

# Online Retailer Performance Analysis

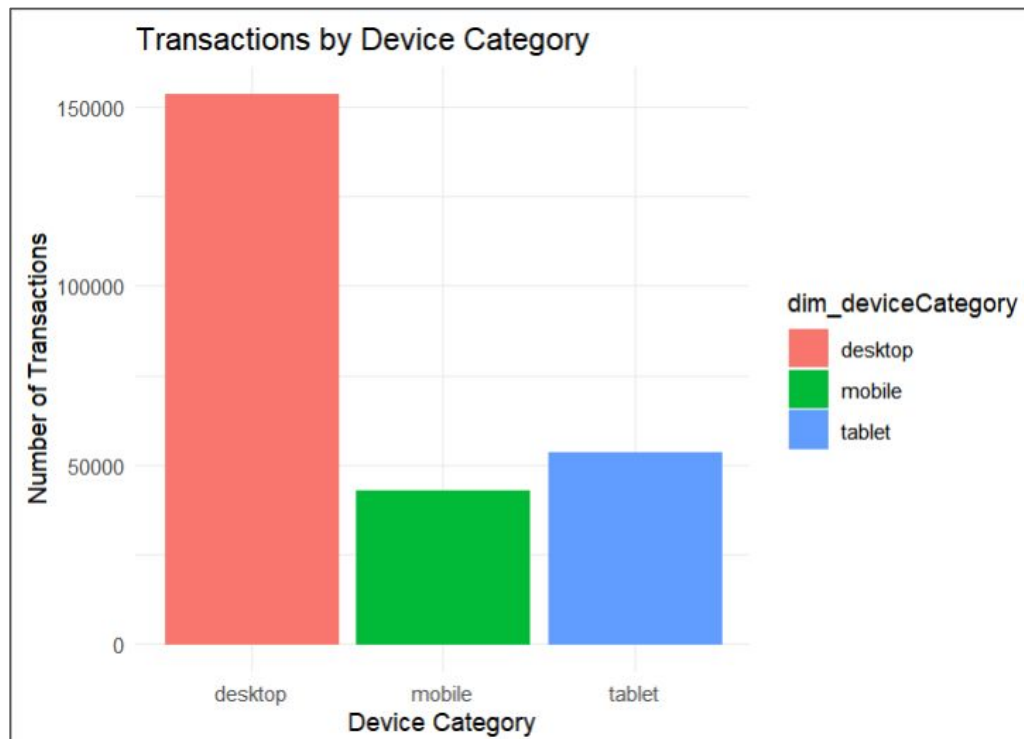
Andrew Weilbacher

# Agenda

- Device Breakdown
- Trends
  - ECR
  - Transactions
  - Sessions
- Recommendations
- Conclusions

