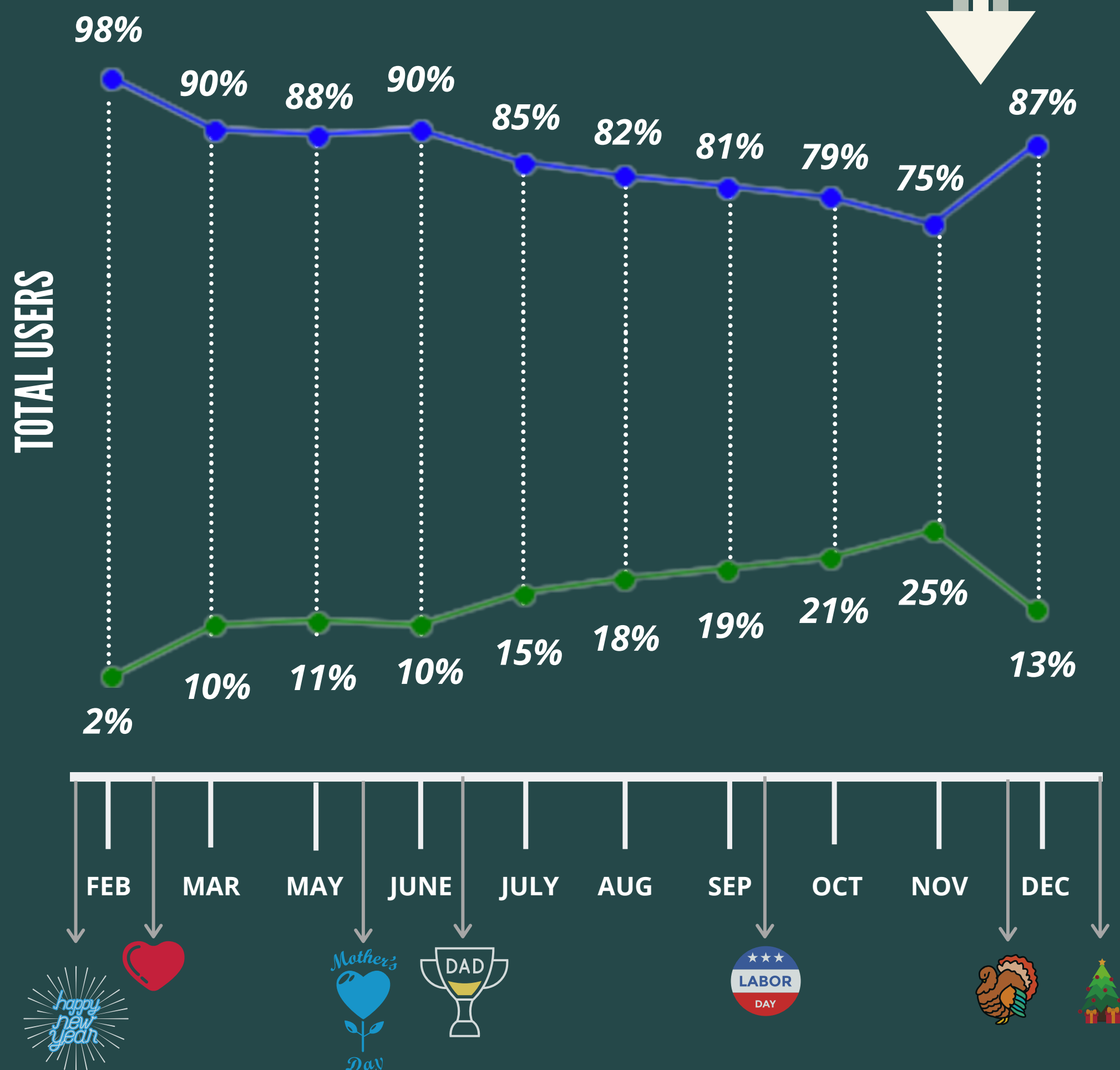
