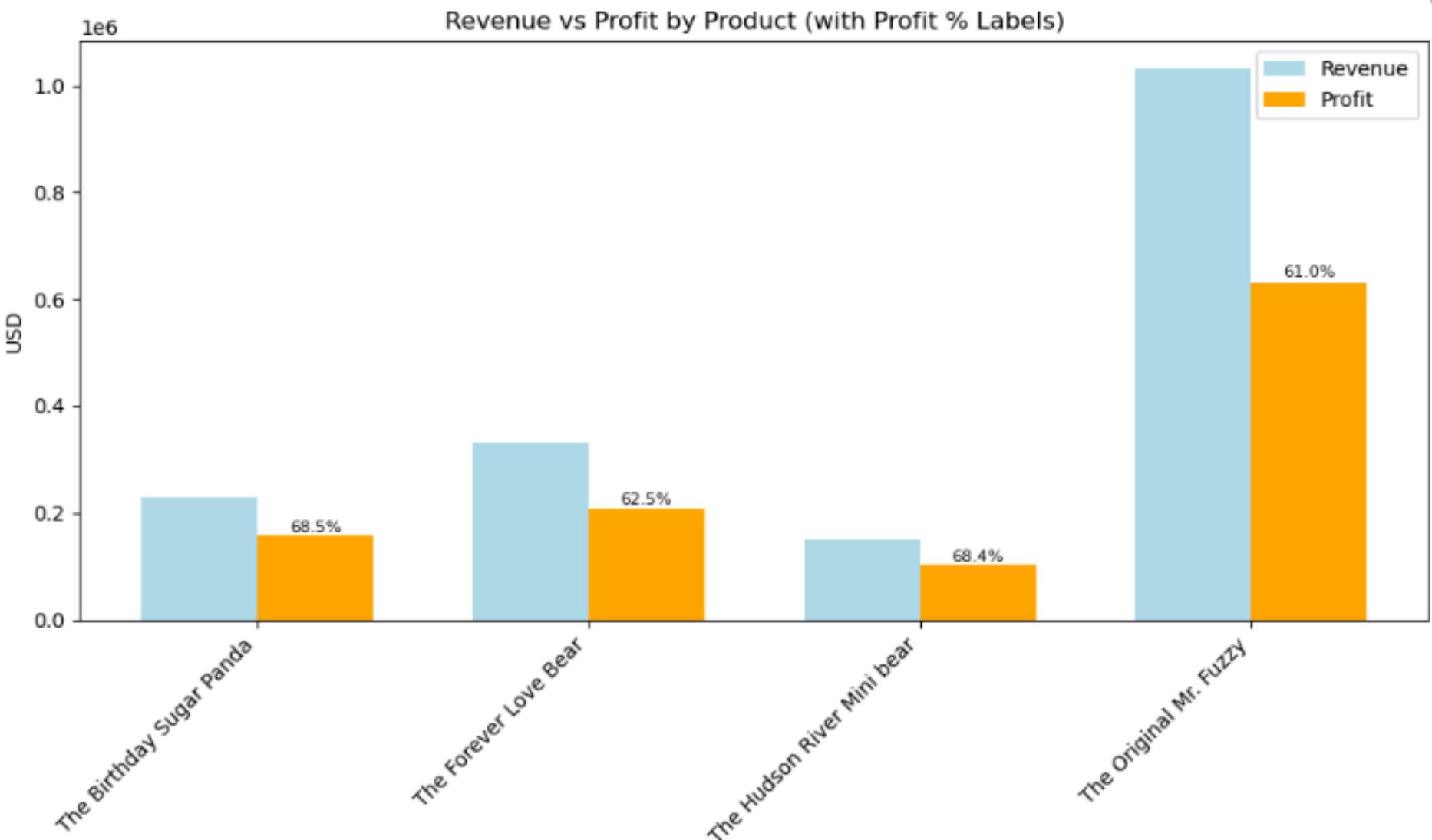
- The Original Mr. Fuzzy leads sales with **59.2%**, showing strong customer preference, while The Forever Love Bear (**19%**) and The Birthday Sugar Panda (**13.2%**) have moderate performance, and The Hudson River Mini Bear (**8.6%**) lags behind.
- Focus on maintaining and expanding The Original Mr. Fuzzy through premium versions or bundles, strengthen marketing for the mid-performing products, and reassess the Mini Bear's strategy—either improve, rebrand, or replace it based on profitability and market response.

PRODUCT ANALYSIS

product_name	sold_as_primary	total_sales	cross_sold	sold_as_primary%	cross_sold%	%of overall
The Birthday Sugar Panda	3068	4985	1917	61.544634	38.455366	12.454716
The Forever Love Bear	4803	5796	993	82.867495	17.132505	14.480949
The Hudson River Mini bear	581	5018	4437	11.578318	88.421682	12.537164
The Original Mr. Fuzzy	23861	24226	365	98.493354	1.506646	60.527171

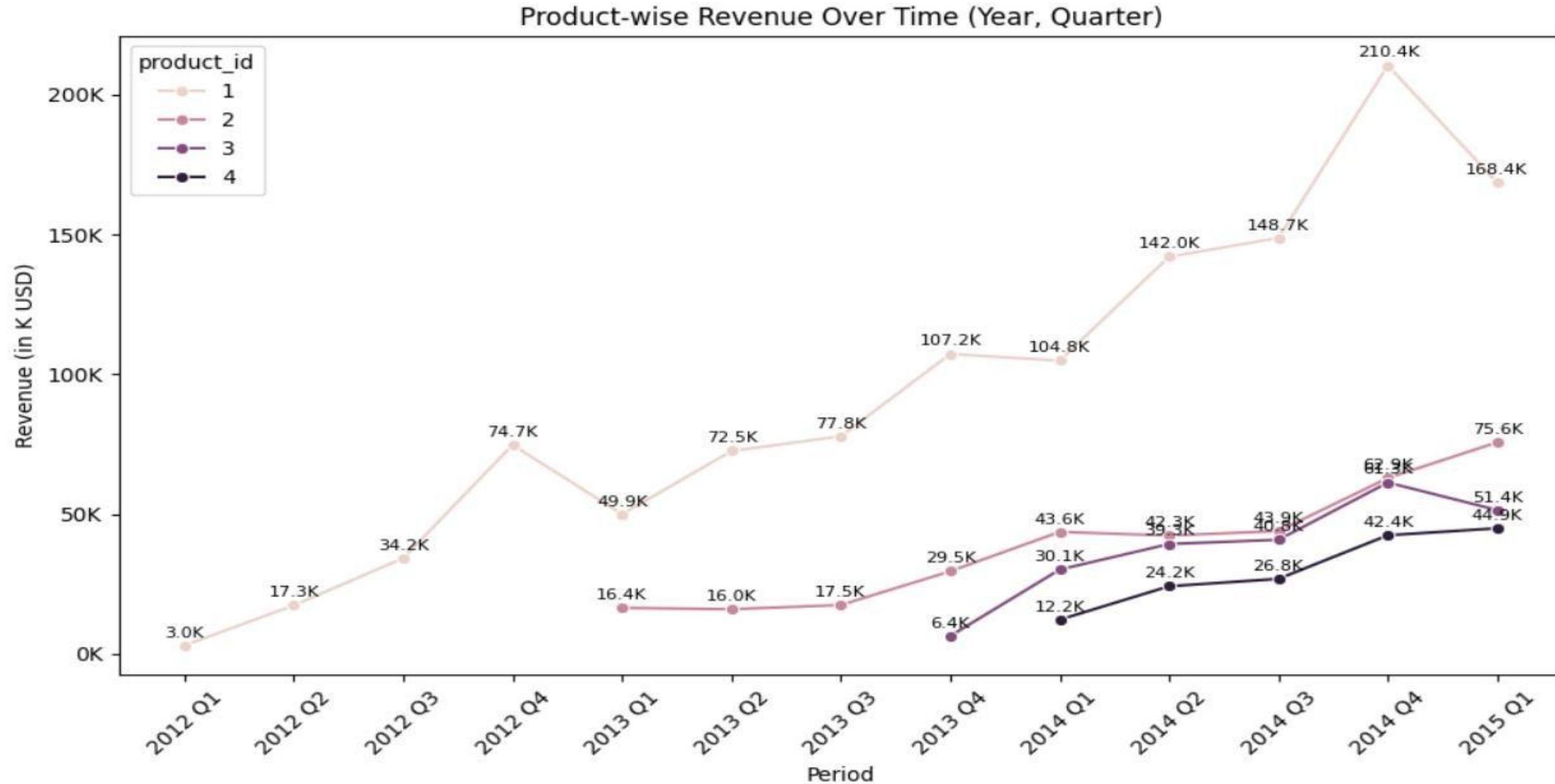
- The Original Mr. Fuzzy dominates with **60.5%** of total sales, having the highest **primary sale rate (98.5%)**, showing it's the main purchase driver.
- The Forever Love Bear performs well (**14.5% overall, 82.9% primary sales**) and could be further promoted as a strong complementary product.
- The Birthday Sugar Panda (**12.5% overall**) has a balanced mix of primary (**61.5%**) and cross-sales (**38.5%**), suggesting strong gifting or add-on appeal.
- The Hudson River Mini Bear shows **high cross-sell dependence (88.4%)** and low primary sales (**11.6%**), indicating it's often purchased as an accessory rather than a main product.

