User Purchase Duration: Daily Dynamics of First Transactions
November 2020 - January 2021

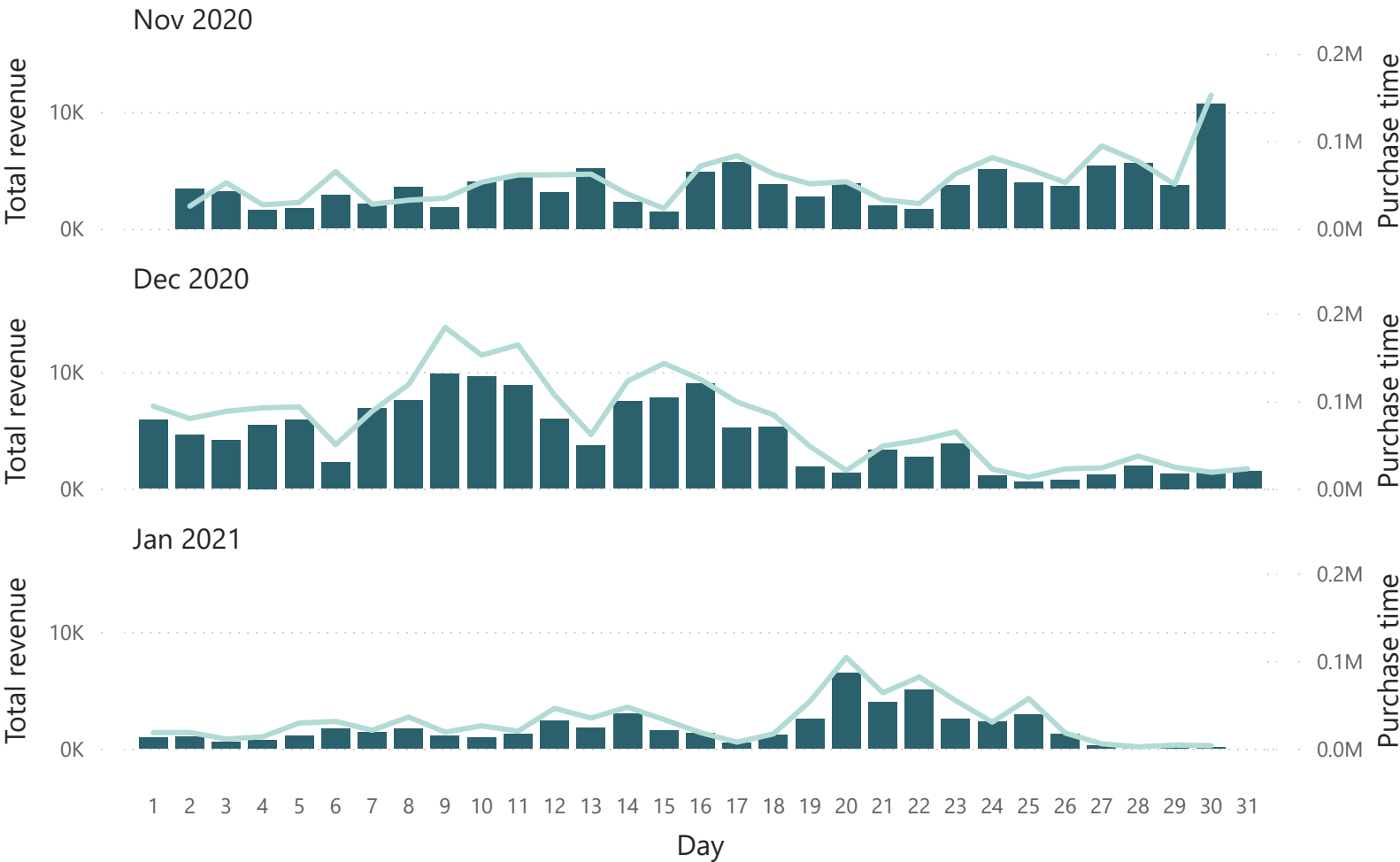| Average seconds to purchase	Average minutes to purchase	Avg revenue per customer USD
1160	19.34	70.23

Daily and Monthly Revenue Trends

Average Time to Purchase Over Time

● Sum of revenue   ● Sum of Seconds to purchase

Nov 2020

Dec 2020

Jan 2021

Revenue Distribution and Cumulative Share Across Purchase Time Intervals

● Sum of revenue   ● Cumulative Revenue Percentage (minutes)

Average Purchase Time in Relation to Revenue

Insights:

Quick Purchases Equal Higher Revenue: Faster buyer decisions lead to greater revenue per purchase.

Seasonal Revenue Spikes: Revenue peaks in December are likely tied to holidays or seasonal campaigns.

19-Minute Browsing Insight: Users often decide within 19 minutes—streamlining their experience could boost conversions.