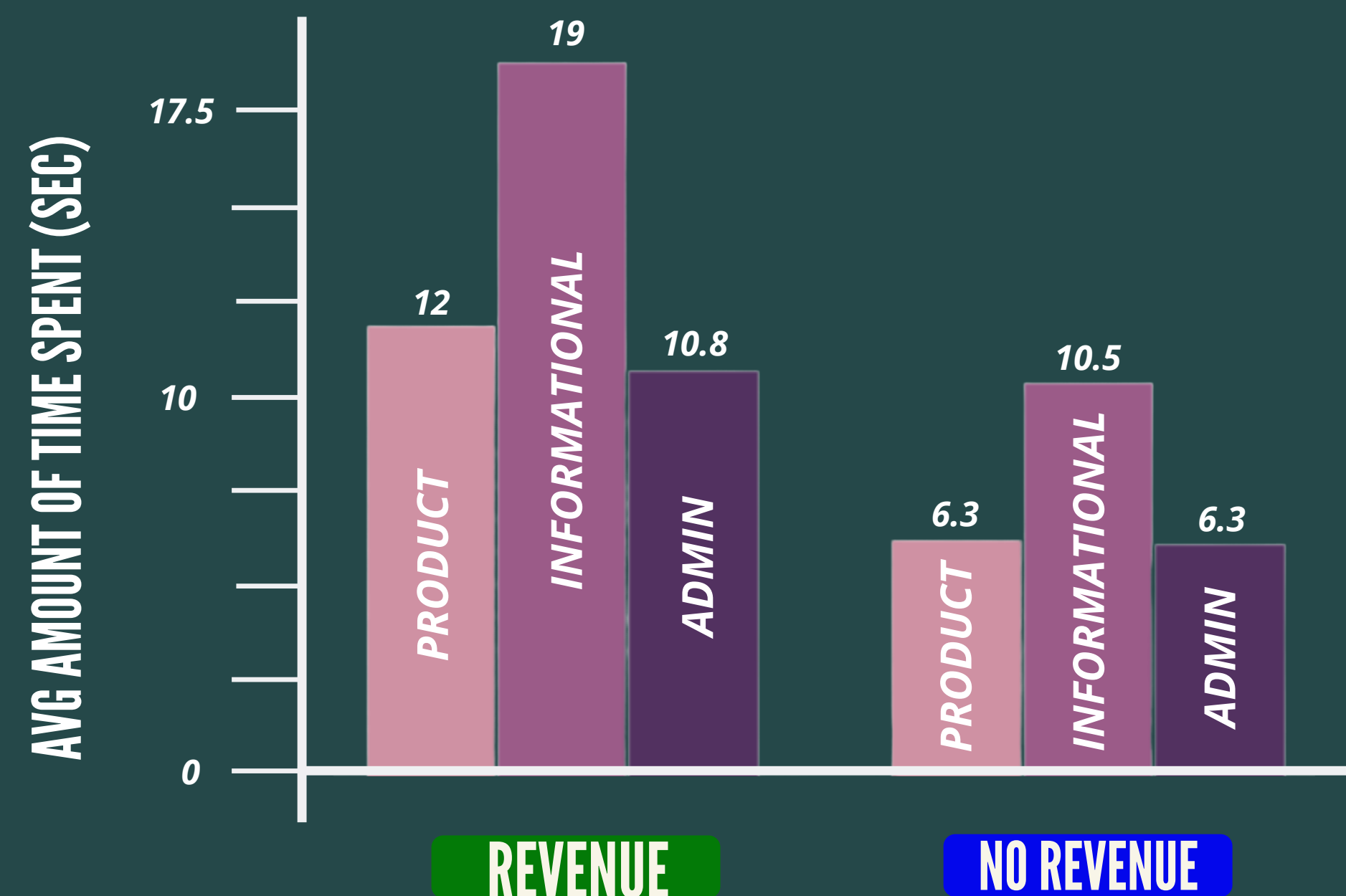


