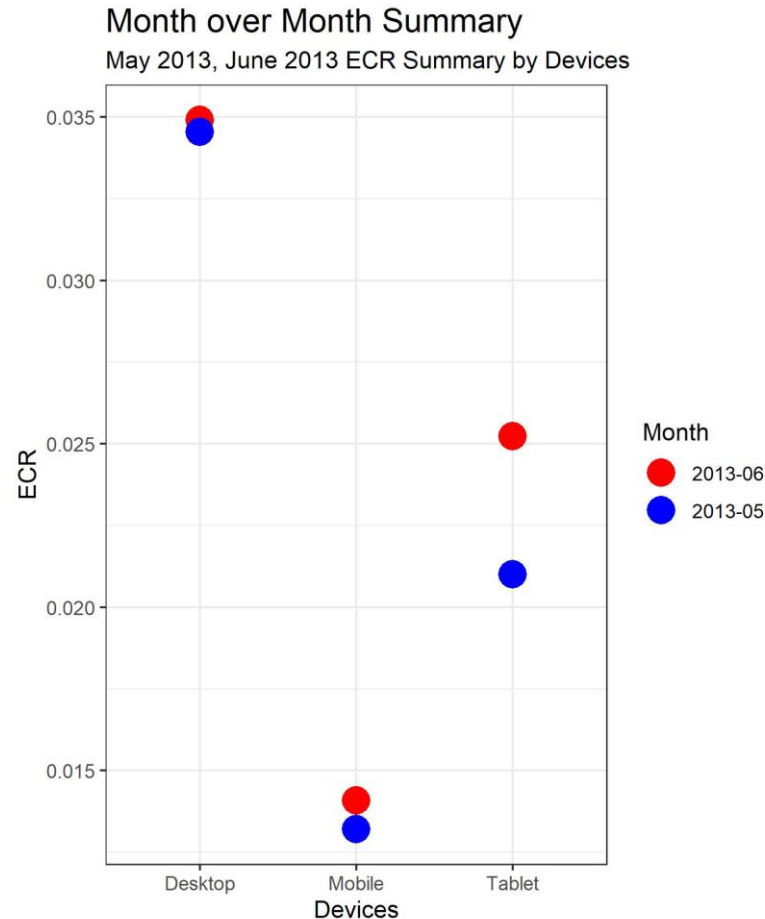


IXIS Data Science Challenge

Online Retailer Performance Analysis

MoM ECR



$$ECR = \frac{Transaction}{Session}$$

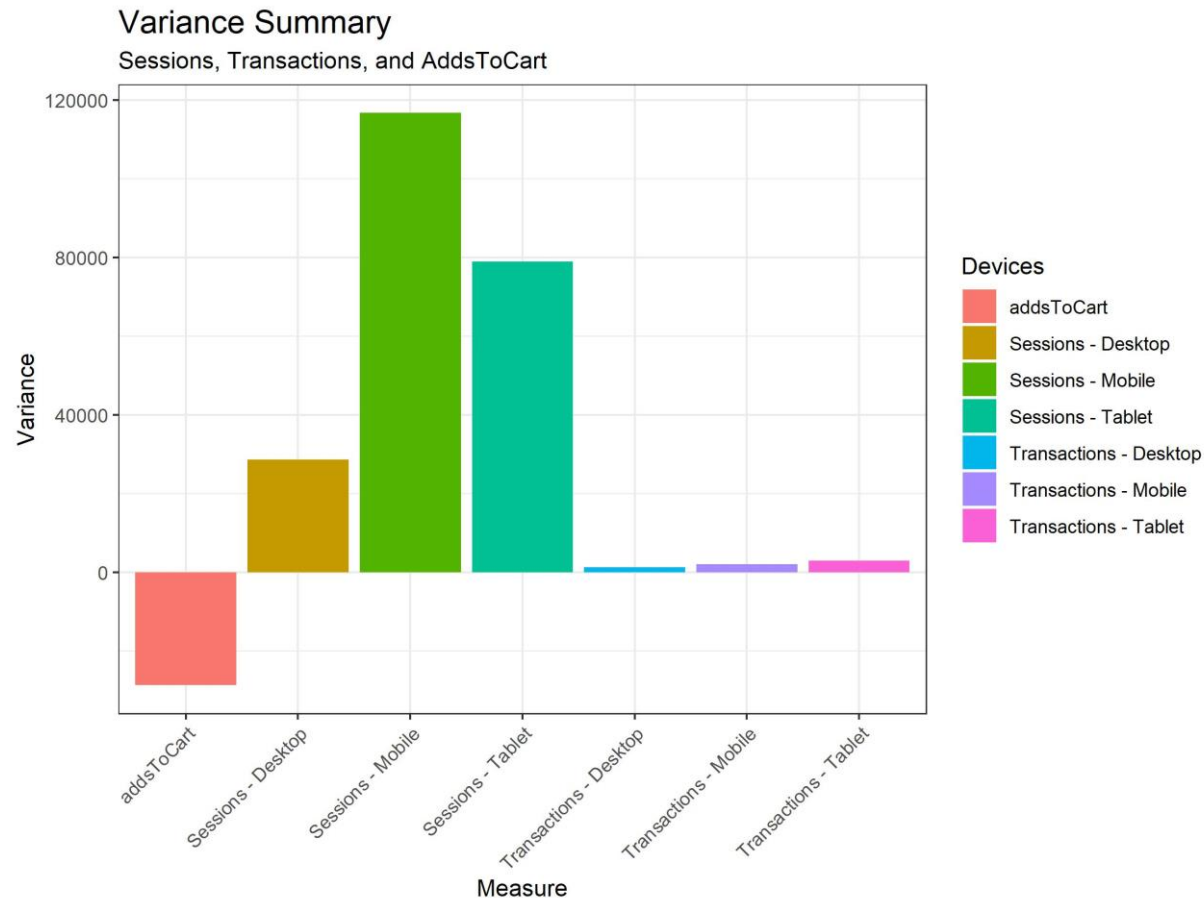
In Google Analytics, Transaction tells us the number of the user officially checked out.

