

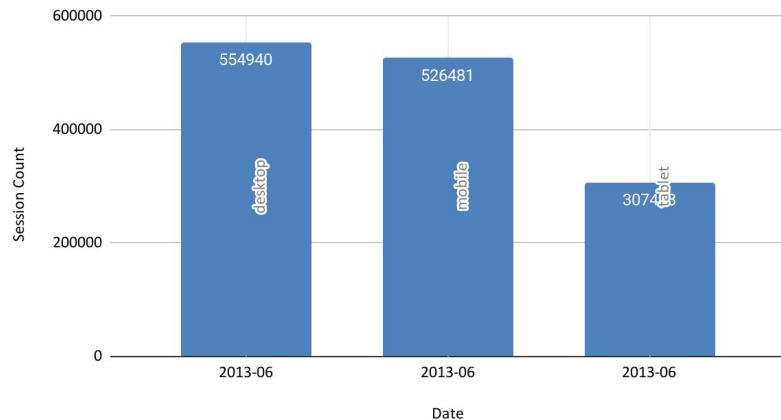


Monthly Analysis of Retail Website Performance

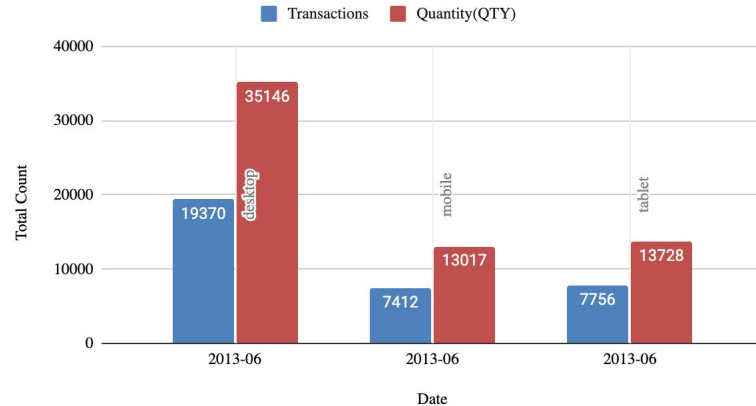
Understanding Trends and Opportunities for Improvement
By Liam Black

Current Performance by Device(2013-06)

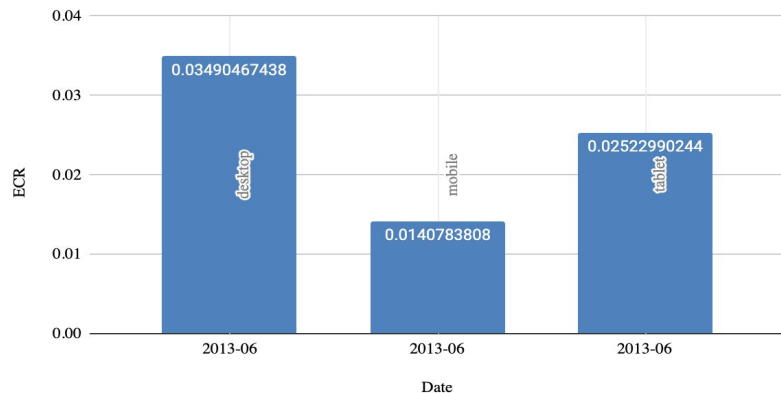
Session Data Current



Total Transactions and Quantity Sold per Device



Ecommerce Conversion Rate KPI



Takeaways:

- Most users are purchasing sessions through desktop
- Users are purchasing quantity of ~2 per every transaction
- Highest ECR is through desktop and lowest is mobile

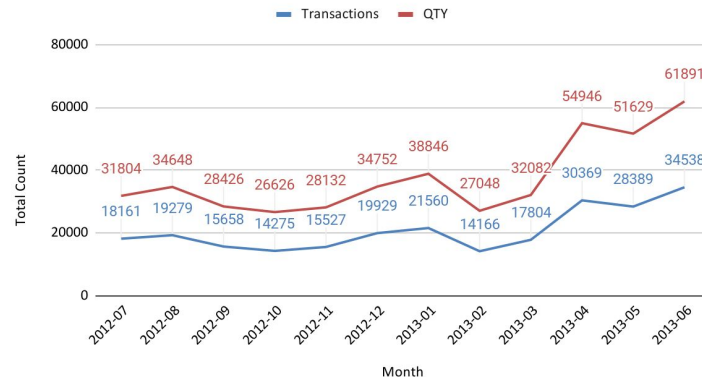
Month over Month Comparison (Past Year)

