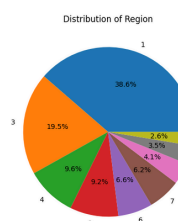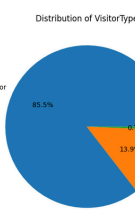# E-commerce Data Infographics

Team Alpha

01 Customer Repeat Purchase Rate and Conversion Rate

Distribution of Month | Distribution of TrafficType | Distribution of VisitorType | Distribution of Region
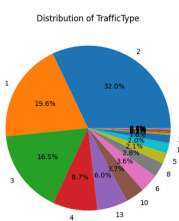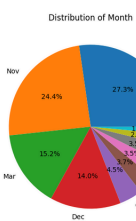
Cross-Tabulation of VisitorType and Revenue (Percentage)
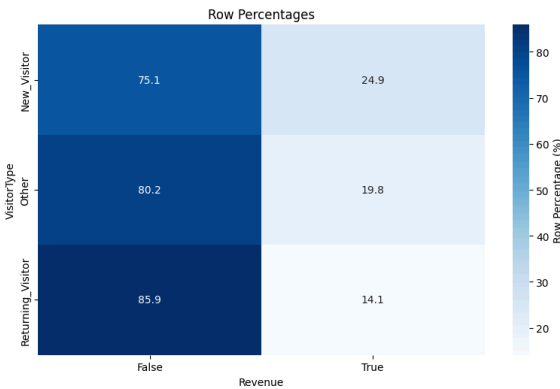
Customer repeat purchase rate is low(15%), a good repeat purchase rate is between 20-40%.

- Implement a Loyalty Program
- Personalized Recommendations
- Exceptional Customer Service
- Streamline the Checkout Process

Customer repeat purchase rate is low but almost constant across regions and Conversion rate of new visitor is exceptionally higher in region 5.

- Is it unique marketing, pricing, product offerings, or customer service?
- Replicate Success

Customer repeat purchase rate is higher(more than 20%) in months of October and November.

- Leverage Seasonal Trends

For new visitor, best conversion received by traffic 4 then 2. As 1,2,3,4 are the ones brings major traffic, 2 and 4 should be preferred.

- Increase investment in acquiring traffic from this high-converting source.
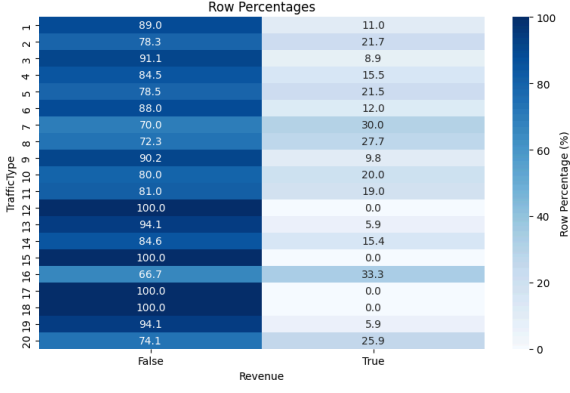- Optimize Traffic 2
- A/B Test

02 Conversion Rate by Month
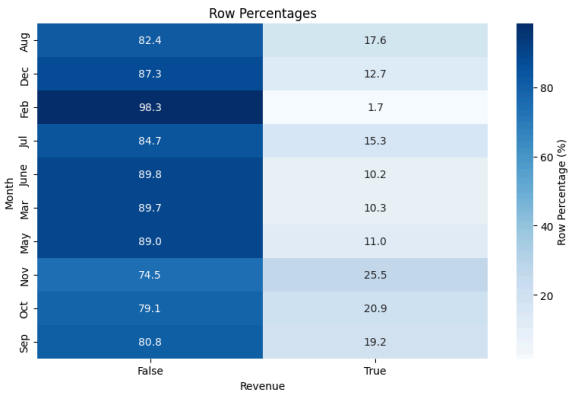
Highest Conversion in order of Nov, Dec, May, Mar months.

- Analyze Seasonal Trends
- Optimize for Peak Seasons

03 Conversion Rate by Traffic Type

Highest conversion rate is in order of 2,4,1,3. Traffic type 2 is best overall.

- Prioritize Traffic 2 & 4
- Analyze and Optimize
- A/B Test

04 Bounce and Exit Rate

Bounce rates and exit rates have low medians, but their maximum values show potential issues in user retention.

Analysis shows that not any specific region or particular traffic types responsible for maximum value, but it's higher among all segments.

- Technical Issues:
  - Broken Links.
  - Technical Errors
- Content Gaps:
  - Missing Information
  - Irrelevant Content
- Unexpected Events