

# **Links Analysis for AWG**

## Table of Contents

<u>Sl number</u>	<u>Title</u>	<u>Page Number</u>
1	Project Details	3
2	Exploratory Data Analysis	4
- 2.1	<b>Comparative analysis of Engagement Effectiveness (year wise)</b>	
- 2.2	<b>Comparative analysis of Unique Clicks to View Ratio</b>	
- 2.3	<b>Analysis of total Click by high performing URLs per year (year wise)</b>	
- 2.4	<b>Performance of Clicks (year wise)</b>	
- 2.5	<b>Comparative analysis of View percentage (year wise)</b>	

# I. Project Details

**Project Title:** Links Analysis

**Data:** 2023 & 2024 Link Summary (Excel files)

**Key Terms and Definitions:**

1. **URL:** Address of the webpage clicking directs to
2. **Date:** The date the email was sent
3. **Sent %:** Percentage of contacts the email was sent to
4. **Views %:** the percentage of total times an email was opened and viewed.
5. **Unique clicks:** The number of times links in the email were clicked. This does not include someone clicking on the same link multiple time, but does include multiple people clicking on the same link.
6. **Total Clicks:** The total number of clicks all of the links in an email received. This includes the same person clicking on a link multiple times.

## II. Exploratory Data Analysis:

### 2.1 Comparative analysis of Engagement Effectiveness (year wise)

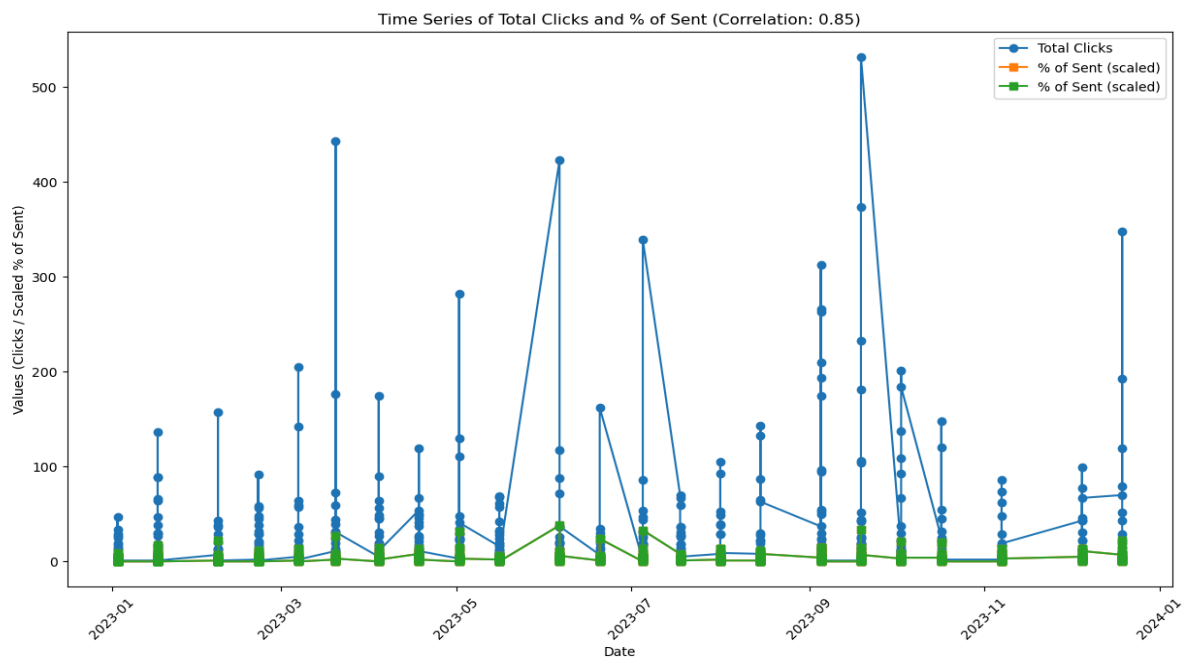
#### 2023 Correlation Heatmap

Correlation Heatmap between % of Sent and Total Click (2023)



### Inference:

The **0.84** correlation between % of Sent and Total Clicks suggests a strong positive relationship, indicating that higher email volume tends to drive more clicks.



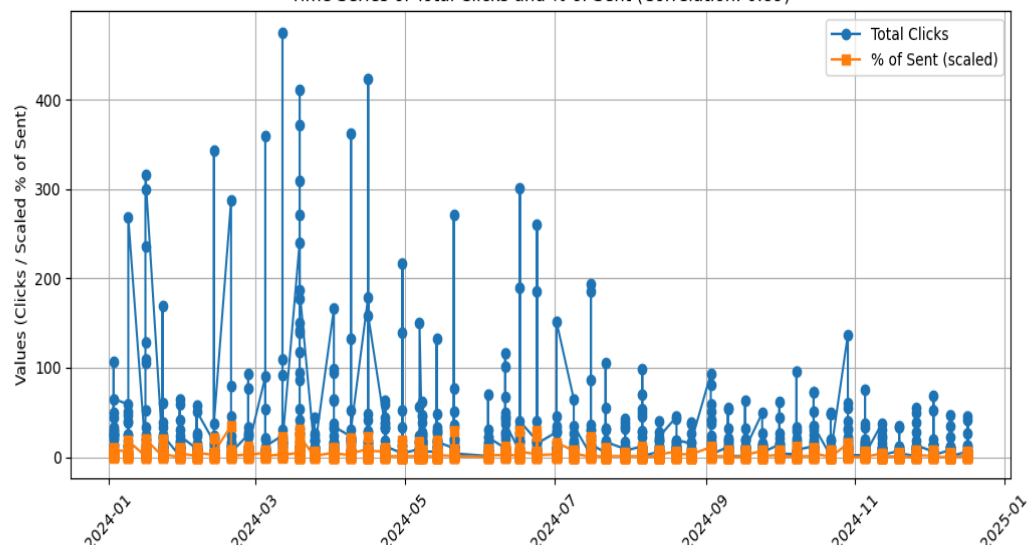
## Inference:

- Spikes in Total Clicks**
- The % of Sent (scaled) values remain relatively stable compared to the more volatile fluctuations in clicks.**
- Seasonal or Event-Based Engagement**

