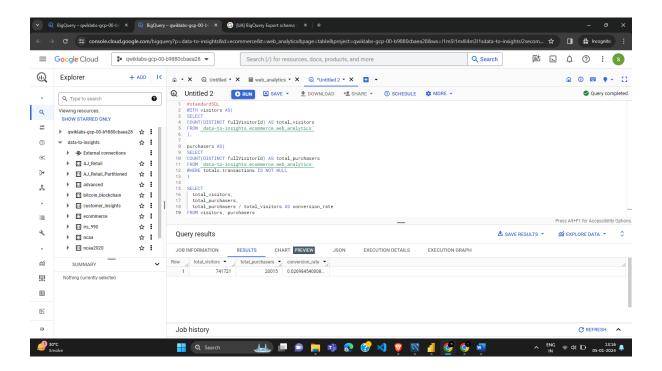
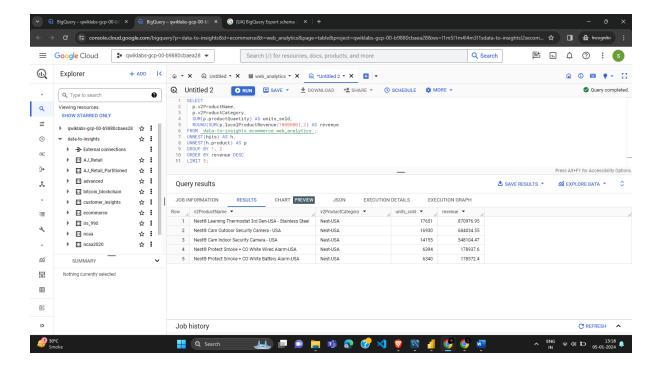
Question: Out of the total visitors who visited our website, what % made a purchase?

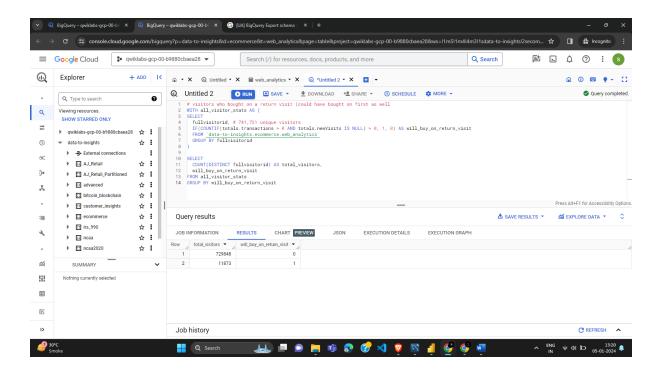


The result being 2.69%.

Question: What are the top 5 selling products?



Question: How many visitors bought on subsequent visits to the website?



Analysing the results, we can observe (11873 / 729848) = 1.6% of total visitors will return and purchase from the website.

The major reason for people not buying the products on first visit can be due to the following reasons-

- 1. The customer wants to comparison shop on other sites before making a purchase decision.
- 2. The customer is waiting for products to go on sale or other promotion.
- 3. The customer is doing additional research.

In the world of online marketing, identifying and marketing to these future customers based on the characteristics of their first visit will increase conversion rates and reduce the outflow to competitor sites.