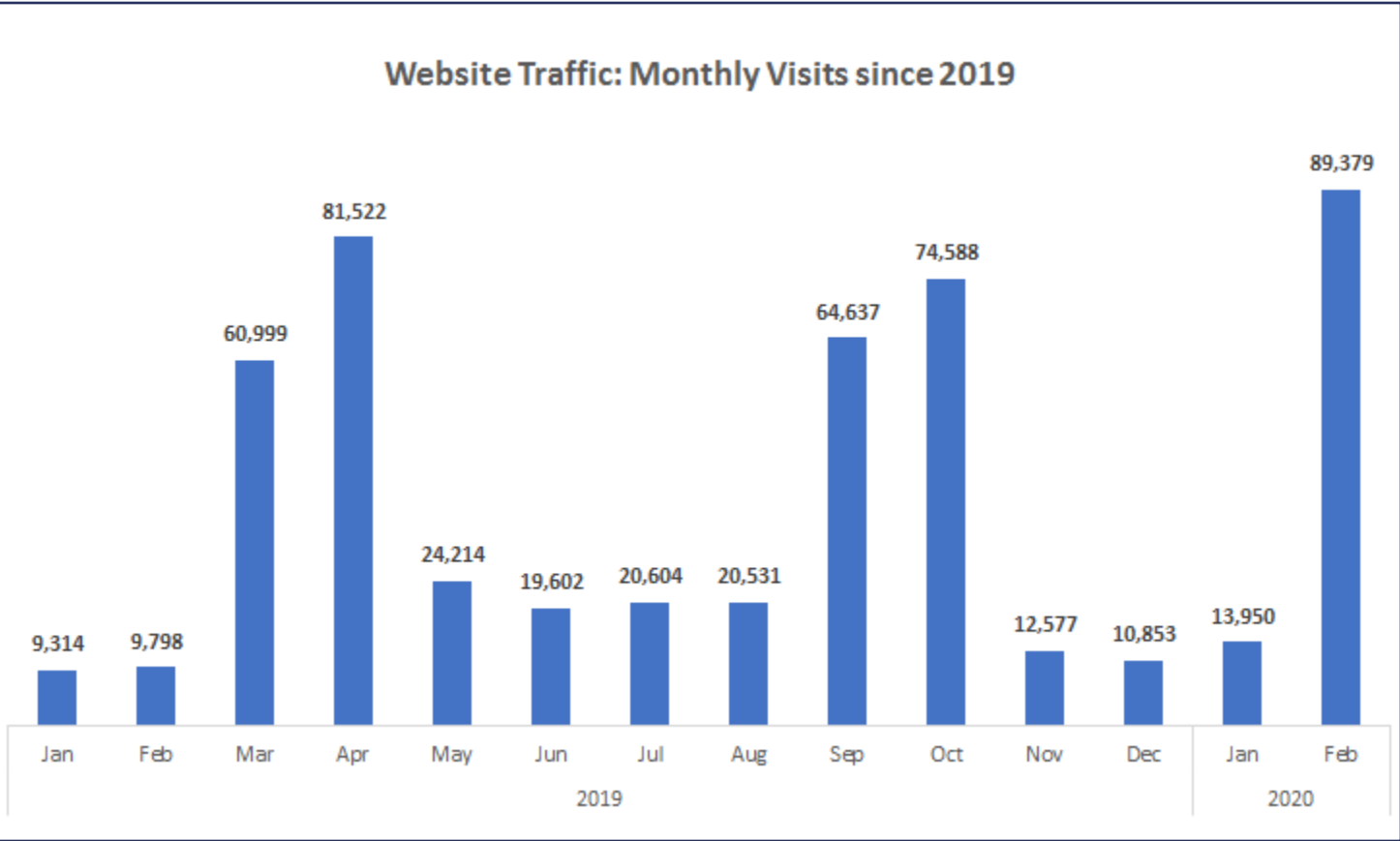


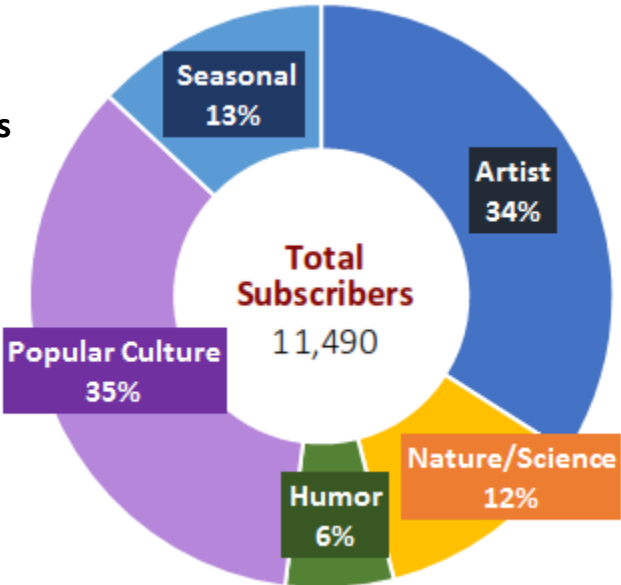
Beeline Tees Website Performance Report: February 2020

February Website Performance Summary

Bounce Rate	Conversion Rate	Pageviews per Visit	Visit Duration	% New Users
59%	0.8%	2.5	55	77%



February Subscribers by Shirts Design



% of Traffic by Device

	Visits	% of Traffic	MoM	YoY
Desktop	31478	30%	235%	473%
Mobile	62763	59%	1094%	1662%
Tablet	12282	12%	1333%	611%

% of Traffic by Channel

	Visits	% of Traffic	MoM	YoY
Direct	8756	8%	20%	32%
Organic Search	7968	7%	78%	122%
Paid Search	40230	38%	1340900%	1340900%
Referral	12492	12%	250%	2628%
Social	56	0%	51%	273%
Email	1277	1%	3656%	-
(Other)	35744	34%	40985%	48203%

Recommendation for Analytics Tasks

- Instagram as new marketing focus:
 1. Instagram yield the higher conversion rate compared to other source/medium, so investing more resource to Instagram campaign would help to attract customers who will more likely to make purchases
 2. Instagram is more visual (image-sharing) focused social media; this can be an excellent platform to showcase products to customers
 3. Instagram is a social media platform. Social media has the benefit of people referring products to each other, and referral is also a great way to attract potential customers

Recommendation for Analytics Tasks

- Subscribers' shirts design preference:
 1. Subscribers prefer pop culture and artist designs. Thus, offering subscribers more designs by conducting preference survey would help to include and find out what customers want
 2. For other designs, promotion would help to increase the interest. Promotion such as when you get subscription for certain period (i.e. three month/six month), you will get a free shirts from humor/seasonal/nature