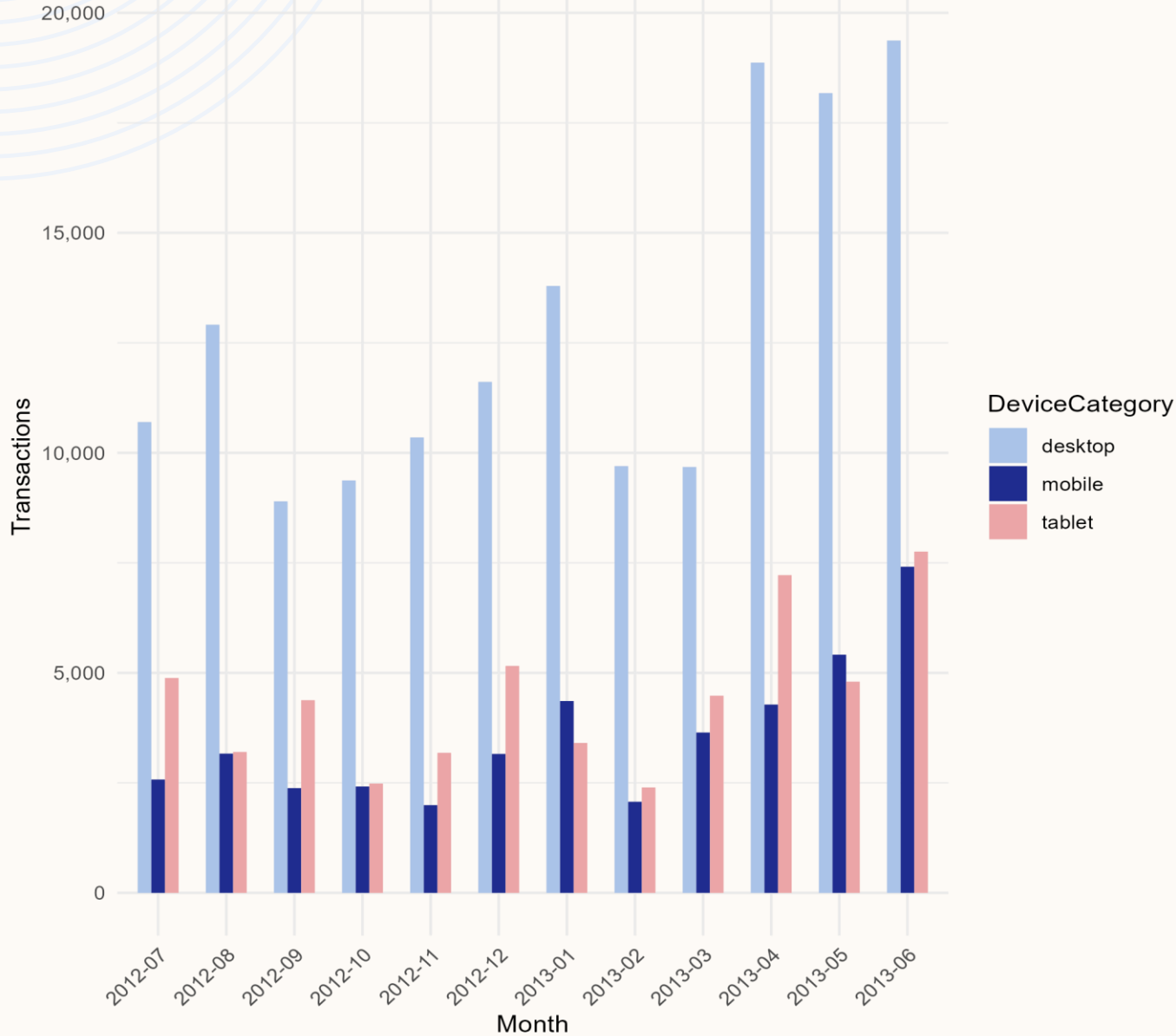


IXIS DATA SCIENCE CHALLENGE

Nicholas Picini

WEBSITE PERFORMANCE

Transactions by Month and Device Category

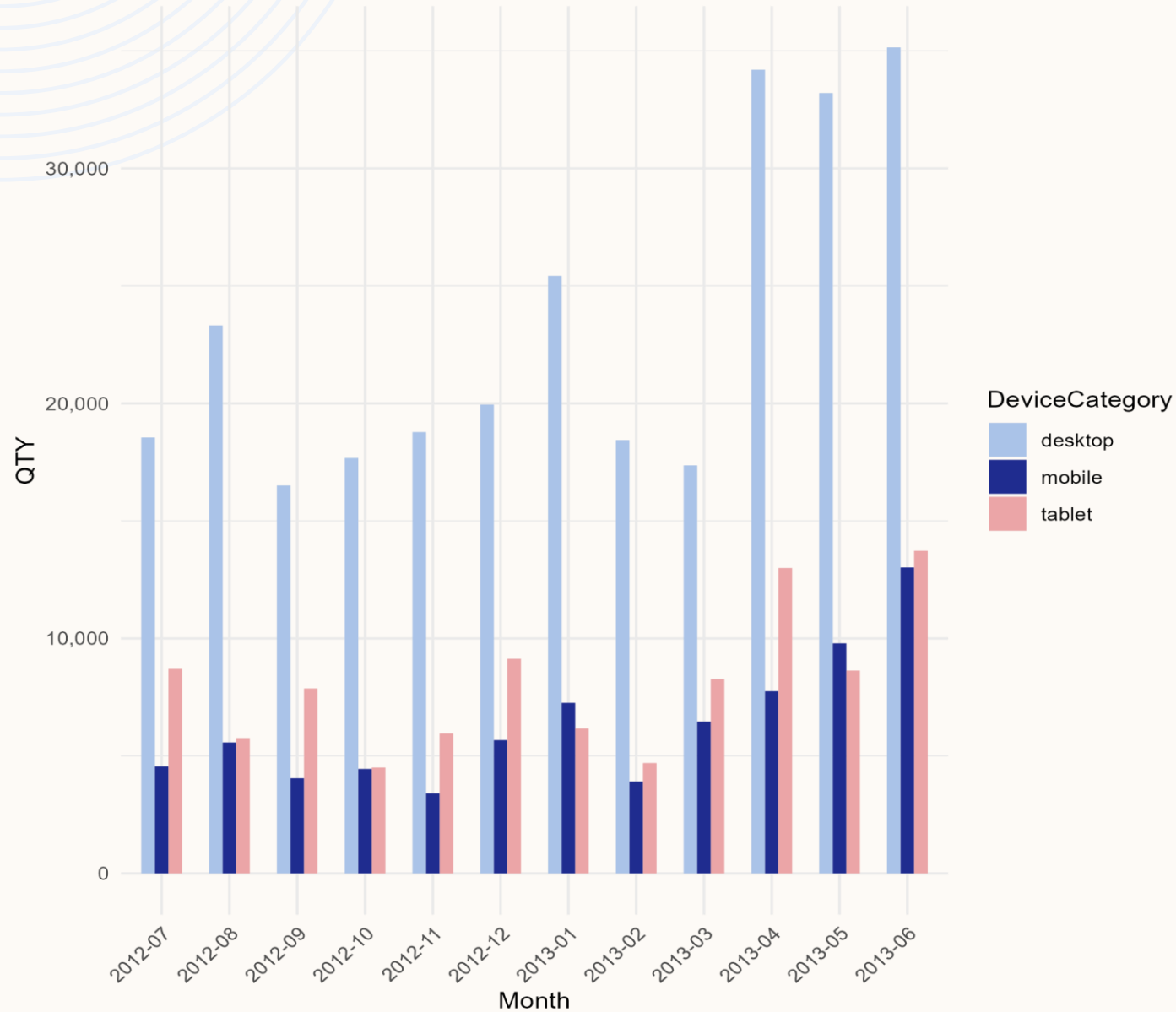


Sessions by Month and Device Category

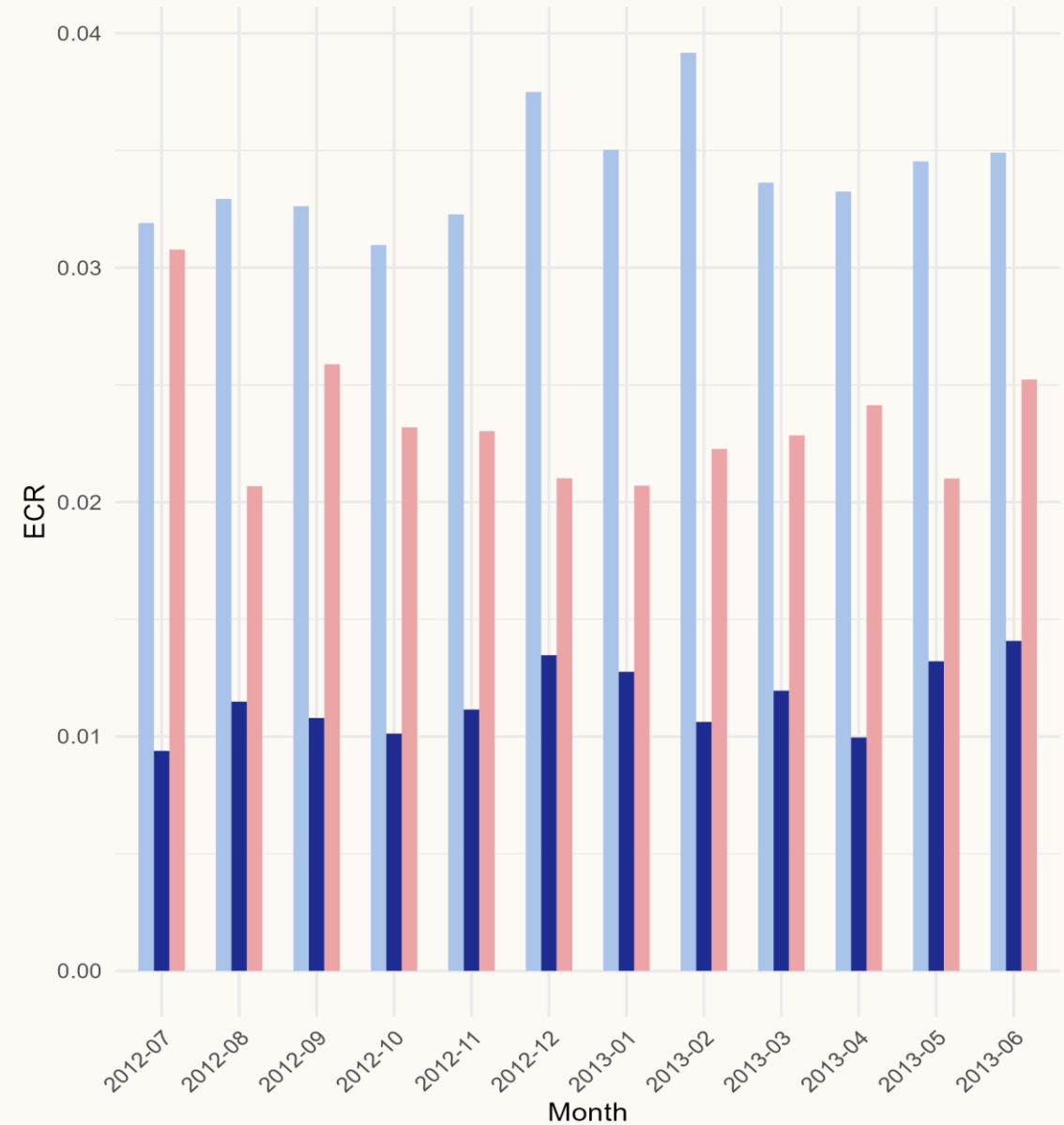


WEBSITE PERFORMANCE

QTY by Month and Device Category



ECR by Month and Device Category



MONTH OVER MONTH COMPARISON

Relative Difference M/M (Percentage)

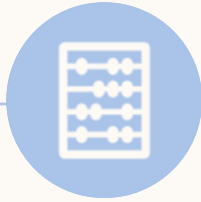
Month	Relative Sessions	Relative Transactions	Relative QTY	Relative ECR	Relative AddsToCart
May 2013	-10.72	-6.74	-6.22	3.99	-29.40
June 2013	17.56	19.54	18.08	2.00	-23.50

