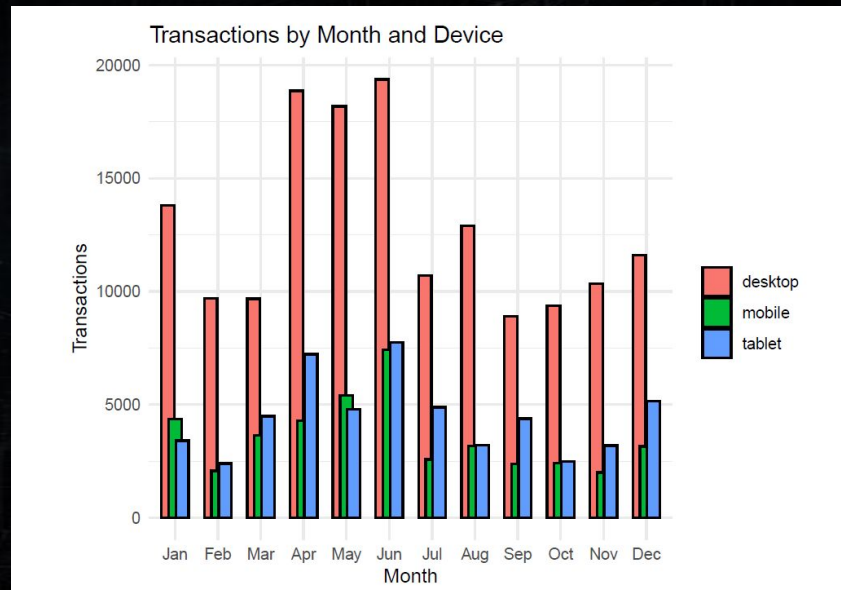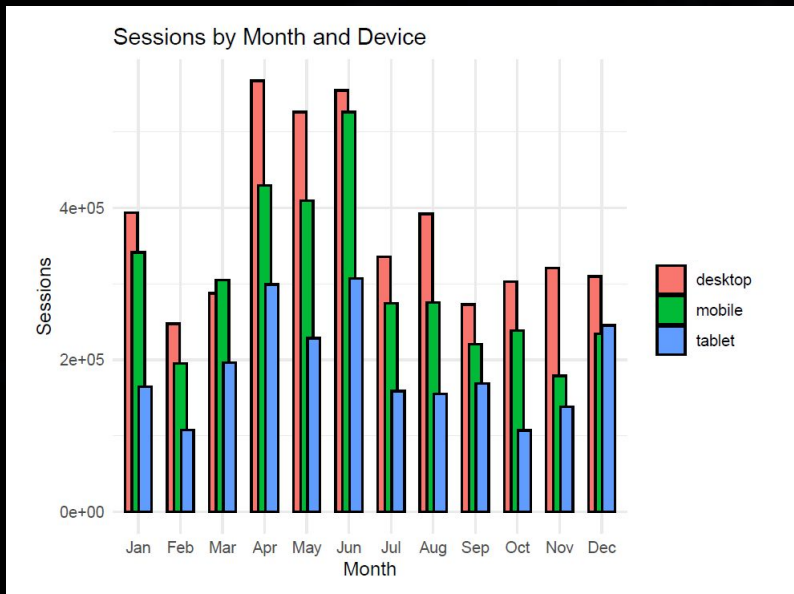# IXIS Data Science Challenge

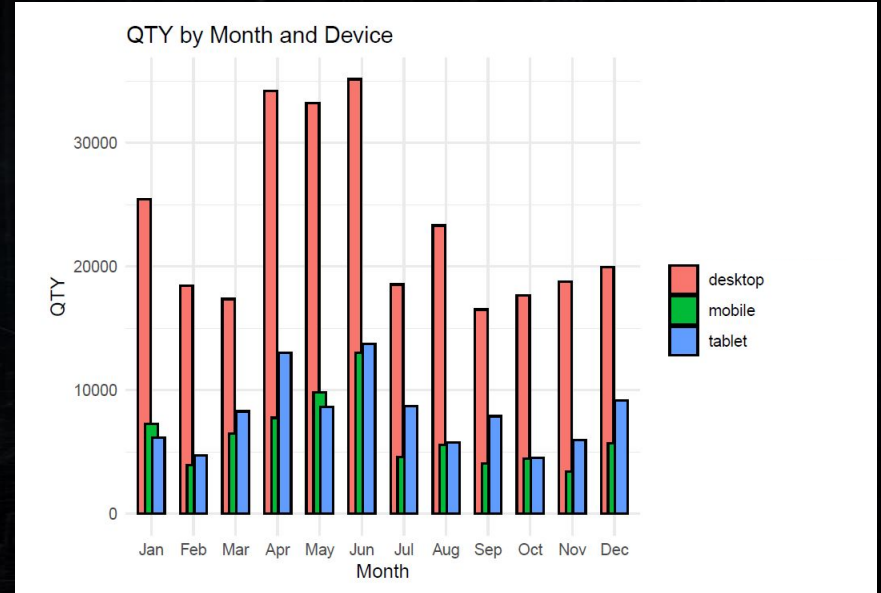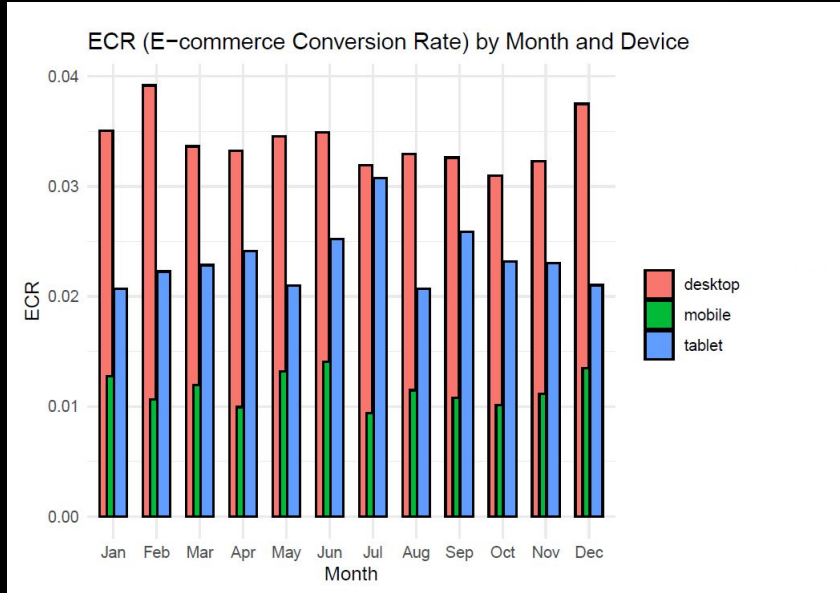Insights and Opportunities

