

Adobe Analytics Challenge 2020



Team Name: JWS

Team Members:

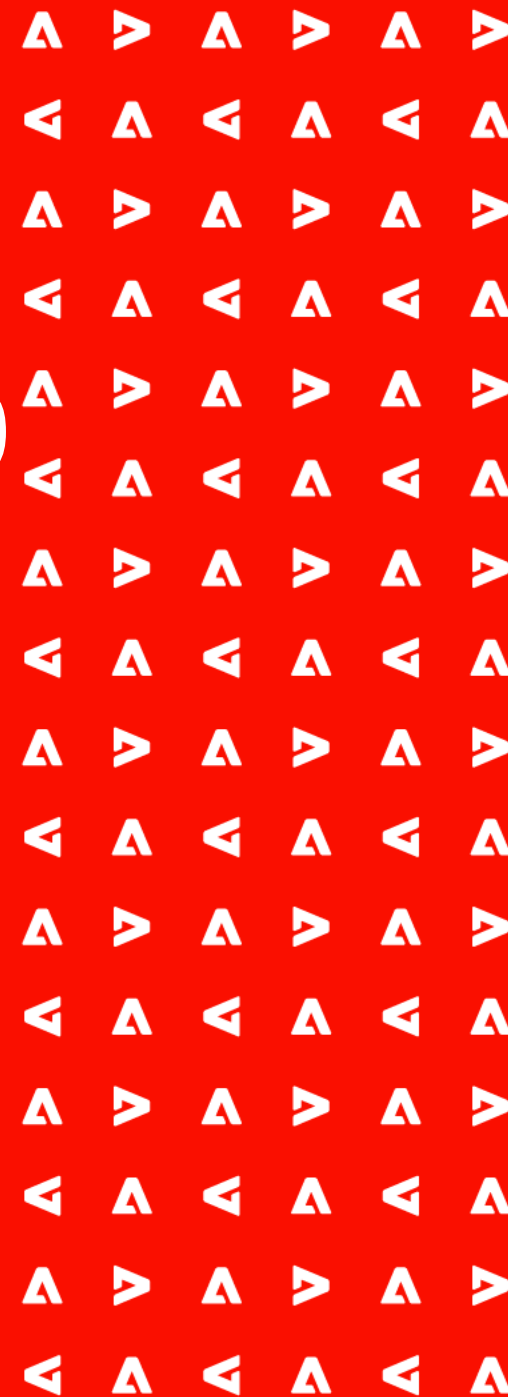
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Contents



Target

Why do we decide to focus on
Chinese market?



Analysis and Recommendations

Four findings and
corresponding solutions



Conclusion



Target - Why do we focus on Chinese market?