Absolute Difference M/M

Month	Absolute Sessions	Absolute Transactions	Absolute QTY	Absolute ECR	Absolute AddsToCart
May 2013	131974	1980	3317	0.00095	47122
June 2013	224195	6149	10262	0.00049	28750

RECOMMENDATIONS AND NEXT STEPS

From the data, it is clear users on desktop devices outperform both mobile and tablet users on all metrics. There is a clear seasonal trend in sessions, transactions, and QTY with fall/winter seeing lower levels and spring/summer seeing increased interest. Mobile users are the noticeable underperformers with tablet users close behind.



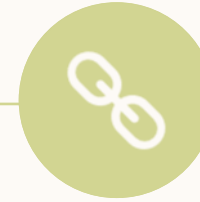
TARGETING DEVICES

- Desktops outperform tablets and mobile on all metrics over past year
- ECR for mobile users is very low; A/B test with targeted incentives
- Optimize website features to enhance the mobile/tablet user experience and encourage conversions



CONTINUAL IMPROVEMENT

- Incorporate & monitor Customer Feedback at checkout to understand how users feel about overall experience
- Implement targeted marketing campaigns for specific devices and/or off-peak months.
- See which products sell best during different months



OUTREACH

- Explore partnerships or collaborations to expand reach and attract new customers on mobile and tablet end.
- Product research for userbase of underperforming devices