

IXIS Data Science Challenge

Summary of Web Analytics

Analysis and Visualizations by Nate Downer

Summary

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

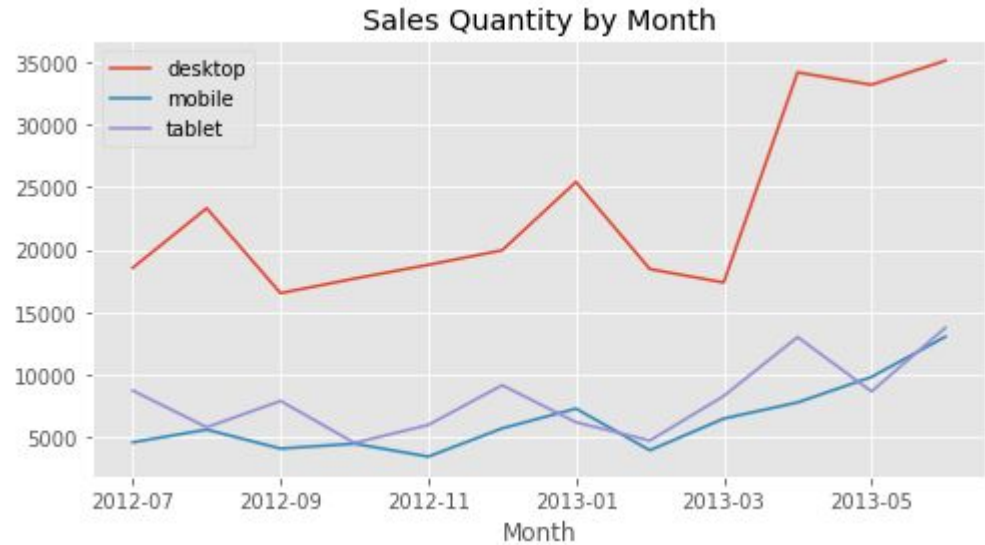
Performance is not the same across all platforms, or across all days of the week

This reveals trends in user behavior, as well as areas where improvements can be made

Key Questions:

What has changed since February of 2013 that led to this sustained growth?

Why is there such a significant gap between desktop, and mobile sales quantities?



Monthly Trends

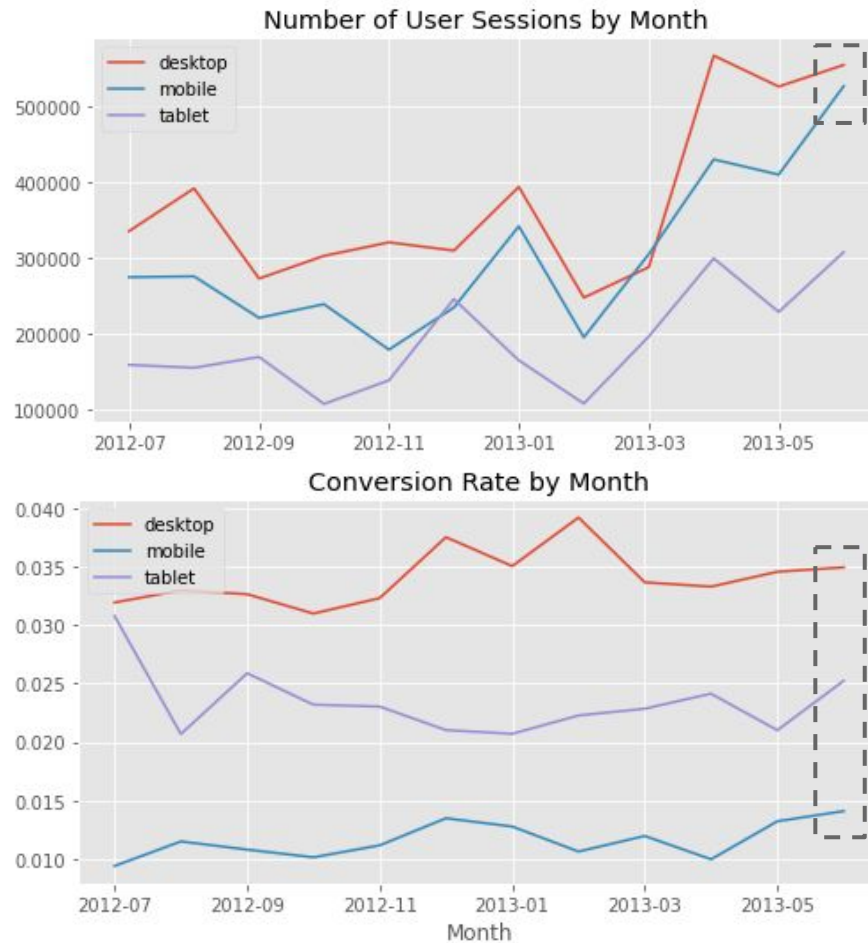
The number of user sessions has increased (especially among mobile users)

