

ENHANCING E-COMMERCE SUCCESS: THE POPCRT PROJECT

Refocus Project Assignment 1 Batch 12: GROUP 6

GROUP 6

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Background

- ▶ PopCrt, an e-commerce app that offers lifestyle and fashion brands from independent stores nationwide and has quickly become a prominent player in the online shopping industry since 2021.
- ▶ Key drivers of PopCrt's success include its user-friendly interface and continuous expansion of product offerings resulting in impressive revenue growth.
- ▶ PopCrt's commitment to lifestyle and fashion brands, cultural representation, user-centric design, and ongoing expansion have propelled it to the forefront of the e-commerce industry in the Philippines.
- ▶ As Data Analysts, our team is dedicated to support PopCrt's growth and enhance its operational effectiveness.



Problem Statement

- ▶ PopCrt allocates a substantial budget to virtual advertising campaigns aimed at promoting their products. However, the effectiveness of these campaigns in terms of generating clicks and driving sales remains uncertain.



Objectives

- ▶ To determine the overall click-through rate (CTR) for the campaigns launched by the company
- ▶ To determine CTR for each product category
- ▶ To assess the contribution of female customers to campaign revenue
- ▶ To identify the campaign with the highest impressions
- ▶ To determine the unique user engagement per location for the high-impression campaign
- ▶ To analyze the popularity of product categories based on location, age groups, and gender.
- ▶ To provide insights and recommendations to optimize marketing strategies based on the data analysis findings.

Methodology

- ▶ Review and collection of relevant data on campaign performance
- ▶ Data cleaning and preparation using SQL and Excel
- ▶ Data Analysis and Visualization using Excel to determine the findings and achieve the project objectives
- ▶ Summary of results, insights, and recommendations