10/1/2018 - 9/30/2019 VS 10/1/2019 - 9/30/2020

Web Unique Visitors

-9.47%

Web Orders

-36.44%

APP Unique Visitors

+3032.64%

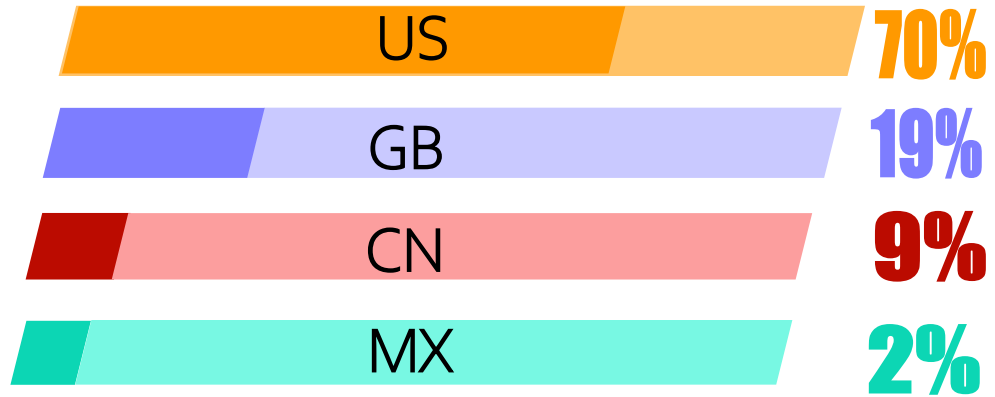
APP Orders

+4134.23%

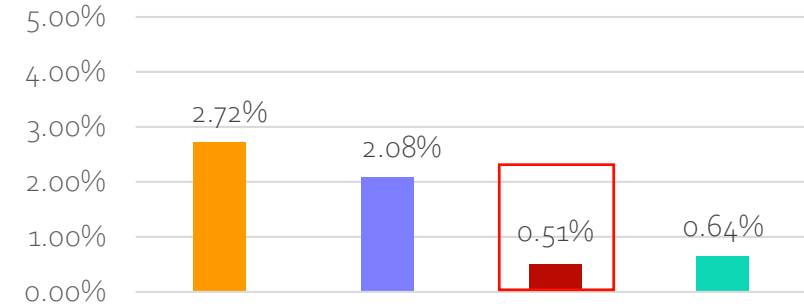
		Oct 1, 2018 - Sep 30, 2019		Unique Visitors		Percent Change		Oct 1, 2018 - Sep 30, 2019		Orders		Percent Change	
Country (v23)		Unique Visitors		Unique Visitors		Percent Change		Orders		Orders		Percent Change	
Page: 1 / 1 Rows: 50 1-5 of 5		Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30
		↓	650,392,388	↓	724,902,177	128.03%		15,271,575		21,034,371	279.82%		
1. us		292,289,188	44.9%	361,856,941	49.9%	24.21%		10,198,519	66.8%	14,912,121	70.9%	46.22%	
2. cn		277,019,674	42.6%	249,154,743	34.4%	-9.47%		2,616,678	17.1%	1,663,094	7.9%	-36.44%	
3. gb		54,475,272	8.4%	77,888,150	10.7%	43.38%		2,219,622	14.5%	4,025,459	19.1%	81.36%	
4. mx		17,822,028	2.7%	24,360,643	3.4%	36.98%		210,373	1.4%	378,634	1.8%	79.98%	
5. in		8,786,226	1.4%	11,641,700	1.6%	32.92%		26,383	0.2%	55,063	0.3%	108.71%	

		Oct 1, 2018 - Sep 30, 2019		Unique Visitors		Percent Change		Oct 1, 2018 - Sep 30, 2019		Orders		Percent Change	
Country (c14)		Unique Visitors		Unique Visitors		Percent Change		Orders		Orders		Percent Change	
Page: 1 / 1 Rows: 400 1-5 of 5		Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30	Oct 1	Sep 30
		↓	14,393,097	↓	73,836,605	3,926.53%		4,029,788		10,409,291	4,490.38%		
1. us		12,151,526	84.4%	48,856,774	66.2%	302.06%		3,505,475	87.0%	7,017,198	67.4%	100.18%	
2. cn		611,345	4.2%	19,151,232	25.9%	3,032.64%		52,402	1.3%	2,218,822	21.3%	4,134.23%	
3. GB		1,605,453	11.2%	5,759,853	7.8%	258.77%		468,801	11.6%	1,168,309	11.2%	149.21%	
4. mx		16,906	0.1%	50,144	0.1%	196.60%		2,136	0.1%	3,629	0.0%	69.90%	
5. IN		7,867	0.1%	18,602	0.0%	136.46%		974	0.0%	1,333	0.0%	36.86%	

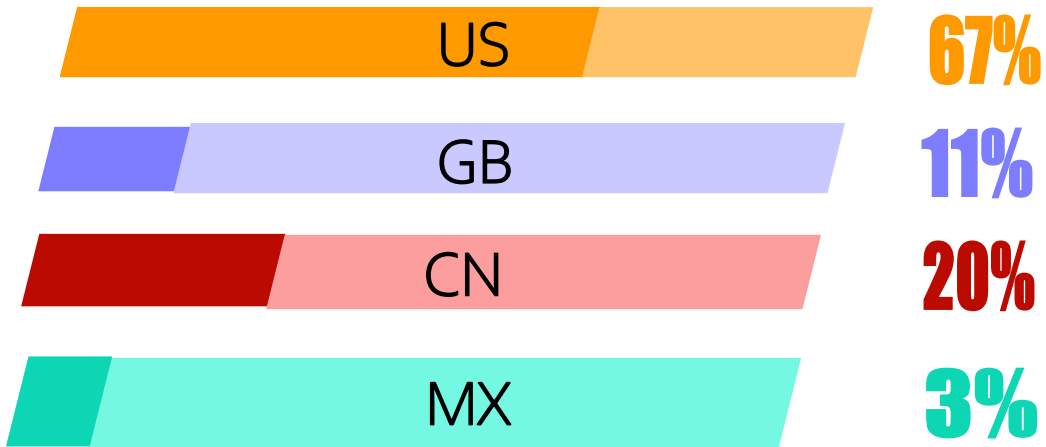
Target - Why do we focus on Chinese market?



