

HOW TO INCREASE CONVESION OF PARTICULAR PRODUCTS?

Case study

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APPROACH OVERVIEW

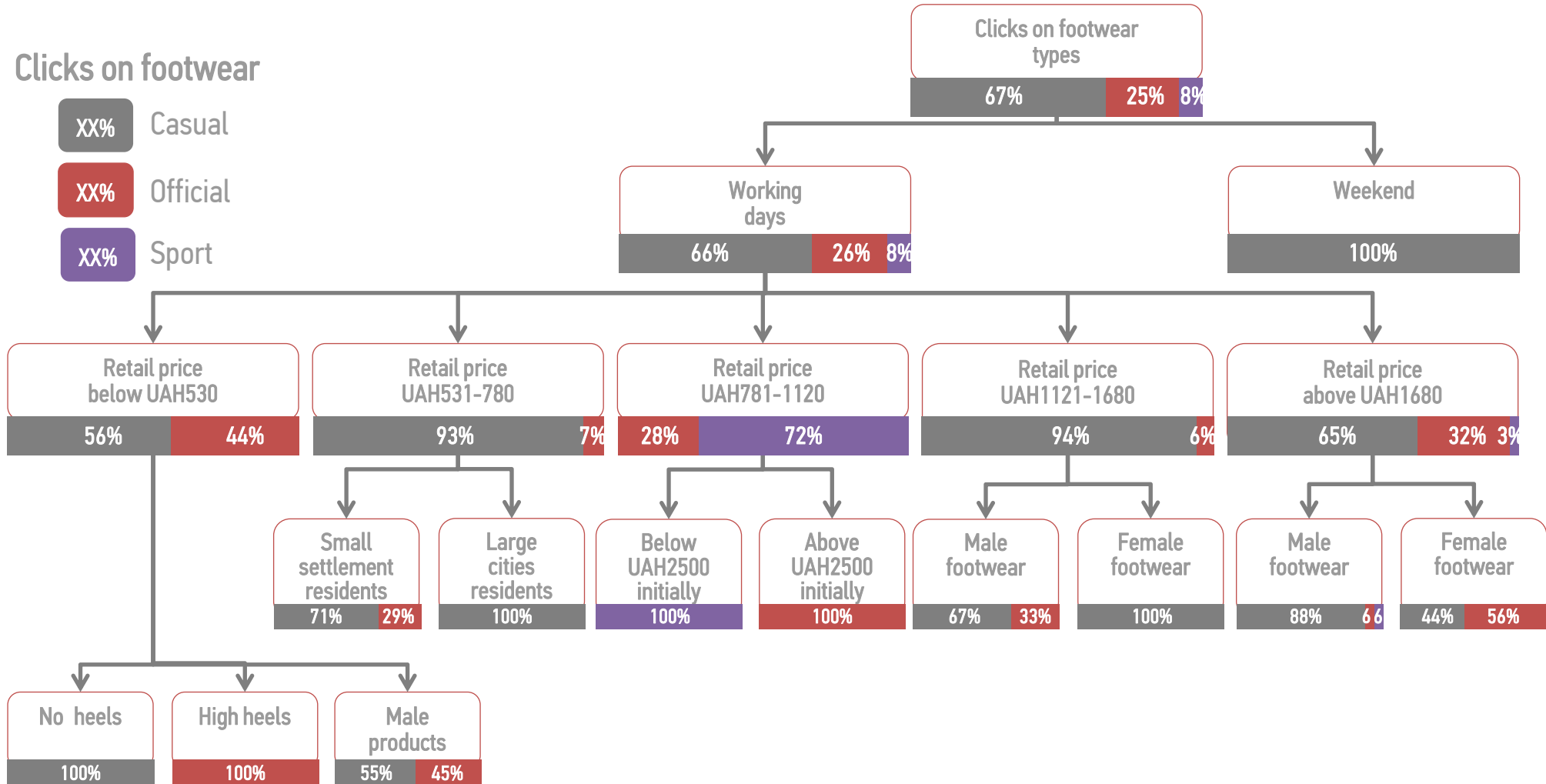
- The goal of the research is to understand how to increase number of clicks on different types of products (casual, sport and official footwear in this case)
- The information to base the analysis upon is 181 thousand clicks on three types of products
- The analysis includes variables of the following types:
 - **Time** variables (day of week, time of day, etc.)
 - Characteristics of the **visitor** (country, region, city, browser version, device, etc.)
 - Traits of the **products** (price, discount, color, design, male/female, etc.)
- As the result we have the **decision tree** that help work out the optimal strategy for the placing and promotional strategy of different types of products.



