# Notes

## **Sessions**

* Day with the most sessions overall: **Wednesday** 
  + Highest engagement days: **Wednesday–Friday**
* Day with the least sessions overall: **Saturday**
* Period with the most weekly sessions: **10:00am–12:00pm** (totals above 30,000)

**General observations/trends:**

* The highest single block for *every day of the week* is either 10:00 or 11:00
* General weekday pattern: a mid-morning spike in sessions, followed by a slow decline through the afternoon and evening
* Weekends don’t follow this pattern (steeper dropoff Saturday; slower Sunday)

## **Conversions & conversion rate (CVR)**

### **Conversions**

* Day with the most conversions overall: **Wednesday** 
  + Highest conversion days: **Tuesday–Friday**
* Day with the least conversions overall: **Saturday**
* Period with the most weekly conversions: **10:00 & 11:00 (10:00–noon)**
  + **10:00–14:00:** Weekly totals are above 5000
  + **9:00–16:00:** Weekly totals are above 4000

### **Conversion rate (CVR)**

* Day with the highest CVR overall: **Tuesday**
  + Highest CVR days: **Monday–Wednesday**
* Day with the lowest CVR overall: **Sunday**
* Period with the highest weekly CVR: **13:00–15:00** (above 15%)
  + Some **Monday & Tuesday** afternoon/evening blocks above 17%

**General observations/trends:**

* The general pattern of account creation broadly mirrors weekly sessions—with some interesting differences
* The conversion rate hovers between 10%–16% for most hours/most days; spikes don’t always correlate to session metrics
* The 10**–**noon block has the most conversions (just like sessions), but the conversion *rate* doesn’t spike to the same degree, e.g.:
  + **Wednesday 11:00:** 8,801 sessions and 1,000 conversions = **CVR 11.36%**
  + **Wednesday 14:00:** 6,772 sessions and 1,112 conversions = **CVR 16.42%**
* The highest conversion rates happen Monday and Wednesday afternoons/evenings, when session volume is moderate.

# Email

| **From:** your.email@lacier.com  **To:** marketing.team@lacier.com  **Subject:** Strategy and budget suggestions |
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| Hi team,  I’ve gone over the days and times dataset. Here are my recommendations for maximizing conversions:   1. **Run more ads when conversion rates are highest:**     1. Mondays, 1:00**–**6:00 PM (1:00**–**18:00)    2. Mondays, 7:00**–**10:00 PM (19:00**–**22:00)    3. Tuesdays, 12:00**–**8:00 PM (12:00**–**20:00)    4. Wednesdays, 2:00**–**7:00 PM (2:00**–**19:00)       1. **Total hours: 20** 2. **Run fewer ads when session volume is high, but conversions are low:**    1. Mondays**–**Fridays, 3:00**–**6:00 AM (3:00**–**6:00)    2. Saturdays and Sundays, 3:00**–**5:00 AM (3:00**–**5:00)    3. Mondays, Wednesdays, and Fridays, 11:00 AM**–**12:00 PM (11:00**–**12:00)       1. **Total hours: 22**   Best,  Digital Marketing Specialist  L'Acier fine steel cookware logo |