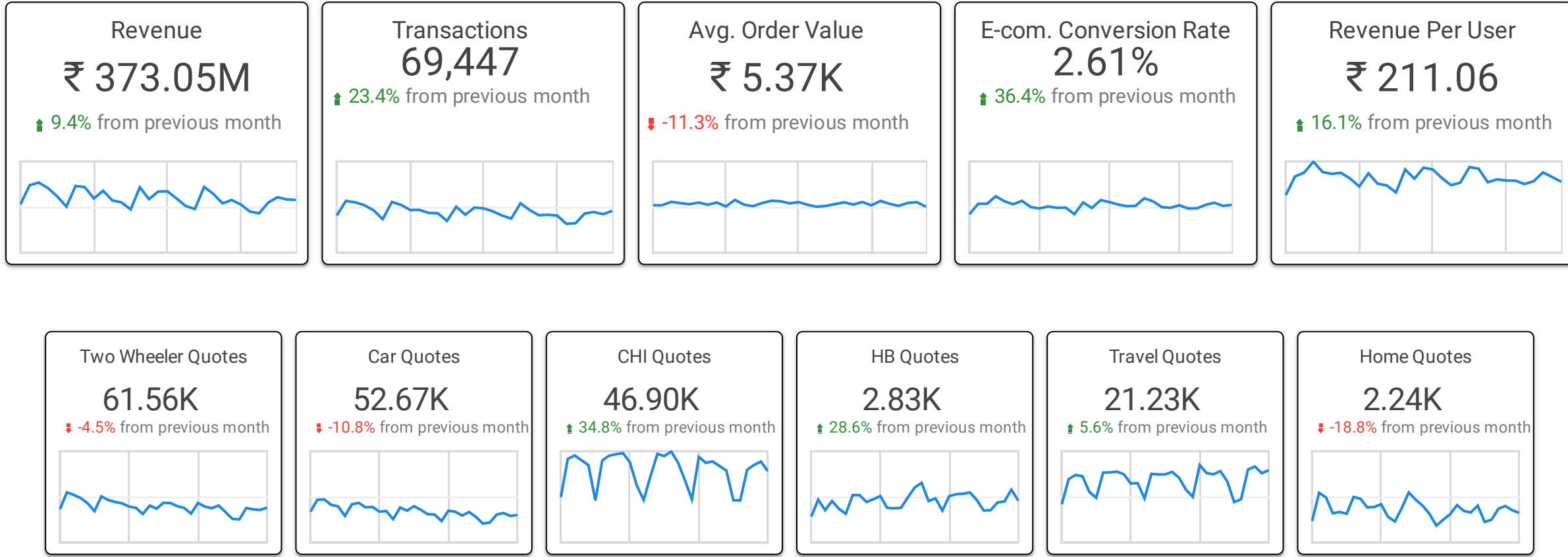


Device Category

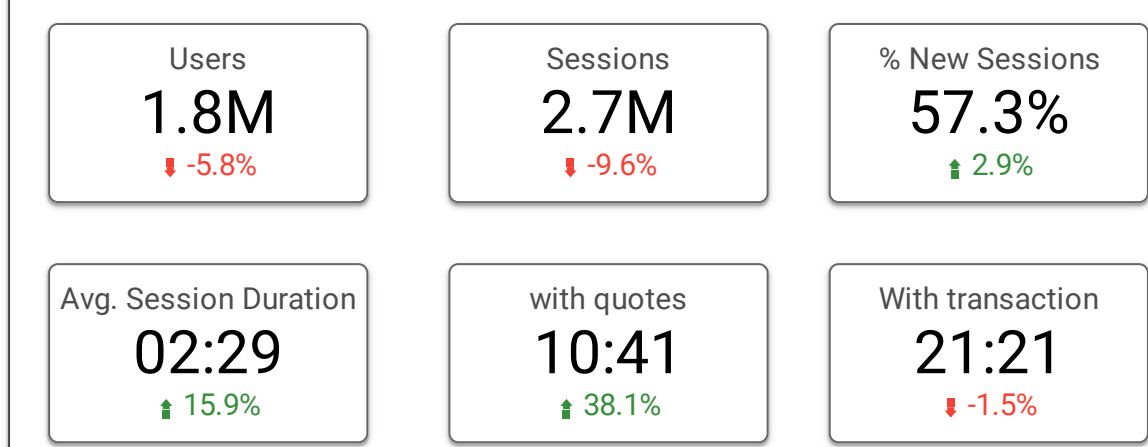
Source / Medium

User Type

Revenue Story

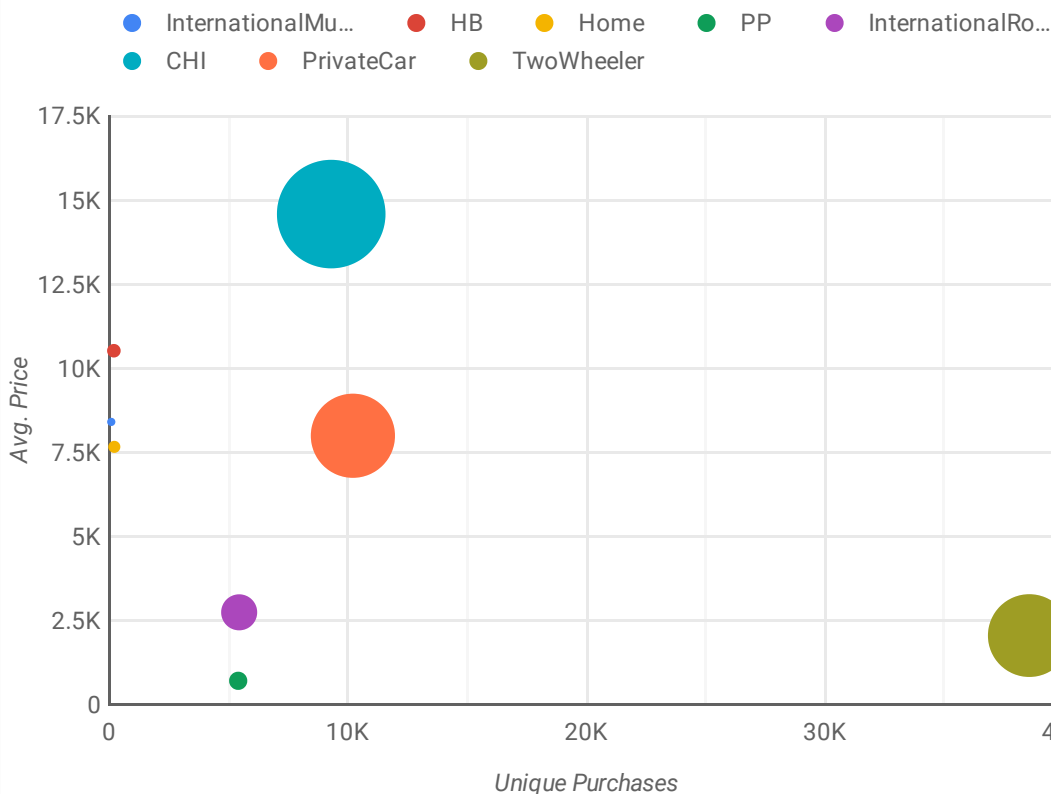


Engagement Metrics



Product Category	Quantity	% Δ	Product Revenue	% Δ
RENEWAL	44.80K	28.1% ↑	₹ 242.1M	12.3% ↑
FRESH	24.65K	15.5% ↑	₹ 77.41M	0.2% ↑

Product Category - Price vs Conversion



User Story

User Type	Sessions	% Δ	Ecommerce Conversion Rate	% Δ	Transactions	% Δ	Revenue per User	% Δ
1. New Visitor	1.52M	-6.9% ↓	2.40%	34.3% ↑	36.45K	25.0% ↑	₹ 122.81	17.1% ↑
2. Returning Visitor	1.14M	-12.9% ↓	2.89%	39.6% ↑	33.00K	21.6% ↑	₹ 330.07	15.2% ↑

City	Users	% Δ	Revenue	% Δ
Bengaluru	152,311	-2.4% ↓	₹ 60,487,828	6.6% ↑
Hyderabad	135,699	-9.3% ↓	₹ 25,168,939	4.1% ↑
Mumbai	121,128	-1.5% ↓	₹ 50,094,824	14.7% ↑
Chennai	120,993	-2.4% ↓	₹ 27,798,944	16.8% ↑
Pune	112,367	-14.9% ↓	₹ 21,693,485	12.1% ↑
Ahmedabad	83,725	-19.3% ↓	₹ 9,014,519	15.6% ↑
Kolkata	76,024	-5.0% ↓	₹ 7,975,765	8.2% ↑
New Delhi	75,821	-8.2% ↓	₹ 23,927,834	-0.7% ↓
Patna	68,751	-14.4% ↓	₹ 3,716,230	11.8% ↑
Jaipur	63,380	-9.8% ↓	₹ 3,760,214	19.1% ↑