PRODUCT ANALYSIS



- The Original Mr. Fuzzy generates the **highest revenue and profit**, but with a **moderate profit margin (61%)**, suggesting strong volume but room to optimize costs.
- The Forever Love Bear has a **solid 62.5% margin** and good revenue, indicating it's a healthy mid-tier performer.
- The Birthday Sugar Panda (**68.5%**) and The Hudson River Mini Bear (**68.4%**) have the **highest profit margins**, showing they are more profitable per unit despite lower total sales.

Product-wise Revenue Over Time (Year, Quarter)



Product-wise Revenue Over Time (Year, Quarter)

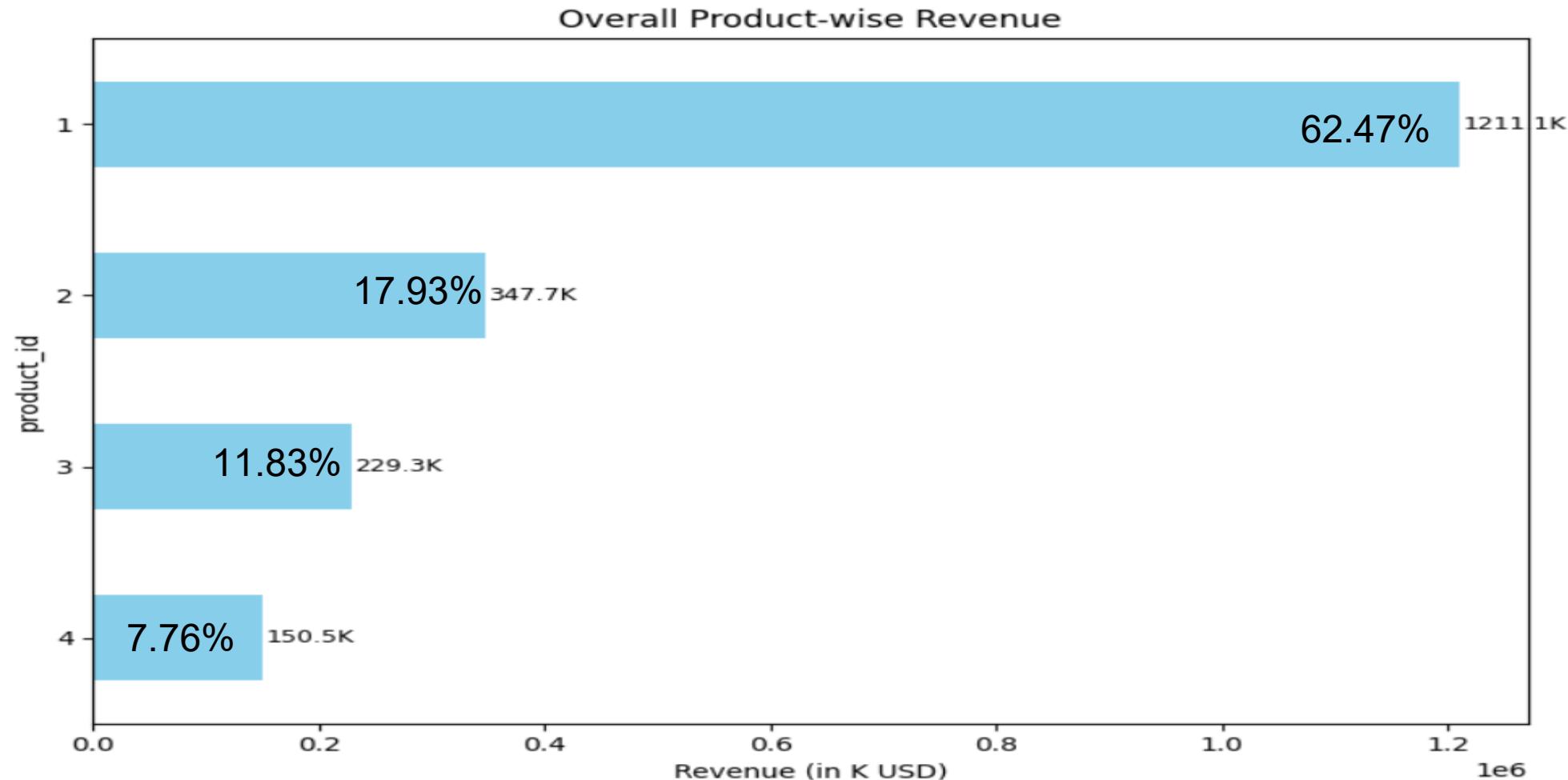
Key Insights

- **Product 1 leads revenue** throughout all quarters, peaking sharply around 2014 Q4.
- **Products 2–4 show steady growth** from 2013 onward, indicating improving demand.
- **Overall upward trend** suggests increasing sales performance across the product portfolio.

Recommendations

- **Leverage Product 1's popularity** through promotions or bundling with lower performers.
- **Invest in scaling Products 2–4** with targeted marketing and feature improvements.
- **Analyze seasonal spikes** (like 2014 Q4) to replicate successful campaigns.

