



Team Name: JWS

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Adobe Analytics Challenge 2020

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Target

Why do we decide to focus on
Chinese market?



Analysis and Recommendation s

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%

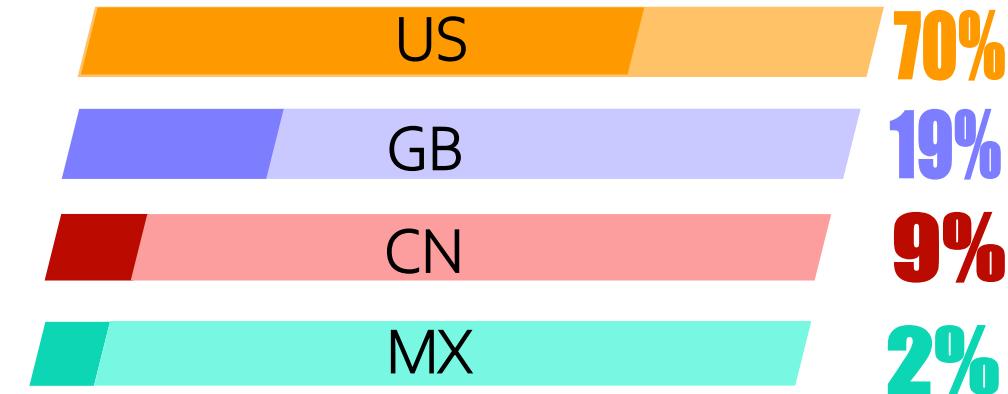
APP Unique Visitors
+3032.64%

APP Orders
+4134.23%

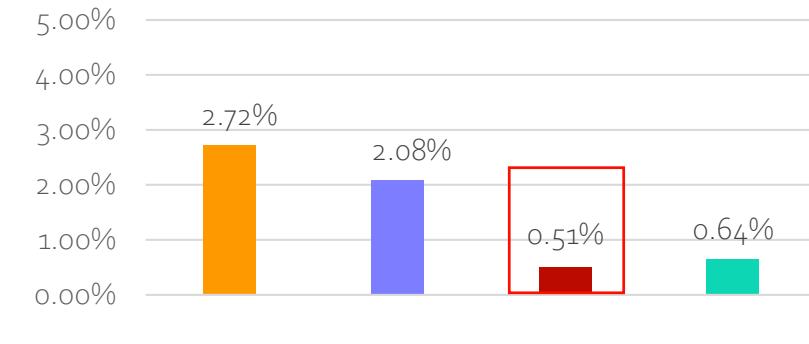
Country (v23)	Oct 1, 2018 - Sep 30, 2019		Unique Visitors	Percent Change	Oct 1, 2018 - Sep 30, 2019		Orders	Percent Change
	Oct 1	Sep 30			Oct 1	Sep 30		
1. us	650,392,388	724,902,177	292,289,188 44.9%	361,856,941 49.9%	24.21%	10,198,519 66.8%	14,912,121 70.9%	46.22%
2. cn	277,019,674	249,154,743	277,019,674 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	77,888,150	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	24,360,643	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	11,641,700	8,786,226 1.4%	11,641,700 1.6%	32.92%	26,383 0.2%	55,063 0.3%	108.71%

Country (c14)	Oct 1, 2018 - Sep 30, 2019		Unique Visitors	Percent Change	Oct 1, 2018 - Sep 30, 2019		Orders	Percent Change
	Oct 1	Sep 30			Oct 1	Sep 30		
1. us	14,393,097	73,836,605	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	19,151,232	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	5,759,853	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	50,144	16,906 0.1%	50,144 0.1%	196.60%	2,136 0.1%	3,629 0.0%	69.90%
5. IN	7,867	18,602	7,867 0.1%	18,602 0.0%	136.46%	974 0.0%	1,333 0.0%	36.86%

