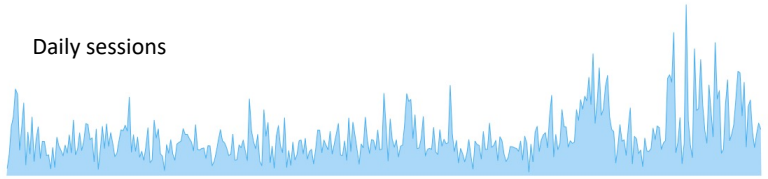
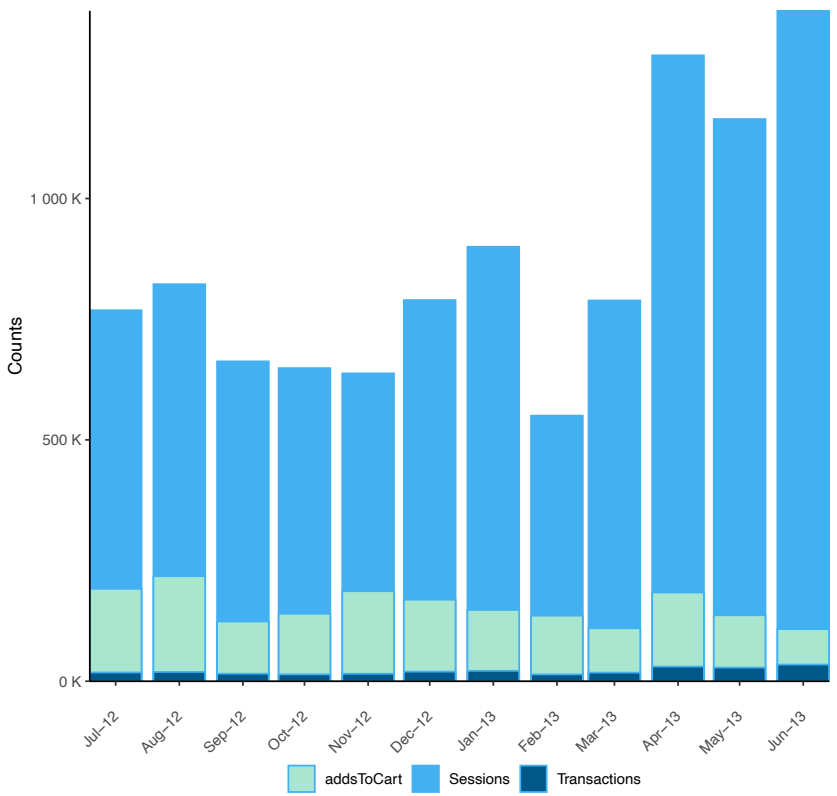
Website Analytics Insights

