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?

Total Qty Purchased by Month and Device

User Engagement (June 2013 over May 2013)
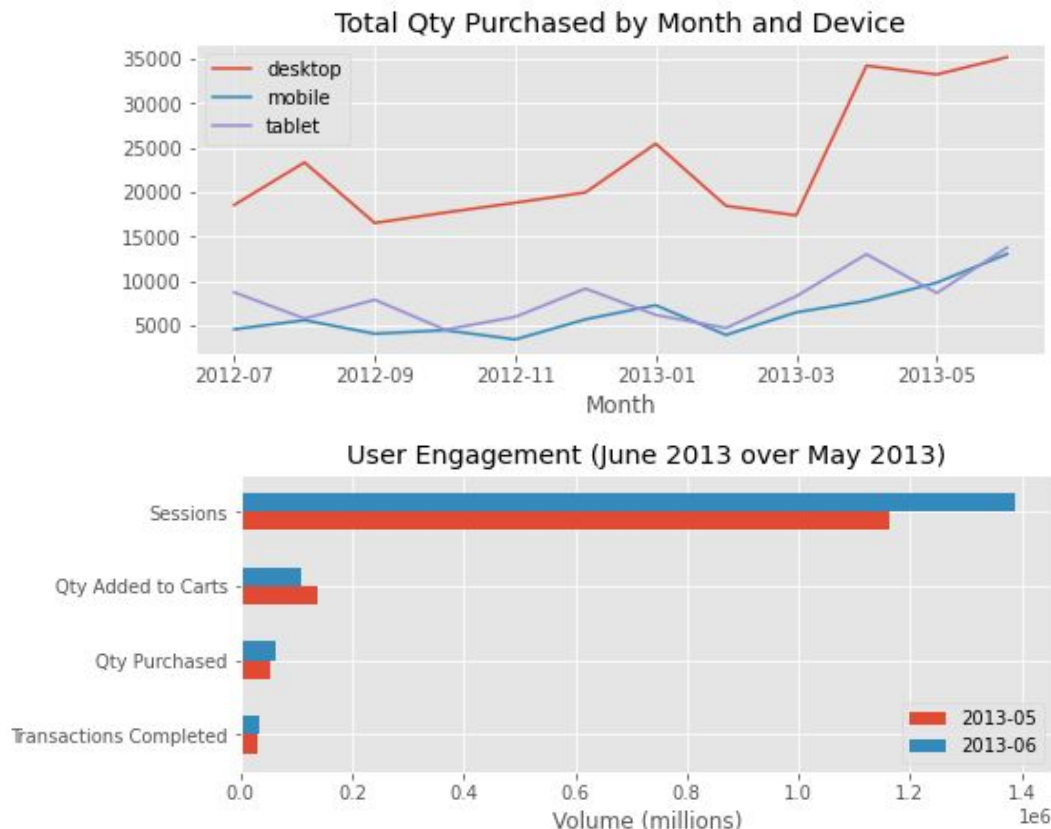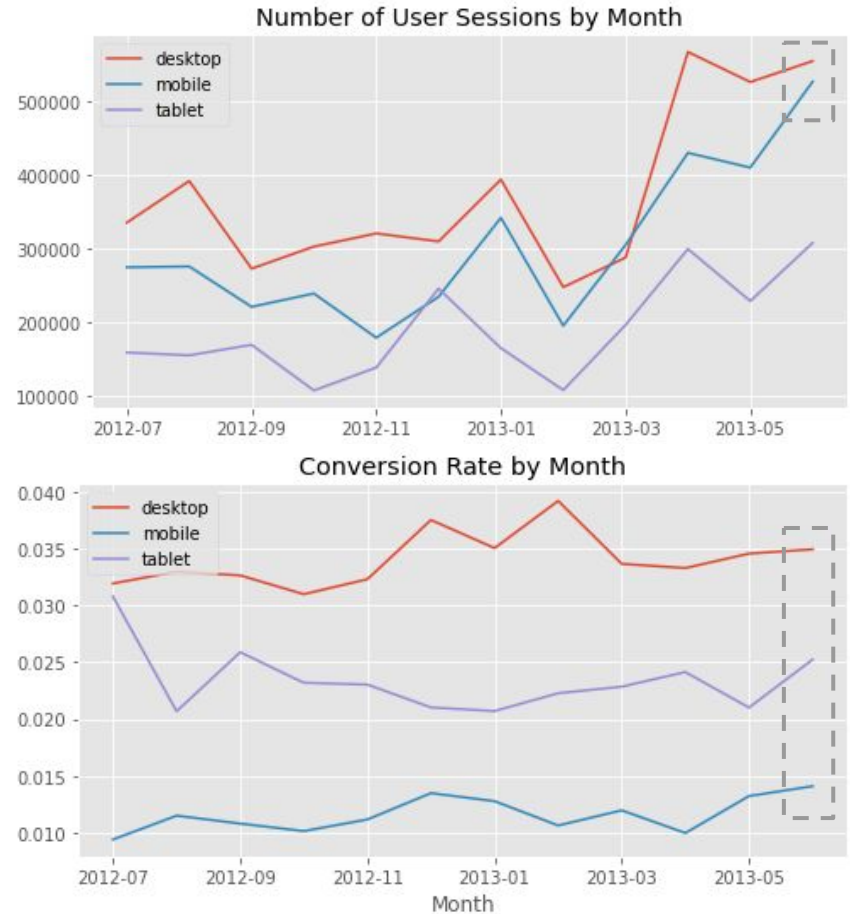
Monthly Trends