Session is the group of visitor interactions that happen in a 30-minute window of activity.

Thus high ECR is good (means people “buy” more, after looking them)

- Overall ECRs of June are better than May
- With Desktop and Mobile devices transactions, it's not huge changes
- But we can observe there is huge improvement (from 0.021 to 0.026) of ECR with Tablet

MoM Variances

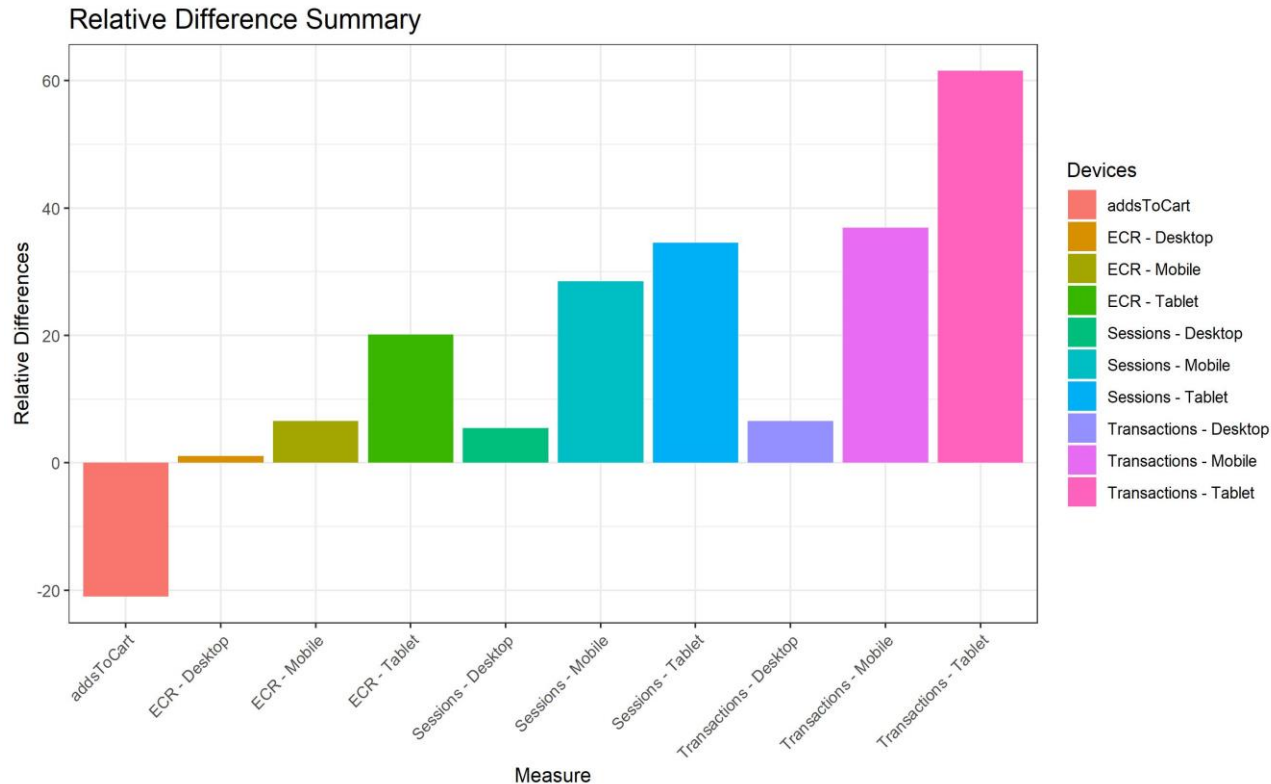


Variance

$$= \text{Current Month} - \text{Previous Month}$$

- Customers tend to check products with mobile app (Approximately 30% more than Tablet)
- Customers prefer to check out with Tablet
- Overall Sessions and Transactions increase but the number of cases customers add item into cart is decreased

MoM Relative Difference



$$\text{Relative Difference}(\%) = \frac{\text{Current Month} - \text{Previous Month}}{\text{Previous Month}} \times 100$$

- We can check that transactions with tablet grows more than 60%
- Even though ECR of Desktop was high in the previous slide, we can observe that its growth is slow than mobile and tablet
- The cases customers add to cart almost 20 % decreased compared to May

Next Steps / Action Items

- Tends to check products using mobile phone
- But tends to check out with their tablet
- Huge decrement with the number of adds to cart cases
- Recommend to access easy for adding products to cart
- Recommend to upgrade UX for mobile version to attract more customers to window shopping
- Recommend to upgrade Transactions page for tablet version that customers can check out easily

Thank you