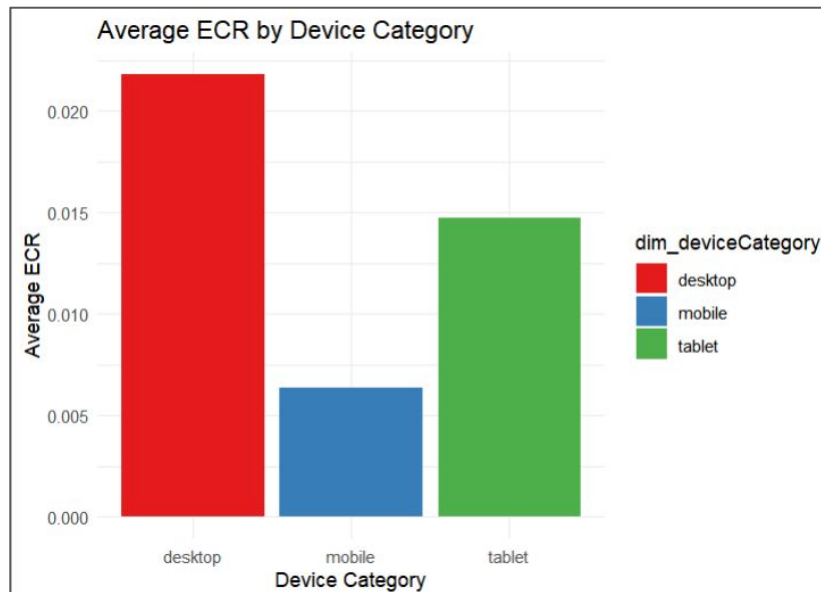
# Device Breakdown

- Desktop drives the most transactions



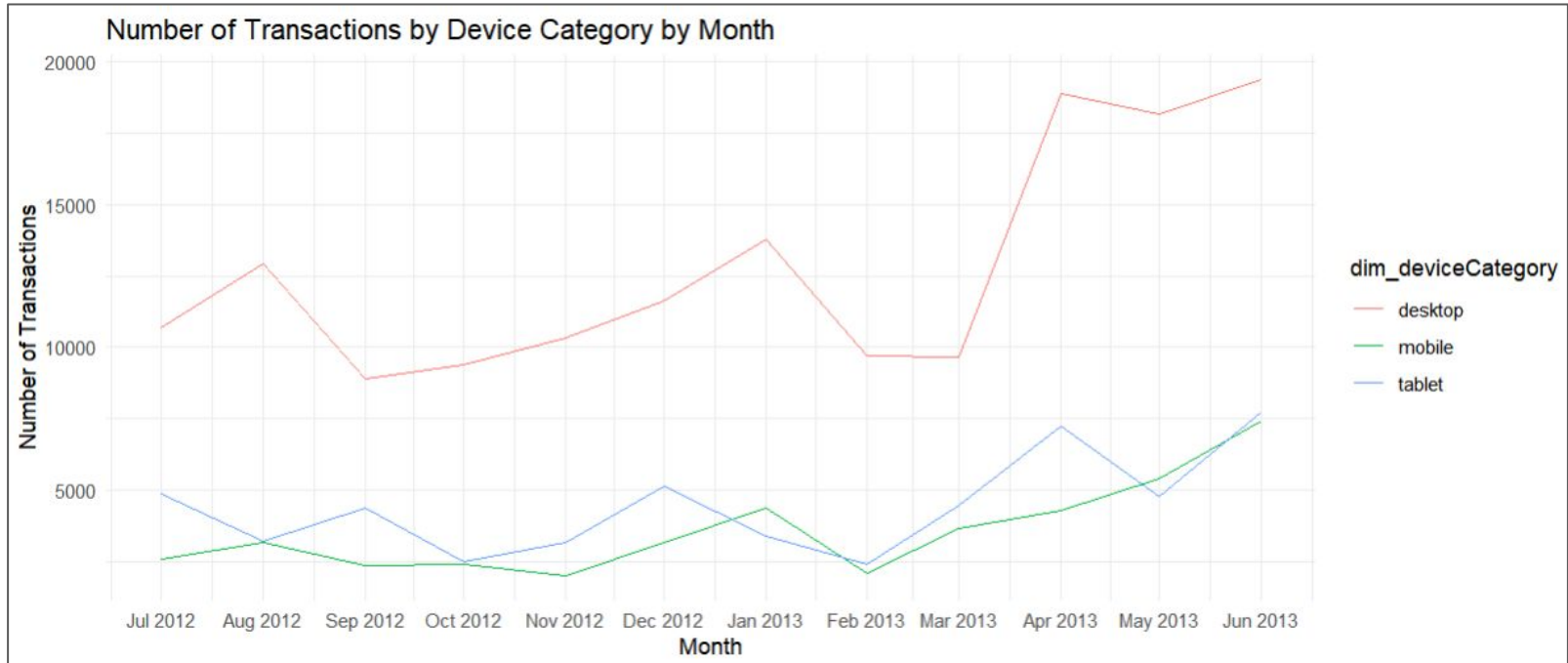
# Device Breakdown

- Desktop also has the highest ECR
- Despite a lower number of transactions, tablets drive a relatively high ECR, thus meaning there could be efficiencies in targeting more tablets.



