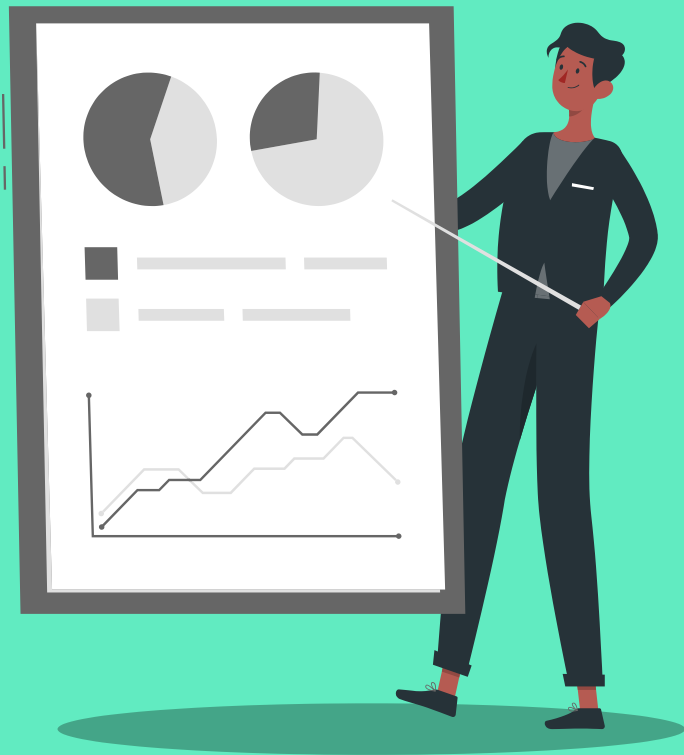




Le Grand Marché

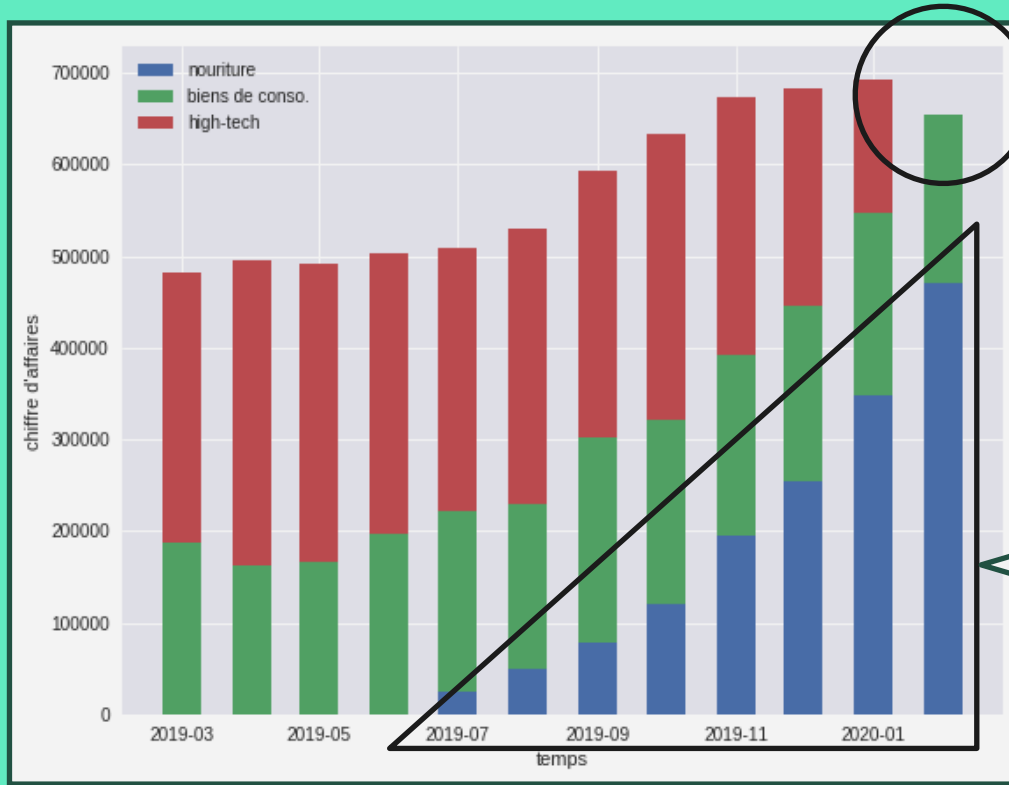




# MONTHLY REPORT

FEBRUARY

# Monthly Revenue by Product Category



Shutdown of the High-Tech Sector

