

(CLIENT NAME) PERFORMANCE REPORT

Analysis and insight into
website performance



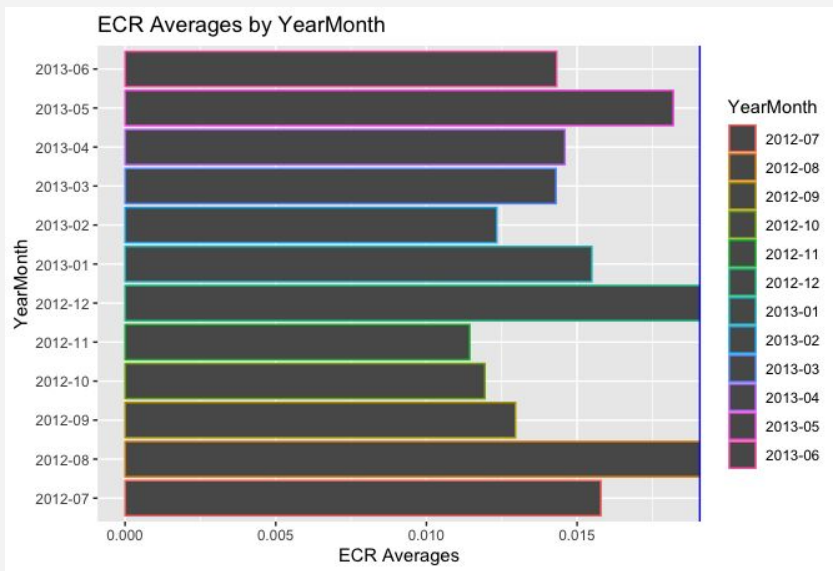
Compiled by Alex Creighton

Monthly Breakdown

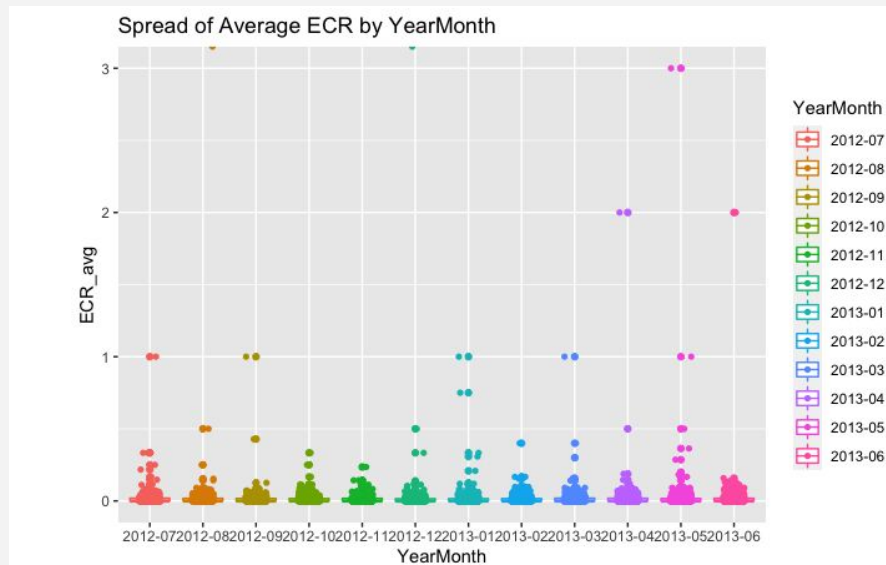


ECR is measured by **Transactions/Sessions**; it is the rate of transactions per visit to the website. Higher ECR leads to higher company happiness. The below graphs both display that **ECR difference** across the months is **small**, but is **inconsistent**.

Month-by-month look at the data to see how ECR performs on average.



The graph above displays the average ECR over each month. Most recently, June 2013, ECR performance was in about a *median range* in comparison to other months and *performance decreased* from May 2013. The range of ECR averages is about 0.01125 to 0.01875.



The graph above displays the range of values for the average ECR over each month. Visually, each month has a relatively *similar range*. Certain months contain outliers that affect the average, but overall graph suggests *difference in spread of averages is minimal* across the displayed months.

May-June 2013



Insight into difference in performance
from most recent two months of data.

The table on the right displays the total number of sessions, number of transactions, QTY, ECR, and addsToCart from the May and June 2013, as well as the absolute difference (month 2 - month 1) and relative difference (((month 2 - month 1) / month 1) * 100) between the months.

- Performance improved by about 20.26% for number of sessions, number of transactions, and QTY.
- However, ECR and addsToCart performance decreased by about the same percentage as above, 19.56%.
- This suggests that the overall number of website visits, number of transactions, and quantities are increasing, but the rates of transactions per session (ECR) and adding to cart are decreasing.

	Total Sessions	Total Transactions	Total QTY	Total ECR	Total addsToCart
2013-05	1164639	28289	51629	13.516	136720
2013-06	1388834	34538	61891	11.071	107970
Absolute Difference	224195	6149	10262	-2.446	-28750
Relative Difference	19.25%	21.66%	19.88%	-18.09%	-21.03%

Next Steps

Suggestions for improvement moving forward.

Where You Are

- Transactions per session fluctuating within small range
- Performance over past several months inconsistent
- Website visits and engagements (sessions, transactions, QTY) increasing, but rates (ECR, addToCart) decreasing

Where You Want to Go

- More consistent performance
- Improvements in rates as well as visits and engagements
- Increasing the threshold of website performance and statistics

How to Get There

- Encourage customers to complete transactions when visiting website
- Provide incentives for completing transactions
- Create plan across months for consistent performance over time