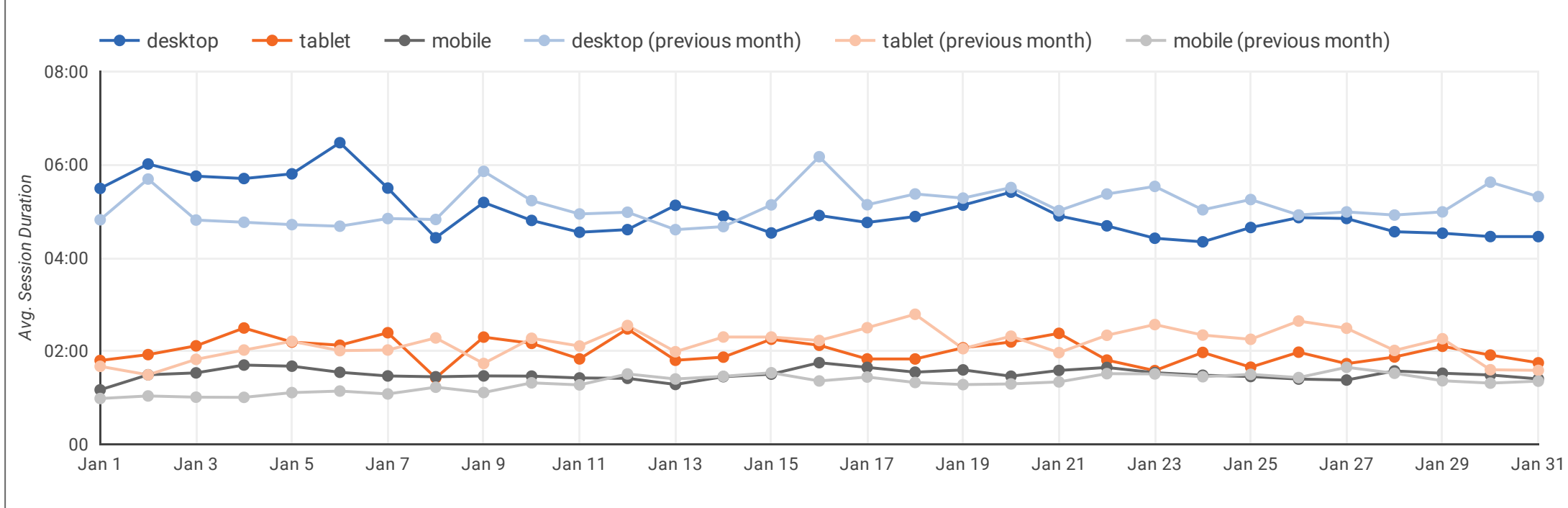
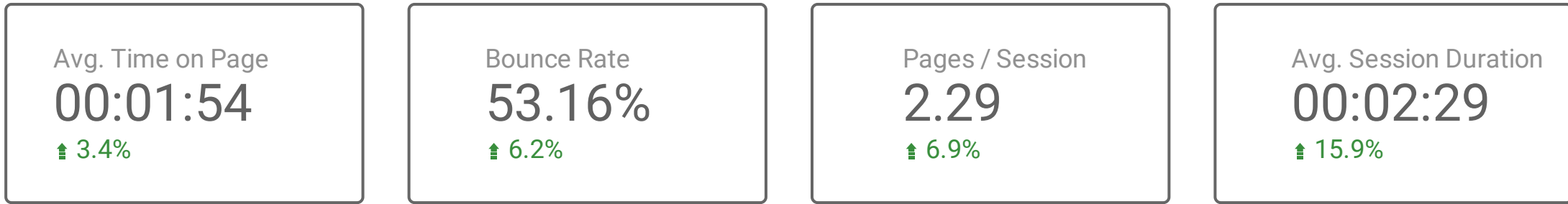
Default Chann...	Users	% Δ	Revenue	% Δ
Paid Search	798,398	-12.3% ↓	₹ 123.53	13.00%
Display	422,155	41.5% ↑	₹ 3.47	-4.00%
Direct	266,992	-32.0% ↓	₹ 509.61	66.00%
Organic Search	198,908	10.8% ↑	₹ 546.1	2.40%
(Other)	140,608	14.7% ↑	₹ 54.38	-5.00%
Referral	25,681	10.3% ↑	₹ 581.96	8.20%
Email	16,843	2.9% ↑	₹ 329.97	7.40%
Social	2,365	-55.3% ↓	₹ 51.58	21.00%

