

# Every Second Counts: Website Performance Insight

Presented By  
Rohan Jaiaprasat

# Our Goal

1

To understand why program registrations have been modest despite substantial traffic and initial interest.

2

Use the knowledge to derive actionable recommendation.

# 37%

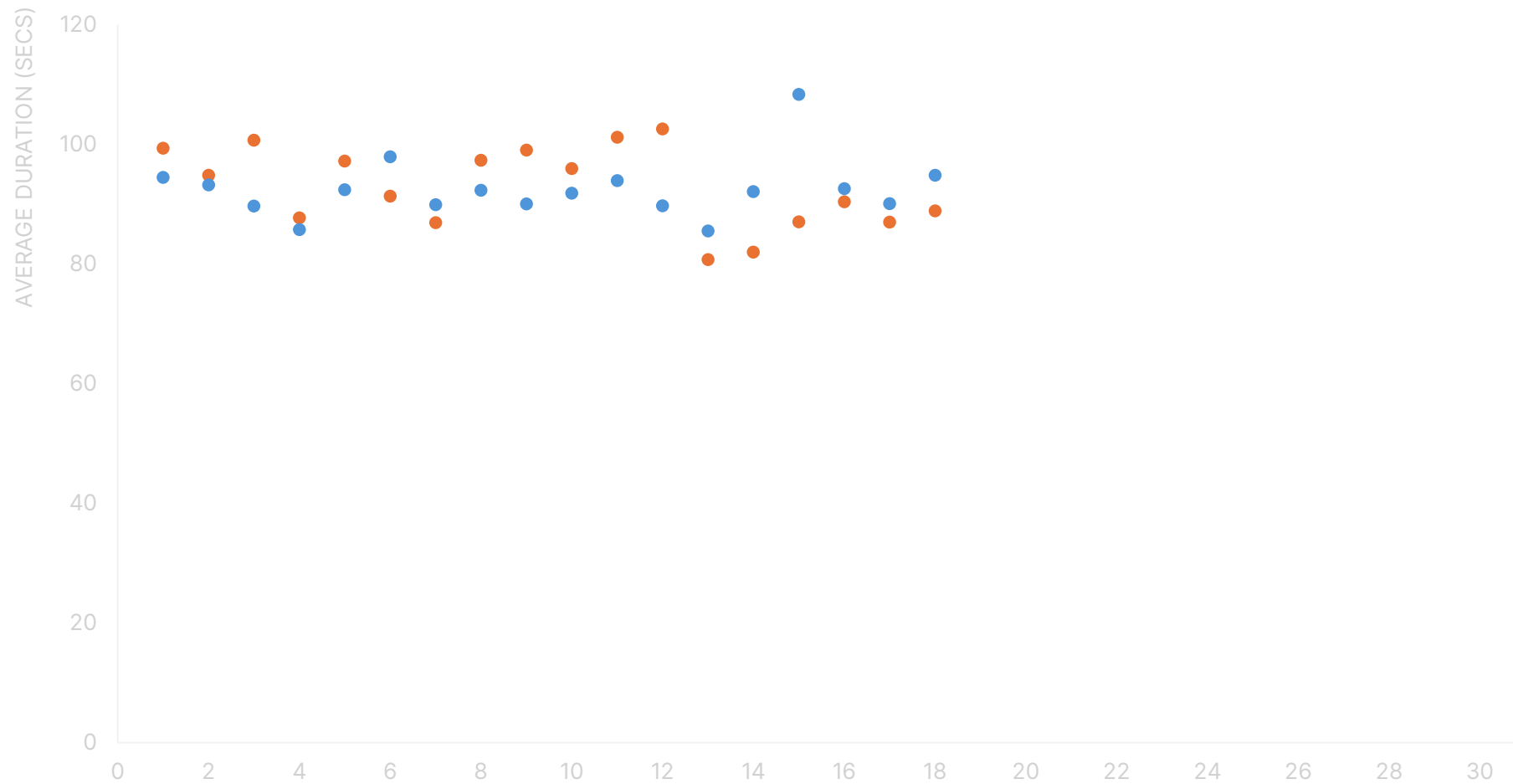
Of users completed  
registration, during the trial run.