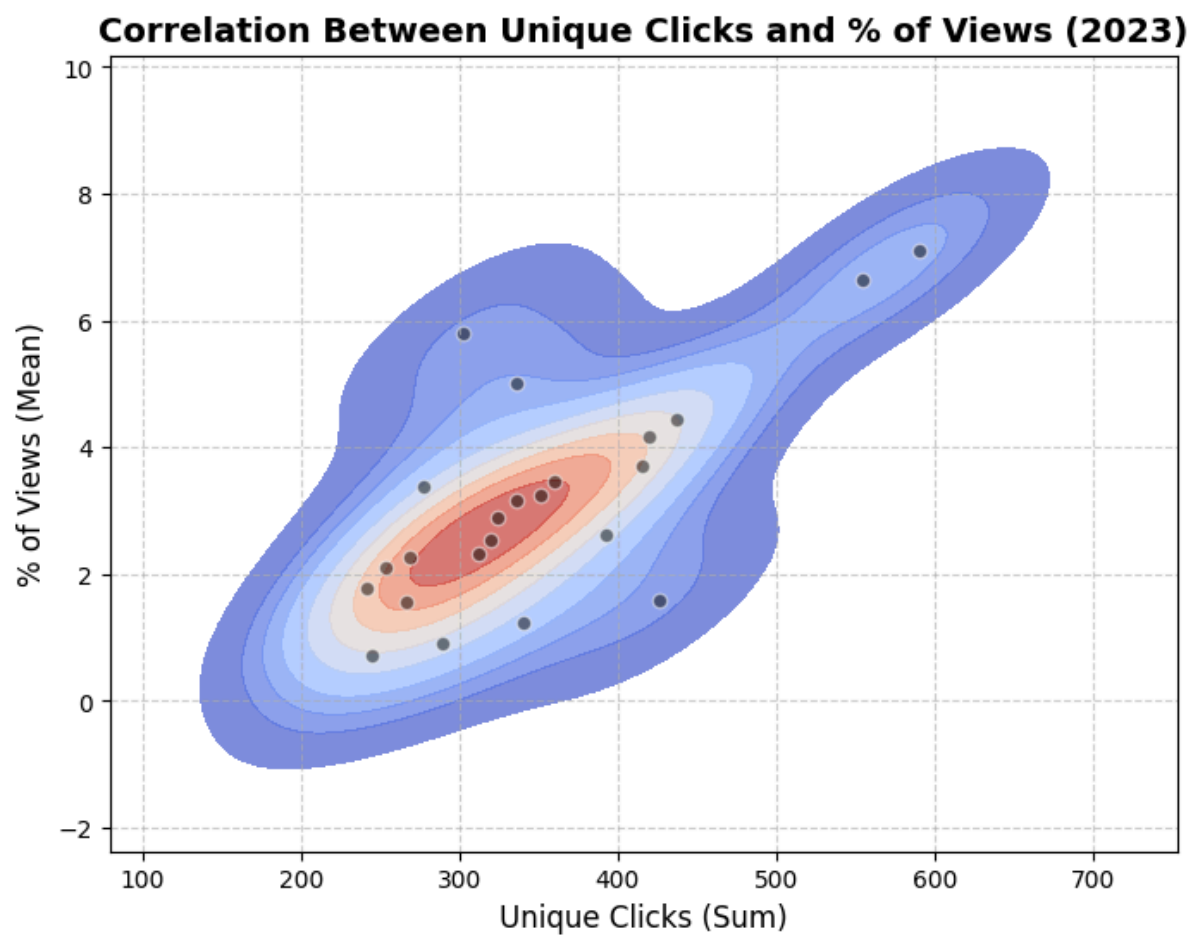
Correlation Heatmap between % of Sent and Total Click (2024)

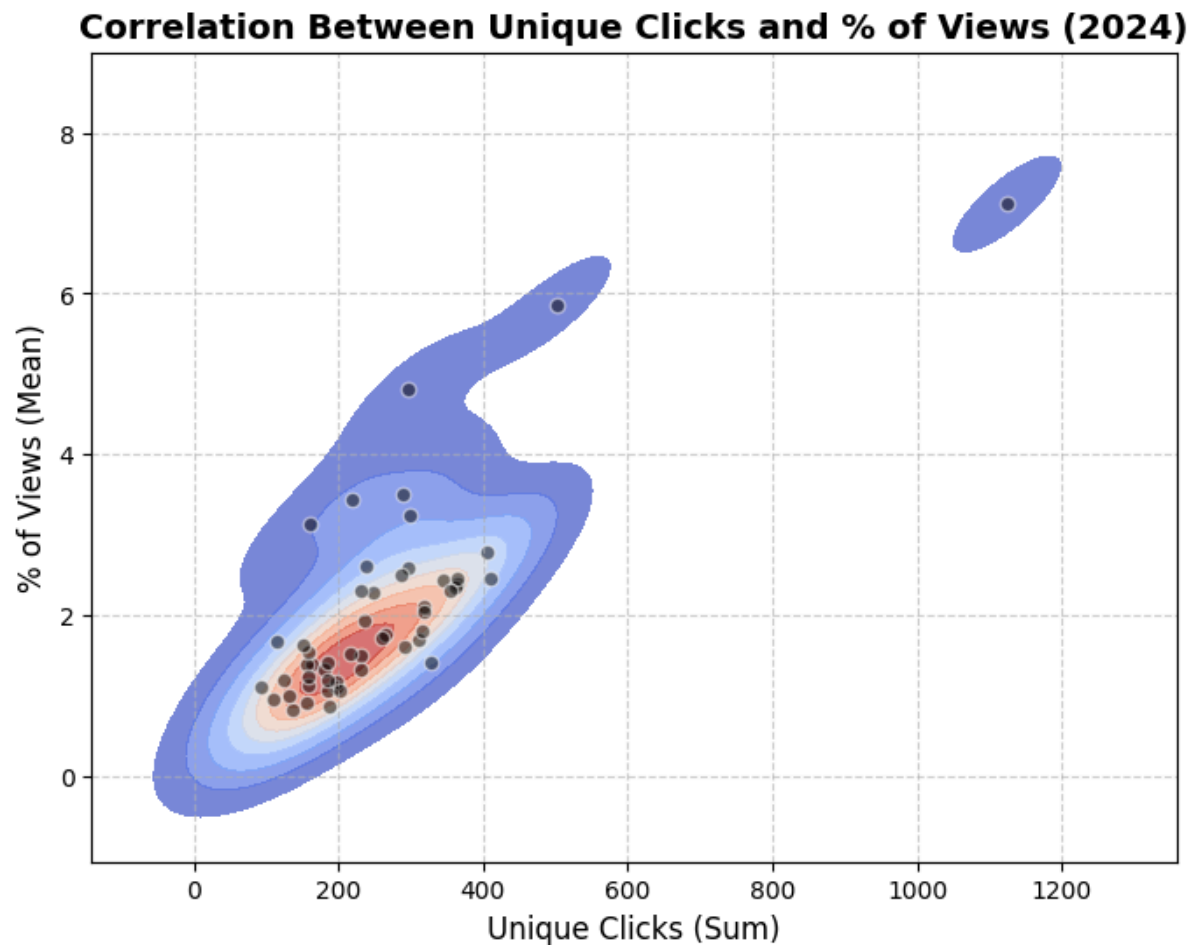


Time Series of Total Clicks and % of Sent (Correlation: 0.89)