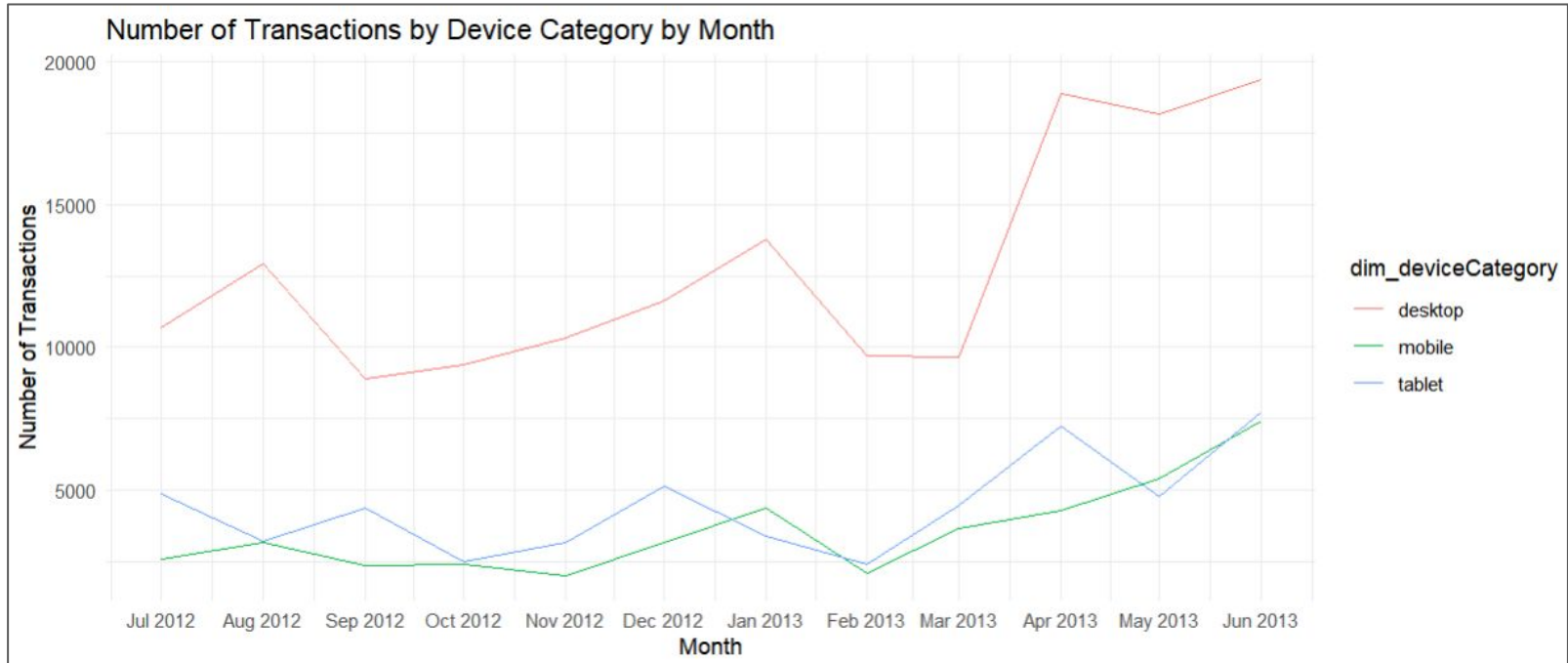
# Trends

- All devices are seeing healthy increases in transactions



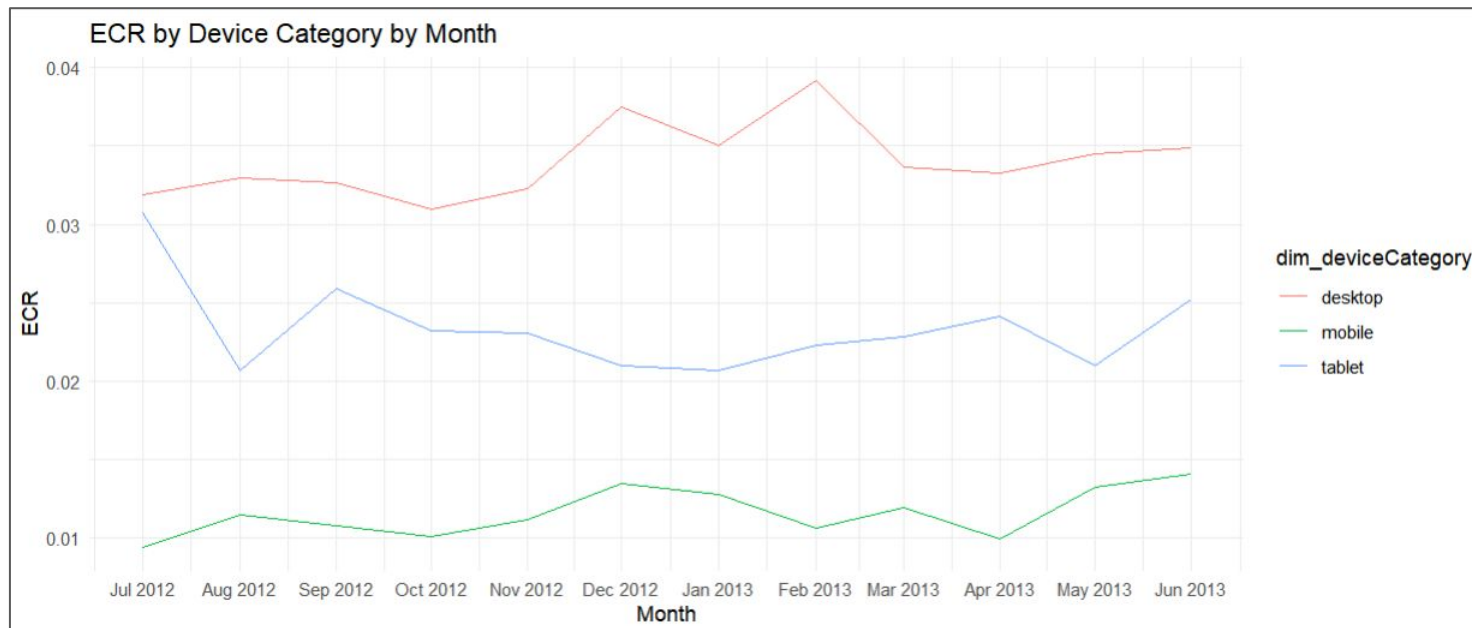
# Trends

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