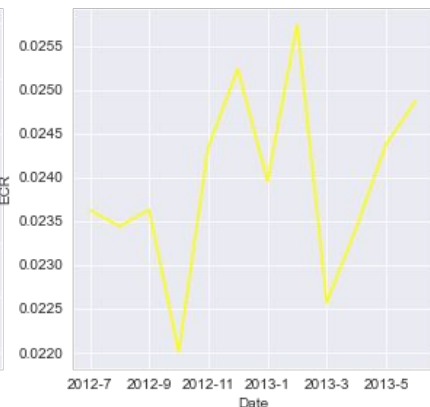
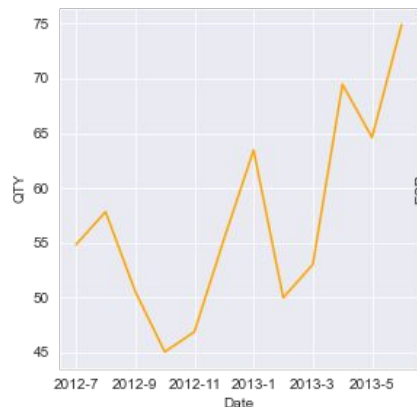


Aggregated Data

Summary: Despite lower *addsToCart*, the *QTY* and *transactions per session* are up.

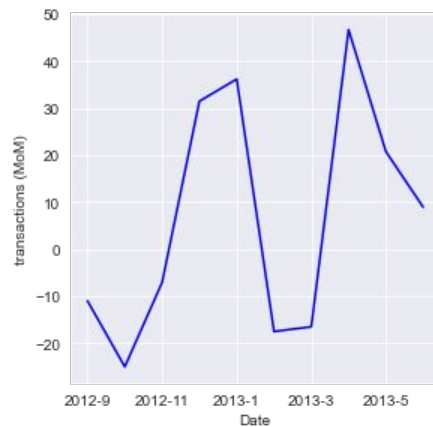
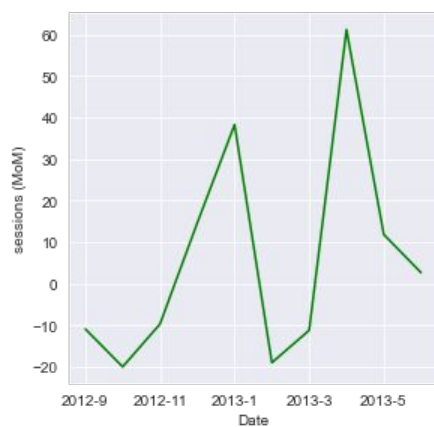
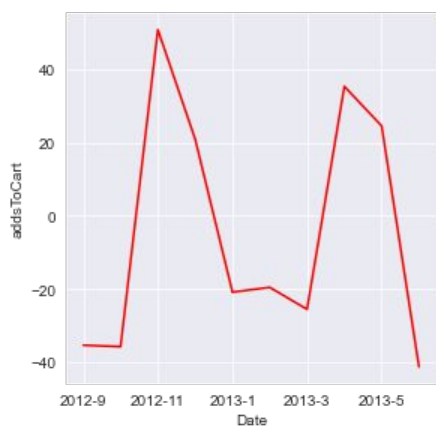
Maximizing those quantities through browser / device may increase profits.



addsToCart are trending downward

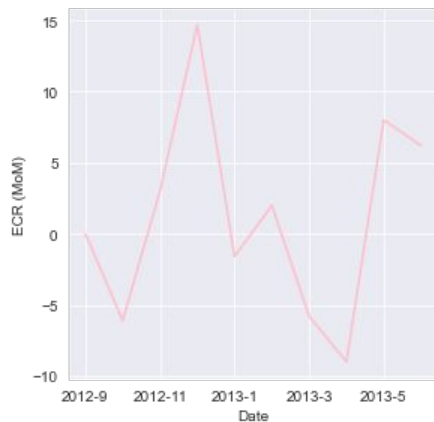
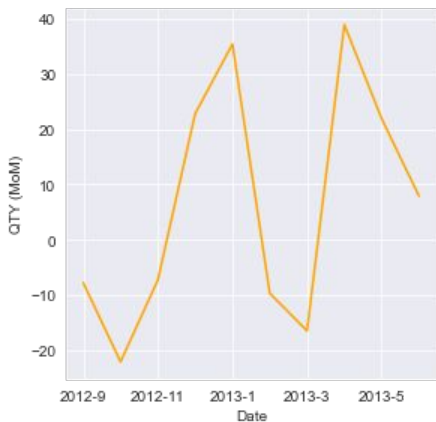
There appears to be a seasonal dip just before and just after the winter holiday season - other dips are hard to extrapolate on given the limited data

every other metric trends upwards



Month over Month,
Most recent two months

Summary: *Sessions*,
Transactions, and *QTY*
increase with time.