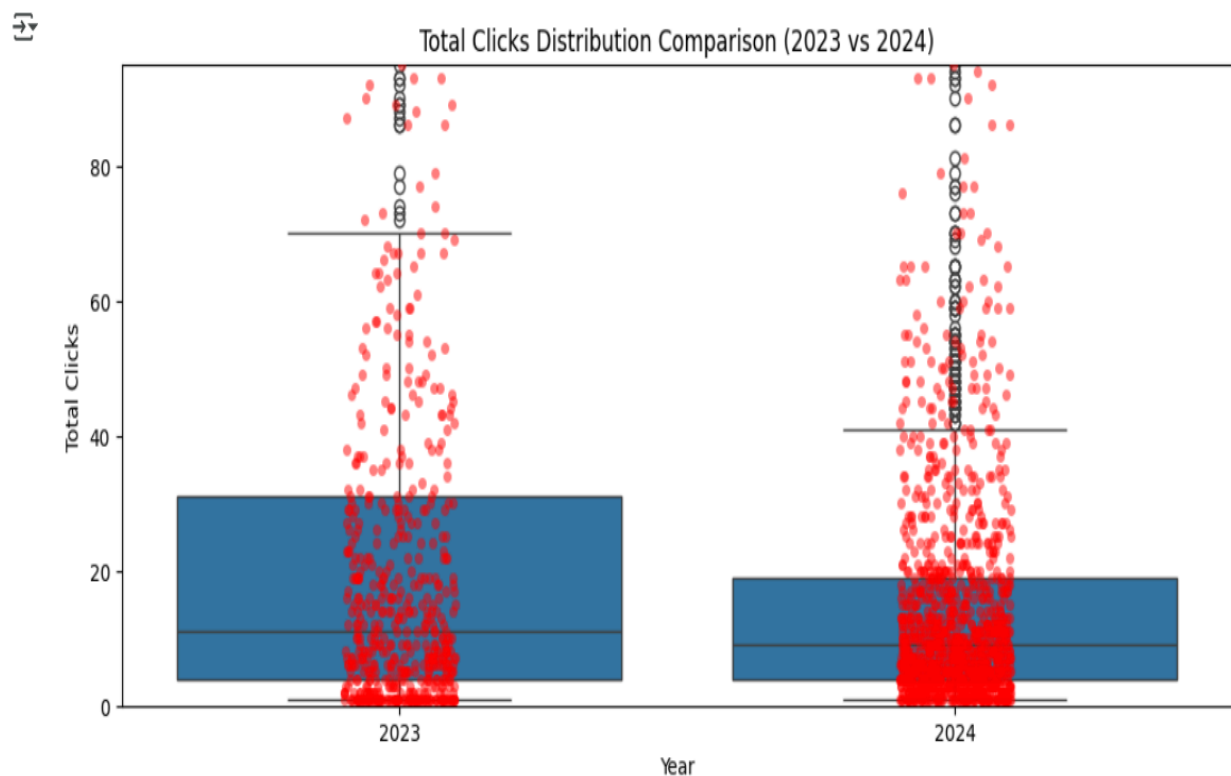
## 2.2 Comparative analysis of Click to View ratio (year wise)





The scatter plot shows a positive correlation between unique clicks and percentage of views, with most points close together. Some points are not together with the others and are larger in unique clicks and percentage of views. This might be due to AWG's marketing activities during those times. Since the two years' plot is similar, it seems AWG's strategy didn't change much in the two years. However, the red heatmap circle in 2023 is positioned higher, suggesting that the 2023 strategy might have been more beneficial for overall performance, while the 2024 strategy seemed to emphasize the standing out performance of a particular month.

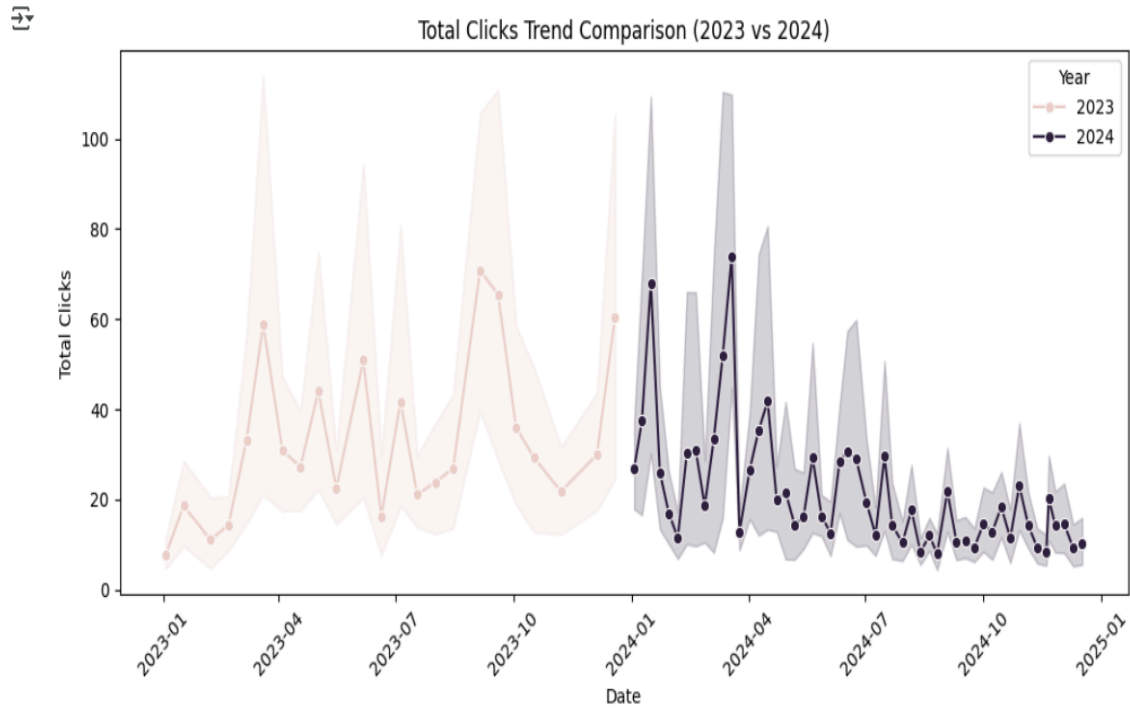
### 2.3 Analysis of Total Click by high performing URLs per year (year wise)



#### **Total Clicks distribution comparison (2023 vs 2024):**

The median total clicks number in 2023 is higher than 2024, and both years have URLs with the highest number of clicks exceeding 80. There is a wider spread in 2023 than 2024. And we can see the data in 2024 is more concentrated in the bottom, which is around 10 clicks.

