

# Ecommerce Site Traffic Sales Classification

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Phase 3



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# The Data



## At a glance

**12,330**

data points

**May and November**

peak sales months

**15%**

sales

**5.88**

average page value

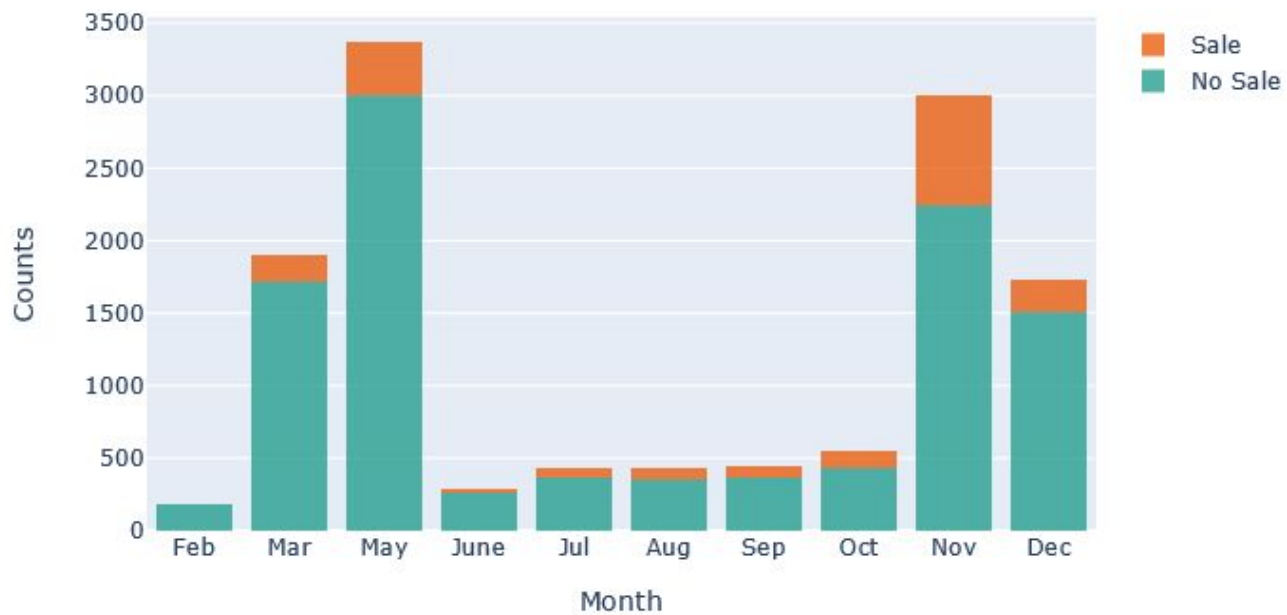
**22**

average time on site  
(minutes)

**34**

average 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?



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# What we know from this model

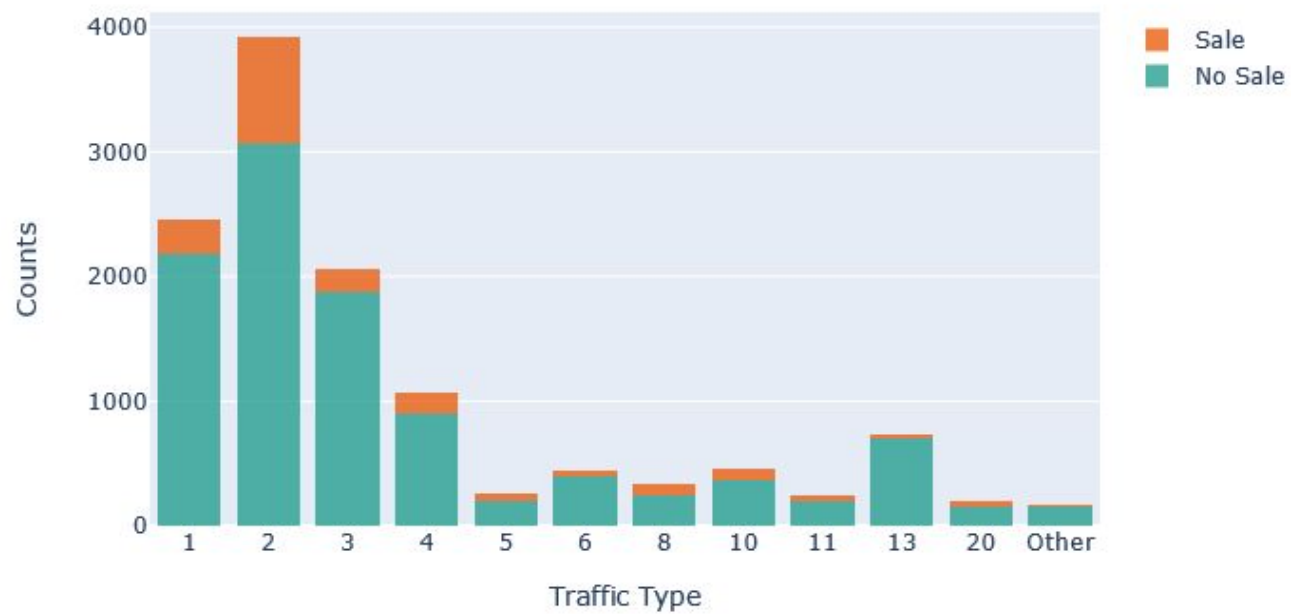
- Analytics matter
- Clients are experts on their business

## Empower clients to leverage site data

- Premium pricing tier with enhanced metrics
- Sales percentage payment option



Traffic Type Counts





## 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