Overall Product-wise Revenue



Overall Product-wise Revenue

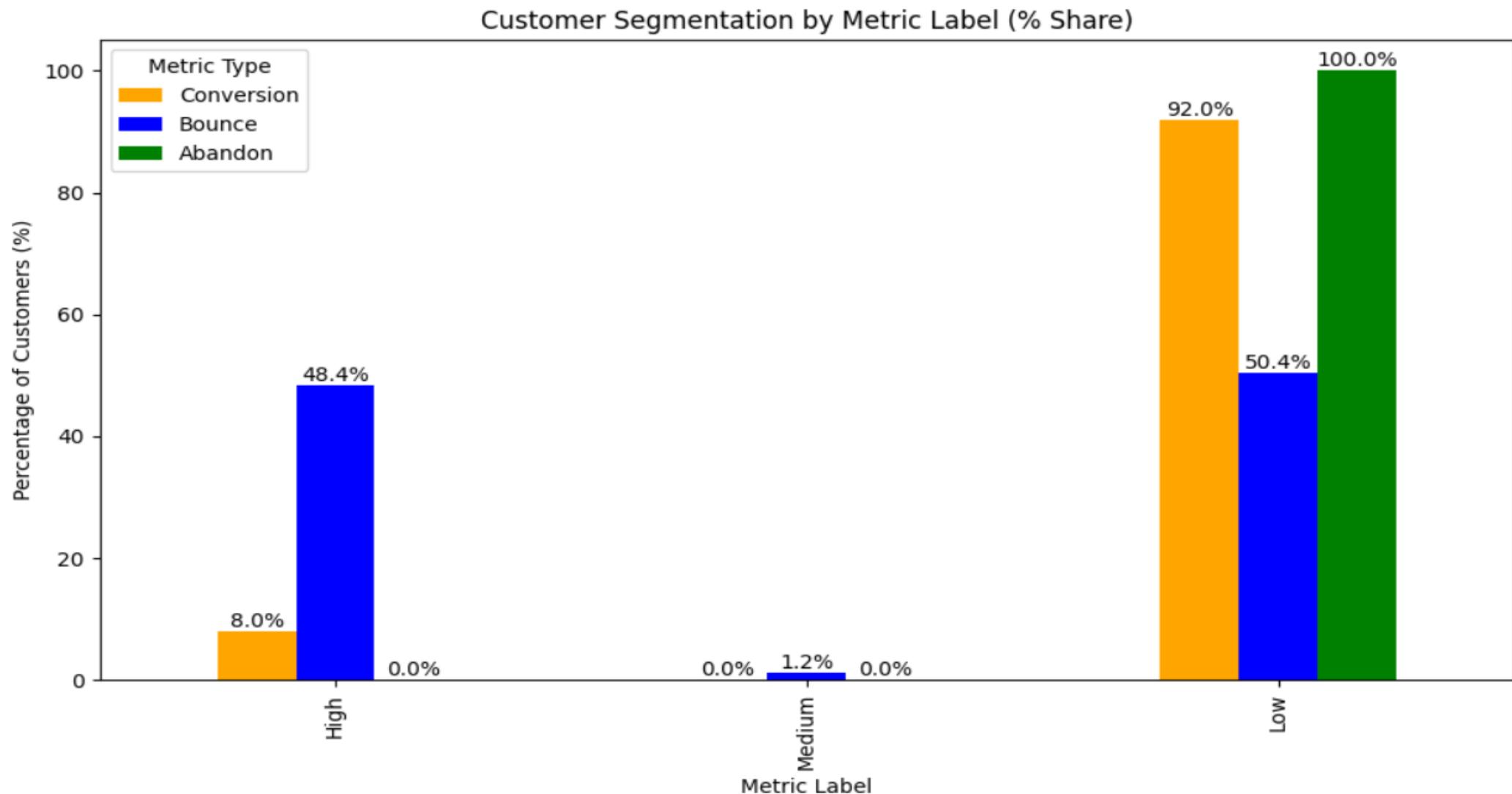
Key Insights

- **Product 1 dominates revenue**, generating over 1.2M K USD — far ahead of others.
- **Product 2 and 3 contribute moderately**, with Product 2 performing slightly better.
- **Product 4 records the lowest revenue**, indicating weak sales or limited market reach.

Recommendations

- **Maintain focus on Product 1**, ensuring continued quality, availability, and marketing support.
- **Analyze Product 2 and 3's growth drivers** to identify strategies that could boost their performance further.
- **Revamp or reposition Product 4** through pricing, promotions, or product improvements to lift its sales.

Customer Segmentation (RFM)



Customer Segmentation (RFM)

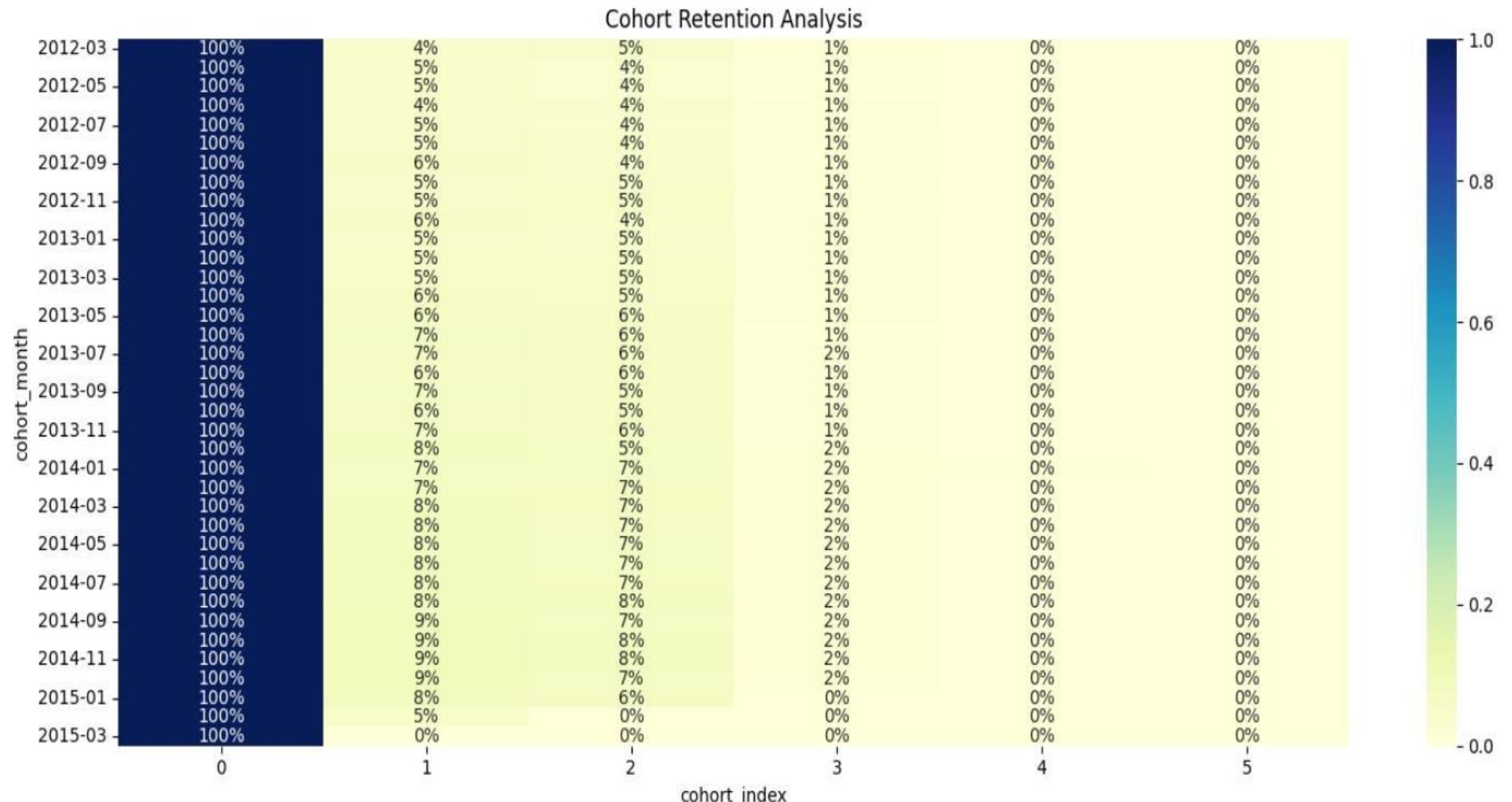
Key Findings & Insights :

- **Conversion:** 92% of users fall into the Low conversion tier, indicating limited purchase behavior.
- **Bounce:** Split behavior 48.4% High bounce, 50.4% Low bounce suggests polarized engagement.
- **Abandon:** 100% of users are in the Low abandon tier, showing widespread product interest without purchase.

