

[To improve the conversion rate by analyzing purchasing and history data]

This project was carried out from the perspective of the conversion rate, coaching satisfaction, and channel by time and age group with the aim of improving the conversion rate. By analyzing the conversion rate, I thought that it would be possible to induce paid conversion by aggressively marketing to free users. In fact, as a result of the analysis, it was confirmed that the purchase amount increased significantly during lunchtime (10:00-12:00) and early morning (23:00-24:00). In addition, it was seen that more purchases were made on weekdays (Monday-Wednesday) than on weekends (Thursday-Sunday), so marketing budgets were intensively executed on the time of the day and we sent the conversion-inducing mail as well as sent the mobile notification to free users. In the case of purchasing channels, Facebook, Naver, and e-mail were higher in order, and in the case of an e-mail, the reason for the high conversion rate was judged that it contained various information which could increase reliability. So we encouraged other free users who are in the group with a low conversion rate to receive the same information. As a result of the A/B test verification, the actual conversion rate improved by 0.4% through these activities. It was such a good opportunity to analyze customer data and apply it to marketing activities and check the actual response, and I felt that I wanted to study more about marketing strategies and profitability improvement strategies.