

# Ecommerce Site Traffic Sales Classification

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Phase 3





## Business Question : Product Development Strategy

What products can we offer our web hosting customers to help them **convert** ecommerce traffic to sales?

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# The Data



## At a glance

**12,330**  
data points

**15%**  
sales

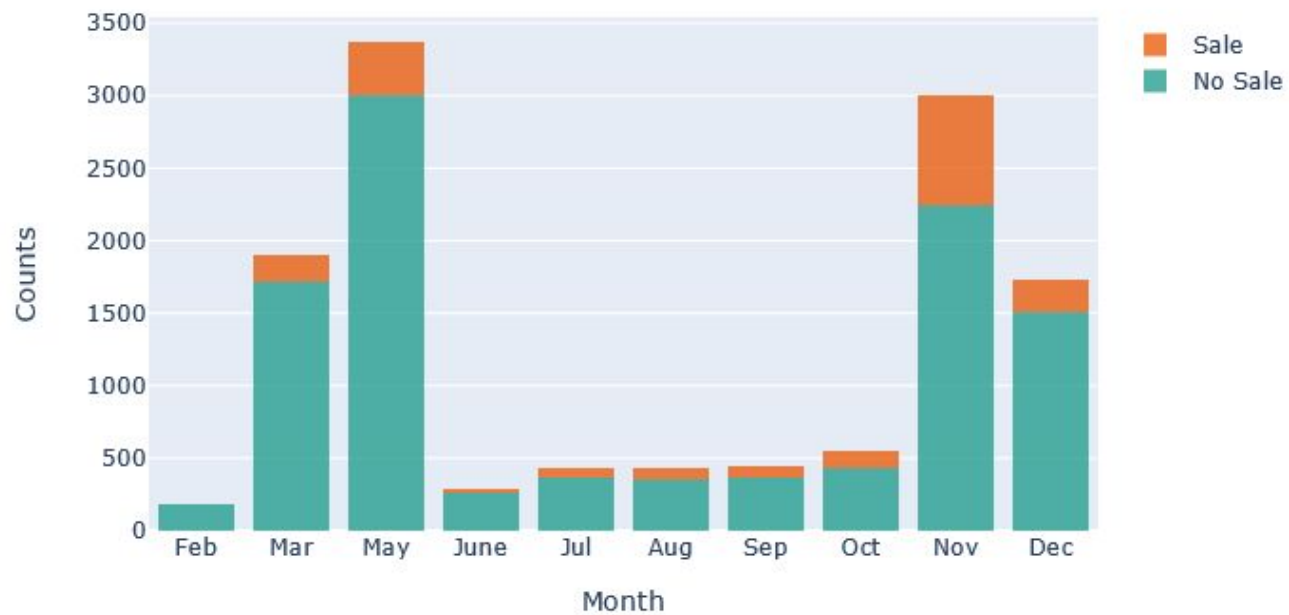
**May and November**  
peak sales months

**5.88**  
average page value

**11**  
median time on site  
(minutes)

**20**  
median pages viewed

Relative Traffic by Month



**Can we use this data to predict  
which sessions end in sales?**

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Yes!

88% accurate overall

79% sale predictions are correct



# Most important features

Page Values

Also

- Month
- Traffic Type
- Total Pages
- Total Duration





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What's next?

## What we know from this model

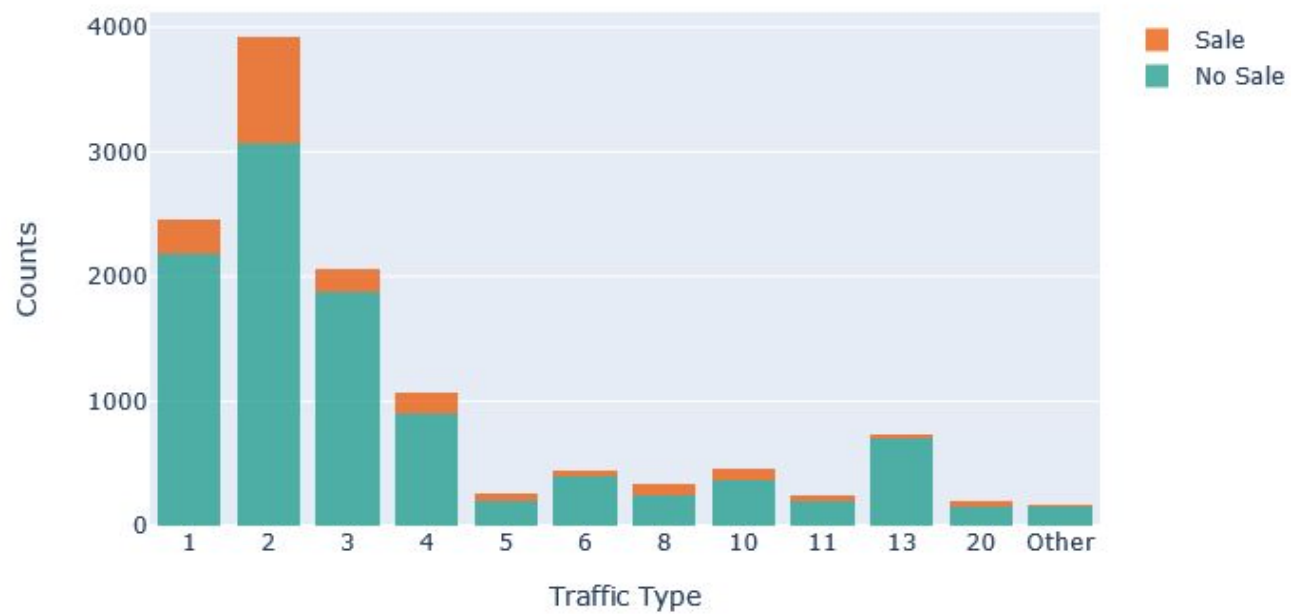
- Google Analytics are powerful predictors
- Clients have a short window/few pages to capture site visitors' attention
- Empower clients to leverage site data

### Help clients maximize ROI in their sites

- Prioritize accessibility of site data for clients with low tech literacy
- Premium pricing tier with enhanced analytics tools
- Sales percentage payment option for seasonal businesses



Traffic Type Counts





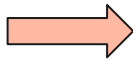
## Actionable insights

Help all clients maximize ROI in their sites



Prioritize accessibility of site data for clients with low tech literacy

Offer robust analytics tools to give clients insight in their site performance



Premium pricing tier with enhanced analytics tools

Demonstrate commitment to clients' changing business needs



Sales percentage payment option for seasonal businesses



## Future work

- Create content on how lay users can leverage metrics
- Conduct A/B testing to determine which page templates have higher page values
- Develop an AI to make recommendations based on metrics

# Thank you!

Questions?

