

IXIS Data Science Challenge

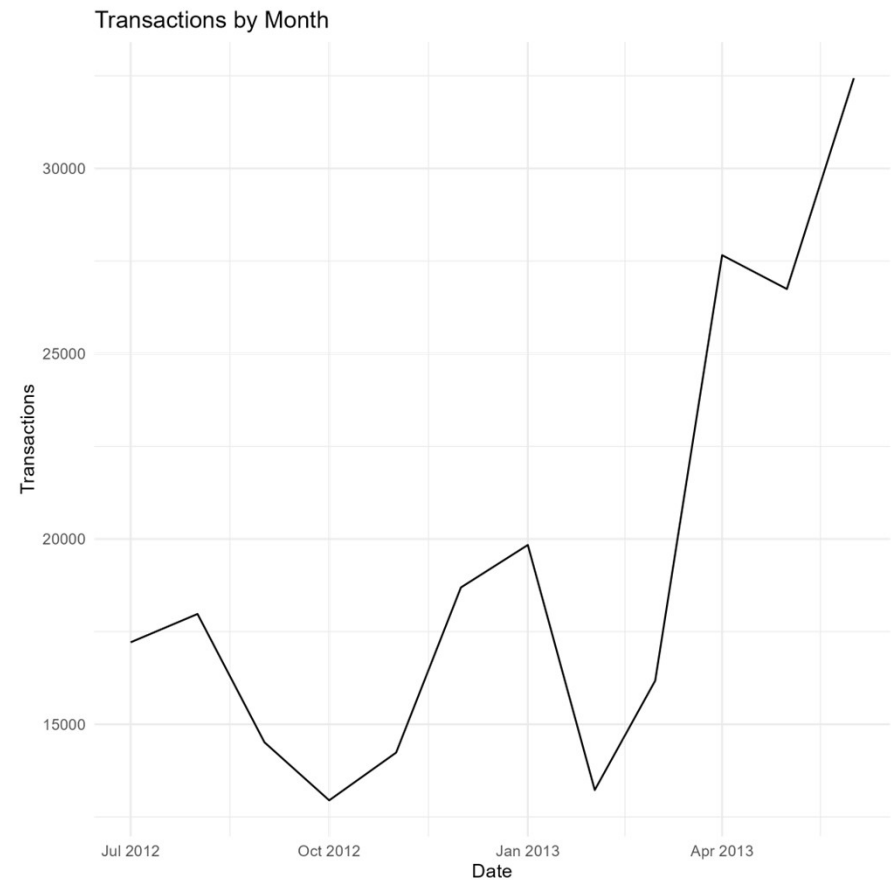
Alexander Friedrichsen



Traffic, QTY Transactions: All Increasing

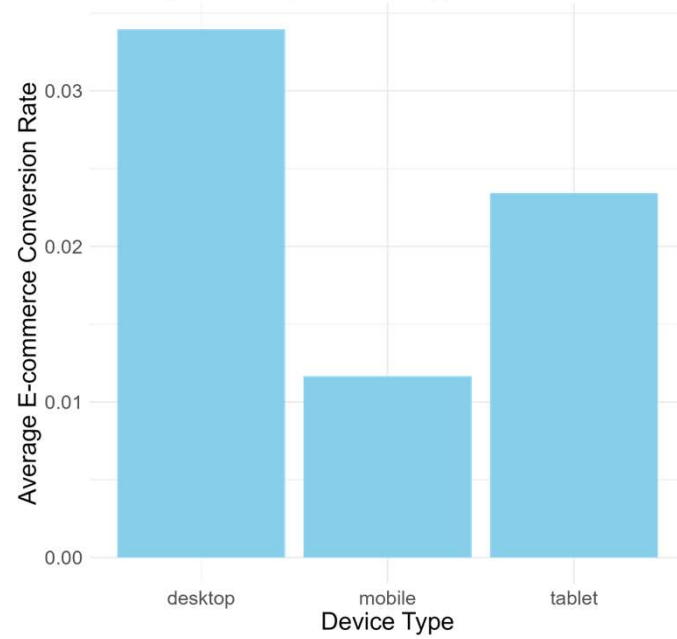
Analyzed retail site Google analytics data from the past year, July 2012 to June 2013.

Data show a positive yearly growth with valleys in October, February. Spikes in December, January, and spiking April - Present.