Key Actionable & Recommendations :

- **Conversion Optimization:** Target Low conversion users with personalized offers, urgency triggers, or retargeting campaigns.
- **Bounce Reduction:** Investigate UX for High bounce users optimize landing pages and streamline navigation.
- **Abandon Recovery:** Deploy cart abandonment emails or exit-intent popups for users who viewed products but didn't convert.
- **Segmented Campaigns:** Use labeled tiers to tailor messaging and nurture Medium-tier users toward High conversion behavior.
- **Benchmark Tracking:** Monitor shifts in label distribution over time to evaluate impact of interventions.

Cohort Analysis



Cohort Analysis

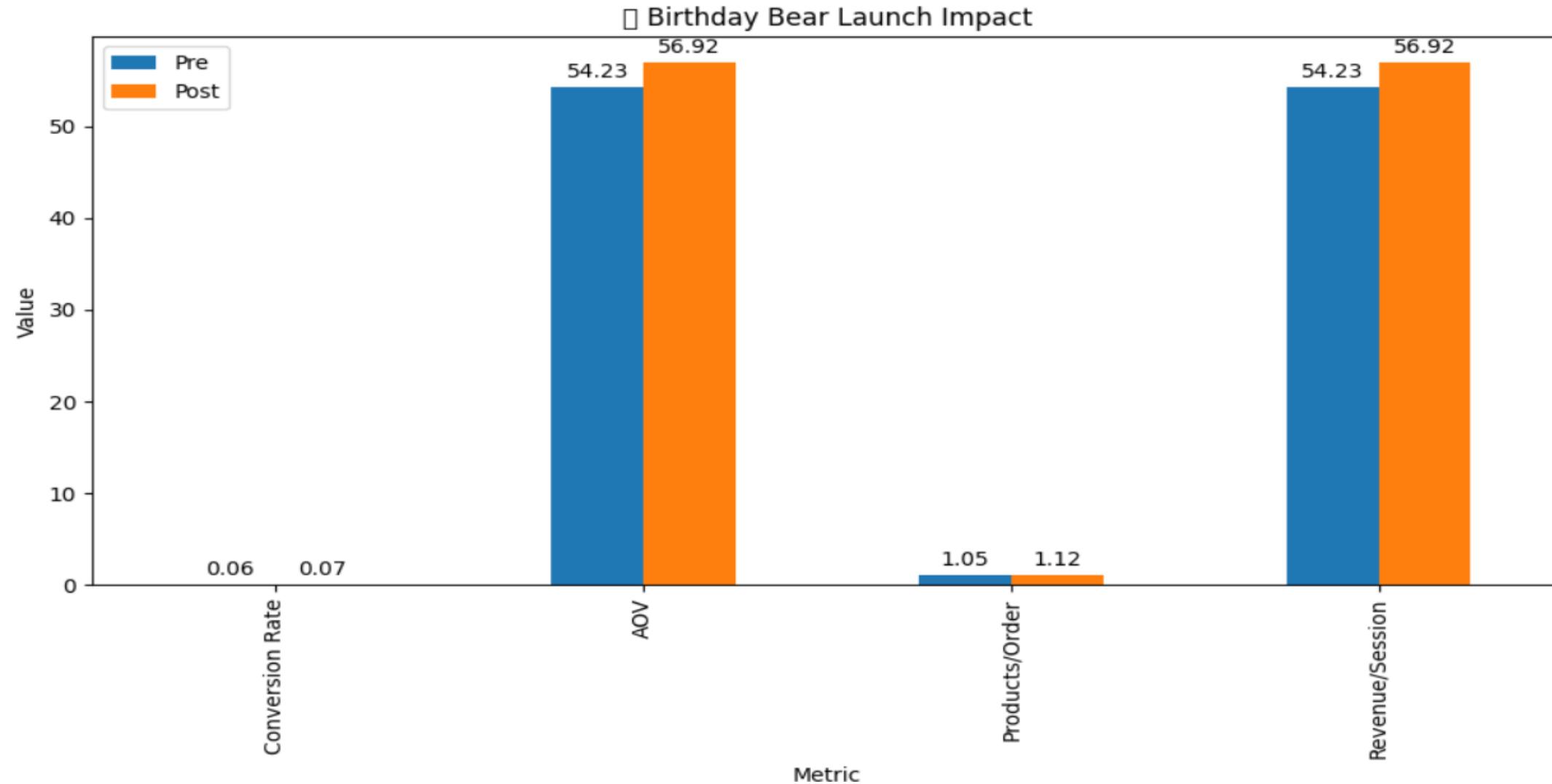
- **Insights**
- **Steep Drop-off:** Retention drops sharply from 100% in the first month to below 10% in the second month, indicating weak user engagement after initial activity.
- **Low Long-term Retention:** After the third month, retention falls close to 0%, suggesting that most users do not return after their first or second session period.
- **Slight Improvement Over Time:** Later cohorts (from 2014 onward) show slightly better second-month retention (7–9%) compared to earlier ones, hinting at gradual improvement in user experience or marketing.

Recommendations

- **Strengthen Onboarding & Engagement:** Introduce onboarding tutorials, follow-up emails, or app notifications to encourage new users to return within the first two months.
- **Introduce Loyalty Programs:** Offer incentives such as discounts, points, or exclusive features to increase retention beyond the first month.
- **Analyze Churn Reasons:** Conduct user surveys or behavior analysis to identify why users drop off early and optimize the product or service accordingly.

Product Launch Impact

Pre-post analysis comparing the month before and the month after the launch of the “Birthday Bear” product on December 12th, 2013? Specifically, containing the changes in session-to-order conversion rate, average order value (AOV), products per order, and revenue per session.



Product Launch Impact

Insights

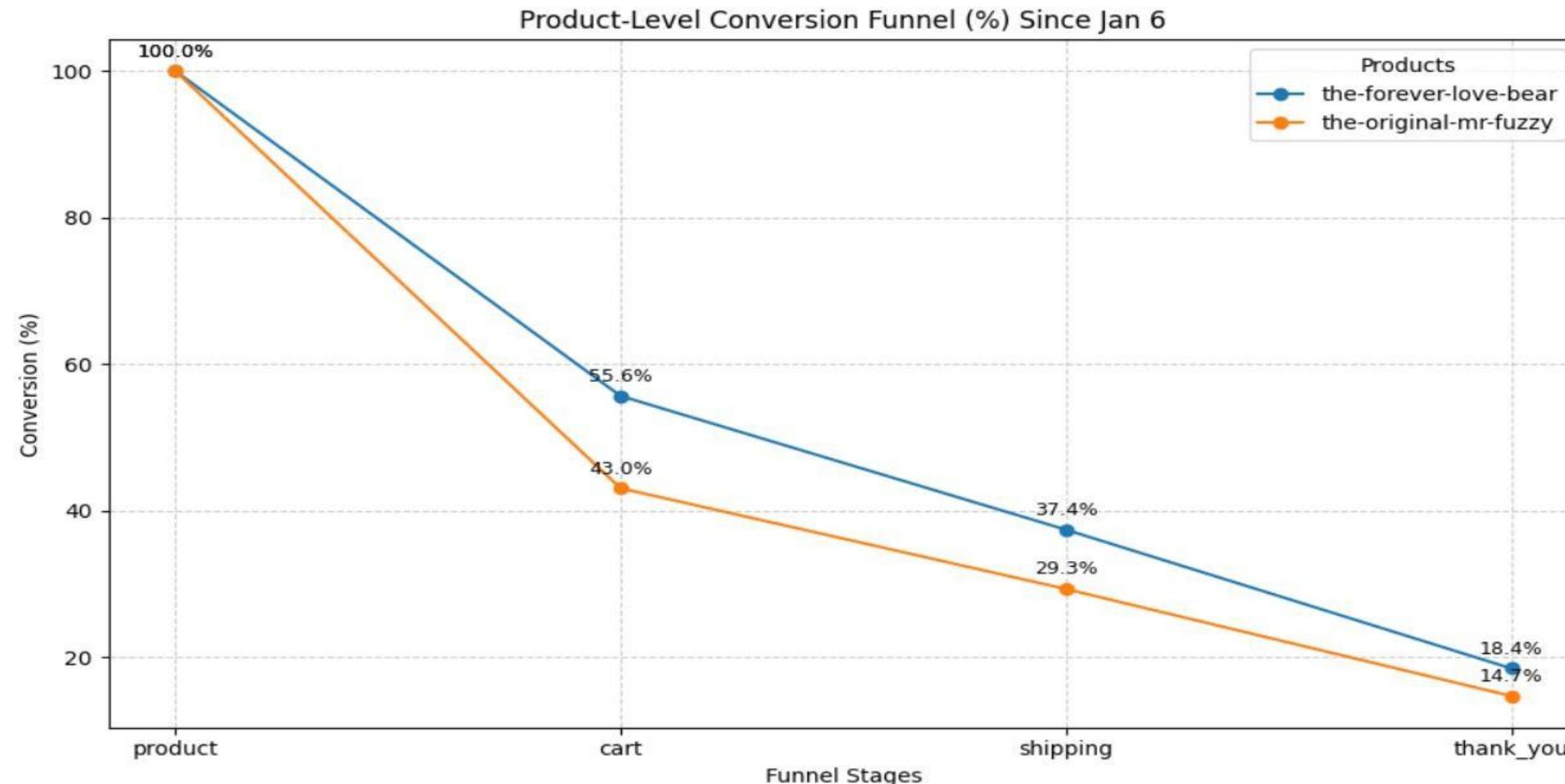
- Conversion rate increased slightly after the Birthday Bear launch, showing improved customer engagement.
- Average Order Value (AOV) and Revenue per Session rose by around 5%, indicating higher spending per visit.
- Products per order also grew, suggesting customers are adding more items to their carts post-launch.

