

# 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.

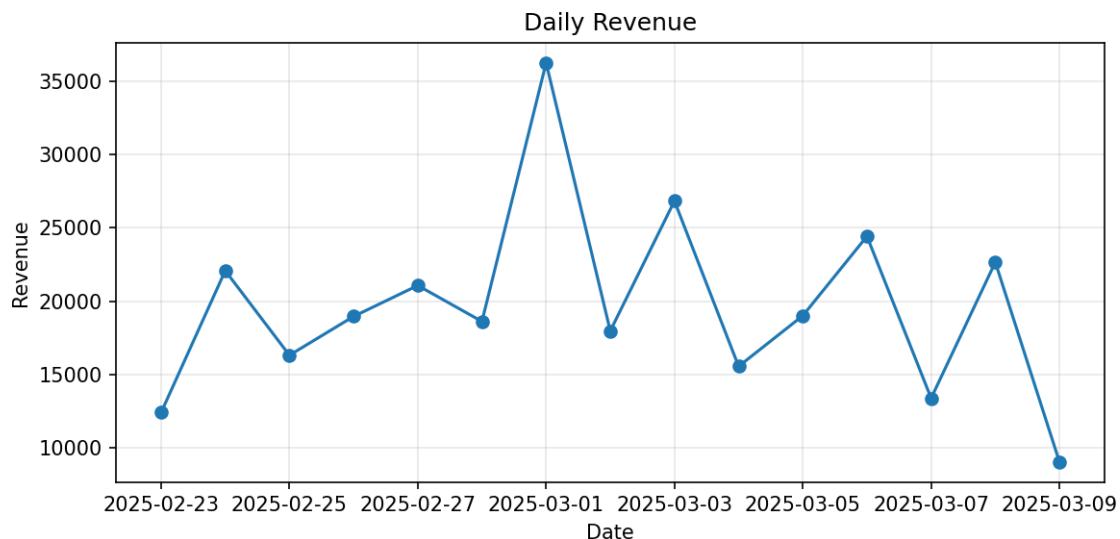
## 1. Business Performance Assessment

### What's Working

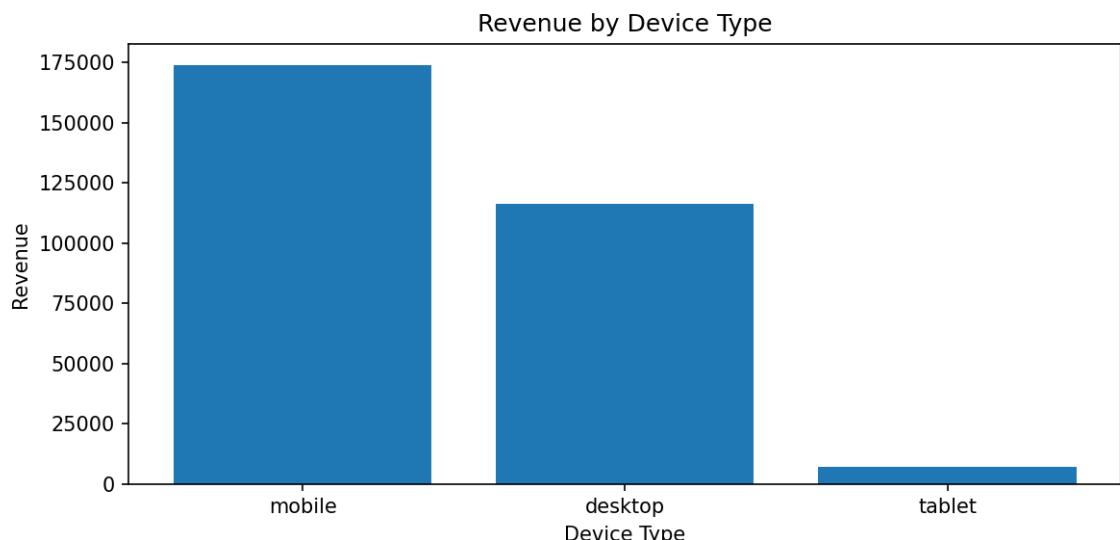
- Revenue attribution reconciles fully with raw events, establishing trust in the analytics pipeline.
- Direct traffic is the dominant revenue driver, indicating strong brand recognition and repeat intent.
- Desktop users generate higher revenue per session, reflecting stronger purchase intent on larger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