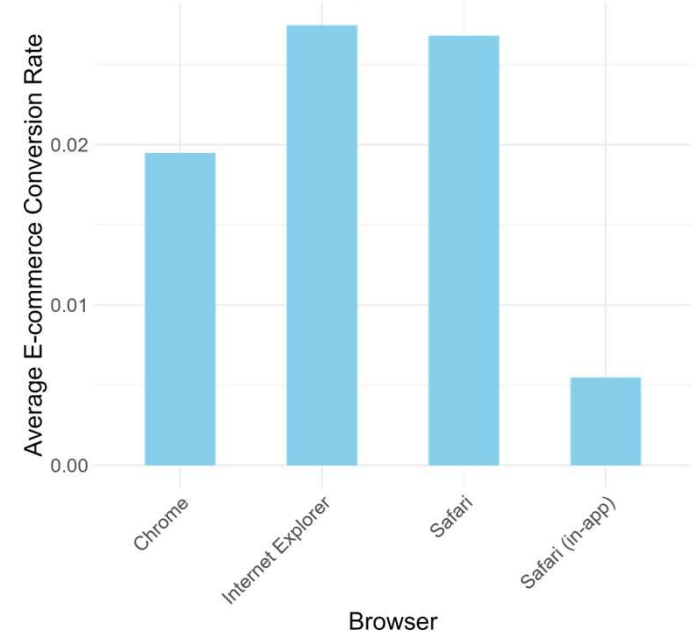


E-Commerce Conversion Rate

Average ECR by Device Type



Average ECR for Top 4 Browsers



Two Month Snapshot

- Sessions rose by 224195, transactions by 6124, and QTY by 10262.
- AddsToCart fell by 21%. Buy it now feature?

year	month	Sessions	Transactions	QTY	ECR	addsToCart	Sessions_diff	Transactions_diff	QTY_diff	AddsToCart_diff
2013	6	1388834	34538	61891	0.02486834	107970	224195	6149	10262	-28750
2013	5	1164639	28389	51629	0.02437579	136720	-131974	-1980	-3317	-47122

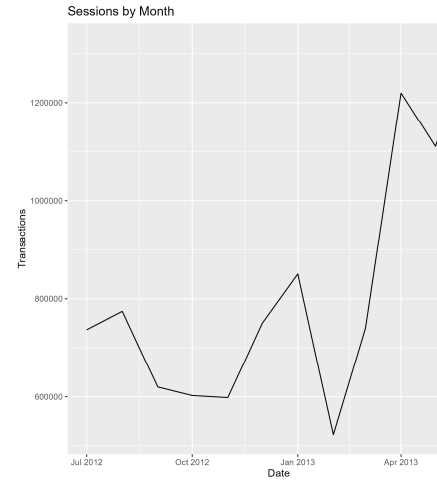
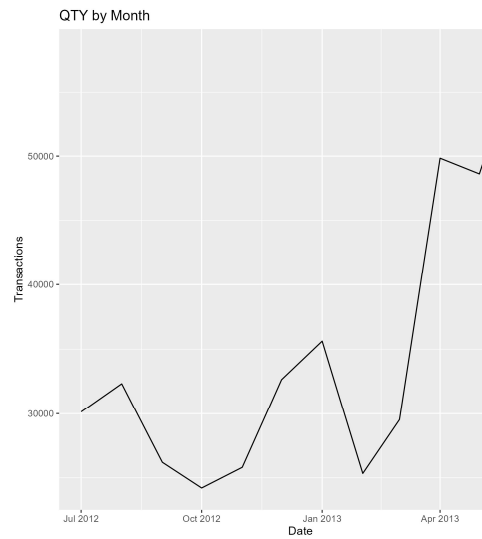


Sessions_diff_rel	Transactions_diff_rel	QTY_diff_rel	AddsToCart_diff_rel	year_month
0.19250171	0.21659798	0.19876426	-0.2102838	2013-6
-0.1017836	-0.0651981	-0.0603684	-0.2563179	2013-5

Next Steps

- **Conversion Rate Optimization (CRO):**
 - Look at smoothing out mobile sale process
 - Identify why desktop users are more likely to buy
- **Set a goal for growth:**
 - Continue monitoring key analytics, look for stagnation or decline
- **Collect more data:**
 - Traffic source analysis, audience segmentation, user behavior analysis

Appendix



About Me



- Data Science Master's @ UVM
- Loves to optimize
- Climber, Runner, Squash Player
- Jazz Pianist
- Lover of all types of games!
- Pro MTG player

