

Adobe Summit

Adobe Summit

Adobe Summit - 2024

Finding Your “Happily Ever After” in your Data Storytelling

Jeff Bloomer – Manager, Digital eCommerce Analytics
Kroger Personal Finance



Shari Deutsch – VP, Digital Experimentation Practice
U.S. Bank



A magical forest scene with a stream, glowing lights, and the text "Happily Ever After". The scene is set in a lush, green forest with a small stream flowing through it. The trees are tall and leafy, and the ground is covered in moss and flowers. There are several glowing lights scattered throughout the scene, creating a warm and enchanting atmosphere. The text "Happily Ever After" is written in a white, cursive font across the center of the image.

Happily Ever After

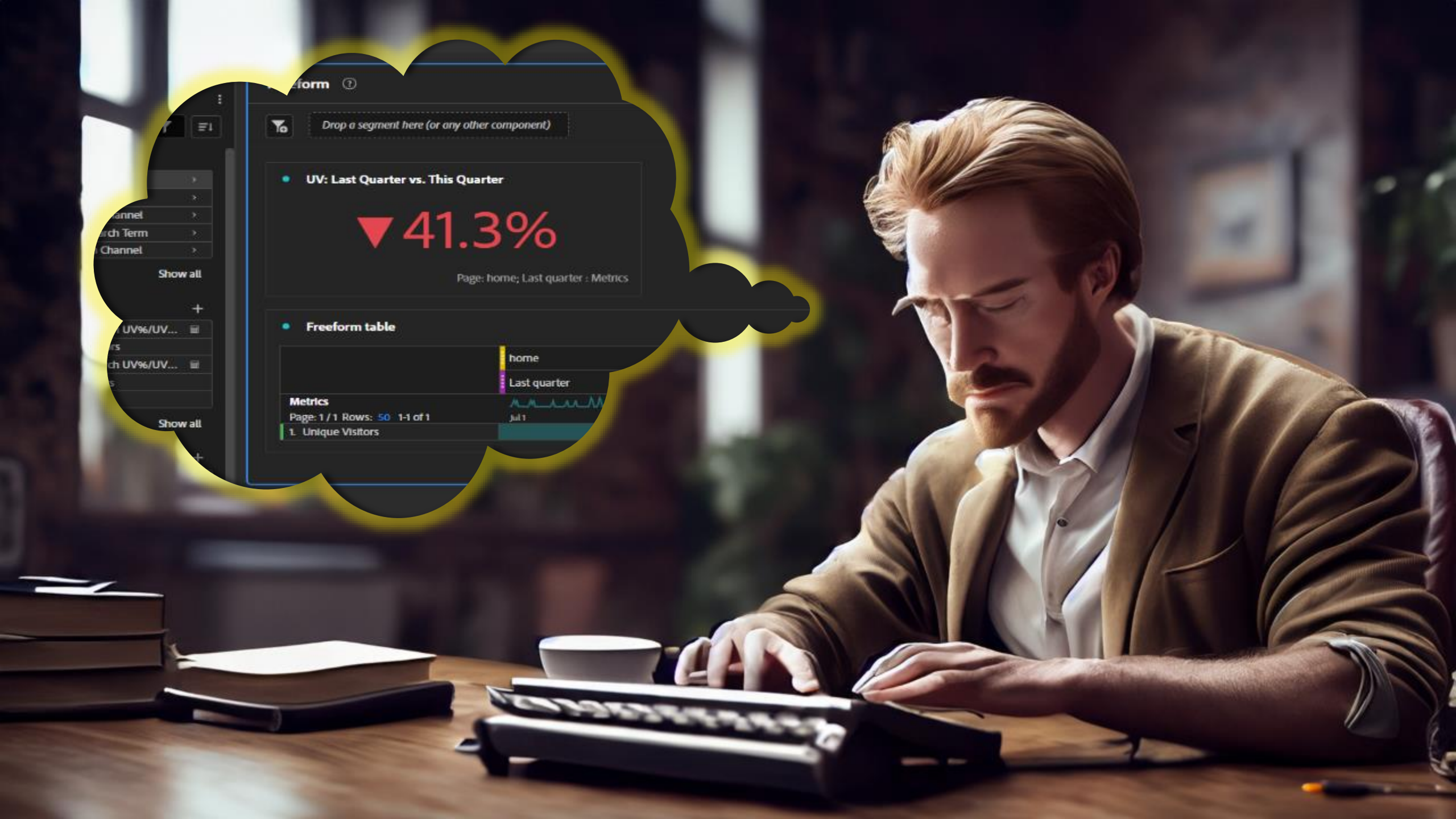


Once Upon A Time

**People forget facts,
But they remember stories!**

- Joseph Campbell







**BEWARE OF
THE
DATA VOMITI!!**

- Total eCommerce sales were \$223.2M, +65% vs. PY, +32.3% vs. Budget, and +11.2% vs. Forecast.
- Online sales were up +95.2% vs. LY and beat budget by +21%
 - Web sales were \$30.2M driven by a 11% order increase and a \$7.2 AOV increase over PW.
 - Native Mobile sales a record high at \$5M, up ~\$2M from last week's record week. Orders grew 39% and AOV increased \$5.29 over LW.
- The WoW performance in Web Sales was driven by SEO improvements (improved 650 bps to 66.6%) and % Push Messaging (increase 10 bps to 7.1%).
- Capacity remained relatively flat to PW at 77.1% as stores continue to manage the COVID-19 impact. This means 76.1% of all staffing slots were manually adjusted lower than capacity and managers responded accordingly.
- Outdoor & Sports had a strong week with sales of \$4M despite being faced with 3-4 days of backlog orders. The team was able to make great progress over the weekend to reduce the backlog to get caught up on orders as of Wednesday.
- Electrics & Entertainment beat last week's sales record by 28% coming in at \$11.7M as the number of existing customer orders increased 9% WoW.
- Men's/Women's Clothing had combined sales of just \$13M in Week 8. This is due to the decision made on 3/13 to temporarily restrict access to summer stock items until...



