

# **Online Retailer Performance Analysis**

**IXIS Data Science Challenge**

**02/16/2024**

**Michelle L. Kloc**

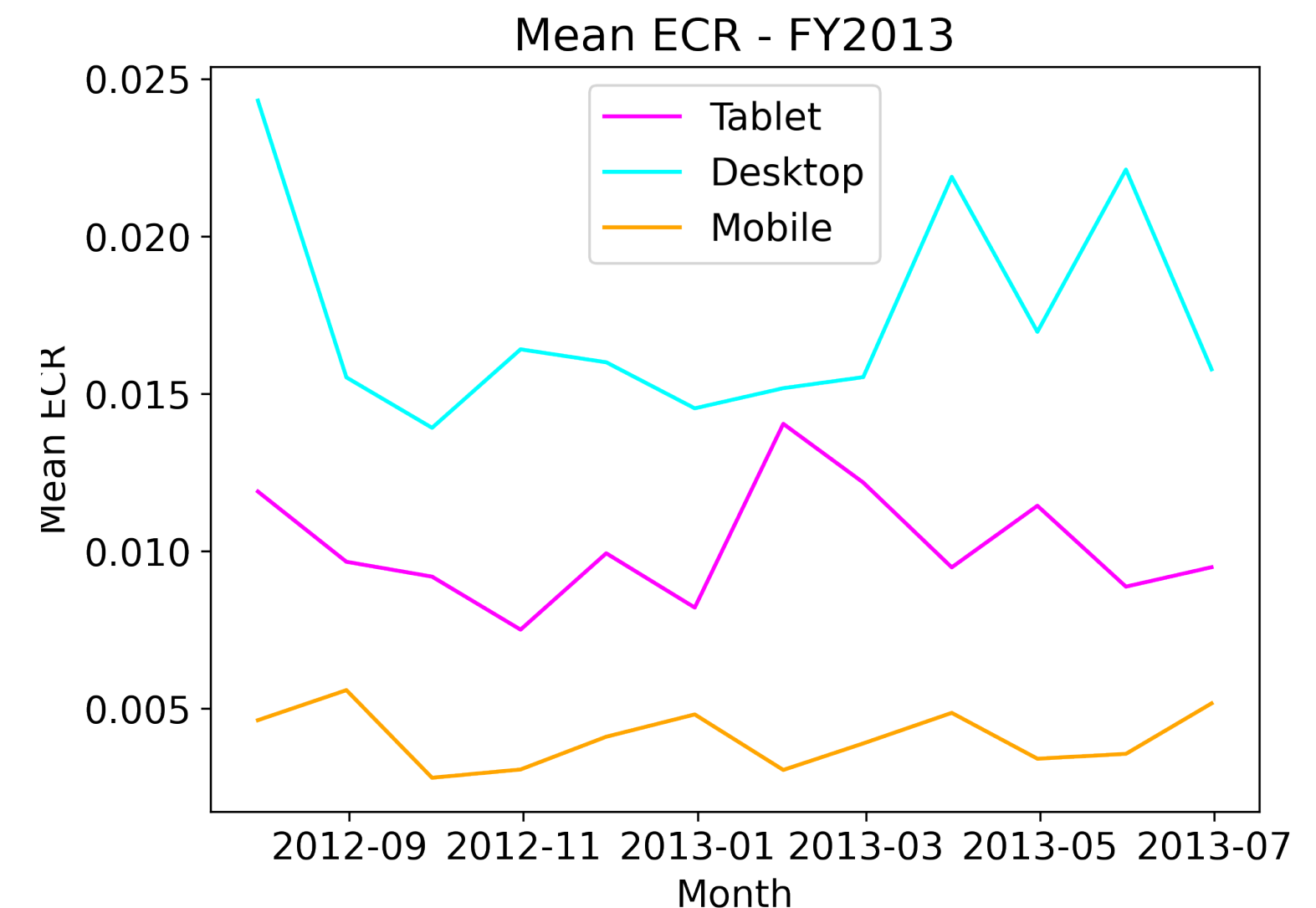
