



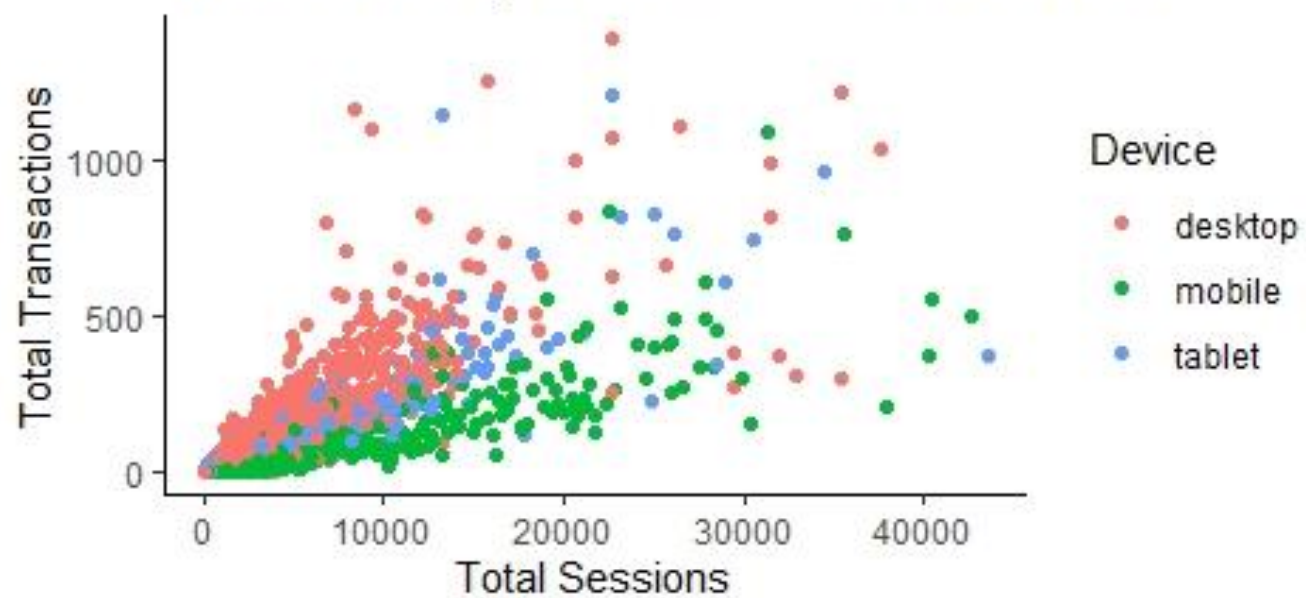
Your Company
eCommerce Analysis
Prepared By: IXIS
9/6/21

Key Findings:

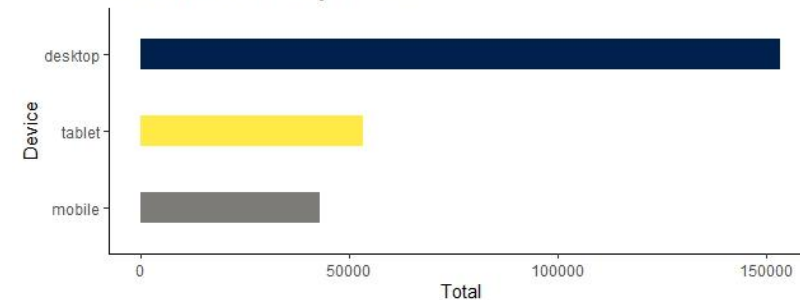
For 12 Month Study Period

- ~250 billion transactions; 1.5% average annual conversion rate
- eCommerce purchases greatest in spring months and January.
- Offsets between cart additions and timing of purchases.
- People shop from home (desktop) most of the time.

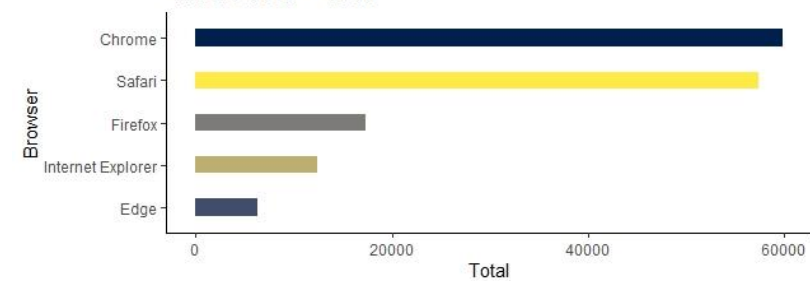
Transactions by Session Count and Device