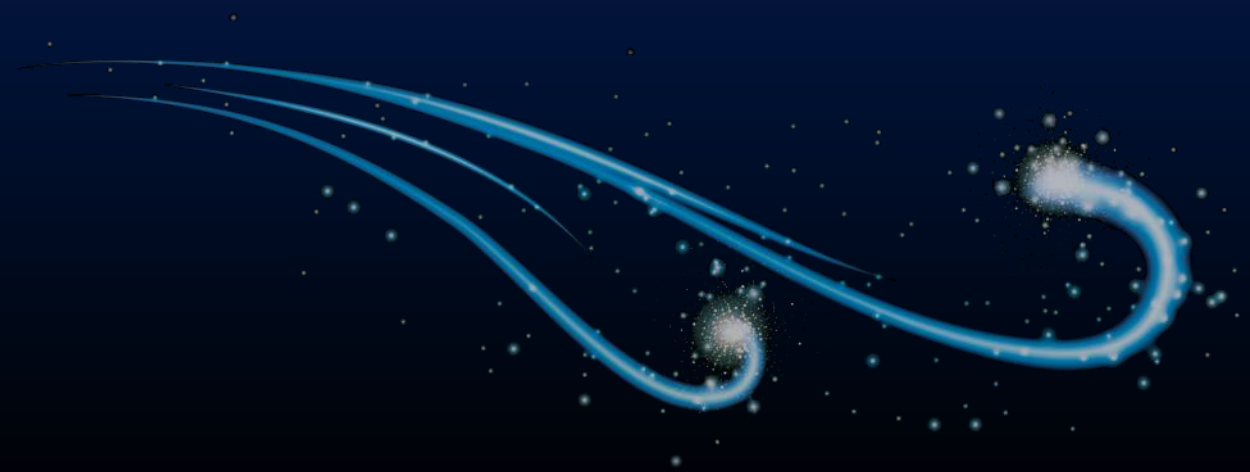
Jeff Bloomer



Shari Deutsch

What are we proposing?

- The significance of a compelling data story
- The essential components of an engaging narrative
- Strategies for devising and implementing an analytics style guide



You may not consider yourself to be an author, but you are the **architect** of your data story and therefore, the responsible party.

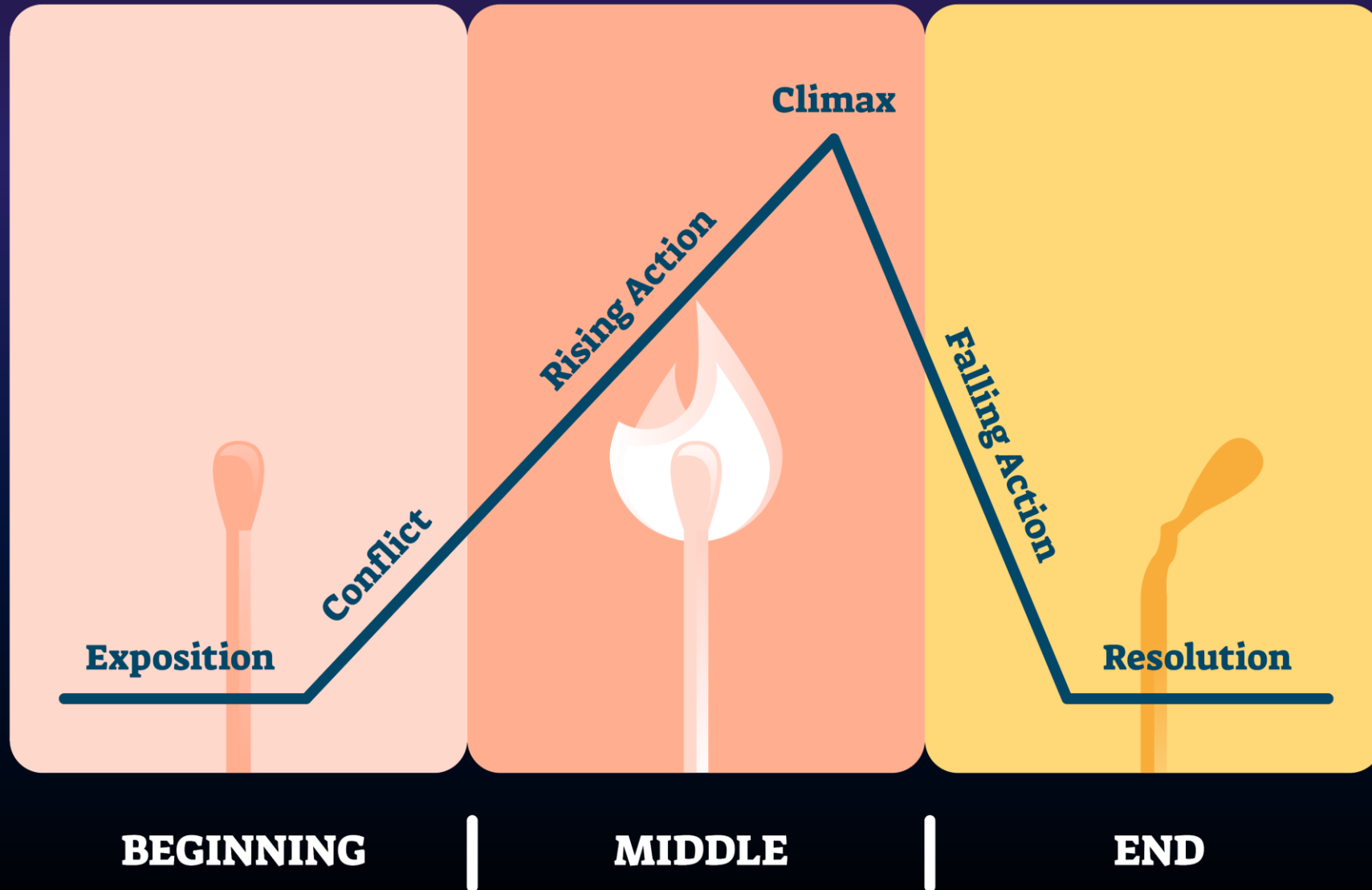


Know Your Audience!

- Who are they?
- What do they want to know?
- What do they need to know?
- What is their attention span?
- How often do they need to know?
- How do they use the information?
- How do they share the information?
- What questions are they asking?
- How do they handle data that doesn't fit their narrative?