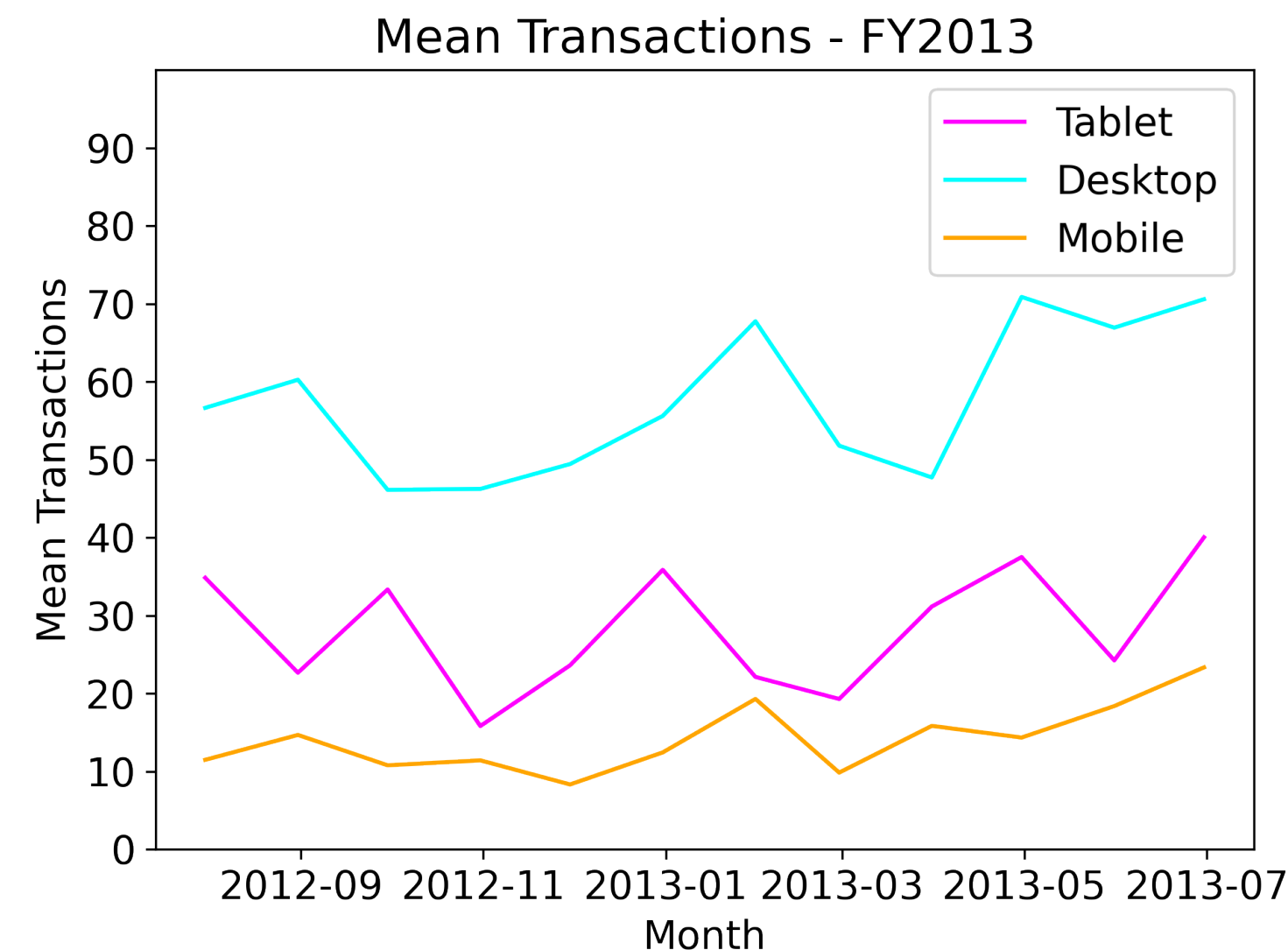
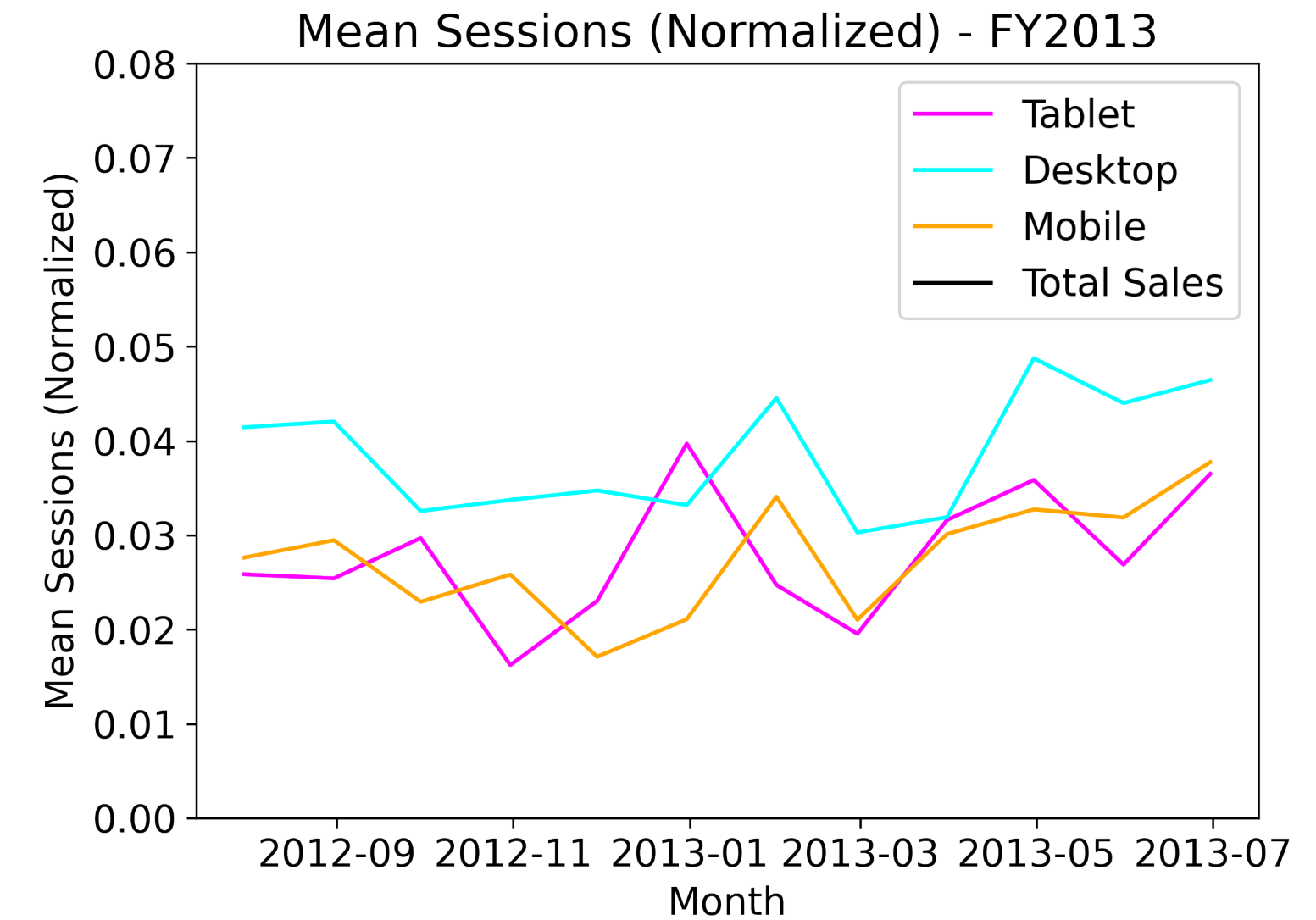
