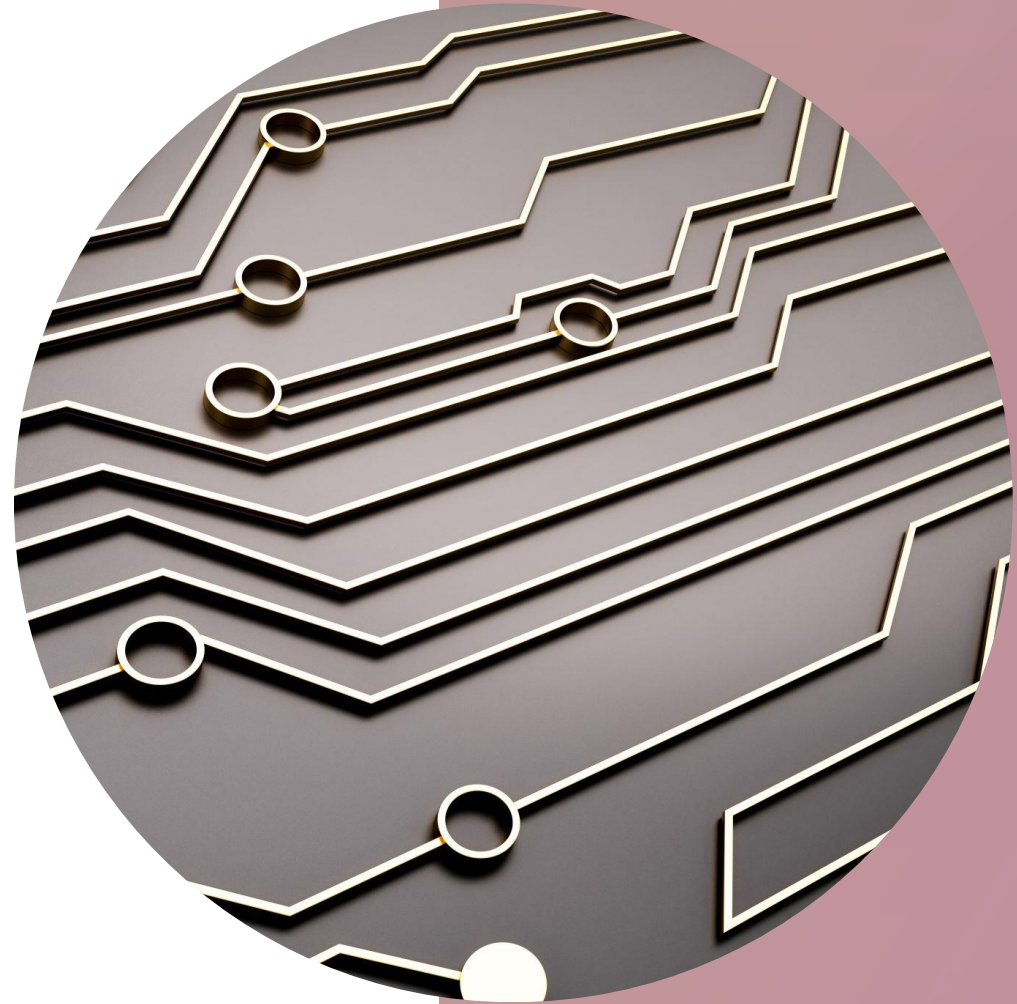


CLIENT WEBSITE PERFORMANCE

A BRIEF ABSTRACTION OF THE
2012-2013 FISCAL YEAR



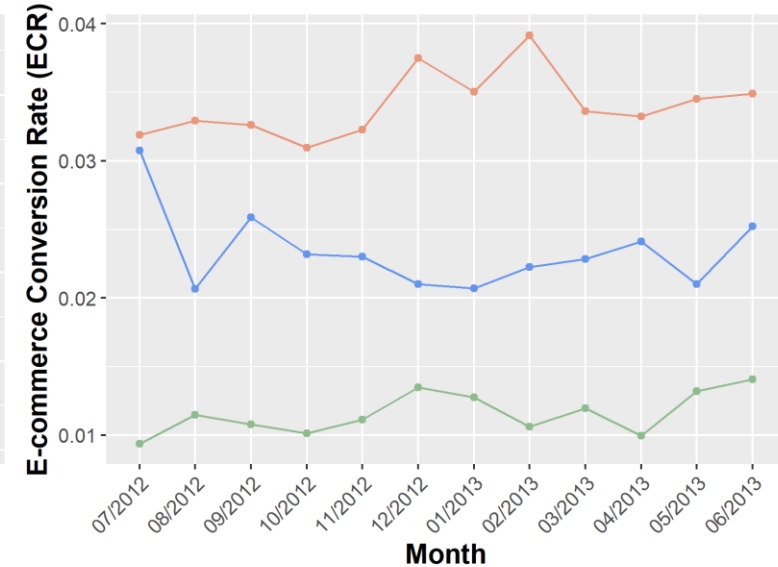
