

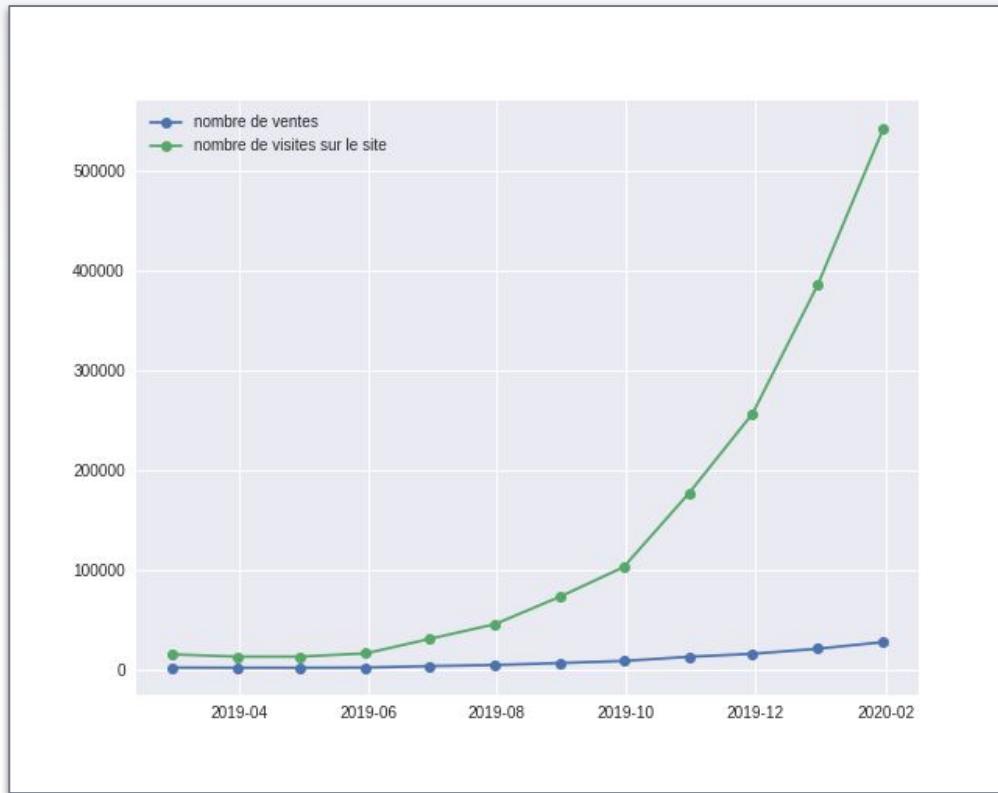
Le Grand Marché

Analyse de ventes
Février 2020



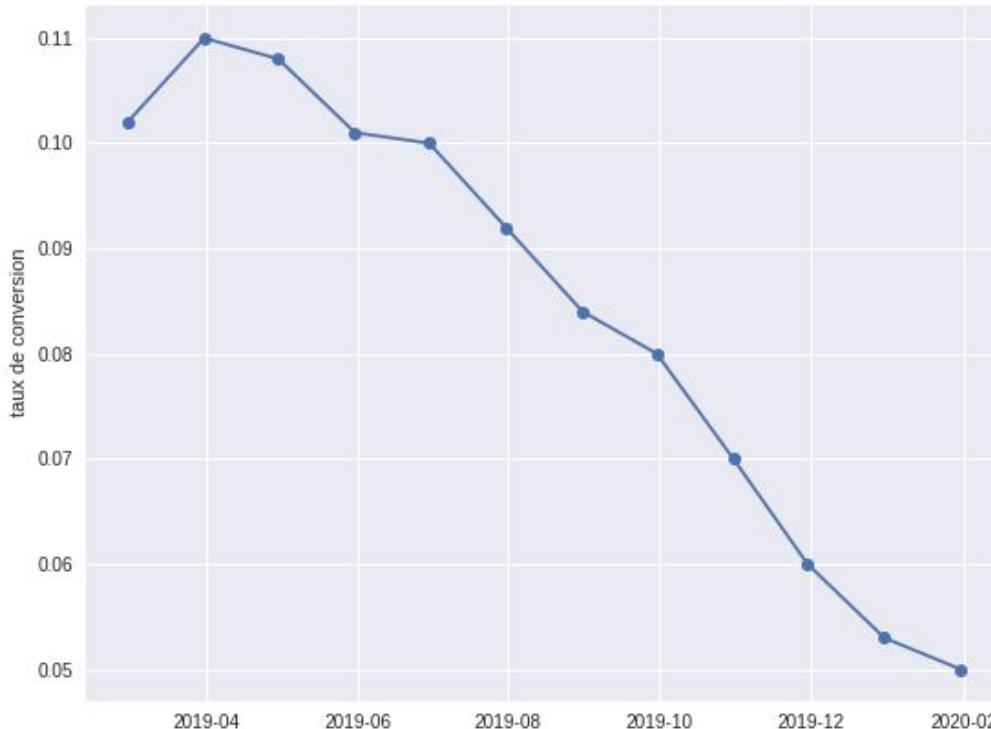


Ventes x 10 ~ Visites sur le site X 27 (au cours des 8 derniers mois)



