




## **Ecommerce: Mini Project #1**

Measuring online traffic to gain more traction across NEW ZEALAND during  
Holiday Period (Oct-Dec)



## **Business Question**

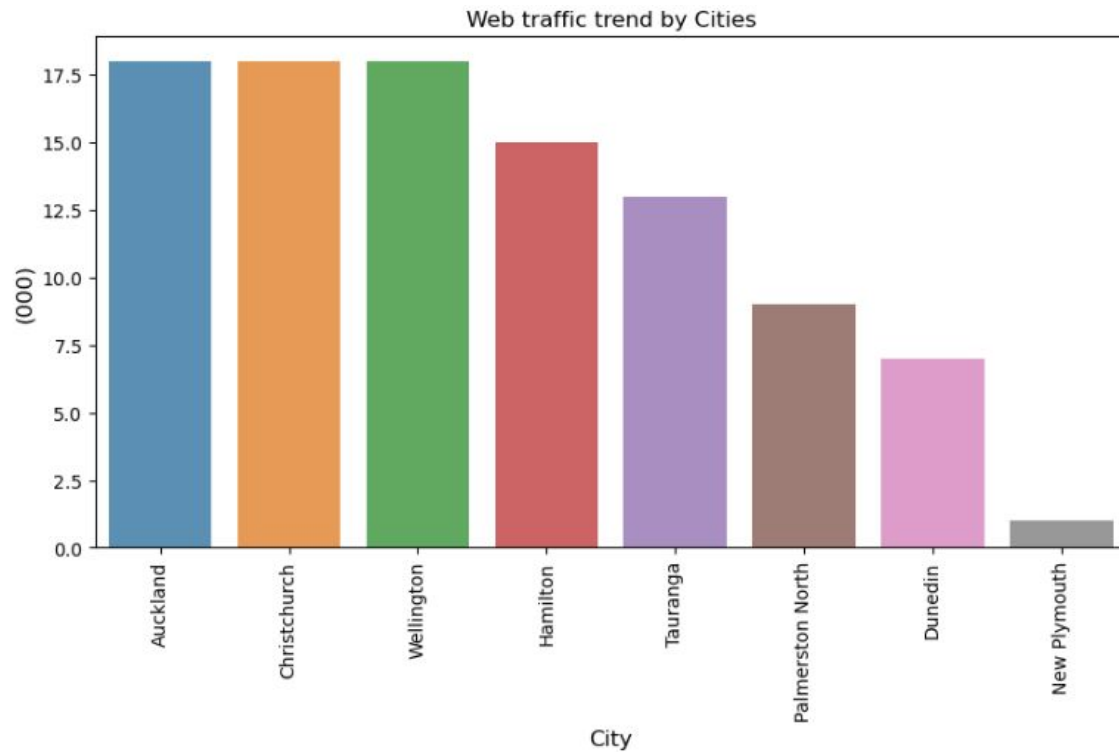
- Analyse Online traffic in NZ during Holiday period over October - December, in correlation with cities and demographic data.
- Analyse data focusing on cities for Business expansion, while evaluating and improving regions with lower Web traffic/users for business improvement

# About the Dataset

Data on 1.6 million users between the demographic group of 18 to 65+ is segmented

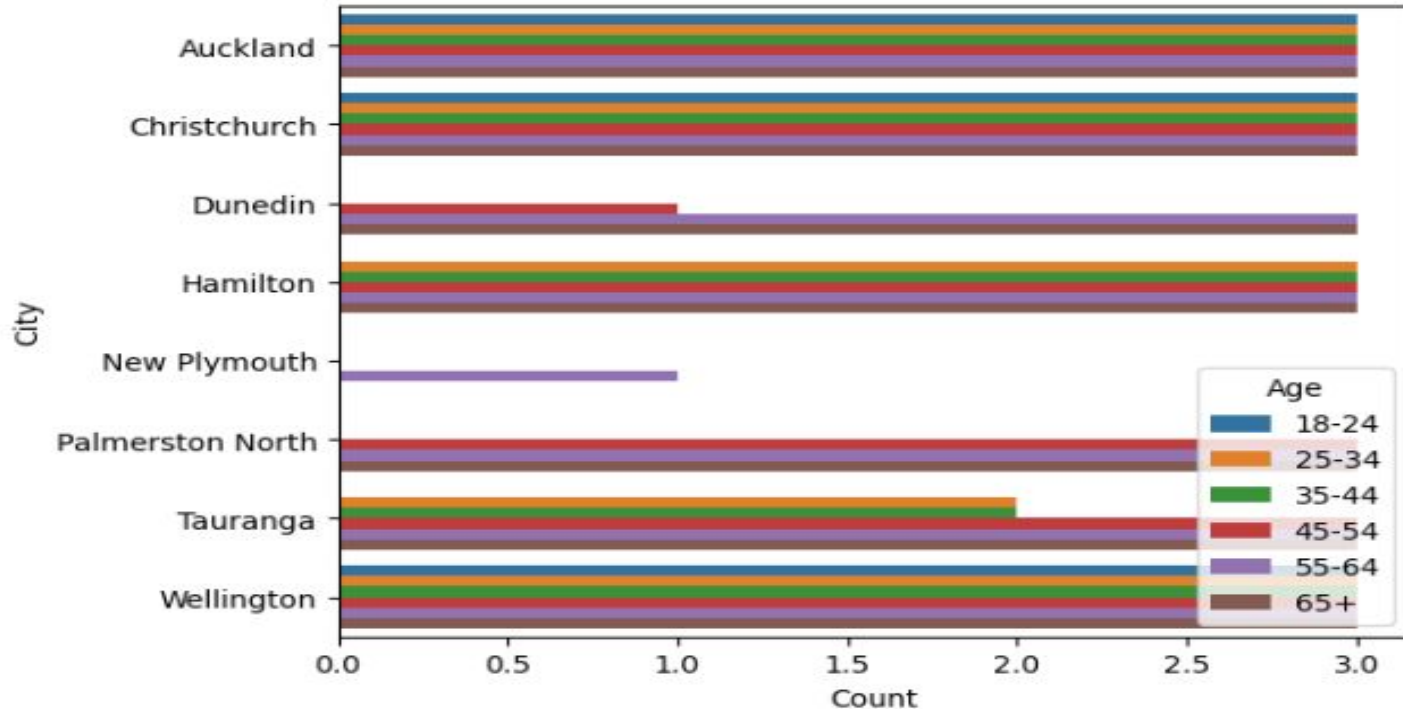
Timeframe for dataset analysis is between October to December' 22