How to Build a Good Story



🔒 Sales: Last Month

\$18,979,635

🔒 Sales: Last Month vs. 2 Months Ago

▲ 37.6%

🔒 Unique Visitors: Last Month

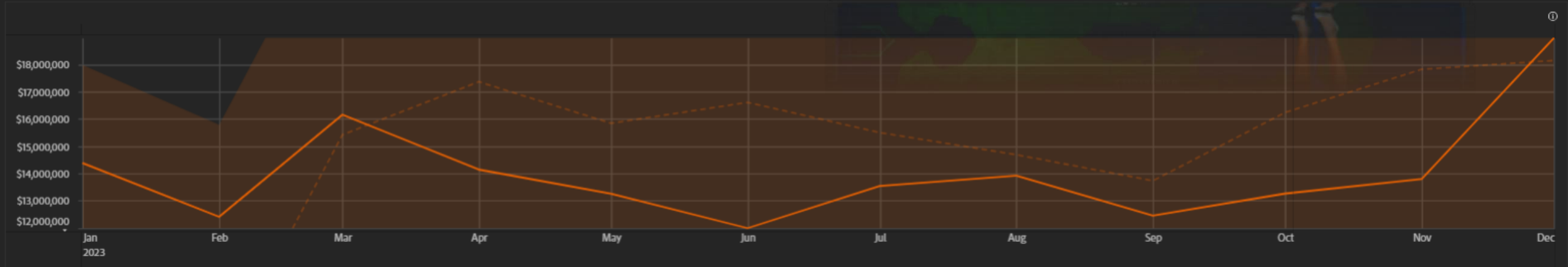
377,058

🔒 Unique Visitors: Last Month vs. YoY

▲ 23.1%

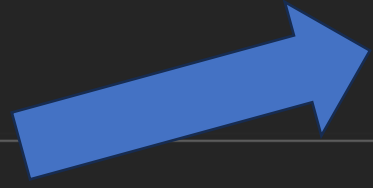


🔒 Online Sales by Month (Last Year)



All reports in this panel represent how different marketing channels and campaigns impact key metrics.

How are the different marketing channels performing for key metrics? Results are sorted in descending order by number of Orders.



Offline Revenue Contribution DEC 1 - DEC 31

Offline Revenue

Offline Revenue Contribution for Holidays - YoY Improvement

✎ 🗑

Conversion Rate Improvement DEC 1 - DEC 31

Conversion Rate (Orders / UV), Last Touch Channel equals Display

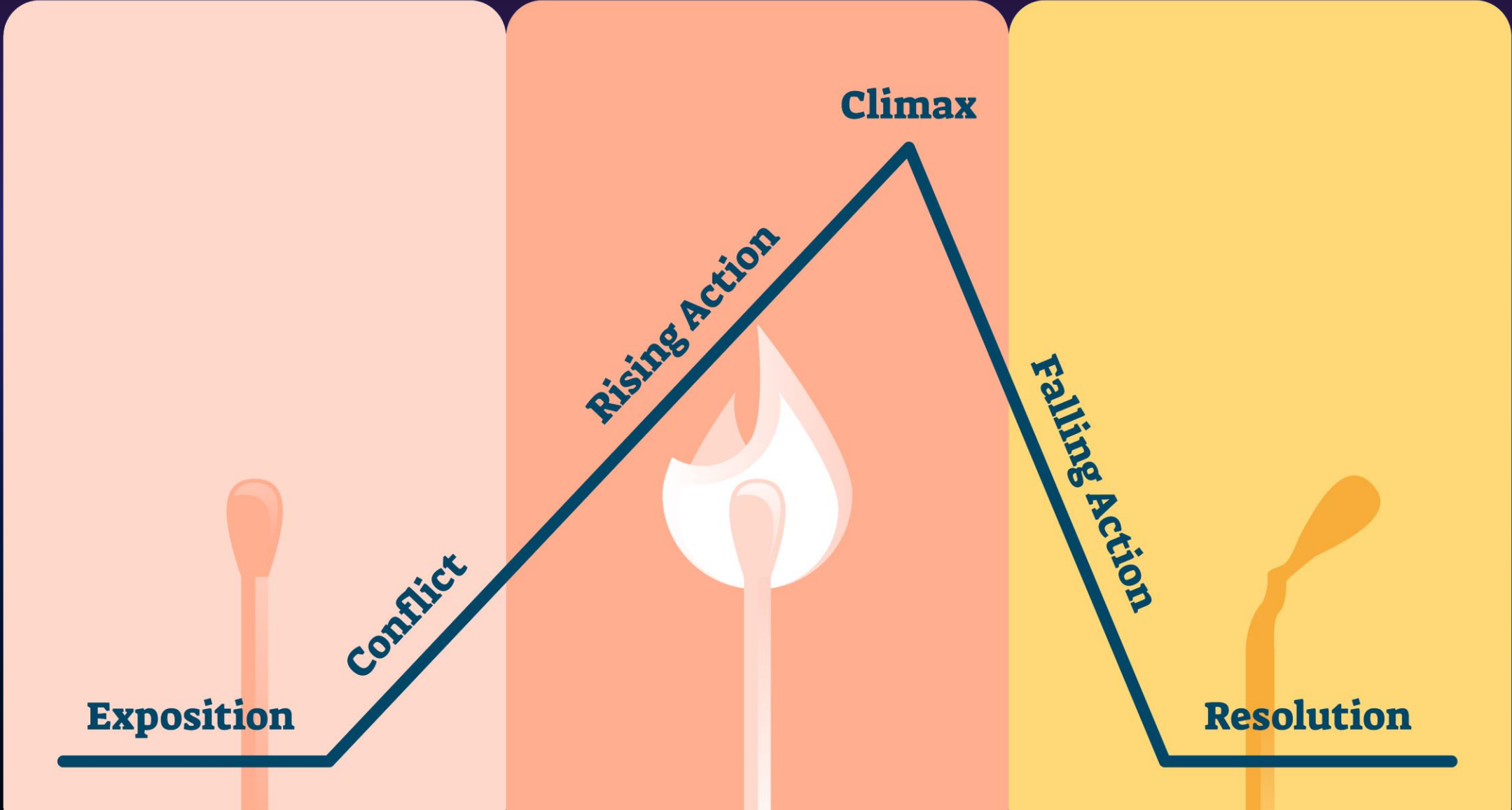
Drop a segment here (or any other component)

