
Increasing Sales for a Local Small Business Owner

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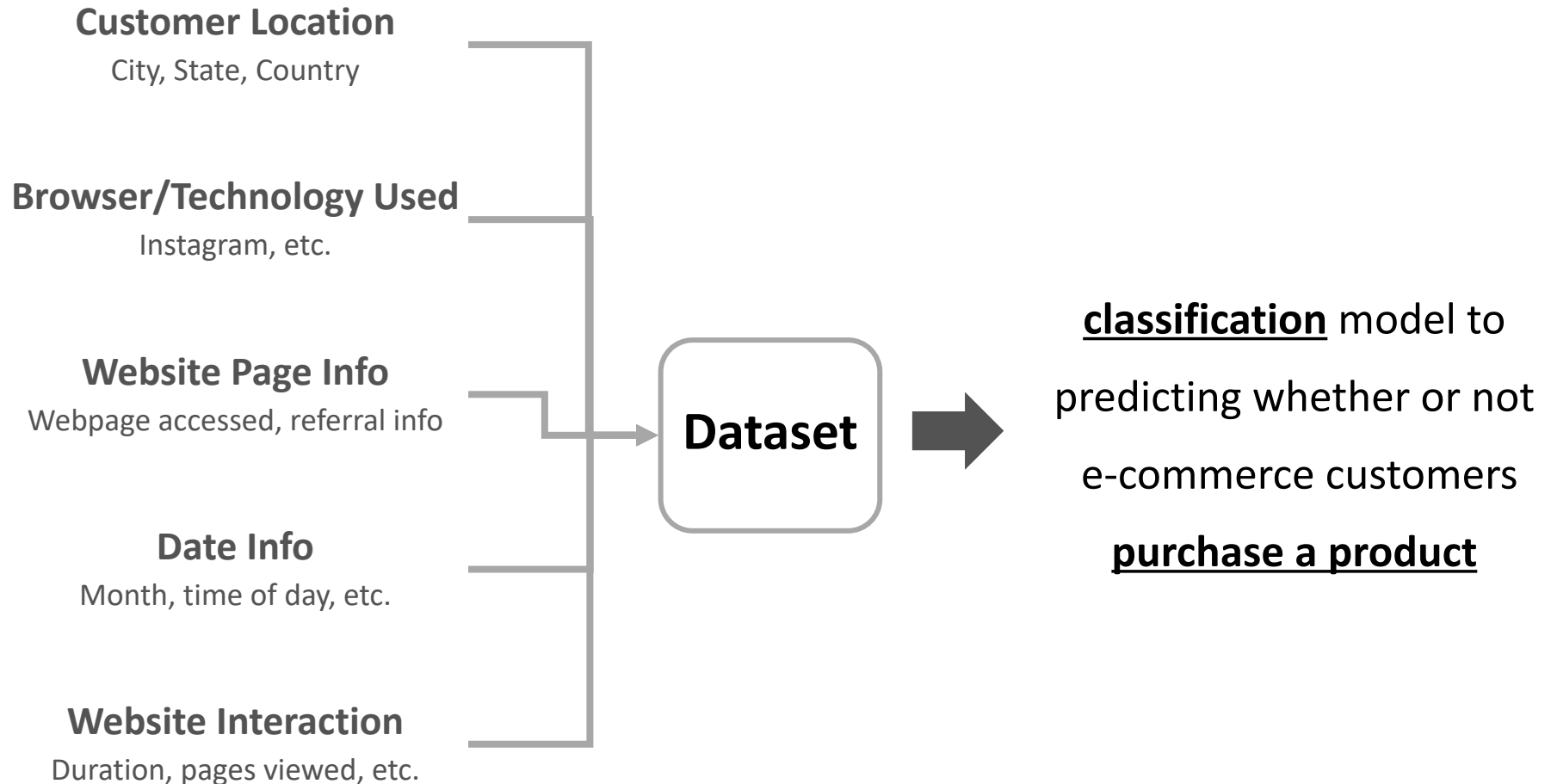
Maker Megan is looking to increase website sales

- Primarily an e-commerce platform selling clay earrings
- Currently ~**3.6%** of website interactions result in sales