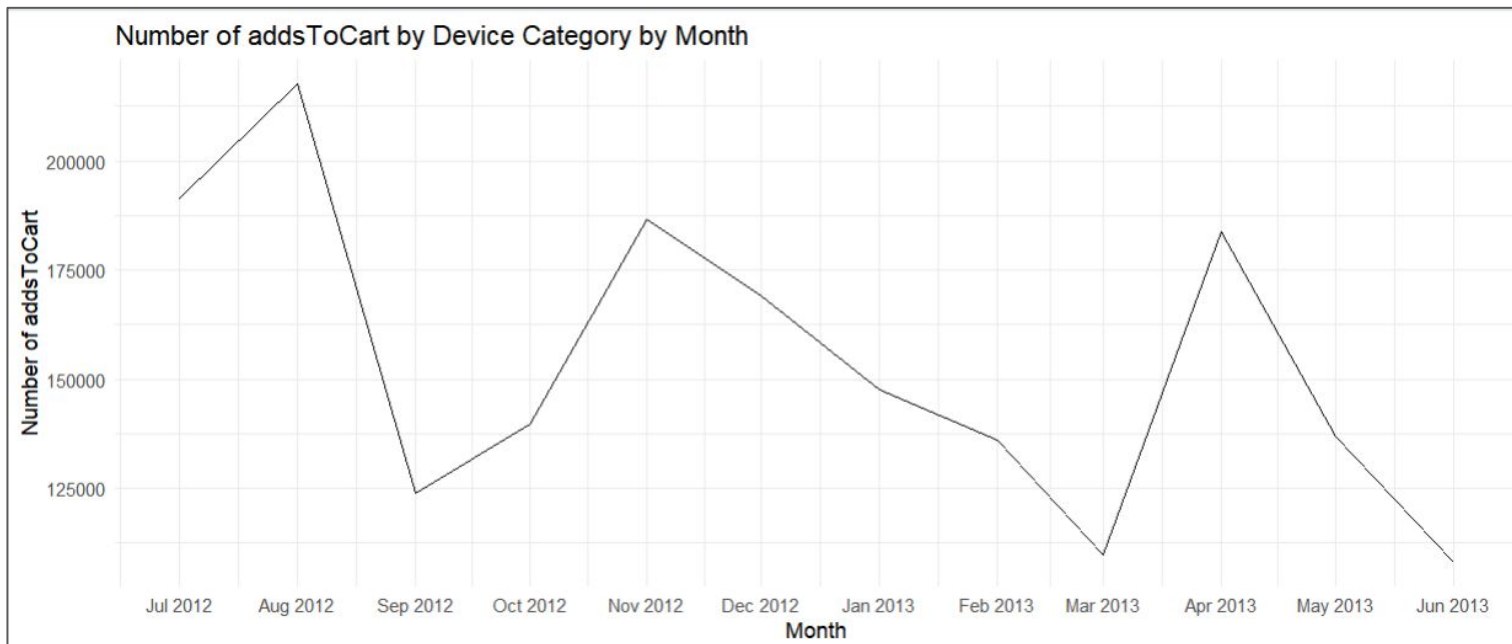
# Trends

- ECR has been on a uptrend throughout the year. Tablets were initially trending down, but have spiked over the past couple of months.