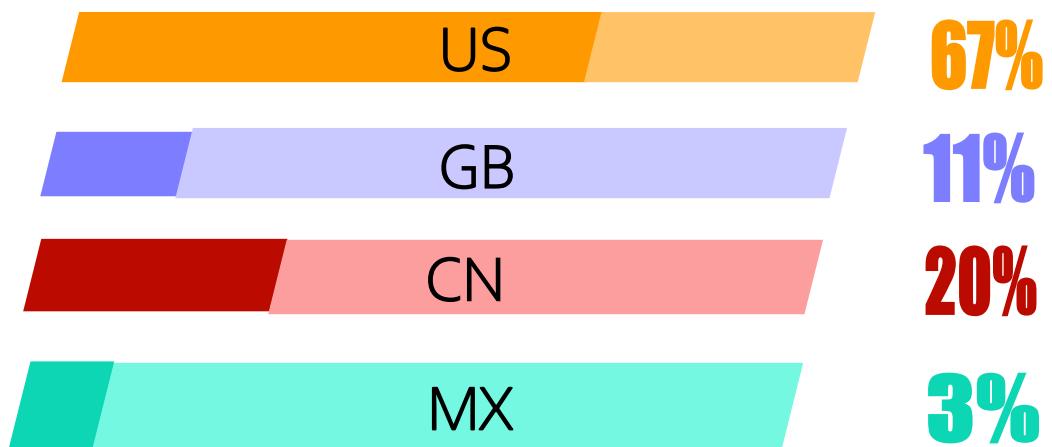
Target - Why do we focus on Chinese market?



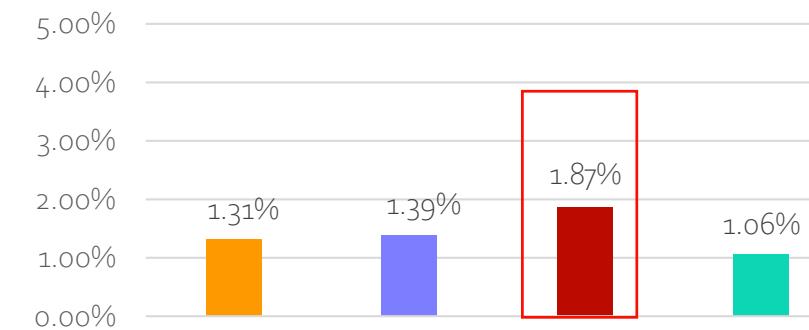
Web Order



Web Conversion Rate



APP Order



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 (unrelevant)

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 Sep 1	2,344,253	Si	365,049,593	Sep 1	↓ 6.25%	Sep 1	7.22%	Sep 1	00:31:54	Sep 1	00:30:47	Sep 1	228.25%	Sep 1	213.28%	Sep 1	481.13%	Sep 1	594.11%	
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%	114%		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	79%		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%		00:02:25	1.4%		27.34%		28.57%		99.83%		23.01%

Visit Depth	Occurrences		Average Time Spent on Site (seconds)		Value Added to Cart (e34)		Place Order Button Clicked (e33)		Conversion Rate					
	CN	US	Sep 1	Sep 30	Sep 1	Sep 30	Sep 1	Sep 30	Sep 1	Sep 30				
Page: 1 / 45 > Rows: 50 1-50 of 2,214	12,354,952,305	out of 12,392,463,949	Sep 1	343	out of 343	Sep 1	\$23,641,253,445	out of \$23,643,775,547	Sep 1	6,113,892	out of 6,114,973	Sep 1	↓ 1.24%	out of 13%
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%	

