



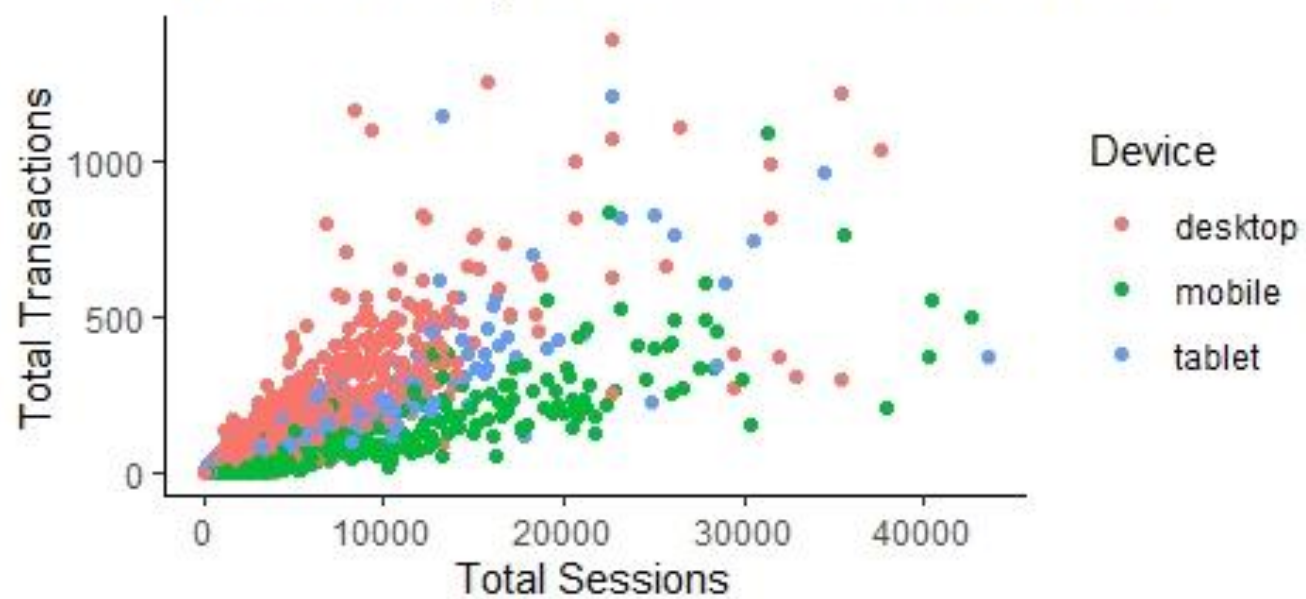
Your Company
eCommerce Analysis
Prepared By: IXIS
9/6/21

Key Findings:

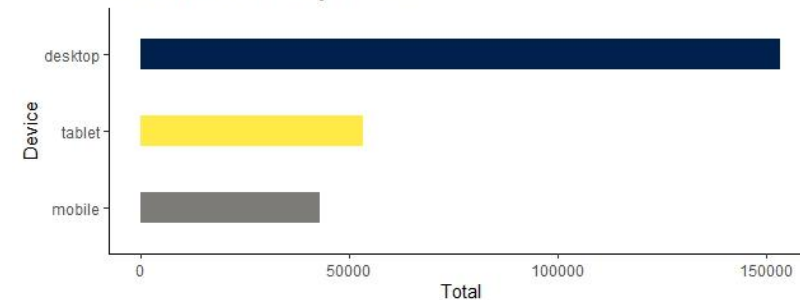
For 12 Month Study Period

- Total Transactions = 249,656,450,831.
- eCommerce purchases greatest in spring months and January.
- Offsets between cart additions and purchases.
- People shop from home (desktop) most of the time.

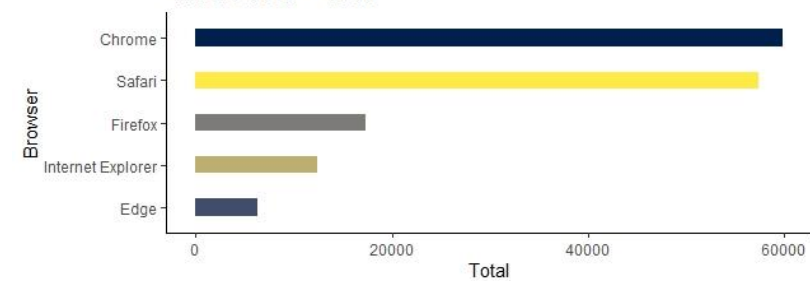
Transactions by Session Count and Device