However, the conversion rate has stayed almost identical for each platform

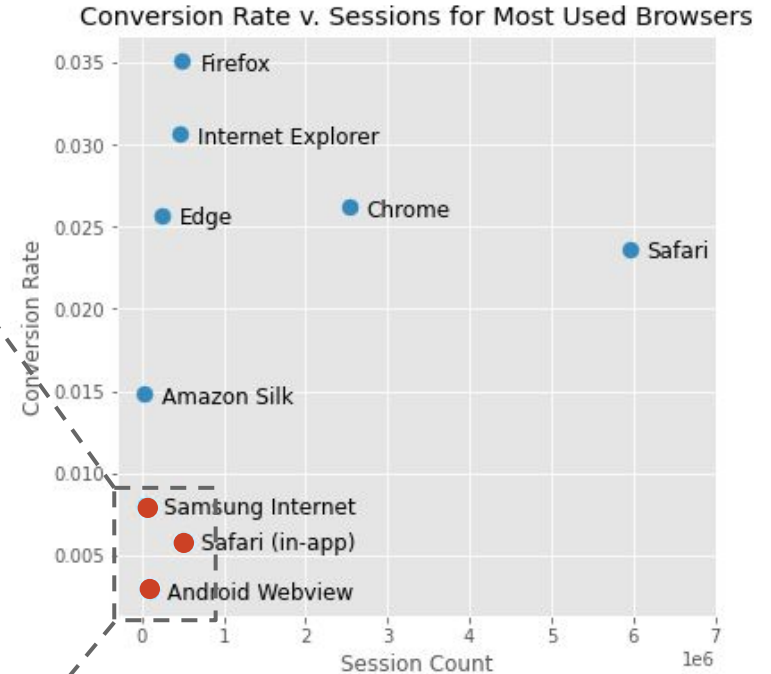
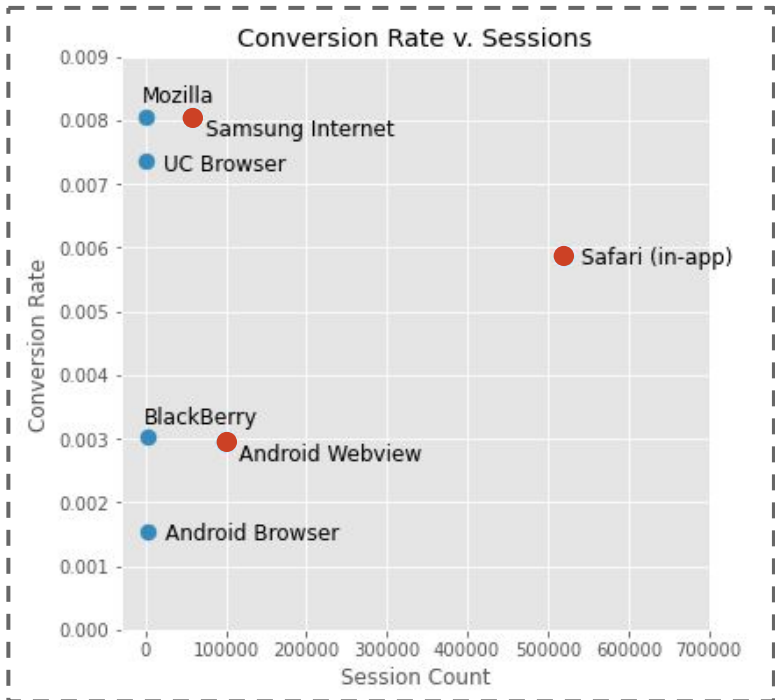
Why is the conversion rate so different?

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



Browser Performance



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