July 2012 – June 2013

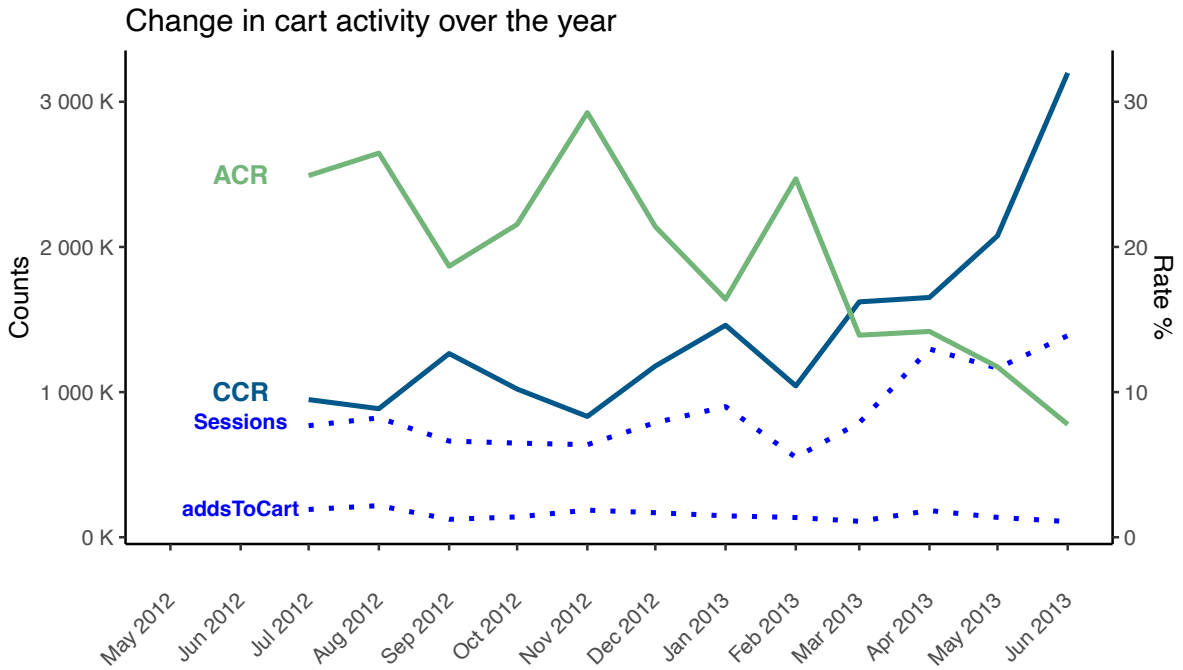
Metrics overview

Sessions Total	Transactions Total	ECR Average
10,418,913	249,655	2.4 %



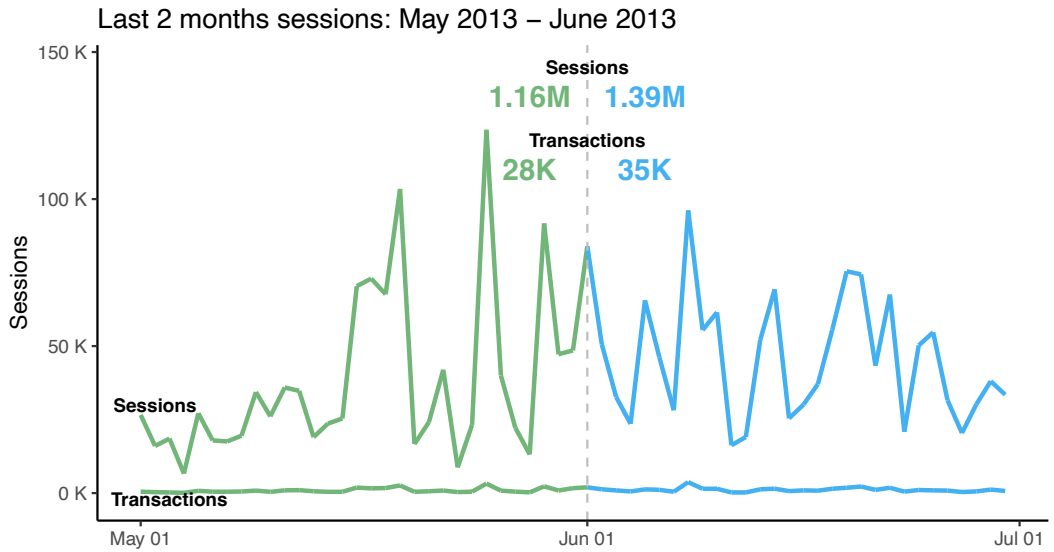


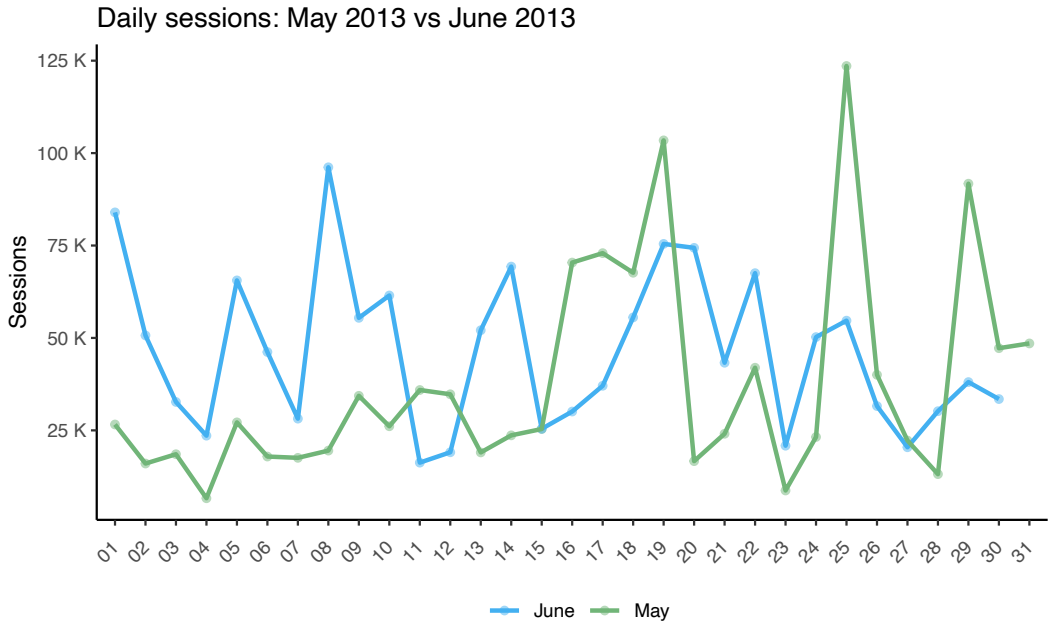
QTY Total	Adds-to-cart Total	ACR Average	CCR Average
450,830	1,850,073	18 %	14%



- There was a spike in total sessions and transactions from December to January and a general steady in the last 4 months . This was accompanied increase in cart conversion rate (CCR). The percentage carts abandoned before completion of a transaction decreased.
- The positive upward trend in site activity was counteracted by a gradual decline in adds to carts totals and rate of addition (ACR).
- This could signal increasing ease of site navigation and completing transactions, but also increasing difficulty in adding items to the cart

May -June month over month metrics

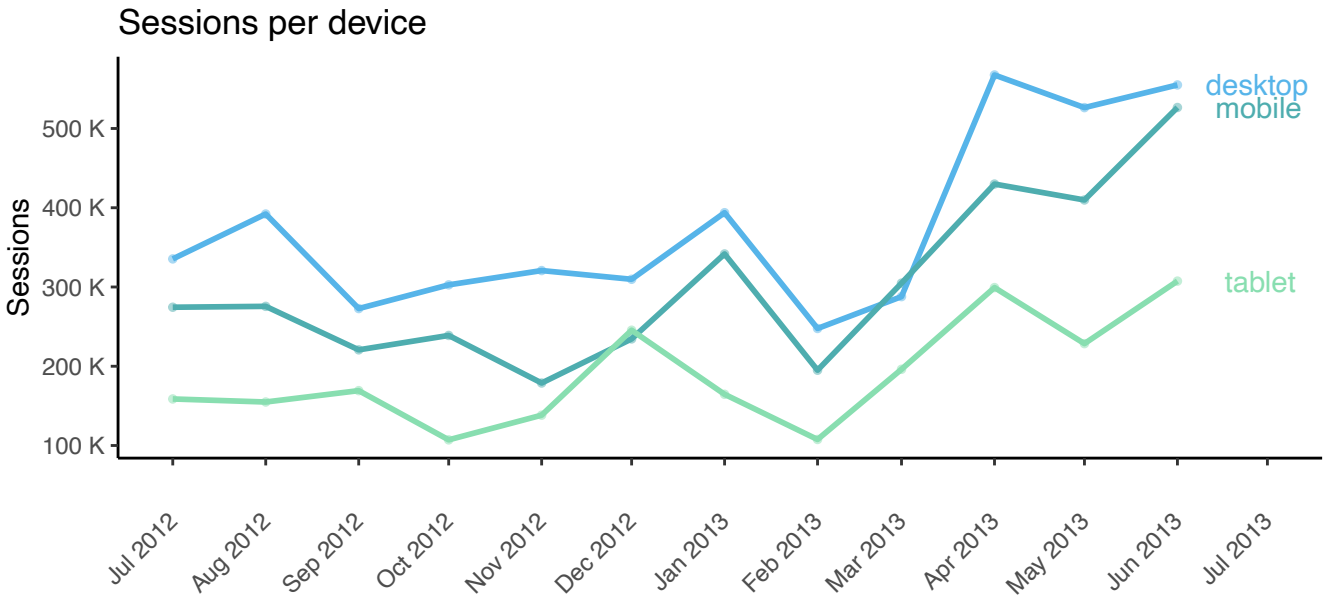


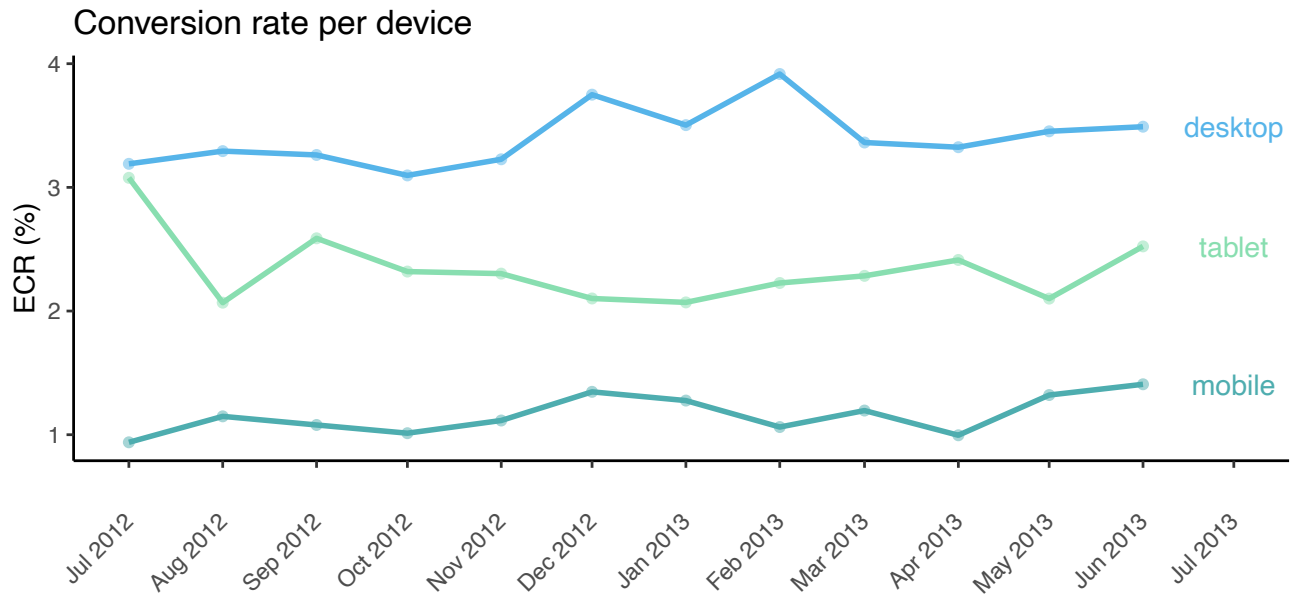


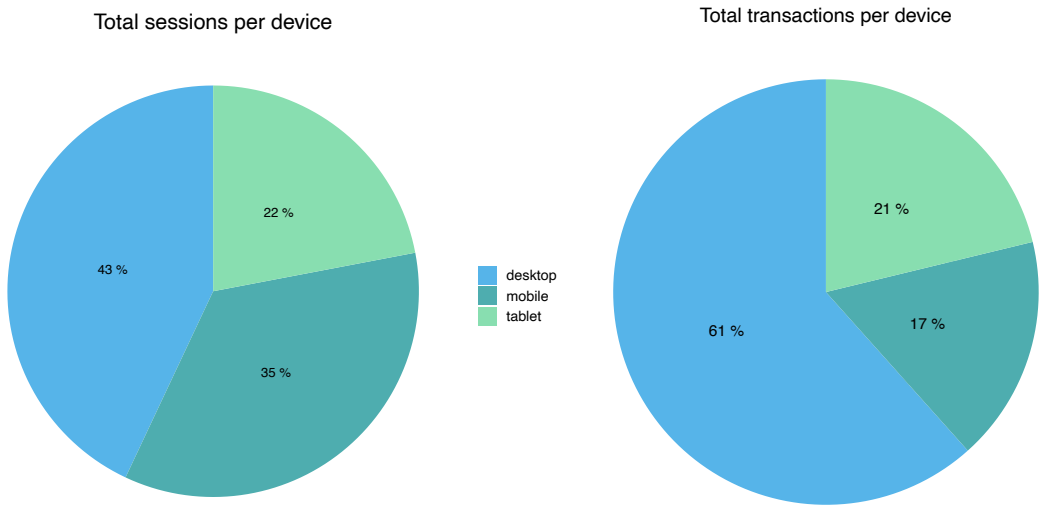
	May 2013	Jun 2013	Change %	
Sessions	1164639	1388834	19%	▲
addsToCart	136720	107970	-21%	▼
Transactions	28389	34538	22%	▲
QTY	51629	61891	20%	▲
ECR	2.4%	2.5%	2%	▲
ACR	12%	7.8%	-34%	▼
CCR	21%	32%	54%	▲

- There was a rapid increase in activity from the second week of May, peaking in the last week of May, and then a steady decrease towards the end of the June. There is no apparent day by day pattern between May and June.
- There was about 20% increase in total sessions, transactions and quantity from May to June.
- The cart conversion rate (CCR) increased by 54% in one month. Such a dramatic increase may indicate recent improvements in the checkout process. This could be due to the transaction interface or other factors such as price incentives.
- The eCommerce conversion rate (ECR) increased slightly by 2% despite the increase in checkout rate. This because of the counteracting decrease in adds to cart rate.
- Adds-to cart count decreased by 21% and the adds-to-cart rate (ACR) decreased by 34% in June. This could signal increasing difficulty in the process of adding items to cart or other reasons related to the product or pricing.

