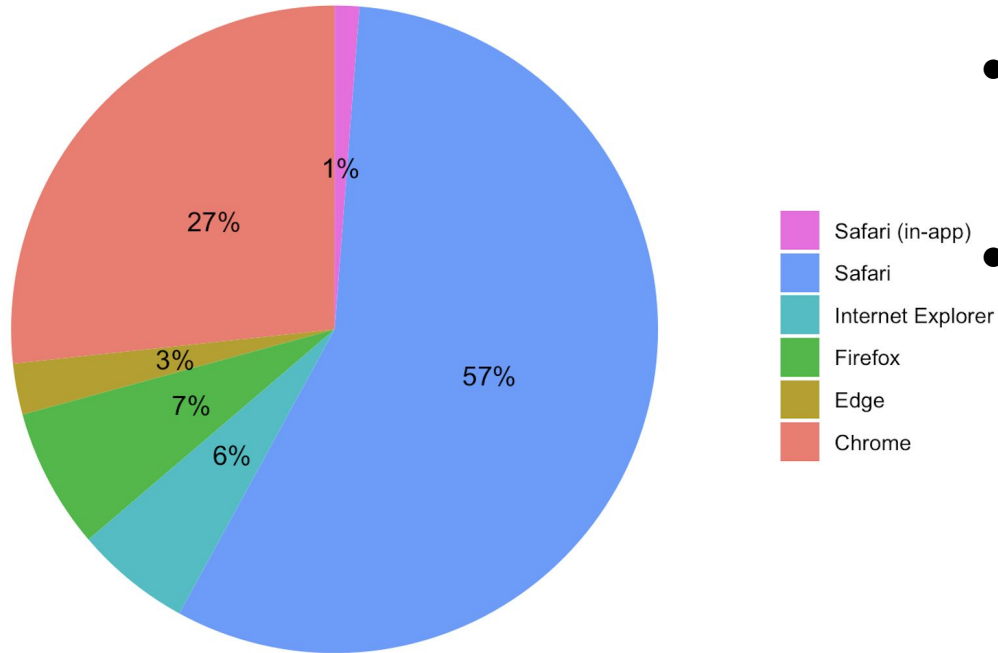


IXIS - Strengthen Your Competitive Positioning

Joy Chang

Web performance - Browsers

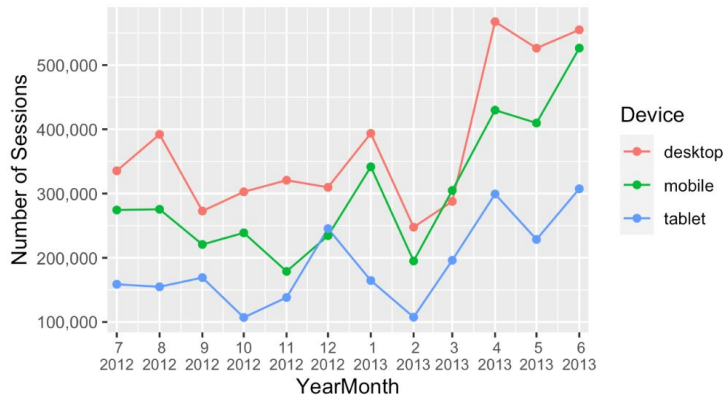
Browsers share



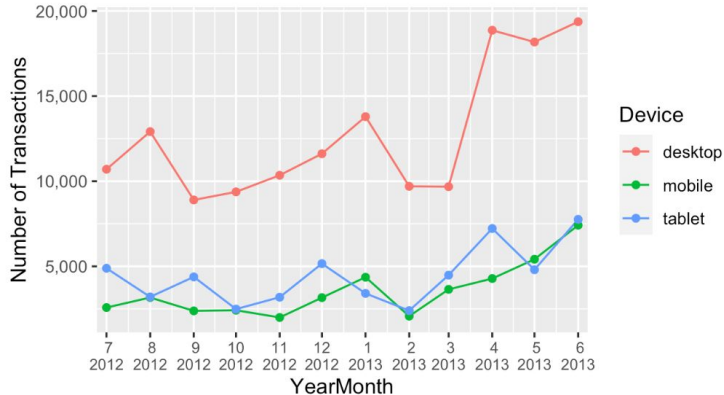
- Size of a slice shows the proportion of the transactions done with the browser.
- Neglect the browser of which the proportion of transactions less than 0.01.