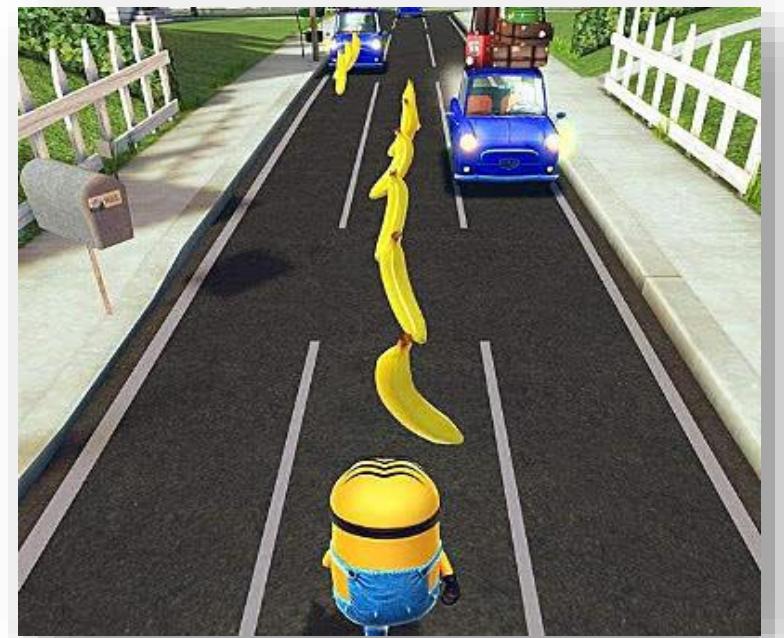


Strategy: Time & Depth is Wealth

Solution 1: Add Story and Simulation Game along Purchase Path



New Balance Product Purchase Link with Story



Popular Sports Simulation Game



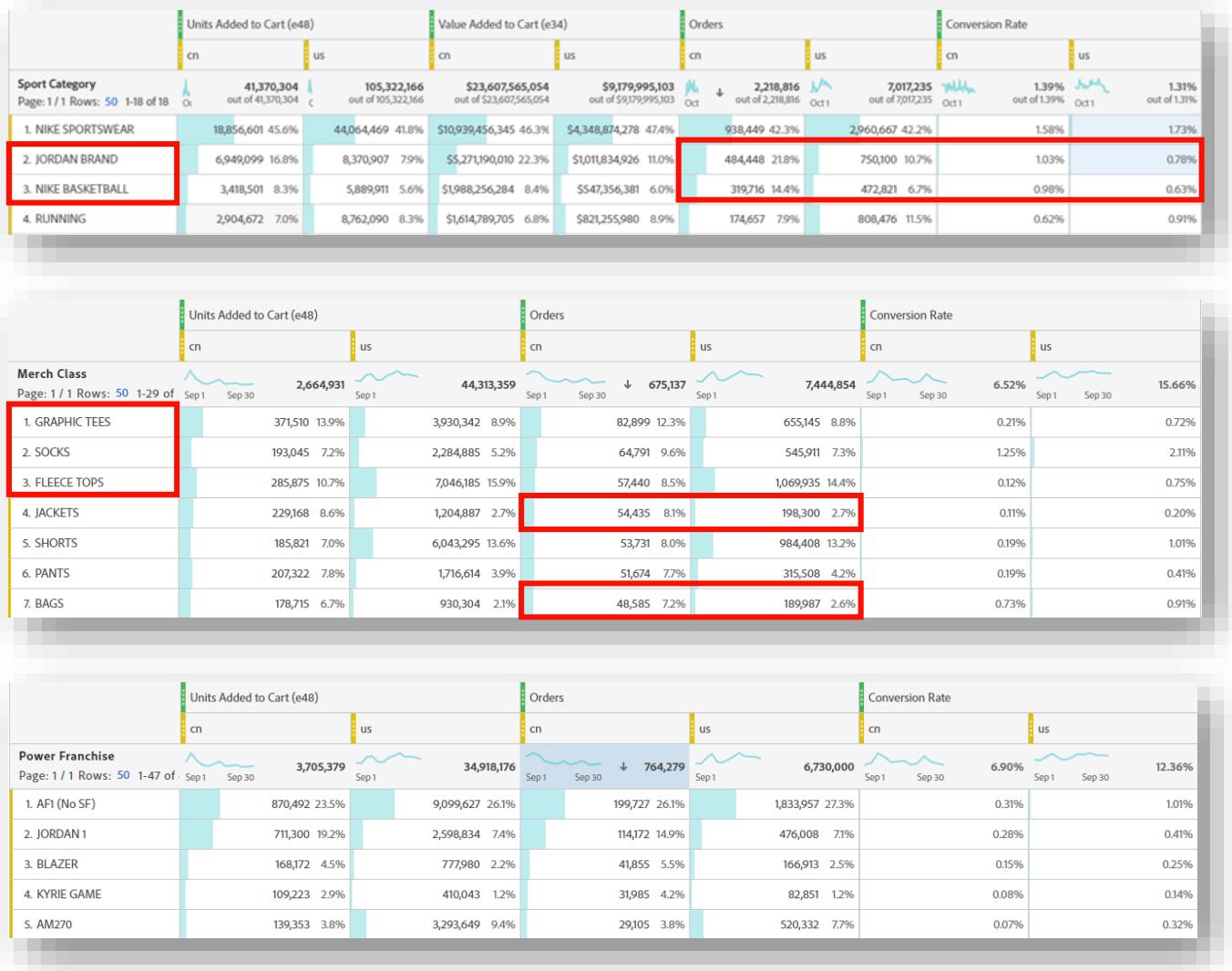
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2. Which to Buy - Users' Product Preference

