

Retail Website Performance

Derrick Burt

Analysis & Key Findings

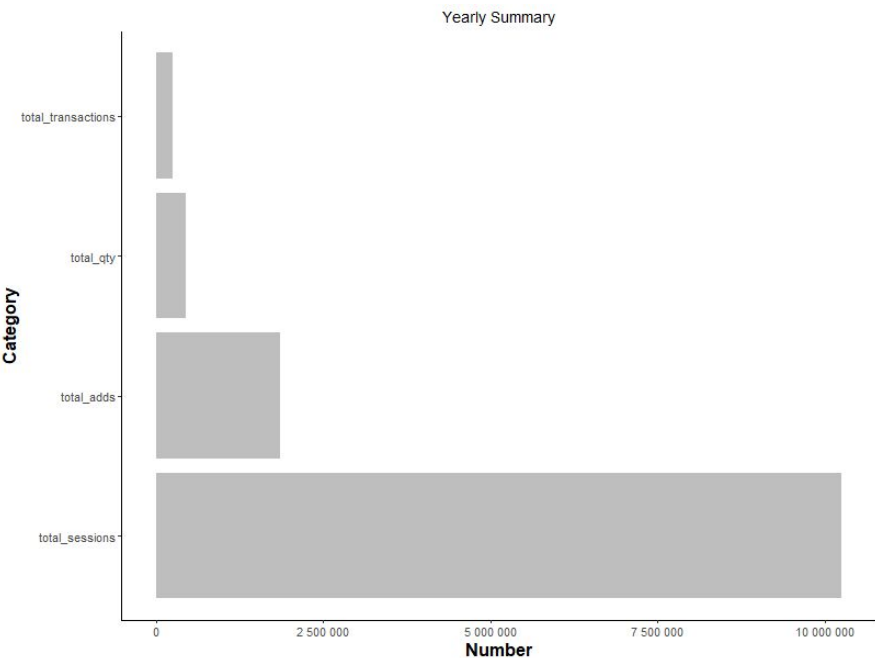
Analysis

87% of data points* analyzed to determine retail performance:

Total Sessions:	10,260,419 / 10,418,913	(98.4%)
Transactions:	245,373 / 249,655	(98.3%)
Quantities:	450,376 / 450,830	(99.9%)
Adds to Cart:	1,850,073 / 1,850,073	(100%)

Key Findings

- 1) Sessions grew throughout the fiscal year.
- 2) Conversion rate** remained steady.
- 3) Devices impact conversion rate.



*Data points that represent sessions, transactions, and quantities broken down by browser, device, and date (i.e 87% of observations ≠ 87% of transactions).

