

Heavenly Chocolates Website Analysis

An Analysis of website shoppers by
Analytics R'Us.

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Executive Summary

- The more time an online shopper spends on the website, the more money they spend.
- They flip through more pages, on the website, as well.
- Chrome is the most used browser out of our online sales.
- Firefox is under chrome regarding online sales.
- Friday is the day of the week with the most amount of money spent.
- The most correlated out of all of them is pages viewed and the amount spent.

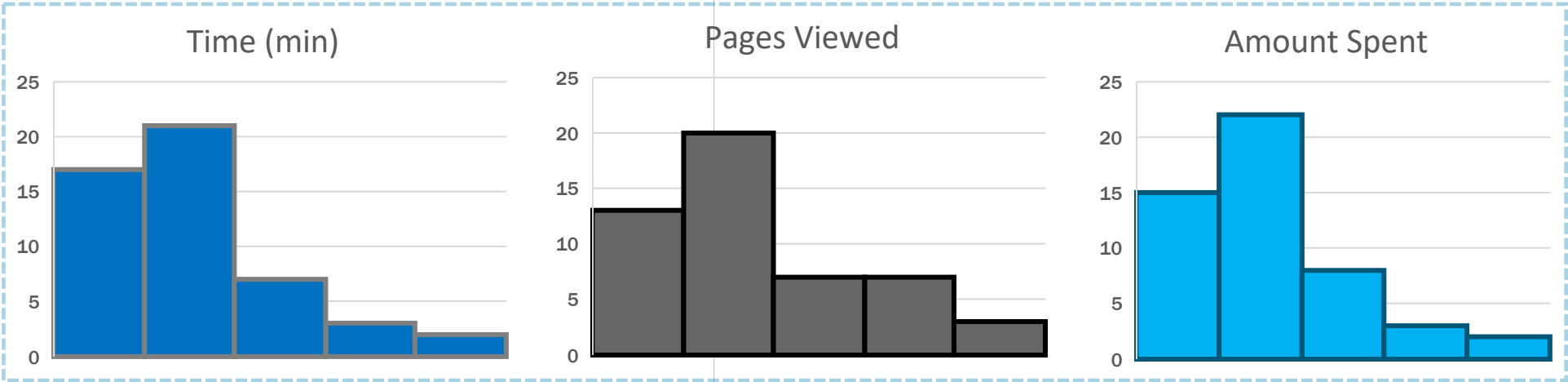


Summary Statistics




Feature	MIN	MAX	MEAN	ST DEV
Time (min)	4.3	32.9	12.81	6.06
Pages Viewed	2	10	4.82	2.04
Amount Spent (\$)	17.84	158.51	68.13	32.34

Discussion

The more time an online shopper spends on the page means they will spend more money. They also view the most pages. And if an online shopper spends little time on the page, then they spend less than the other shoppers who spend more time on the website.



Amount Spent by Browser

Browser	Count	Sum (\$)	Average (\$)	St. Dev (\$)
 Chrome	27	1656.81	61.36	29.25
 Firefox	16	1228.21	76.76	38.89
 Other	7	521.39	74.48	24.57
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<i>Total</i>	<i>50</i>	<i>3406.41</i>	<i>68.13</i>	<i>32.34</i>

Discussion

Chrome is the browser with the most amount spent. They have a sum of 1656 dollars and 81 cents. Right under chrome is Firefox and they have a sum of 1228 dollars and 21 cents. Finally, the "other" browser is the least used and they have a sum of 521 dollars and 39 cents.

Discussion

Chrome is the most popular browser in 2022. According to Oberlo, As of February 2022, Google Chrome is the top internet browser on earth. “More than six in ten people use chrome to browse the internet”.

<https://www.oberlo.com/statistics/browser-market-share>



Amount Spent by Day of Week

Friday is the day of the week with the most amount spent. On Friday 945 dollars and 43 cents were spent. Monday is the next day of the week with the most amount spent. On Monday 813 dollars and 38 cents were spent. Aside from the highest amounts, the day with the least amount of money spent is Sunday. On Sunday 218 dollars and 15 cents were spent.

Row Labels	Sum of Amount Spent (\$)	Average of Amount Spent (\$)	StdDev of Amount Spent (\$)	Coefficient of Variable
Sun	218.15	43.63	12.84	3.40
Mon	813.38	90.38	43.54	2.08
Tue	414.86	59.27	14.58	4.06
Wed	341.82	56.97	24.49	2.33
Thu	294.03	58.81	30.45	1.93
Fri	945.43	85.95	33.93	2.53
Sat	378.74	54.12	17.74	3.05
Grand Total	3406.41	68.13	32.34	19.38