Last Touch Channel Report



	Unique Visitors	Online Orders	Online Revenue	Offline Revenue	Total Revenue	Conversion Rate (Orders / UV)
Last Touch Channel	377,058	↓ 41,019	\$16,400,557	\$2,579,077	\$18,979,635	10.88%
Page: 1 / 1 Rows: 50 1-12 of 12						
1. Other Campaigns	218,388 57.9%	18,626 45.4%	\$7,403,367 45.1%	\$320,677 12.4%	\$7,724,044 40.7%	8.53%
2. Display	82,288 21.8%	4,757 11.6%	\$1,744,980 10.6%	\$0 0.0%	\$1,744,980 9.2%	5.78%
3. Text	108,261 28.7%	4,547 11.1%	\$1,932,925 11.8%	\$803,269 31.1%	\$2,736,194 14.4%	4.20%
4. Social Campaigns	86,546 23.0%	3,495 8.5%	\$1,526,035 9.3%	\$0 0.0%	\$1,526,035 8.0%	4.04%
5. Comparison Shopping	74,653 19.8%	2,871 7.0%	\$1,205,480 7.4%	\$0 0.0%	\$1,205,480 6.4%	3.85%
6. Print	86,084 22.8%	2,869 7.0%	\$1,217,855 7.4%	\$768,357 29.8%	\$1,986,212 10.5%	3.33%
7. Email	47,788 12.7%	1,576 3.8%	\$573,700 3.5%	\$566,650 22.0%	\$1,140,351 6.0%	3.30%
8. Natural Search	23,896 6.3%	921 2.2%	\$358,485 2.2%	\$0 0.0%	\$358,485 1.9%	3.85%
9. Direct	85,506 22.7%	816 2.0%	\$225,574 1.4%	\$120,124 4.7%	\$345,698 1.8%	0.95%
10. TV	16,319 4.3%	488 1.2%	\$196,989 1.2%	\$0 0.0%	\$196,989 1.0%	2.99%
11. None	278 0.1%	53 0.1%	\$15,166 0.1%	\$0 0.0%	\$15,166 0.1%	19.06%
12. Referring Domains	1 0.0%	0 0.0%	\$0 0.0%	\$0 0.0%	\$0 0.0%	0.00%





It is not just what we say,
it is what they hear.

- Shari Deutsch (and lots of other people)

Give your data some style!

Give your data
some style!



A style guide outlines rules for consistent voice, typography, and design elements.

Visual style guide elements

- Color palettes
- White space usage
- Typography preferences, like fonts and text sizes
- Layout specifications
- Types of charts and their uses

Editorial style guide elements

- Definitions of technical terms
- Grammar, punctuation, and spelling rules
- Voice and tense
- Tone
- Style choices, like words to avoid, abbreviations, or regional dialects

How to build a style guide

Step 1: Consult the company's style guide



Logo – A contemporary evolution

The contemporary evolution of the redesigned Kroger logo reflects the company's strong, food-rich heritage by retaining the shape and movement of the iconic "K" and "G" loved by generations of Kroger customers.

Tagline – Kroger's uniquely egalitarian American brand

Fresh for Everyone is Kroger's brand ethos. The universal tagline is simple and designed to drive an instant understanding of the uniquely egalitarian American brand, underscored by Kroger's commitment and belief that *everyone* should have access to fresh, affordable and delicious food.



Primary Brand Color – Blue signals Kroger heritage, safety and trust

Blue has been and will continue to be Kroger's signature color. Blue represents the Kroger brand heritage of food savvy and signals safety and trust to customers.



Color Accent Palette – Bright and modern, and signifies fun and inclusion

The Kroger brand features a bright and modern palette of accent colors reflective of the fun and inclusive spirit of the campaign.

<https://www.thekrogerco.com/about-kroger/our-brand/>

Step 2A:

Engage with stakeholders to assess their data proficiency and preferred communication methods.

Step 2B:

Interview analysts to gauge their priorities and assess their tolerance for change.

Step 3:

Make decisions! Identify governance needs and document locations then define formatting guidelines.

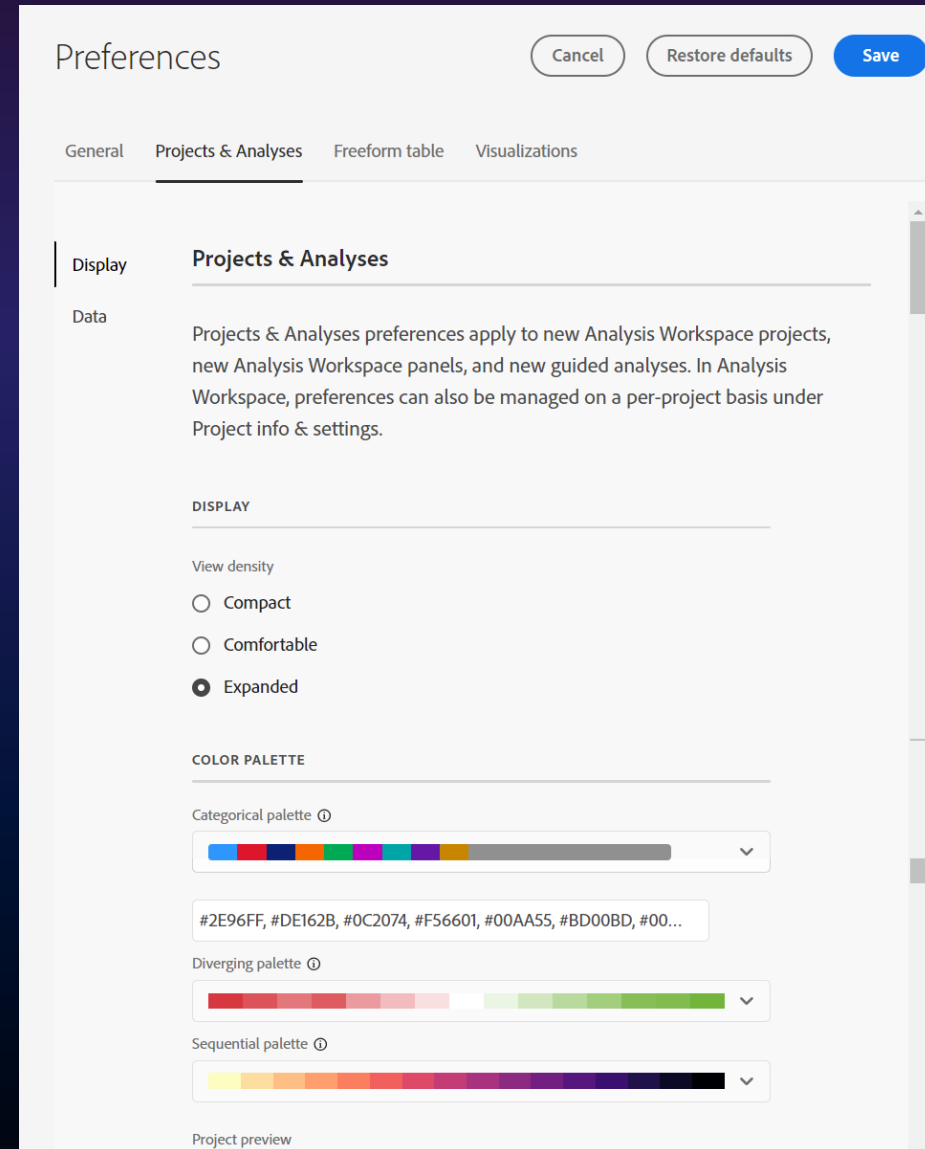
Truncate large values unless the information is meaningful

