



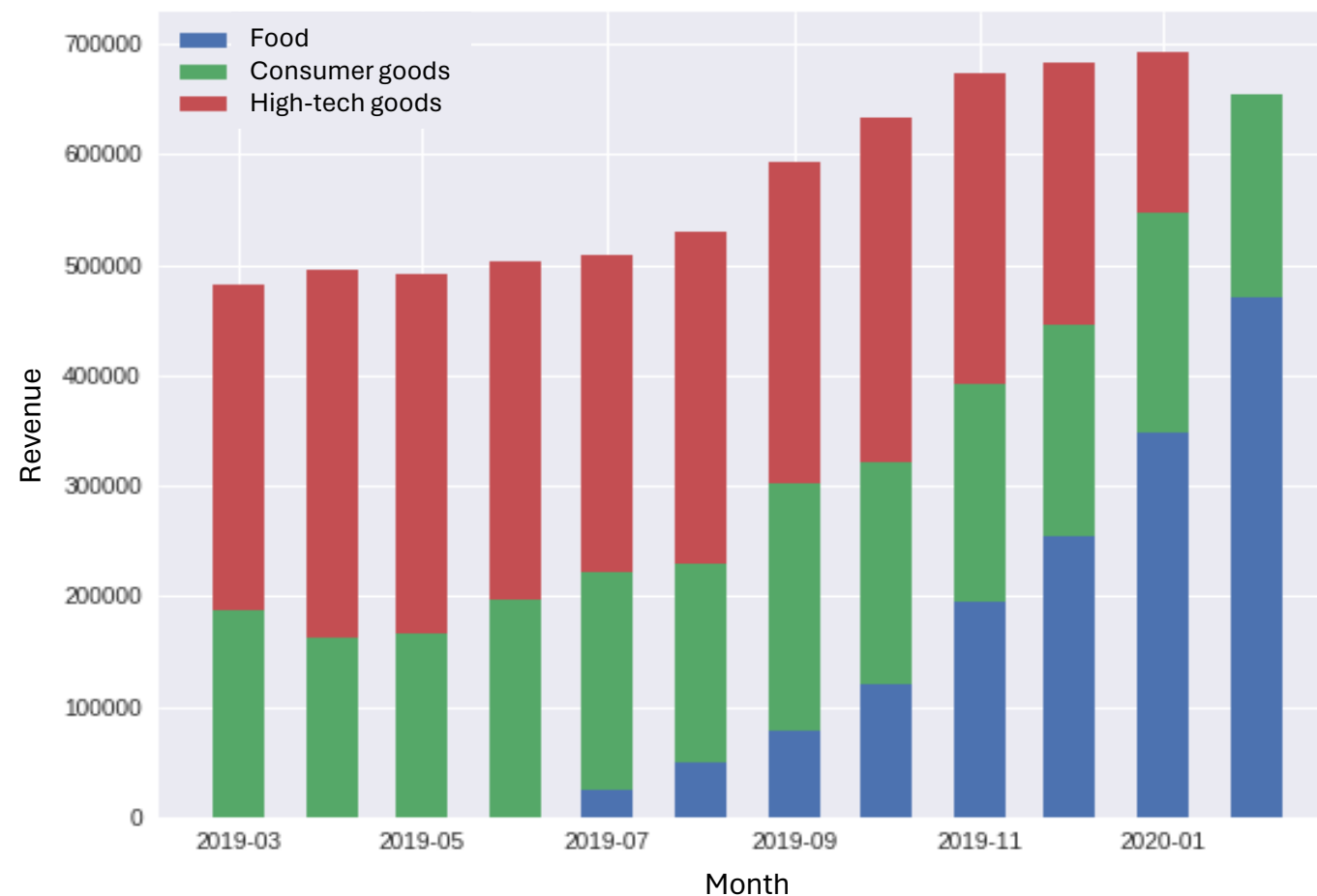
Le Grand Marché

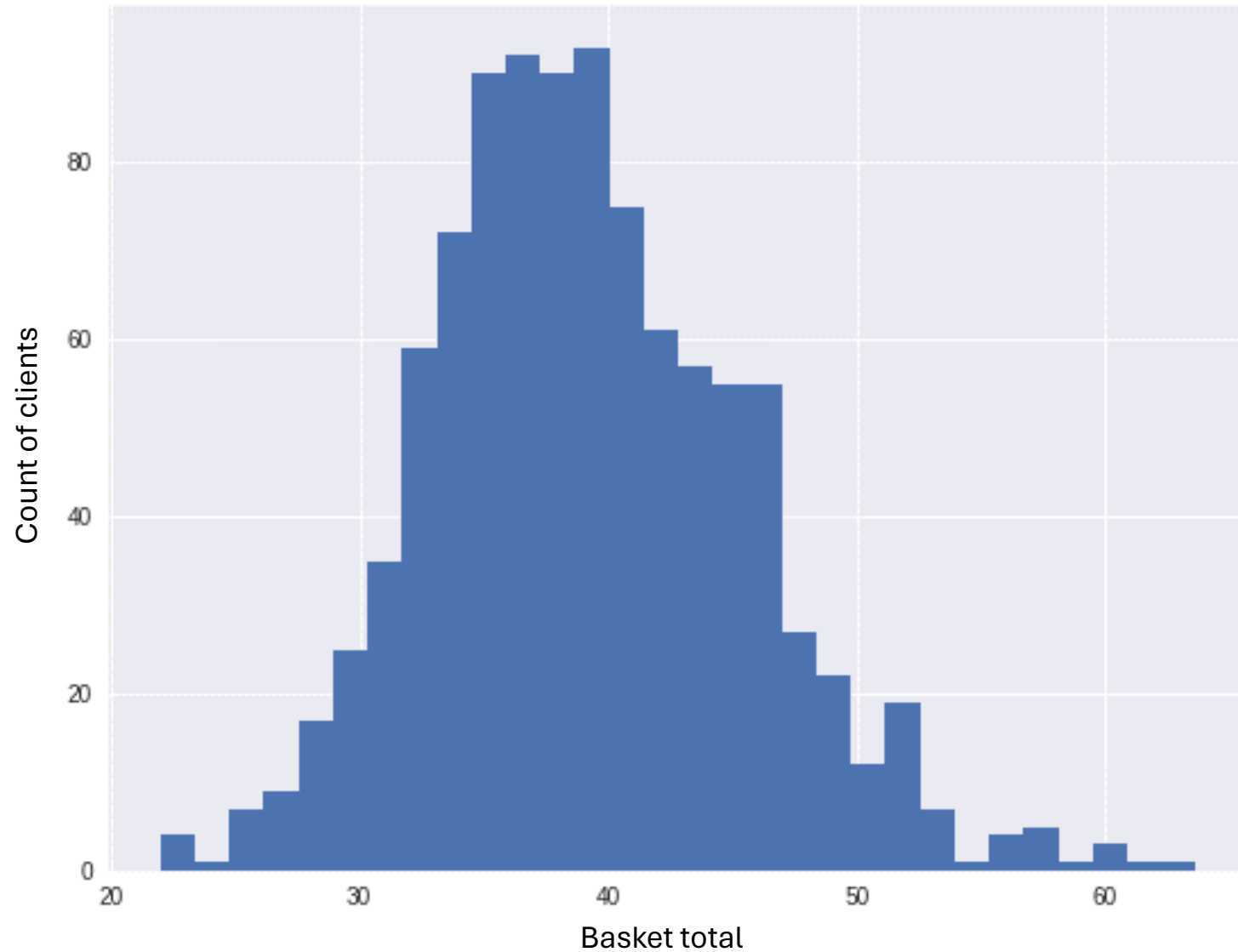
Sales Analysis



Sales of food products continue to rise

The future seems promising, despite a temporary fall in turnover in February 2020.





