

# **IXIS Data Science Challenge**

## **Summary of Web Analytics**

Analysis and Visualizations by Nate Downer

# Sales Summary

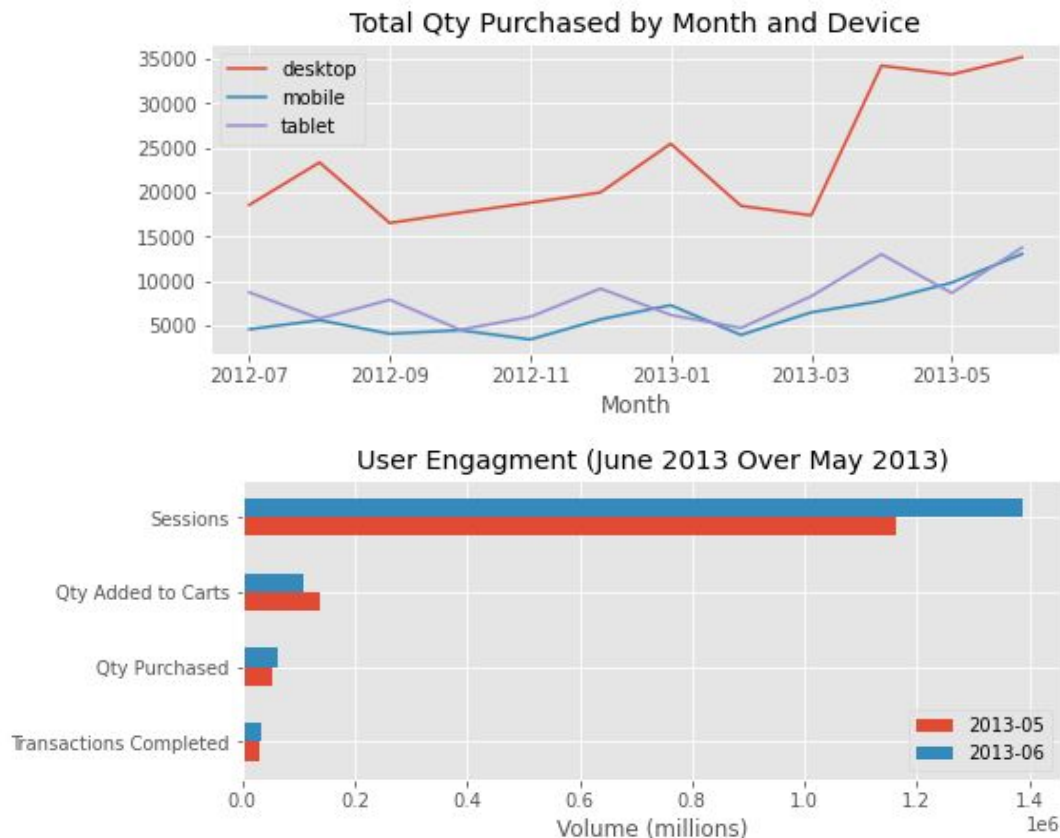
There is sustained growth across all platforms starting in March of 2013

Performance is not the same across all platforms, with the majority of sales coming from desktop users

A significant number of items are added to carts, but never purchased

**Key Question:** Why are mobile sales lagging behind desktop sales?

**Key Question:** What can be done to improve conversion rate?



# Monthly Trends

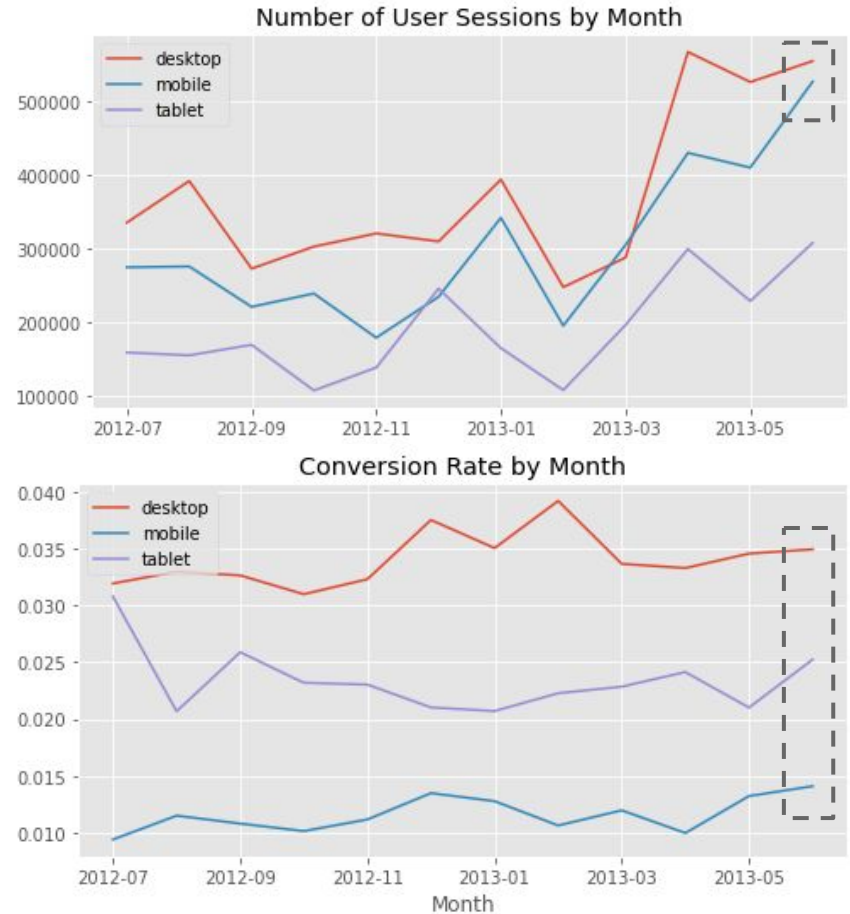
The number of user sessions has increased (especially among mobile users)

