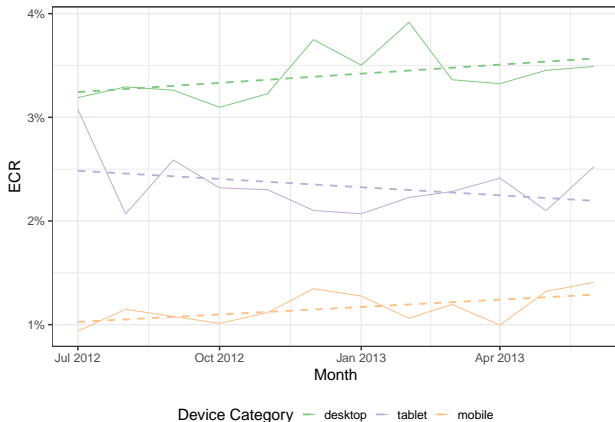


IXIS Data Science Challenge

Joran Elias

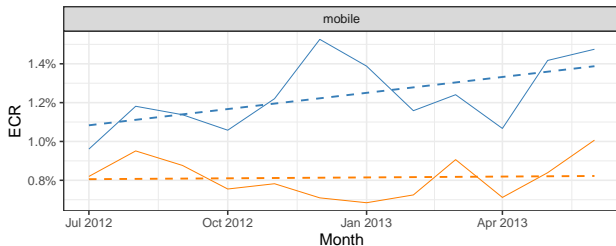
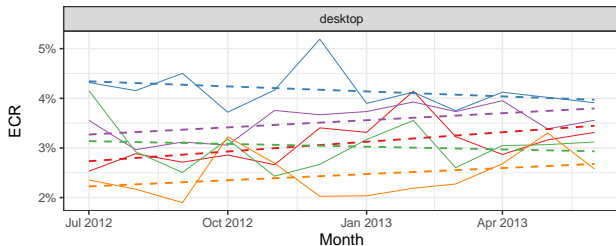
Conversion Rates By Device Category

- ▶ Conversion rates are best on desktop devices, worst on mobile
- ▶ Desktop & mobile conversion rates have trended gradually up (0.019 & 0.014 per month respectively)
- ▶ Tablet conversion rate has trended gradually down (-0.0063 per month)



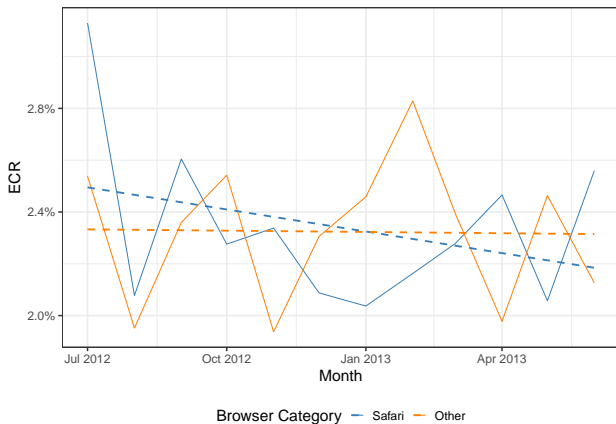
Conversion Rates - Desktop & Mobile

- ▶ Desktop conversion has risen overall, but the best converting browser category, Safari, has declined slightly
- ▶ Mobile conversion rates are small, but exhibit strong growth on mobile Safari



Conversion Rates - Tablet

- ▶ Apparent small decline in tablet conversion rates due to single large value in July 2012 on mobile Safari
- ▶ Without this potential outlier, tablet conversion would likely appear flat for the year



Recommendations

- ▶ Focus on mobile Safari as a high growth opportunity
- ▶ Investigate improvements to iPad (tablet) Safari experience, as conversion rates there have been flat or declining
- ▶ Investigate improvements to desktop Safari experience, as conversion rates there have declined