



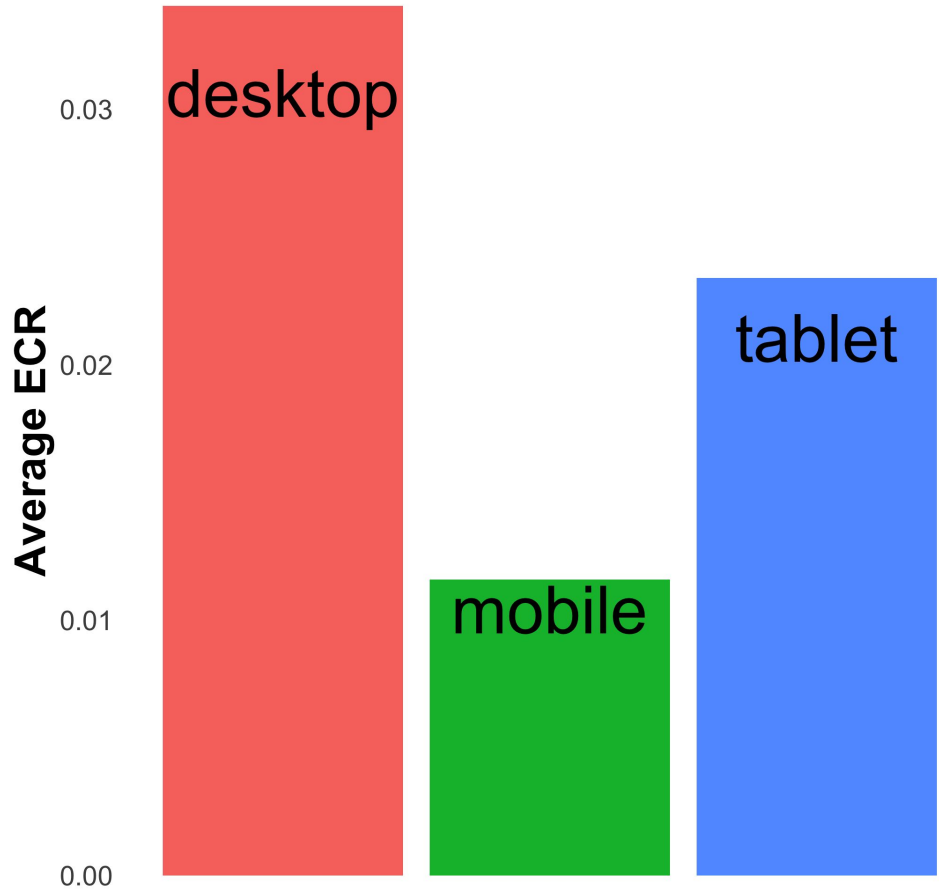
# Online Retailer Performance Analysis

Prepared by Danny Crytser



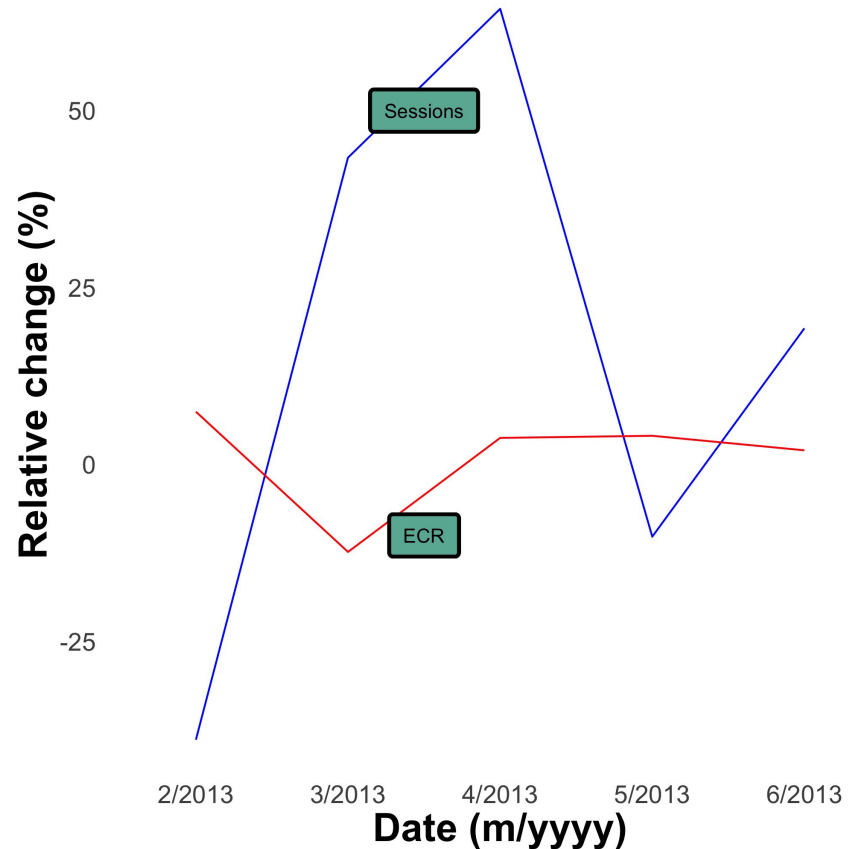
# Device affects outcome

- Higher ECR = visitor to site more likely to buy something.
- We are losing people who visit the site on mobile or tablet.
- Action Step: improve tablet and mobile interface so that visitors on those devices more likely to make purchase. **Lots** of mobile visits, so it is critical to improve UI/UX.



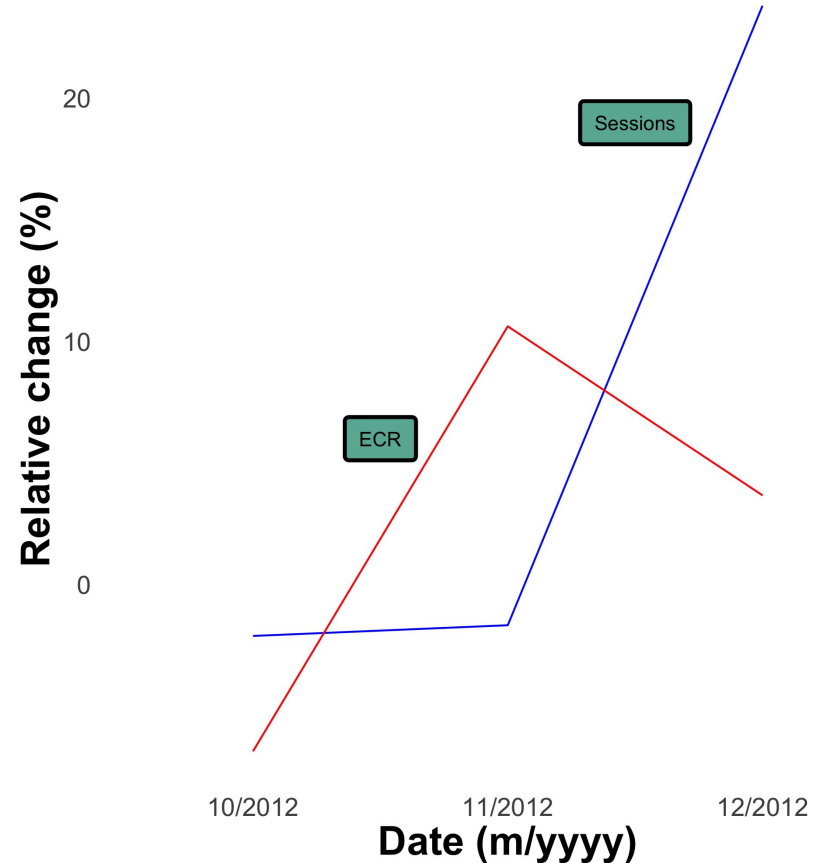
# April 2013 session surge

- The single biggest user surge happened in April 2013. Number of sessions increased by half a million over previous month.
- However, the growth in number of sessions sank afterwards, and ECR is largely flat.
- Action step: we need better targeted marketing so that we drive likely buyers to the site.



# December 2012 user surge

- Big increase in most metrics during December 2012 (holiday season).
- Marketing efforts are effective at increasing site traffic and transactions, but we don't have strong growth in ECR (we have lots of sessions without transactions).
- Action step: Determine marketing tools that will increase transactions per session.



# Takeaway: Improve ECR

- The marketing team is very successful at increasing the number of sessions.
- We can increase the yield on that marketing work by improving ECR, so that we not only increase the number of sessions, we increase the number of transactions.
- User interface for mobile and tablet devices needs improvement to increase ECR.