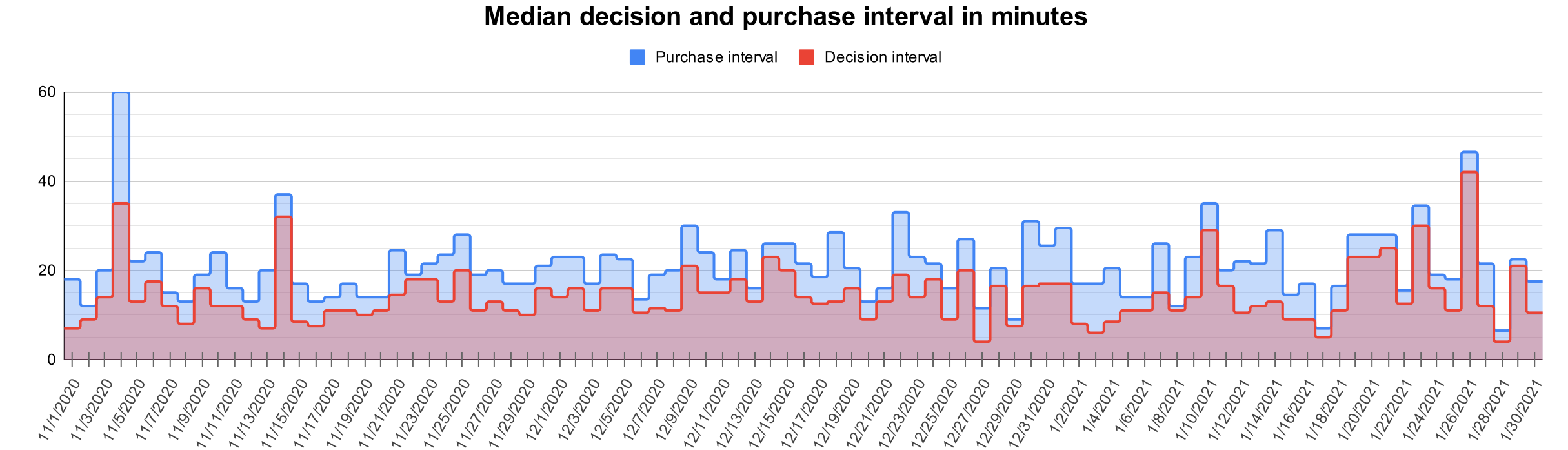
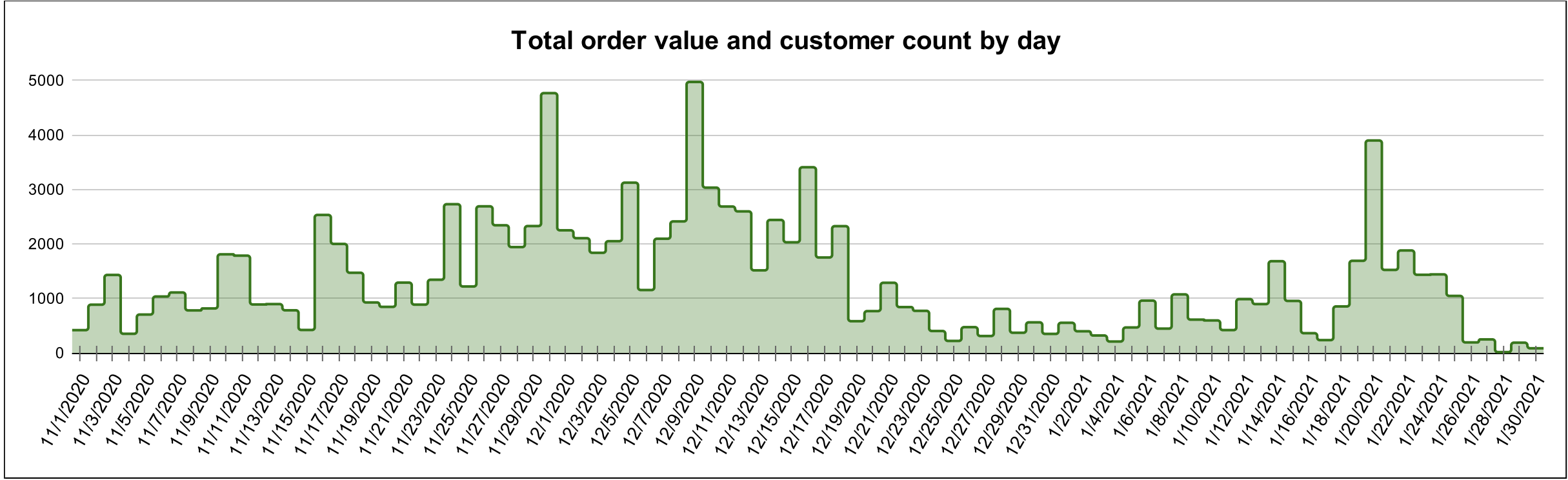