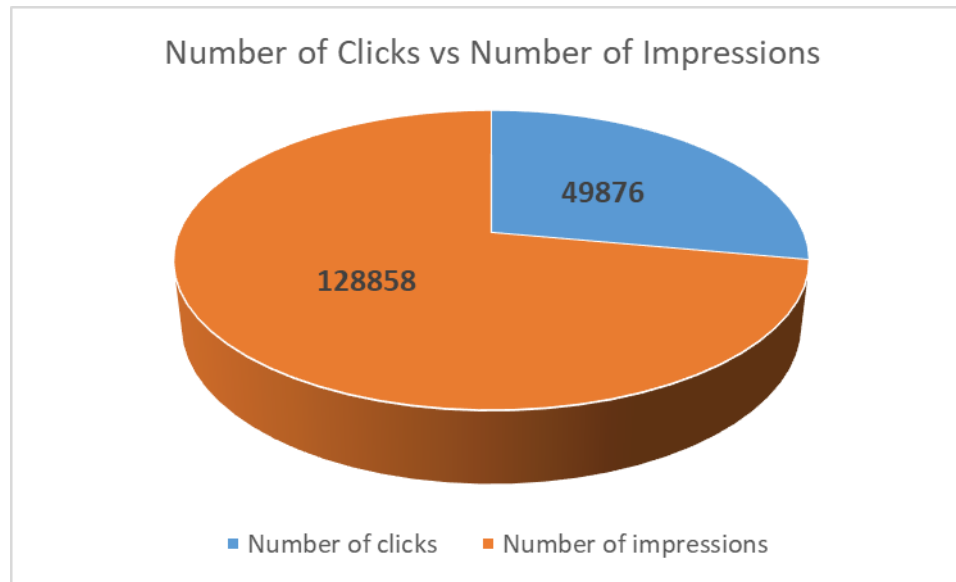


FINDINGS

1. What is the overall click-through rate (CTR) for the campaigns launched by the company?

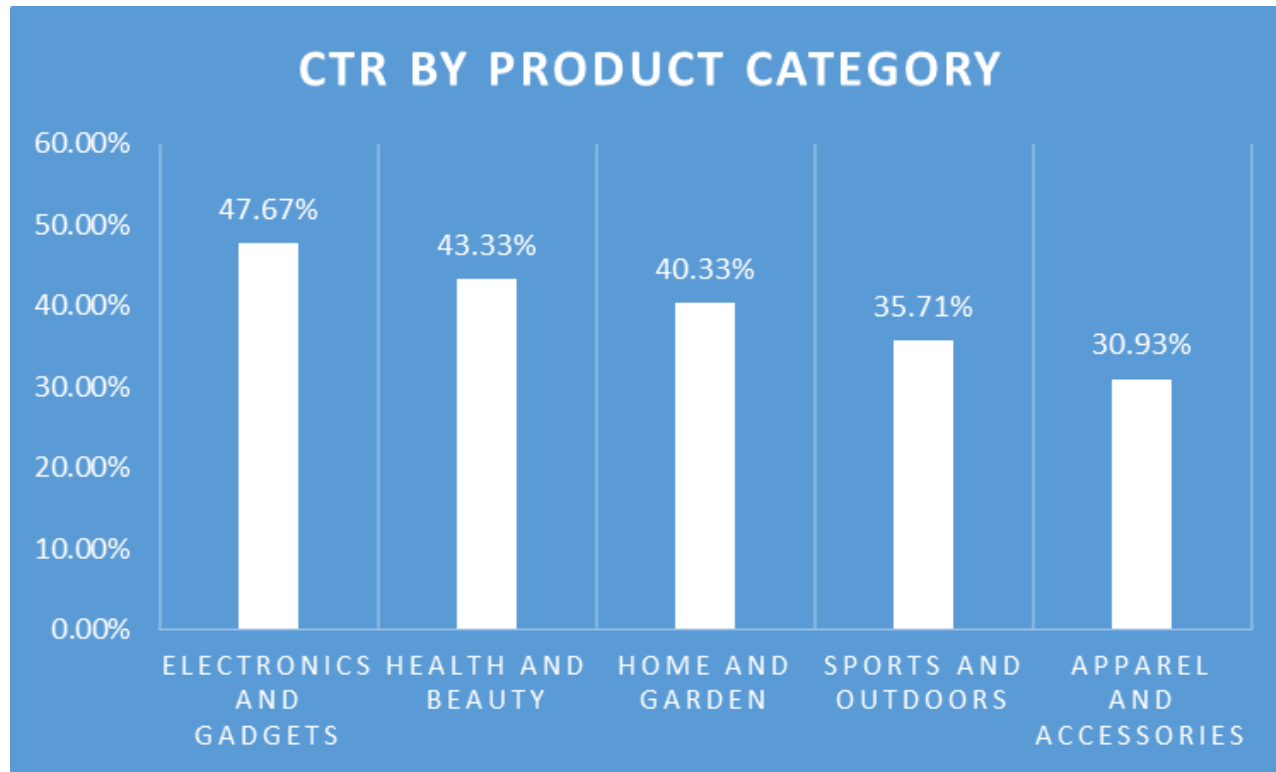
$$CTR = (\text{Number of clicks} / \text{Number of impressions}) \times 100\%$$

| | |
|-----------------------|---------------|
| Number of clicks | 49876 |
| Number of impressions | 128858 |
| CTR | 38.71% |



➤ The overall click-through rate (CTR) for the company's campaigns is determined to be **38.71%**.

