

Executive Summary: Business Performance & Marketing Insights

This report summarizes insights derived from transformed e-commerce event data to help senior management understand overall business performance, customer behavior, and marketing effectiveness. All revenue figures reconcile exactly with source purchase data, ensuring analytical reliability.

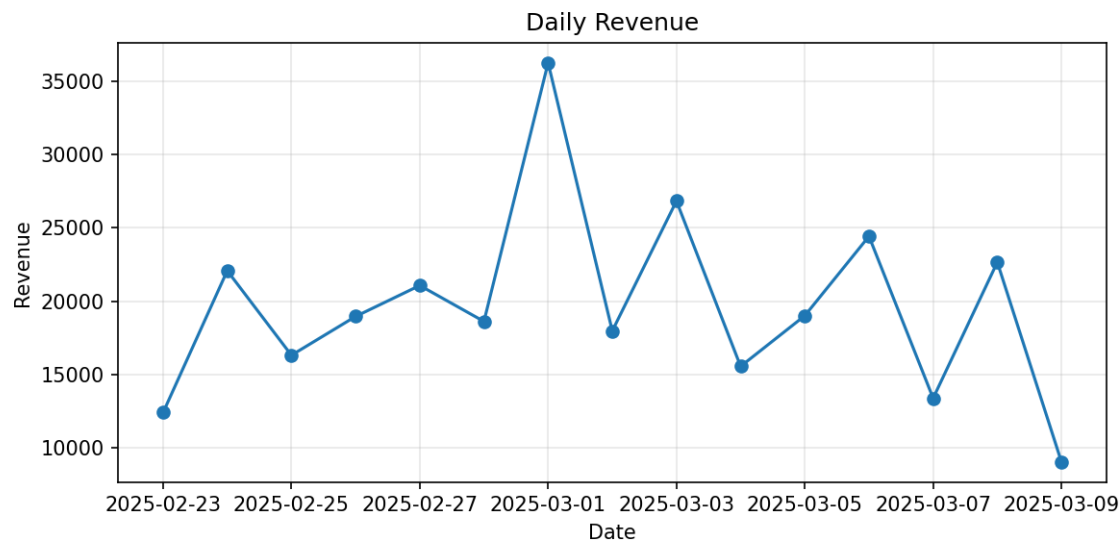
1. Business Performance Assessment

What's Working

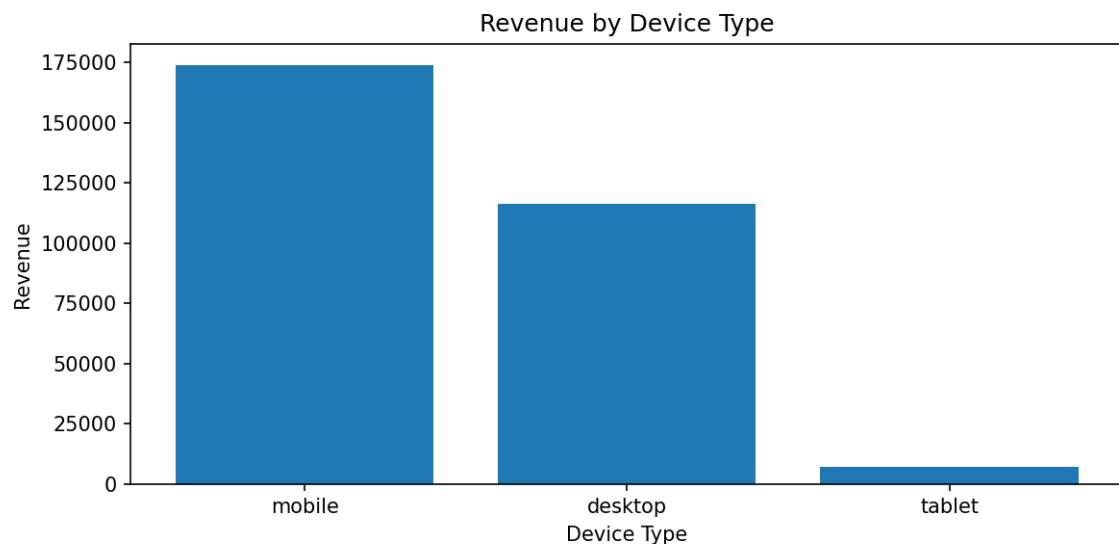
- Revenue attribution reconciles fully with raw events, establishing trust in the analytics pipeline.
- Direct traffic is the dominant revenue driver, indicating strong brand recognition and repeat intent.
- Desktop users generate higher revenue per session, reflecting stronger purchase intent on larger screens.
- Daily revenue trends show consistent demand with predictable peaks rather than erratic volatility.