Note: The default session break length is set to 30 minutes. Analysis measures the first transaction of the day, beginning from the start of the purchase session.
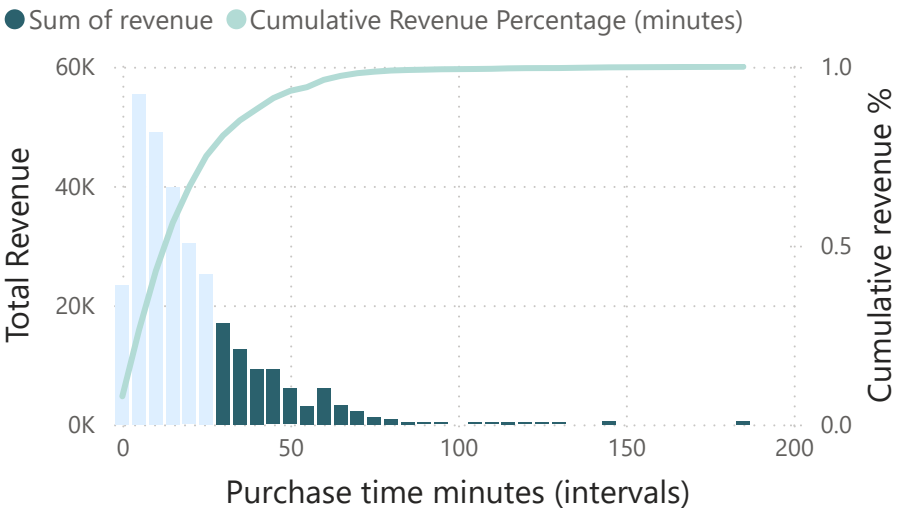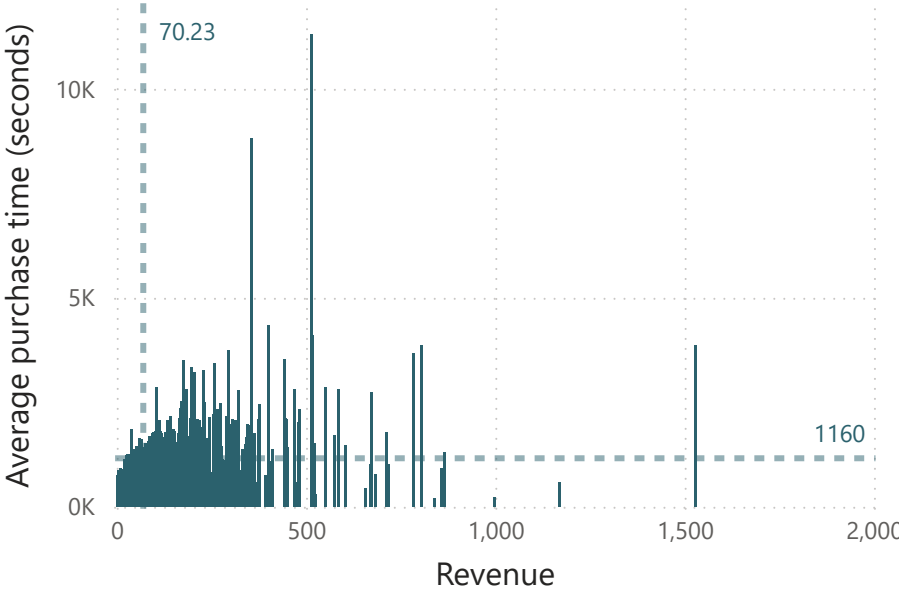
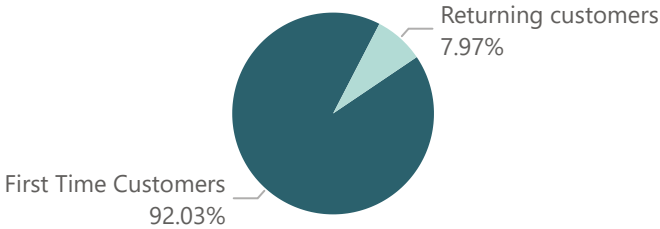**Potential Strategies Based on These Patterns**:

- **Customer Segmentation**: Identification of the profiles of customers who buy quickly and tailor incentives or messaging to them.
- **Optimized Promotions**: Time marketing efforts to align with peak purchase times or seasonal trends.
- **User Experience Tweaks**: Analysing the 19-minute average purchase time for potential friction points in navigation or checkout processes.

