

E-commerce ROI & Attribution

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