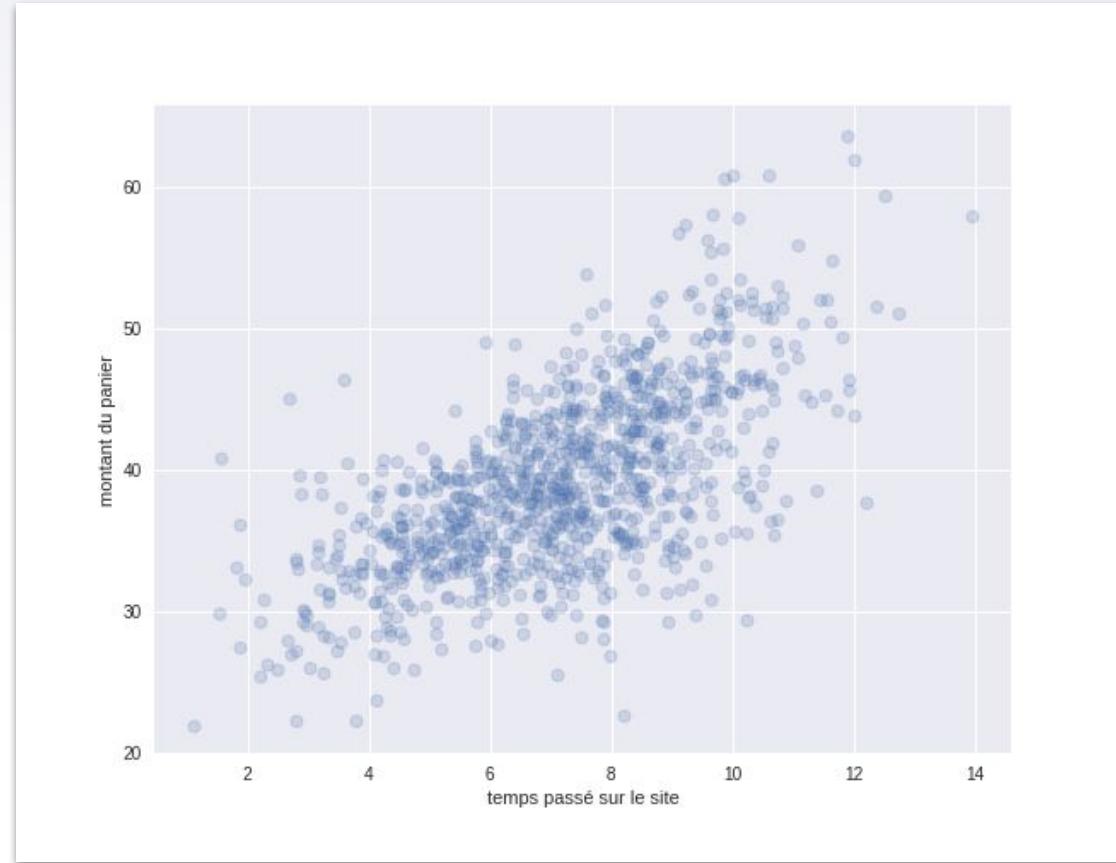


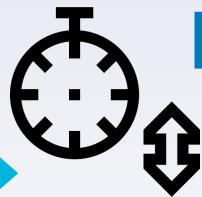
Taux de conversion en baisse



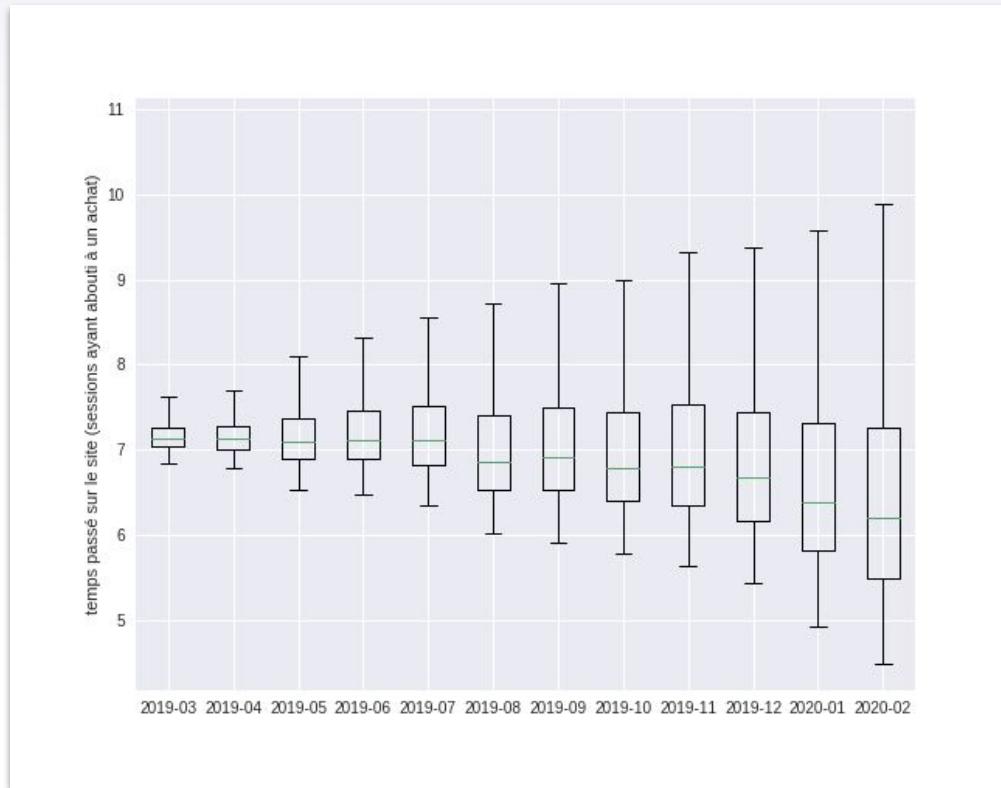