Relationships Between Features

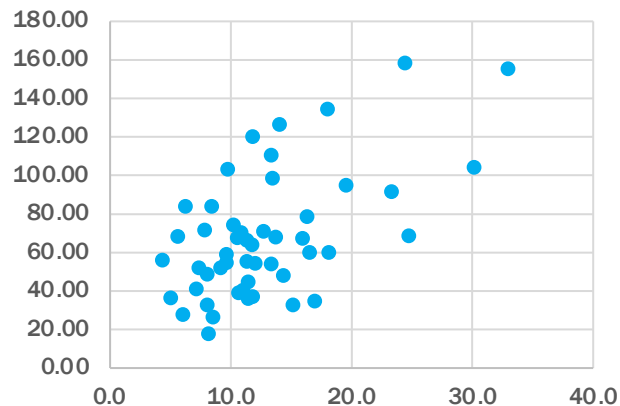
Correlation Table

	Time (min)	Pages Viewed	Amount Spent (\$)
Time (min)	1.000		
Pages Viewed	0.596	1.000	
Amount Spent (\$)	0.580	0.724	1.000

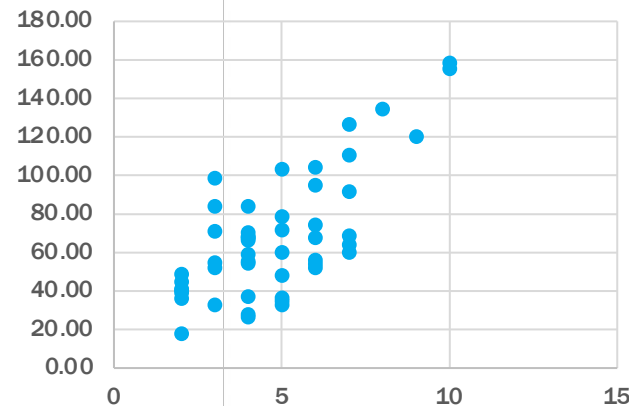
Discussion

The most correlated is paged viewed and amount spent. It is 0.724, the highest out of the others. The others are about the same value. Time and pages viewed is 0.596 and time and amount spent is 0.580. Out of the scatter plots, amount spent vs. pages viewed is the most linear and it is positive.

