BrightCart Website Traffic & Conversion Analysis

Executive Report

1. Introduction

BrightCart has experienced significant fluctuations in website traffic across different times of the day, days of the week, and marketing channels. Until now, the business lacked a unified, data driven view of how users behave across channels, devices and regions and how these behaviours influence conversion.

This report summarises the insights generated from the BrightCart analytics workbook, which includes raw data, completed analytical tasks, dashboards, and performance metrics. The goal is to provide leadership with clear, actionable insights that improve marketing performance, strengthen user engagement, and maximise overall ROI.

2. Purpose of the Analysis

This project was designed to help BrightCart:

- Understand how users interact with the platform over time and across channels

- Identify the highest-performing acquisition sources

- Improve conversion through better timing and targeting

- Optimise marketing spend by focusing on the most effective channels

- Build a long-term data-driven framework for decision-making

The analysis integrates session-level data, engagement metrics, conversion behaviour, funnel activity, device usage, and geographical trends.

3. Summary of Key Findings

3.1 Traffic & Engagement Patterns

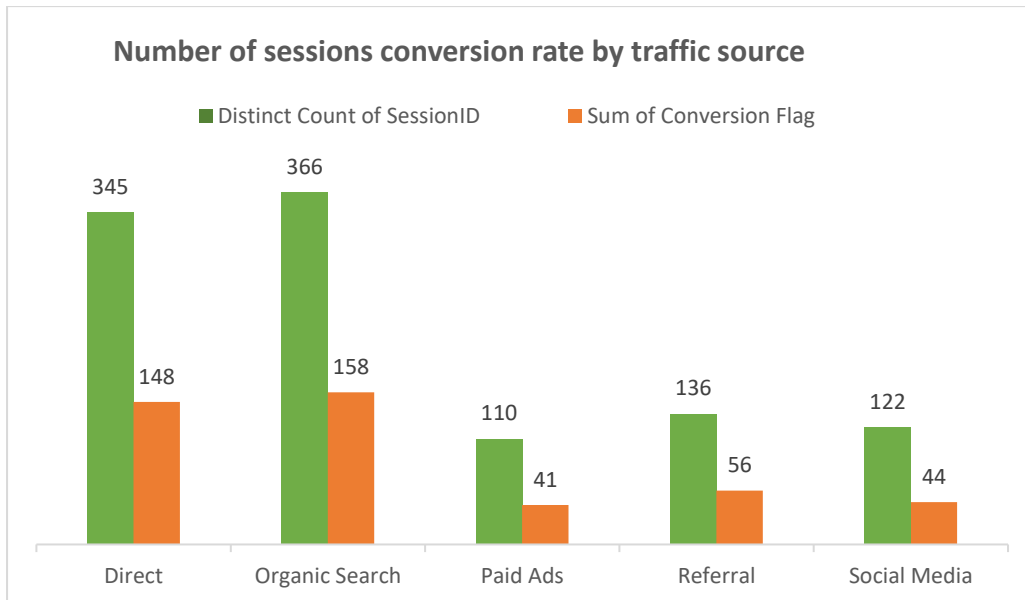Across 1,079 recorded sessions, users demonstrate solid engagement:

- **Average session duration:** ~3.2 minutes

- **Average page views per session:** 8 pages

- **Peak activity periods** identified through hourly and daily patterns

- Mobile devices generate the **majority of sessions**, though desktop remains the strongest for conversion

These patterns highlight the importance of aligning campaign timing with traffic peaks, especially for mobile users.

3.2 Channel Performance

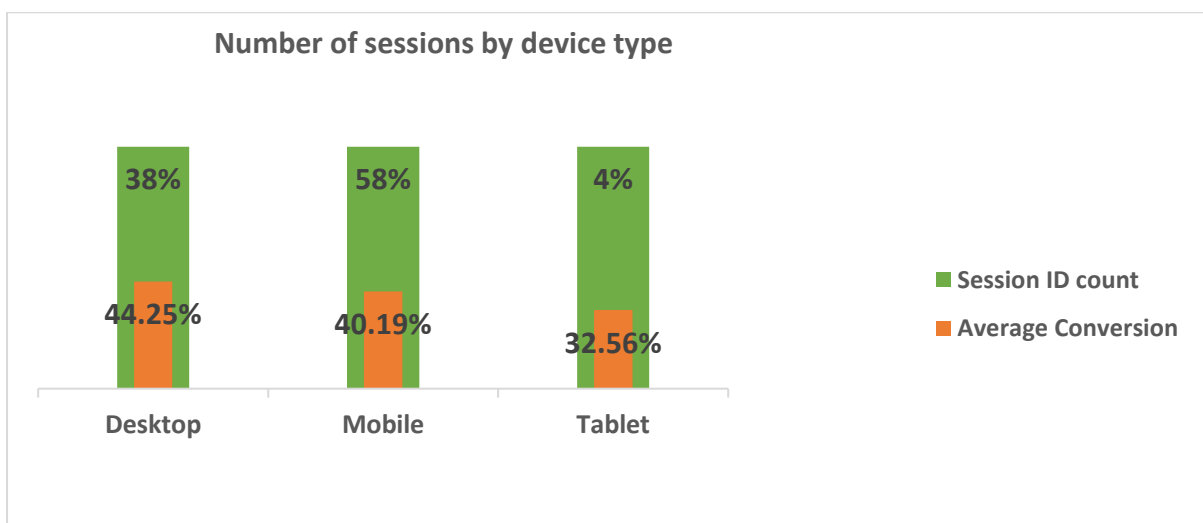Performance varies significantly across marketing channels:

- **Organic Search** and **Direct** traffic deliver the **highest conversion rates** (42–43%)

- **Paid Ads** and **Social Media** drive traffic but convert less efficiently (≈36–37%)

- Referral channels show mid-level performance.