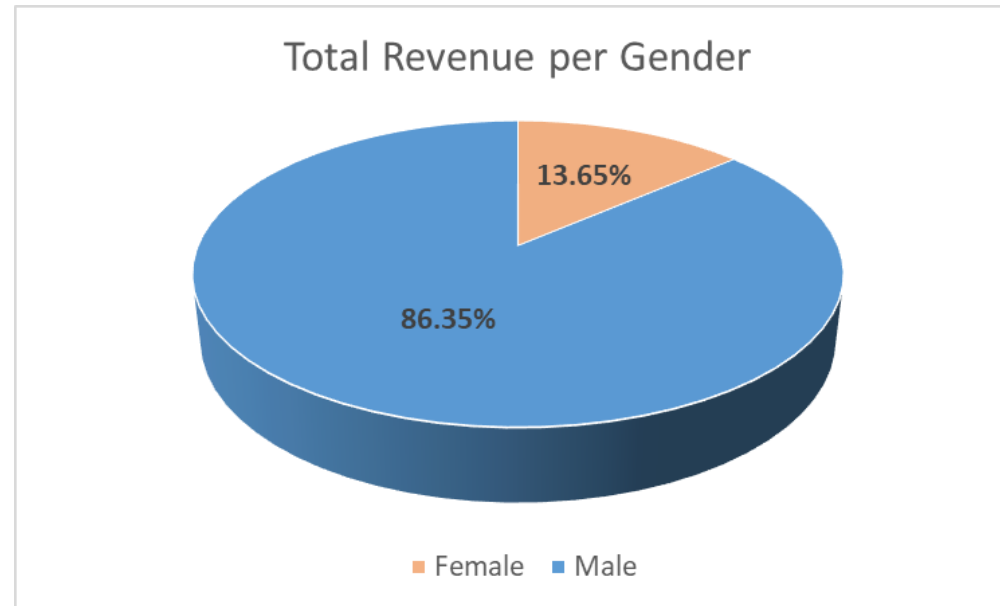
2. What is the CTR for each product category?



- These rates indicate the percentage of users who clicked on the ads within each category out of the total number of impressions. **Electronics and Gadgets Category** is observed to have the highest CTR among other categories.

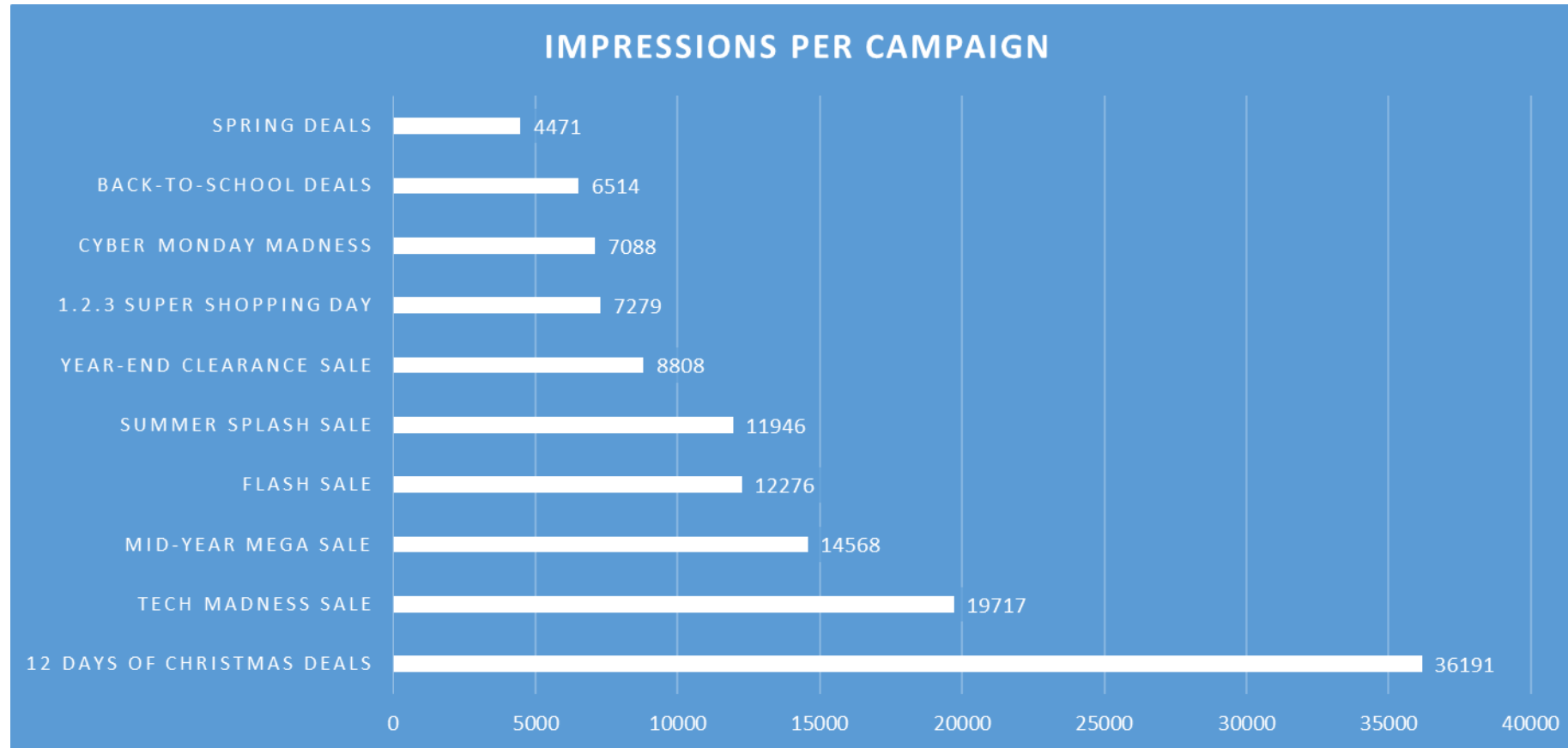
3. What percentage of the total revenue generated during campaign periods is contributed by female customers?

