

OPPO E-COMMERCE DASHBOARD

Total visitor12K

Other visitors81

New Visitors2K

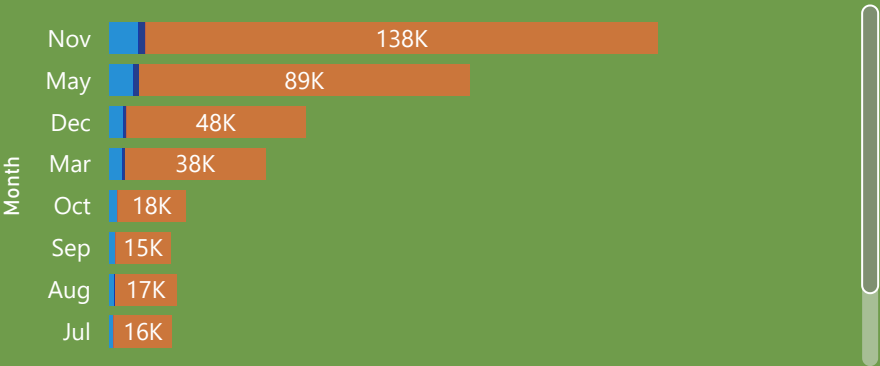
Returningvisitors10K

Average ExitRate0.04

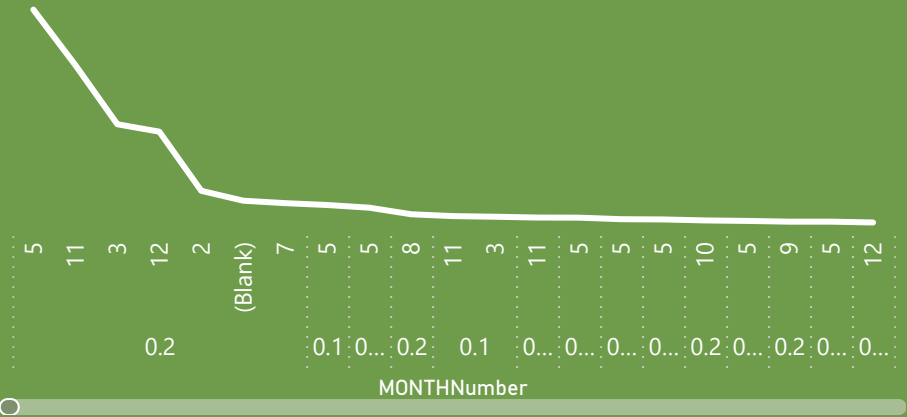
Average bounceRate0.02

Sum of Administrative, Sum of Informational and Sum of ProductRelated by Month

Sum of AdministrativeSum of InformationalSum of ProductRelated



Sum of BounceRates by BounceRates and MONTHNumber