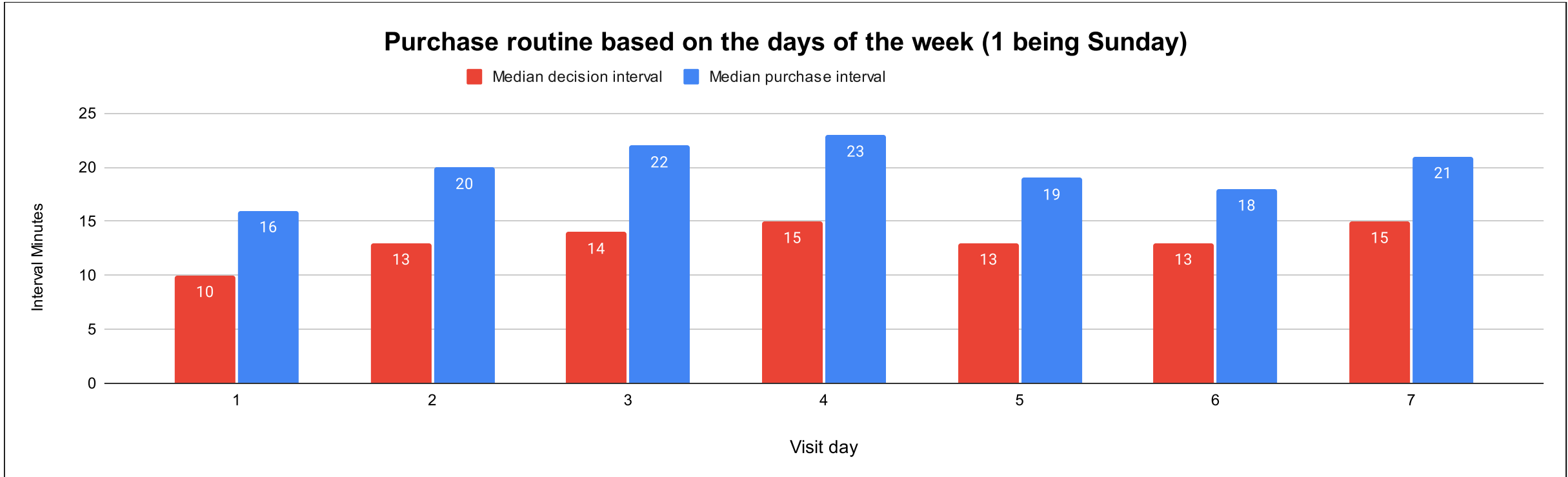
Customers with one purchase on their first visiting day					
Customer Count	Data Period	Average decision interval	Average purchase interval	Average order value	AVG Item quantity per order
1863	91 days	58.54 Mins	71.53 Mins	64.80\$	4.3



- 1 - Highest interval on Nov 4th is due to few number of customers who spent a considerable amount of time to look for items and purchase.
- 2 - Two major drops in time spent on website: 27 Dec possibly due to holidays and Christmas Eve, 28 Jan possibly due to technical issues or lack of products or offers.