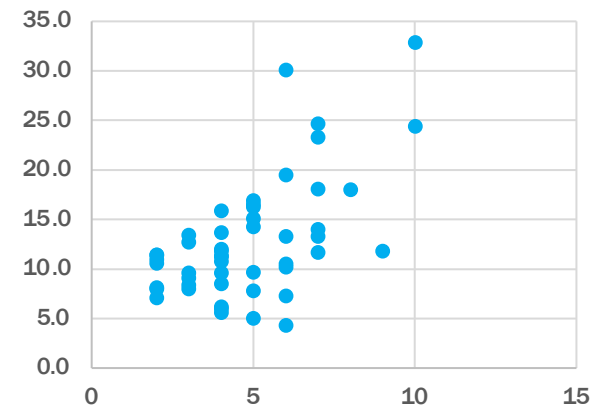
Amount Spent vs. Time Spent



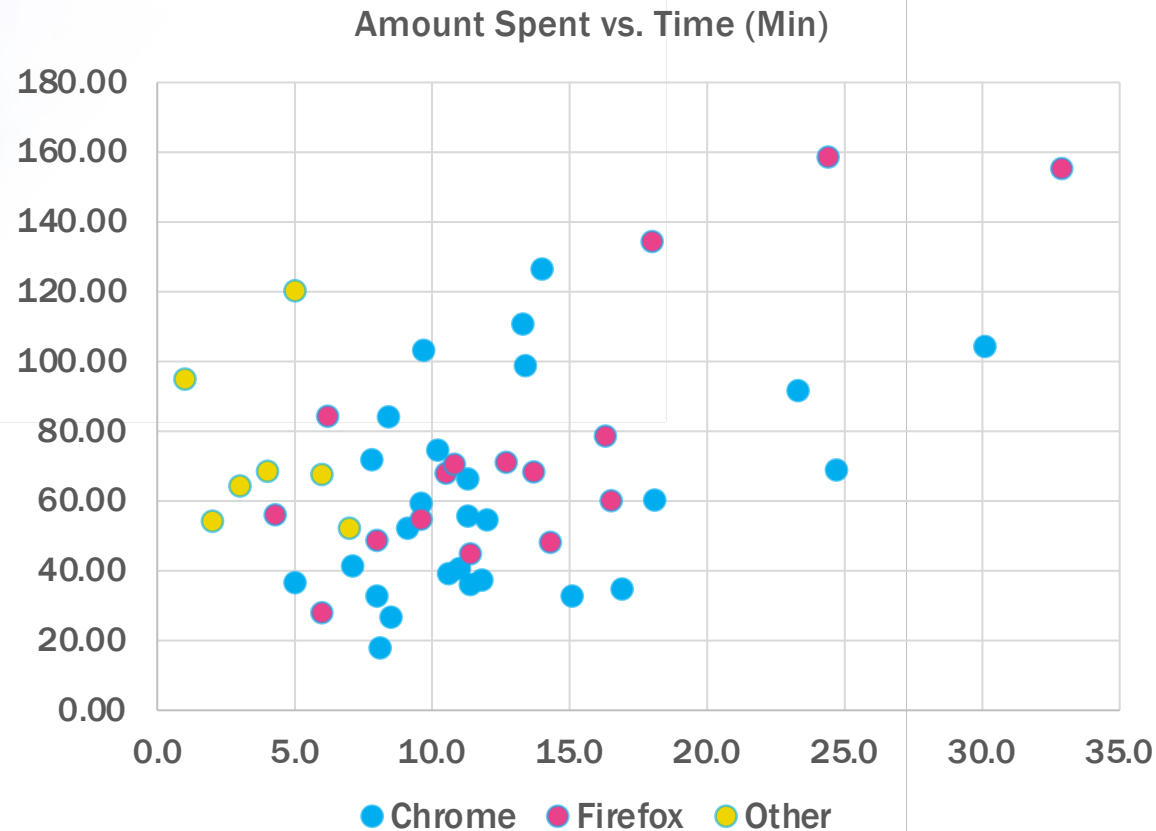
Amount Spent vs. Pages Viewed



Time Spent vs. Pages Viewed



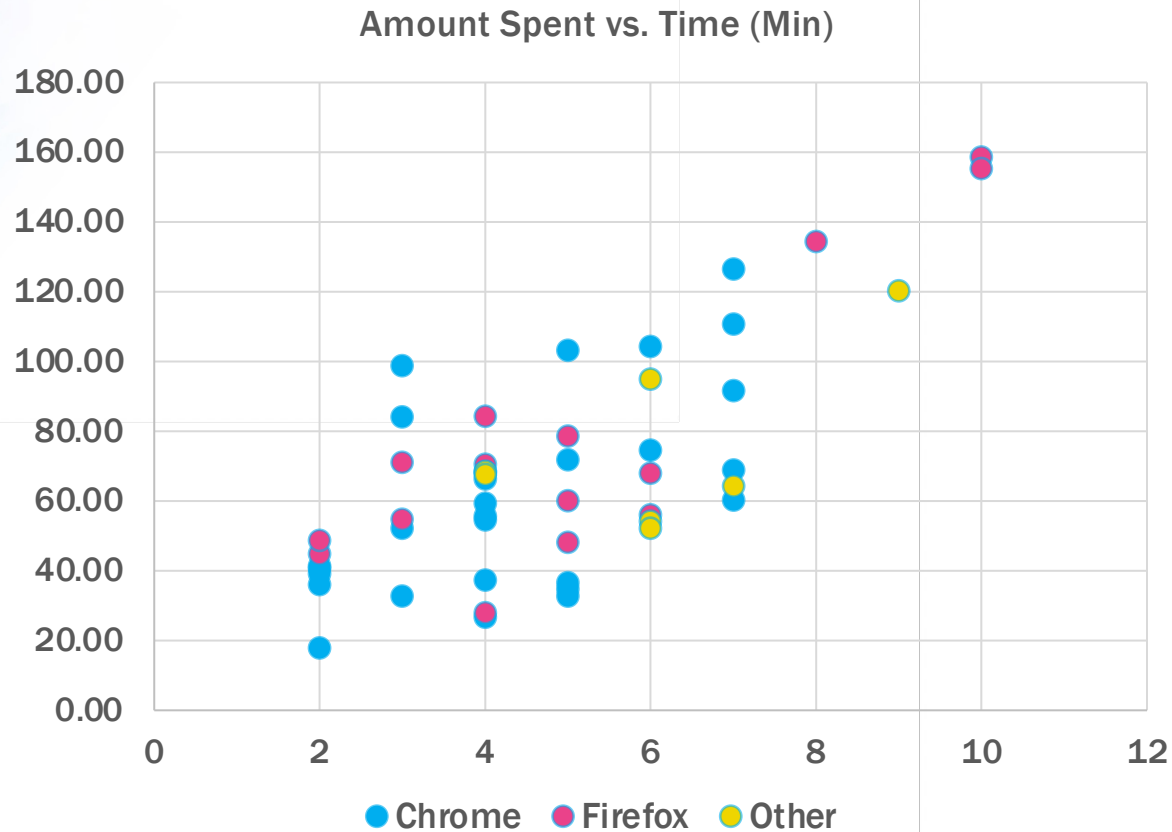
Amount Spent vs. Time Spent by Browser



- Chrome and firefox are positive and it seems that it is not linear. "Other" seems to be going negative. Also, there are a few outlier points for firefox and chrome.



Amount Spent vs. Pages Viewed by Browser



- All the browsers are positive. They seem to be equal, and they follow each other up. And It seems to be a little bit linear.