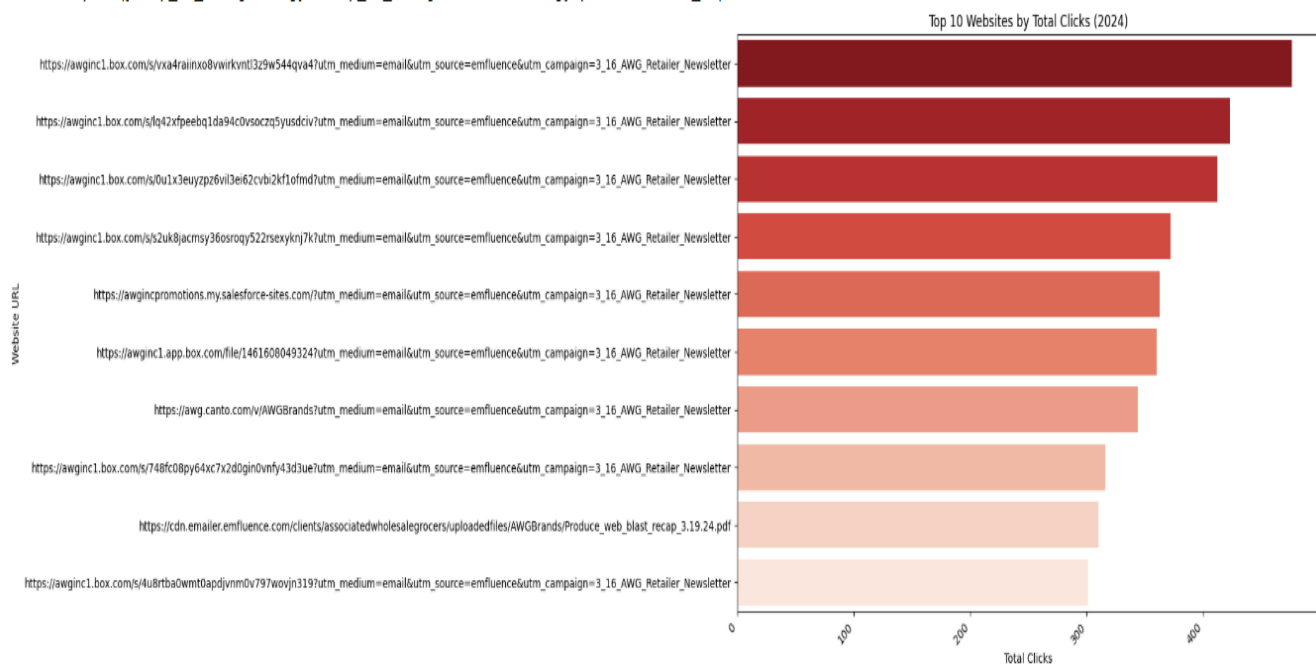
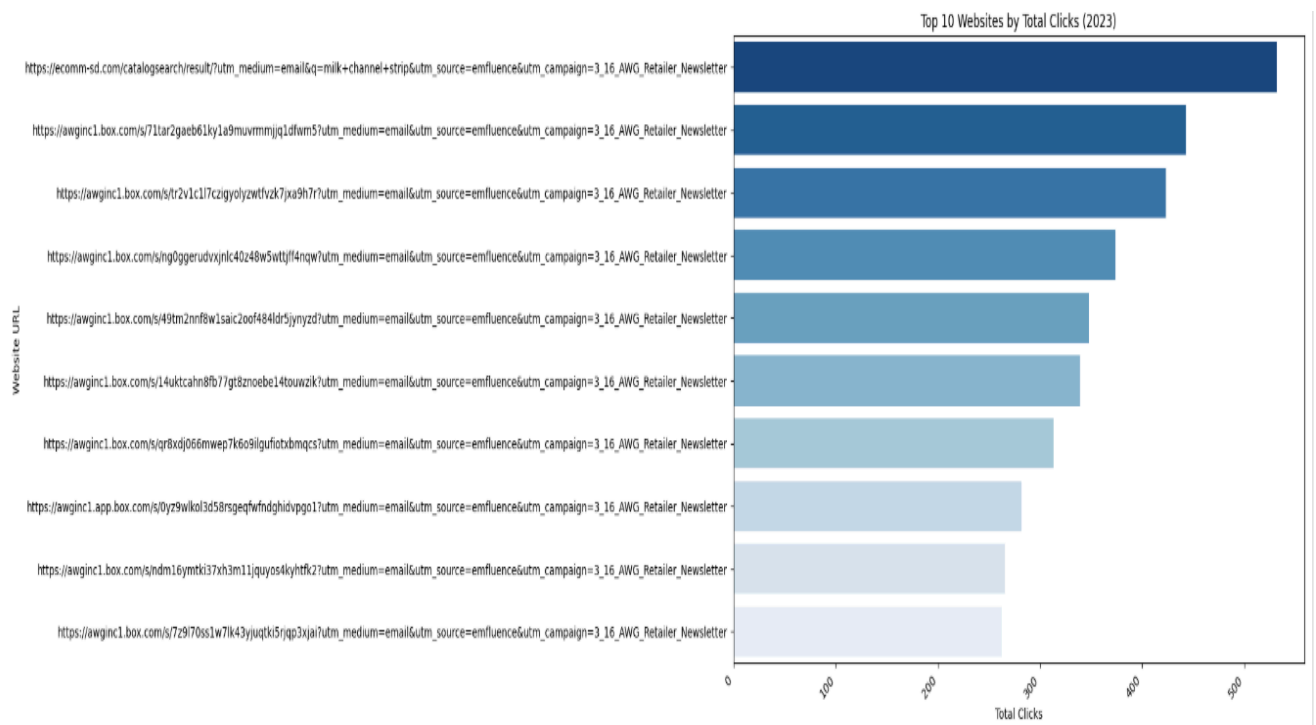




### **Total Clicks trend comparison (2023 vs 2024):**

The trend for 2023 shows higher spikes than 2024 indicating successful marketing effort during many month such as August to September in 2023.

The trend for 2024 shows more spikes in the beginning of the year from January to march. We can observe that the trend is getting lower and lower later on and staying at a lower level till the end of the year.



## Top 10 Websites by Total Clicks (2023 vs 2024):

The URL with the highest clicks in 2023 is performed significantly exceeding others with more than 500 clicks. The distribution of the total clicks shows a decline number across the top 10.

The top 10 total clicks URL in 2024 shows a more evenly distributed distribution than 2023. And the highest performing URL had fewer total clicks than 2023 suggest that there is a decreasing customers interest trend in 2024.

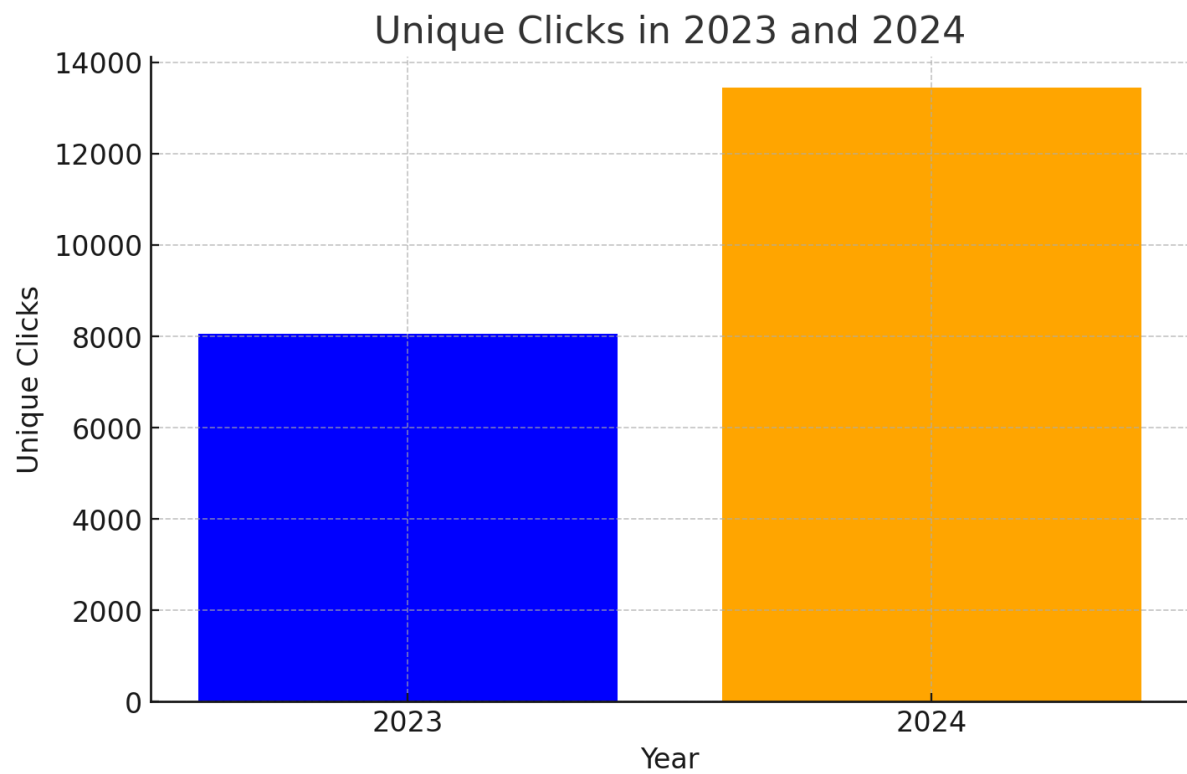
#### Top 10 websites by Total Clicks (2023):