Clay earrings

Examined website behavior to inform buyer profile



Resulting logistic regression model had F Beta = 0.75

Features Include:
Bounce Rate
Items in Cart
Reached Checkout
Page Type
Location
Day of the Week
Season

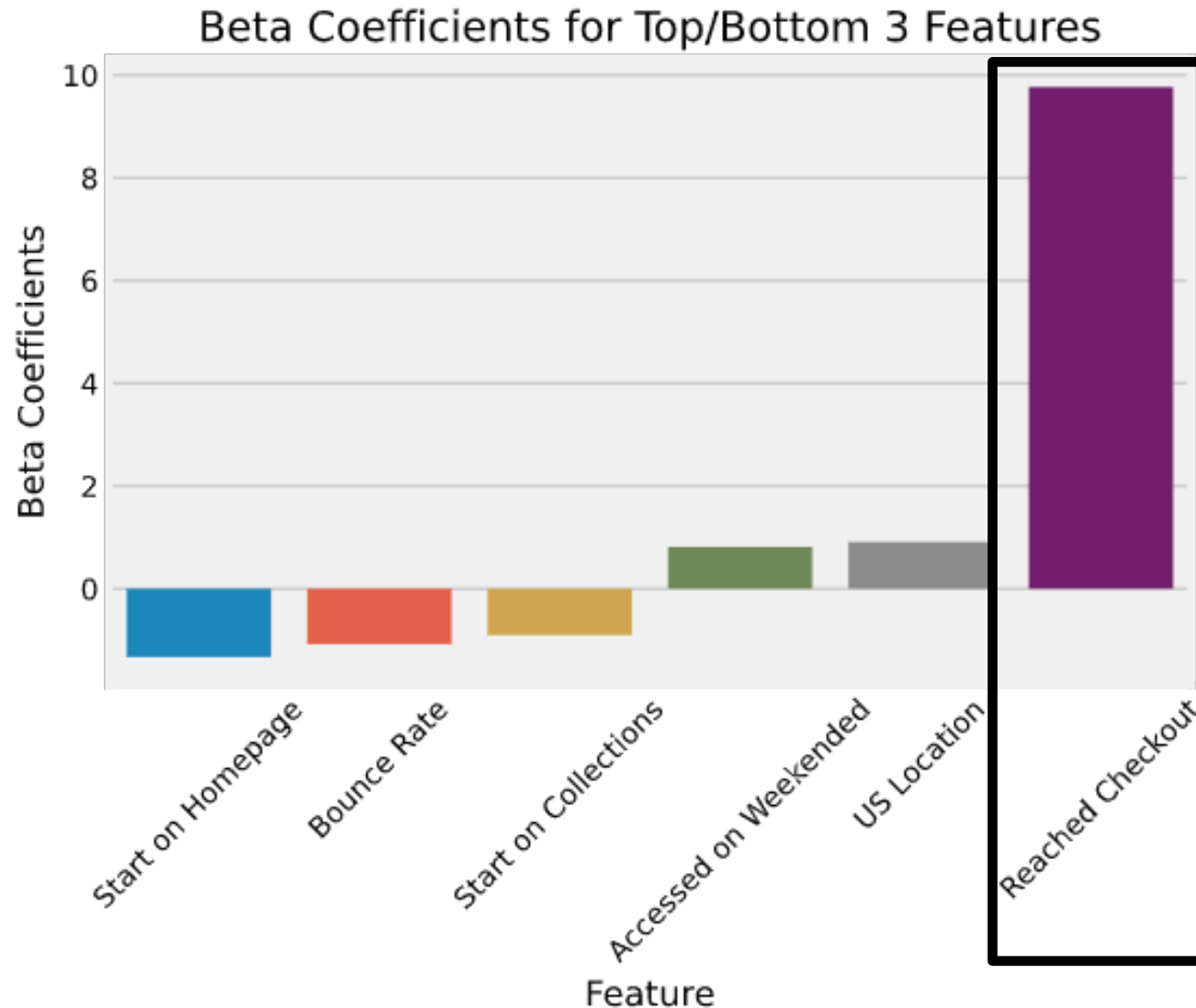