Average informational..34.83

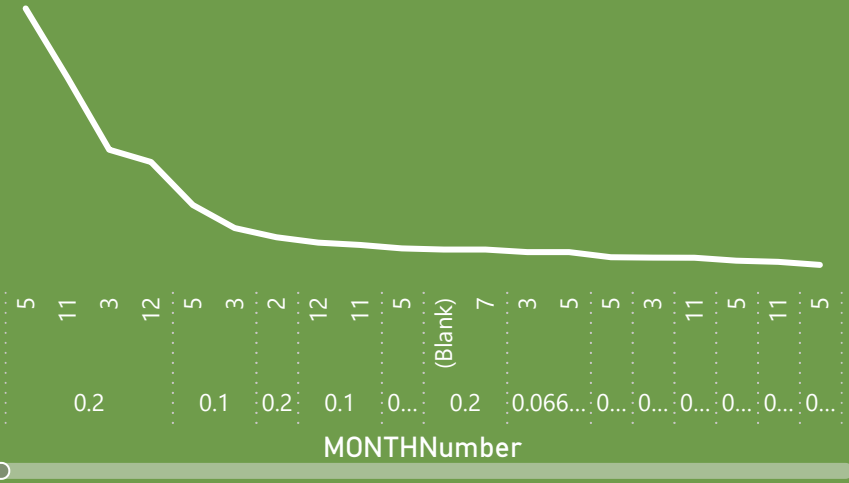
Average productRelated..1.21K

conversion Rate0.16

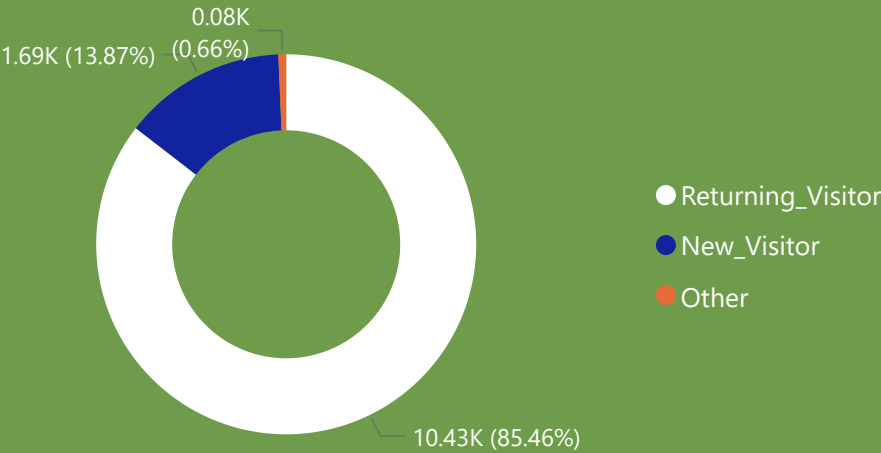
Average Administrativ...81.65

Revenue2Knone...10K

Sum of ExitRates by ExitRates and MONTHNumber



Count of VisitorType by VisitorType



VisitorType

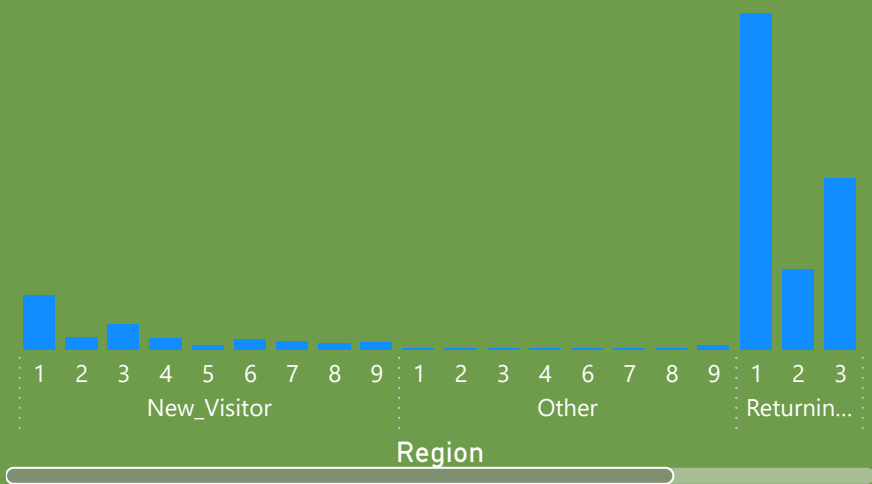
New_Visit...

Other

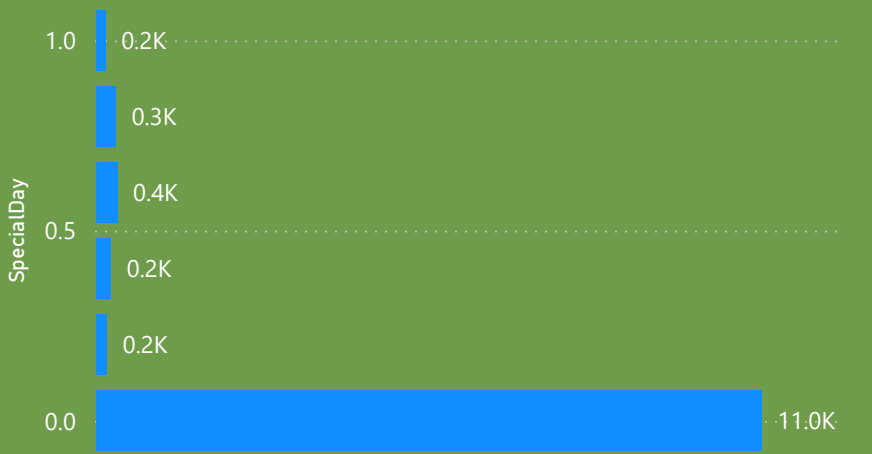
Returning...