40€ Panier moyen ~ Temps passé -7min



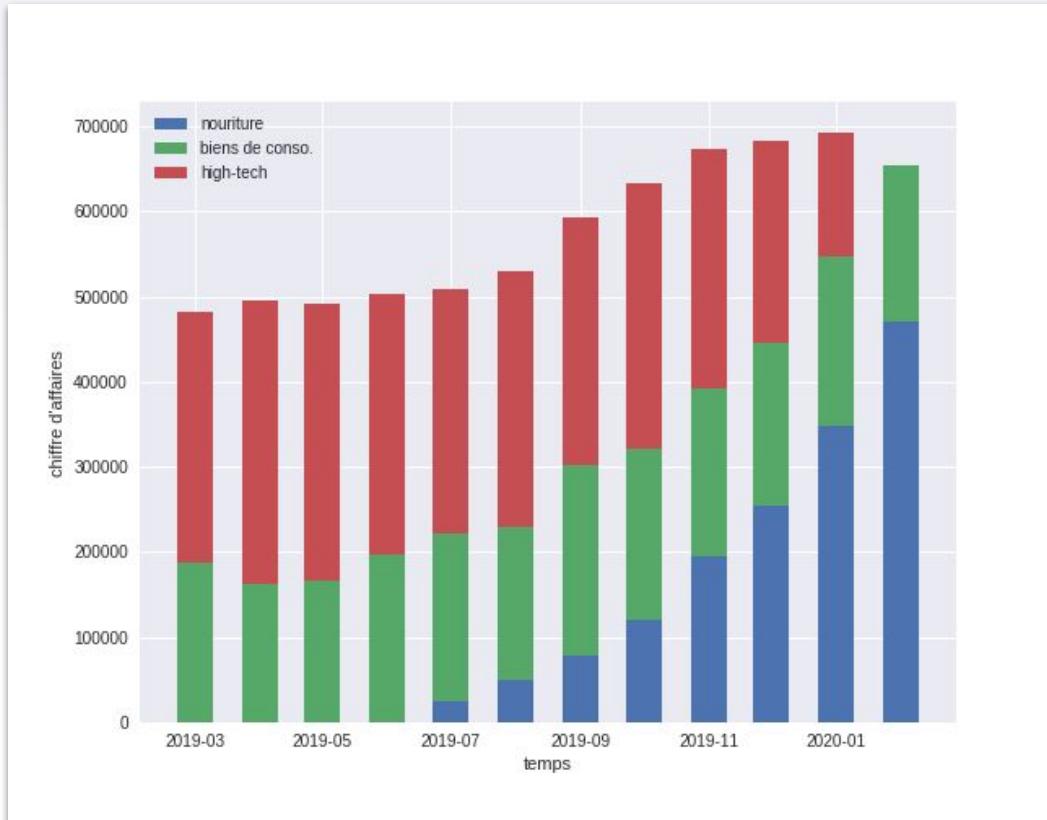


Hausse de la volatilité du temps passé -30s temps moyen sur le site

