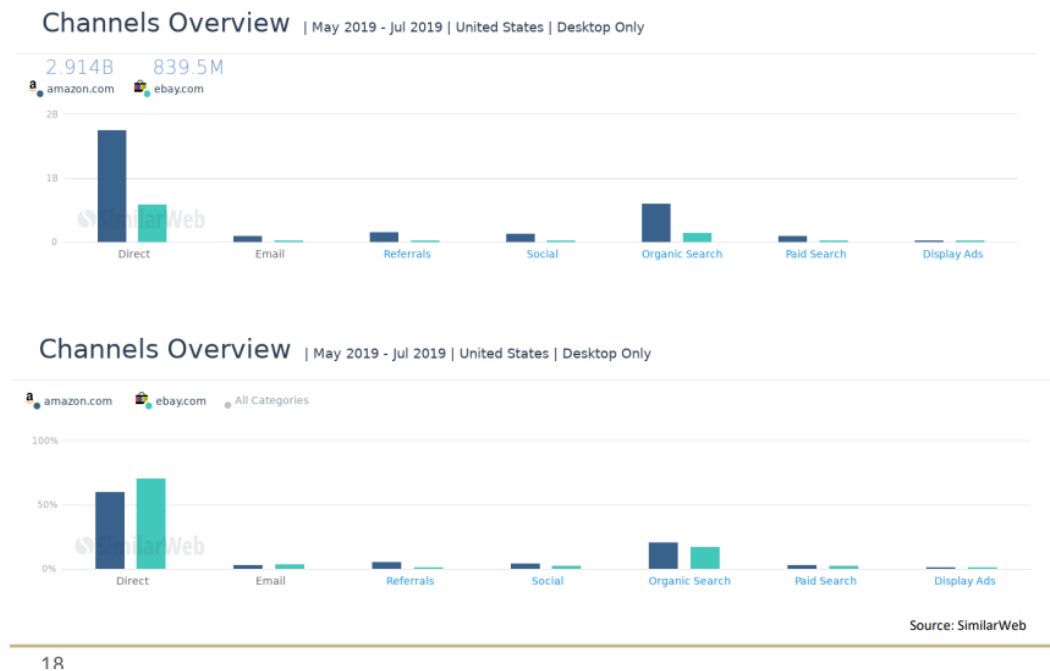


Planning the Presentation

1. Introduction

Need Explanation about the Data

1. **Charts** : Channel Overview



2. Numbers : # of visitors

3. percentile of purchase conversion

4. Average value per order

5. Average order per buyers

2. Customer Journey

a. Customer journey Charts

i. Charts → Rate Charts from signup to repeat purchase conversion

ii. Numbers :

i. Signup

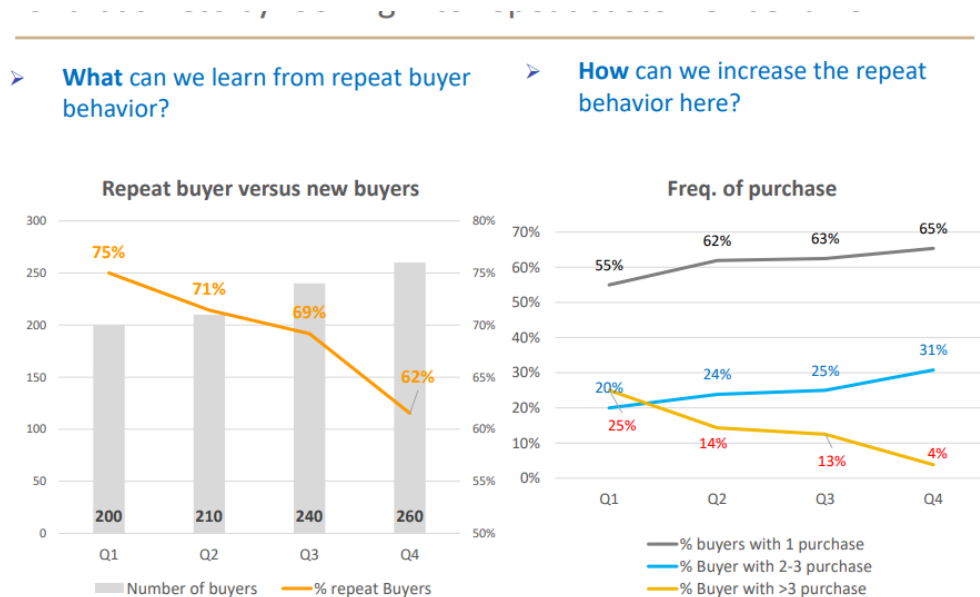
i. %of visitors who sign up

ii. View Conversion

- i. % customers who view skus
- iii. Cart Conversion
 - i. %customers who add SKUs to cart
- iv. Purchase Conversion
 - i. % who purchase SKUs
- v. Repeat purchase conversion
 - i. % Customer with repeat Purchase more than 1

3. Repeat Buyer vs New buyer

a. 동향 비교



b. 방향성의 강조

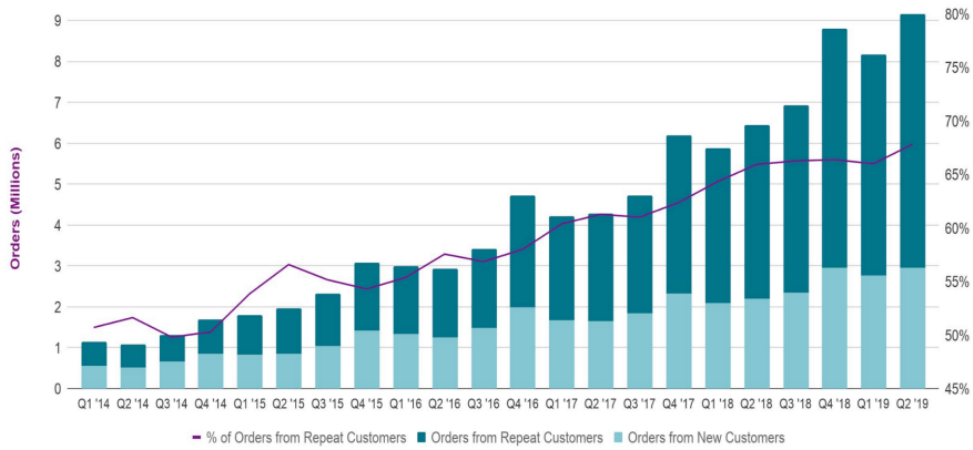
c. 어떠한 제안을 가지고왔는지

- i. Focusing on New Customers? or Repeat buyers?

4. if the result of #3 is Repeat Buyers

a. Charts :

Retention metrics are reported by companies (e.g., Wayfair.com) in their quarterly earning call to the public



1.

5. Suggestion