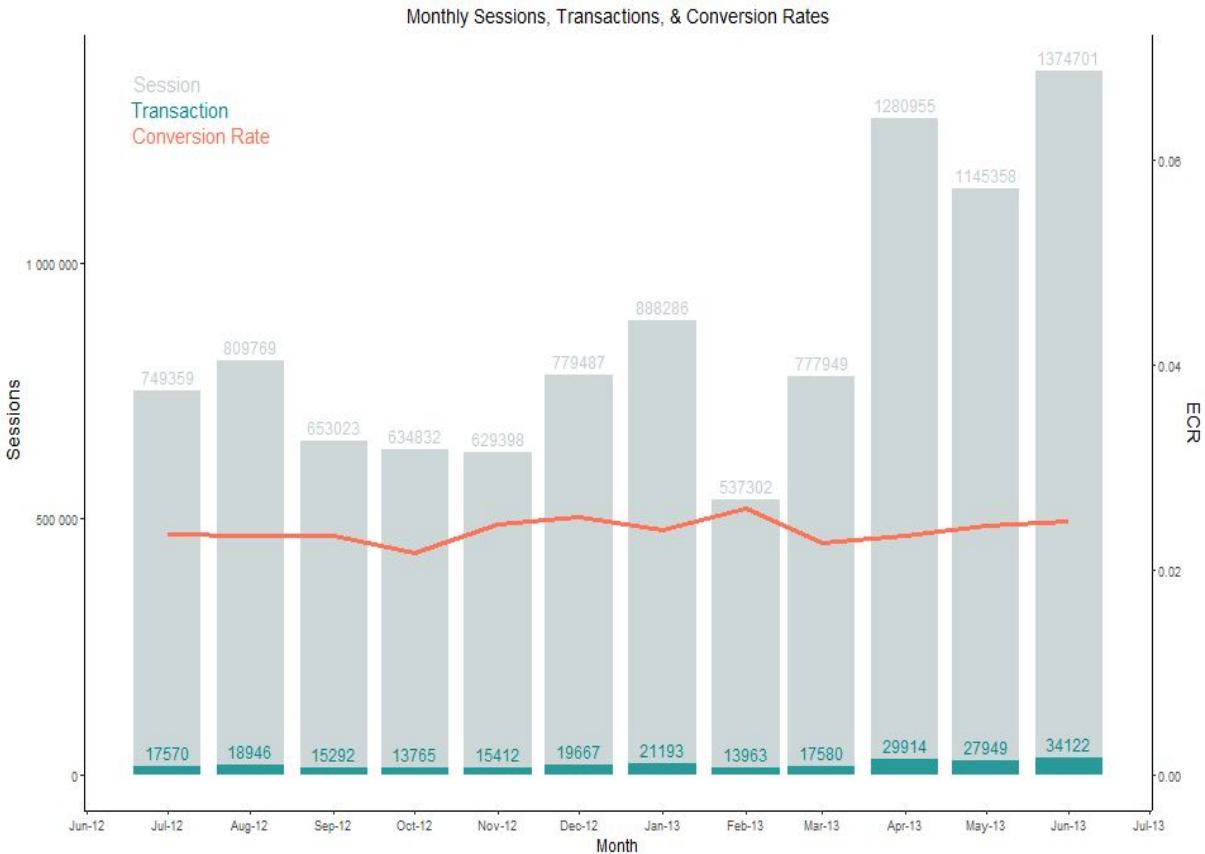
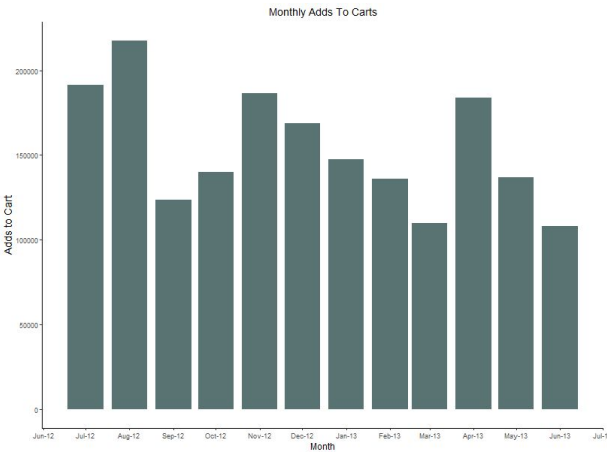
** Conversion Rate (ECR) = Transactions / Sessions

Sessions, Transactions, & Adds To Cart

When there are *more sessions*, there are *more transactions*.

Still, **conversion rate** remained steadily within 2% and 3% through the year.

Adds to cart did not increase with sessions in the final quarter (?).

