E-commerce conclusion

# **CONCLUSION and RECOMMENDATIONS**

From the analysis, most visitors visit the site on May and November. The returning visitors visit the site more oftenly compared to other types of visitors. The site is mostly visited on weekdays and only a few visits are made on weekends. The sales team should also consider visitors who use type 2 operating system and type 2 browser as they are more likely to use the site. Visitors in region 1 mostly visit the site and this should also be put into consideration.

If the sales and marketing team would like visitors to take more time on their site, it would be advisable if they considered increasing the administrative, informational and product related pages as the time taken will also increase.

By considering some of the derived insights from the analysis, Kira Plastinina is more likely to perform better.