Recommendations

- Continue marketing efforts around Birthday Bear to maintain the positive conversion trend.
- Introduce product bundles or combo offers to leverage the rise in products per order.
- Monitor long-term customer retention to ensure the sales lift is sustainable.

Product-Level Website Pathing & Conversion Funnel

Comparison of the conversion funnels from the product pages to conversion for two products since January 6th, analyzing all website traffic



Product-Level Website Pathing & Conversion Funnel

Insights:

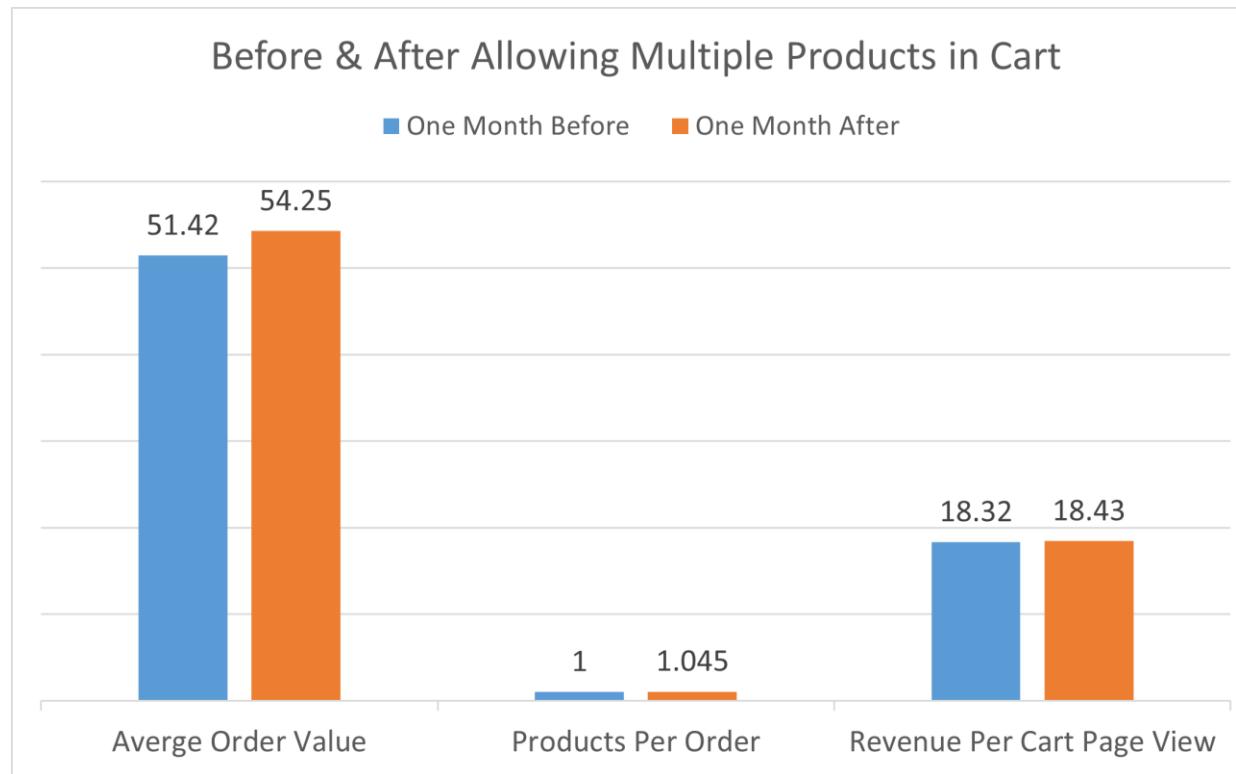
- **Forever Love Bear** has a **higher overall conversion rate (18.4%)** than **Mr Fuzzy (14.7%)**, performing better at every funnel stage.
- The **biggest drop** occurs from **Product → Cart**, especially for Mr Fuzzy (-57%), indicating hesitation to add to cart.
- Both products show **further drop at checkout**, suggesting friction during shipping or payment steps.

Recommendations:

- **Improve Mr Fuzzy's product page** — enhance visuals, reviews, and call-to-action to increase cart additions.
- **Reduce cart abandonment** — offer free shipping or limited-time discounts to encourage checkout.
- **Simplify checkout flow** — make it faster, transparent, and mobile-friendly to boost final conversions.

Impact of Enabling Second Product in Cart

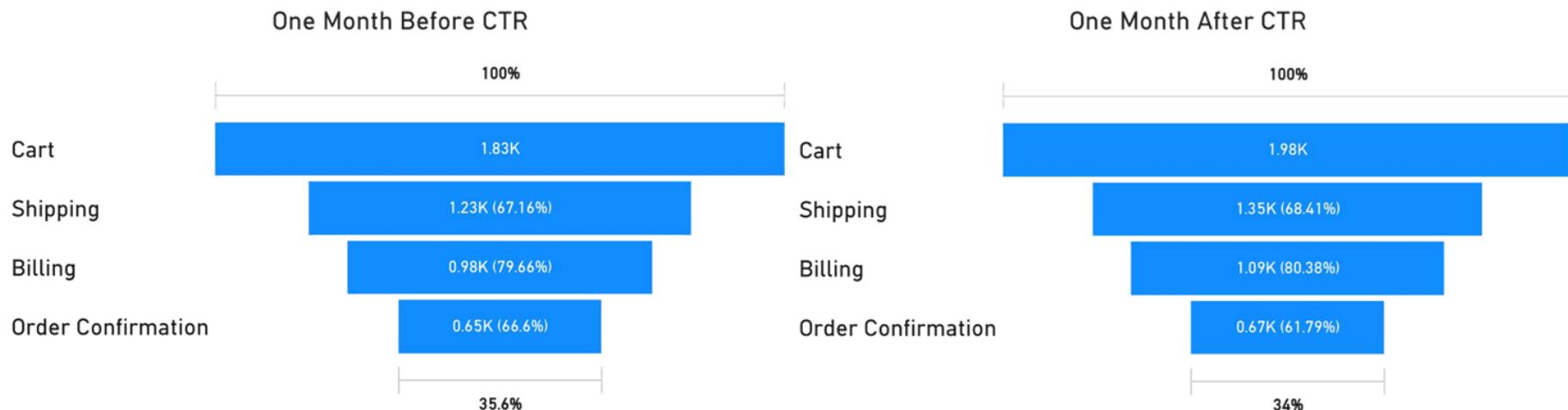
Impact of offering customers the option to add a second product on the /cart page, comparing the metrics from the month before the change to the month after? Specifically, in comparing the click-through rate (CTR) from the /cart page, average products per order, average order value (AOV), and overall revenue per /cart page view.