| Gender | Revenue | Percentage |
|-------------|----------|------------|
| Female | 12007160 | 13.65% |
| Male | 75958431 | 86.35% |
| Grand Total | 87965591 | 100.00% |



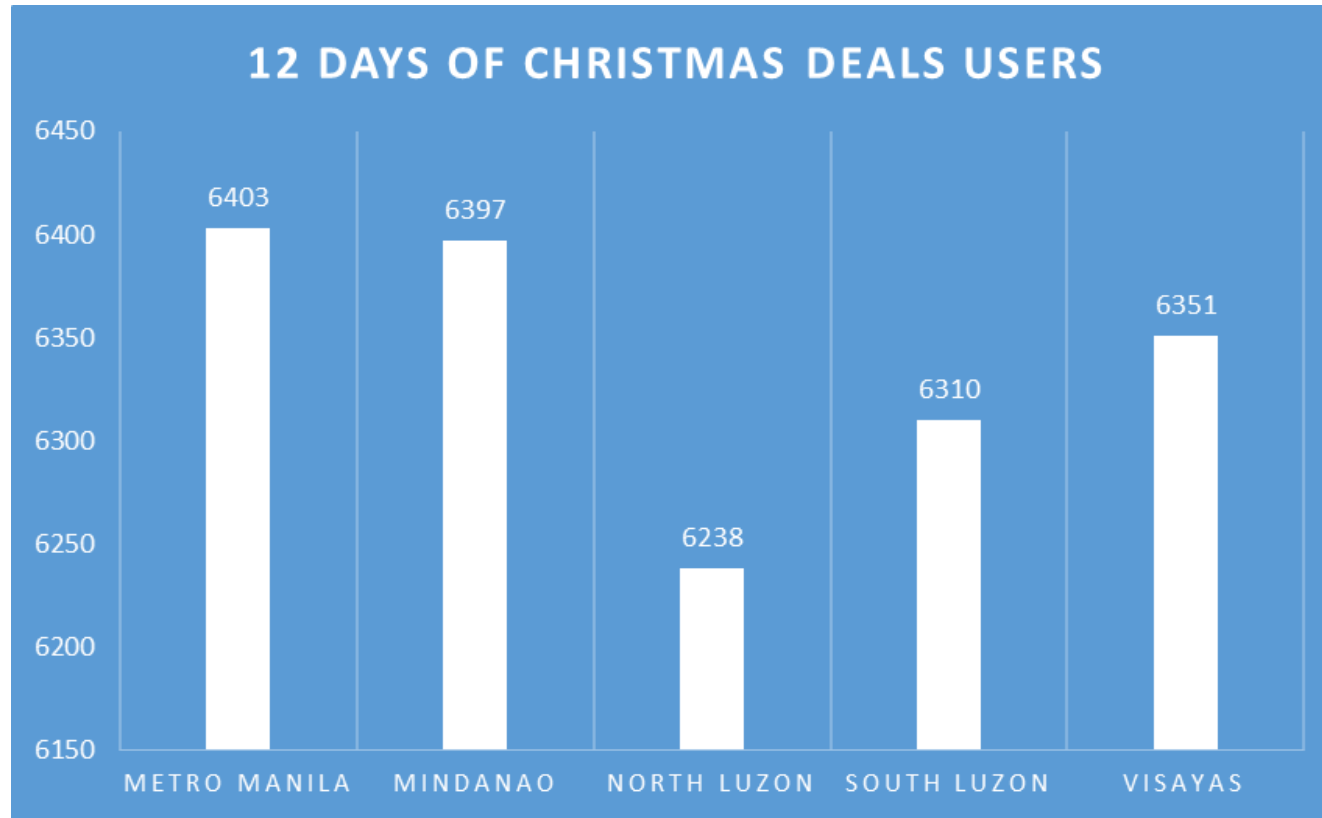
- It shows that **13.65%** of the total revenue generated during campaign periods is contributed by Female customers. The analysis indicates that male customers significantly outweighed female customers in terms of revenue contribution during the campaign periods, with males accounting for **86.35%** of the total revenue.