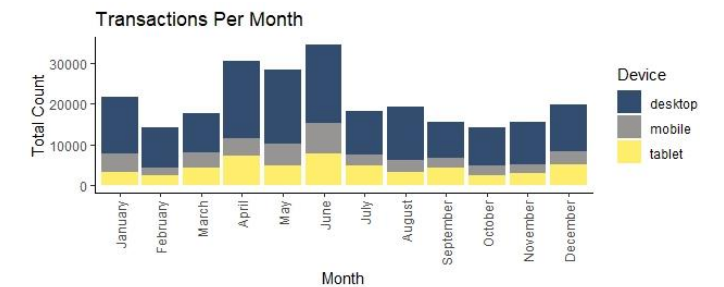
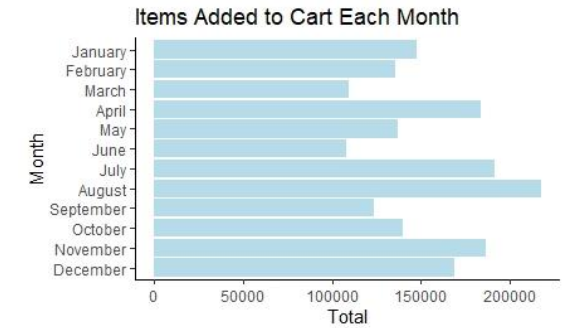
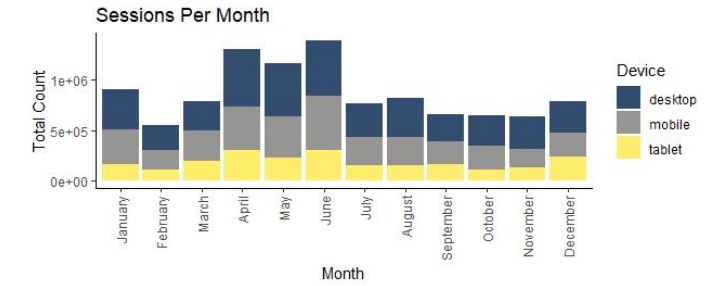
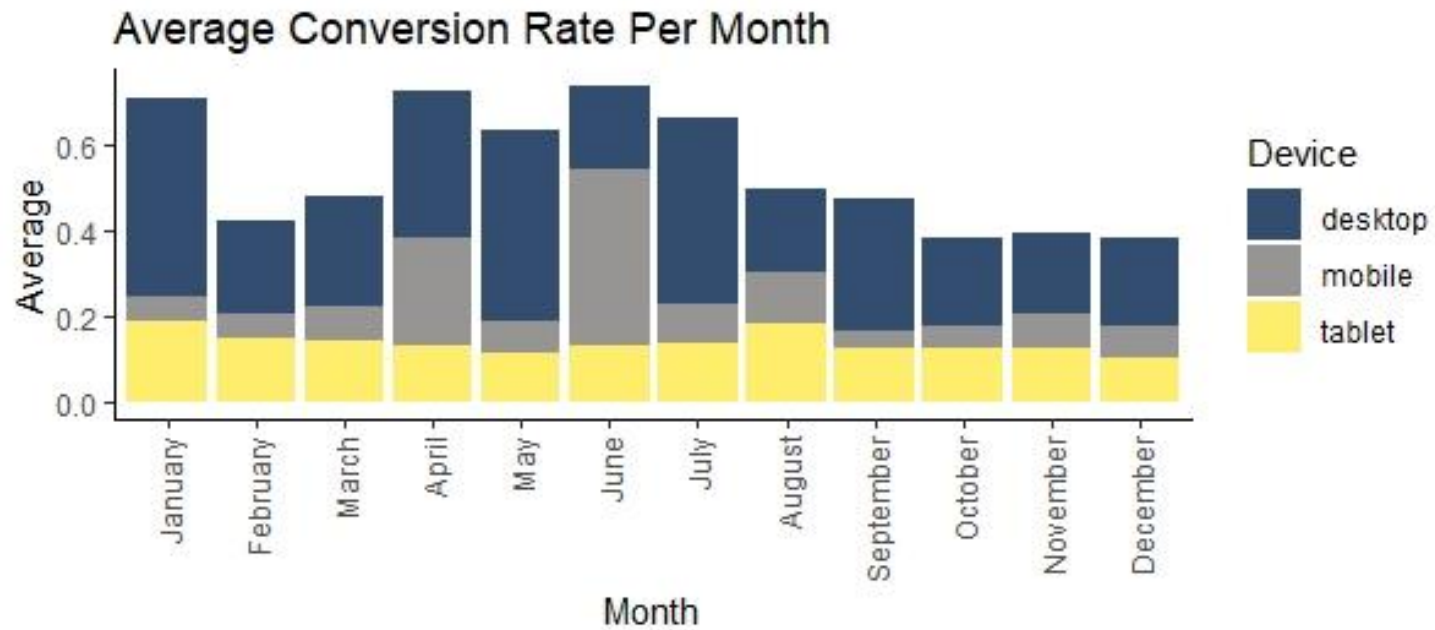


Total Transactions by Device



Transactions by Desktop Browser: Where Total > 1000





Recommendations:

- Drive marketing to increase purchasing at time of cart addition.
- Optimize website for Chrome and Safari.
- Explore interventions to enhance mobile purchasing.
- Additional metrics: geographic, weekday, transactions:cart_additions.
- Update and continue data collection – impact of covid, remote work, etc.
- Customer demographics and behavior: qualitative surveys and analytics.