Is this acceptable?

Data source: Web Analytics, 2023.  
n=2118 Sessions

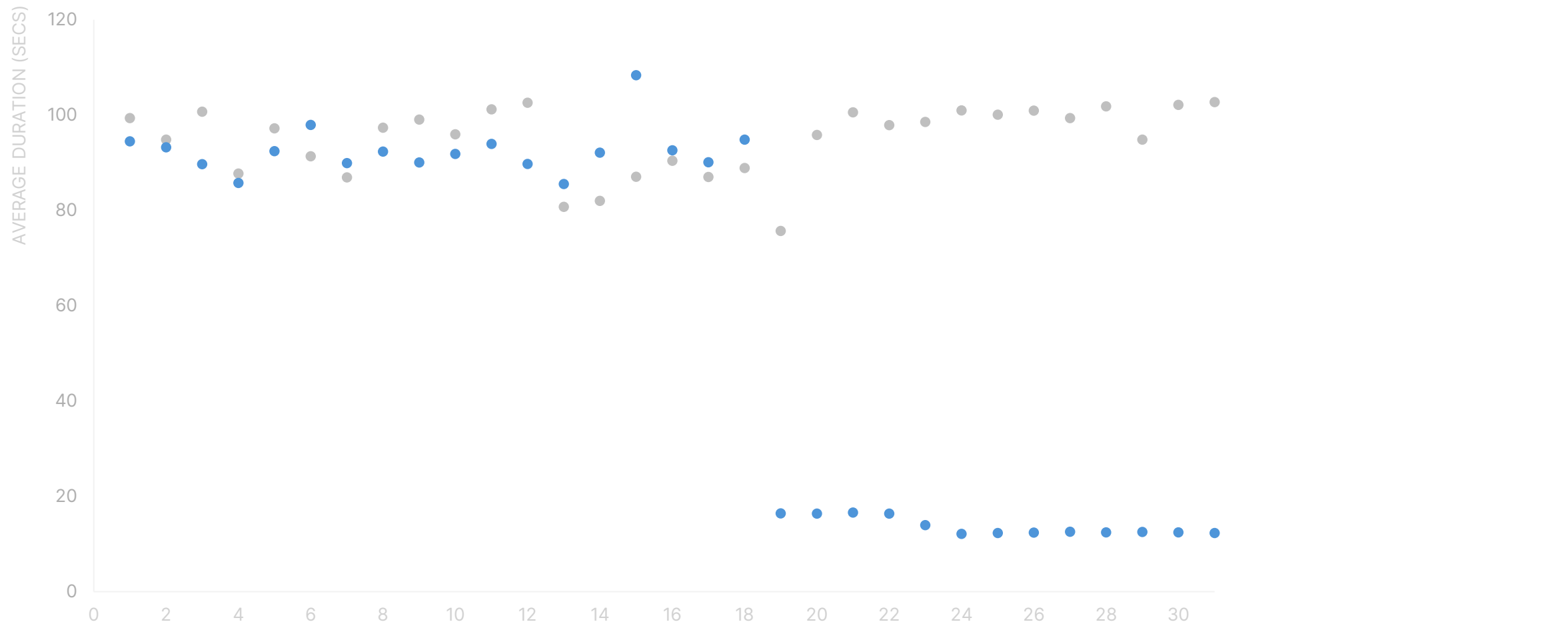
# Positive Initial Engagement

In the first 18 days, **mobile** and **desktop** users showed high engagement



# Critical Shift: Decline Mobile Engagement

A notable decline in engagement around day 19, while desktop users remained steady



# Long load time hurt mobile users leave earlier

Let's discuss: how we can improve the performance for better user experience?

