

Conversion Analysis Summary Report

Key Findings

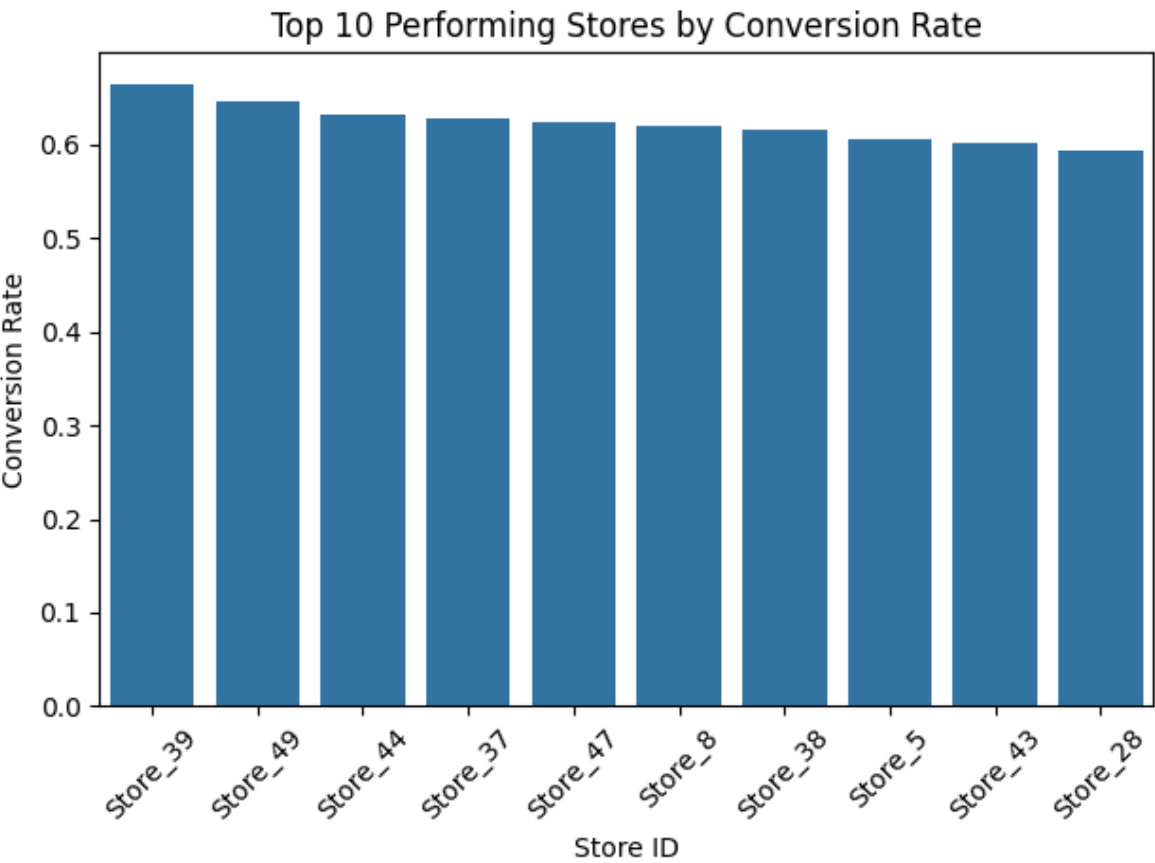
- Store_39 has the highest conversion rate (~67%) among all stores.
- SKU_11 leads the SKU performance with a conversion rate around 59%.
- Some stores (Store_15, Store_31) and SKUs (SKU_15, SKU_13) show lower than 35% conversion.
- High-converting stores tend to have fewer visits but higher purchase intent.

Recommendations

- Investigate marketing strategies or store layout used by top stores like Store_39 and Store_49.
- Promote high-converting SKUs like SKU_11 and SKU_7 more prominently across underperforming stores.
- Consider A/B testing store flows or checkout processes in low-performing stores.
- Use top stores as a benchmark and apply similar inventory positioning in others.

Top Performing Stores by Conversion Rate

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Top Performing SKUs by Conversion Rate

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Top 10 Performing SKUs by Conversion Rate