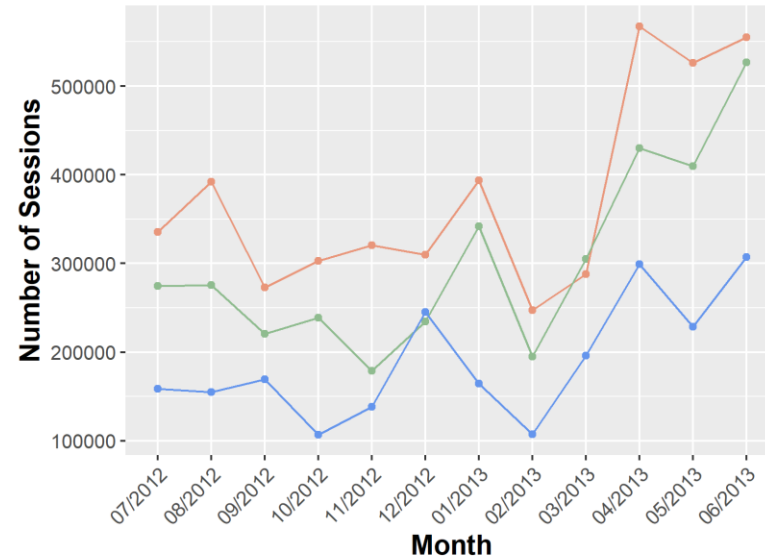
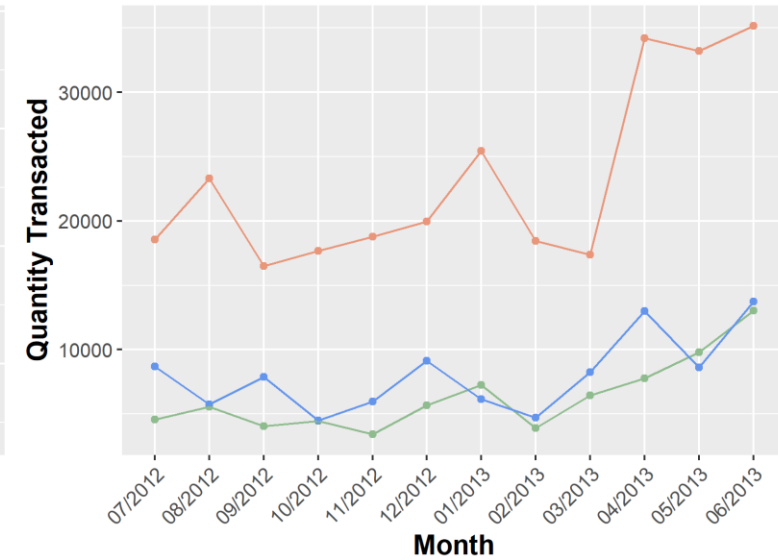
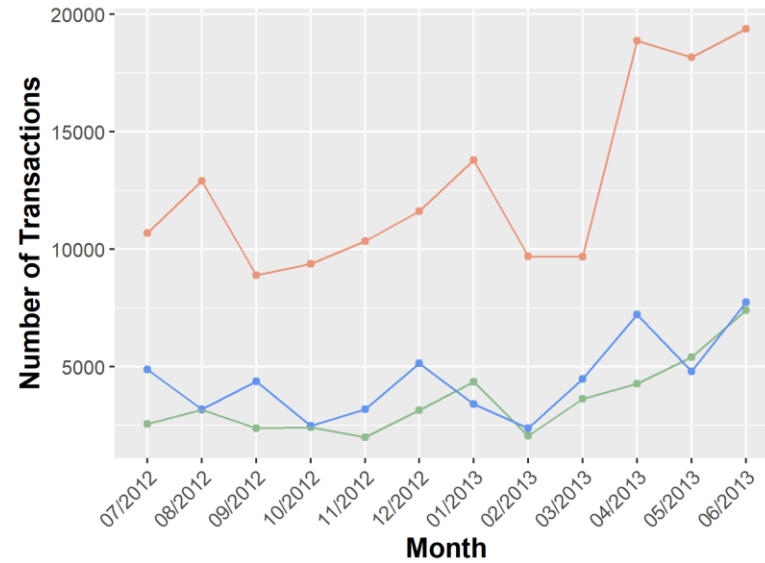
MOST RECENT CHANGES

Metric	Most Recent Month	Prior Month	Relative Difference	Percent Change
Adds to Cart	107970	136720	-28750	-21.03%
Transactions	34538	28389	6149	21.66%
Quantity Transacted	61891	51629	10262	19.88%
Sessions	1388834	1164639	224195	19.25%
ECR	0.0742	0.0687	0.0055	7.95%

- Month-over-Month shows growth in most key metrics in recent month
- Adds to cart decreased, but overall transactions increased
 - Suggests customers are more likely to follow through on purchases than they were previously
- Overall an encouraging first look, but a more comprehensive analysis will look at broader trends

FISCAL YEAR CHANGES

- Desktops consistently most reliable source of traffic and commercial transactions
- Trends appear positive across all devices
 - Suggests overall growth in past year
 - Some evidence of cyclic behavior
- ECR is inconsistent across devices
 - Percentages seem significantly lower for non-desktop devices
- Transactions and quantity transacted illustrate very similar trends; possible redundancy
- Some statistical analyses may help investigate how “real” these trends are



Device Desktop Mobile Tablet

DEVICE ANALYSIS

Metric	F-statistic	P-value
Sessions	11.080	0.0002
Transactions	44.953	0.0000
Quantity	46.545	0.0000
ECR	279.689	0.0000

- MANOVA (investigate differences between devices across relevant metrics)
- Follow up Tukey analyses detect which devices are significantly different and how
 - Tablets have fewer sessions than other devices
 - Desktops have more transactions and higher quantity transacted than other devices
 - Desktop ECR > tablet ECR > mobile ECR

TREND ANALYSIS

Metric	Fitted Slope	P-value
Sessions	52057	0.0065
Transactions	1330	0.0047
Quantity	2439	0.0032
ECR	0.0003	0.1569

- The trends for sessions, transactions, and quantity transacted significantly positive
- ECR does not demonstrate significant positive trend; room for improvement
- Fitted slopes provide rough estimates of what increase to expect in the next month
- Transactions and quantity transacted have nearly perfect positive correlation (>0.99)
 - no need to consider both

CONCLUSION AND SUGGESTIONS

- Positive signs of growth across the year on all platforms
- Indications that mobile/tablet experience may need improvement to encourage more usage
- ECR growth looks generally positive, but allows for a horizontal trend; recommend targeting a higher rate of transaction per session