This indicates that BrightCart should prioritise channels that already demonstrate strong intent, while refining or retargeting paid campaigns.

3.3 Device Performance

- **Desktop** has the highest conversion rate (~44%)

- **Mobile** receives the most traffic but converts lower (~40%)

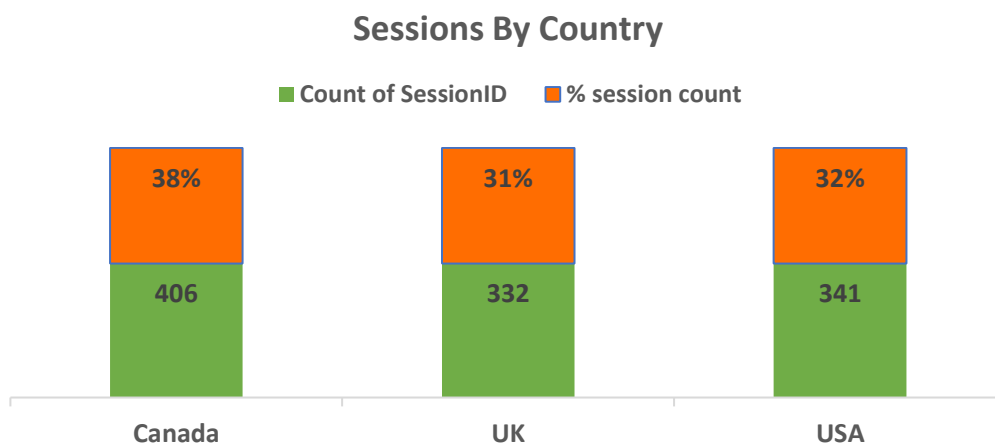- **Tablets** represent minimal traffic with weaker conversion

Improving the mobile checkout flow presents a high-impact opportunity for growth.

3.4 Geographic Insights

Traffic is distributed across:

- **Canada** (largest share)