1. AOV and Revenue Impact

- Average Order Value increased from 51.42 to 54.25 after allowing multiple products in the cart.
- This is because Products per Order increased from 1 to 1.045.
- However, Revenue per Cart Page View shows only a tiny lift (18.32 to 18.43).
- This indicates that users are adding more items, but the improvement is marginal because the conversion funnel is largely unchanged

Impact of Enabling Second Product in Cart



1. Conversion Funnel Performance (One Month Before and One Month After)

i. Cart to Shipping:

- Before: 1.83K → 1.23K (67.16%)
- After: 1.98K → 1.35K (68.41%)
- Insight: Slight improvement because more users land on cart with multiple items; confidence to proceed increases.

ii. Shipping to Billing:

- Before: 1.23K → 0.98K (79.66%)
- After: 1.35K → 1.09K (80.38%)
- Insight: This stage remains strong; minimal impact from the multi-product change.

iii. Billing to Order Confirmation

- Before: 0.98K → 0.65K (66.6%)
- After: 1.09K → 0.67K (61.79%)
- Insight: This is the leakage point. Despite more users reaching billing and having slightly higher cart value, a larger share drops off at payment.

iv. Cart to Order Confirmation:

- Before: 35.6%
- After: 34%
- Insight: Allowing multiple products did not improve overall conversion. In fact, the funnel completion rate slightly dropped.

Impact of Enabling Second Product in Cart

Interpretation:

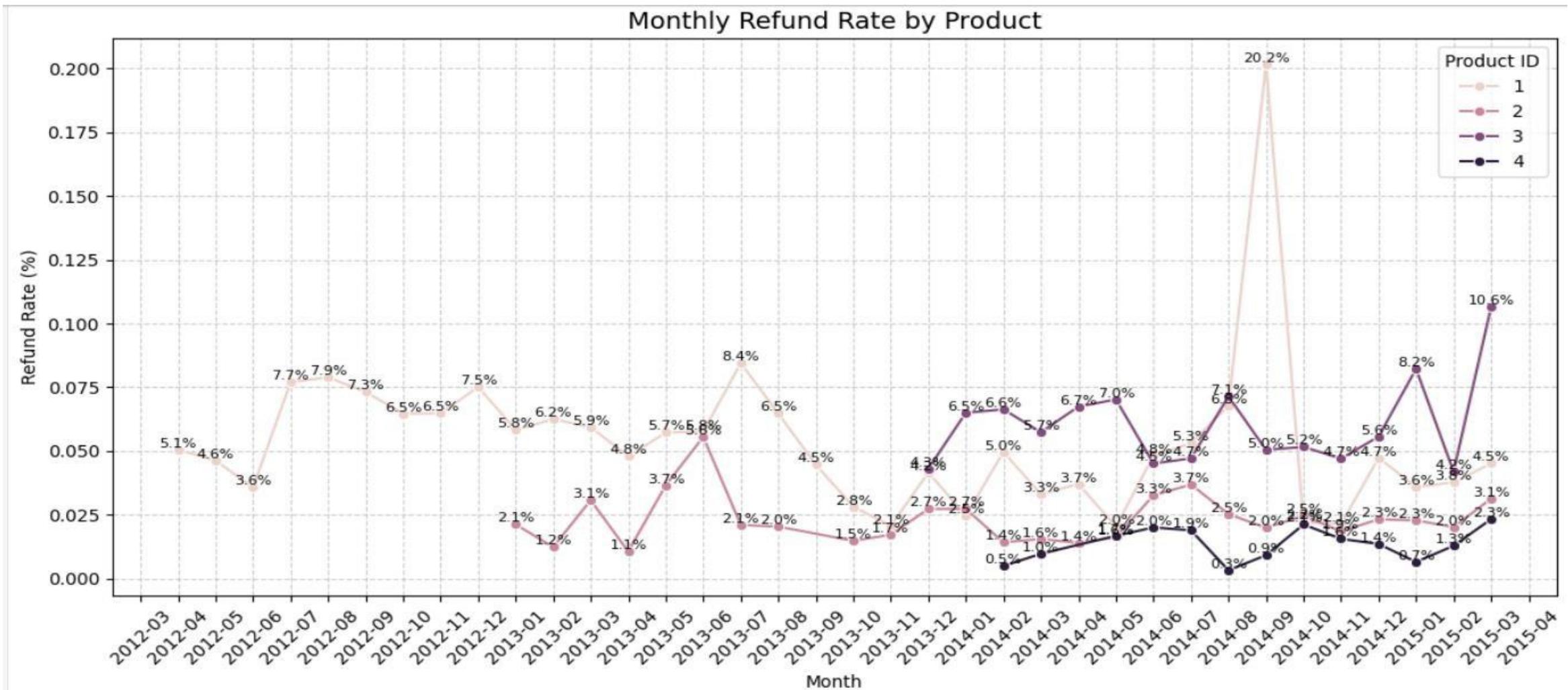
- Allowing multiple products in the cart increased AOV and products per order, which is good for revenue.
- But conversion rate did not improve, especially at the Billing → Order Confirmation stage.
- Our monetization improved, but your checkout efficiency weakened a bit.

Recommendations:

- Fix the Billing → Order Confirmation Drop-off
- This is the biggest revenue unlock.
- Focus on Simplifying payment steps, Reducing number of fields, Improving payment reliability and speed.
- Showing trust badges and secure payment indicators.
- Offering more payment methods (UPI, COD, Wallets).
- Highlighting savings when buying multiple items.
- Showing "Frequently Bought Together".
- Auto-applying best offers for multi-item carts.
- Improving clarity around shipping costs (users drop off when fees appear late).

Product Refund rates

Monthly product refund rates, by product and confirm quality issues are now fixed



Product Refund rates

Key Insights

- Product 2 had a major refund spike (~20%) in mid-2014, clearly indicating past quality or fulfillment issues.
- Other products (1, 3, and 4) show stable and low refund rates below 8%, suggesting no major ongoing quality problems.
- After mid-2014, refund rates for Product 2 dropped back to normal levels, confirming that quality issues were likely resolved.

