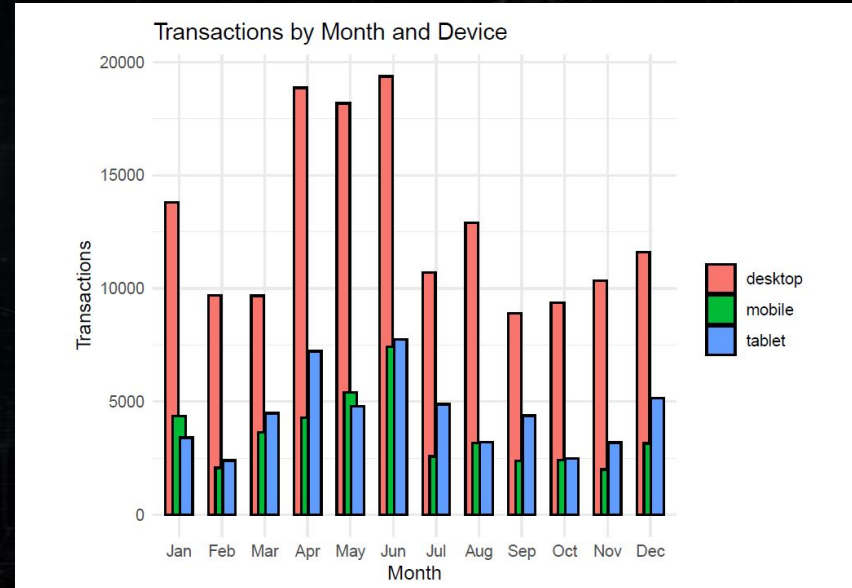
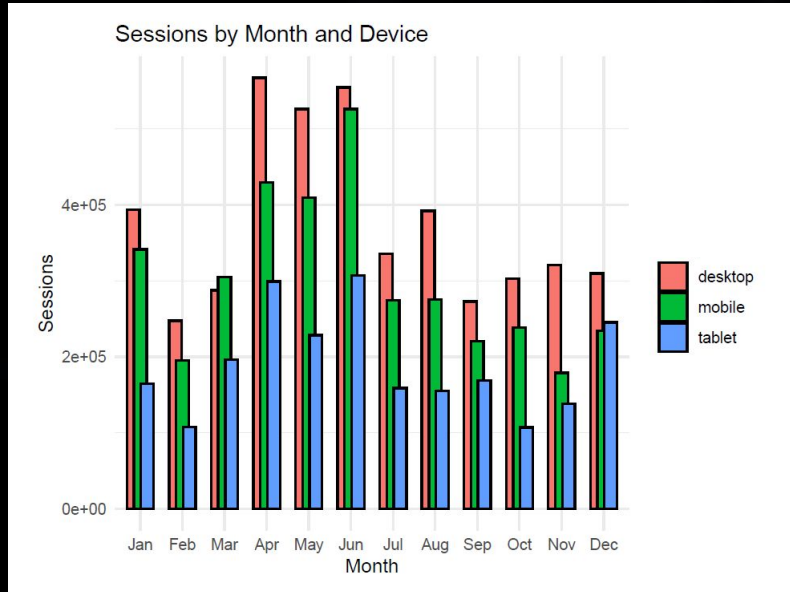


# **IXIS Data Science Challenge**

Insights and Opportunities

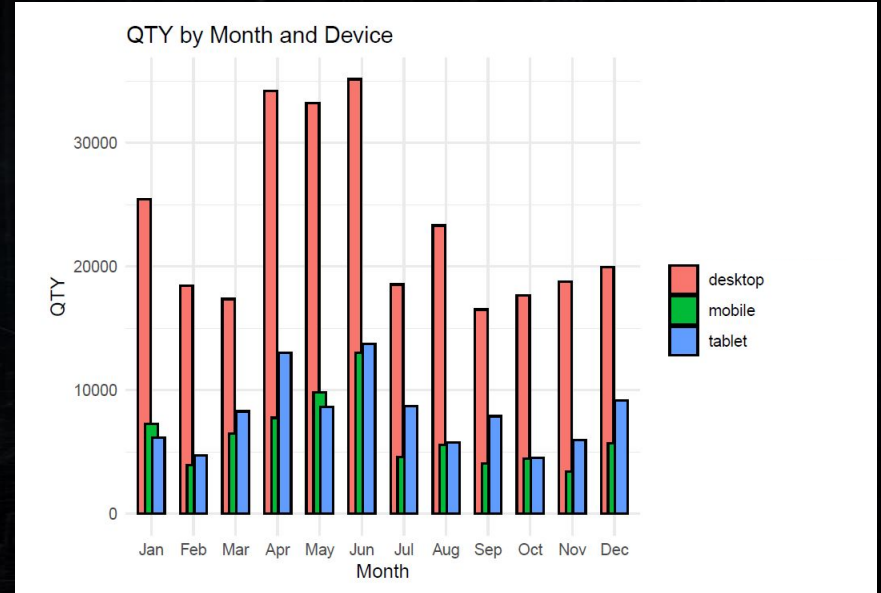
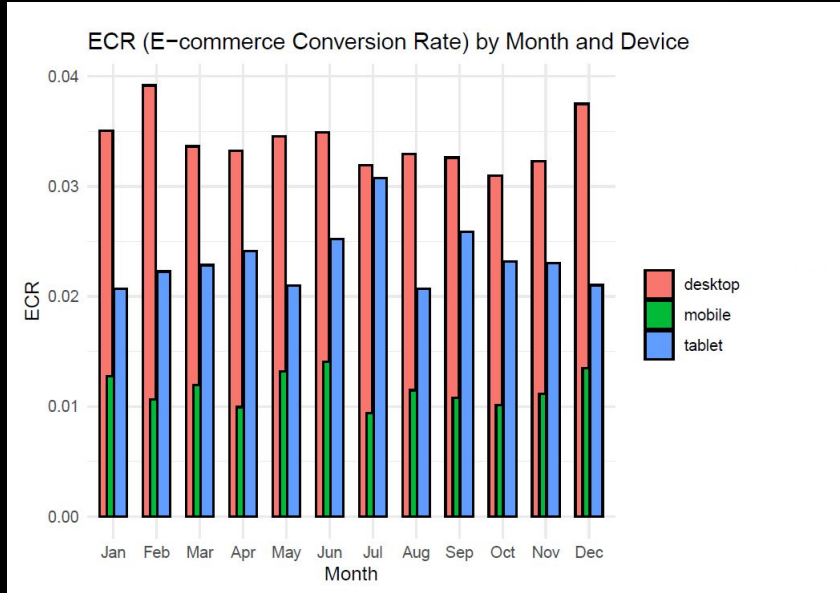
By Isabelle Stratton