Customer Persona

Transacting customer segment forms only 2% of overall Website users with a high conversion rate of 1.46% and high Revenue per User value of 118.62INR

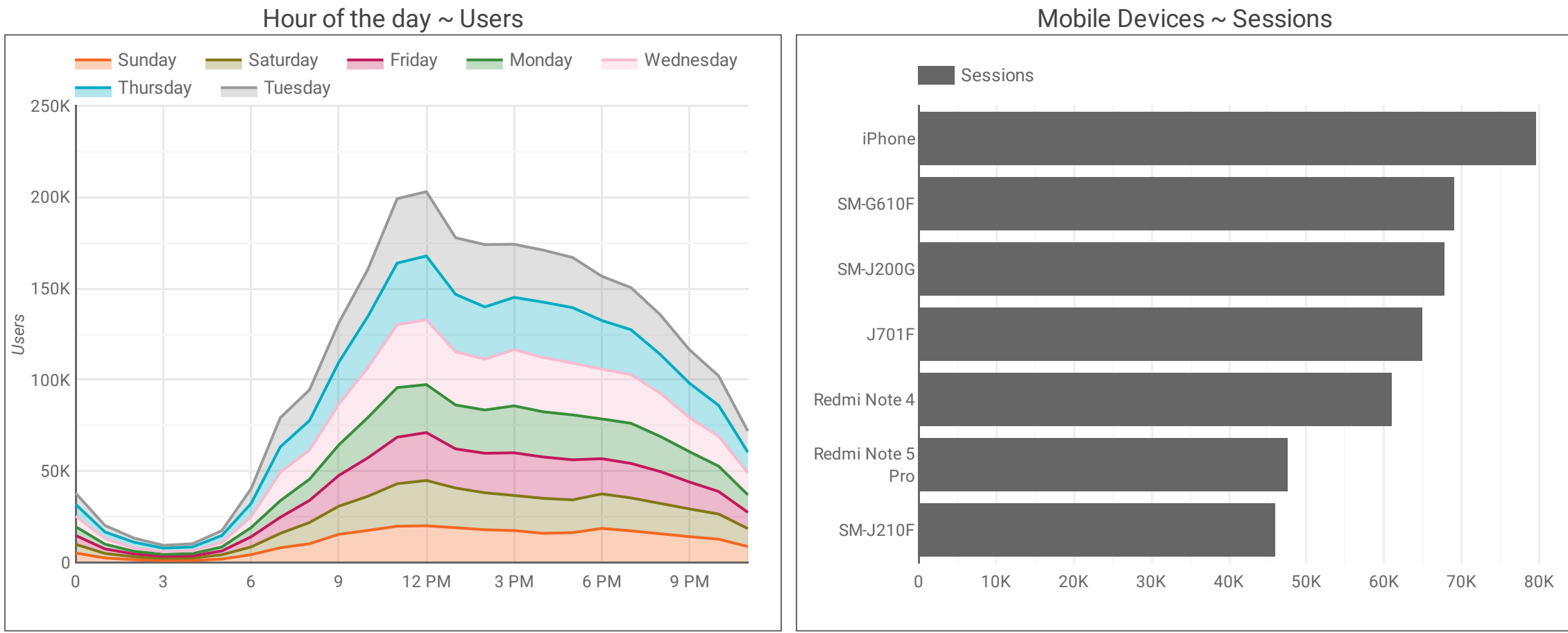
Who Are They?	How They Arrive?	What They Shop?
67% Male, 33% Female Returning Visitors ages 25 - 34 years Mostly from Bengaluru, Hyderabad and Chennai Shoppers/Value Shoppers, Lifestyles & Hobbies/Business Professionals, Sports & Fitness/Health & Fitness Buffs, Green Living Enthusiasts, Banking & Finance/Avid Investors	Google/cpc, Organic search and direct/none Average Session Duration of 21 minutes 58 seconds 12 pages per Session 34% of total user came from Yahoo-native but only 42 transaction	Travel, Two wheeler, Car, CHI

User Engagement Story



-- The graph shows the segregated average session duration for mobile, tablet and desktop users for the last month.