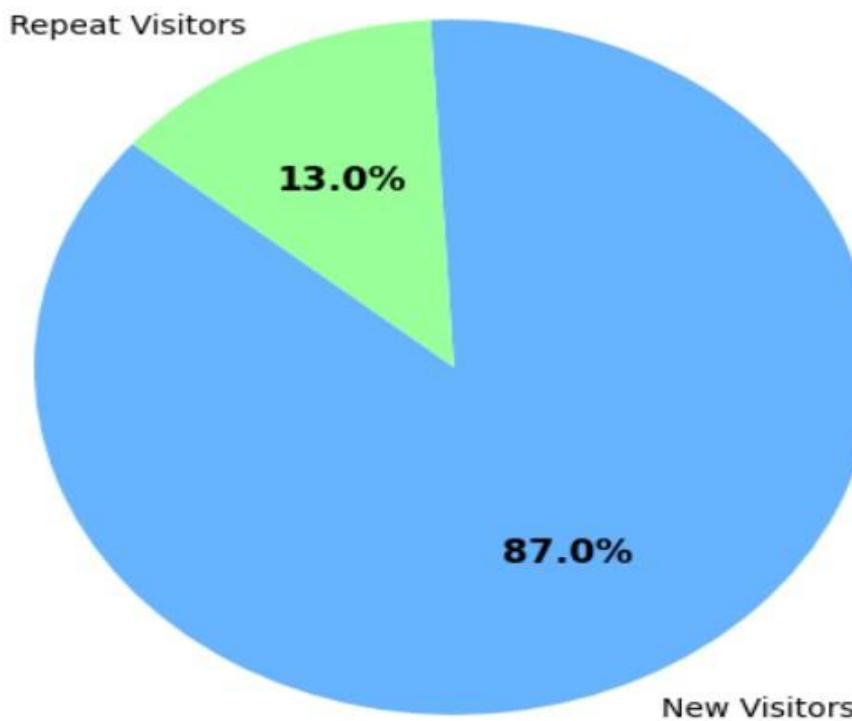
Recommendations

- Continue periodic refund tracking to ensure Product 2's improvement remains consistent.
- Maintain current quality standards for Products 1, 3, and 4 as best-practice models.
- Document the corrective actions that reduced refunds to apply similar measures in future quality checks.

Repeat Users

How many/percentage of our website visitors come back for another session?

1□ Percentage of Repeat vs New Visitors (2014 to Date)



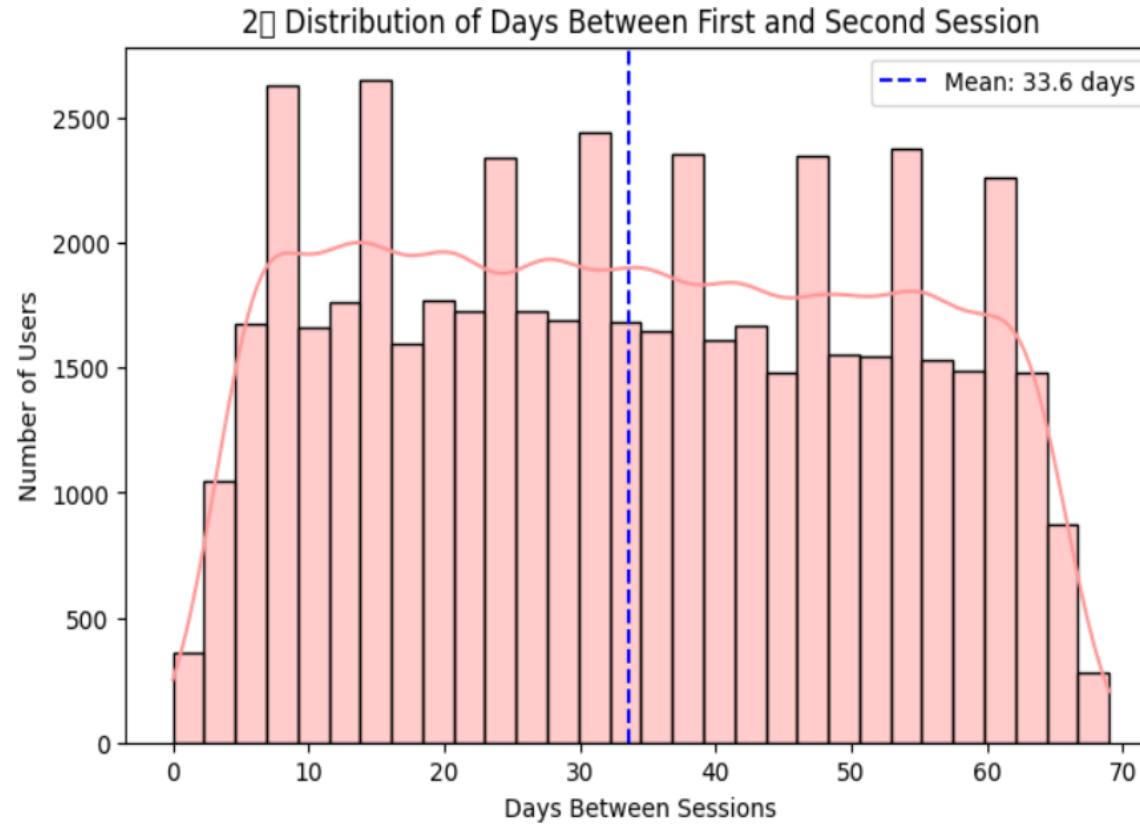
- Around 87% of visitors are new, while only 13% are repeat visitors.
- This indicates a high first-time visitor rate but a low customer retention rate.

Recommendations:

- Implement retargeting campaigns (email, push notifications) to bring visitors back.
- Introduce loyalty programs or discounts for returning users.
- Improve personalized user experiences to increase repeat visits.

Days between First and Second Session of Customers

Minimum , maximum and average time between the first and second session for customers who do come back



- The mean time between first and second session is ~33.6 days. This means most users take over a month to come back after their first visit.
- The Return Pattern Is Flat → Users Are Not Driven Back by a Strong Trigger
- The histogram looks almost uniform from 5 to 65 days.
- There is no strong peak or cluster (like 1–7 days or 14 days).
- This means users do not have a natural purchase cycle—they come back randomly, not because of an intentional loop.
- The largest density is around 20–40 days, meaning users return only after a long gap.

Days between First and Second Session of Customers

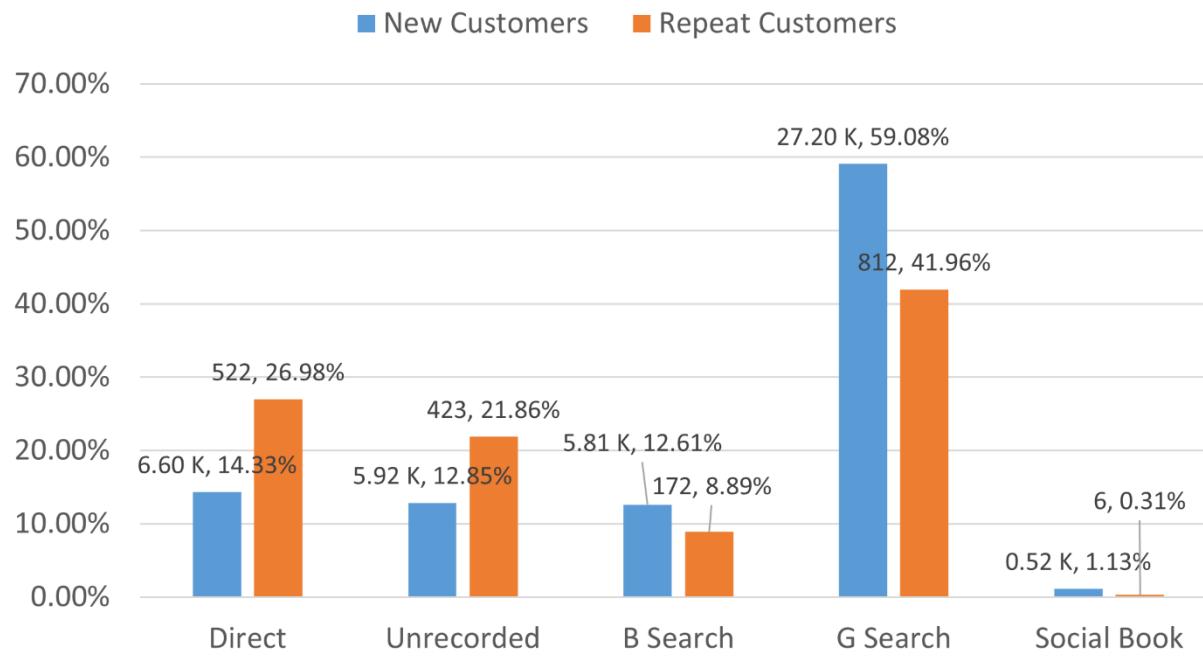
Recommendations:

- Immediate Activation Campaign (First 7 Days)
- Bring users back before they forget the brand.
- Because almost no one returns early, run a structured activation plan:
- Day 1: Welcome email + product picks
- Day 2: WhatsApp reminder
- Day 3: Promo or limited-time offer
- Day 5: Best sellers
- Day 7: “Still thinking about this?” trigger
- Reduce the 33-Day Gap With Strong Retention Loops
- Introduce triggers that encourage faster revisit cycles:
- Price-drop alerts
- “Back in stock” notifications
- Wishlist reminders
- Cart recovery notifications
- Since natural return behaviour is random:
- Run retargeting ads for 7, 14, 30-day windows
- Show personalized products from browsing history

Preferred Channel of Repeat Customers

Channels through which repeat customers return to our website, comparing them to new sessions? Specifically, interested in understanding if repeat customers predominantly come through direct type-in or if there's a significant portion that originates from paid search ads.

New & Repeat Customers by UTM Source



Contribution to New Customers:

- G Search dominates new acquisition with 59.08% of all new customers.
- This is the highest-performing top-of-funnel source.
- Direct and Unrecorded traffic combined contribute ~27%, indicating strong brand reach or returning non-logged users.
- B Search brings 12.61%, which is decent but significantly lower than Google.
- Social Book contributes almost nothing (1.13%) and is not an effective acquisition channel.

Contribution to Repeat Customers:

- G Search again leads, contributing 41.96% of all repeat customers.
- Direct traffic brings 26.98% repeat customers, this suggests loyal users come back directly, which is a strong retention signal.
- Unrecorded traffic brings 21.86% repeat users.
- B Search contributes only 8.89%, showing low retention impact.
- Social Book is negligible for repeat customers (0.31%).

Preferred Channel of Repeat Customers

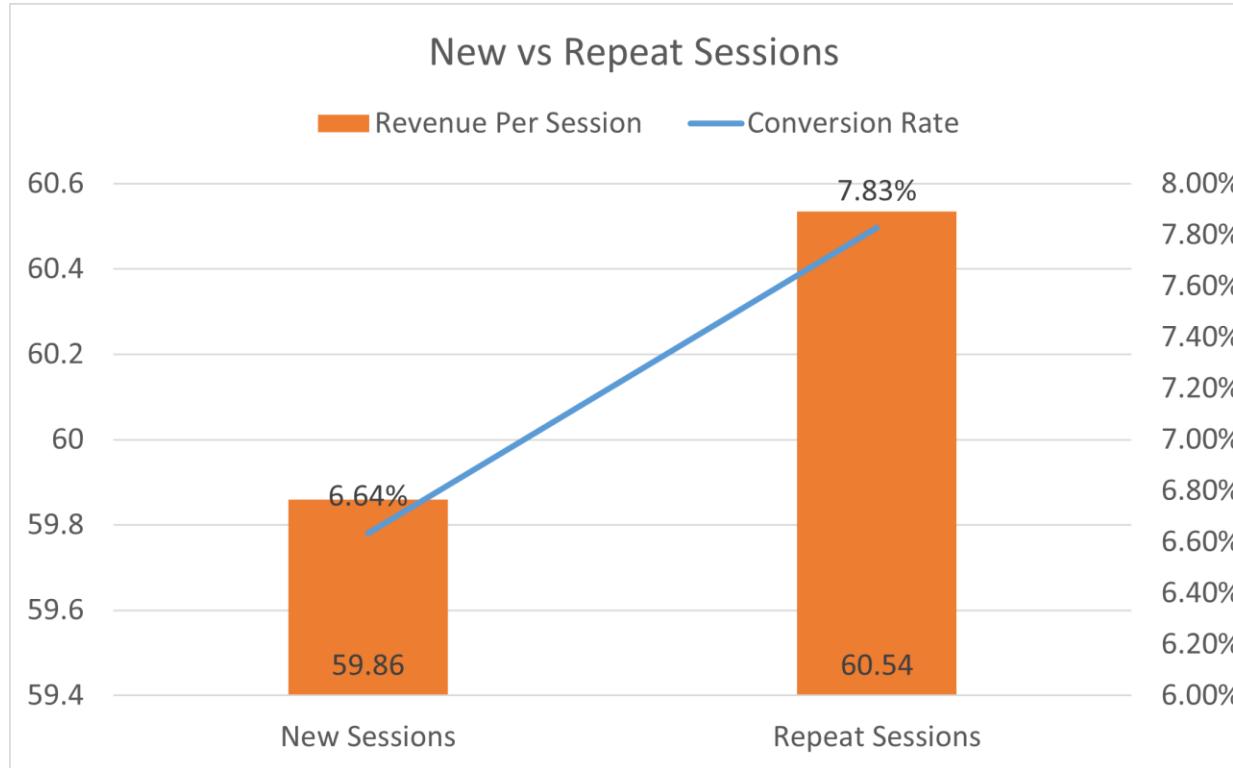
Quality of Users by UTM:

- Direct has a very high repeat-customer ratio, meaning these users are highly valuable.
- G Search users convert into repeat customers at scale, making it a profitable long-term channel.
- B Search and Social Book are low-quality channels with weak retention and weak scale.

Recommendations:

- Continue investing heavily in G Search, because it leads both new and repeat customers.
- Increase spend on branded + non-branded G Search campaigns but optimize for higher ROAS segments.
- Keep nurturing Direct traffic using email, push notifications, and remarketing because these users return and convert well.
- B Search has okay new-customer volume but low repeat.
- Optimize keywords, ad messages, and landing pages to improve quality.
- Or reallocate part of Bing budget to your higher-value sources (G Search + Direct).
- Stop or Reduce Social Book Spend (But, it maybe working well for brand awareness)

Conversion Rates and Revenue of Repeat Sessions



Repeat Sessions Drive Higher Revenue:

- Repeat sessions generate a higher revenue per session (60.54) compared to new sessions (59.86).
- This means returning users spend more, likely because:
- They already trust the brand
- They know the product better
- Their purchase intent is higher

Repeat Users Convert Significantly Better:

- New Sessions Conversion Rate: 6.64%
- Repeat Sessions Conversion Rate: 7.83%
- This is a 1.2%-point lift, which is a ~18% higher conversion rate for repeat users.
- This makes repeat users far more profitable.

Revenue Quality Gap is Small but Consistent:

- The difference in revenue per session is not huge but steady, showing that repeat users consistently bring more value across visits.

Conversion Rates and Revenue of Repeat Sessions

Recommendations:

- Strengthen Retention Because Repeat Users Are More Profitable
- Push email, WhatsApp, and push notifications to bring users back.
- Build loyalty programs with incentives for repeat purchases.
- Increase personalized recommendations on-site for returning users.
- Improve First-Purchase Experience to Turn New Into Repeat Faster
- Offer a first-purchase discount with automatic reminder nudges.
- Show clear value (delivery speed, quality guarantees, free returns).
- On the thank-you page, push “next purchase offers” to accelerate stickiness.
- Use Personalization for Repeat Users
- Show personalized product recommendations based on browsing or past orders.
- Promote bundles and frequently bought-together items.
- Highlight reorder options for consumable products.
- Improve Onboarding for New Users
- Simplify first-time checkout.
- Reduce friction on cart → shipping → billing steps.