

# ONLINE RETAILER PERFORMANCE ANALYSIS

IXIS Digital Challenge (Submission)

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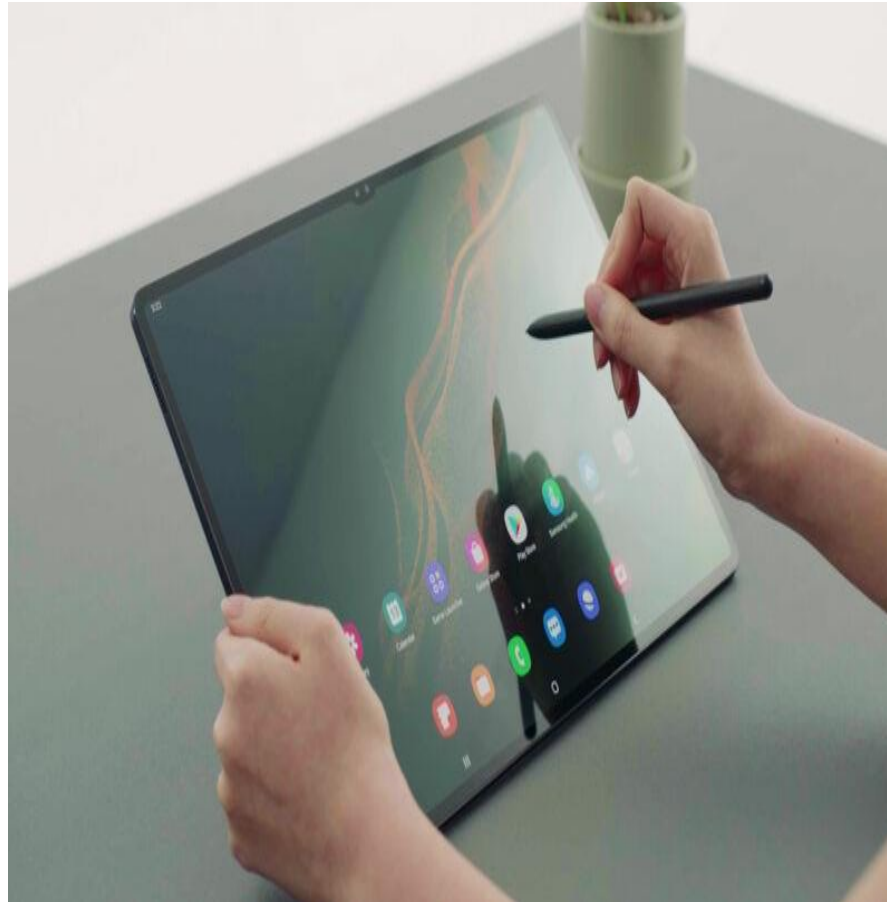


## DATASETS:

- ❖ SessionCounts.csv: sessions, transactions, and QTY broken out by browser \* deviceCategory \* date
- ❖ addsToCart.csv: addsToCart broken out by month

### Sheet 1:



- The first sheet is a combination of a pivot table and the ECR, which is found the fraction of the transactions to the sessions.
- Each month of the year is divided into three category based on the device used,
- Devices used : Tablet , Phone and desktop



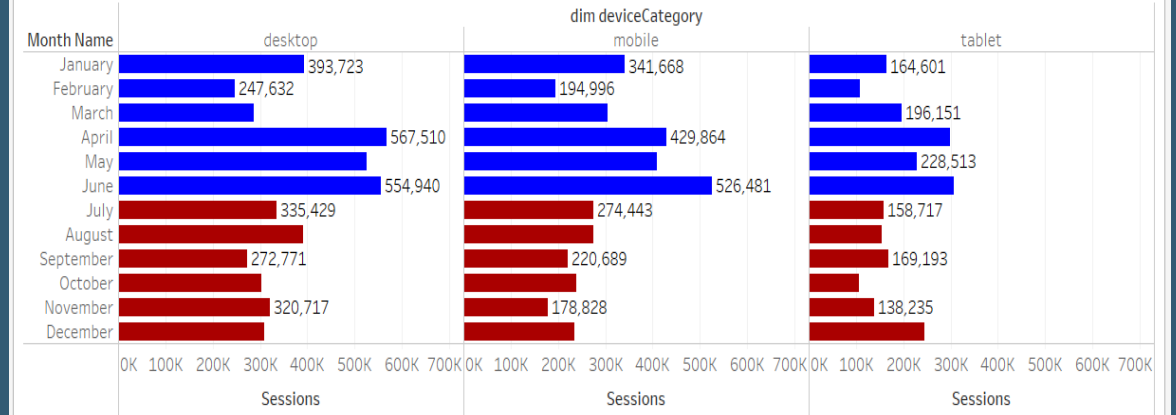


## CONCLUSIONS:

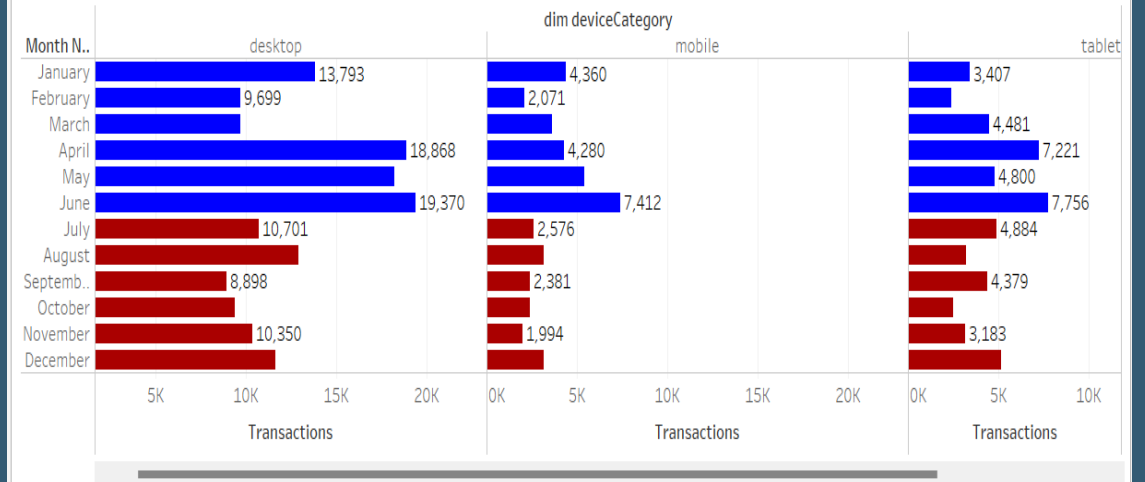
- The number of sessions in every category was high in June 2013, WHY ?
- Probable causes: season, summer discounts....
- The tablet is not used as much as the desktop and Phone
- Probable reasons: Most people don't use tablets or the app version on the tablet is not as user friendly as the rest.
- Action to be taken:
- Improve tablet application quality
- Deep analysis to why the sessions spiked in June, and reinforce that.
- Months with low sessions, app advertisement can be reinforced.
- The same trend of applies to transactions in June 2013

-  : 2012
-  : 2013

### Sessions vs Device Category vs Month



### Transactions vs Device Category vs Month



## CONCLUSIONS.

From the chart, the users added a lot of products in their carts.

The low number of addtocart in June 2013 justifies the high number of transactions, meaning users checked out their products.

Why ? The high number of addtocart in August 2012

■ : 2012

■ : 2013

### AddsToCart

