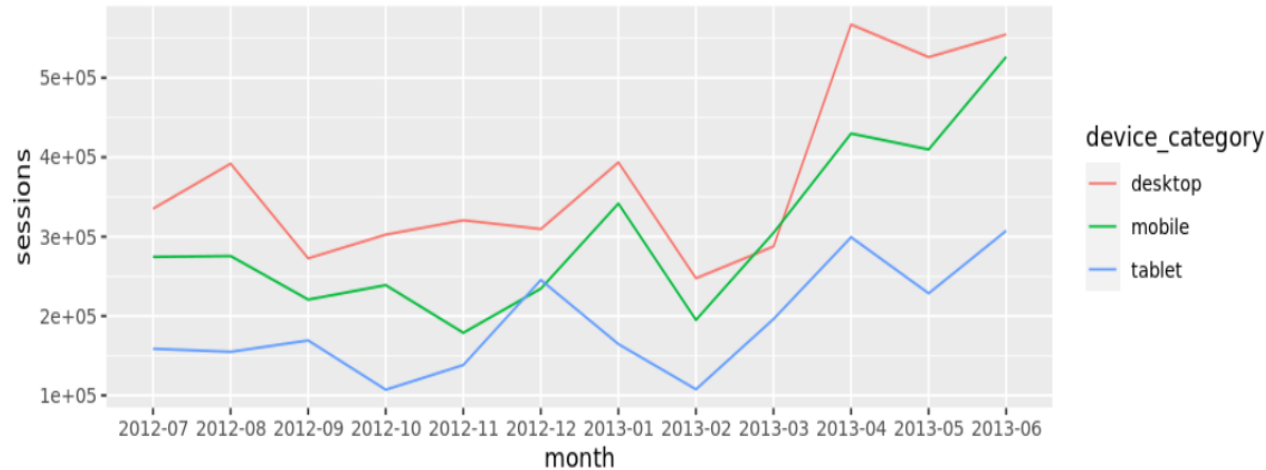


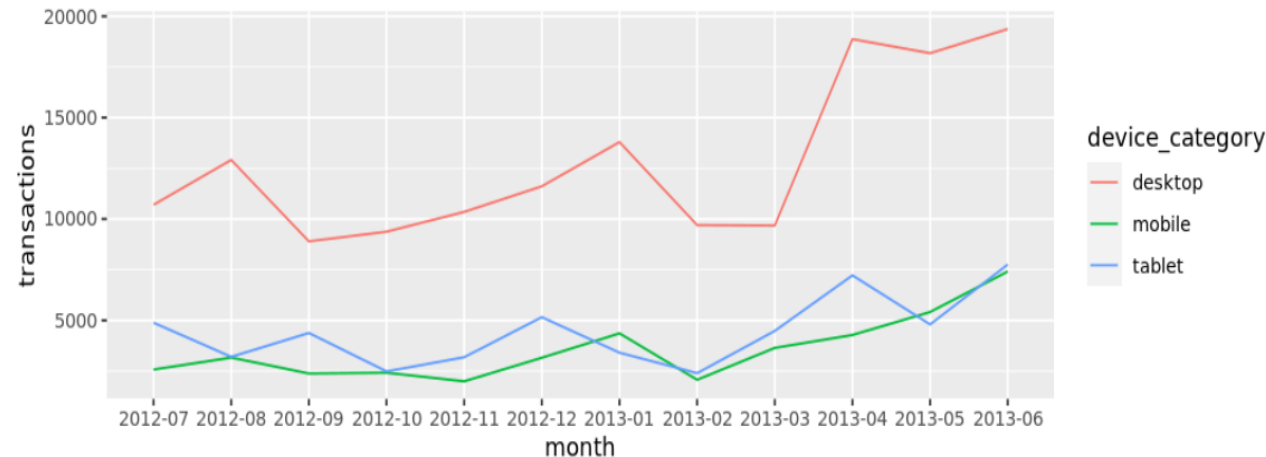
Analysis of Website Performance

Number of Sessions and Transactions by Date and Device Type

Date vs. Number of Sessions by Device Type

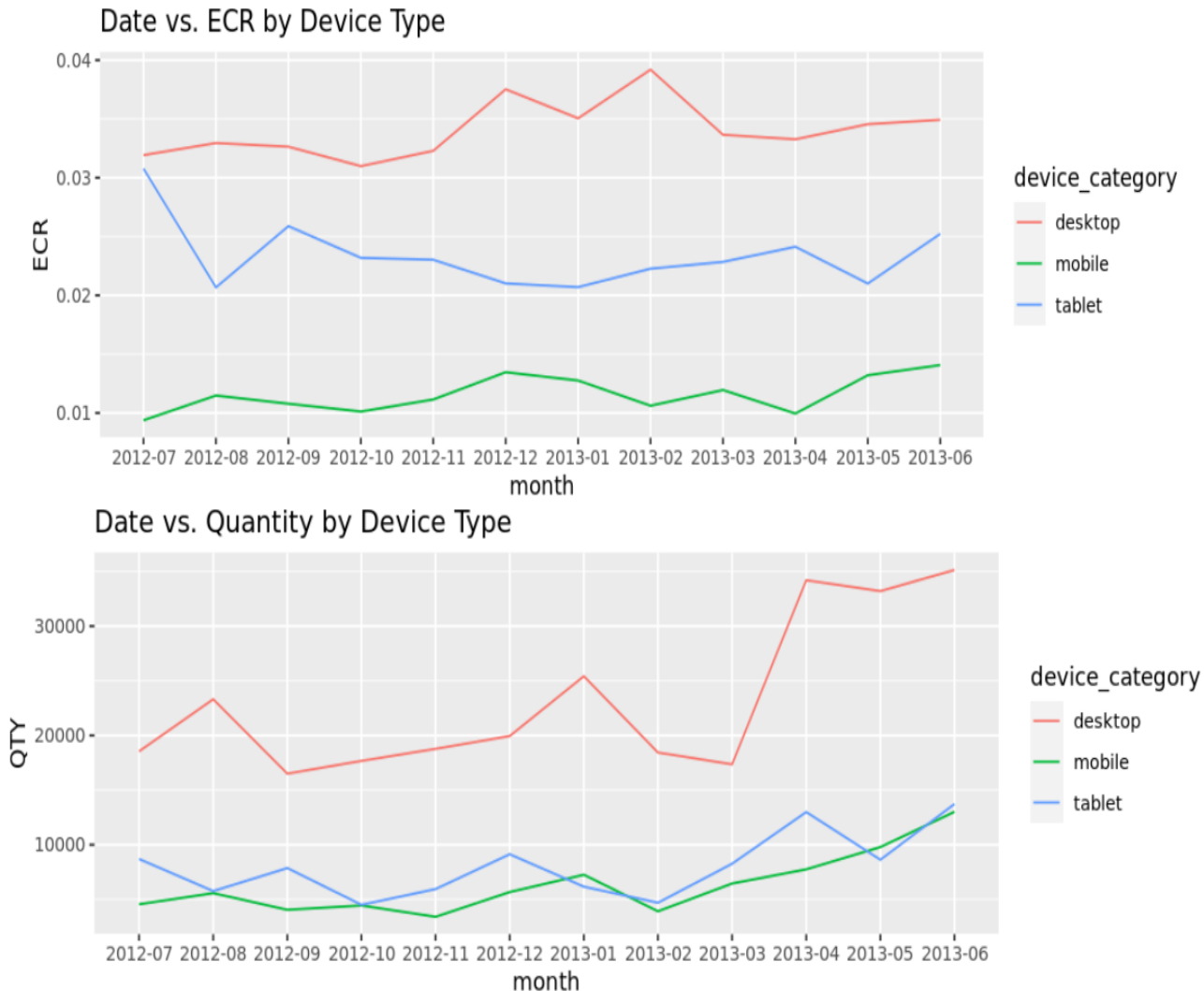


Date vs. Number of Transactions by Device Type



- Both number of sessions and number of transaction have increased in the last quarter, with greatest increase between February and April 2013
- Desktop users account for the most sessions and by far the most transactions
- Mobile users account for more sessions than tablet user, but number of transactions is about equal
- All metrics have increased between May and June 2013, with sharpest increase coming from tablet users

ECR and Quantity by Date and Device Type



- Define ECR as transactions divided by sessions
- ECR is greatest for desktop users, where it peaked in February 2013
- Order quantity is also greatest in desktop users, and has sharply increased in the past quarter
- ECR is second greatest in tablet users
- Quantity between mobile and tablet users is about equal

Comparison between Most Recent Two Months

Difference	Month	Sessions	Transactions	QTY	ECR	Adds to Cart
	2013-05	1164384	28389	51629	0.0244	136720
	2013-06	1388526	34538	61891	0.0249	107970
Absolute		224142	6149	10262	0.0005	-28750
Relative		0.19	0.22	0.20	0.02	-0.21

- Chart shows both absolute and relative difference between the most recent two months
- All metrics have increased except for Adds to Cart
- The sharpest increase was in number of transactions

Next steps

- Prioritize desktop users as most profitable demographic
- Investigate disparity between number of sessions and number of transactions in mobile users
- Continue practices that led to drastic increase in most metrics in most recent quarter