

# E-commerce ROI & Attribution

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## Project Summary

Objective: Evaluate marketing channel effectiveness and customer engagement correlations.

Technical Approach: Performed correlation analysis between 'Time Spent' and 'Purchase Amount' to assess platform stickiness.

## Key Findings

Direct and SEO traffic sources showed the highest conversion rates compared to paid social media.

A strong positive correlation (0.85) exists between user session duration and total transaction value.

# Visual Data Analysis & Insights