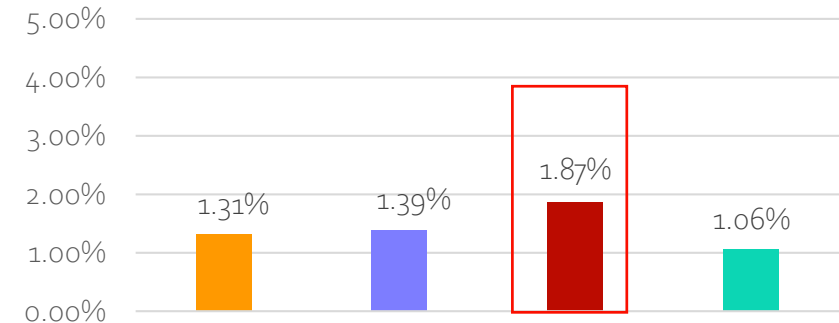
Web Order



US GB CN MX
Web Conversion Rate



APP Order



US GB CN MX
APP Conversion Rate

Analysis and Recommendations

4W Focus:

- Where to come - Marketing Channel
- Which to buy - Users' Product Preference
- Where to gain - Key-Term Search
- Who to enjoy - Nike By You

TESC Strategy:



- Time & Depth is Wealth
- Extend Customers' Order List
- Shorten users' Search Cost
- Connect Nike by You with Others

Goal:

Increase Nike Web and APP Conversion Rate in China



1. Where to Come - Marketing Channel

Findings

I. Avg Time on Site ↑ => Conversion Rate ↑











II. Visit Depth ↑ => Conversion Rate ↑

III. Owned Social (highest conversion rate)

& Paid Search (most occurrence)

IV. Cart Value & Order Button (unrelevent)

how?

Marketing Channel	Occurrences		Conversion Rate		Average Time on Site		Bounce Rate		Entry Rate	
	cn	us	cn	us	cn	us	cn	us	cn	us
	Page: 1 / 1 Rows: 50									
	 2,344,253	 365,049,593	 6.25%	 7.22%	 00:31:54	 00:30:47	 228.25%	 213.28%	 481.13%	 594.11%
	Sep 1	Si	Sep 1	Sep 1	Sep 1	Sep 1	Sep 1	Sep 1	Sep 1	Sep 1
1. Owned Social	2,927 0.1%	438,453 0.1%	3.37%	0.78%	00:06:46 21.2%	00:05:37 18.3%	33.06%	31.77%	82.49%	93.62%
2. Paid Search	1,578,234 67.3%	13,830,723 3.8%	1.14%	1.44%	00:05:56 18.6%	00:07:03 22.9%	19.14%	44.08%	89.93%	93.24%
3. SEO	2,119 0.1%	1,274,164 0.3%	0.78%	3.30%	00:05:05 16.0%	00:06:49 22.2%	16.05%	18.18%	63.28%	91.50%
4. Paid Social	152,583 6.5%	257,730,219 70.6%	0.39%	0.46%	00:04:10 13.1%	00:02:26 7.9%	48.89%	32.89%	20.87%	99.28%
5. Online Media	276,024 11.8%	84,865,263 23.2%	0.26%	0.88%	00:04:42 14.8%	00:05:23 17.5%	50.69%	43.31%	81.72%	97.76%
6. Organic Social	7,749 0.3%	6,909,266 1.9%	0.16%	0.36%	00:04:29 14.1%	00:03:01 9.8%	33.08%	14.48%	43.01%	95.70%
7. Affiliate	324,617 13.8%	1,505 0.0%	0.14%	0.00%	00:00:43 2.3%	00:00:25 1.4%	27.34%	28.57%	99.83%	23.01%

