IXIS - Strengthen Your Competitive Positioning

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Web performance - Montly Metrics
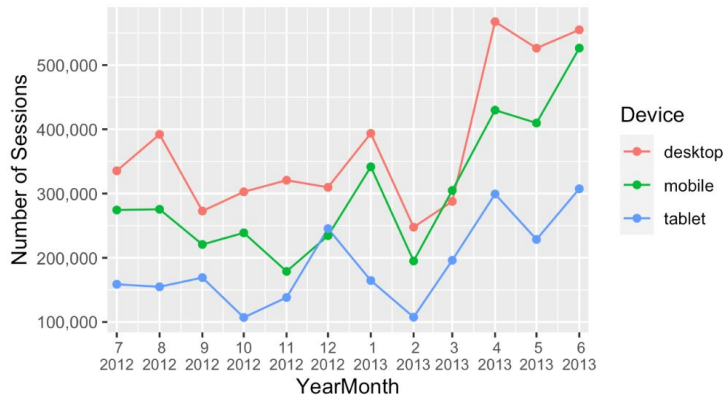
Browsers share

1%

27%

57%

3%

7%

6%

Safari (in-app)
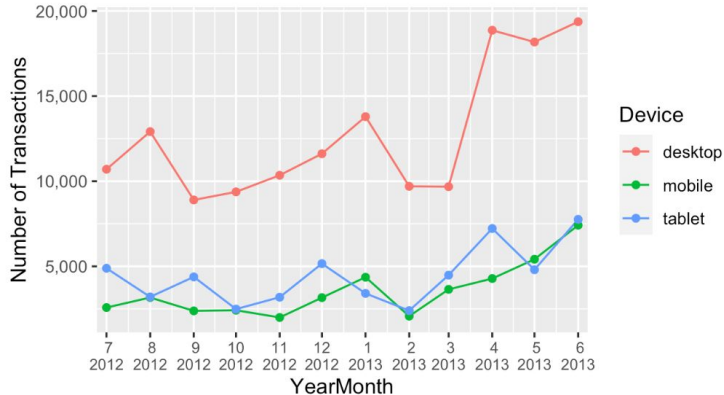Safari
Internet Explorer
Firefox
Edge
Chrome
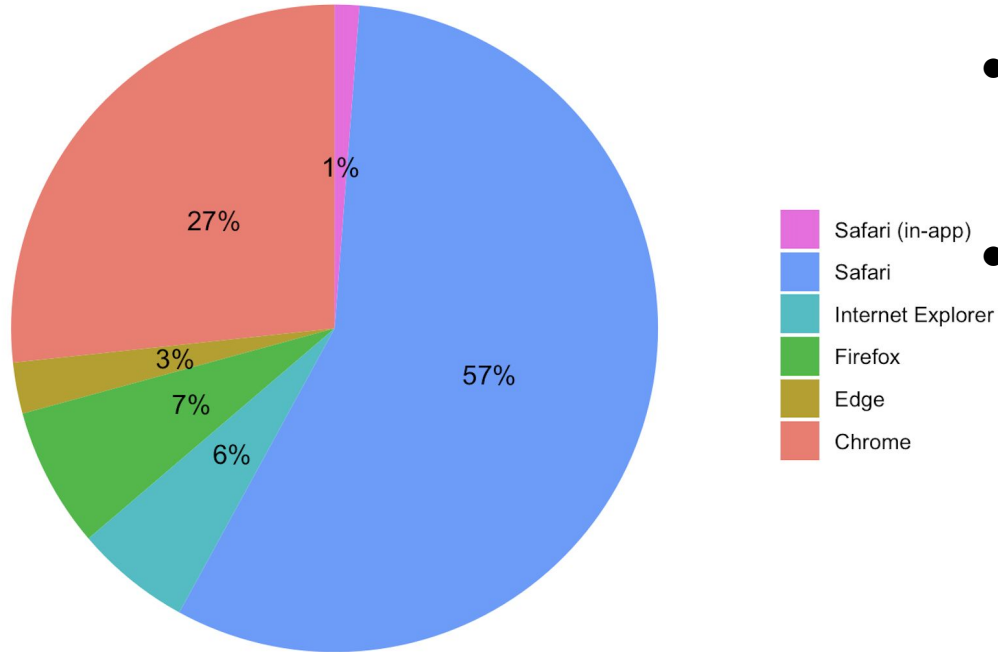
- Size of a slice shows the proportion of the transactions done with the browser.
- Neglect the browser of which the proposiont of transactions less than 0.01.
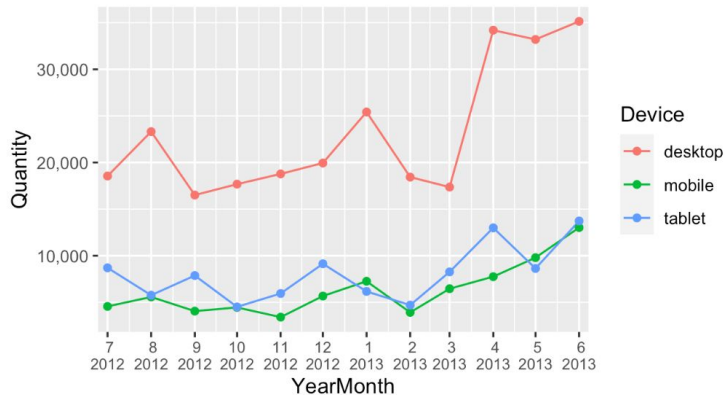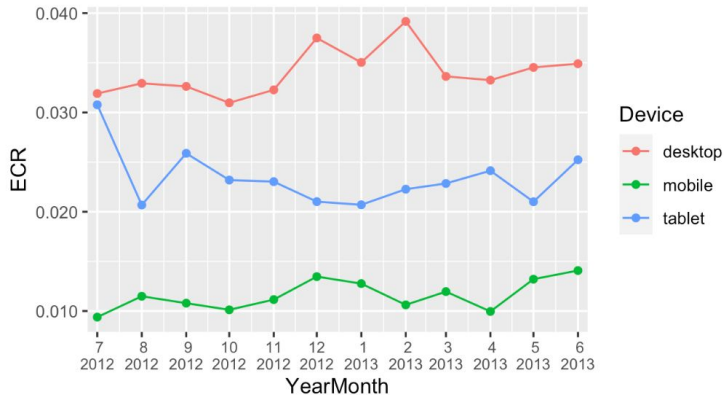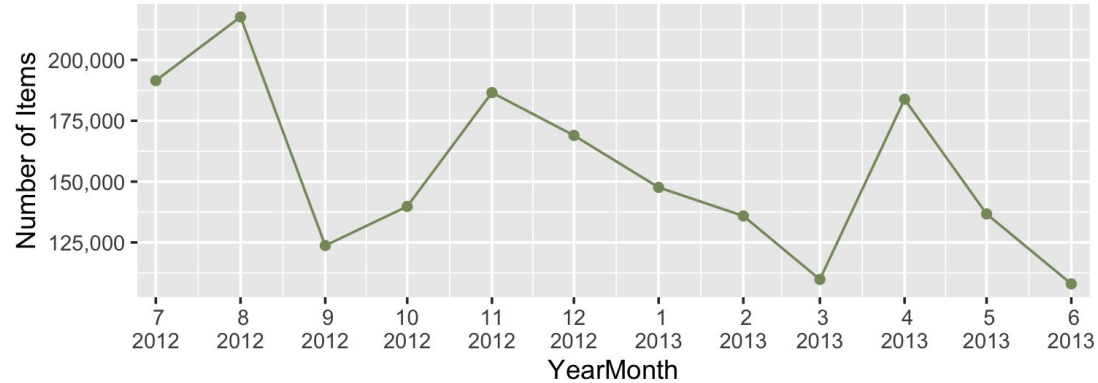
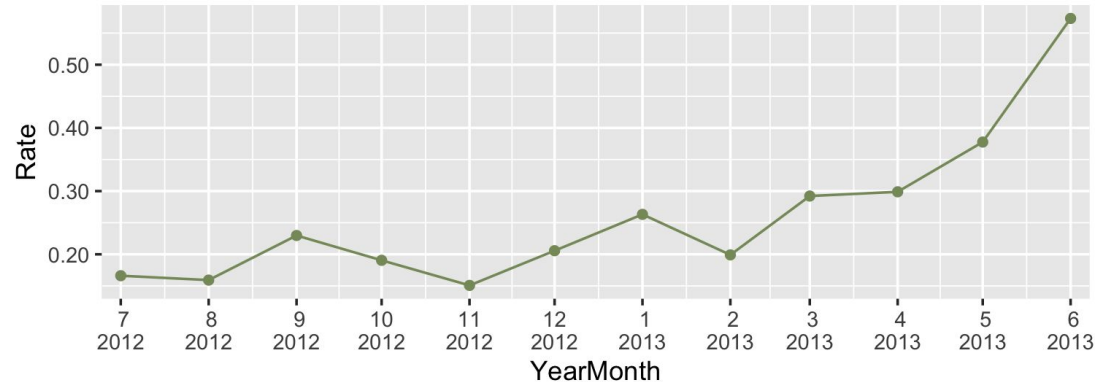# Web performance - Montly Metrics

Web performance - Montly Adds To Cart and Actions Rate

Monthly Adds to Cart

Monthly Cart-to-Buy Rate

Insights and Suggestions Summaries

- The trend of online shopping seems to be growing.
  - Recommend invest money in this area
- Most transactions were done with Safari, Chrome and Firefox.
  - Recommend optimize user experience for these browsers
- Most people shop on desktops, but more and more people browse items with mobiles. We also observe ECR for mobiles is the lowest among the three.
  - Rcommand improve user experience for mobile users. e.g. enhance clarity of items, simplify navigation
- The number of transactions is increasing, but the add-to-cart event is decreasing.
  - Perhaps more people tend to buy with purpose. Recommend identify the set of items that are frequently purchased together and promote them when the customers browse the item.
- Continue working with us and with more than one year data, we can help identify if there is a seasonal pattern and provide you with marketing suggestions to maximize your market share!