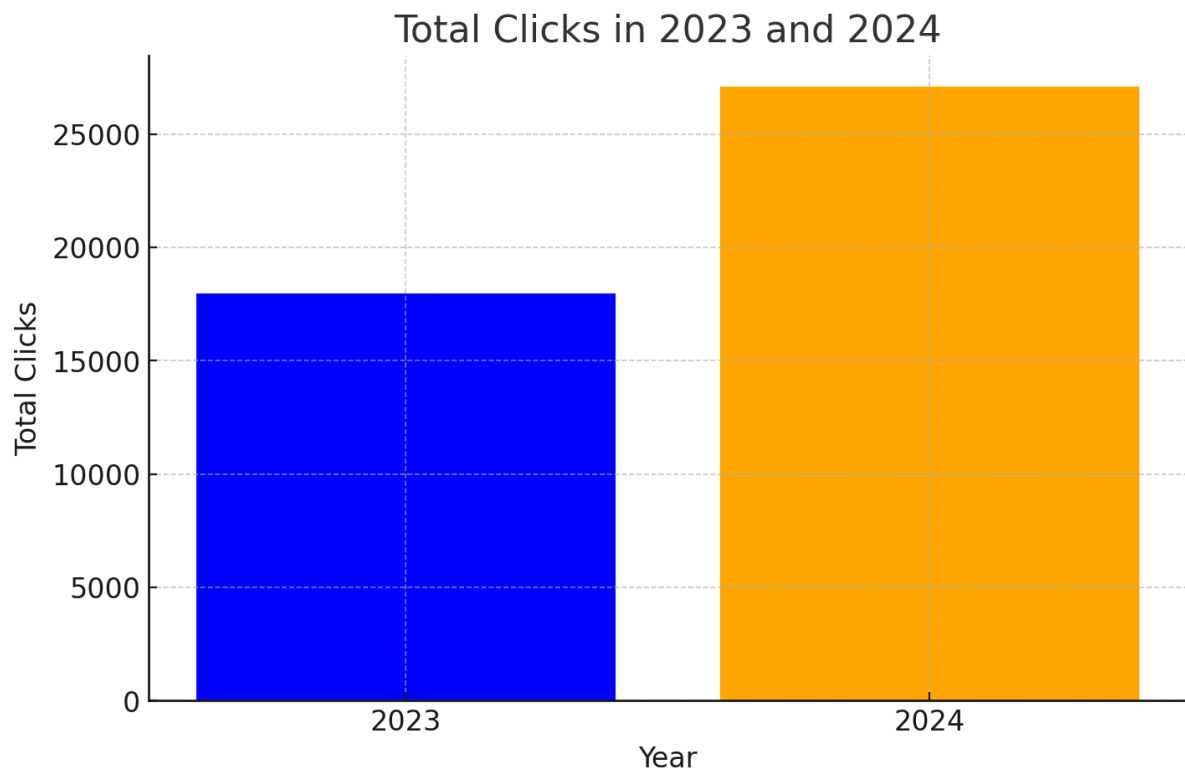
Date	URL	Total Clicks
2023-09-19	<a href="https://ecom-sd.com/catalogsearch/result/?utm_medium=email&amp;q=milk+channel+strip&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://ecom-sd.com/catalogsearch/result/?utm_medium=email&amp;q=milk+channel+strip&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	532
2023-03-20	<a href="https://awginc1.box.com/s/71tar2gaeb61ky1a9muvrmjg1dfwm5?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/71tar2gaeb61ky1a9muvrmjg1dfwm5?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	443
2023-06-06	<a href="https://awginc1.box.com/s/tr2v1c1l7czigvolyvzwtfvzk7jxa9h7r?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/tr2v1c1l7czigvolyvzwtfvzk7jxa9h7r?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	423
2023-09-19	<a href="https://awginc1.box.com/s/ng0ggerudvxnjlc40z48w5uttjff4nqw?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/ng0ggerudvxnjlc40z48w5uttjff4nqw?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	374
2023-12-19	<a href="https://awginc1.box.com/s/49tm2nmf8w1saic2oof4841dr5jynyvd?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/49tm2nmf8w1saic2oof4841dr5jynyvd?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	348
2023-07-05	<a href="https://awginc1.box.com/s/14uktcahn8fb77gt8znoebe14touwzik?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/14uktcahn8fb77gt8znoebe14touwzik?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	339
2023-09-05	<a href="https://awginc1.box.com/s/qf8xdj066mwp7k609ilgufiotxbmqcs?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/qf8xdj066mwp7k609ilgufiotxbmqcs?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	313
2023-05-02	<a href="https://awginc1.app.box.com/s/0yz9wlkol3d58rsgeqfwfndghidvpgol?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.app.box.com/s/0yz9wlkol3d58rsgeqfwfndghidvpgol?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	282
2023-09-05	<a href="https://awginc1.box.com/s/ndm16ymtki37xh3m11jquyos4kyhtfk2?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/ndm16ymtki37xh3m11jquyos4kyhtfk2?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	266
2023-09-05	<a href="https://awginc1.box.com/s/7z9l70sslw7lk43yjuotki5rjqp3xjai?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/7z9l70sslw7lk43yjuotki5rjqp3xjai?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	263