DECISION TREE OVERVIEW

Clicks on footwear

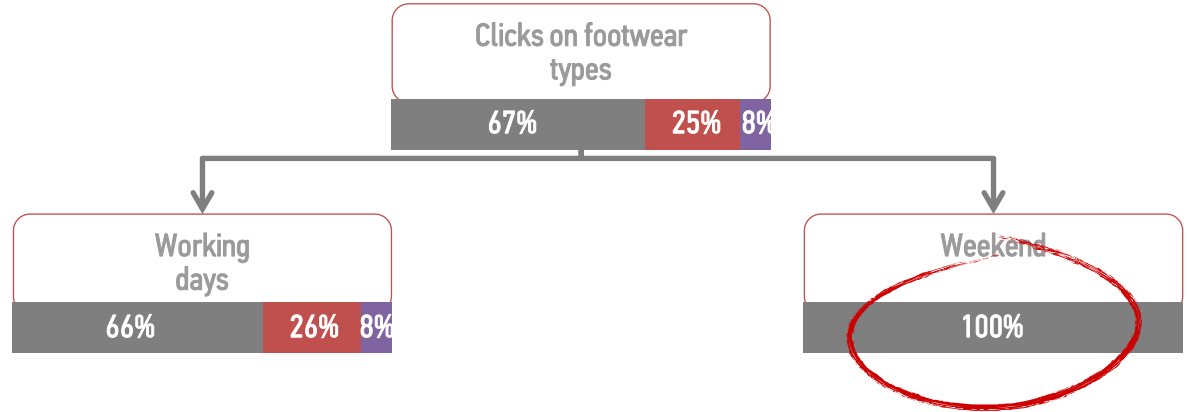
- XX% Casual
- XX% Official
- XX% Sport



DECISION TREE INSIGHTS (1/3)

Clicks on footwear

- XX% Casual
- XX% Official
- XX% Sport



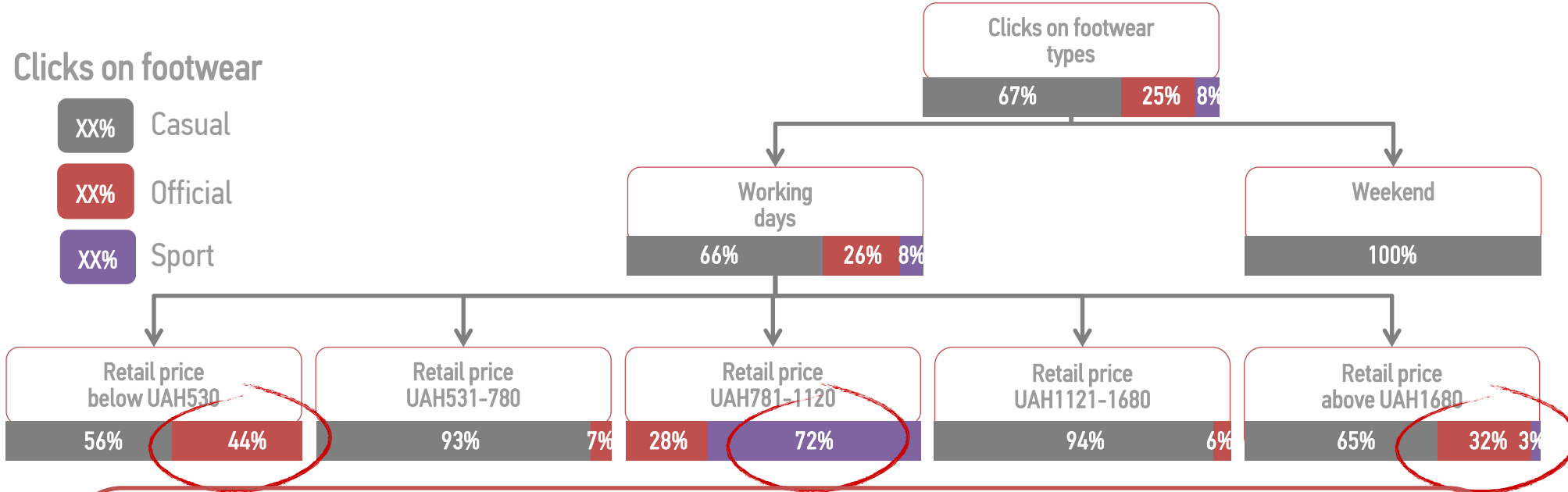
- On weekends clients are looking for casual products, while on working days they are interested in various products
- It might be sensible to promote casual footwear before the weekends
- On working days casual footwear accounts for 66% of clicks, official footwear has 26% click share, while sport models have 8%.