Growth of the *Food Sector*

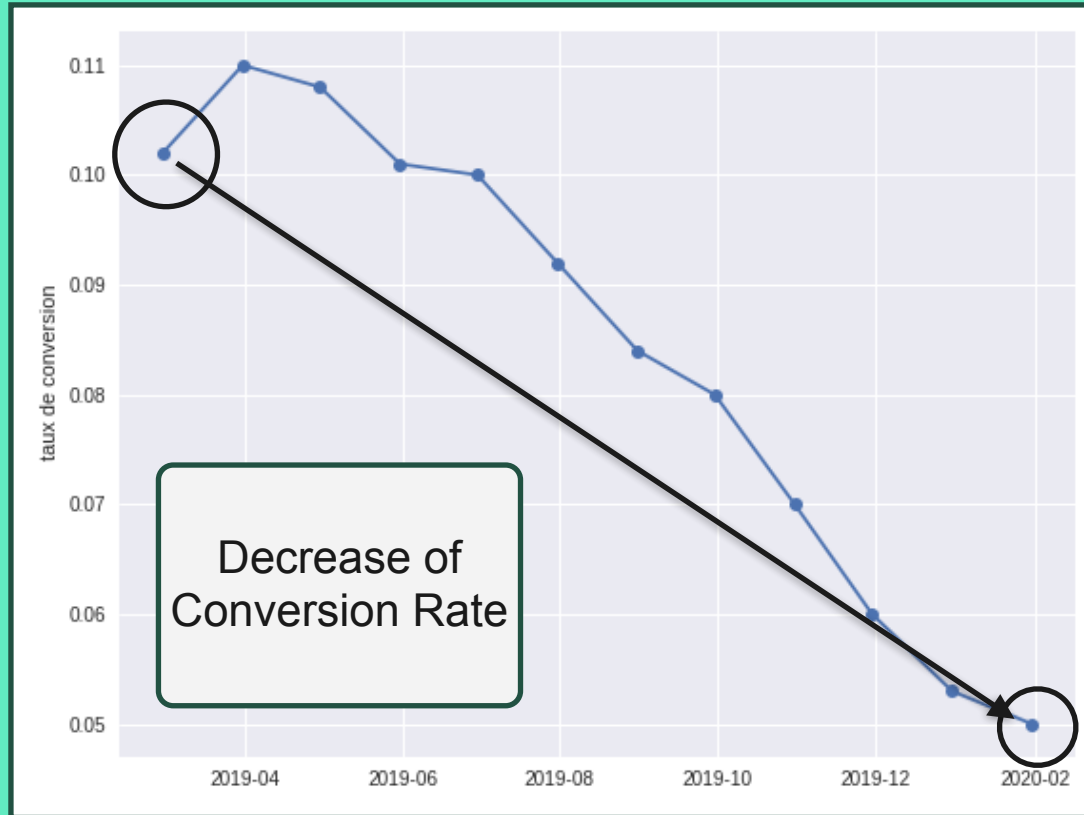
# Yearly Trend in Sales and Website Visits



« The number of sales and website visits has increased, but the conversion rate has significantly decreased. »