#### Top 10 websites by Total Clicks (2024):

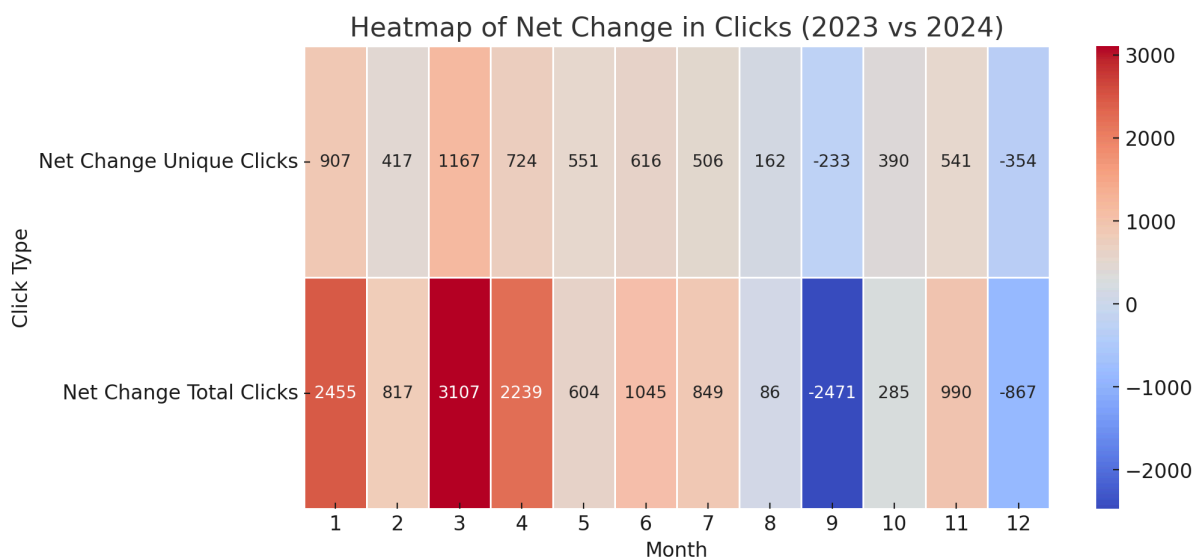
Date	URL	Total Clicks
2024-03-12	<a href="https://awginc1.box.com/s/vxa4raixno8vwirkvnt13z9w544qva4?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/vxa4raixno8vwirkvnt13z9w544qva4?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	476
2024-04-16	<a href="https://awginc1.box.com/s/lq42xfpeebq1da94c0vsocq5yusdciv?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/lq42xfpeebq1da94c0vsocq5yusdciv?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	423
2024-03-19	<a href="https://awginc1.box.com/s/0u1x3euyzpz6vil3ei62cvbi2kflfmd?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/0u1x3euyzpz6vil3ei62cvbi2kflfmd?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	412
2024-03-19	<a href="https://awginc1.box.com/s/s2uk8jacmsy36osroqy522rsexyknj7k?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/s2uk8jacmsy36osroqy522rsexyknj7k?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	372
2024-04-09	<a href="https://awgincpromotions.my.salesforce-sites.com/?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awgincpromotions.my.salesforce-sites.com/?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	363
2024-03-05	<a href="https://awginc1.app.box.com/file/1461608049324?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.app.box.com/file/1461608049324?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	360
2024-02-13	<a href="https://awg.canto.com/v/AWGBrands?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awg.canto.com/v/AWGBrands?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	344
2024-01-16	<a href="https://awginc1.box.com/s/748fc08py64xc7x2d0gin0vnfy43d3ue?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/748fc08py64xc7x2d0gin0vnfy43d3ue?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	316
2024-03-19	<a href="https://cdn.emfluence.com/clients/associatedwholesalegrocers/uploadedfiles/AWGBrands/Produce_web_blast_recap_3.19.24.pdf">https://cdn.emfluence.com/clients/associatedwholesalegrocers/uploadedfiles/AWGBrands/Produce_web_blast_recap_3.19.24.pdf</a>	310
2024-06-17	<a href="https://awginc1.box.com/s/4u8rtba0mt0apdjvnm0v797wovjn319?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter">https://awginc1.box.com/s/4u8rtba0mt0apdjvnm0v797wovjn319?utm_medium=email&amp;utm_source=emfluence&amp;utm_campaign=3_16_AWG_Retailer_Newsletter</a>	301

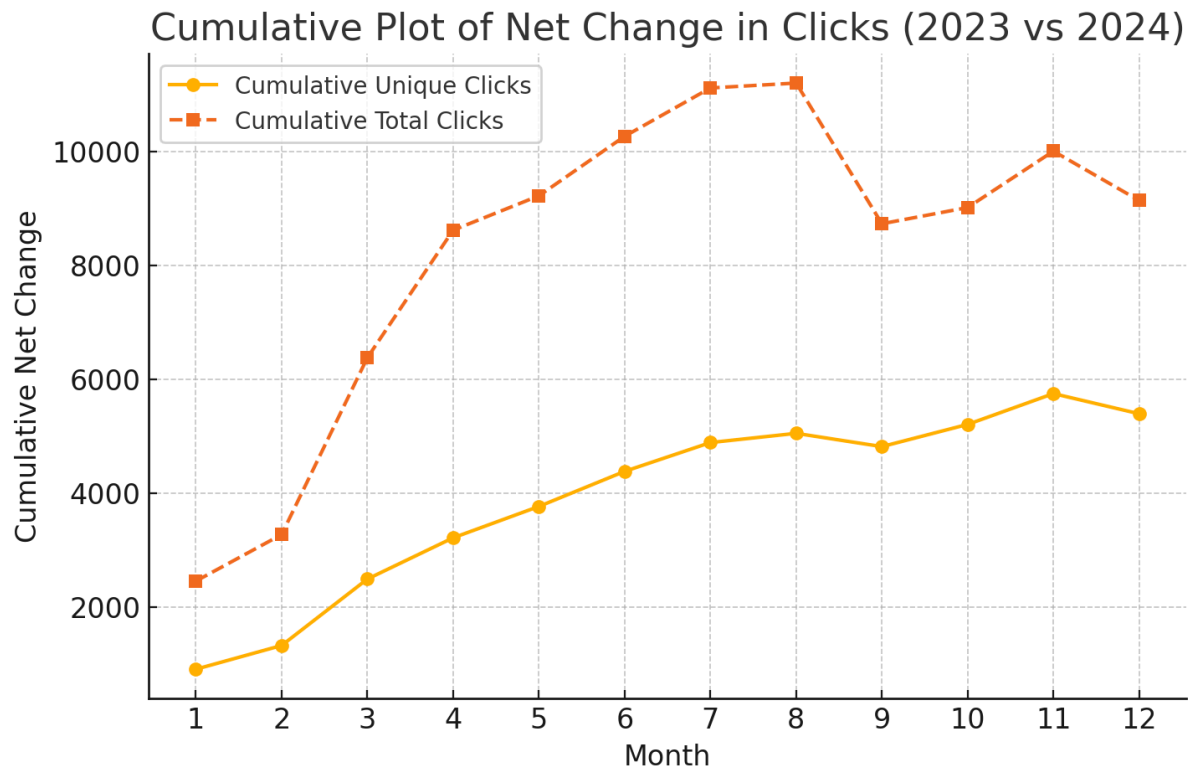
## 2.4 Performance of Clicks (year wise)