However, the conversion rate has stayed consistent for each platform

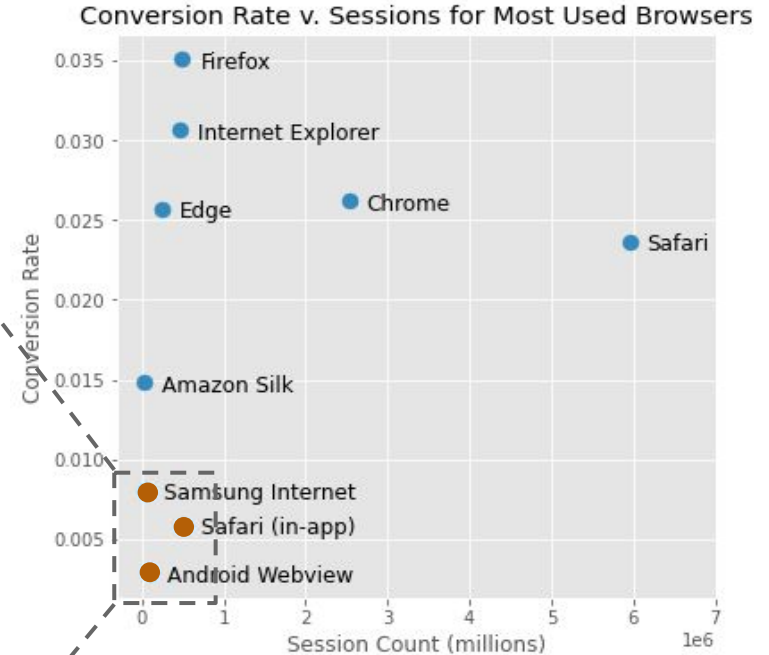
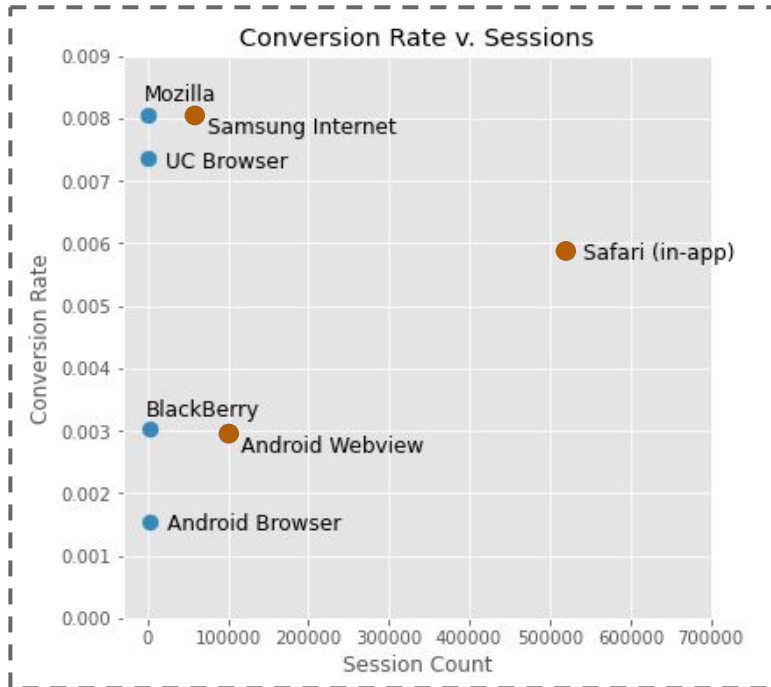
**Why is the conversion rate so different?**

**Insight:** The mobile interface seems to allow for easy viewing, but not for easy purchasing

**Next Slide:** There are large differences in the conversion rates across different mobile browsers



# Performance by Browser



**Insight:** Improving the mobile purchasing experience (especially on Safari and Android) could dramatically increase transactions

# Weekly Trends

Wednesdays and Thursdays see some of the heaviest traffic

However, they are also the days with the lowest conversion rate

**Insight:** Wednesdays and Thursdays are great days to offer targeted discounts or flash sales, because this is when they would reach the most people who would not have made a purchase otherwise

**Insight:** New products should be released on Saturdays, because this is when customers are most likely to actually buy them