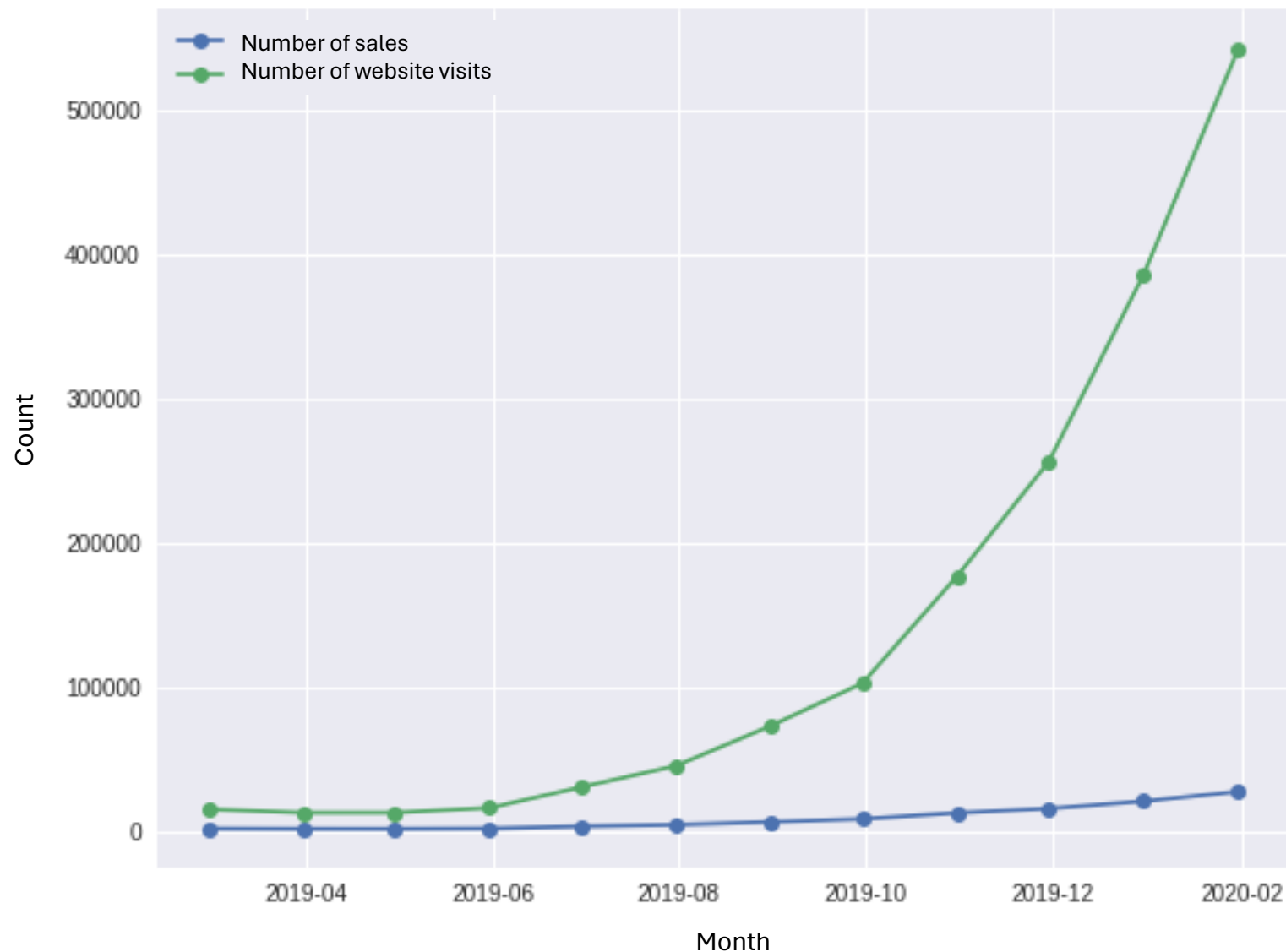
**Majority of clients
spend between
€30 and €45**