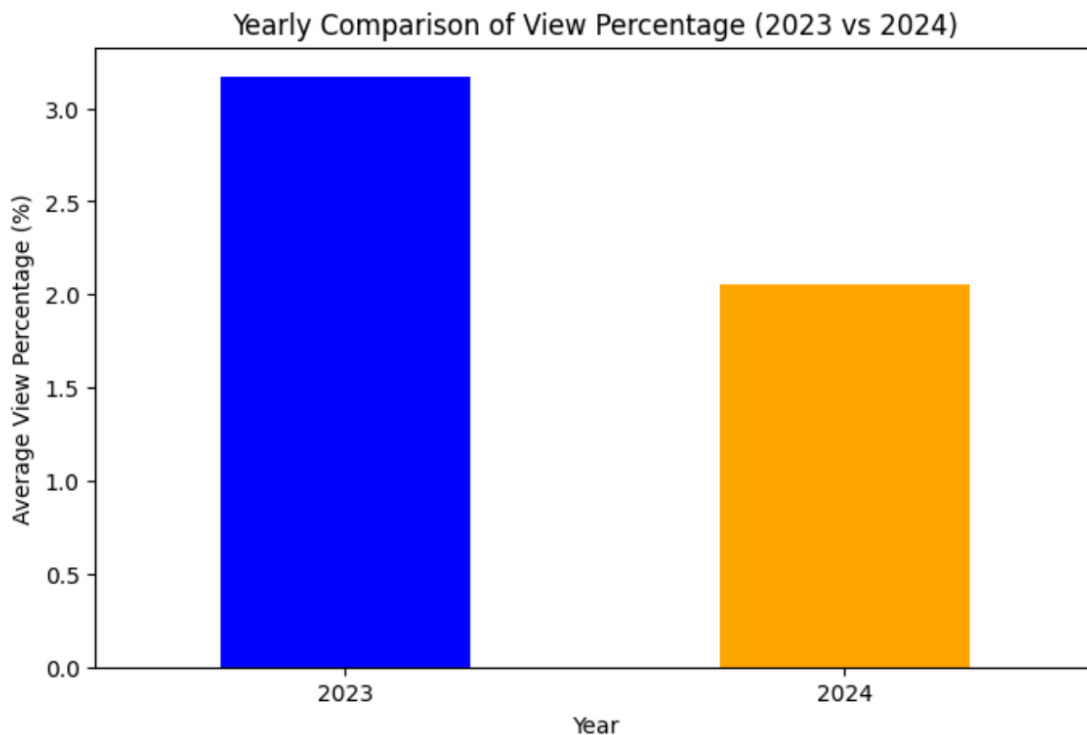
As the bar chart shows, compared to 2023 and 2024, the number of unique clicks increased by more than 5,000 and total clicks increased by about 10,000, indicating that more people were willing to click on email links multiple times.



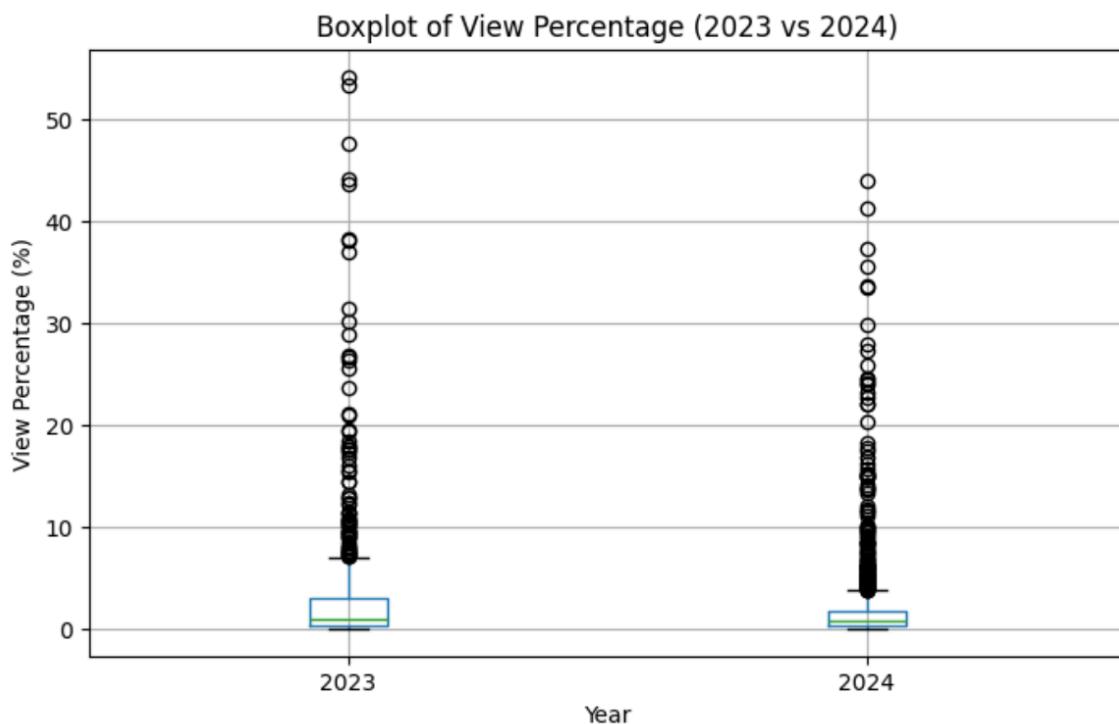


As the heat map and cumulative plot shows, the net change between unique clicks and total clicks showed a sharp increase in volume and trend in January, March and April and a sharp decrease in September. It is speculated that the net change in these months is more affected by the quality of links' content to attract users' interest.

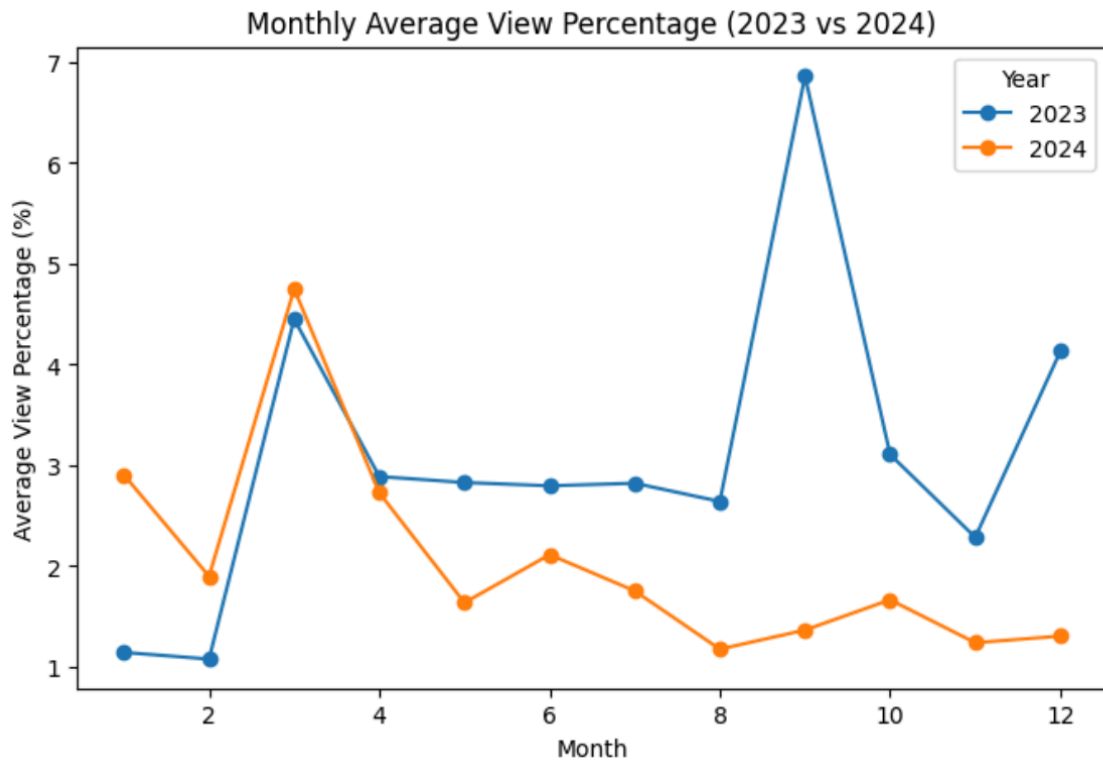
## 2.5 Comparative analysis of View percentage (year wise)