Country
All

Weekday Name
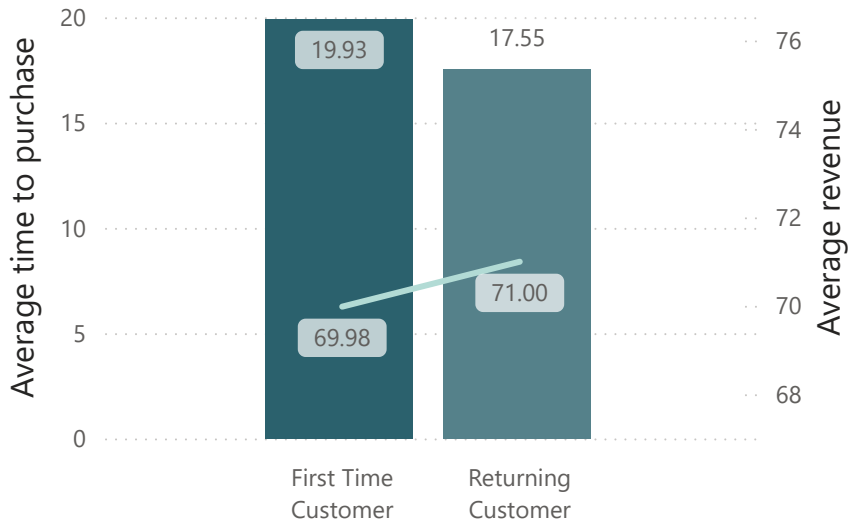
| Monday | Tuesday | Wednesday | Thursday | Friday | Saturday | > |

One-time customer
3189

Returning customer
276

Returning customers 7.97%
First Time Customers 92.03%

Purchase made by first time and returning customers

● First Time Customer ● Returning Customer

1048 (24.73%)
3189 (75.27%)

Average and overall time to purchase by weekday

● Average minutes ● Sum of minutes to purchase

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Average minutes	19.10	18.55	20.20	19.86	18.84	20.31	18.53
Sum of minutes	12530	14212	14462	11898	13379	9362	6098

First time vs returning customers average revenue and time to purchase

● Average minutes ● Average of revenue

	First Time Customer	Returning Customer
Average time to purchase	19.93	17.55
Average revenue	69.98	71.00

Hourly purchases by weekday

Weekday Name ● Monday ● Tuesday ● Wednesday ● Thursday ● Friday ● Saturday ● Sunday

Purchase date filter
11/2/2020   1/30/2021

Purchase Hour

Insights:

First-Time Customer Majority: 92.03% of customers are new, driving 75.27% of purchases. Strong acquisition but room to boost repeat visits.

Returning Customers Excel: Returnees spend more (€71.00 vs. €69.98) and buy faster (17.55 mins vs. 19.93 mins), showing loyalty and familiarity.

Weekly Purchase Insights: Tuesday, Wednesday, and Friday see more activity. Tuesday and Sunday shoppers are quickest (18.5 mins).
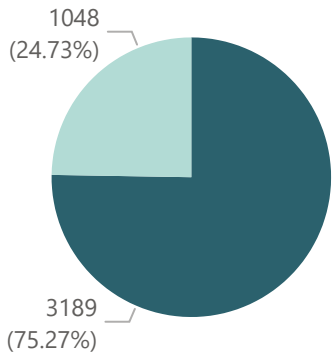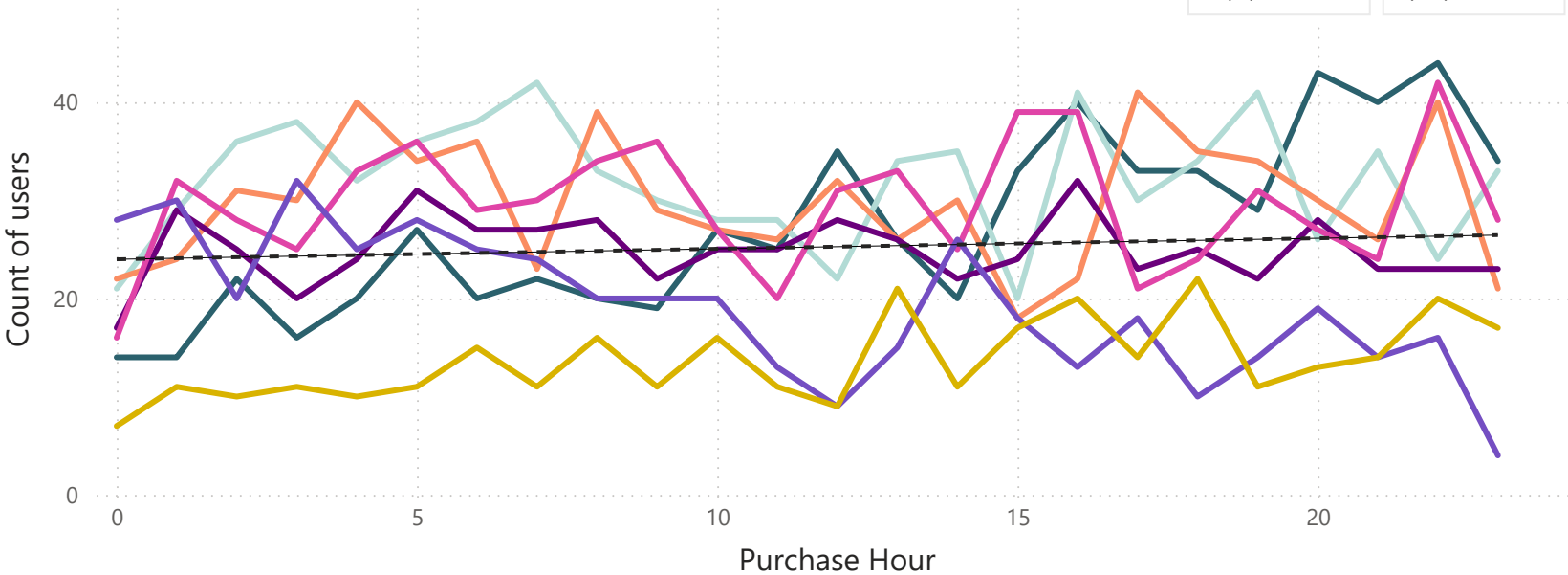
Hourly Trends Vary: Purchase peaks differ by weekday—ideal for timing campaigns effectively.

