

WEBSITE DATA ANALYSIS

STRATEGIZING TO UNLOCK INSIGHTS

In this task, the objective is to interpret website analytics data and evaluate the performance of FuxeGlow's digital marketing campaigns.

PROJECT GOALS

- Identify the most effective digital marketing channels, age groups, and locations.
- Analyze key performance metrics such as cost per sale, conversion rate, and revenue per order.
- Provide data-driven insights and recommendations based on the given analytics tables.

CONTEXTUAL DATA

- Three tables provide insights into website traffic within different scopes:
 - By source (SEO, social media, paid ads, email marketing, or referrals)
 - By age group (ranging from 18 to 55+ and organized by approx. a decade per bracket)
 - By location (U.S., U.K., Canada, Australia, and other nations)



METRIC ANALYSIS TO PROVIDE DATA-DRIVEN INSIGHTS

Considering the following pages of data tables, these questions have uncovered actionable insights that can lead to measurable results.



WHICH TRAFFIC SOURCE IS THE MOST COST-EFFECTIVE? WHY DO YOU THINK THIS SOURCE IS PERFORMING WELL?

Email marketing has the lowest cost per sale at \$6.25 and the highest conversion rate at 12%. This source is performing well because it speaks to users who are already engaged (having gone out of their way to sign up for our newsletters), and segmentation/personalization allows us to address their concerns in micro-marketing campaigns.



WHICH TRAFFIC SOURCE IS GENERATING THE HIGHEST REVENUE? SHOULD FUXEGLOW INCREASE SPENDING ON THIS CHANNEL?

Organic search engine optimization (SEO) is generating the highest revenue at \$64,800, and FuxeGlow should consider experimentally increased spending on this channel. It is important to test these increases at reasonable increments to avoid overspending for lower results. This should be fairly doable, since the cost per sale is currently \$6.94 and has large room for growth.



WHICH AGE GROUP IS THE MOST PROFITABLE (HIGHEST REVENUE AND LOWEST COST PER SALE)? WHAT DOES THIS SAY ABOUT FUXEGLOW'S IDEAL CUSTOMER?

The **25–34 age group** has generated the most revenue at \$79,380 with a low cost per sale at \$10.20. These metrics indicate that FuxeGlow's ideal customer is in the generations who are likely to spend money based on personal values (Gen Z at 13 to 28 and Millennials at 29 to 44 in 2025). This finding is summarized on local platforms like the [Houston Defender](#) and industry outlets like [The Future of Commerce](#) and [Fast Company](#). These age ranges are also very engaged online, and in these income brackets, they are willing to spend more on premium goods.



WHICH REGION HAS THE BEST CONVERSION RATE AND ENGAGEMENT? WHAT MARKETING STRATEGY SHOULD FUXEGLOW USE TO FURTHER CAPITALIZE ON THIS REGION?

The United States has the highest conversion rate at 7% and top engagement at 58% compared to other regions, leading to the highest total revenue at \$75,600. To capitalize on the potential of this region, FuxeGlow should move forward with a marketing strategy featuring localized campaigns around American urban luxury markets. Emphasizing value props that focus on U.S. industry standards and beauty goals will enhance engagement. In the meantime, long-term campaigns to build international audiences should continue for sustained growth.

WEBSITE TRAFFIC BY SOURCE

Traffic source	Clicks	Visitors	Engage ment rate (%)	Conver sions	Conver sion rate (%)	Spends (\$)	Orders	Revenu e (\$)	Revenu e per order (\$)	Cost per sale (\$)
Organic search (SEO)	15,000	12,000	60%	720	6.00%	\$5,000	720	\$64,800	\$90	\$6.94
Social media (Instagram , YouTube)	10,000	7,500	45%	450	6.00%	\$8,000	450	\$40,500	\$90	\$17.78
Paid Ads (Google and social media)	8,000	6,500	38%	260	4.00%	\$12,000	260	\$23,400	\$90	\$46.15
Email marketing	5,000	4,000	70%	480	12.00%	\$3,000	480	\$43,200	\$90	\$6.25
Referral (blogs, affiliates)	3,500	2,800	50%	168	6.00%	\$2,500	168	\$15,120	\$90	\$14.88

WEBSITE PERFORMANCE BY AGE GROUP

Age group	Clicks	Visitors	Engage ment rate (%)	Conver sions	Conver sion rate (%)	Spends (\$)	Orders	Revenu e (\$)	Revenu e per order (\$)	Cost per sale (\$)
18-24	6,000	4,800	50%	240	5.00%	\$6,000	240	\$21,600	\$90	\$25.00
25-34	12,000	9,800	58%	882	9.00%	\$9,000	882	\$79,380	\$90	\$10.20
35-44	10,500	8,600	38%	516	6.00%	\$7,500	516	\$46,400	\$90	\$14.53
45-54	5,500	4,000	48%	160	4.00%	\$4,000	160	\$14,400	\$90	\$25.00
55+	3,000	2,400	40%	72	3.00%	\$2,500	72	\$6,480	\$90	\$34.72

WEBSITE PERFORMANCE BY LOCATION

Region	Clicks	Visitors	Engage ment rate (%)	Conver sions	Conver sion rate (%)	Spends (\$)	Orders	Revenu e (\$)	Revenu e per order (\$)	Cost per sale (\$)
United States	15,000	12,000	58%	840	7.00%	\$10,000	840	\$75,600	\$90	\$11.90
United Kingdom	7,500	6,200	52%	310	5.00%	\$6,500	310	\$27,900	\$90	\$20.97
Canada	4,500	3,800	48%	152	4.00%	\$4,000	152	\$13,680	\$90	\$26.32
Australia	3,500	2,900	50%	145	5.00%	\$3,000	145	\$13,050	\$90	\$20.69
Others	2,000	1,600	40%	64	4.00%	\$2,000	64	\$5,760	\$90	\$31.25