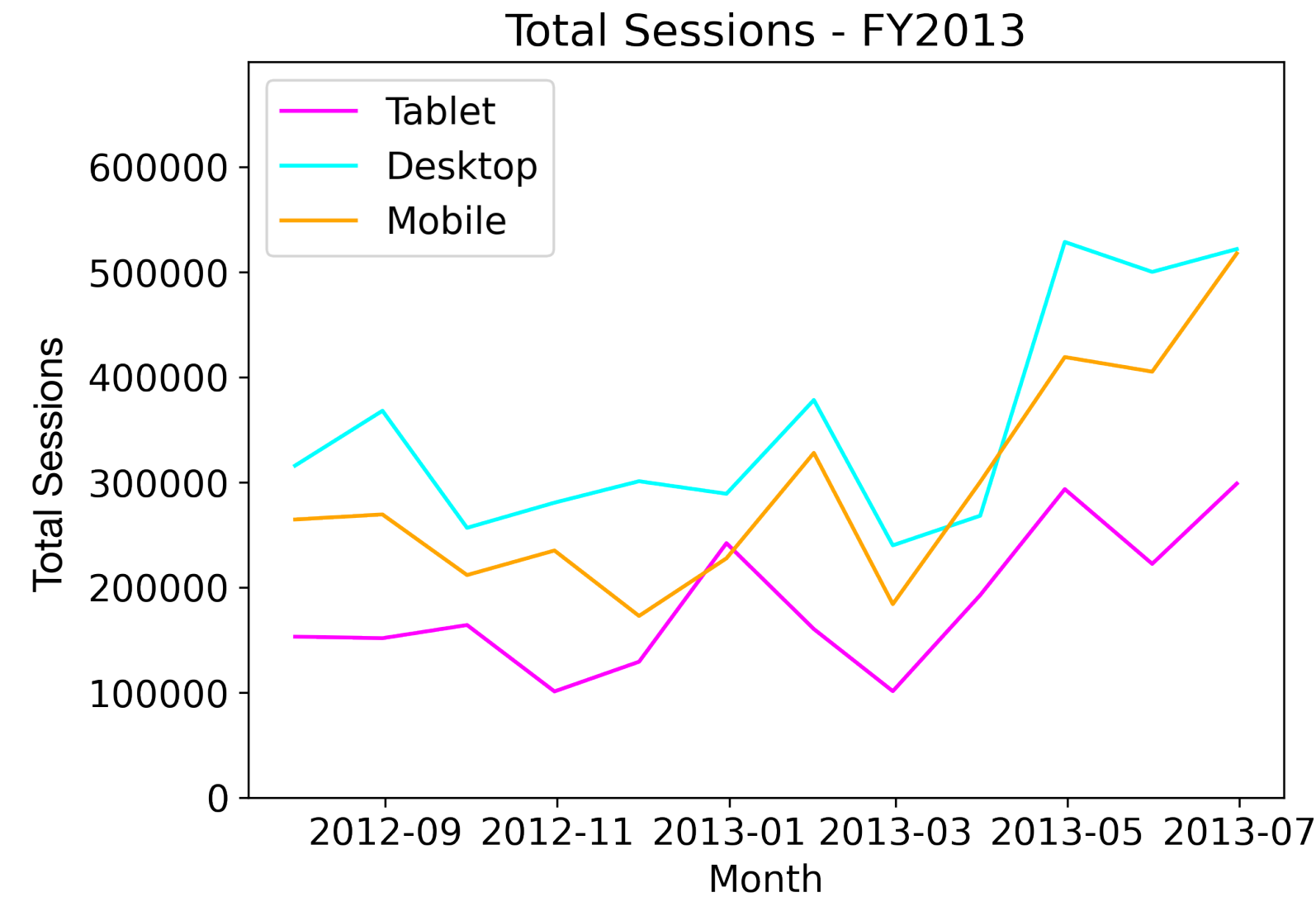
# FY2013 Website Traffic & Performance