- **United States**

- **United Kingdom**

Sessions By Country

■ Count of SessionID   ■ % session count

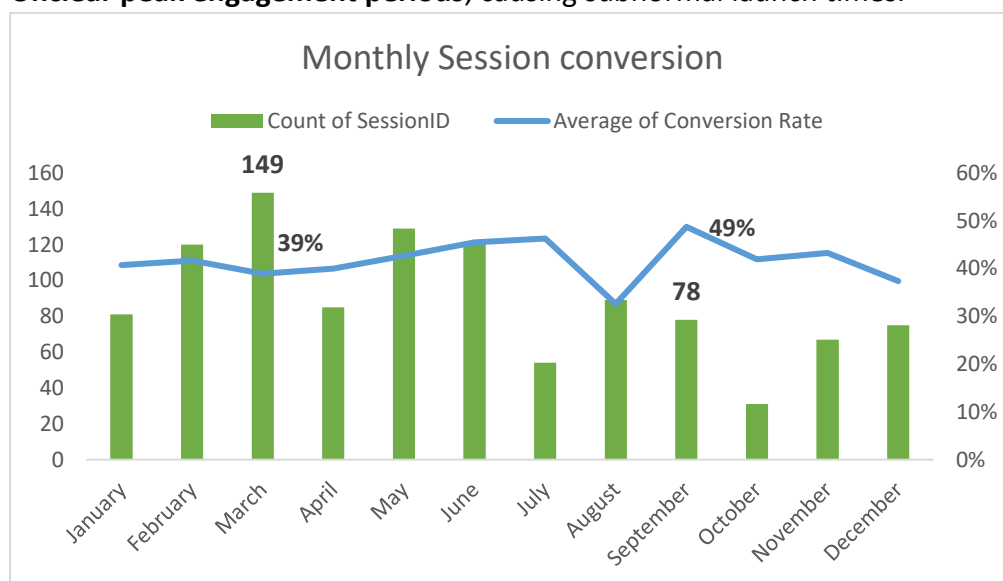| Canada	UK	USA
38%	31%	32%
406	332	341

Mobile dominates in Canada and the US, while the UK shows a more balanced split. Region-specific and device-specific strategies are recommended.
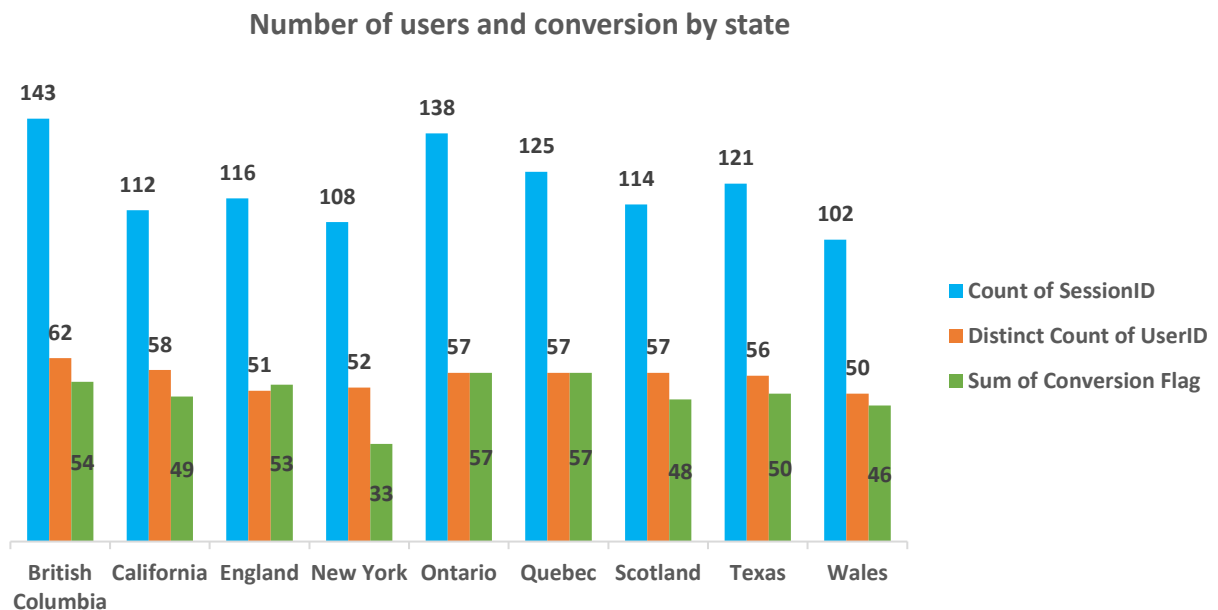
4. Key Challenges Identified

BrightCart currently faces several strategic hurdles:

1. **Unclear peak engagement periods**, causing subnormal launch times.

Monthly Session conversion

■ Count of SessionID   — Average of Conversion Rate

149

39%

49%

78

2. **Under-optimised marketing spends**, especially across paid channels with lower conversion.

3. **Checkout abandonment**, with users failing to transition from checkout to purchase.

4. **Limited behavioural insights** related to timing, geography, and device usage.

5. **Missed opportunities** for personalisation and targeted engagement.

Number of users and conversion by state

These challenges directly impact conversion rates, revenue opportunities, and competitive positioning.

5. Recommendations

5.1 Optimise Campaign Timing

Use the hourly and daily traffic analysis to:

- Send emails during peak engagement periods

- Run social promotions when target demographics are most active

- Adjust ad scheduling to minimise wasted impressions

This alone can meaningfully increase conversion efficiency.

5.2 Reallocate Marketing Budget

Shift investment toward **high-performing channels** (Organic & Direct) while improving targeting for:

- Paid ads

- Social campaigns

- Referral partnerships

Run A/B tests to improve campaign alignment and message relevance.

5.3 Strengthen Mobile User Experience

Given mobile's high traffic volume:

- Improve page load speeds

- Reduce friction in checkout

- Simplify forms

- Provide mobile-friendly payment options

Even a small lift in mobile conversion will materially affect revenue.

5.4 Build a Data-Driven Marketing Calendar

Use insights from:

- Traffic peaks

- High-conversion channels

- Seasonal patterns

- Regional performance

to create a structured, predictive marketing roadmap that reduces guesswork and increases ROI.

6. Expected Outcomes

With these recommendations implemented, BrightCart can expect:

- **Higher conversion rates** due to smarter campaign timing

- **More efficient marketing spend**, especially across paid channels

- **Stronger customer engagement** through data-led decisions

- **Better long-term ROI** as performance becomes more predictable

- **Enhanced operational alignment** between marketing, product, and leadership

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7. Reporting & Deliverables

This project includes:

- **Executive dashboards** created in Microsoft Excel

- Segmented reports covering channels, devices, locations, and time-of-day performance

- Funnel visualisations highlighting non performing patterns

- Clear tables and charts for presentations and decision-making

- A consolidated analytical workbook combining raw data, formulas, pivot tables, and visual insights

These deliverables provide BrightCart with a robust analytical foundation for ongoing monitoring and optimisation.

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8. Conclusion

This analysis equips BrightCart with a clear and actionable understanding of how users interact with the platform, what drives performance, and where the highest growth opportunities lie. By aligning marketing activities with user behaviour patterns and strengthening the areas with the biggest conversion gaps especially mobile and checkout, BrightCart can significantly improve efficiency, customer experience, and overall revenue.

This Executive Report will be submitted alongside the Excel analytics workbook as the complete project package.