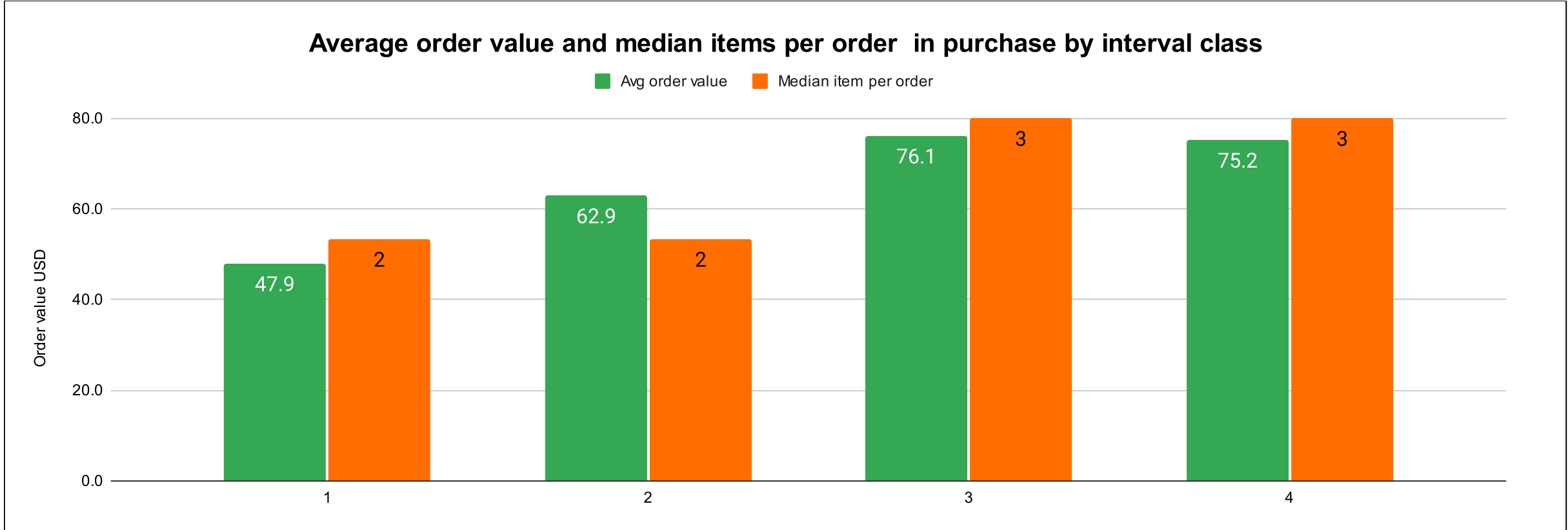


- 1 - Obvious drop starting before Christmas and continueing until mid January. lowest point on 28 Jan. Lack of visits in this period could be compensated with special offers on second order or a specific order value
- 2 - Highest avg point on 30 Nov (Mon) and Dec 9th (Wed) possibly due to usual campaigns before Christmas