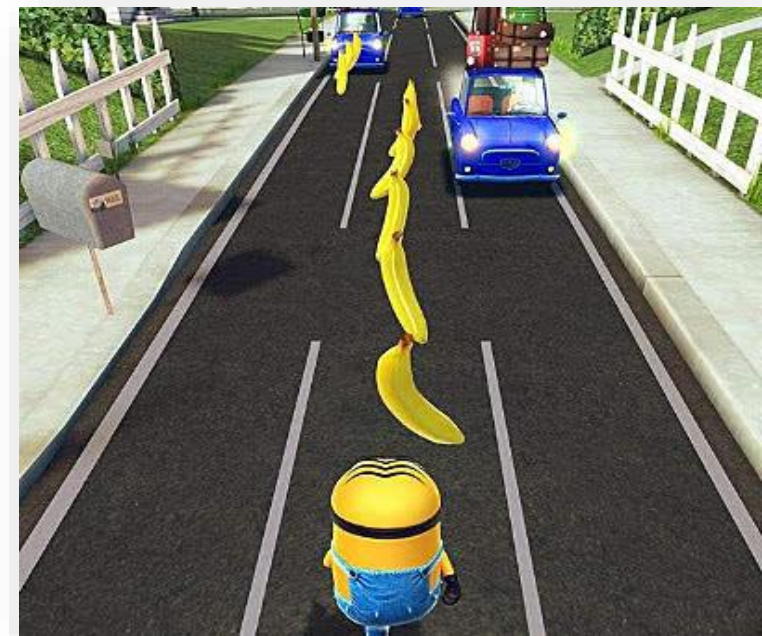
cn														
		Occurrences		Average Time Spent on Site (seconds)		Value Added to Cart (e34)		Place Order Button Clicked (e33)		Conversion Rate				
Visit Depth		12,354,952,305		343		\$23,641,253,445		6,113,892		1.24%				
Page: 1 / 45 > Rows: 50 1-50 of 2,214		out of 12,392,463,949		out of 345		out of \$23,643,775,547		out of 6,114,973		out of 1.39%				
		Sep 1		Sep 1	Sep 30	Sep 1		Sep 1	Sep 30	Sep 1	Sep 30			
1. Pages Per Visit: 1696		101,201	0.0%	6,676	1,000.0+%	\$432,868	0.0%	131	0.0%	351.16%				
2. Pages Per Visit: 1752		58,411	0.0%	6,205	1,000.0+%	\$101,507	0.0%	115	0.0%	250.00%				
3. Pages Per Visit: 1394		305,488	0.0%	6,432	1,000.0+%	\$1,116,021	0.0%	278	0.0%	206.72%				
4. Pages Per Visit: 1734		58,482	0.0%	6,681	1,000.0+%	\$71,134	0.0%	22	0.0%	200.00%				
5. Pages Per Visit: 1729		59,199	0.0%	6,311	1,000.0+%	\$126,636	0.0%	21	0.0%	196.00%				
6. Pages Per Visit: 1276		414,090	0.0%	6,261	1,000.0+%	\$1,395,479	0.0%	516	0.0%	171.94%				
7. Pages Per Visit: 1286		350,575	0.0%	6,571	1,000.0+%	\$1,425,747	0.0%	371	0.0%	168.32%				
8. Pages Per Visit: 1215		396,441	0.0%	6,159	1,000.0+%	\$1,673,001	0.0%	611	0.0%	163.87%				
9. Pages Per Visit: 1476		313,246	0.0%	6,639	1,000.0+%	\$1,005,802	0.0%	357	0.0%	163.70%				
10. Pages Per Visit: 1486		261,609	0.0%	6,638	1,000.0+%	\$983,868	0.0%	268	0.0%	162.83%				

Strategy: Time & Depth is Wealth

Solution 1: Add Story and Simulation Game along Purchase Path



New Balance Product Purchase Link with Story



Popular Sports Simulation Game



2. Which to Buy - Users' Product Preference

- Jordan Brands & Nike Basketball
- Graphic Tees & Socks & Fleece Tops
- AF1 & Jordan 1 & Blazer

	Jordan Brand	Nike Basketball
Conversion		
1	Socks	Socks
2	Bags	Bags
3	Balls	Replica Jerseys
Order		
1	Graphic Tees	Replica Jerseys
2	Fleece Tops	Shorts
3	Fleece Bottoms	Graphic Tees
Power Franchise		
1	JORDAN 1	LEBRON GAME
2	JORDAN GAME	KYRIE GAME
3	JORDAN 11	KD GAME