-- The above table shows the page wise Entrances and % Exit. The entrances of travel-insurance' page has increased by 60.3% compared to April 2018, Additionally, the exit for Home Page has increased by 9.7% and the % Entrance has also increased by 13% for the same.



-- Higher peak hours are 11 AM to 4 PM.
-- Traffic Days from higher to lower. ----> Wed > Thur > Tue > Fri > Mon > Sat > Sun.
-- It can be observed that Samsung and Redmi has a higher Sessions compared to other devices like iPhone etc.

Campaign Story

Campaign	Sessions	% Δ	Revenue	% Δ
Ambi_Search_Top Brand_Exact New/Desktop)	83.2K	-9.4% ↓	₹ 32,948,525	-14.7% ↓
Ambi_Search_Longtails Brand_Exact New/Desktop)	19.4K	47.8% ↑	₹ 11,034,849	89.7% ↑
Ambi_Search_Other Brand_Exact New/Desktop)	9.7K	-34.7% ↓	₹ 6,263,084	-35.7% ↓
TW_Search_Brand_Exact	20.3K	13.4% ↑	₹ 4,877,941	22.0% ↑
Motor_Search_Brand_Top Brand_Exact	10.3K	9.5% ↑	₹ 4,206,873	16.3% ↑
Health_Search_Brand_Exact	11K	-8.9% ↓	₹ 3,207,591	21.2% ↑
Motor_Search_Brand_Renew_Exact+BMM	3.9K	2.5% ↑	₹ 2,441,849	6.8% ↑
Bing_Ambi_Search_Top Brand_Exact New/Desktop)	3.3K	6.7% ↑	₹ 2,391,069	14.7% ↑
Travel_Search_Brand_Top Brand_Exact	3.1K	-26.6% ↓	₹ 2,177,955	-29.3% ↓
Ambi_Search_Other Brand_BMM New/Desktop)	10.6K	-0.4% ↓	₹ 2,176,174	10.3% ↑
Travel_Registration_Mailer	3.1K	7.7% ↑	₹ 1,512,473	-1.0% ↓
CRM_FourWheeler_QNS0	2.4K	-4.9% ↓	₹ 1,505,176	-9.9% ↓
Health_Search_Other Brand_Exact	4.2K	180.7% ↑	₹ 1,443,318	1,511.6% ↑
TW_Search_Core_Dynamic	24.1K	-3.6% ↓	₹ 1,198,916	30.0% ↑
Ambi_Search_Top Brand_BMM New/Desktop)	4.7K	-12.7% ↓	₹ 1,090,352	41.4% ↑
Rinn_Ambi_Search_Other Brand_Exact New/Desktop)	1.2K	-2.1% ↓	₹ 1,085,423	28.4% ↑

-- Revenue per Acquisition(RPA) = Revenue/ New Users.

-- Below graph shows source wise RPA

Source / Medium	Users	% Δ	New Users	% Δ	(RPA)Revenue per ...	% Δ	(CPA)Cos...	% Δ
yahoo-native/ cpc	454,110	-21.2% ↓	346,377	-25.3% ↓	₹ 2.14	44.6% ↑	₹ 0.48	-67.00%
google/ cpc	379,872	2.6% ↑	316,537	2.8% ↑	₹ 294.28	-4.0% ↓	₹ 92.74	-3.80%
dbm/ cpm	294,330	44.2% ↑	266,860	41.9% ↑	₹ 3.09	-8.1% ↓	₹ 0	-
(direct)/ (none)	266,992	-32.0% ↓	234,381	-36.5% ↓	₹ 580.52	78.2% ↑	₹ 0	-
google/ organic	193,190	11.8% ↑	136,561	10.5% ↑	₹ 766.04	3.1% ↑	₹ 0	-
TOF_Sep18/ Email	71,755	26.9% ↑	67,384	28.8% ↑	₹ 1.54	-45.1% ↓	₹ 0	-
Facebook/ cpc	42,836	283.9% ↑	40,571	290.2% ↑	₹ 1.89	763.0% ↑	₹ 10.46	-61.00%
dfo/ cpm	29,875	89.2% ↑	28,370	95.7% ↑	₹ 0.27	-51.1% ↓	₹ 0	-
Criteo_Remarketing/ CPC	25,880	18.6% ↑	7,308	-0.1% ↓	₹ 57.23	3.6% ↑	₹ 20.52	14.90%
adc/ email	16,784	3.1% ↑	9,486	0.3% ↑	₹ 585.48	12.0% ↑	₹ 0	-