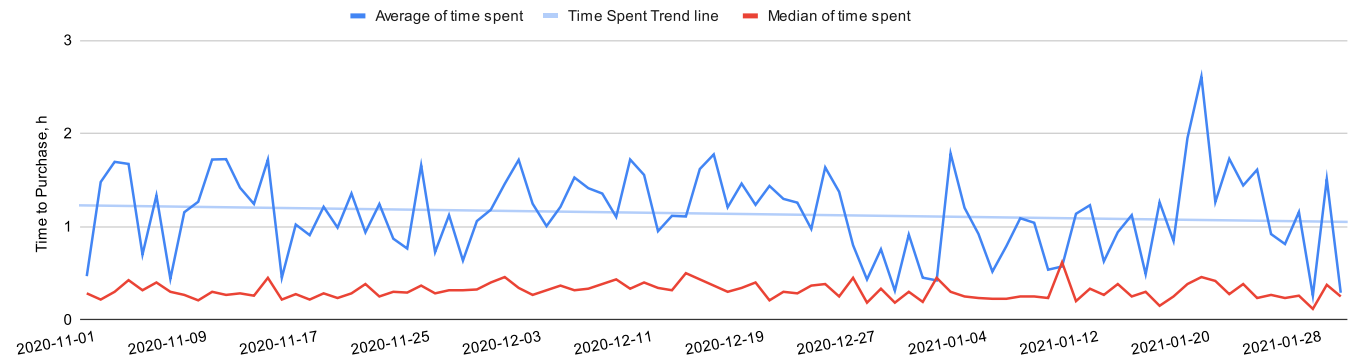
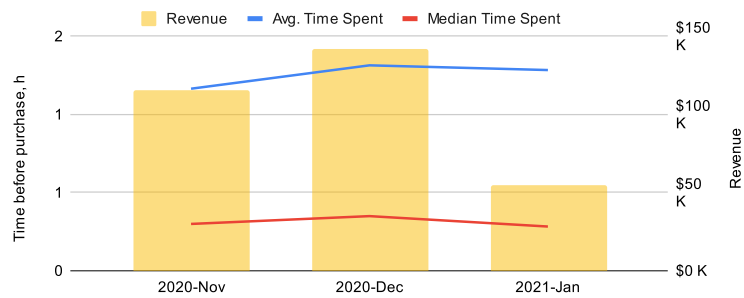


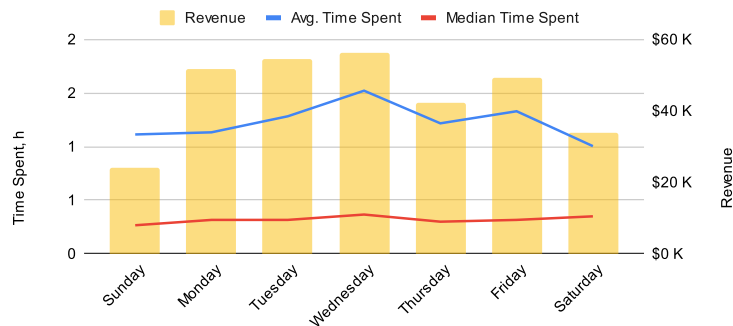
Daily duration dynamics: Time to Purchase



Monthly duration dynamics: Time to Purchase and Revenue



Time to purchase vs Revenue per weekday



Comments

The graph above shows daily duration until purchase dynamics for analysed period of time

The average session duration is 76 minutes, the median - 19 minutes *

Although **there is a big variation in the average, lower median shows the majority of purchases happens within an hour.**

The graph on the left shows top chart summarized and revenue by month
There are no significant changes in session duration over month, however the revenue decreases dramatically.

Further analysis is necessary to understand where such difference between average and median come from and what impact it has on revenue.

It is important to understand user habits on purchasing from the site, and the analysis by weekday can show a little bit into it.

The graph shows session duration by weekdays.