Model Predictions

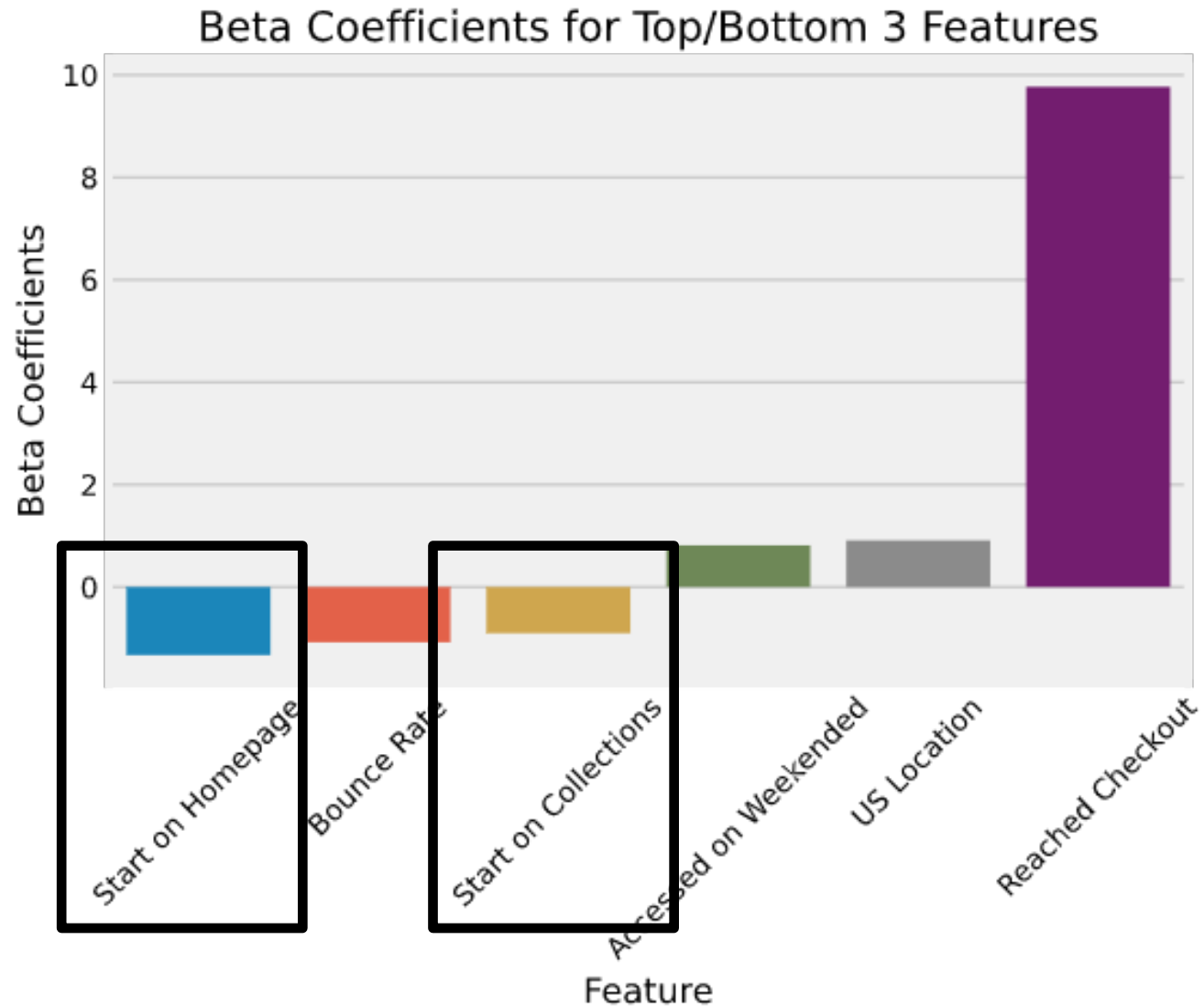
	Predicted No Purchase	Predicted Purchase
Actual No Purchase	4334	67
Actual Purchase	0	162

**All actual purchases were identified as purchases within the model.
&
Of all purchased predicted, 71% were correctly predicted.**