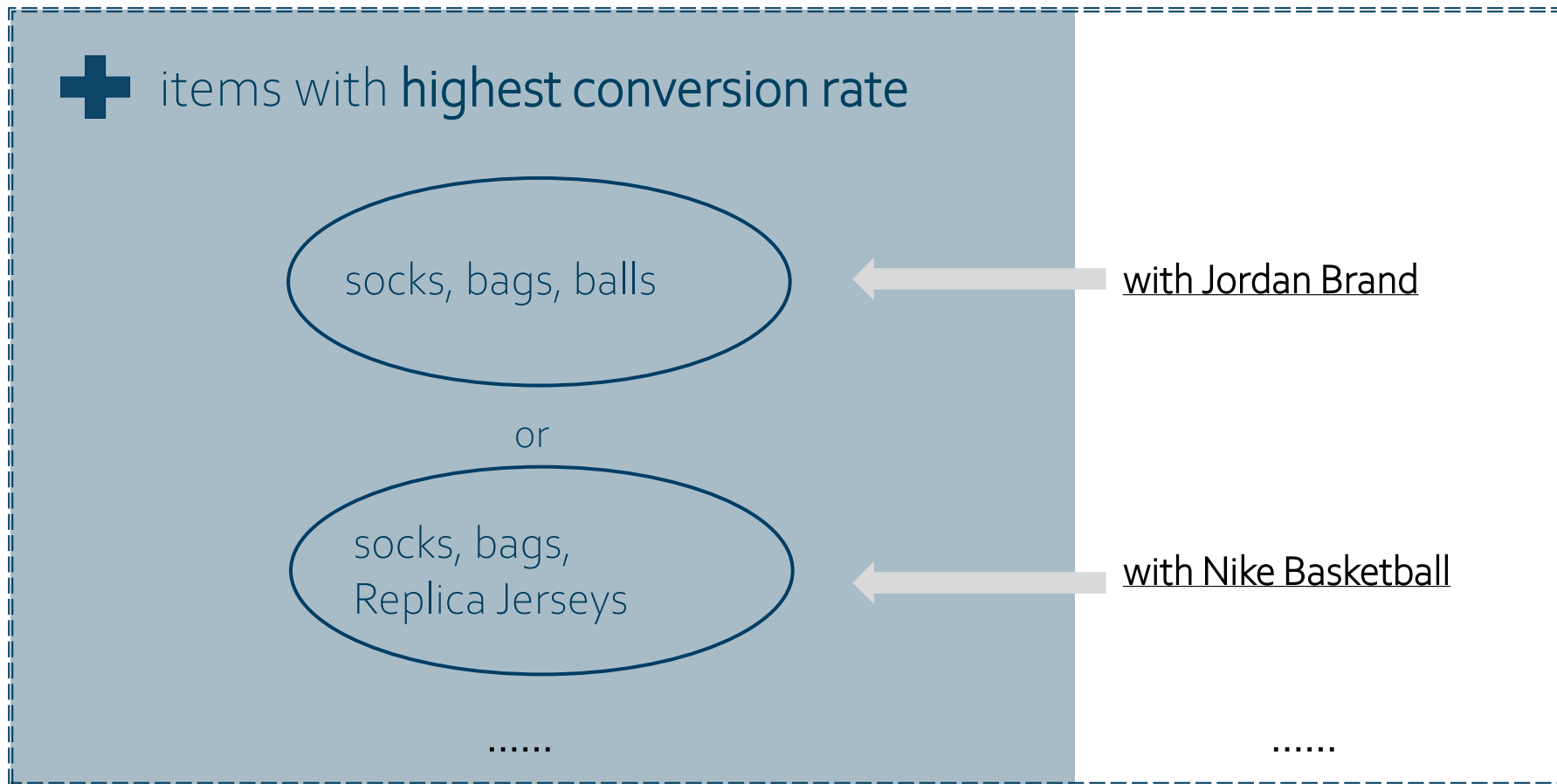
	Units Added to Cart (e48)		Value Added to Cart (e34)		Orders		Conversion Rate	
Sport Category	cn	us	cn	us	cn	us	cn	us
Page: 1 / 1 Rows: 50 1-18 of 18	41,370,304	105,322,166	\$23,607,565,054	\$9,179,995,103	2,218,816	7,017,235	1.39%	1.31%
1. NIKE SPORTSWEAR	18,856,601 45.6%	44,064,469 41.8%	\$10,939,456,345 46.3%	\$4,348,874,278 47.4%	938,449 42.3%	2,960,667 42.2%	1.58%	1.73%
2. JORDAN BRAND	6,949,099 16.8%	8,370,907 7.9%	\$5,271,190,010 22.3%	\$1,011,834,926 11.0%	484,448 21.8%	750,100 10.7%	1.03%	0.78%
3. NIKE BASKETBALL	3,418,501 8.3%	5,889,911 5.6%	\$1,988,256,284 8.4%	\$547,356,381 6.0%	319,716 14.4%	472,821 6.7%	0.98%	0.63%
4. RUNNING	2,904,672 7.0%	8,762,090 8.3%	\$1,614,789,705 6.8%	\$821,255,980 8.9%	174,657 7.9%	808,476 11.5%	0.62%	0.91%