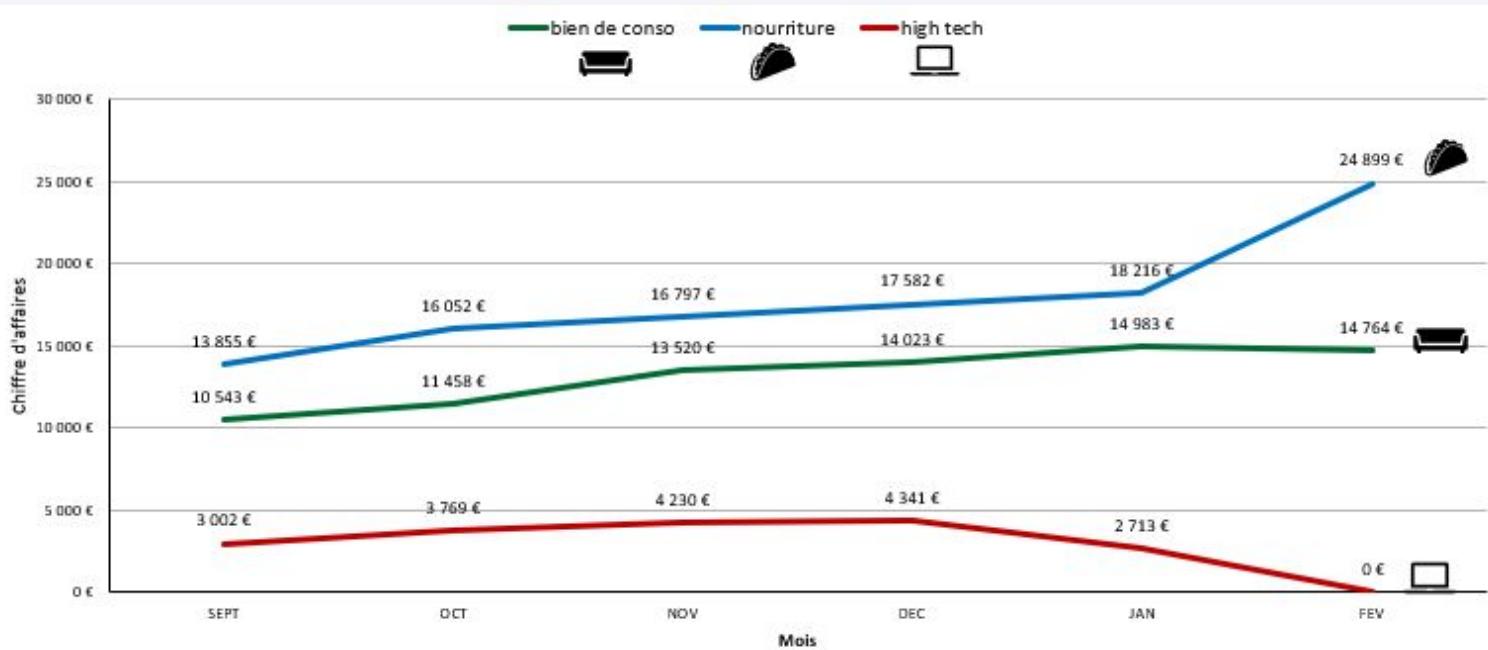




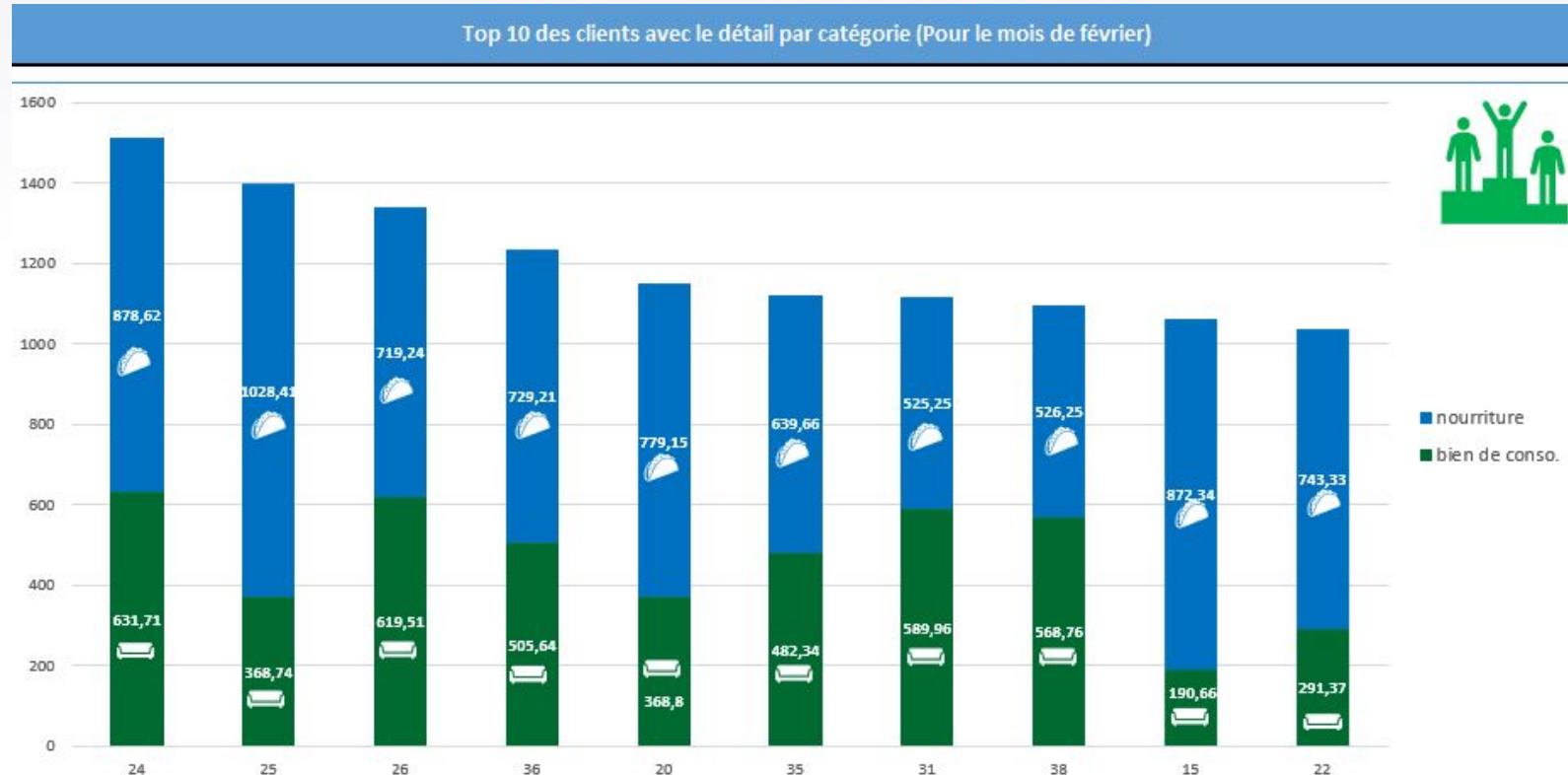
CA +34% ~ Nourriture absorbe l'high tech



Les ventes par catégorie prennent une direction différente



L'alimentaire prend le dessus dans le panier de nos clients



THANKS

Q/A

Any questions?

You can find me at:

- @pm.poirier
- pm.poirier@legrandmarche.fr