OPPO E-COMMERCE DASHBOARD

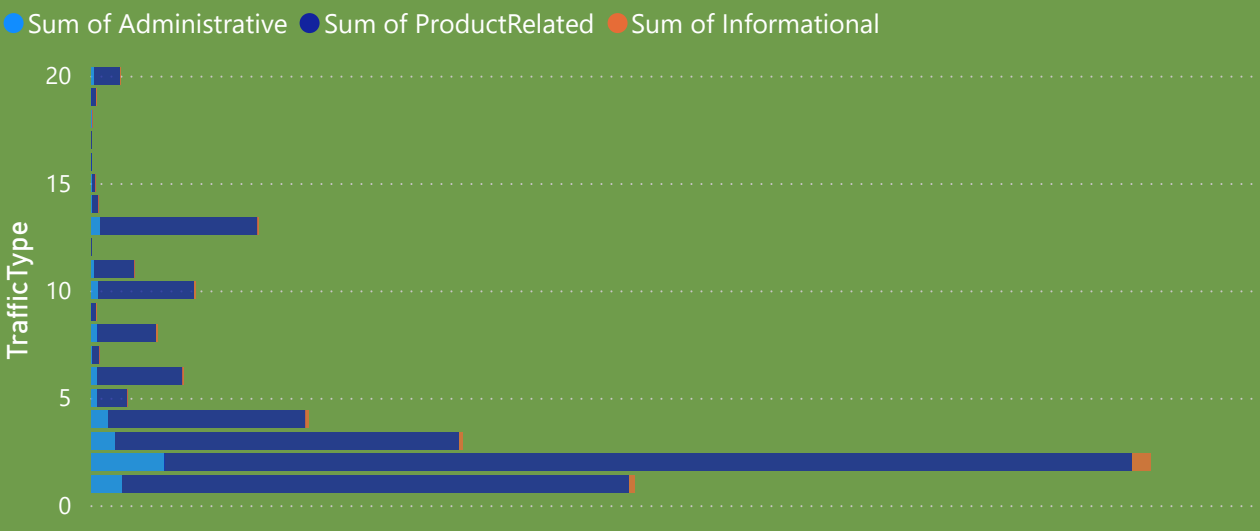
Count of Revenue by VisitorType and Region



Count of Revenue by SpecialDay



Sum of Administrative, Sum of ProductRelated and Sum of Informational by TrafficType



Nov	7847	1938	138007
Sum of Administrative	Sum of Informational	Sum of ProductRelated	
May	6610	1426	89068
Sum of Administrative	Sum of Informational	Sum of ProductRelated	
Dec	3793	885	48326
Sum of Administrative	Sum of Informational	Sum of ProductRelated	
Mar			

VisitorType

New_Visitor

Other

Returning_Visitor

OPPO E-COMMERCE INSIGHT

Visitor Behavior and Session Types

Visitor Type Distribution:

The dataset includes different visitor types: Returning Visitors, New Visitors, and Other.

Insight: Understanding the proportion of new versus returning visitors helps tailor marketing strategies. If the majority are returning visitors, it indicates good user retention, while a higher proportion of new visitors suggests effective acquisition efforts.

Session Type Analysis:

Analyze the average number of pages visited (Administrative, Informational, ProductRelated) and the average duration of each type.

Insight: High engagement on ProductRelated pages compared to Administrative or Informational pages suggests users are more interested in product-related content.

Conversion Rates

Overall Conversion Rate:

Calculate the overall conversion rate: percentage of sessions that led to a transaction ($\text{Revenue} = \text{TRUE}$).

A low conversion rate indicates potential issues with the purchase process or product offerings, while a high conversion rate reflects effective user engagement and sales strategies.

Conversion Rate by Visitor Type:

Compare conversion rates between New Visitors and Returning Visitors.

Insight: If returning visitors have a significantly higher conversion rate, it might be beneficial to focus on retention strategies. Conversely, a high conversion rate among new visitors could indicate effective initial impressions and onboarding processes.

Bounce Rate and Exit Rate

Average Bounce Rate:

Calculate the average bounce rate across all sessions.

OPPO E-COMMERCE RECOMMENDATION

Recommendations

Based on these insights, here are some recommendations:

Optimize Landing Pages:

Improve landing pages to reduce bounce rates and enhance user engagement. Focus on clear calls to action and relevant content.

Focus on High-Value Pages:

Invest in optimizing pages with high engagement and conversion rates. Ensure these pages are easily accessible and promoted.

Leverage Special Days:

Plan marketing campaigns and promotions around special days to capitalize on increased user activity during these periods.

Personalize Marketing for Different Visitor Types:

Develop personalized marketing strategies for new and returning visitors based on their behavior and conversion rates.

Improve Technical Performance:

Ensure the website performs well across all popular operating systems and browsers to provide a seamless user experience.

Regional Marketing Strategies:

Tailor marketing efforts based on regional performance data to boost engagement and conversions in high-performing areas and explore growth in