

eCommerce 1 Year Analysis



The Objectives

- There are 2 objectives of this analysis:
 1. Summarize the website's performance
 2. Provide insights to help client understand their website's performance
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Quick Review of the Data

- Adds to Cart Dataset
 - Year
 - Month
 - Number of additions to an online shopping cart
- Session Counts Data set
 - Browser type (Safari, etc)
 - Type of device (mobile, desktop, tablet)
 - Date
 - Number of sessions on webpage
 - Number of transactions on webpage
 - Quantity of items bought

Quick Review of the Data

- Adds to Cart Dataset

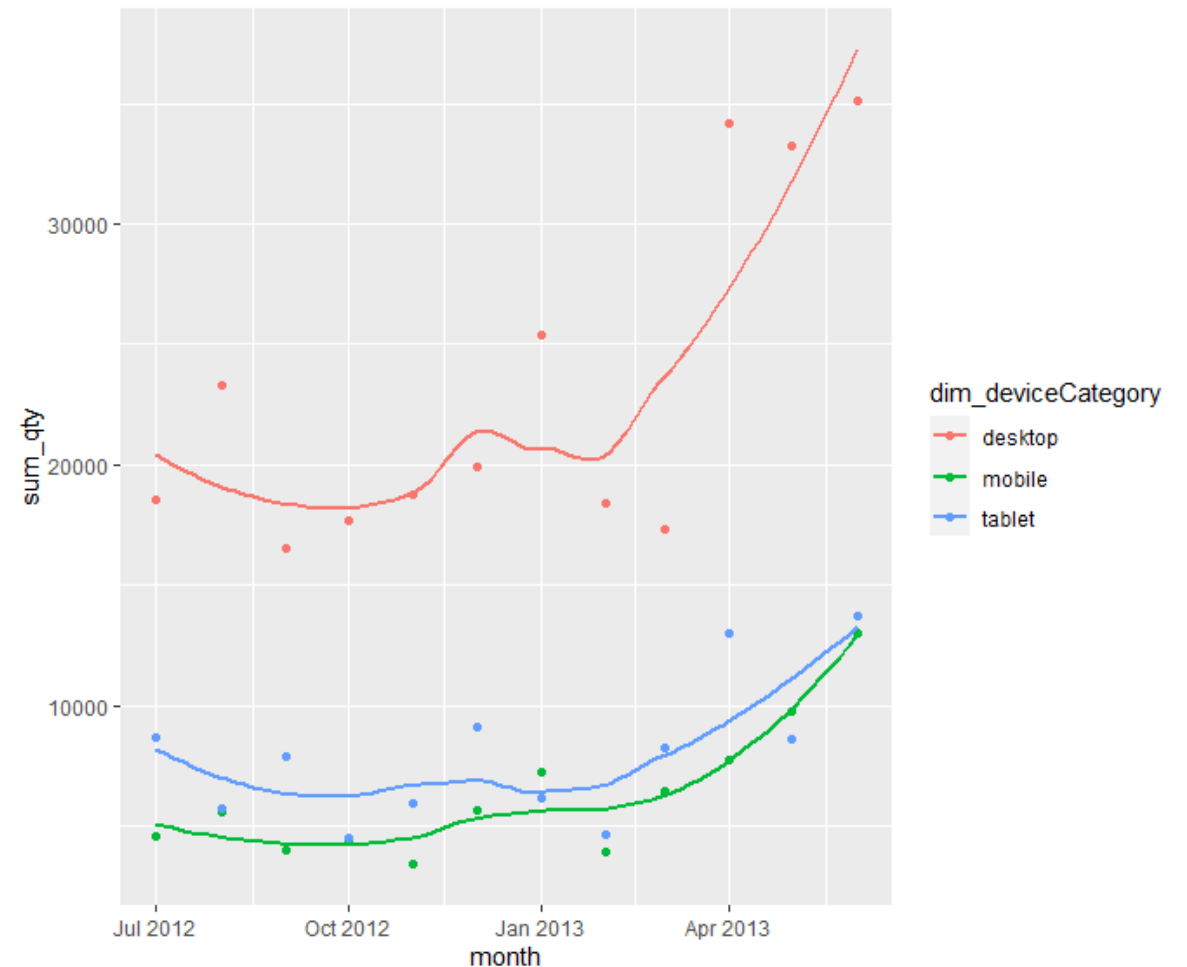
- Year
- Month
- Number of additions to an online shopping cart

- Session Counts Data set

- Browser type (Safari, etc)
- Type of device (mobile, desktop, tablet)
- Date
- Number of sessions on webpage
- Number of transactions on webpage
- Quantity of items bought

Performance Summary

- From Jan 2013-June 2013 all key metrics saw a dramatic increase from the previous 6 months.
 - Sessions 19.9% increase
 - Transactions 21.8% increase
 - Quantity 23.2% increase
- Interestingly the AddToCart variable showed a decrease of 20.1%.



Insights

- It seems at the beginning of 2013 a new advertising strategy was put in place and was successful at driving traffic to the site.
- In addition the eCommerce Conversion Rate (ECR) has seen a small but positive trend since the beginning of 2013.