	Primary KPI Completions	Secondary KPI Completions
Variant A	1,253,655	144,746
Variant B	1,261,258	152,369

Truncate large values unless the information is meaningful

	Primary KPI Completions	Secondary KPI Completions
Variant A	1,253k	144.7k
Variant B	1,261k	152.4k

Use colors and
formatting sparingly
and deliberately



Not enough formatting

- Hypothesis: If we reorder the products on the home page to match search terms, the add-to-cart rate will improve because users will find the products they want more easily.
- Results: Win
- Primary KPI: Add-to-cart rate increased by 2.3%.
 - iOS represented 22% of traffic and the rate increased by 3.1% (stat sig).
 - Android represented 60% of traffic and the rate trended negative, decreasing the overall lift.
- Secondary KPI: Purchase rate decreased by 2.4%.

Too much formatting

- **Hypothesis:** *If we reorder the products on the home page to match search terms, the add-to-cart rate will improve because users will find the products they want more easily.*
- **Results:** **Win**
- **Primary KPI:** **Add-to-cart rate increased by 2.3%.**
 - iOS represented 22% of traffic and the rate increased by 3.1% (stat sig).
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- **Secondary KPI:** **Purchase rate decreased by 2.4%.**

Just right!

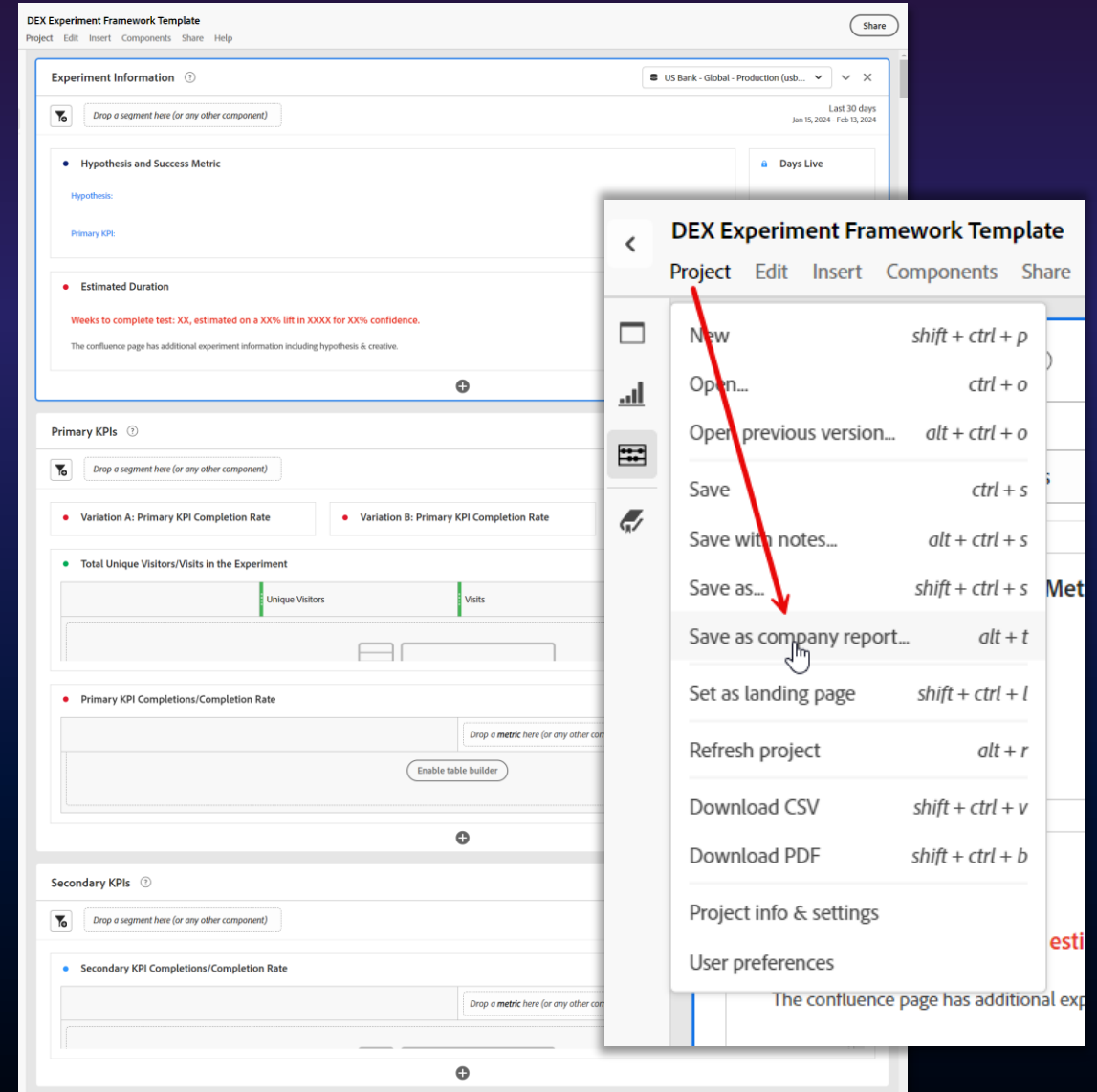
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Start most visualization Y-axis at 0