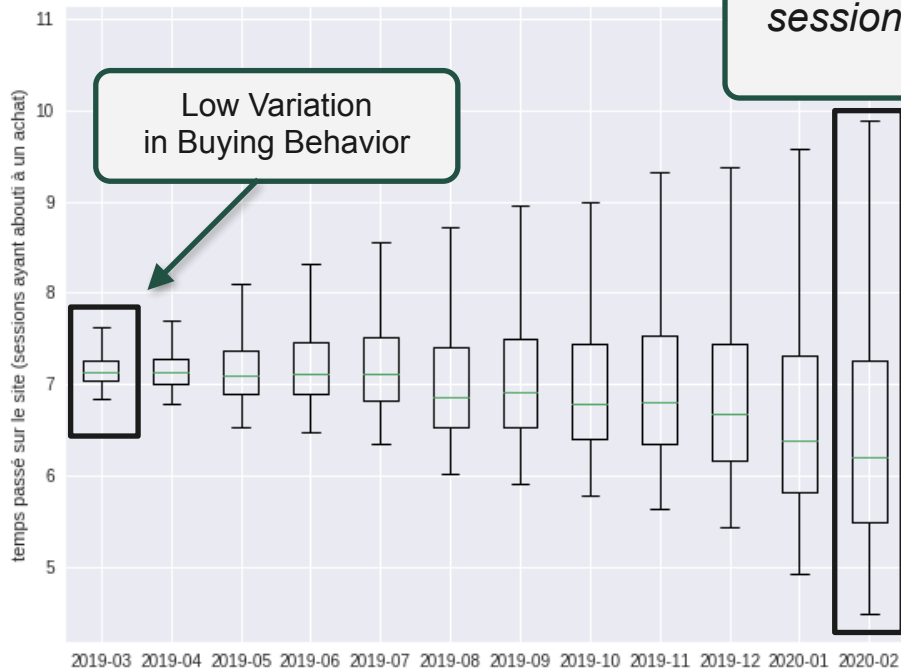


# Conversion Rate Evolution Over the Year



The primary goal is to increase the conversion rate.

## Monthly Distribution of Average Session Duration Resulting in a Purchase



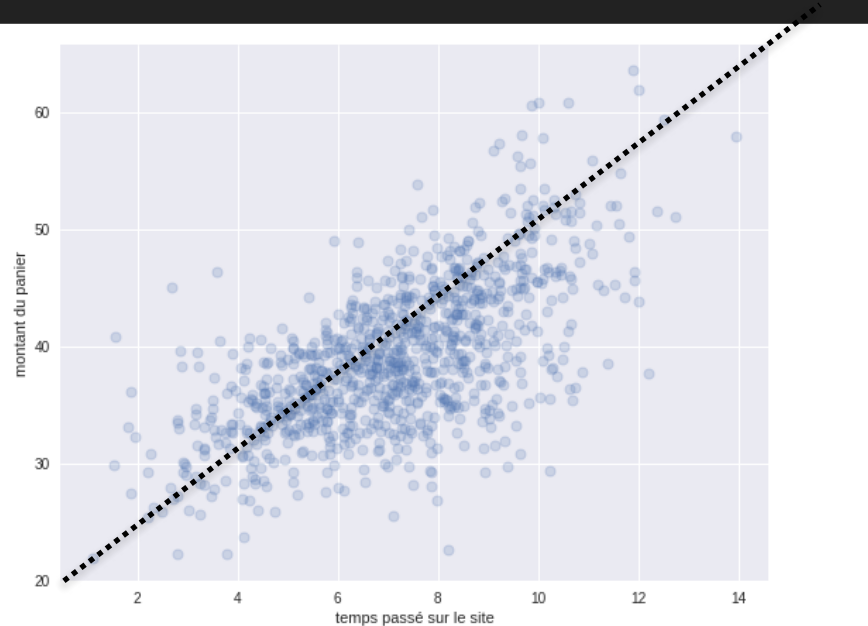
« The number of short sessions is increasing. »

High Variation in Buying Behavior



# Relationship Between Time Spent on Site and Cart Value

Significant Correlation  
Between Time Spent  
on Site and Cart Value



# Conclusion



## Revenue

Decrease in  
Revenue Following  
Strategic Change



## Perspectives

Positive Future  
Outlook Due to  
Expansion in the  
Food Sector



## Model

Increase in Potential  
Customers Balanced  
by Decrease in  
Conversion Rate



## Strategy

Future Strategic  
Focus on  
Increasing User  
Session Time





# Thanks!

Do you have any questions?

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