Conversion by device



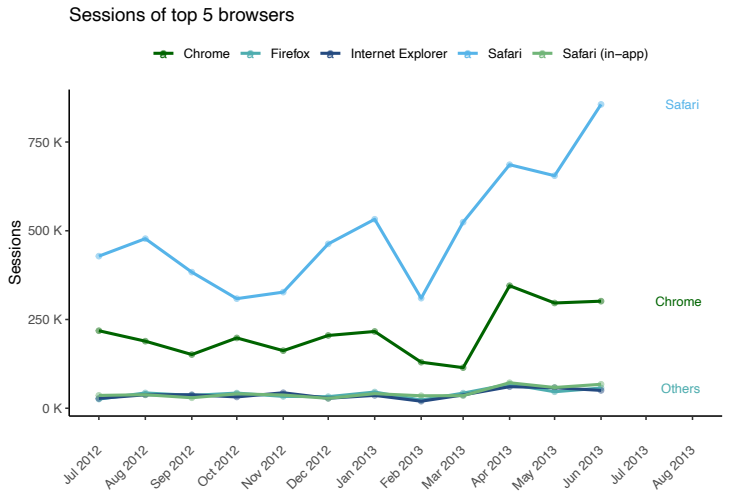


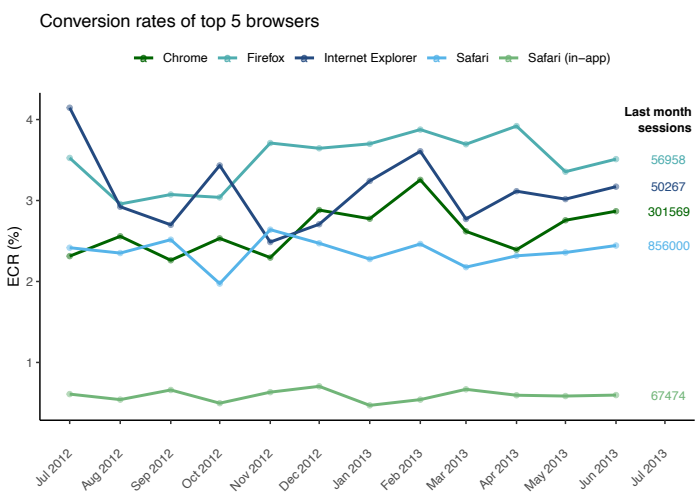


- Desktops had the largest number of sessions followed closely by mobile sessions.
- Total mobile device sessions are only 8 percent less than desktop sessions and were almost similar in count in the last month
- Desktops account for more 60% of all the transactions despite the total number of sessions being only slightly higher and trending similar to the other devices .
- Conversion rates remained relatively constant for all devices over the year with mobile devices having the lowest conversion rate, approximately 2 % less than desktops.
- The site's relatively comparable traffic across devices but significantly low conversion rates for mobile devices points to poor cart or transaction completion processes.
- Optimizing the site for mobile and tablet cart additions and transactions could improve total conversion rate.

Conversion by browser

Browser	ECR	Sessions %	Transactions %
Top 10 of 55 Browsers	Average Rate	Percentage of 10,418,913 Sessions	Percentage of 249,655 Transactions
Safari	2.4 %	57 %	56 %
Chrome	2.6 %	24 %	27 %
Safari (in-app)	0.6 %	5.0 %	1.2 %
Firefox	3.5 %	4.8 %	7.0 %
Internet Explorer	3.1 %	4.5 %	5.8 %
Edge	2.6 %	2.4 %	2.5 %
Android Webview	0.3 %	0.9 %	0.1 %
Samsung Internet	0.8 %	0.5 %	0.2 %
Amazon Silk	1.5 %	0.3 %	0.2 %
Opera	1.8 %	0.06 %	0.04 %
Unknown	0.00 %	0.02 %	0.00 %





- Out of 55 recorded browsers, Safari and Chrome were used by site visitors the most with over 80% combined total sessions and transactions.
- Safari had the most sessions over the year and was trending upward for the last 4 months while other browsers' sessions have remained the same.
- Chrome sessions increased dramatically in one month and then plateaued. It is worth examining how to improve site visits and navigation for current and potential visitors using this browser considering 24 % of the sessions are through this browser.
- Safari and chrome have relatively average conversion rates compared to the other browsers. However, the number of sessions with the other browsers are significantly low.
- There was 0.02 % of missing browser data. Investigating the underlying reasons for these errors could prevent loss of data in the future.