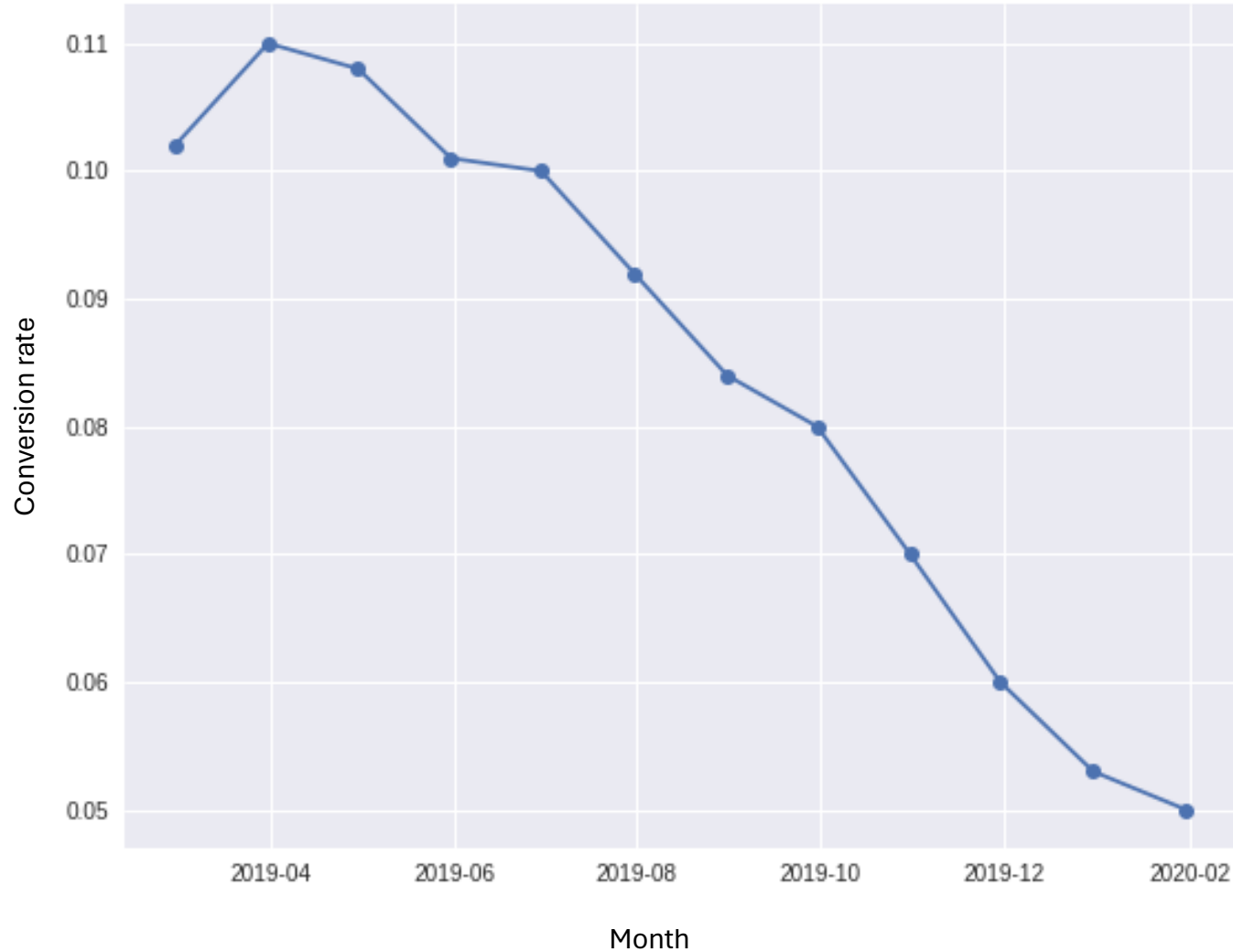
No client spends less than €20 and it's rare for a client to spend more than €55.



Website visits have dramatically increased

Although sales numbers are gradually increasing, this is far outweighed by the increase in website visits. There is a need to examine how we can convert these visits into sales.





Fall in the conversion rate

The conversion rate (the percentage of website visitors who make purchases) has fallen from 11% in April to 5% in February.



The average amount of time spent on our website has fallen

For sessions that have resulted in a purchase, the variability in the amount of time that clients spend on our website has grown but the average amount of time spent on the website has fallen.