Web performance - Montly Metrics

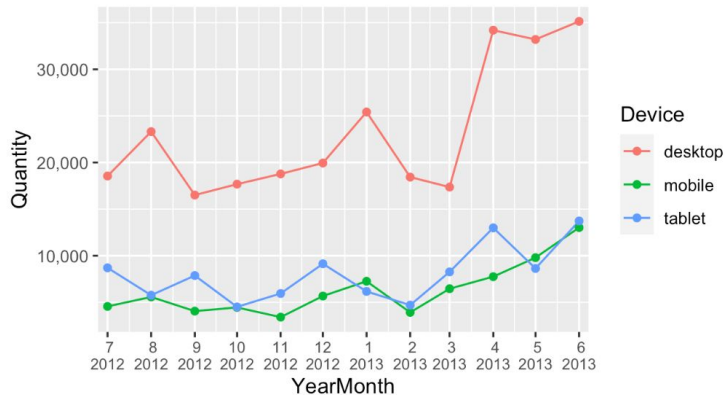
Monthly Sessions by Device



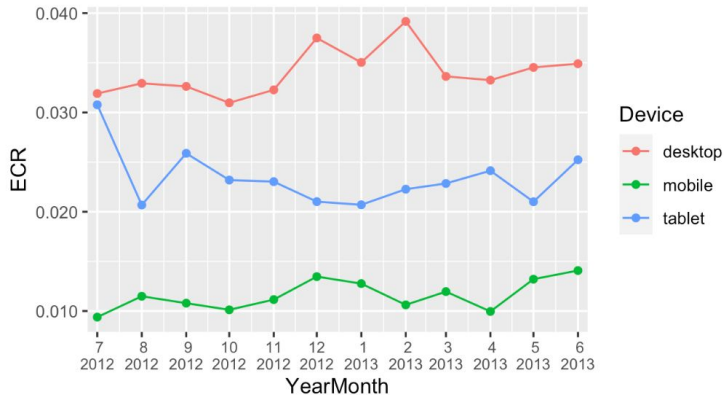
Monthly Transactions by Device



Monthly Quantity by Device

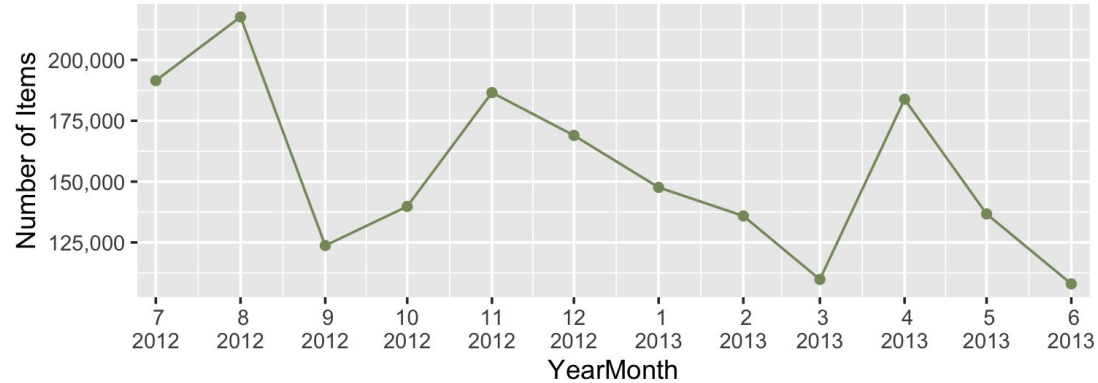


Monthly ECR by Device

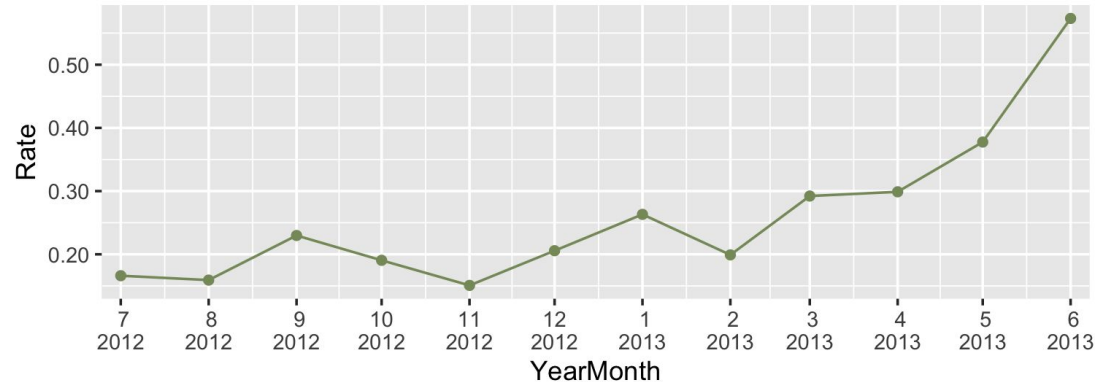


Web performance - Monthly Adds To Cart and Actions Rate

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.
 - Recommend 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!