# Month and Device Significance



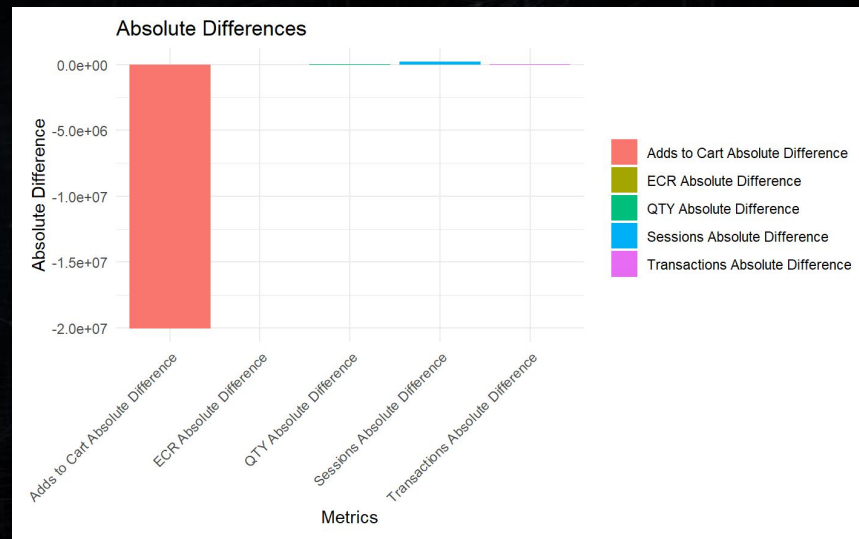
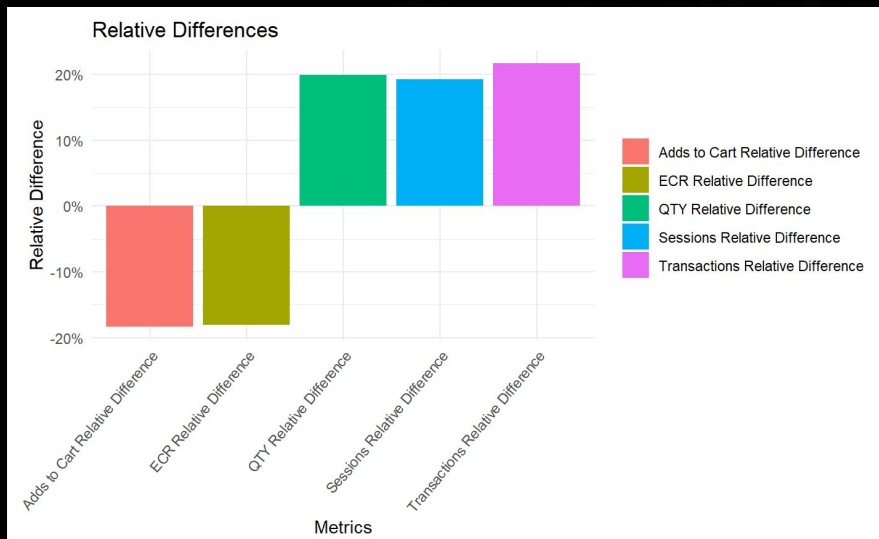
We can see that across transactions, sessions, and QTY, there is more activity across all devices from April to June.

# Month and Device Significance



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 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.**