# Data Exploratory Data Analysis

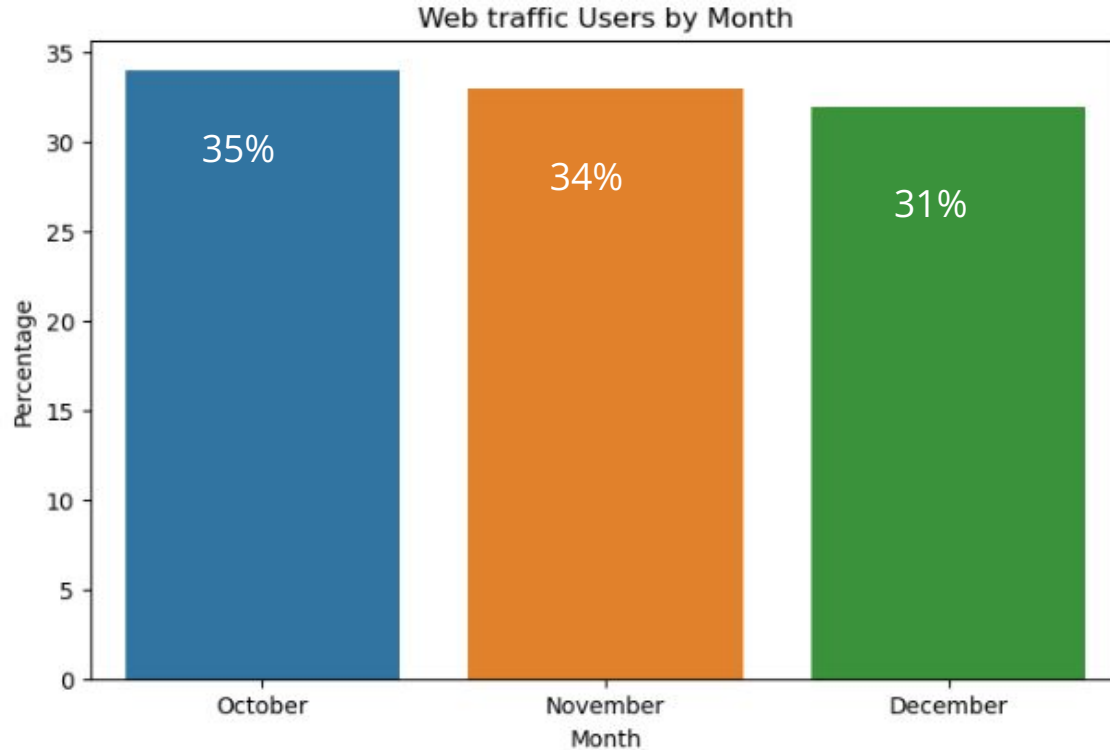


# Data Exploratory Data Analysis

Business expansion, based on demographic, cities and high web users



# Data Exploratory Data Analysis



- October is a favourable month to introduce new products and attract new customers
- Driving incremental sales based on high traffic in October and November

# Hypothesis Testing

## Data interpretation:

- Increase controlled group testing in the top 3 cities with High Online User traffic
- For Marketing team to increase brand awareness in the cities with low traffic
- Demographic data in different cities has shown direct correlation with user scalability and scope to improve low performing areas

## Key assumption:

- Densely populated cities are seen to have higher internet penetration
- Better connectivity in some cities compared to others
- Low Brand awareness
- Sales intent to peak in October for consumers who plan ahead of Christmas Holidays

# Next Steps

## Further Investigation

- Compare data against previous year
- More detailed data to further assess high performing cities and higher conversion rate
- User trend can be further assessed around Public Holidays and key retail dates (Black Friday Offers, Cyber Monday, and Boxing day offers)