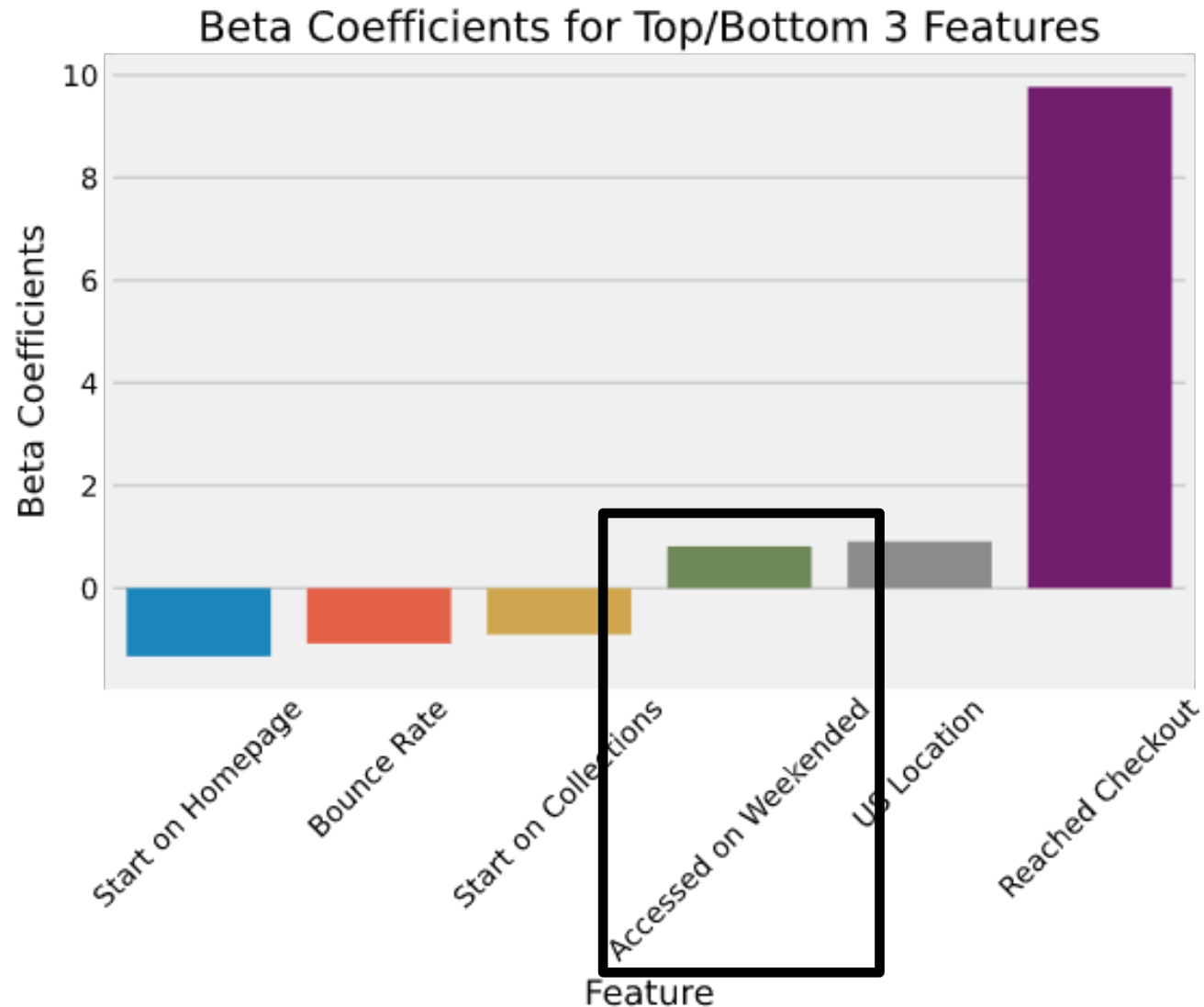
Reached checkout was $\sim 10\times$ larger than any other feature



Both collections/homepage have a negative relationship



Weekend access positively influences purchasing behavior



Recommendations

- Keep checkout experience the same
- Re-evaluate current product organization
- Focus additional marketing efforts on the weekend