- 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

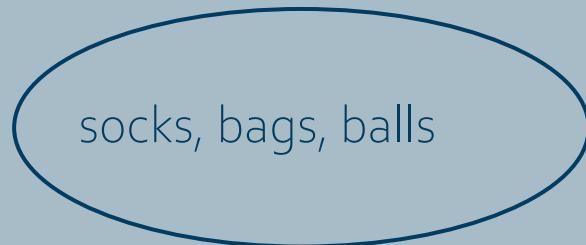


Strategy: Extend Customers' Order List

Solution 2: Bundling Sale/Promotion



items with highest conversion rate



with Jordan Brand

or



with Nike Basketball

.....

.....

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

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

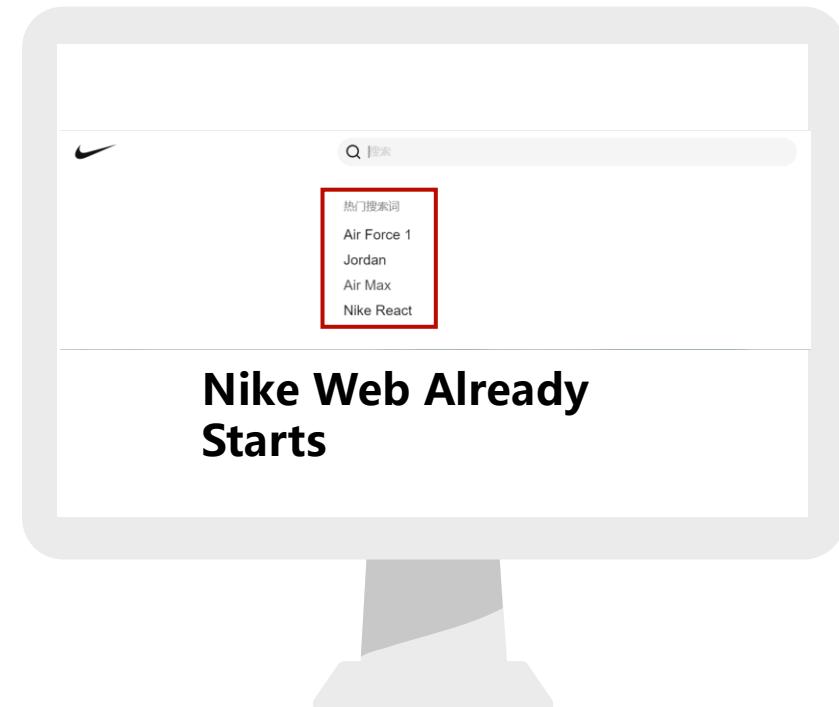
First-Time Visits VS Return Visits:

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



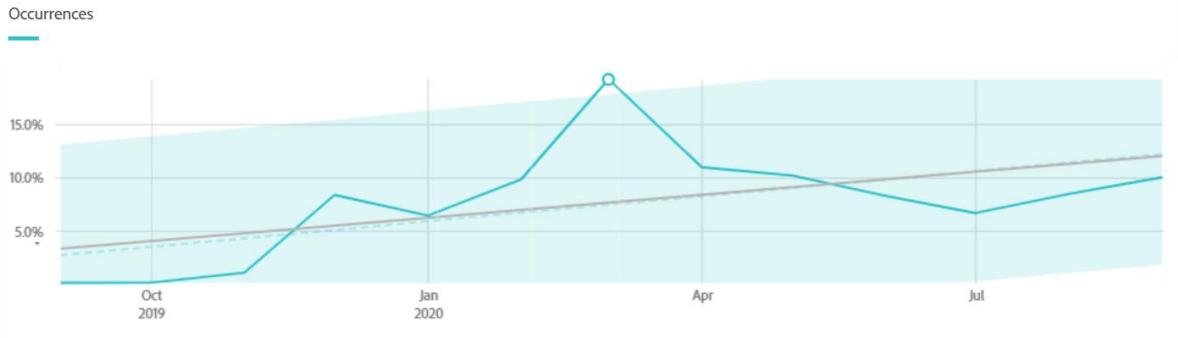
Strategy: Shorten Users' Search Cost

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 By You Men Section

68% Return Visitors View the Nike By You

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

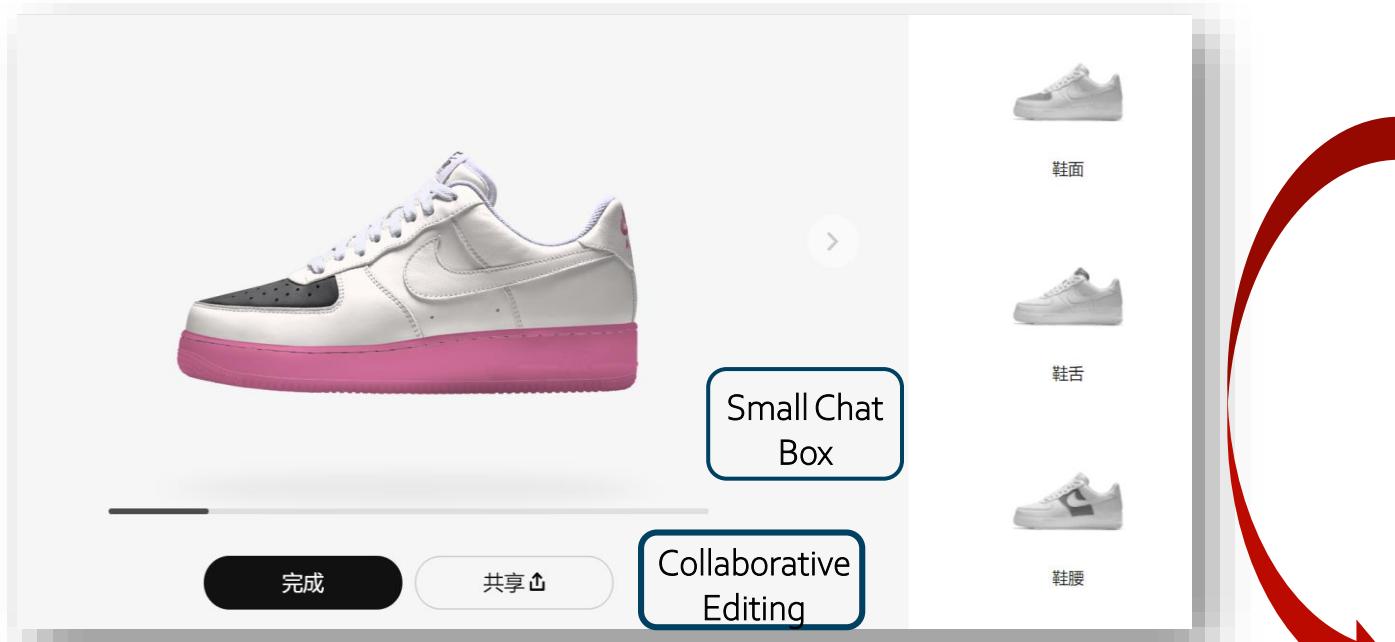
Findings in Female Shoes & Lovers' Co-Design session

- **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 By You Section Near Search Box and Listed Popular Key-Terms

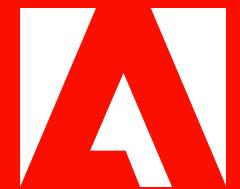


Offer Online Collaborative Editing Option in Nike By You Section



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Thanks for Watching