4. Which campaign has generated the most impressions?



- The **12 Days of Christmas Deals** campaign generated the highest number of impressions per campaign.

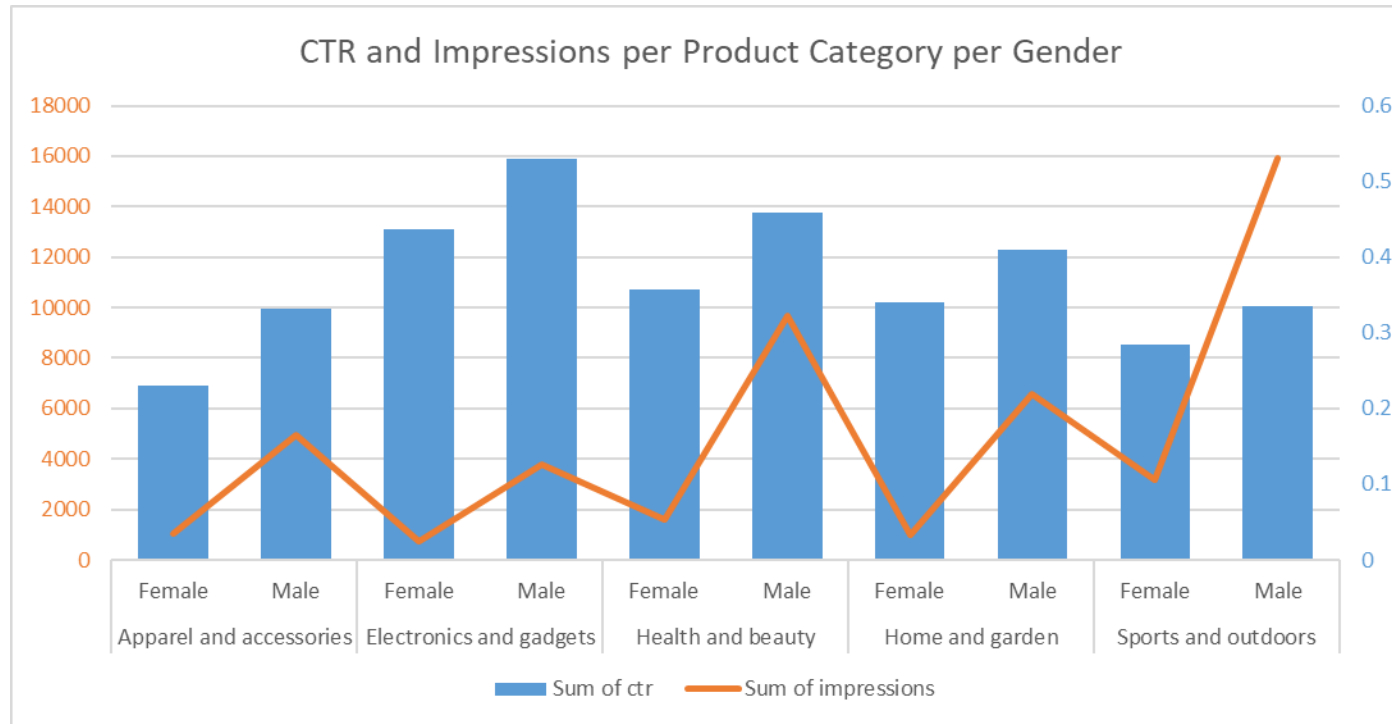
5. How many unique users per location viewed the campaign with the most impressions?