IS CONSUMER BEHAVIOR LINKED TO *purchasing intention?*

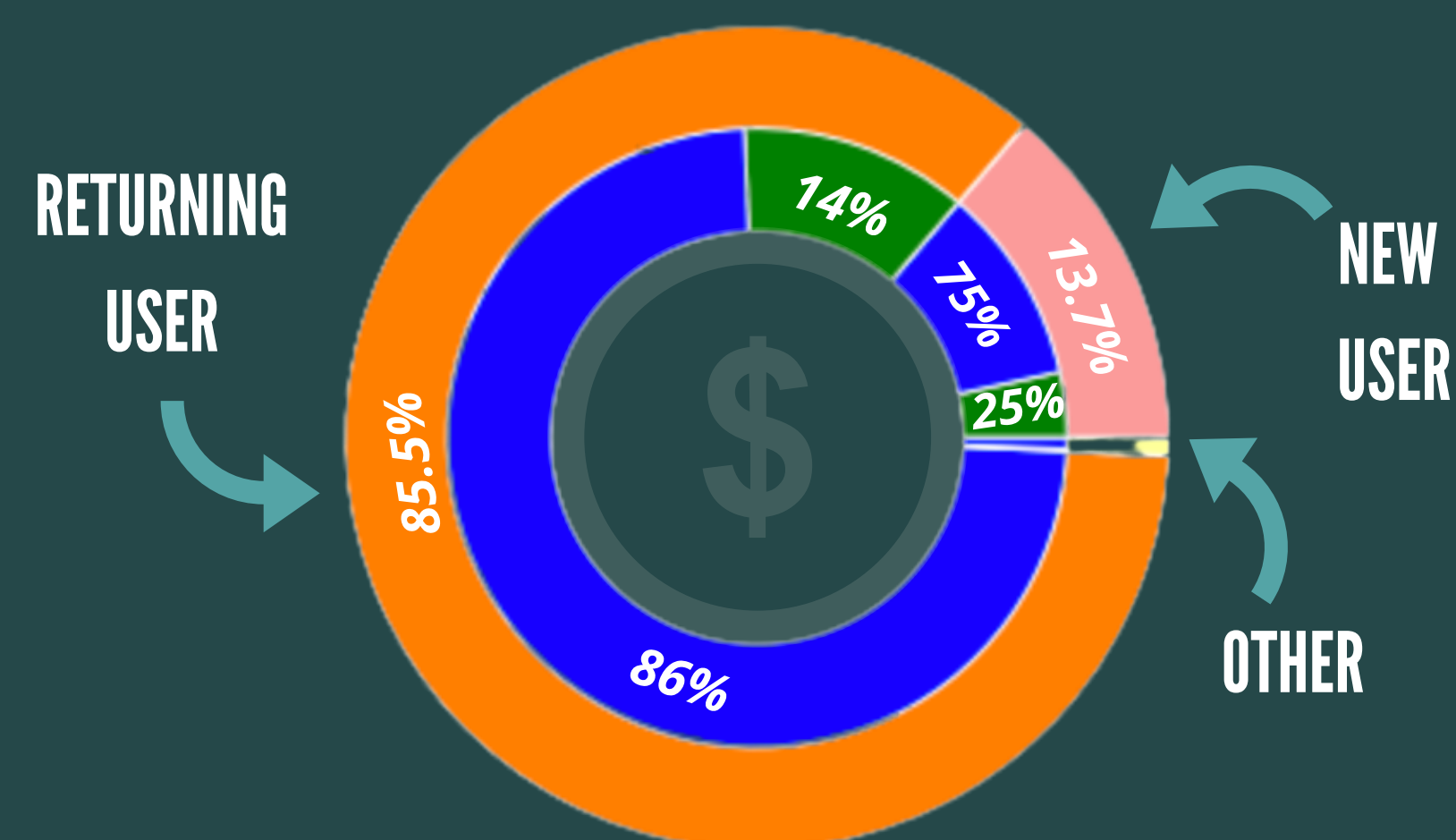
REVENUE **NO REVENUE**



% **REVENUE** TO USERS GOES UP TOWARDS THE END OF THE YEAR



USERS WHO PRODUCED **REVENUE** SPENT, ON AVERAGE, ALMOST 2X LONGER ON EACH PAGE TYPE



HIGHER % OF NEW USERS PRODUCED **REVENUE**

ANALYZING DATA FROM AN E-COMMERCE WEBSITE, WE CAN SEE THAT *purchasing intention* IS LINKED TO CONSUMER BEHAVIOR, THUS WE CAN TARGET THESE PARTICULAR USERS TO INCREASE **REVENUE**