Areas for Deeper Exploration:
- **Boosting Returning Customer Rates**: With only 7.97% of returning users, there's room to improve loyalty. Consider loyalty programs or personalized marketing to re-engage them.
- **Optimize Sunday Campaigns**: Since users on Sundays are quick to purchase, it could be an optimal day for time-sensitive offers.
- **Low-Traffic Times**: Need to identify hours with lower purchase activity to test strategies for engaging users (e.g., retargeting or discounts).
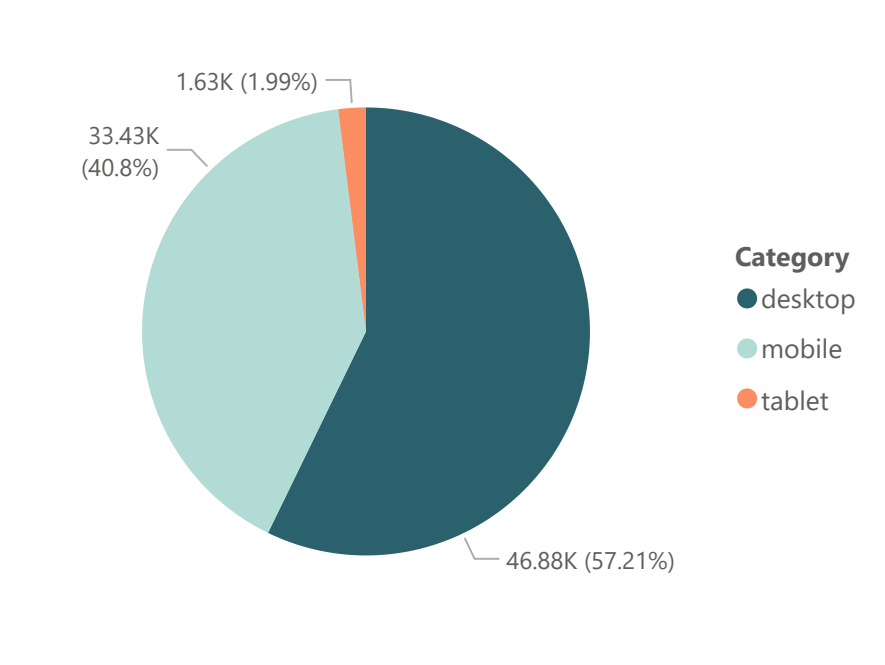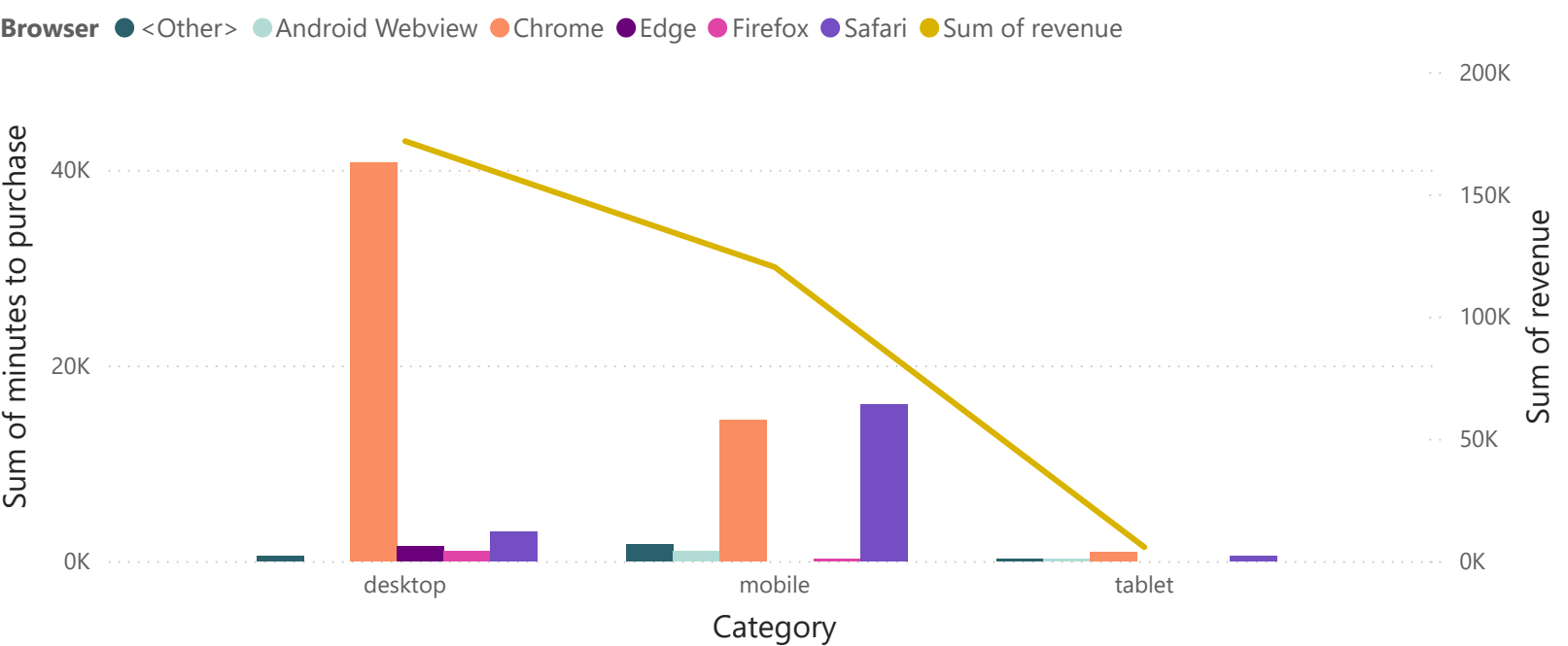
Average of revenue by Category