What's Concerning

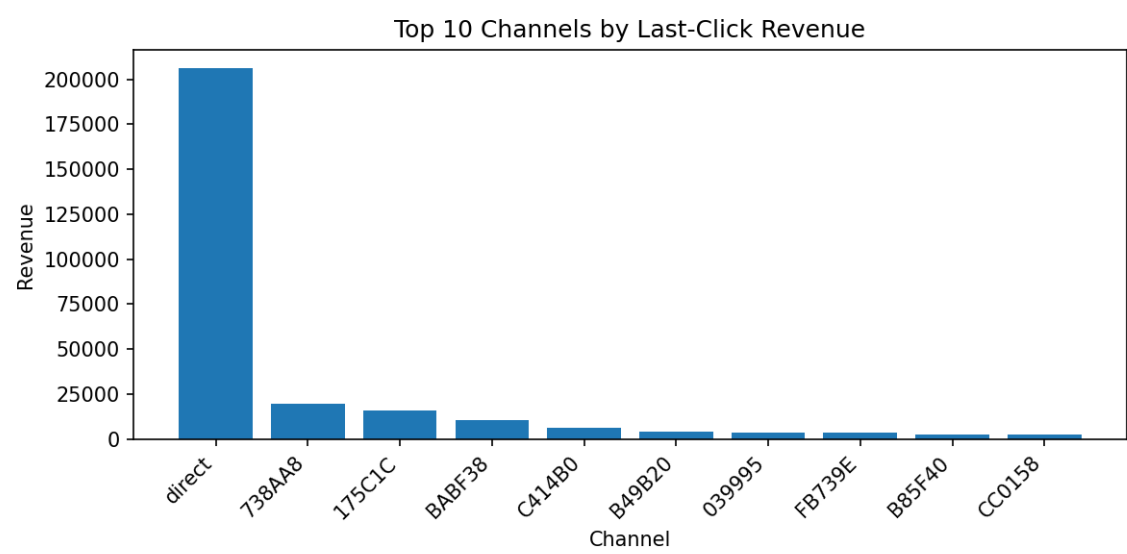
- Heavy reliance on direct traffic likely masks the true impact of paid and upper-funnel marketing channels.
- Mobile drives the majority of sessions but underperforms on revenue per session, signaling UX or checkout friction.
- Several channels show extremely high conversion rates on low traffic volumes, creating risk if scaled without validation.



Daily Revenue Trend



Revenue by Device Type



Top Channels by Last-Click Revenue

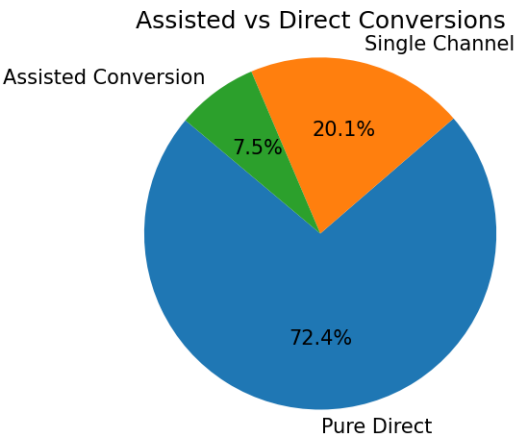
2. User Behavior & Marketing Performance Patterns

User Behavior

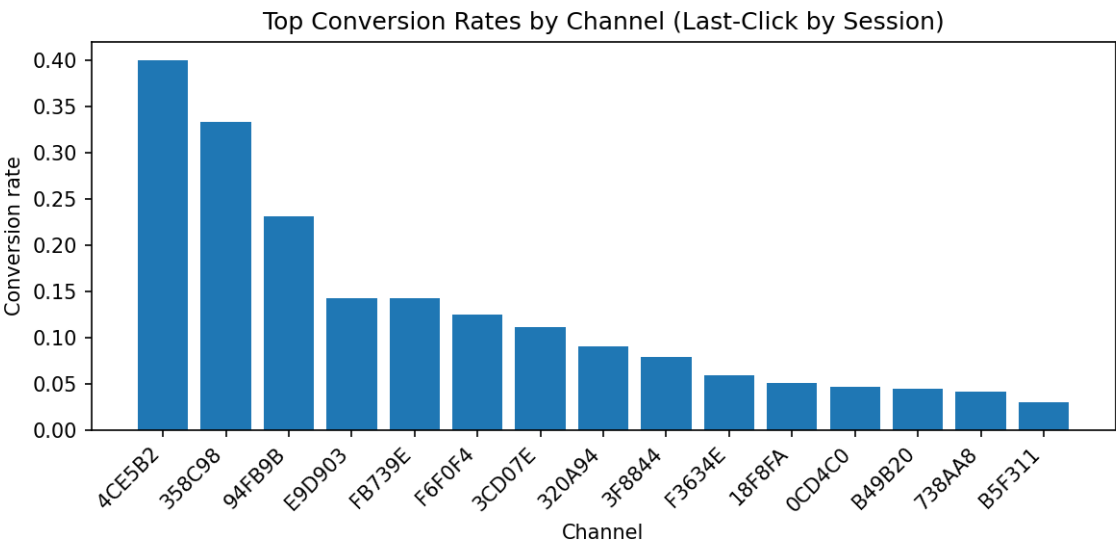
- A high proportion of sessions contain a single interaction, indicating common early-stage browsing or bounce behavior.
- Users with multiple sessions convert at higher rates, reinforcing the importance of remarketing and follow-up touchpoints.
- Desktop sessions, while fewer, are more efficient at generating revenue.

Marketing & Attribution Insights

- First-click vs last-click comparisons reveal that several channels primarily drive discovery rather than final conversion.
- Assisted conversions account for a meaningful share of revenue, confirming that customer journeys are often multi-touch.
- Conversion rate by channel varies widely, reinforcing that efficiency metrics must be evaluated alongside scale and revenue contribution.



Assisted vs Direct Conversions



Top Conversion Rates by Channel

Strategic Implications

- Improve UTM governance and campaign tagging to reduce over-attribution to direct traffic.

- Prioritize mobile UX and checkout optimization to close the revenue-per-session gap.
- Evaluate channels on incremental lift and scalability, not conversion rate alone.
- Protect upper-funnel investment using assisted conversion insights rather than last-click metrics only.