DECISION TREE INSIGHTS (2/3)

Clicks on footwear

- XX% Casual
- XX% Official
- XX% Sport

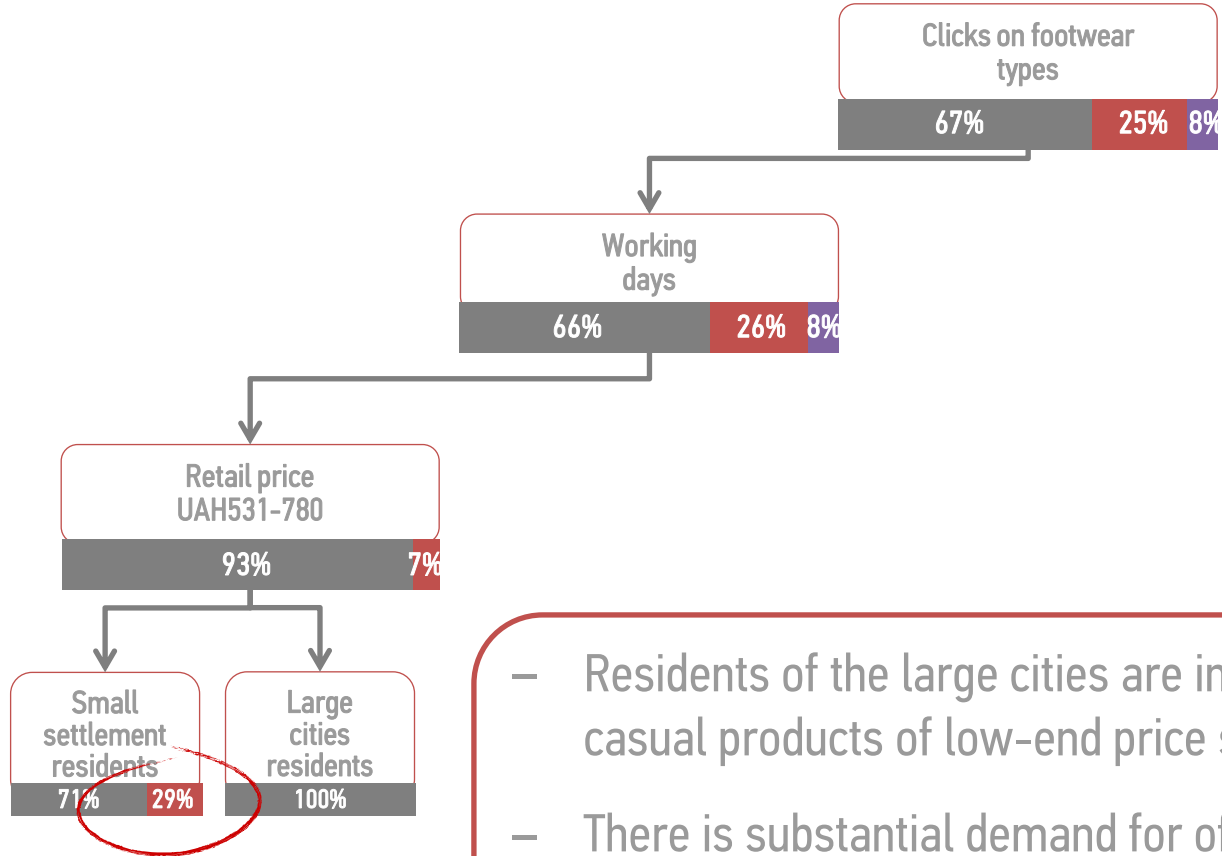


- Click distribution differs a lot depending on the price category
 - Sport footwear is the most popular in the range of UAH1000
 - Official footwear people are typically looking at is either very expensive or very cheap

DECISION TREE INSIGHTS (3/3)

Clicks on footwear

- XX% Casual
- XX% Official
- XX% Sport



- Residents of the large cities are interested in casual products of low-end price segments
- There is substantial demand for official inexpensive footwear among residents of smaller settlements



KEY TAKEAWAYS



There is substantially **higher demand for casual footwear on weekends**. It is advisable to promote casual models before and during the weekend



Sport footwear is most popular in **medium price segment**. Official footwear is sought for in either high-end or low-end segments.



Residents of **smaller settlements** are much more interested in **inexpensive official footwear**. Promotional campaigns should first of all focus on this group of clients.





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