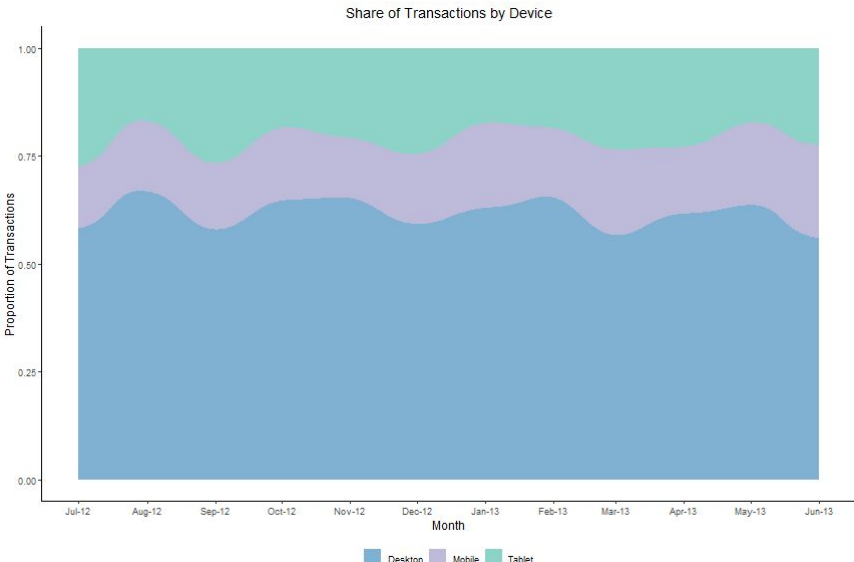
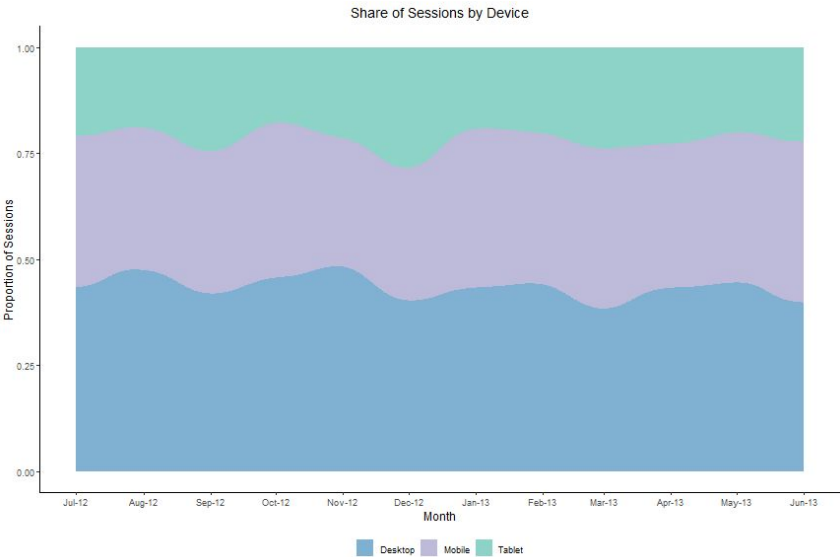
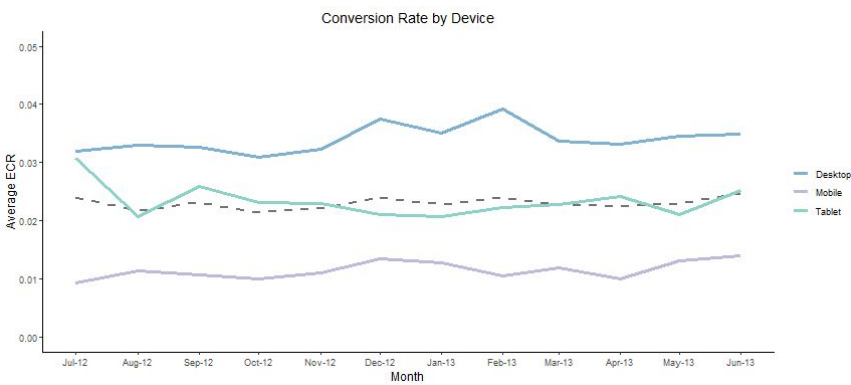


Devices Determine Conversion

Desktop sessions yield *above average* transactions.

Tablet sessions yield *average* transactions.

Mobile sessions yield *below average* transactions.



Next Steps

- 1) Develop marketing strategies to increase **sessions**.
 - a) This will likely increase absolute **transactions**.
 - b) Strategize to increase **conversion rate**, this will optimize efficiency of retail transactions.

- 2) Improve user experience for **mobile** device users. Consider testing **tablet** experience for potential improvements as well. As per 1b, this will increase average **conversion rate**.

- 3) Investigate discrepancies between **adds to cart** and **sessions** by inspecting site configuration. Results indicate these may not be reporting the same site traffic.