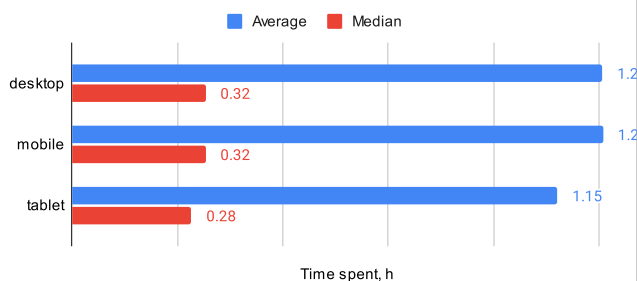
While the average differs more, the median stays more similar throughout the week.

Possibly, the average varies more during the workdays because people are busier and either get distracted from the purchase process or need more time to make the decision.

On weekend people buy quicker, however total revenue is smaller than on workdays.

Since this is Google Merch shop, it is possible our users are coming from business environment, possibly Google partners or similar business.

Time spent by device



User experience can vary widely on the device used.

The chart shows the variation of session duration before purchase by device.

The ratio between average and median does not have significant difference, therefore we cannot say such user behavior depends on the device category.

Even though the most scattered duration distribution across devices is on purchases made from tablet, it barely affects the whole picture since the revenue and purchases coming from this device add up to less than 5% (please see appendix sheet "By device").

Segment: Time to purchase	Avg. Time spent	Order count	Order count, %	Revenue	Avg. Order Value
Less than hour	19 min	3476	79%	\$234,740	\$68
Between 1 and 2 hours	1h 25 min	344	8%	\$32,012	\$93
Between 2 and 3 hours	2h 28 min	137	3%	\$9,759	\$71
Between 3 and 6 hours	4h 16 min	212	5%	\$15,870	\$75
More than 6 hours	12h 2 min	227	5%	\$19,992	\$88

Further analysis is based on user segments divided by the time it took them to make the purchase.

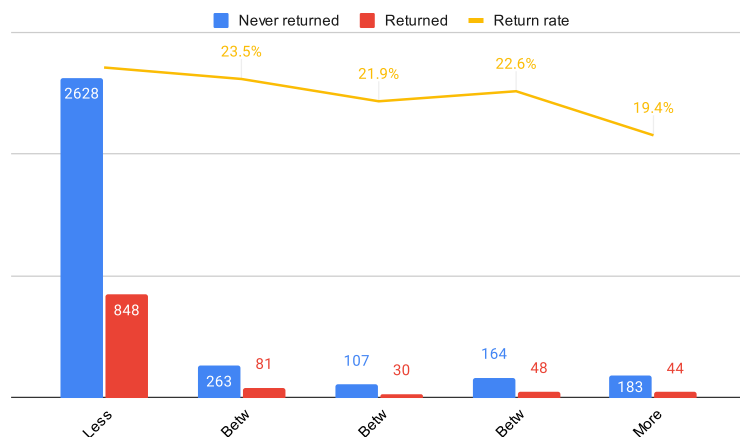
The goal of this kind of analysis is to understand if time spent before purchasing influences revenue and if something could be improved

Around 80% of all purchases are being made under 1 hour, only 10% of them are being made in more than 3 hours.

Interestingly, **the highest average purchase value is generated when purchase is made between 1 and 2 hours time.**

Longer purchase could be associated with bigger cart size (the process of adding more goods to the cart) or higher good price which might take more time to consider.

Returning customers by segment of time spent to purchase



To conclude the analysis, the same segments were analyzed for returning customers rate.

Close to one quarter of the quickest users later came back to make another purchase (or more), while the slowest purchases had close to 20% of users to come back.

The analysis show that **quicker users are more likely to come back to website, however the difference is quite small and to confirm it further analysis would be needed.**

Recommendations

Clear website structure and smooth purchase process always leads to better user experience and increased revenue. Some UX improvements could be done.

For users who buy higher value products: better/clearer product information or similar. Analysis on why it takes them more time, is it because of missing information, etc. Analysis on the change vs potential revenue cost.

For users who spend more time until purchase: a reminder that goods are in the cart or gentle pop/up message suggesting help/guidance.

This analysis is done only on users who purchased during the same day. Further analysis of 1) users who dropped before purchasing at various funnel stages or 2) users who purchased within 24 hours could be done in order to understand how time spent on site affects user experience.

* conversion to minutes Calculator
0.28 16.8

Appendix: daily duration dynamic by device