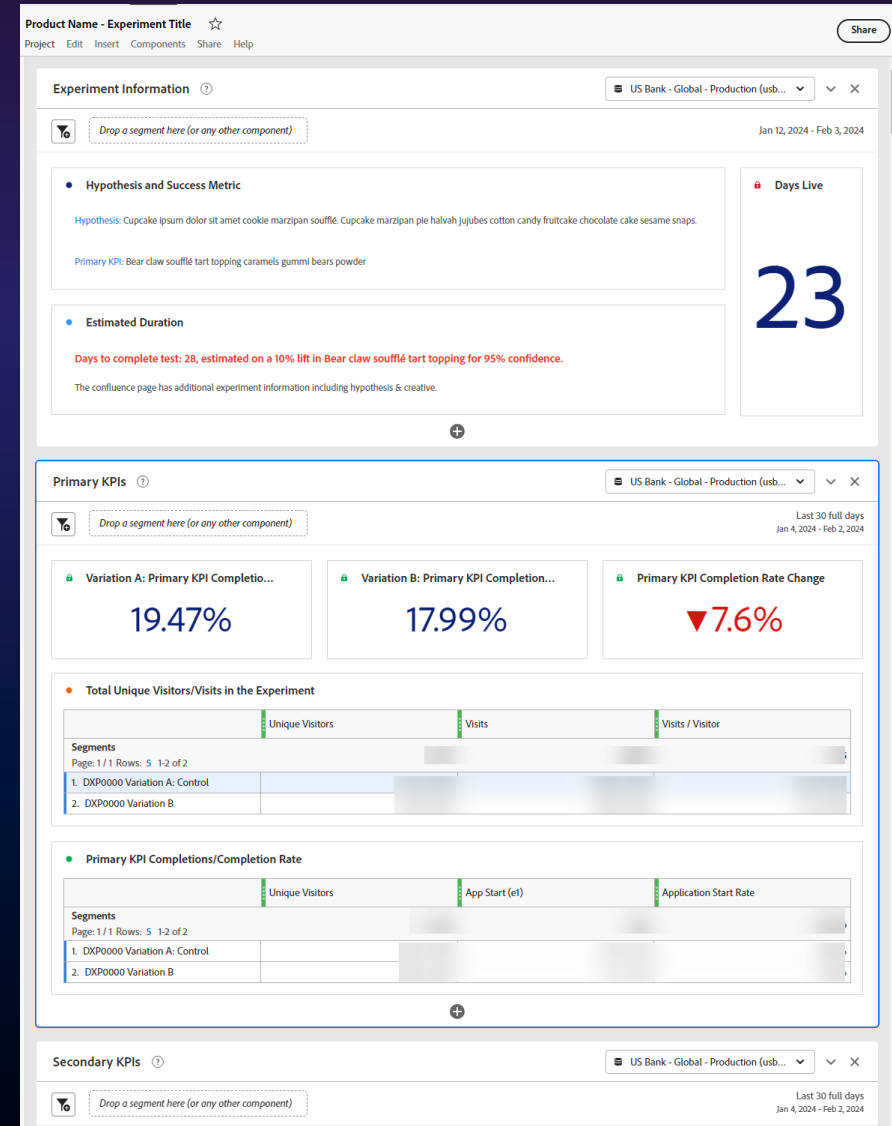
The image shows a screenshot of a data visualization tool. On the left, a line chart displays data for January, with the Y-axis ranging from 0 to 800. The X-axis is labeled 'Jan' with markers at 5, 7, 9, and 11. On the right, a smaller line chart shows data for February, with the Y-axis ranging from 0 to 400. The X-axis is labeled 'Feb' with markers at 31, 1, and 3. A 'Preferences' dialog box is overlaid in the center, with the 'Visualizations' tab selected. The 'Anchor Y-axis at zero' checkbox is checked, and a red box highlights it. Other options in the 'Visualizations' tab include 'Legend visible' (checked), 'Limit max items' (set to 14), 'Display dual axis (when applicable)', 'Normalization (when applicable)', and 'Allow anomalies to scale Y-axis'.

Category	Option	Status
Visualizations	Anchor Y-axis at zero	Checked
	Allow anomalies to scale Y-axis	Unchecked
	Normalization (when applicable)	Unchecked
	Display dual axis (when applicable)	Unchecked
	Limit max items	14
	Legend visible	Checked
	Percentages	Unchecked
	Map	Not applicable
	Histogram	Not applicable
	Stacked charts	Not applicable

Create templates for consistency



Company reports in action



Use clear, concise and descriptive titles

● Traffic to Experiment			
	Unique Visitors	Visits	Visits / Visitor
Segments			
1. Exp A			
2. Exp B			

● Overall Completions			
	Unique Visitors	App Start (e1)	Application Start Rate
Segments			
1. Exp A			
2. Exp B			

Step 4:

Review with your team and adjust
as needed.

Step 5:

Implement! Publish the guidelines in an accessible location and start to use it.

Caveat: Always consider inclusivity, accessibility, and neurodiversity



- [W3C: Web Accessibility Initiative](#)
- [Designing for Neurodiversity](#)
- [University of Idaho Inclusive Writing Guide](#)


Before



- Total eCommerce sales were \$223.2M, +65% vs. LY, +32.3% vs. Budget, and -5.2% vs. Forecast.
- Online sales were up +95.2% vs. LY and beat budget by +21%.
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- The WoW performance in Web Sales was driven by SEO improvements (improved 650 bps to 66.6%); however, email decreased 10 bps to 7.1%.
- Capacity remained relatively flat vs. LW at 77.1% while stores continue to cycle the impact of COVID-19. This means 76.1% of all staffing slots were manually adjusted lower than capacity and managers responded accordingly.
- Outdoor & Sports had a strong week with sales of \$4M despite being faced with 3-4 days of backlog orders. The team was able to make great progress over the weekend to reduce the backlog to get caught up on orders as of Wednesday.
- Electronics & Entertainment beat last week's sales record by 28% coming in at \$11.7M as the number of existing customer orders increased 9% WoW.
- Men's/Women's Clothing had combined sales of just \$13M in Week 8. This is due to the decision made on 3/13 to temporarily restrict access to summer stock items until April 15th.

Happily Ever After!

