

PROMO CODE ALGORITHM OPTIMIZATION REPORT

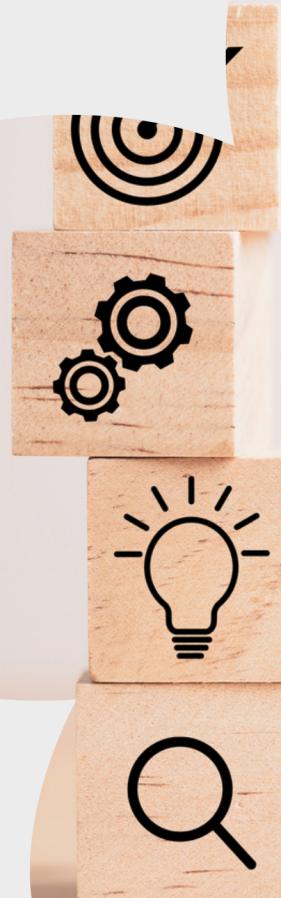
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OVERVIEW OF THE PROJECT

- Analyze user data related to coupon usage on e-commerce sites like Kapiva.in and Beardo.in
- Enhance the performance of the Auto Apply promo code algorithm to improve customer experience and drive business outcomes



OBJECTIVES OF THE REPORT:



- Understand user behavior patterns and identify key factors influencing coupon usage
- Leverage predictive analytics to proactively suggest and apply relevant coupons
- Develop optimization strategies to continuously refine the Auto Apply algorithm
- Showcase the data analytics skills and techniques employed in the analysis

KEY PERFORMANCE INDICATORS (KPI'S)

COUPON USAGE

- TOTAL NUMBER OF COUPONS USED
- COUPON USAGE BY DEVICE TYPE (DESKTOP, MOBILE)
- COUPON USAGE BY USER LOCATION (COUNTRY, STATE)
- COUPON USAGE BY PRODUCT CATEGORY

COUPON APPLICATION SUCCESS RATE

- PERCENTAGE OF COUPONS SUCCESSFULLY APPLIED
- PERCENTAGE OF COUPONS THAT FAILED TO APPLY

DISCOUNT EFFECTIVENESS

- AVERAGE DISCOUNT PERCENTAGE APPLIED
- TOTAL DISCOUNT AMOUNT APPLIED
- AVERAGE DISCOUNT AMOUNT PER SUCCESSFUL COUPON APPLICATION

CONVERSION RATES

- PERCENTAGE OF CART ABANDONMENTS
- PERCENTAGE OF COMPLETED PURCHASES
- CONVERSION RATE (PURCHASES / CART VISITS)

CUSTOMER SAVINGS:

- TOTAL CUSTOMER SAVINGS FROM SUCCESSFUL COUPON APPLICATIONS
- AVERAGE CUSTOMER SAVINGS PER SUCCESSFUL COUPON APPLICATION

REVENUE IMPACT

- TOTAL REVENUE GENERATED FROM PURCHASES WITH SUCCESSFUL COUPON APPLICATIONS
- INCREMENTAL REVENUE FROM COUPON USAGE (COMPARED TO NON-COUPON PURCHASES)

KEY FINDINGS AND INSIGHTS

COUPON USAGE:-

- Conversion Rate Of The Coupons:- 62.16%
- Top 3 Product categories with the highest coupon usage: Stationery & Luxury Goods (19.52%), Clothing, Accessories, Jewelry (17.42%), Beauty, and Health Supplements (17.12%)
- Top 3 Countries with the highest coupon usage:- United States (10.71%), United Kingdom (10.71%), South Korea (10.51%).



DISCOUNT EFFECTIVENESS

- Average discount percentage applied: 22.38%
- Total discount amount applied: 1,15,801 INR
- Average discount amount per successful coupon application: 186.48 INR



The analysis of discount effectiveness reveals that the average discount percentage being applied is 22.38%, with a total discount amount of 1,15,801 Rupees. The average discount amount per successful coupon application is 186.48, indicating that customers are taking advantage of meaningful savings when they apply coupons.

CONVERSION RATES

- Percentage of cart abandonments: 39.64%
- Percentage of completed purchases: 60.36%
- Conversion rate (purchases/cart visits): 60.36%



The conversion rate metrics provide valuable insights into the overall performance of the coupon program. The cart abandonment rate of 39.64% suggests room for improvement in the checkout experience and coupon application process. However, the 60.36% completed purchase rate and 60.36% overall conversion rate indicate that the coupons are driving a sizable number of successful transactions.

CUSTOMER SAVINGS

- Total customer savings from successful coupon applications: 71659.5 INR
- Average customer savings per successful coupon application: 118.84 INR



This KPI set highlights the tangible benefits that customers are experiencing through the coupon program. The total customer savings of 71659.5 rupees, with an average of 118.84 Rupees per successful coupon application, demonstrates the value proposition for customers and the potential to further enhance the coupon experience.

REVENUE IMPACT

- Total revenue generated from purchases with successful coupon applications: 438490.5 INR
- Incremental revenue from coupon usage (compared to non-coupon purchases): 57.08%



The revenue impact analysis reveals that purchases made with successful coupon applications generated 438490.5 Rupees million in total revenue. Moreover, the coupon usage resulted in a 57.08% increase in revenue compared to non-coupon purchases, highlighting the financial benefits of the promo code optimization efforts.

OPTIMIZE DISCOUNT STRUCTURES

- PRIORITIZE PERCENTAGE-BASED DISCOUNTS OVER FIXED-AMOUNT DISCOUNTS
- EXPERIMENT WITH DIFFERENT DISCOUNT THRESHOLDS (E.G., 30% OR HIGHER) TO MAXIMIZE COUPON USAGE AND CONVERSIONS

PERSONALIZE THE COUPON EXPERIENCE

- DELIVER PERSONALIZED COUPON RECOMMENDATIONS BASED ON CUSTOMER DEMOGRAPHICS AND DEVICE PREFERENCES
- INTEGRATE CROSS-SELLING AND UPSELLING OPPORTUNITIES BASED ON PAST COUPON USAGE PATTERNS

IMPROVE CHECKOUT AND CONVERSION FUNNEL

- INVESTIGATE AND ADDRESS THE ROOT CAUSES OF CART ABANDONMENT
- LEVERAGE PREDICTIVE MODELING TO PROACTIVELY APPLY THE MOST RELEVANT COUPONS DURING CHECKOUT

POTENTIAL AREAS FOR DATA-DRIVEN ENHANCEMENTS AND IMPROVEMENTS

ENHANCE CUSTOMER SAVINGS AND LOYALTY

- INCREASE THE AVERAGE CUSTOMER SAVINGS PER SUCCESSFUL COUPON APPLICATION
- INTRODUCE GAMIFICATION OR LOYALTY PROGRAMS TO INCENTIVIZE COUPON ENGAGEMENT

MAXIMIZE REVENUE IMPACT

- ANALYZE THE INCREMENTAL REVENUE GENERATED FROM COUPON USAGE
- EXPERIMENT WITH DIFFERENT COUPON STRATEGIES TO IDENTIFY THE MOST EFFECTIVE APPROACHES

CONTINUOUS MONITORING AND REFINEMENT

CONCLUSIONS

By focusing on these key areas, the organization can leverage data-driven insights to optimize the promo codes extension's performance, improve user engagement, and drive better business outcomes.



CONCLUSION

**THANK YOU
VERY MUCH**