desktop	mobile	tablet
71.25	69.08	65.11

Average of minutes to purchase by Category

desktop	mobile	tablet
19.45	19.22	18.72

Time to purchase by category

1.63K (1.99%)
33.43K (40.8%)
46.88K (57.21%)

Category: desktop, mobile, tablet

Time to purchase and revenue by category and browser

Browser: <Other>, Android Webview, Chrome, Edge, Firefox, Safari, Sum of revenue

Average time to pursuit and average revenue by browser

Browser: <Other>, Android W..., Chrome, Edge, Firefox, Safari
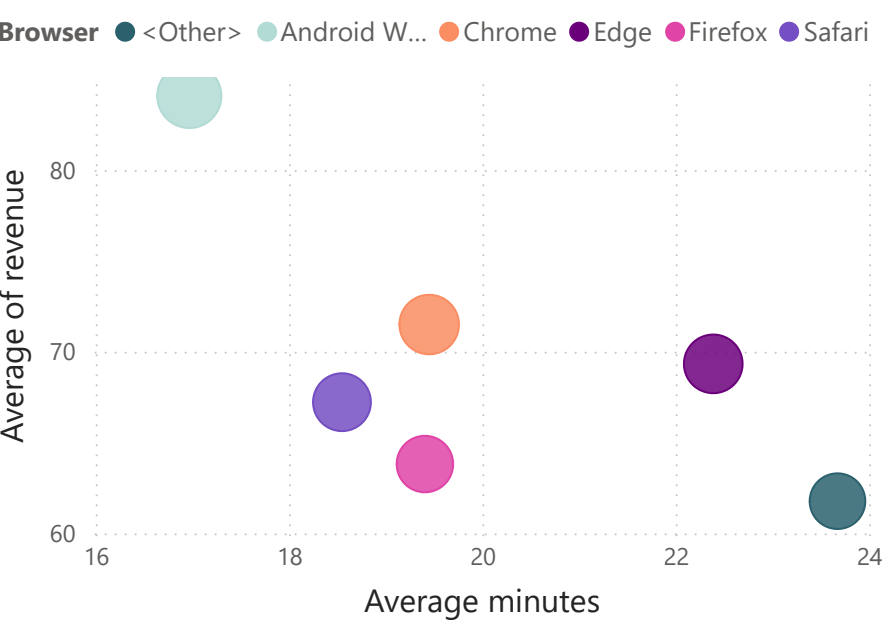
Average time to purchase and average revenue by category and browser