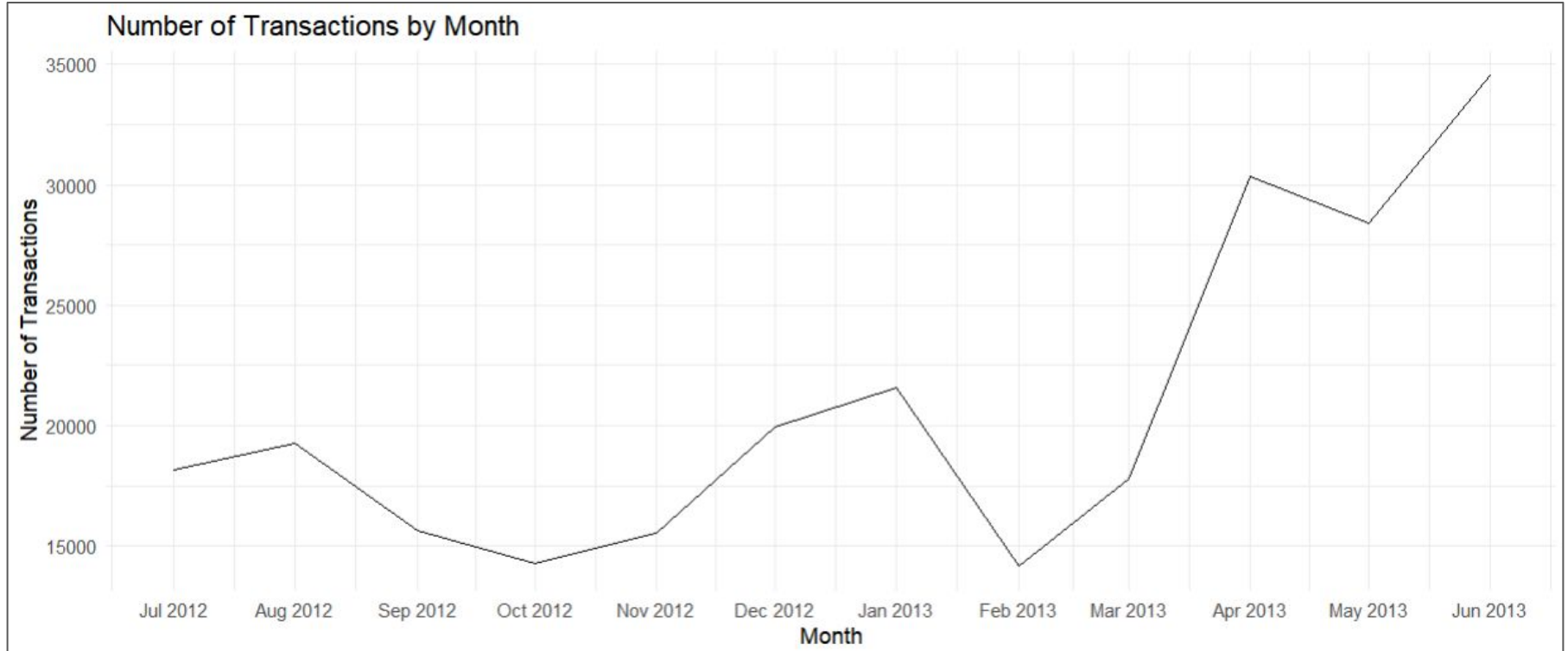
# Trends

- Adds to Cart have been decreasing steadily, despite the increases in transactions and sessions.