**Maximizing those
quantities through
browser / device may
increase profits.**

addsToCart and **ECR** do not show a
discernable month to month trend.

**There appears to be a seasonal dip just before and
just after the winter holiday season for *QTY*,
transaction, and *sessions* - other dips are hard to
extrapolate on given the limited data**

sessions, transactions, and *QTY*
have a general trend upward

Consider optimizing the following browser/device combinations:

Top 5 Browsers By Transactions

		sessions	transactions	QTY	ECR
dim_browser	dim_deviceCategory				
Safari	tablet+mobile	4557976	83477	151979	8.329752
Chrome	desktop	1954932	59833	114014	6.859768
Safari	desktop	1394280	57370	111797	9.607888
Firefox	desktop	489450	17313	31158	7.462100
Internet Explorer	desktop	416559	12443	9463	7.229017

Top Browsers by most metrics are:
mobile+tablet: Safari, I.E., and Chrome
desktop: Chrome, Safari, Firefox, Edge

Top 5 Browsers By ECR

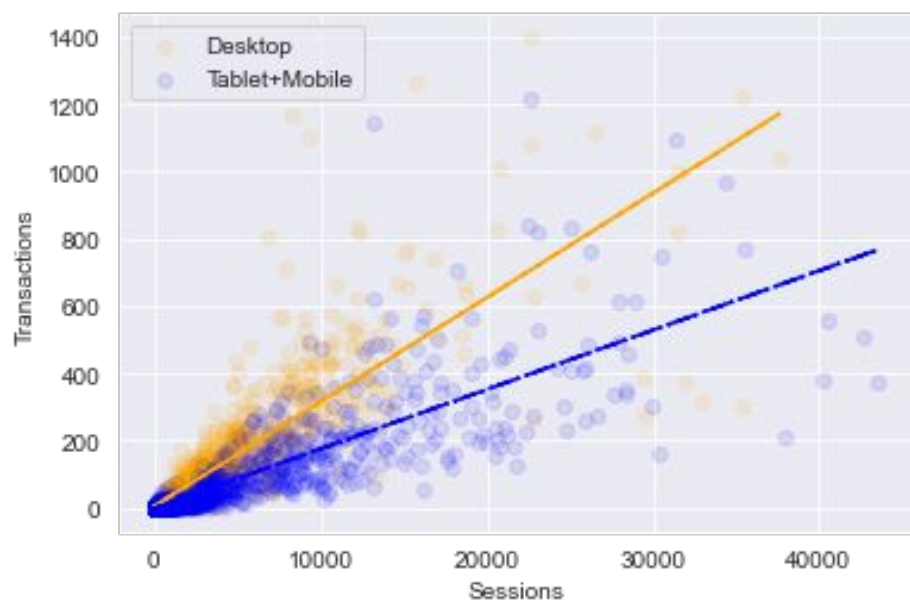
		sessions	transactions	QTY	ECR
dim_browser	dim_deviceCategory				
Internet Explorer	tablet+mobile	52766	1930	1553	11.100740
Safari	desktop	1394280	57370	111797	9.607888
	tablet+mobile	4557976	83477	151979	8.329752
Firefox	desktop	489450	17313	31158	7.462100
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Top 5 Browsers By Sessions

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Safari	tablet+mobile	4557976	83477	151979	8.329752
Chrome	desktop	1954932	59833	114014	6.859768
Safari	desktop	1394280	57370	111797	9.607888
Chrome	tablet+mobile	572322	6414	11454	6.380829
Safari (in-app)	tablet+mobile	518514	3046	5113	2.569973

Top 5 Browsers By QTY

		sessions	transactions	QTY	ECR
dim_browser	dim_deviceCategory				
Safari	tablet+mobile	4557976	83477	151979	8.329752
Chrome	desktop	1954932	59833	114014	6.859768
Safari	desktop	1394280	57370	111797	9.607888
Firefox	desktop	489450	17313	31158	7.462100
Edge	desktop	244925	6334	11801	5.546609



The number of **Transactions** for a given number of **Sessions** is *higher* for Desktop users than Tablet+Mobile.

**transactions and QTY correlate well, so these results may also infer QTY gains*

A preliminary estimate could be $\sim 1.75x$ the transactions for a given number of sessions. This work is extremely preliminary - the recommendation is to have more Data Science / Machine Learning dedicated to this.

	sessions	transactions	QTY
dim_deviceCategory			
desktop	4511368	153432	278547
tablet+mobile	5907545	96223	172283

The total number of sessions of desktop vs. tablet+mobile are comparable. **It is potential worthwhile to prioritize desktop traffic.**