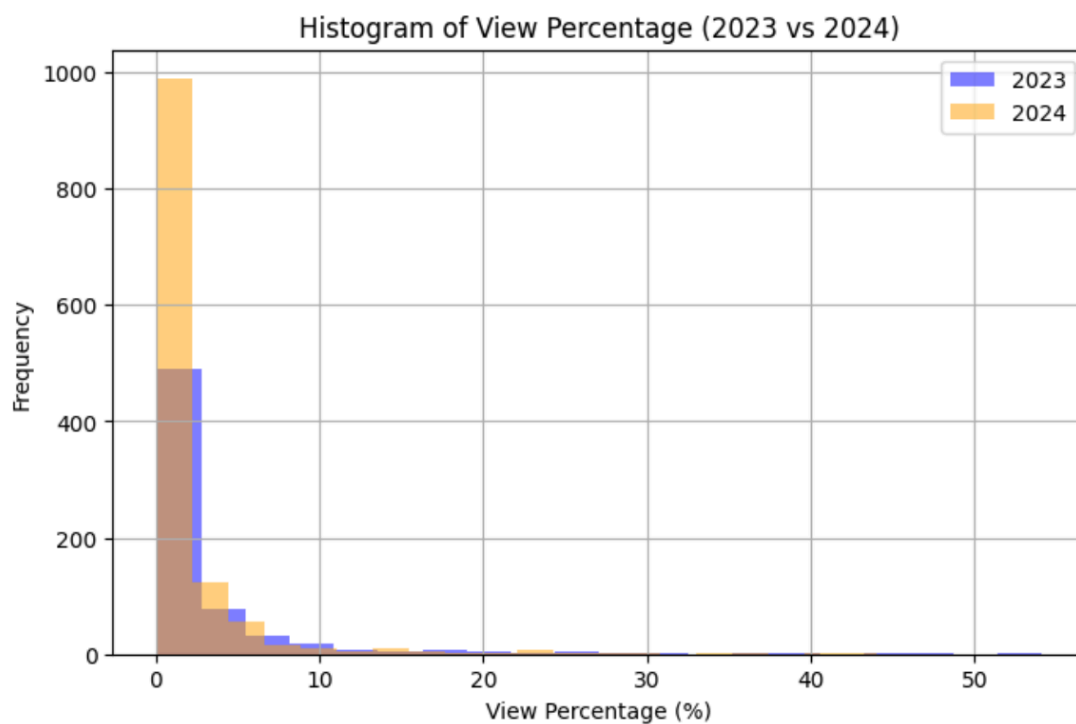
**The average view percentage declined in 2024 compared to 2023. This suggests that overall engagement was lower in 2024.**



**The median view percentage is slightly lower in 2024, indicating that in both years, at least half of the URLs had low engagement levels, but 2024 performed slightly worse.**

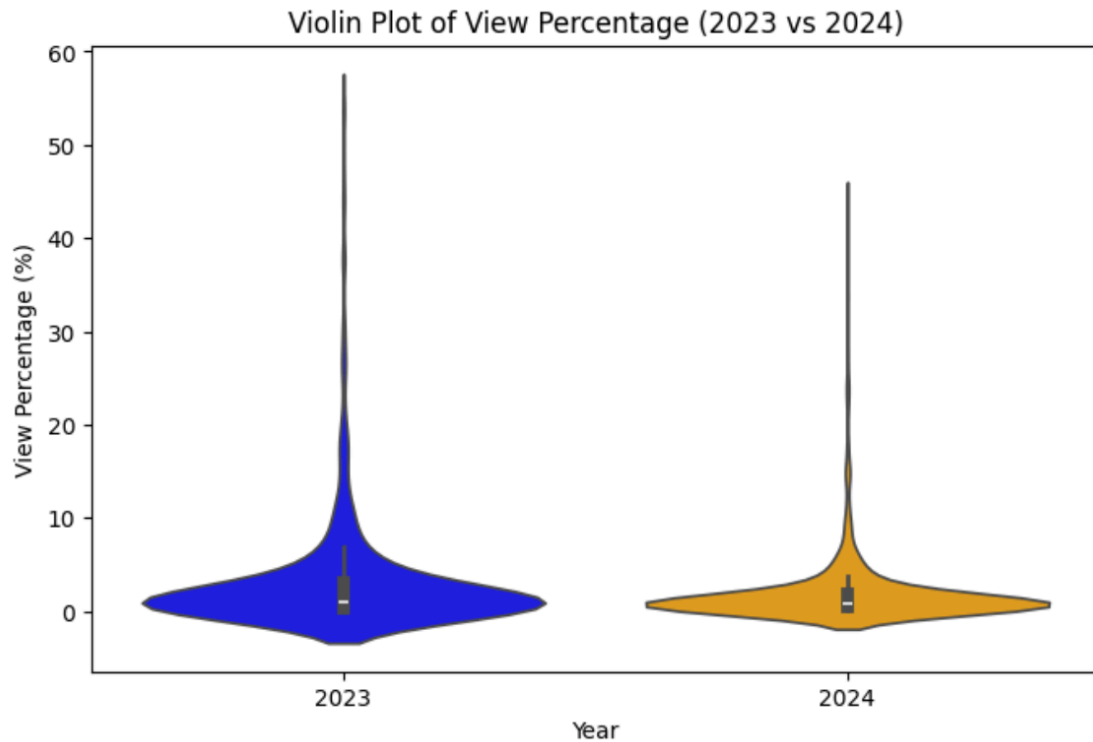


**In 2023, the highest engagement happened in March and September, while in 2024, it only peaked earlier in March. This suggests a shift in engagement trends, possibly due to different campaign timings or external factors.**



**The most frequent view percentages in 2024 are lower than in 2023, reinforcing that engagement levels declined overall.**





**Both distributions are highly right-skewed, meaning that most URLs have low view percentages, but 2024 is even more skewed, indicating an even greater number of low-performing links.**