



In []:

In [31]: data.corr()['Overall_Conv_per_']

Out[31]:

New_Installs	-0.313115
Returning_Users	-0.300389
Uninstalls	-0.212685
Net_new_installs	-0.350680
Uninstall_rate_per_	-0.022309
DAU	-0.400090
Unique_Page_VIEWS	-0.131459
Page_view_conversion_per_	0.440975
Add_to_Cart	-0.097112
AddToCart_PProd_page_per_	0.352307
Order_Comp	-0.009143
Overall_Conv_per_	0.512975
Month	1.000000
Name: Overall_Conv_per_, dtype: float64	

In []:

Conclusions

In []:

Data is cleaned by performing the following steps:

- 1) Replacing spaces in the column names with '_'
- 2) Removing ',' and '%' from the column values
- 3) Updating the data types of the necessary columns to int & float

In []:

Overall Conversion percentage has been decreased in december.

The main factors that are affecting Overall Conversion percentage are :

- 1) Page view conversion percentage has been decreased
- 2) Daily Active Users are increased from 17586 in September to 29965 in December on an average
- 3) Net new installs Increased from 5993 in September to 9949 in December on an average
- 4) Returning Users Increased from 861 in September to 1515 in December on an average

In []:

Other insights

Add to Cart Conversion percentage has been increased from 6.47 in November to 8.12 in December on an average

Order Completions has been increased from 521.50 in November to 586.80 in December on an average

In []: