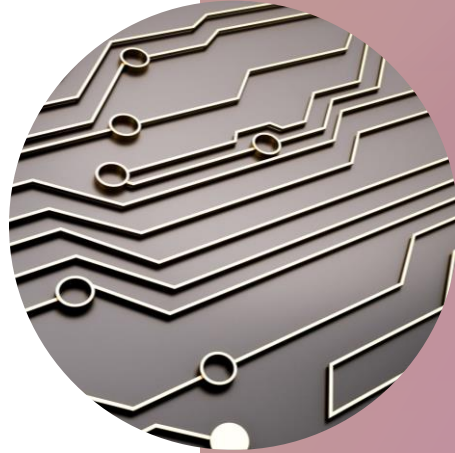**CLIENT WEBSITE PERFORMANCE**

A BRIEF ABSTRACTION OF THE 2012-2013 FISCAL YEAR

- Personal Introduction
- Looked at a few key Google Analytics metrics over the 2012-2013 fiscal year; here are my takeaways
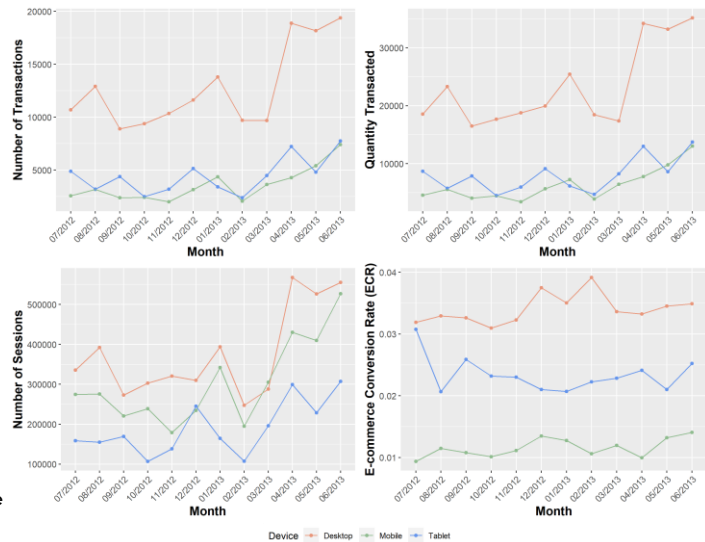
MOST RECENT CHANGES

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

- In the short-term evaluation, I took a look at the two most recent months of data across 5 key metrics to investigate whether there appeared to be improvement, deterioration, or stagnation.
- There was a positive increase across all metrics but one, and the decrease seen there may not necessarily be a bad sign. We can further discuss, if you like.
- This is a fairly preliminary look at the data, so I decided to include the entire year's performance, as well as looking across different devices.

- Here we can see four of the five previous metrics, all of which appear to exhibit some amount of positive growth over the year, independent of device considered.
- Some key things to note: overperformance of desktop relative to other devices, high degree of similarity between # of transactions and QTY, possible stagnation or decrease with respect to ECR (especially in tablet performance).
- Are any of these apparent trends evident when we consider statistical analysis to address them?

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

TREND ANALYSIS

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

- 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

- 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

- First looked at MANOVA (multivariate analysis of variance) to see if metrics did differ across devices. They all had sig. diffs., and Tukey revealed bullet points mentioned. Confirmed trends from previous figures.
- Then considered some simple linear regression techniques to see if trends were actually positive. Generally they were, excepting ECR which was feared to be potentially stagnant.
- Confirmed that transactions and QTY variables were redundant, effectively telling the same story.

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
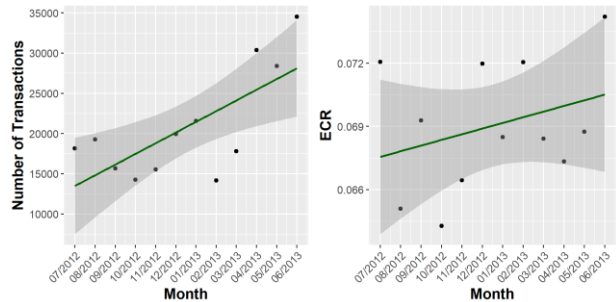
- The ECR "issue" is not evident in the month-over-month analysis from my first slide. We see a significant bump in ECR in the past two months. However, we see in this figure that jump is not indicative of a pattern of significant increases.
- My best idea toward addressing this concern would be to increase transaction rates on mobile/tablet sessions. This can, hopefully, bring that indicator more in line with what you are seeing for desktops and push that aggregate figure upward.
- Overall, these are my preliminary thoughts regarding the data. I would be interested in seeing whether you can add anything regarding your business practices that might explain or address anything I've mentioned.
- There is a good balance here between positive signs for your company, as well as possible areas of improvement. I'd love to hear whether you think I have missed anything or if you would like me to consider exploring something in greater detail.