Increasing Sales for a Local Small Business Owner

Alexandra Garney | Metis Project 4

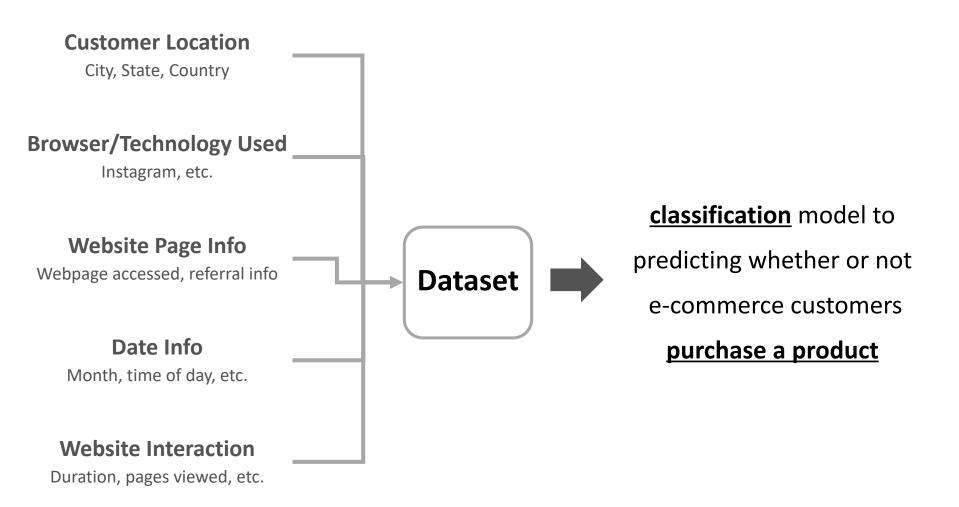
Maker Megan is looking to increase website sales

- 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



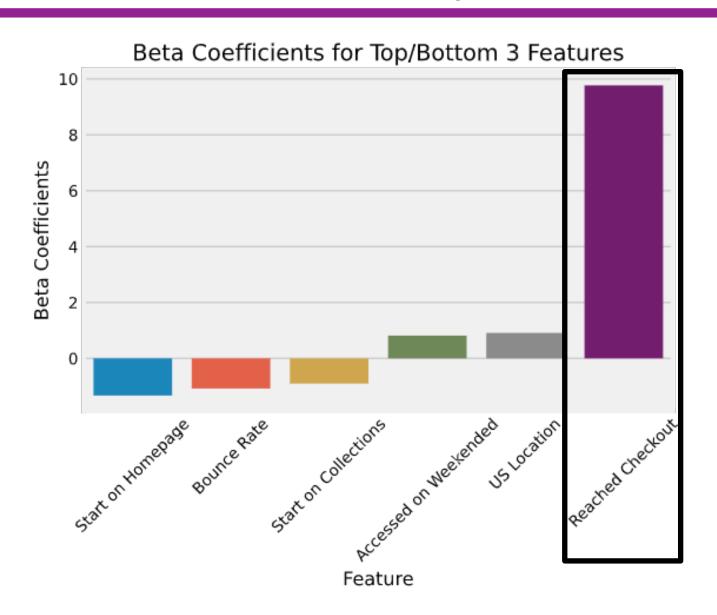
	Predicted No Purchase	Predicted Purchase
Actual No Purchase	4334	67
Actual Purchase	0	162

All actual purchases were identified as purchases within the model.

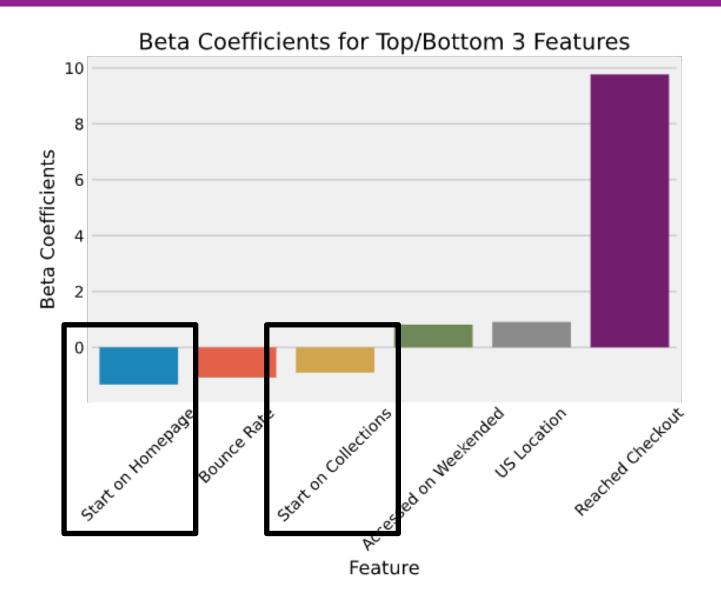
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Of all purchased predicted, 71% were correctly predicted.

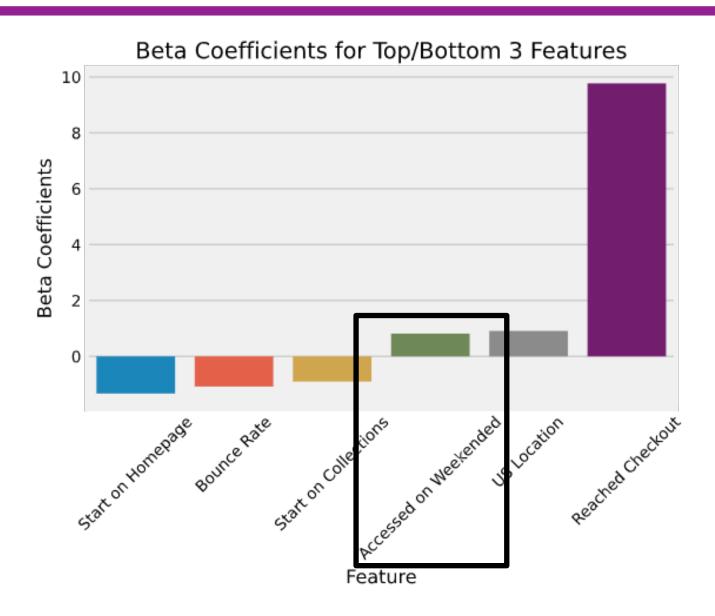
Reached checkout was ~10x larger than any other feature



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