Browser: <Other>, Android Webview, Chrome, Edge, Firefox, Safari, Average of revenue
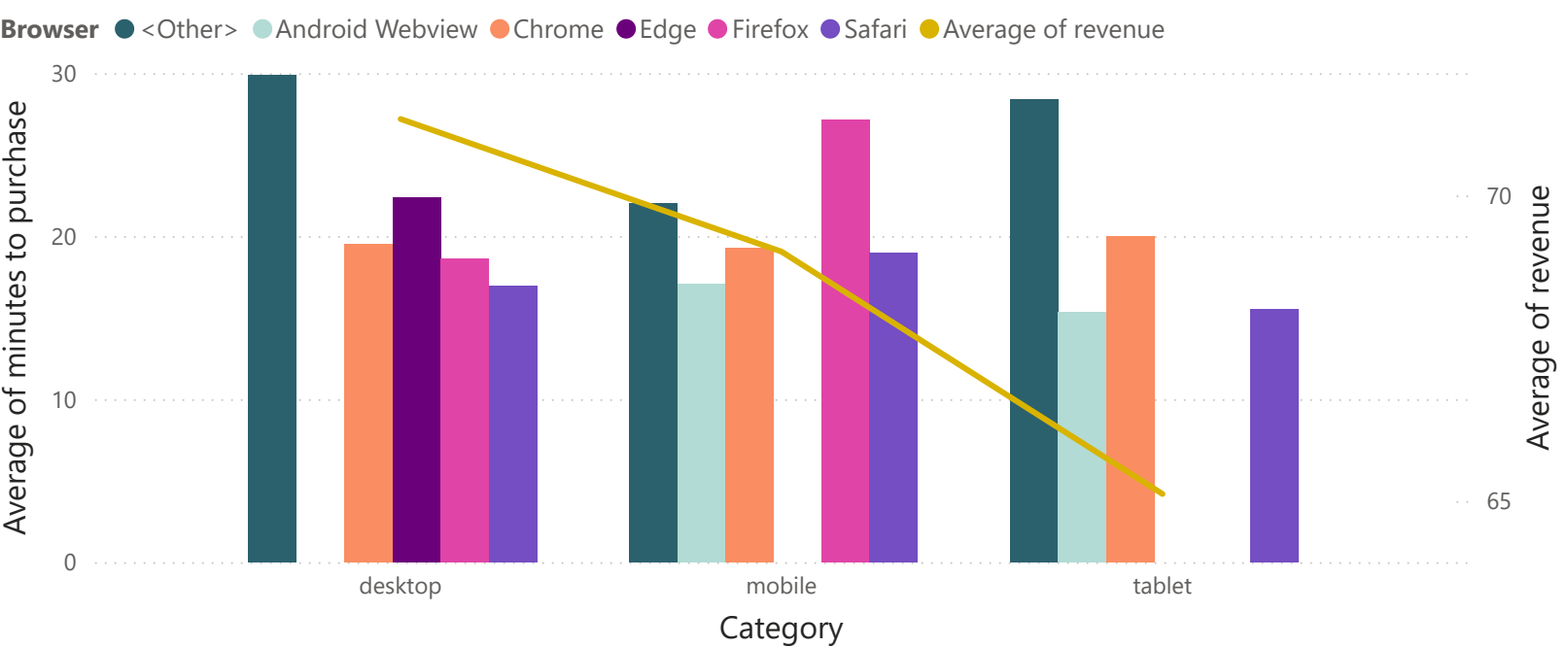
Insights:

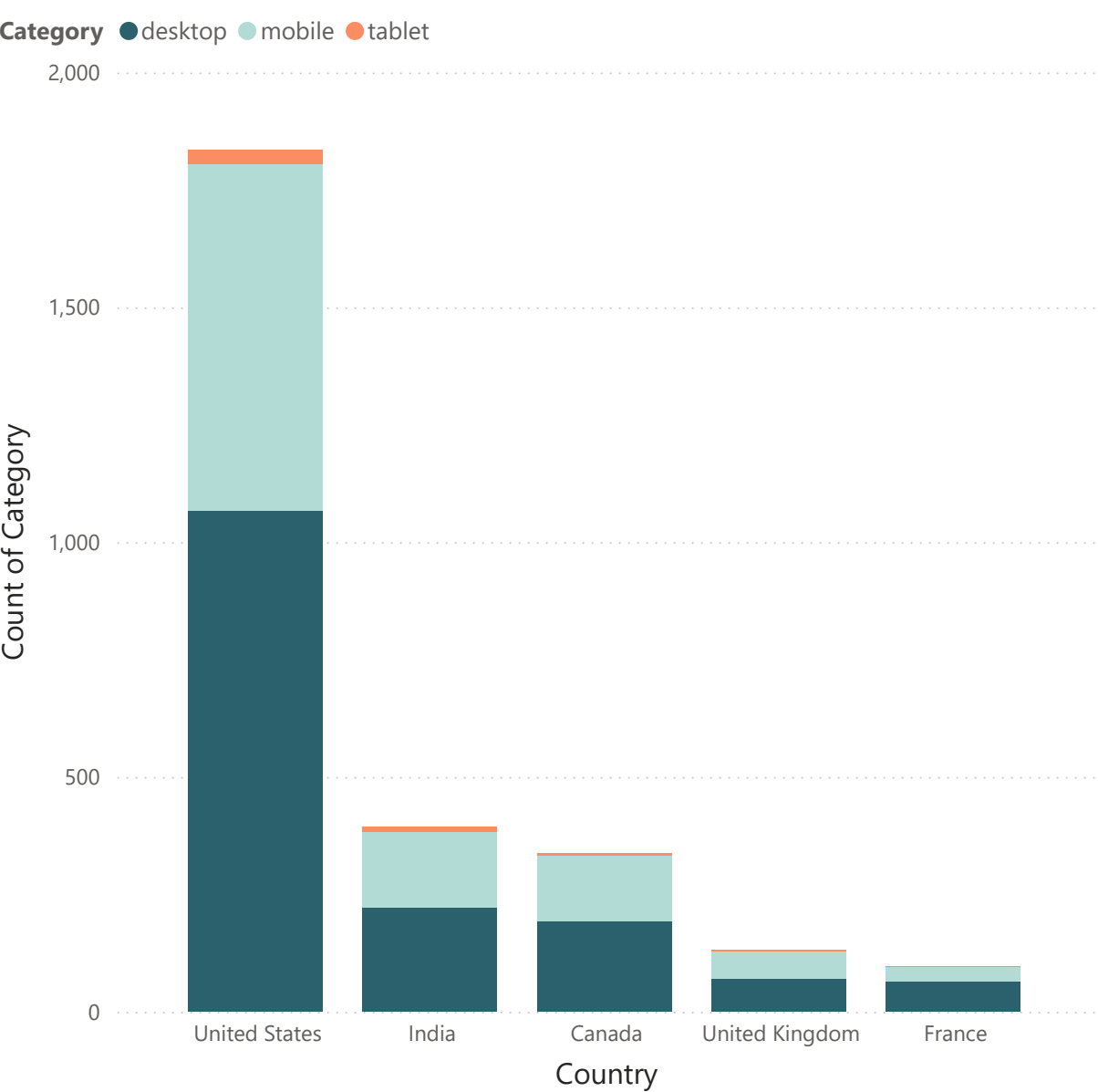**Device Trends**: Desktops lead in purchase time (57.21%) and revenue (€71.25), while mobile is active but lower-value (€69.08). Tablets contribute minimally (1.99%, €65.11), making them a lower priority for optimization.