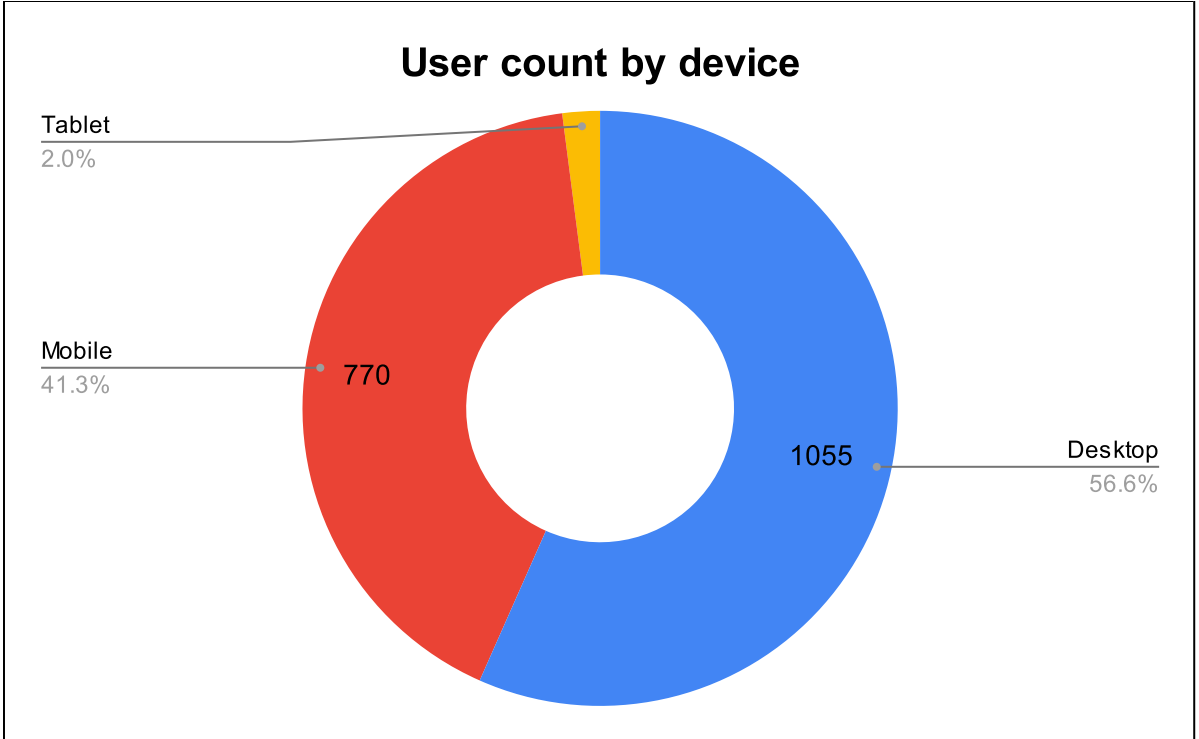
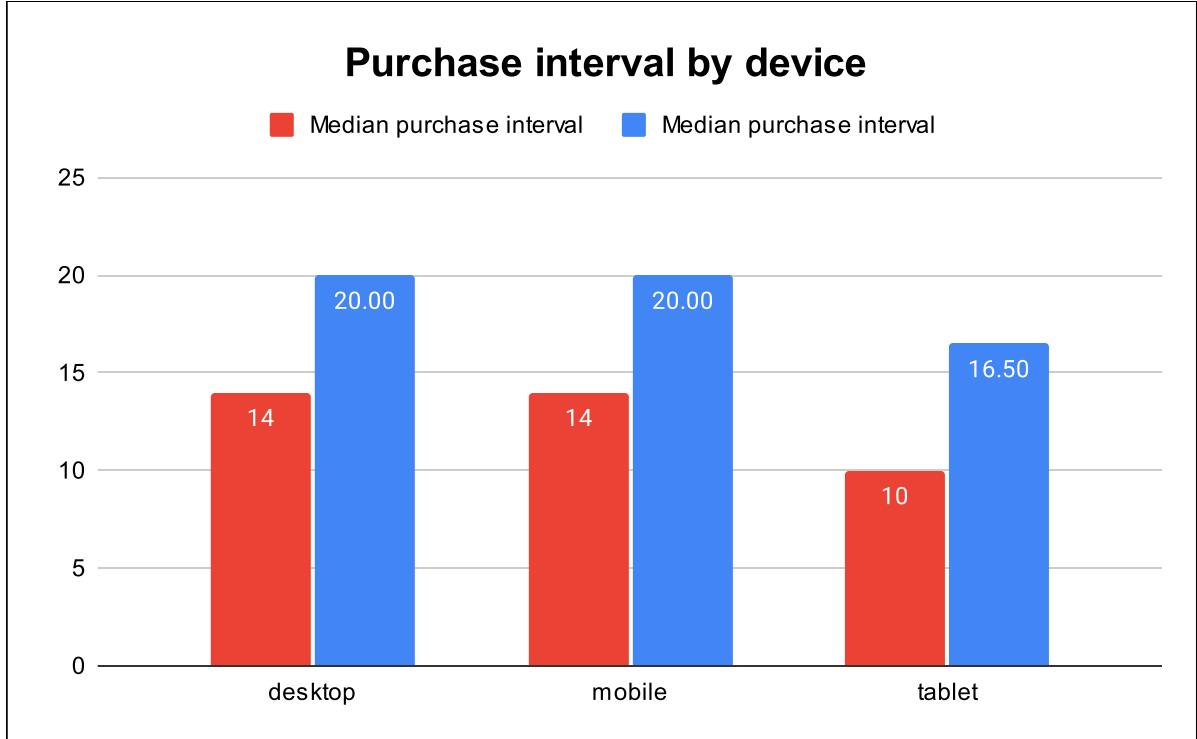


- 1 - Wednesdays are the most popular day for shopping. however, it takes more time for users to decide and finalize their purchase
- 2 - Saturdays have the second to last revenue and customer count, but users tend to finalize their purchase faster on Saturdays.

purchase interval devided into 4 classes, 1 being the shortest purchase interval and 4 being the longest					
1st quantile 0 - 11 Min		2nd quantile 12 - 20 Min		3rd quantile 21 - 44 Min	
4th quantile 45 - 1406 Min					
No. of unique customers	534	No. of unique customers	420	No. of unique customers	448
No. of unique customers		No. of unique customers		No. of unique customers	461
Total revenue	25600	Total revenue	26428	Total revenue	34100
Total revenue		Total revenue		Total revenue	34665



- 1 - Fast shoppers have the lowest number of products in their orders, however the items they buy have the highest value among other quantiles.
- 2 - The customers in 3rd quantile spend relatively more than other customers and tend to buy more product in the same order, but the products carry less value.
- 3 - Evidently, the more customers spend time on the website, the more likely it is to buy more products and bring a higher revenue.
- 4 - Flash offers on higher value products could attract customers from first quantile, and a reward system based on No. of visits to the webstie could attract more customers from 3rd and 4th quantile.



Desktop users generate most of the revenue and make up most of the user count. Tablet users have a relatively shorter decision interval but it takes them longer to finalize their purchase.