## Main Findings

- Total and averaged visitations were comparable across all platforms.
- Average transactions were highest with desktop users (approximately 50 - 70 per month), and lowest with mobile users (10 - 20 per month), which is reflected in engagement values (mean ECR).

## Key Takeaways

- Mobile users had the lowest engagement, despite similar visitation.
- Desktop users drove transactions and engagement.



# FY2013 Sales Performance

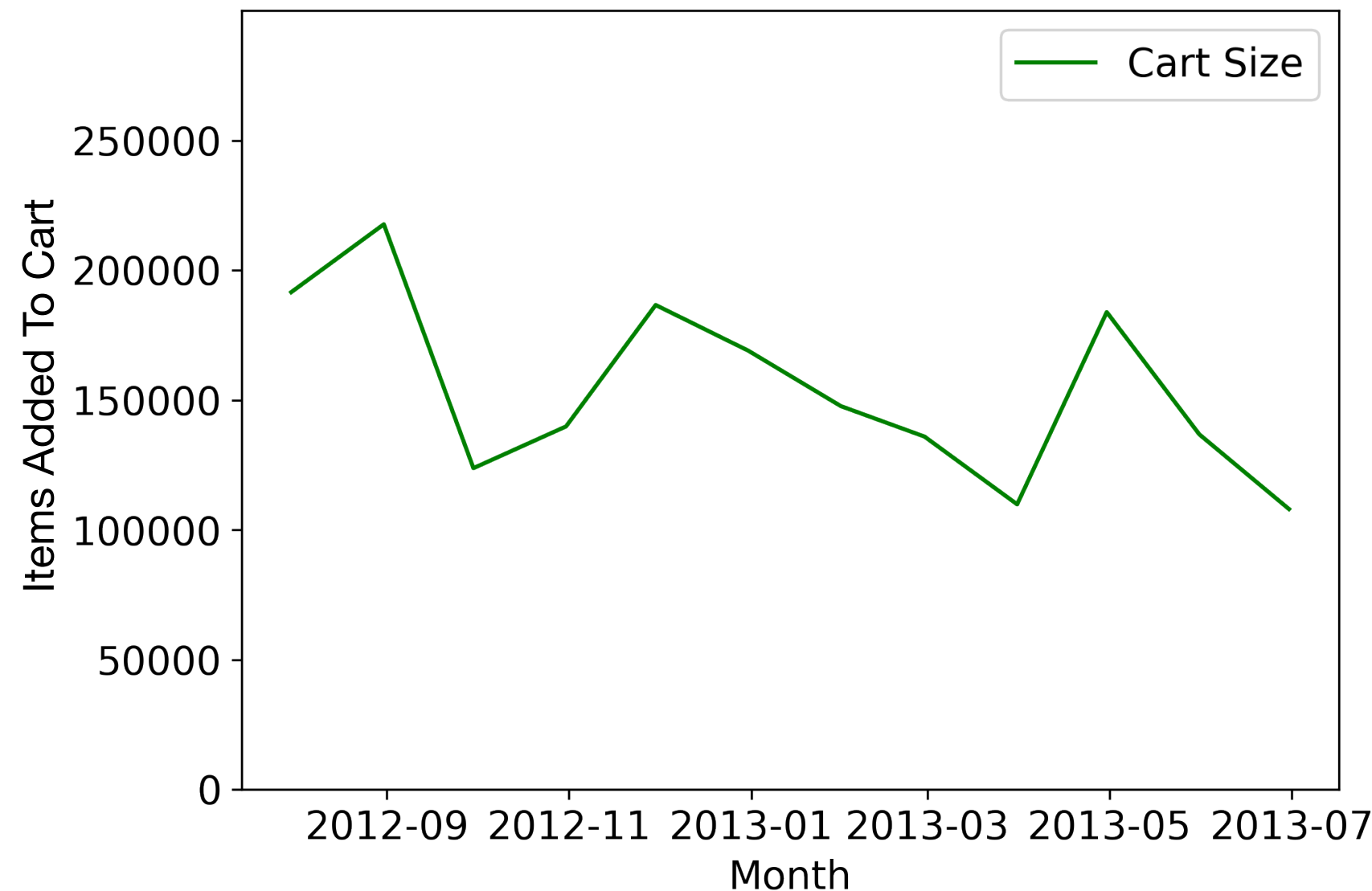
## Main Findings

- Cart traffic trended down throughout the fiscal year, while transactions and quantity of items sold increased.
- In addition to driving transactions, desktop users also contributed the highest number of sales.