Total Session Count Per Month

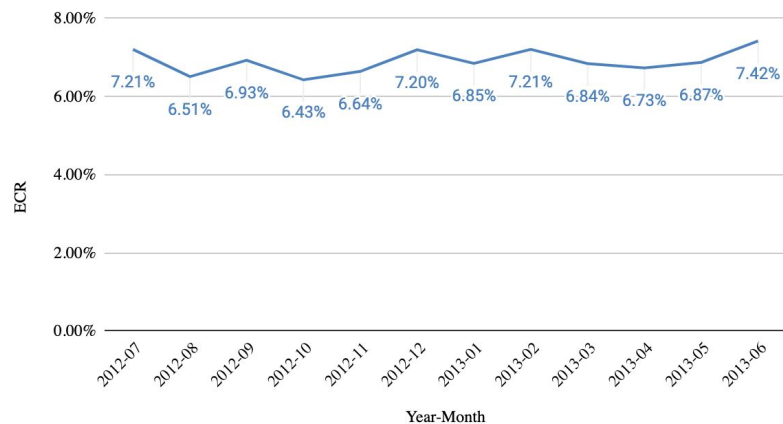
All Devices



Transactions and Quantity Trend Past Year



Ecommerce Conversion Rate Past Year



Takeaways:

- All data points are at highest value in the past year right now
- Significant drop of users/transactions in February, although ECR increased
- Large spike in session count over the past 3 months

Takeaways Comparing Last Two Months(2013 May to June)

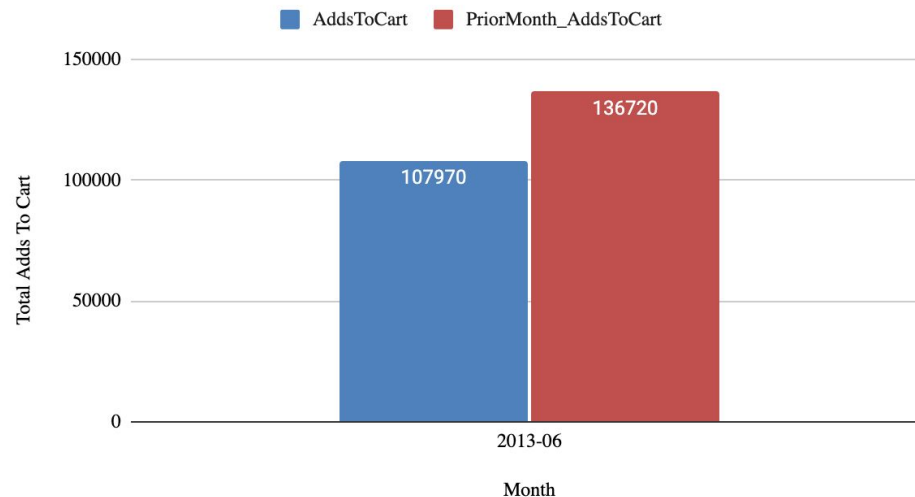
Increases:

- Sessions: 19.25%
- Transactions: 21.66%
- Quantity: 19.88%
- ECR: 2.02%

Decreases:

- Adds to cart: -21.03%

2013-06 vs. 2013-05 Adds To Cart



Actionable Insights and Recommendations



ECR increased by 2.02%: A higher percentage of website visitors are converting to buyers.

- Break down ECR by product categories to determine which areas are driving the increase. This can inform inventory and promotional decisions.
- A/B test website elements if possible, to further optimize the conversion rate.

Adds to cart decreased by -21.03%: Fewer users are adding items to their cart.

- Investigate potential pain points in the product selection or "Add to Cart" process. There could be technical issues or UX challenges deterring users.
- Examine product pages for clarity and ease of use. Are high-quality images, clear descriptions, and reviews readily available?
- Offer promotions, such as "Buy One Get One" deals, to encourage more additions to the cart. Consider pop-up incentives when users view products.

Sessions increased by 19.25%: This indicates more users are visiting the website.

- Was there a successful marketing campaign, organic growth, or other external factors contributing?
- Ensure the site can handle increased traffic without slowing down or crashing to maintain a positive user experience.

Transactions and Quantity increased by ~20%: More users are completing purchases with more items

- Determine which products or services had the most significant increase in transactions. This can help in understanding user preferences.
- Review any changes made to the checkout process. If improvements were implemented recently, they are working well.