➤ The campaign titled "12 Days of Christmas Deals" achieved the highest number of impressions compared to other campaigns. According to the data, this campaign was viewed by a total of 24,308 unique users across various locations especially in Metro Manila and Mindanao. These findings highlight the campaign's popularity and extensive reach, indicating its successful ability to attract and engage users.

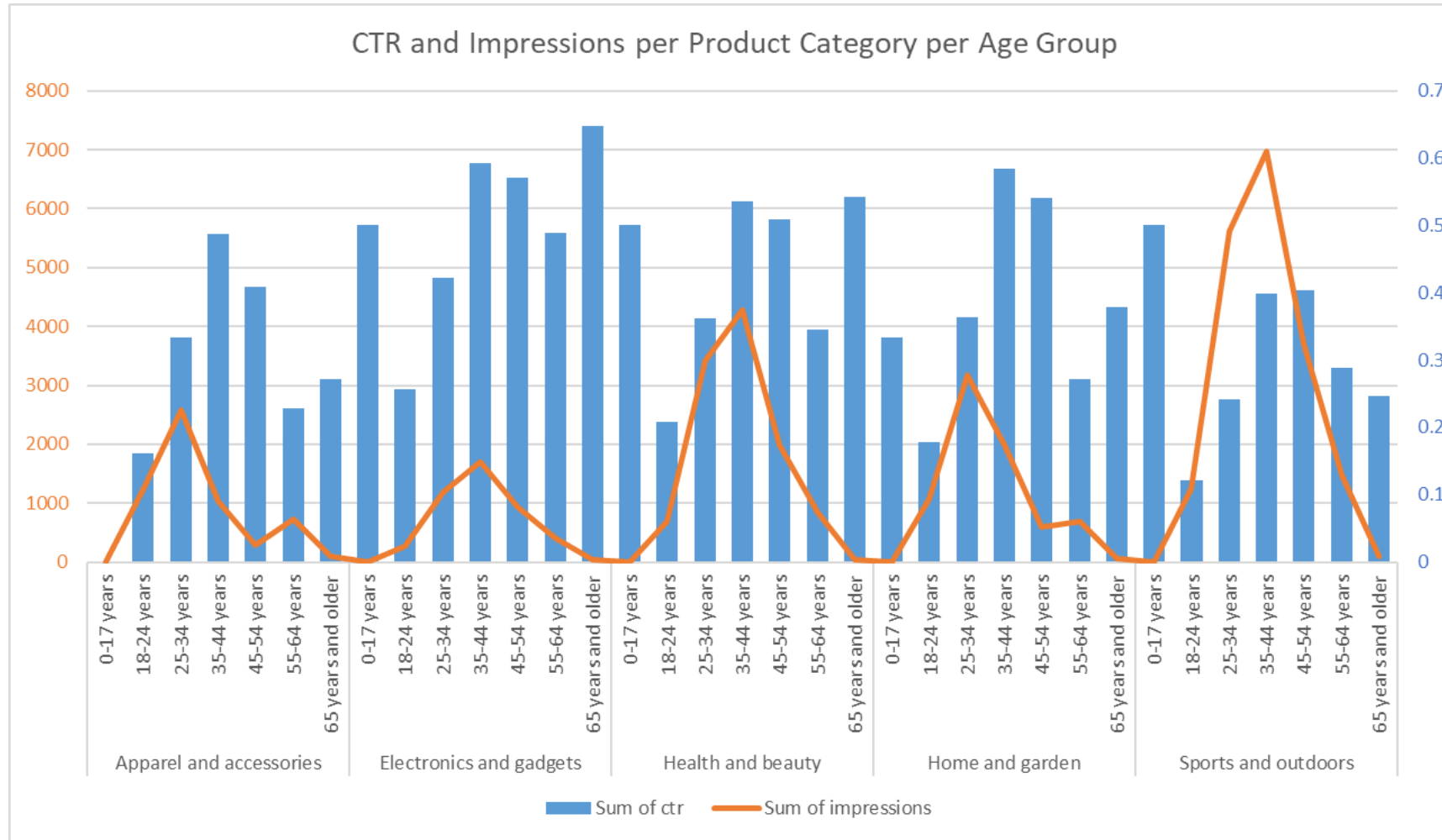
- ▶ We aim to identify the popularity of product categories based on location, age groups, and gender. What are the total impressions and CTR for each product category per user segment? Suggest a marketing strategy that utilizes this information.

□ *Gender Segment:*



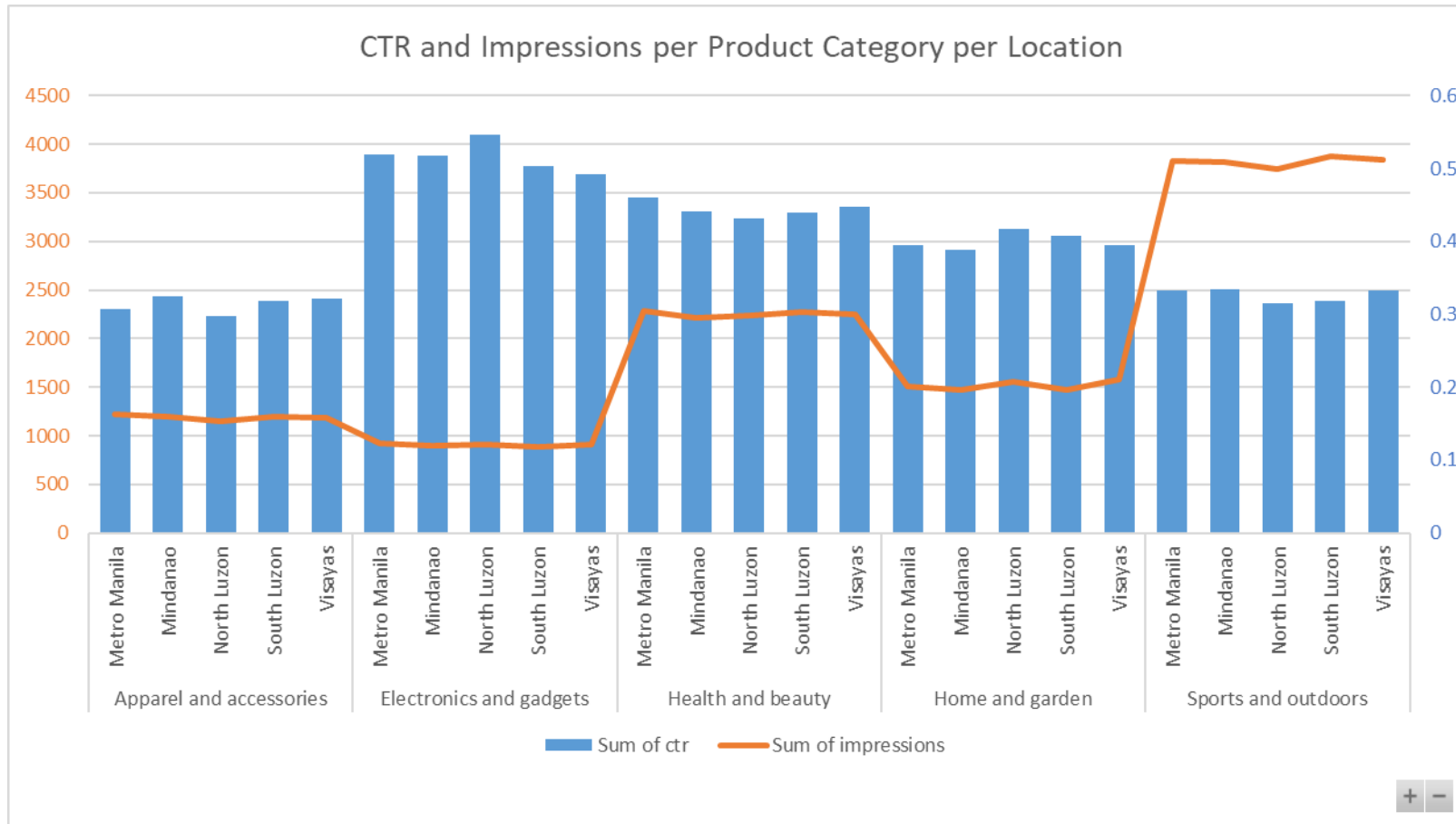
| | Highest | Lowest |
|--------------------|--------------------------------|----------------------------------|
| CTR | Electronics and gadgets (male) | Apparel and accessories (female) |
| Impressions | Sports and outdoors (male) | Electronics and gadgets (female) |