ONLINE		
	TOTAL ONLINE SALES	\$35.2M, +95.2% (YoY)
	BUDGET	\$29.1M, +21% (YoY)
	WEB SALES	\$30.2M, +95.2% (YoY)
	ORDERS	Sales driven by +11% (WoW)
	AOV	Sales driven by +\$7.20 (WoW)
<i>WoW Performance in Web Sales</i> driven by SEO Improvements ; +650bps to 66%. However, Email decreased 10bps to 7.1%.		
2nd RECORD WEEK!		
	NATIVE MOBILE SALES	\$5M, +2M (WoW)
	ORDERS	+39% (WoW)
	AOV	+\$5.29 (WoW)

STAFFING SLOTS		
	CAPACITY	77.7% (WoW)
<p>Stores continue to cycle the impact of COVID-19. This means 76.1% of all Staffing Slots were <u>manually adjusted</u> lower than Capacity and managers <u>responded accordingly</u>.</p>		



Happily Ever After!

OUTDOOR & SPORTS



SALES

4M

Strong week despite being faced with **3-4** days of backlog **Orders**.
The team was able to make *great progress* over the weekend to *reduce* the backlog to get caught up on **Orders** as of **Wednesday**.

ELECTRONICS & ENTERTAINMENT



SALES

\$11M, +28% (WoW)

ORDERS

467K, +9% (WoW)

Beat **last week's Sales record** due to the increase in existing **Customer Orders**!

MEN'S/WOMEN'S CLOTHING



SALES

\$13M

WK

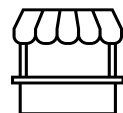
8

COMBINED SALES: As of **3/13**, decision made to restrict access to **Summer Stock** items until **April 15th**



Happily Ever After!

TOTAL eCOMMERCE SALES



TOTAL

\$223.2M, +65% (YoY)

BUDGET

\$168.71M, +32.3% (YoY)

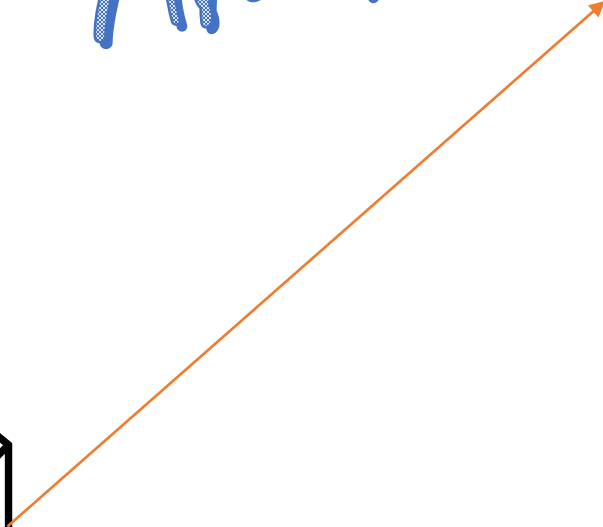
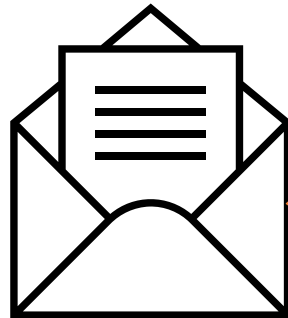
FORECAST



\$234.81M, -5.2% (YoY)


Plot Twist





Happily Ever After!





ONLINE	
TOTAL ONLINE SALES	\$35.2M, +95.2% (YoY)
BUDGET	\$29.1M, +21% (YoY)
 WEB SALES	\$30.2M, +95.2% (YoY)
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<i>WoW Performance in Web Sales driven by SEO Improvements: +650bps to 66%. However, Email decreased 10bps to 7.1%.</i>	
2nd RECORD WEEK!	
 NATIVE MOBILE SALES	\$5M, +2M (WoW)
ORDERS	+39% (WoW)
AOV	+\$5.29 (WoW)

STAFFING SLOTS	
 CAPACITY	77.7% (WoW)
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OUTDOOR & SPORTS	
 SALES	4M
Strong week despite being faced with 3-4 days of backlog Orders . The team was able to make <i>great progress</i> over the weekend to <i>reduce</i> the backlog to get caught up on Orders as of Wednesday .	

ELECTRONICS & ENTERTAINMENT	
 SALES	\$11M, +28% (WoW)
ORDERS	467K, +9% (WoW)
Beat last week's Sales record due to the increase in existing Customer Orders !	

MEN'S/WOMEN'S CLOTHING	
 SALES WK	\$13M 8
COMBINED SALES: As of 3/13 , decision made to restrict access to Summer Stock items until April 15th	

TOTAL eCOMMERCE SALES	
 TOTAL	\$223.2M, +65% (YoY)
BUDGET	\$168.71M, +32.3% (YoY)
FORECAST	\$234.81M, -5.2% (YoY)

Key Takeaways

1

Understand and incorporate the key elements when building a data story.

2

An analyst is the architect of the story and responsible party to ensure that the information is engaging.

3

Create a data style guide. It will increase the efficiency of analysts and help stakeholders find the information that they need more quickly.

Turn Back the Clock!

Check out our post in the **Experience League Community** for:

- 🕒 A copy of this presentation, PLUS!
- 🕒 Bonus Style Guide Tips
- 🕒 Links to Additional Resources
- 🕒 Send us your questions and comments.
- 🕒 Scan the QR code to read more.



Take the survey in the Summit app for a chance to win!

