Fictional Ecommerce Report


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Exploratory analysis

- The number of transactions and the quantity purchased in them contain similar values– indicating a steady relationship. People buy a few items per purchase.

- The number of transactions, sessions and quantity increase around major sales/holidays (memorial day, labor day, etc.).

- More people add items to their cart than purchase items. People are interested in purchasing but they could be waiting for a sale, get distract and forget to check out, or they decided against purchasing.
  - This is lower during holidays.

Boxchart of Metrics
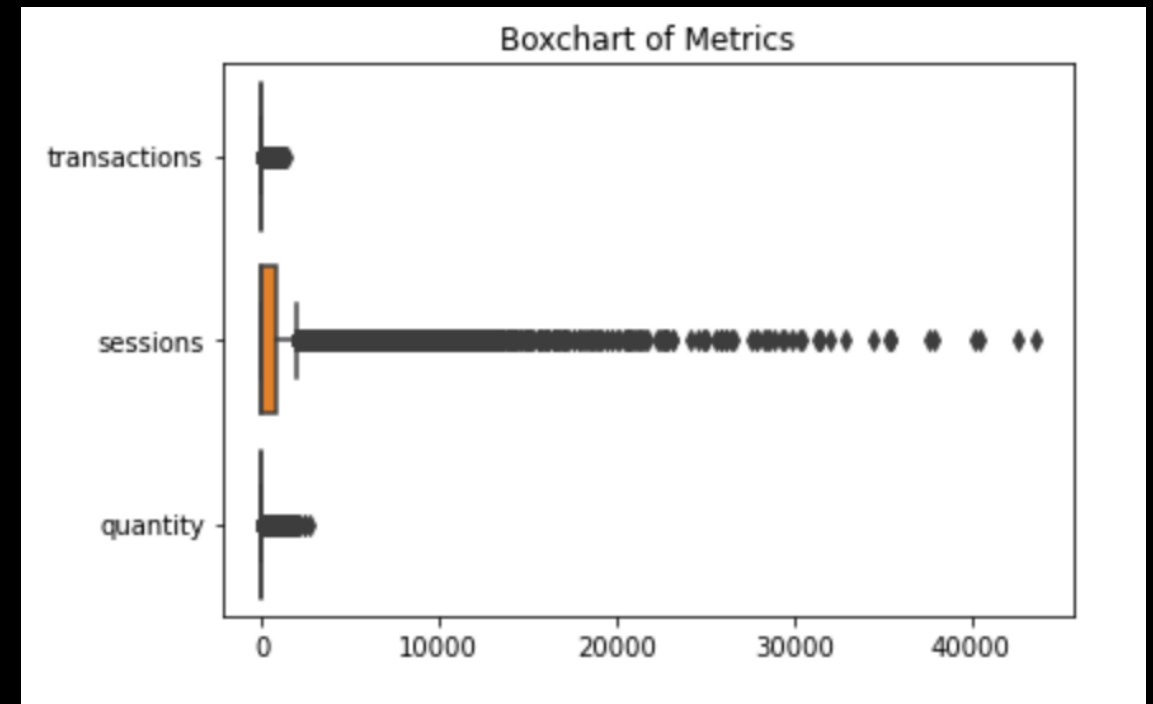
Session Counts Analysis

- Mobile devices have the lowest conversion rate and desktop has the highest.

- People are less likely to make purchases on mobile or tablet

- However, if there is a big sale month, the number of mobile and tablet conversion jumps higher than desktop. Do busy holiday seasons mean more phone shopping?

- Is the mobile and tablet experience driving people away?
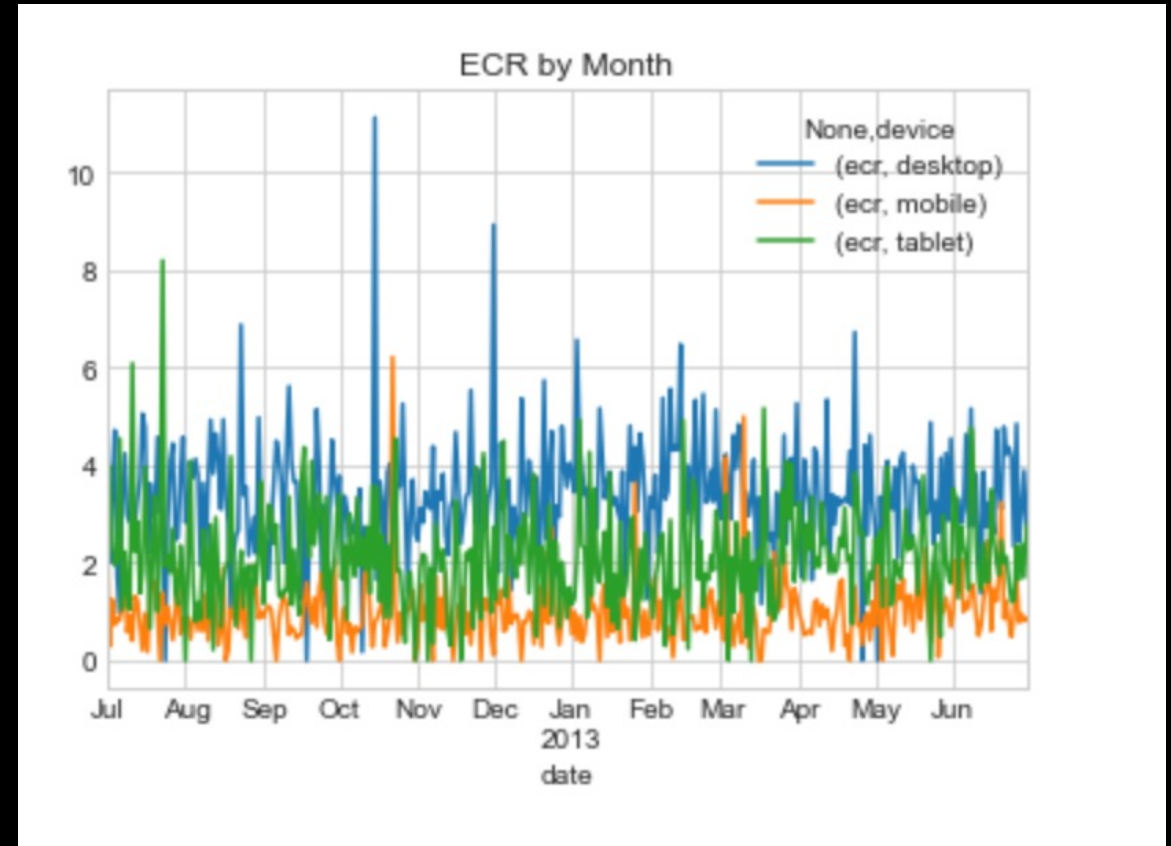
Adds to Cart Analysis

- During sale months, customers added items to their cart and left them there far less than usual– implying that the sale encouraged them to check out.

- The purchase rate shows that there were small successes in September and January but that May was a particularly successful month for the metrics given.

- Need revenue values to confirm.

- What sale happened around memorial day? Copy this marketing strategy for the future.

Purchase Rate by Month

Recommendations

1. Hire a UX designer to improve the mobile and tablet website experience.

2. Add some more user friendly check out options such as Shop Pay or Paypal.

3. Copy the sale strategy from Memorial Day for the next holidays, especially the Holiday season.

4. Check on the method used for obtaining browser data-- 6% of data is not compiling correctly.

5. Add in revenue, product, and user data to gain more insight.