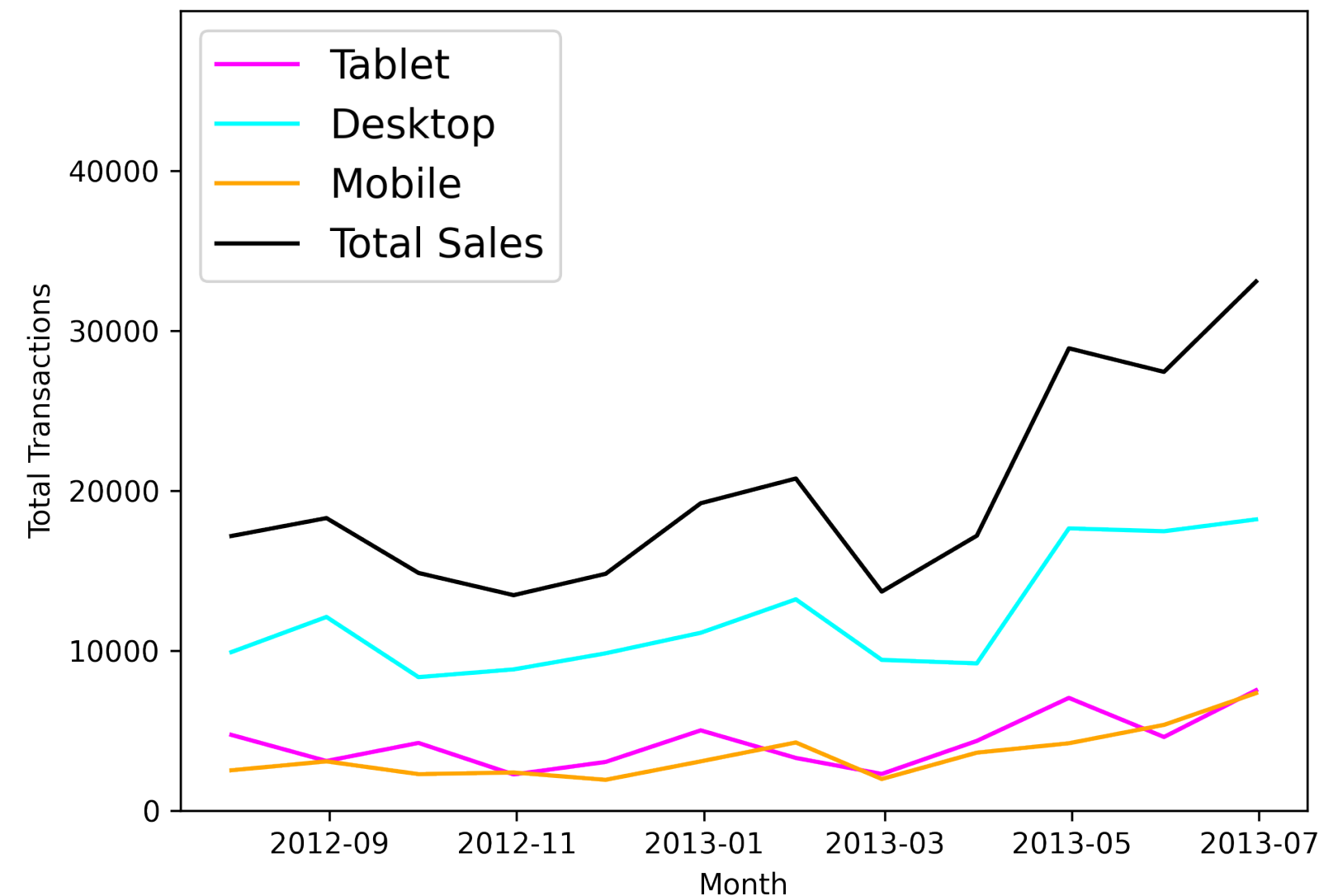
## Key Takeaways

- Cart activity is not a likely predictor of sales.

