User Sessions Overview

Deliverables

- **Dynamic Daily Duration Analysis**
  Visualize how session durations vary daily.

- **Presentation**
  Build a compelling data-driven story based on insights.

- **Exploratory Analysis**
  Identify interesting data points for additional insights.

- **Analytical Insights:**
  Highlight drawbacks and suggest further analysis.

Main Questions

1. **What is the average time interval between the first visit and first purchase?**
   Understanding the time spent by first-time users before purchasing on the same day.

2. **How does daily session time vary throughout the year?**
   Identifying seasonal patterns to optimize marketing strategies.

3. **How does daily session time differ throughout the week?**
   Understanding weekly purchasing behavior to push the right campaigns on the right days.

4. **Which traffic medium results in higher session duration?**
   Analyzing ad campaign performance and organic traffic effectiveness.

5. **How many purchases are made on the same day vs. after multiple days?**
   Understanding user behavior: impulse purchases vs. delayed conversions.

What is the average time interval between first visit and first purchase?

On average first time visitors took **133.9 minutes** to make their **first purchase** on the same day and spent **$67.26** on same day purchase.

**Overall,**

Total Users	Total Visitors	Conversion Rate	Total Revenue	Average Revenue	Average Session
4,066	270,154	1.5%	$362,165	$69	~5 Days

How daily session time differs in a year?

Before christmas people seem to be spending more time on our site, while after there is a drop. Potentially, people could be looking for gifts during christmas season resulting in higher session duration and after christmas people could be shopping discounted items as seen the average purchase is highest on Dec 30.
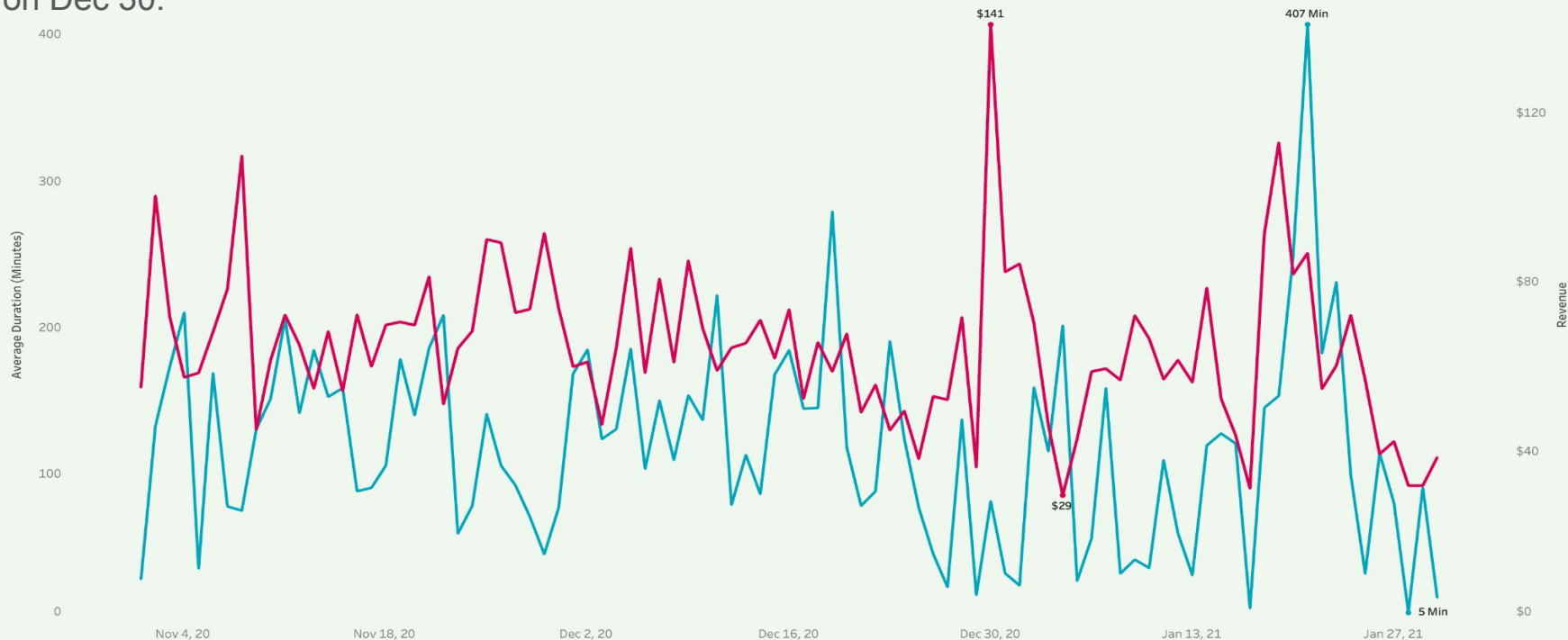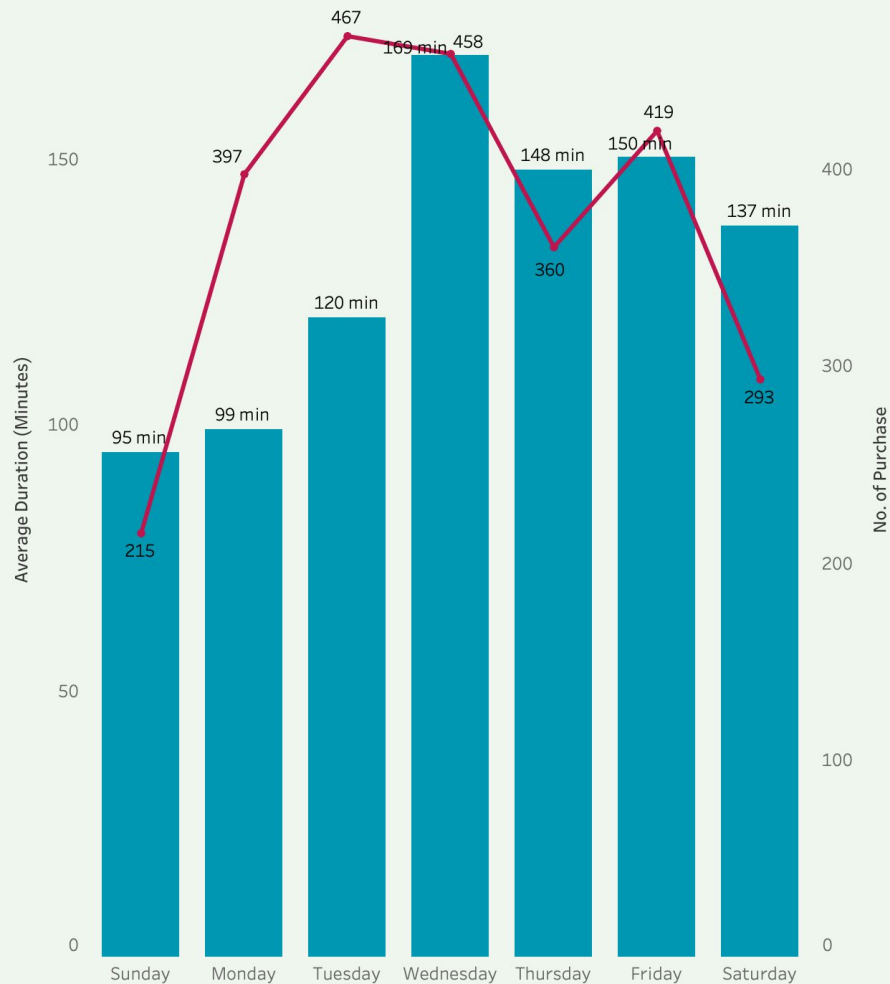
How daily session time differs in a week?

The time spent on the website increases gradually from the beginning of the week and **peaks during mid week.**

However, the number of sales is higher on **Tuesdays**.

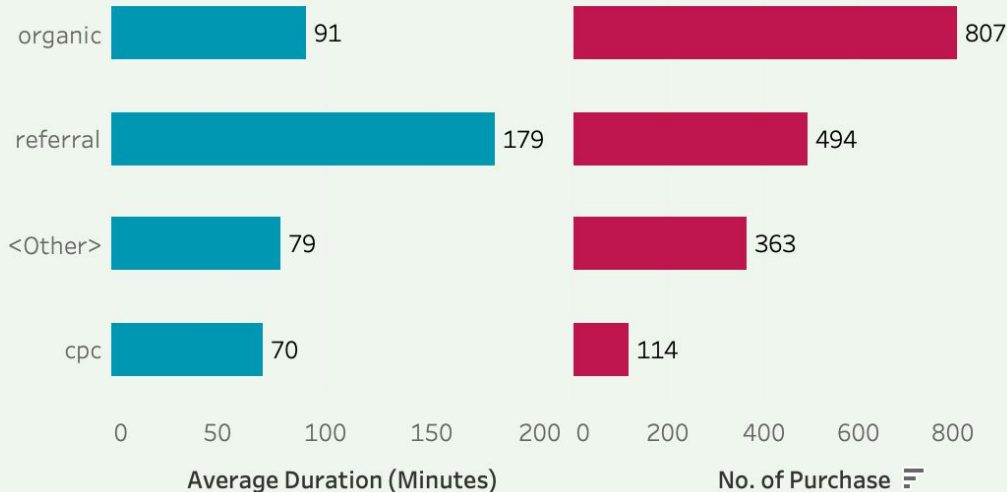# Which medium results in higher session duration?

Organically sourced users spend on **average 91 minutes** on our website and results in **807 purchases** which is the highest.

Referrals spent the **most time** on the site.

While users from CPC spent the **least amount of time i.e 70 mins**, there are only **114 purchases**.
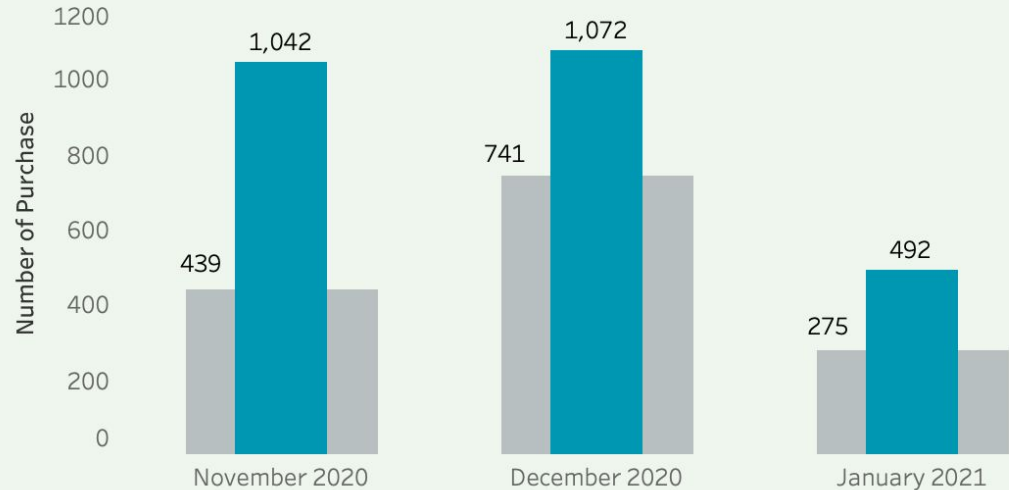

Average Session Duration per Medium

Mediu..

How many purchase is made in the same day of visit vs purchase made after multiple days?

Same day visits yielded **more purchase** that people who purchased after visiting the websites after multiple days throughout the month.

Total Number of Purchase
*Same Day Visits Vs Mutiple Day Visits

Key Recommendations

🎄 **Optimize for holiday season and post-Christmas retention**

Start early promotions, personalized gift suggestions, & post-holiday discounts

📅 **Leverage Mid-week browsing and Tuesday Purchase**

Retargeting campaigns + Flash Sales on Tuesdays

🔍 **Prioritize Organic Traffic & Improve CPC ROI**

Channels with higher session durations indicate higher intent—focus marketing spend accordingly.Focus on SEO, optimize CPC ads, and leverage referral partnerships

⌛ **Encourage Same-Day Purchases**

Use urgency tactics(limited discounts, flash sales), countdown timers, and smooth checkout

Next Steps

Let's A/B test different strategies and optimize user experience further!