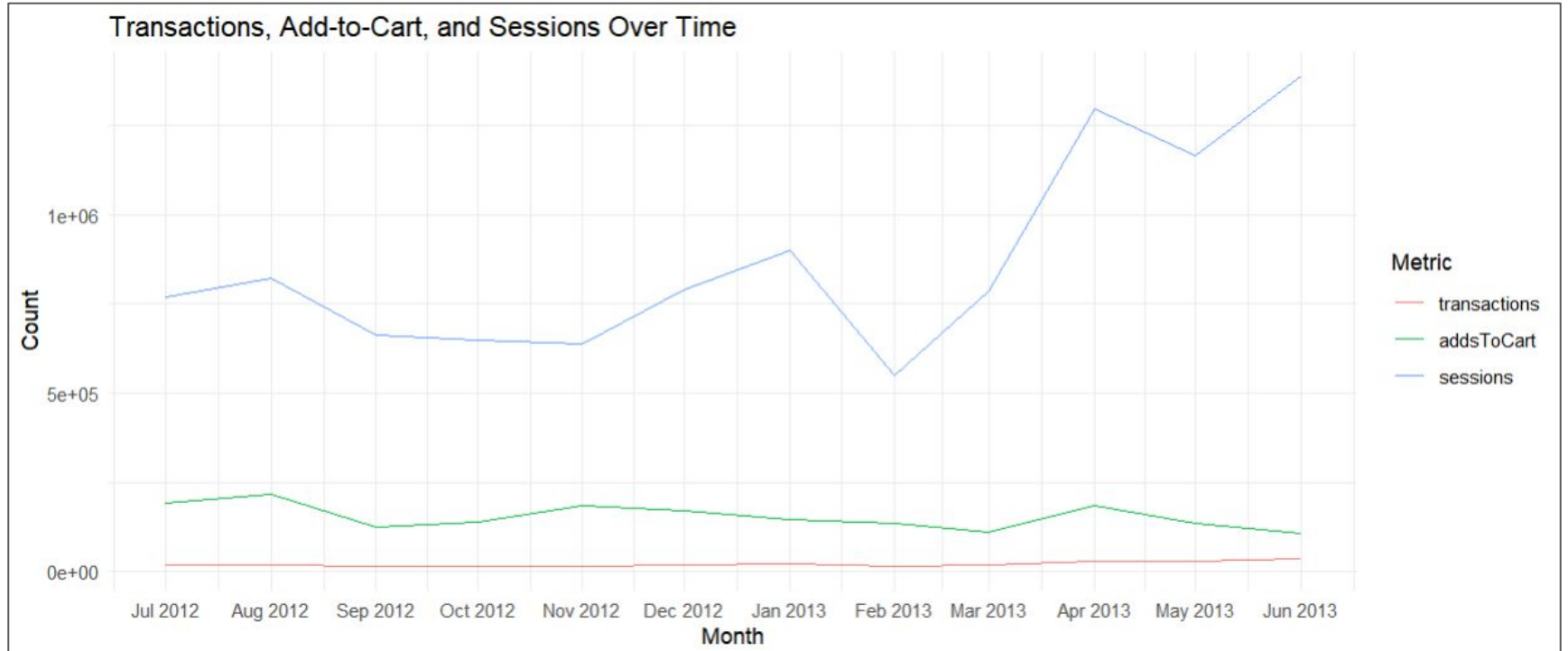




# Trends

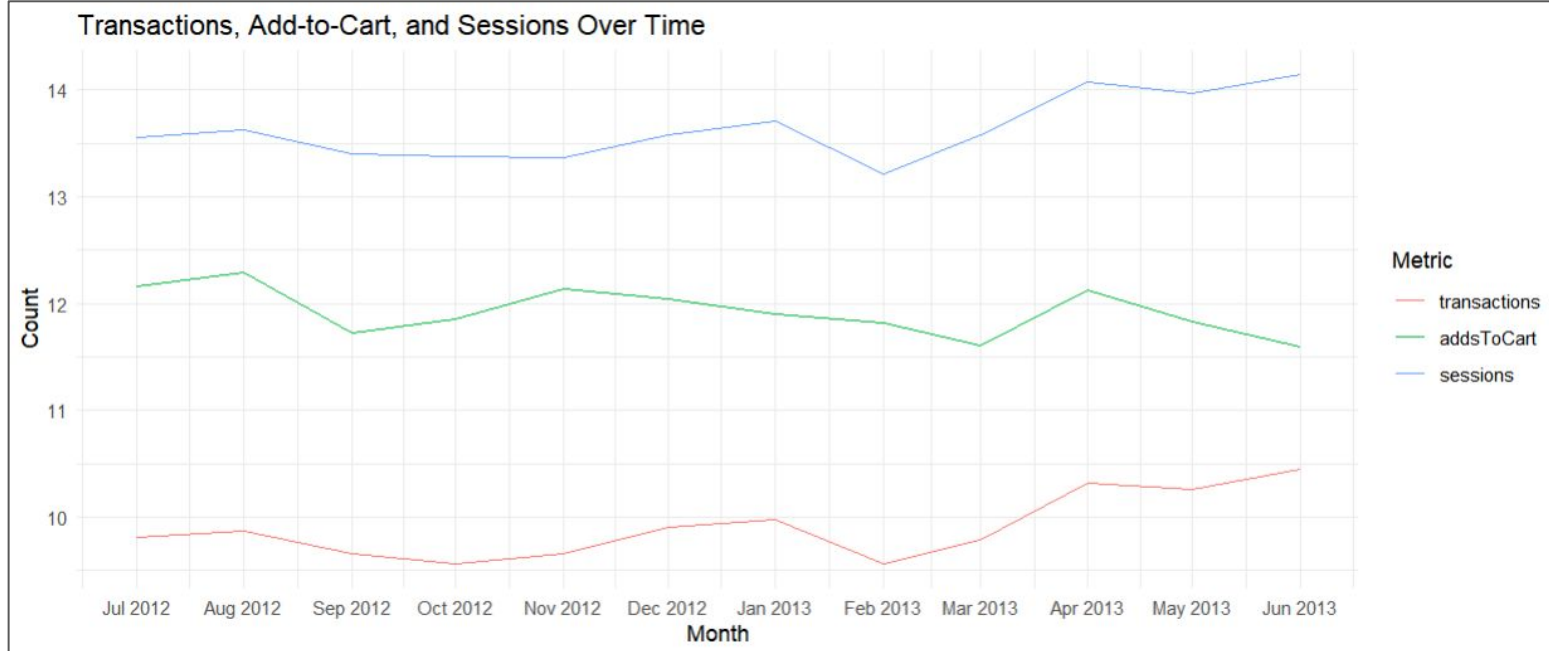


# Trends



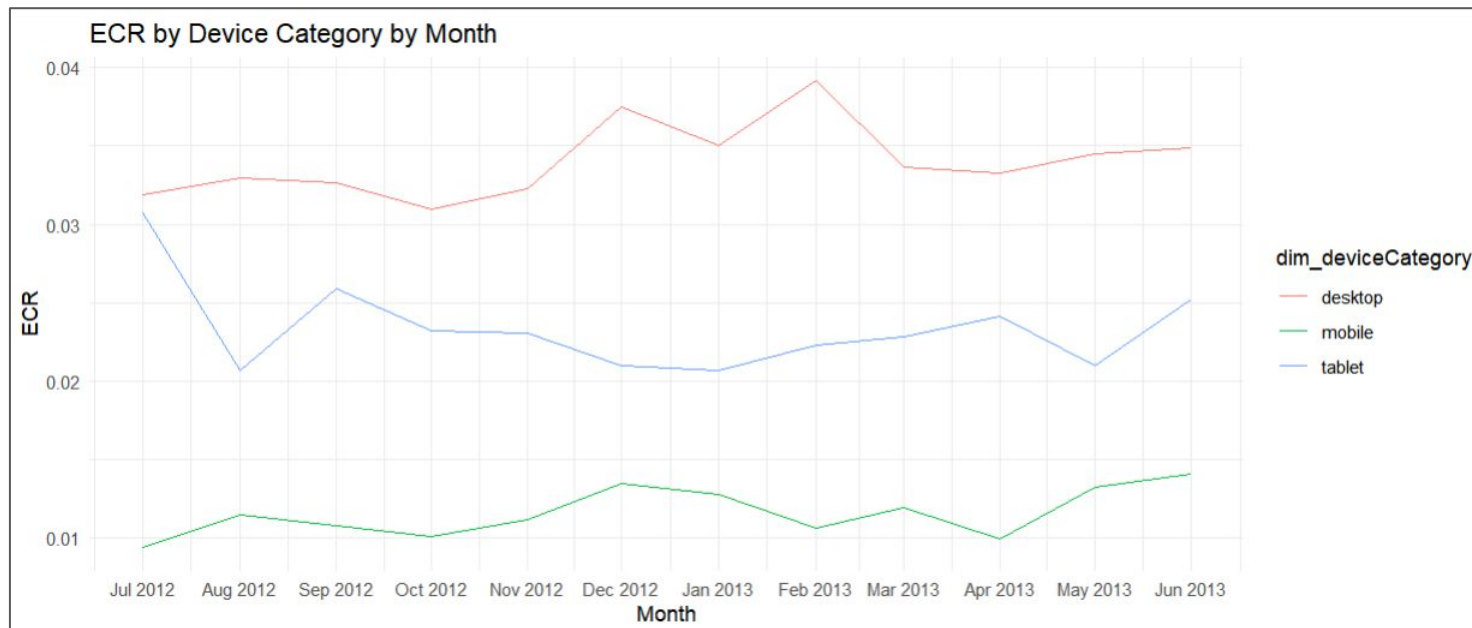
# Trends

- This chart uses a logarithmic scale to make it easier to compare trends. This type of scale can help show changes more clearly.



# Trends

- ECR has been on a uptrend throughout the year. Tablets were initially trending down, but have spiked over the past couple of months.



# Recommendations

- Focus on Desktop as it has the most momentum in transactions and ECR.
- Break down the data by channel to determine which channels work best for Desktop.
- Shift budget more towards Desktop and Tablet, but away from Mobile as it has low ECR.

# Conclusions

- Adds to Cart have been going down, yet ECR and Transactions are going up. This would suggest that targeting is improving for transactions and, potentially, the average order value is also increasing.
  - Traffic quality likely has improved over this period.
- Desktop is a winning device and tablet has potential. Mobile could be a cause for spend inefficiencies.
- Determine if any seasonal events are causing these jumps.
  - For example, if your products are affected by the summer and any holidays celebrated during.
  - If this is the case, then an additional analysis needs to be done to determine if these trends are “real”.