	Units Added to Cart (e48)		Orders		Conversion Rate	
Merch Class	cn	us	cn	us	cn	us
Page: 1 / 1 Rows: 50 1-29 of 29	2,664,931	44,313,359	675,137	7,444,854	6.52%	15.66%
1. GRAPHIC TEES	371,510 13.9%	3,930,342 8.9%	82,899 12.3%	655,145 8.8%	0.21%	0.72%
2. SOCKS	193,045 7.2%	2,284,885 5.2%	64,791 9.6%	545,911 7.3%	1.25%	2.11%
3. FLEECE TOPS	285,875 10.7%	7,046,185 15.9%	57,440 8.5%	1,069,935 14.4%	0.12%	0.75%
4. JACKETS	229,168 8.6%	1,204,887 2.7%	54,435 8.1%	198,300 2.7%	0.11%	0.20%
5. SHORTS	185,821 7.0%	6,043,295 13.6%	53,731 8.0%	984,408 13.2%	0.19%	1.01%
6. PANTS	207,322 7.8%	1,716,614 3.9%	51,674 7.7%	315,508 4.2%	0.19%	0.41%
7. BAGS	178,715 6.7%	930,304 2.1%	48,585 7.2%	189,987 2.6%	0.73%	0.91%

	Units Added to Cart (e48)		Orders		Conversion Rate	
Power Franchise	cn	us	cn	us	cn	us
Page: 1 / 1 Rows: 50 1-47 of 47	3,705,379	34,918,176	764,279	6,730,000	6.90%	12.36%
1. AF1 (No SF)	870,492 23.5%	9,099,627 26.1%	199,727 26.1%	1,833,957 27.3%	0.31%	1.01%
2. JORDAN 1	711,300 19.2%	2,598,834 7.4%	114,172 14.9%	476,008 7.1%	0.28%	0.41%
3. BLAZER	168,172 4.5%	777,980 2.2%	41,855 5.5%	166,913 2.5%	0.15%	0.25%
4. KYRIE GAME	109,223 2.9%	410,043 1.2%	31,985 4.2%	82,851 1.2%	0.08%	0.14%
5. AM270	139,353 3.8%	3,293,649 9.4%	29,105 3.8%	520,332 7.7%	0.07%	0.32%

Strategy: Extend Customers' Order List

Solution 2: Bundling Sale/Promotion



3. Where to Gain - Key Term Search

APP Users

Purchasers VS Non-Purchasers

- Similar key-terms related to product
- Slippers is No.1 Purchasers' Key-terms

First-Time Visits VS Return Visits

- First-time visitors like Nike By You
- Return visitors prefer to search products

Web Users

Purchasers VS Non-Purchasers:

- Similar key-terms related to product
- Nike By You is Top non-purchasers' Key-term