Session prize (one per session)
\$15 Starbucks gift card



Grand prize (one per day)
Apple Airpod MAX headphones



Adobe Summit

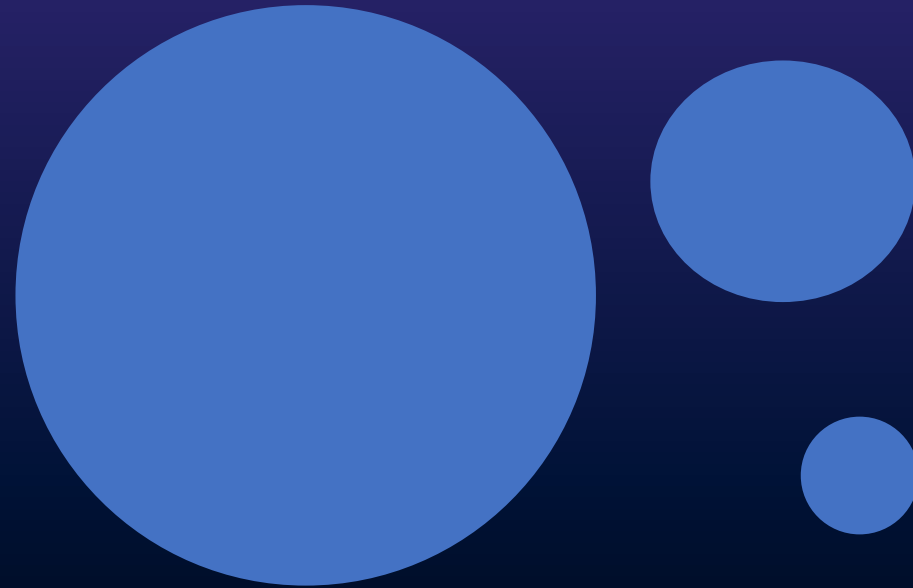
Appendix

Additional Resources

- [Adobe Analytics Data Visualization Playbook](#)
- Adobe Webinar: [The Art and Science of Data Visualization](#)
- [Kroger Style Guide](#)
- [Create and manage company reports in AA \(templates\)](#)
- [W3C: Web Accessibility Initiative](#)
- [Designing for Neurodiversity](#)
- [University of Idaho Inclusive Writing Guide](#)

Bonus Strategy:
Use design principles to
enhance data storytelling

Scale: use size to create order of importance



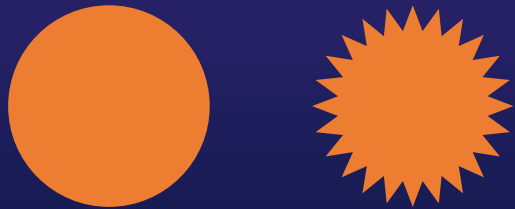
Use relative size to signal importance and rank.

Visual Hierarchy: arrange elements to show priority



Contrast: use appearance to differentiate between similar items

Shape



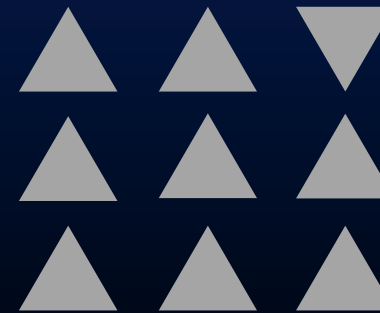
Color



Layout



Emphasis



The result:

U.S. Bank Digital Experimentation Team Report Examples

Adobe Analytics Workspace

The screenshot displays the Adobe Analytics Workspace interface for an experiment. The top navigation bar includes 'Product Name - Experiment Title', a star icon, and a 'Share' button. Below the navigation, the 'Experiment Information' section shows the experiment name 'US Bank - Global - Production (usb...)', a date range of 'Jan 12, 2024 - Feb 3, 2024', and a 'Days Live' counter at '23'. The 'Hypothesis and Success Metric' section contains a hypothesis and a primary KPI. The 'Estimated Duration' section shows 'Days to complete test: 28, estimated on a 10% lift in Bear claw soufflé tart topping for 95% confidence'. The 'Primary KPIs' section displays three metrics: 'Variation A: Primary KPI Completion...' at 19.47%, 'Variation B: Primary KPI Completion...' at 17.99%, and 'Primary KPI Completion Rate Change' at -7.6%. Below this are two tables: 'Total Unique Visitors/Visits in the Experiment' and 'Primary KPI Completions/Completion Rate', both showing data for two segments: 'DXP0000 Variation A: Control' and 'DXP0000 Variation B'. The 'Secondary KPIs' section is partially visible at the bottom.

Experiment Information

US Bank - Global - Production (usb...)

Jan 12, 2024 - Feb 3, 2024

Hypothesis and Success Metric

Hypothesis: Cupcake ipsum dolor sit amet cookie marzipan soufflé. Cupcake marzipan pie halvah jujubes cotton candy fruitcake chocolate cake sesame snaps.

Primary KPI: Bear claw soufflé tart topping caramels gummi bears powder

Estimated Duration

Days to complete test: 28, estimated on a 10% lift in Bear claw soufflé tart topping for 95% confidence.

The confluence page has additional experiment information including hypothesis & creative.

Days Live

23

Primary KPIs

US Bank - Global - Production (usb...)

Last 30 full days
Jan 4, 2024 - Feb 2, 2024

Variation A: Primary KPI Completion...

19.47%

Variation B: Primary KPI Completion...

17.99%

Primary KPI Completion Rate Change

▼7.6%

Total Unique Visitors/Visits in the Experiment

Segments	Unique Visitors	Visits	Visits / Visitor
1. DXP0000 Variation A: Control			
2. DXP0000 Variation B			

Primary KPI Completions/Completion Rate

Segments	Unique Visitors	App Start (e1)	Application Start Rate
1. DXP0000 Variation A: Control			
2. DXP0000 Variation B			

Secondary KPIs

US Bank - Global - Production (usb...)

Last 30 full days
Jan 4, 2024 - Feb 2, 2024


Confluence

Pages / ... / 2024_01_January [Icons] 2 Jira links Analytics [Icons] Edit Save for later Watching Share ...

[Redacted] - [Redacted] - [Redacted] (DXP00515)

Created by [Redacted] last modified on Feb 01, 2024

EXPERIMENT COMPLETED

 **Executive Summary:** [Redacted]

All data is statistically discernible unless noted otherwise.

[Redacted]

Results Summary

Experience	Unique Visitors	App Starts	App Start %	% Change	Raw Difference
Variation A	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]
Variation B	[Redacted]	[Redacted]	[Redacted]	[Redacted]	[Redacted]

Date range: 1/10/24-1/24/24

Also worth mentioning:

- [Redacted]
- [Redacted]
- [Redacted]

Recommendation & Immediate Next Step

- [Redacted]
- [Redacted]

Additional details can be found under the Results & Recommendation tab.

PowerPoint

<Bank Product> Application Starts/Submits

More applications were started and completed in Variant B, showing that it motivated qualified users.

Metric:	Primary KPI – Application Starts				Secondary KPI – Application Submits			
	Completions	Completion rate	% Change	Statistically Discernable	Completions	Completion rate	% Change	Statistically Discernable
Variant A	58.2k	1.6%			5.9k	1.8%		
Variant B	61.3k	1.7%	5.1%	YES	6.4k	2.0%	8.5%	YES

Source: Adobe Analytics, 1/5/2024– 2/1/2024 [Workspace link](#)

Minimal Sample Size = 284.6k unique visitors per experience

Total Unique Visitors: Variant A – 321k, Variant B – 320.4k