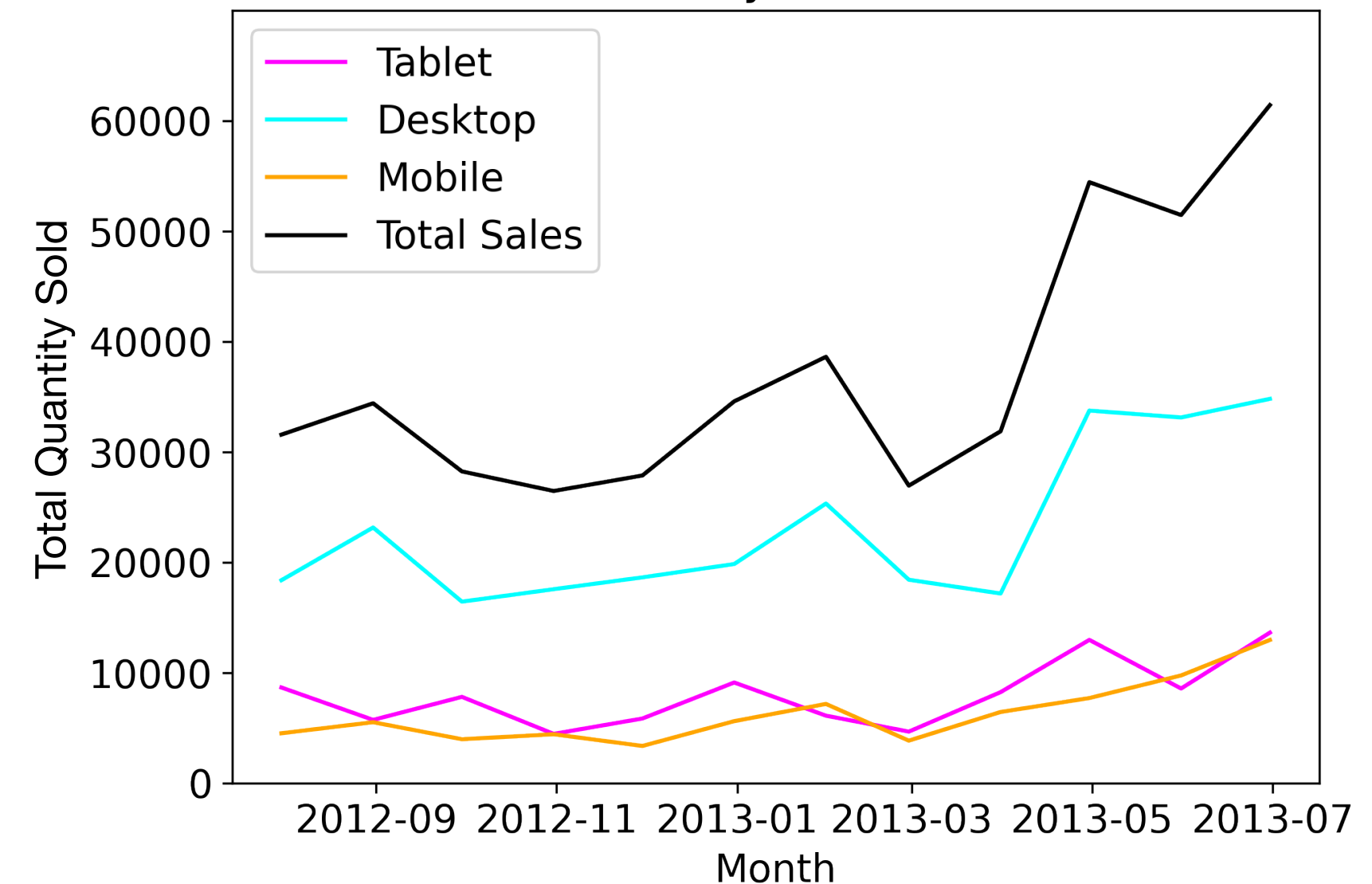
Adds to Cart - FY2013



Total Transactions - FY2013



Total Quantity Sold - FY2013



# Conclusions & Outlook

## Next Steps

- **The fewest total sessions were initiated by tablet users, but they accounted for the second highest engagement ratio.**
  - This is a high engagement : visitation group, increased and/or improved marketing specific to tablet apps / webpage layouts could drive additional high value traffic.
  - Further evaluation of shoppers most likely to use a tablet versus a desktop application with the objective of enhancing marketing towards specific subgroups and related online resources.
    - Example: tablets have gained substantial popularity during cooking and crafting activities, this could provide new advertising opportunities to drive traffic retailer.
- **Mobile users accounted for a similar proportion of visitation but a minimal contribution to sales / engagement.**
  - Improve mobile app experience and ease-of-use to drive further transactions: upgrade / improve layout and styling of mobile application, add addition features such as “1-click ordering”, allow credit card scanning rather than manually entering information, etc.
  - Incentives for using the mobile application versus the desktop, such as rewards programs, could further increase sales on the mobile platform.

# Conclusions & Outlook

## Next Steps

- **Further evaluation of “cart activity” data to determine whether there are any platform-specific behaviors that may contribute to the lack of correlation between cart activity and sales data.**
  - Email / notification reminders to shoppers that they have items remaining in their cart.
  - Evaluation and comparison of the sales funnel and cart experience between the desktop and mobile applications to improve any problems with checkout on mobile.
  - Small discounts for customers with items left in their cart to drive additional sales.
- **Desktop users are the main drivers of sales transactions.**
  - Maintain current marketing strategy and SEO practices, seek areas for additional marketing opportunities to keep this component of the current revenue stream strong.
  - Banners or pop-up reminders on the desktop webpage to remind users to shop with the mobile application.