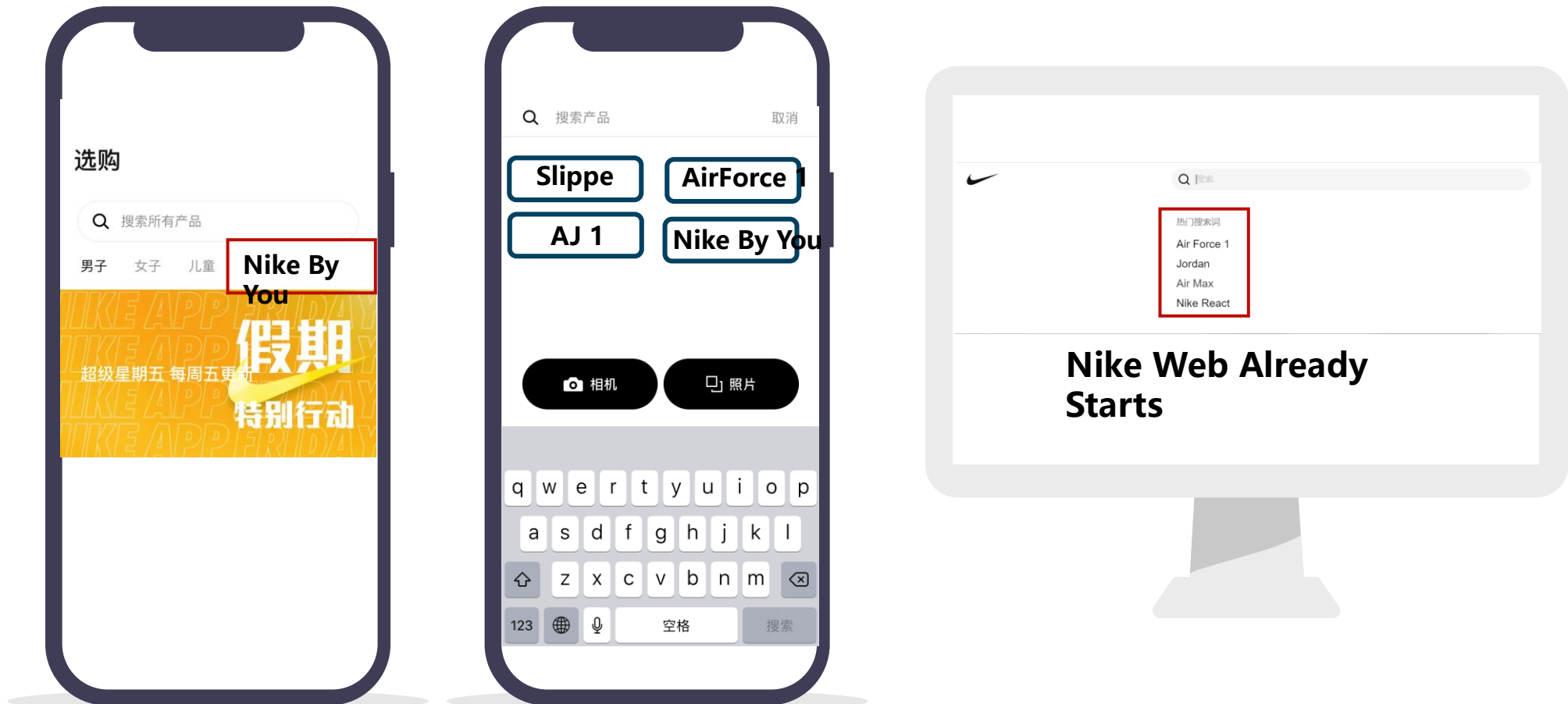
First-Time Visits VS Return Visits:

- Nike By You is Top First-time visitors and return visitors' Key-term



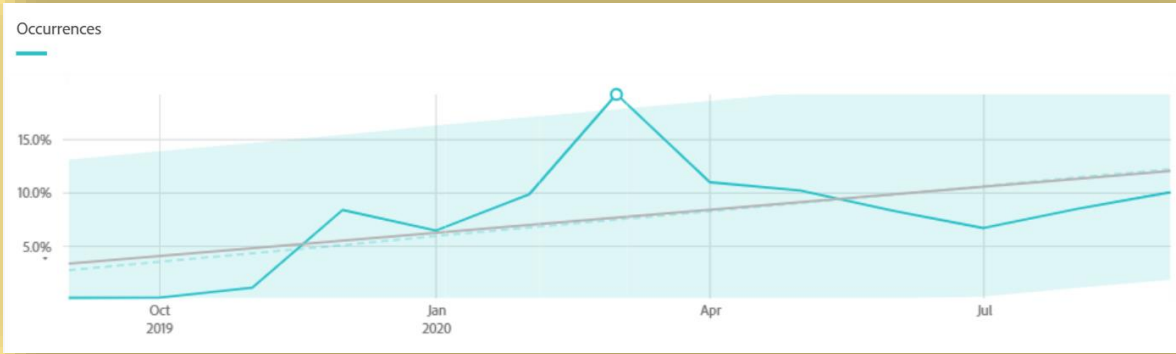
Strategy: Shorten Users' Search Cost

Solution 3: Add Nike By You Section Near Search Box and Listed Popular Key-Terms



4. Who to Enjoy – Nike By You

Nike By You



Popular Key-Term & Page Viewer Times +10%



Highest Conversion Rate up to 35%+



Average Time on Site 45% > Average



Average Page Depth up to 102

Who to Enjoy

80% Purchasers View the Nike ByYou Men Section

68% Return Visitors View the Nike ByYou

Which Pages to Spend Most Time

Return Visitors

Female Shoes & Lovers' Co-Design

Purchasers

SB Series Shoes and Clothes

4. Who to Enjoy – Nike By You

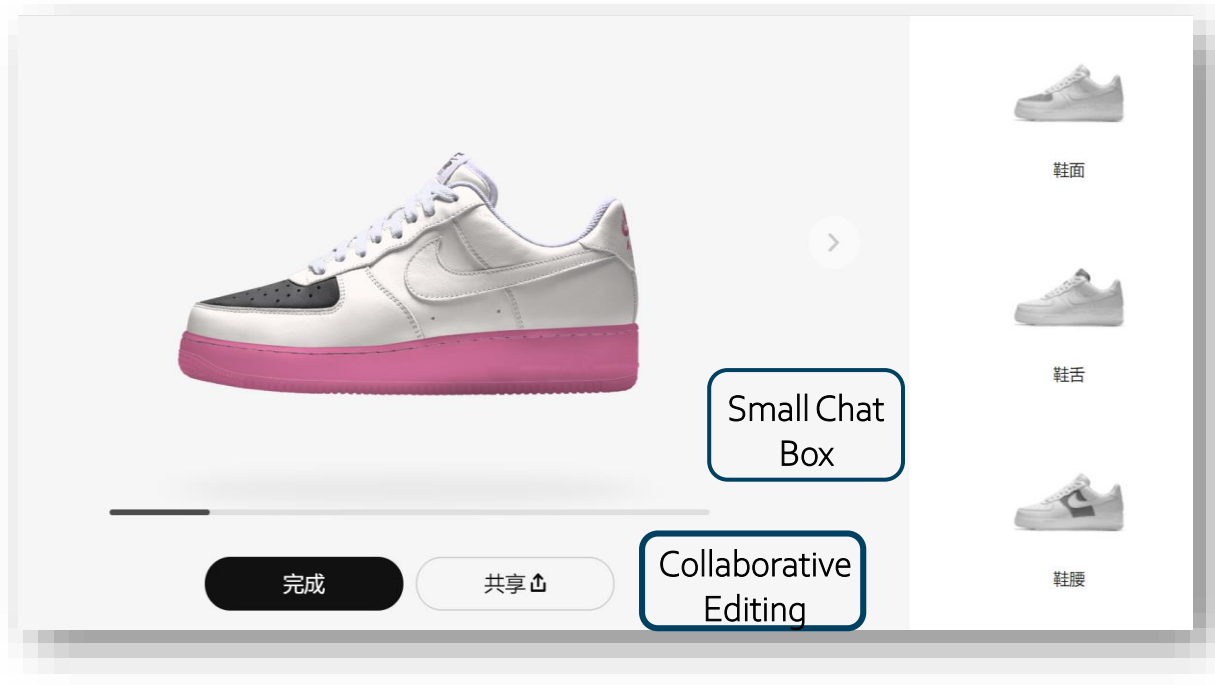
Findings in **Female Shoes & Lovers' Co-Design session**

- **Most** return visitors on Female Shoes & Lovers' Co-Design session
- **Less than 10% Purchaser** on Female Shoes & Lovers' Co-Design session

Most Female Return Visitors Spend Large Amount of Time on Design Session, But Failed to Purchase

Strategy: Connect Nike by You with Others

Solution 4: Offer Online Collaborative Editing Option in Nike By You Section



Difficulties Scenarios

- Which color should I choose?
- Does my lover like it?
- Where I can gain assistance to make the shoes cooler?
-

Solved

- Conversion Rate ↑
- Socialized Product ↑
- New Customers ↑

Conclusion

Chinese Market

4W Focus

TESC Strategy



Add **Story and Simulation Game** along Purchase Path



Bundling Sale + Promotion



Add Nike ByYou Section **Near Search Box and Listed Popular Key-Terms**



Offer **Online Collaborative Editing** Option in Nike ByYou Section



Adobe

Thanks for Watching