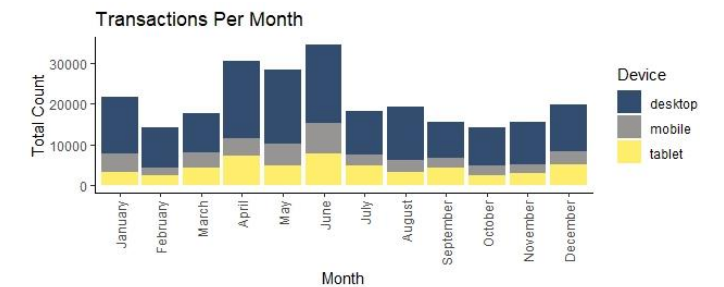
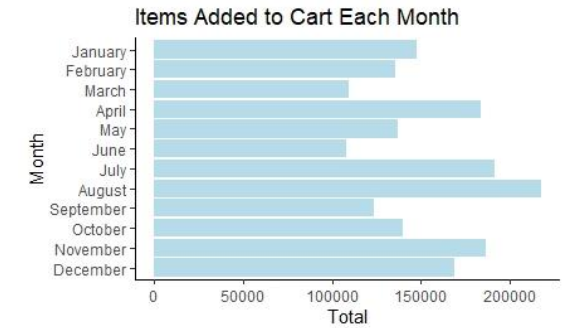
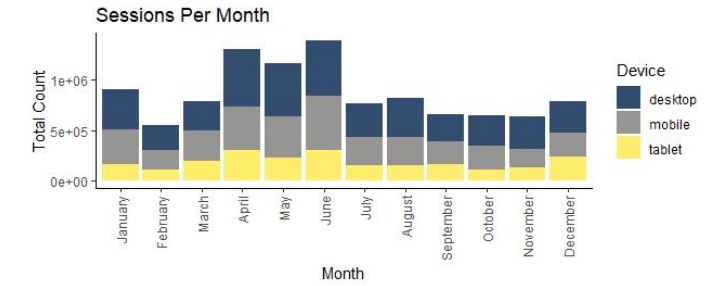
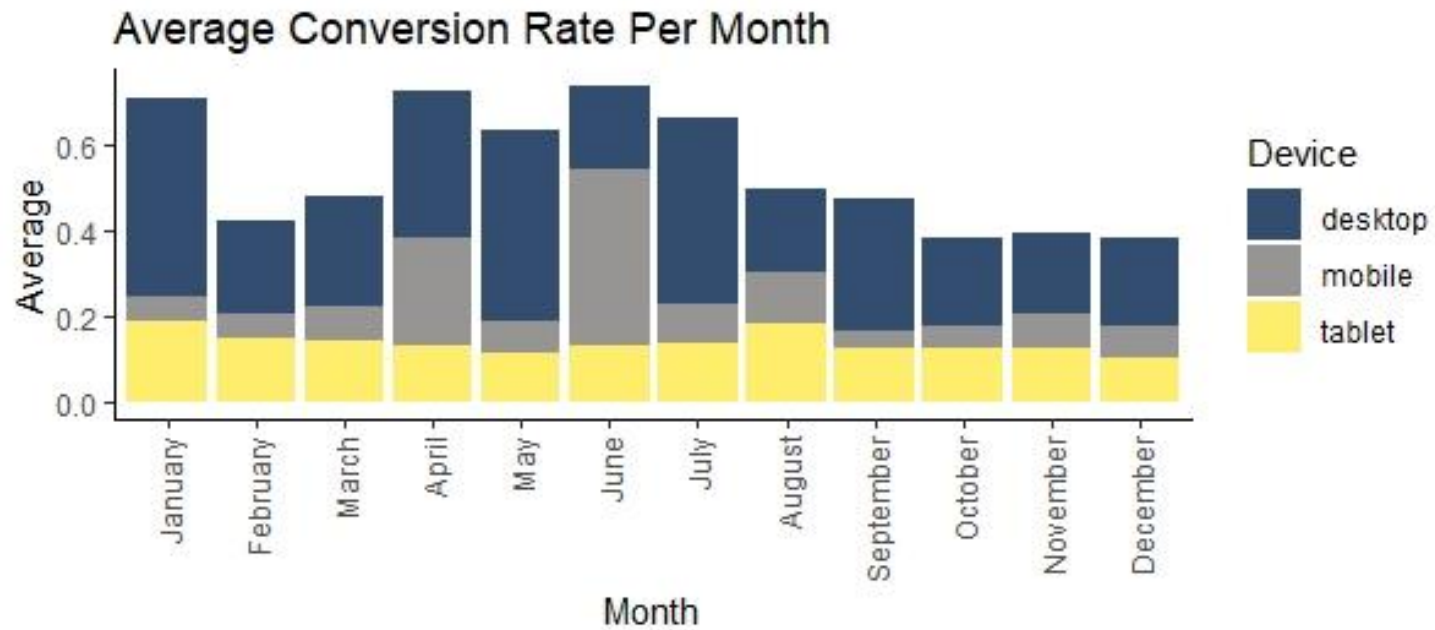


Total Transactions by Device



Transactions by Desktop Browser: Where Total > 1000





Recommendations:

- Drive marketing during early-winter and mid-summer months.
- Optimize for Chrome and Safari.
- Explore options to enhance mobile purchasing.
- Assess geographic & temporal (weekday/hr) patterns of purchasing.
- Survey customers: qualitative analytics.