By Isabelle Stratton

Month and Device Significance

We can see that across transactions, sessions, and QTY, there is more activity across all devices from April to June.

Month and Device Significance

ECR (E-commerce Conversion Rate) by Month and Device

QTY by Month and Device

Desktop is the most popular device across the board for website engagement. Tablet and phone fight for second place: implying an opportunity for more mobile-friendly business adjustments.

Change Over Months
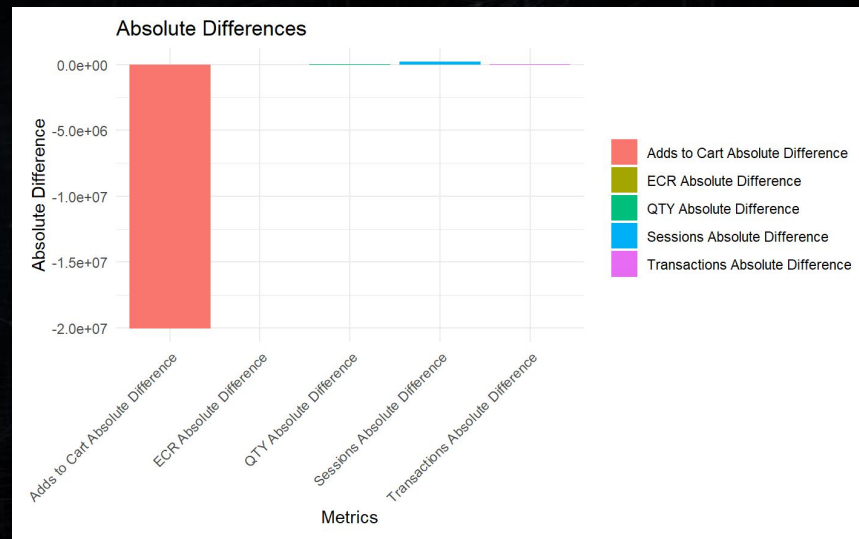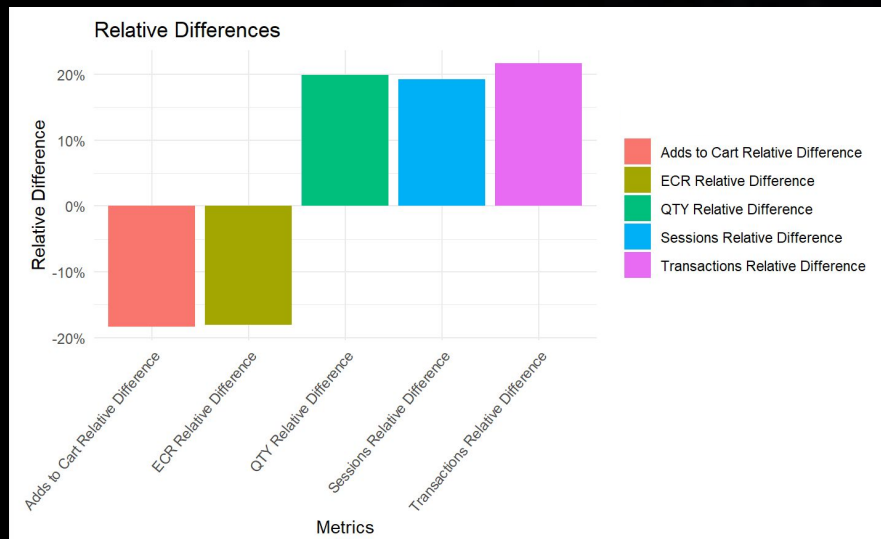
We see an uptick in transactions and quantity of items bought but a decrease in adds to cart over the month. This finding is counter-intuitive but it may imply a more decisive shopping experience.

Conclusions

The analysis of user engagement patterns across different browsers and devices highlights several key insights.

- Desktop usage remains the most popular for website interactions, with Safari and Chrome on desktops showing strong performance in engagement and transactions, respectively.

- Seasonal trends indicate that April through June are peak months for user activity.

- Despite an increase in transactions, there is a notable decline in cart additions, suggesting more decisive purchasing behavior and fewer abandoned carts.

These insights should inform strategic enhancements, particularly in optimizing for device-specific experiences and adapting to user behavior trends.