### What's Concerning

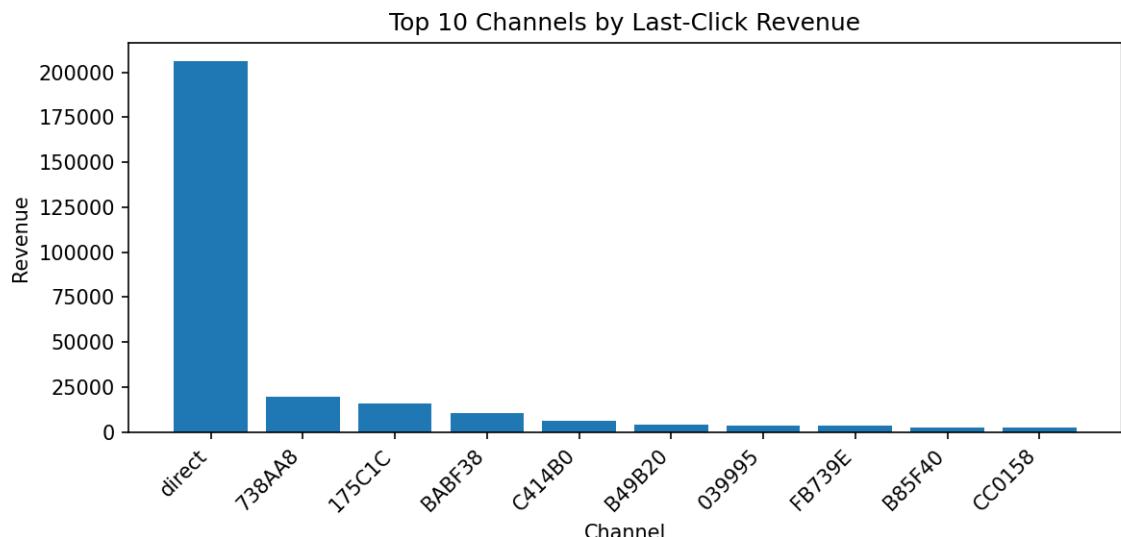
- Heavy reliance on direct traffic likely masks the true impact of paid and upper-funnel marketing channels.
- Mobile drives the majority of sessions but underperforms on revenue per session, signaling UX or checkout friction.
- Several channels show extremely high conversion rates on low traffic volumes,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



Daily Revenue Trend



## Revenue by Device Type



## Top Channels by Last-Click Revenue

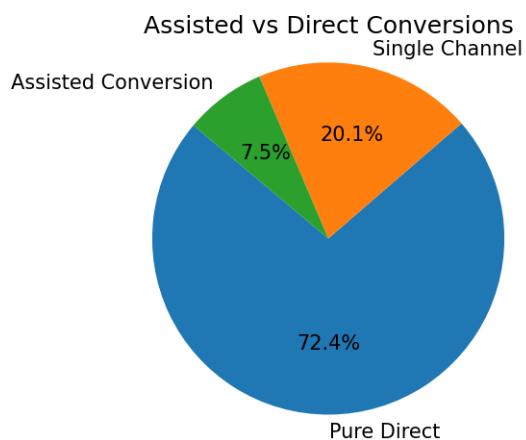
## 2. User Behavior & Marketing Performance Patterns

### User Behavior

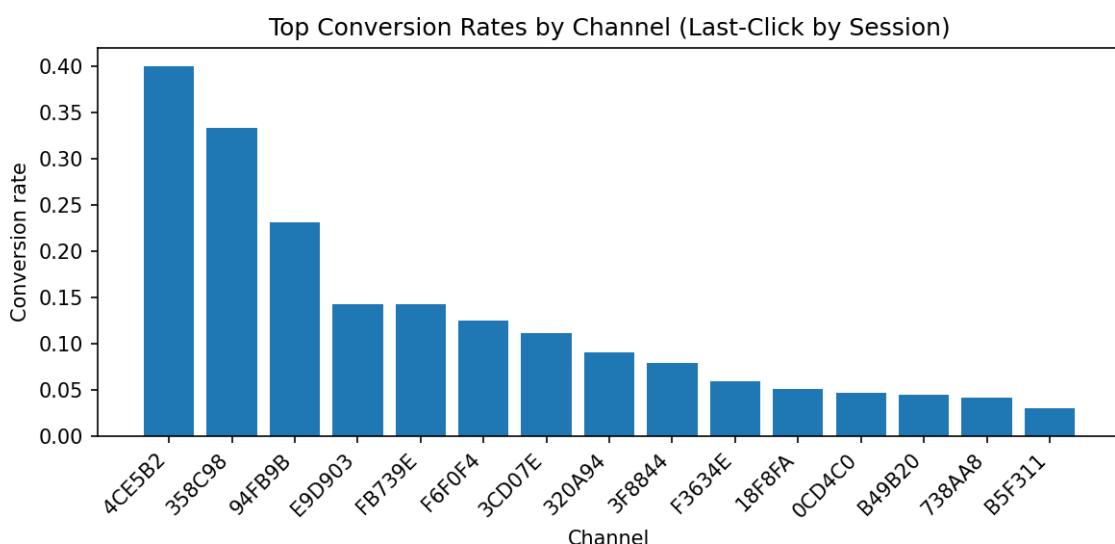
- A high proportion of sessions contain a single interaction, indicating common early-stage browsing or bounce behavior.
- Users with multiple sessions convert at higher rates, reinforcing the importance of remarketing and follow-up touchpoints.
- Desktop sessions, while fewer, are more efficient at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