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

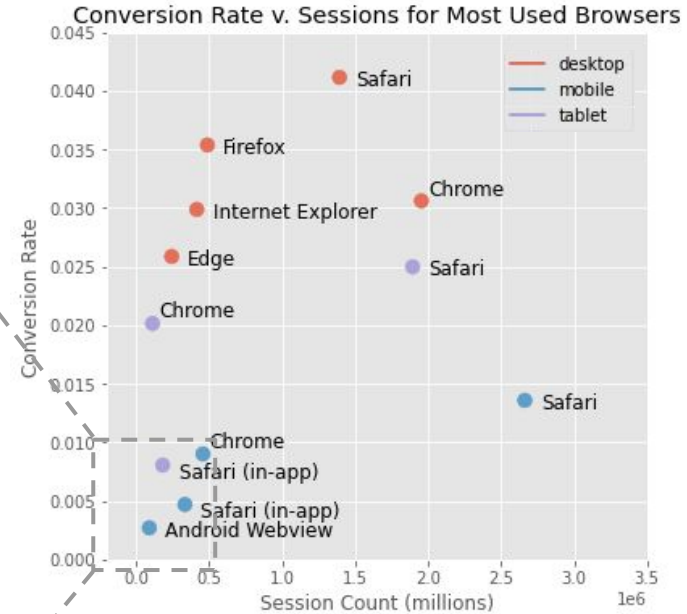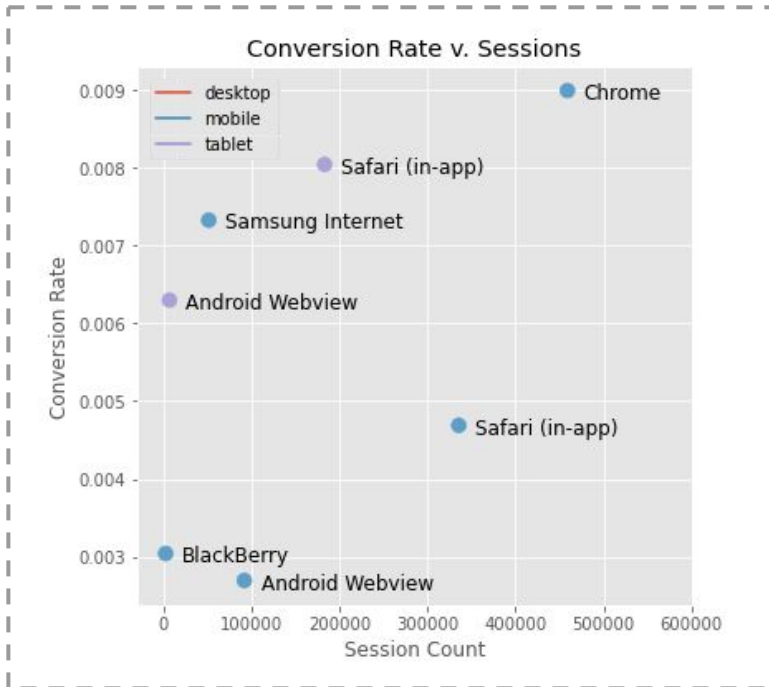However, the conversion rate has stayed consistent for each platform

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

Number of User Sessions by Month

Conversion Rate by Month

Performance by Browser

Conversion Rate v. Sessions

Conversion Rate v. Sessions for Most Used Browsers

Insight: Improving the mobile purchasing experience (especially on Chrome and Safari) 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

Conversion Rate v. Sessions for Each Weekday