□ *Age Group Segment:*



| | Highest | Lowest |
|--------------------|-------------------------------------|------------------------------------------------------------|
| CTR | Electronics and gadgets (65+ years) | Apparel and accessories (0-17 years) |
| Impressions | Sports and outdoors (35-44 years) | Electronics and gadgets & Sports and outdoors (0-17 years) |

Location Segment:



| | Highest | Lowest |
|--------------------|---------------------------------------|---------------------------------------|
| CTR | Electronics and gadgets (North Luzon) | Apparel and accessories (North Luzon) |
| Impressions | Sports and outdoors (South Luzon) | Electronics and gadgets (South Luzon) |

Marketing Strategy

- ▶ Two main categories of Online advertising campaigns: Pay per click (PPC) and Cost per thousand impressions (CPM).
- ▶ Based from the insights on the age level segment, those found on the median age group have both the purchasing power and the interest in fashion products, while those on both extremes of the age spectrum are assumed to lack either the purchasing power or general interest in fashion. Thus, PPC campaigns are most suitable to the median age group- people under this age group who clicked on one of the company's PPC ads would most likely purchase the associated product.
- ▶ The company can take advantage of this trend using a combination of PPC and CPM campaigns. We recommend the following starting schema for the marketing plan:

| Age Level | PPC | CPM |
|-----------|--------|--------|
| 0-17 | 5.00% | 95.00% |
| 18-24 | 20.00% | 80.00% |
| 25-34 | 35.00% | 65.00% |
| 35-44 | 50.00% | 50.00% |
| 45-54 | 35.00% | 65.00% |
| 55-64 | 20.00% | 80.00% |
| 65+ | 5.00% | 95.00% |

Recommendations

- ▶ It is recommended to improve click-through rate (CTR) across all campaigns: Optimize ad placements, ad formats, and calls to action to increase user engagement and encourage more clicks. A/B testing can help identify the most effective variations.
- ▶ It is recommended to analyze the CTR for each product category by tailoring messaging, visuals, and category-specific targeting strategies.
- ▶ It is recommended to focus on targeting and engaging female customers by developing campaigns that align with their interests, preferences, and pain points.
- ▶ It is recommended to conduct a comprehensive analysis of the factors that contributed to the effectiveness of '12 Days of Christmas Deals Campaign', such as creative content, timing, and targeting and apply it to future campaigns.
- ▶ It is recommended to use geo-targeting based on user interest to improve engagement and increase conversions.

THANK YOU