Browser Behaviour: Safari and Chrome drive higher revenue, while Android Webview and "<Other>" underperform. Tailored optimization for key browsers could boost results.
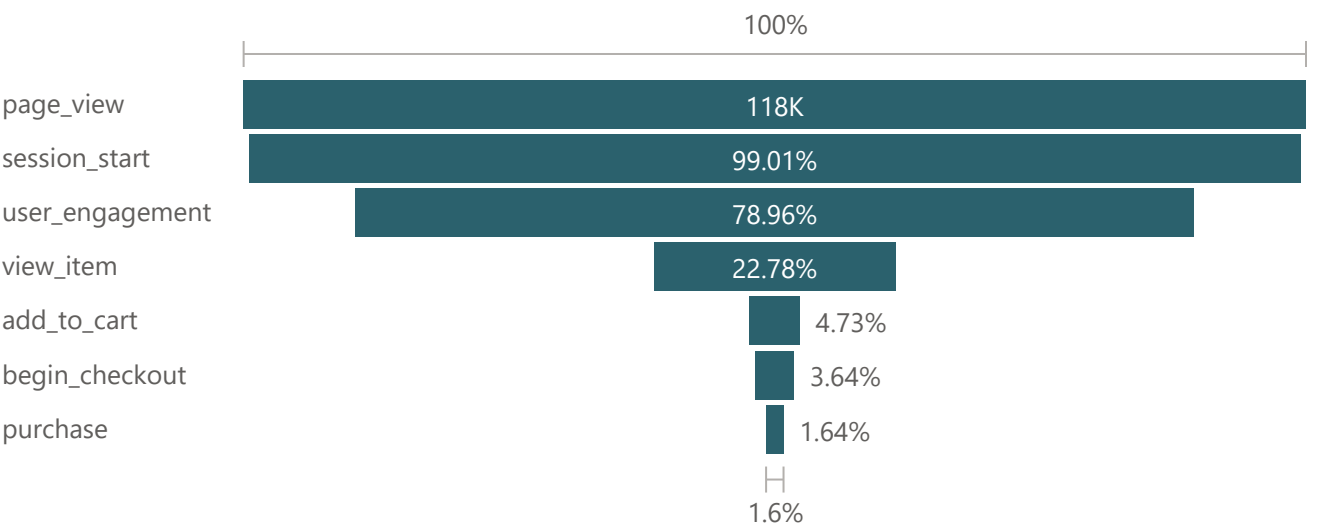
Purchase Timing: Desktop users take longer to buy but generate higher revenue. Simplifying their experience might maintain value and speed up purchases.

Optimization Opportunities:

- **Focus on Desktop Users**: Users have high revenue potential, investing in improving their experience could yield significant results.
- **Mobile User Engagement**: While mobile users are active, they generate slightly less revenue. Introducing exclusive mobile discounts or deals could drive higher-value purchases.
- **Browser-Specific Campaigns**: Customizing campaigns for Chrome and Safari users, based on their high revenue contributions, could further improve conversions.
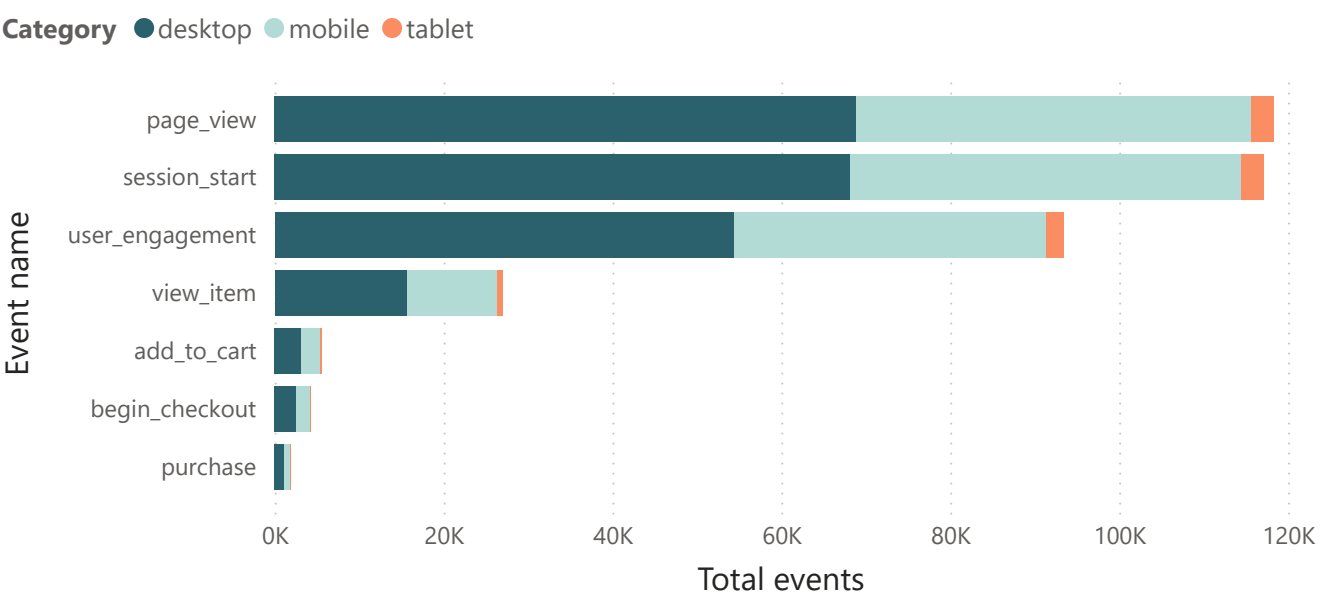
Category count by country

Category: desktop, mobile, tablet

Top 1 country (USA) event funnel

Event	Value
page_view	118K
session_start	99.01%
user_engagement	78.96%
view_item	22.78%
add_to_cart	4.73%
begin_checkout	3.64%
purchase	1.64%

1.6%

Top 1 country (USA) funnel by event name and category

Category: desktop, mobile, tablet

Insights:

Event Funnel Insights: High engagement with page views (118K) and session starts (99.01%) drops sharply at add-to-cart (4.73%) and begin-checkout (3.64%), signaling optimization opportunities.

Country Revenue: The U.S. contributes the most revenue (€41,849), followed by India (€8,501) and Canada (€7,217).

Usage Trends: The U.S. leads in device counts across categories. Desktop drives most events, but mobile shows strong engagement for page views and session starts.

Optimization Suggestions:

Optimize Checkout: Addressing drop-offs by streamlining processes, highlighting payment options, and ensuring visible security features.

Browser-Specific Improvements: Focusing on Chrome and Safari optimization to boost revenue from top-performing browsers.

Enhance Desktop Experience: Improving load times and navigation for desktop users, the highest revenue contributors.

Prioritize U.S. Market: Drive growth through localized campaigns tailored to the U.S., your top revenue-generating region.

User Purchase Duration: Daily Dynamics from Website Arrival to First Transaction
November 2020 - January 2021

Patterns in purchasing behaviour:

- **Seasonal trends** like the end-of-year holidays significantly boost revenue, offering opportunities for **optimized marketing efforts**.
- Desktop users dominate revenue generation, although mobile engagement is high, indicating potential for **tailored strategies**.
- First-time customers represent a large majority, but returning customers contribute more revenue per purchase, **highlighting a need to foster loyalty**.
- Browser-specific behaviours and country-specific revenue insights point to **opportunities for localization and technical optimization**.
- Drop-offs during the add-to-cart and checkout stages highlight opportunities for **improving usability** to boost conversion rates.

Potential strategies include improving user experience for decisive buyers and desktop users, enhancing loyalty programs, aligning campaigns with seasonal and weekday trends, and optimizing the checkout process to reduce drop-offs. By leveraging these insights, business can refine its approach to maximize engagement, conversions, and overall revenue.

Further analysis:

- **Traffic Sources**: Analysing how customers arrive on the website and their behaviour across various channels.
- **Retention and Loyalty**: Investigating repeat customer rates and identifying methods to strengthen loyalty.
- **Checkout Patterns:** Understanding cart abandonment issues and implementing solutions to enhance the purchasing process.
- **Content Performance**: Evaluating the impact of product descriptions, visuals, and search functionality on driving sales.
- **Regional Trends**: Researching purchasing patterns by location to develop tailored marketing strategies.
- **Device Optimization**: Addressing challenges faced by mobile users and refining desktop experiences for maximum revenue generation.