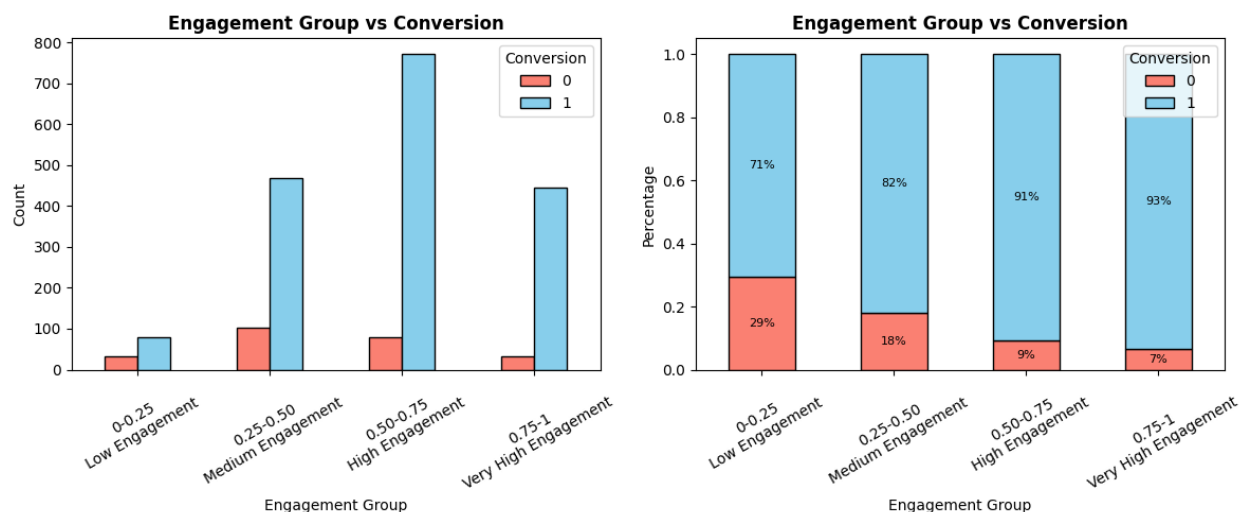


The company wanted us to determine that which factors and attributes play an effective role that cause “Conversion”, our team examined and analyzed 20 features, we found weak signals in most, but there were some variables that showed potential, **Time on Site, Website Visits, Pages per Visit, Loyalty Points** showed strong relationships with our goal. After various analysis and examinations we created the "Engagement\_KPI" by featuring all of the 4 attributes mentioned above, we gave a point to every type of value in those columns (equal weights and importance across all 4 attributes), then after processing and calculations we finally created the ‘Engagement\_KPI’, As Engagement\_KPI increases, the amount of non-converting customers (conversion = 0) decreases, while conversions increase, This relationship is statistically significant and our tests confirms it, so it’s not due to chance . so higher engagement means more conversions

We noticed roughly **31 %** higher total conversion rate in customers with ‘very high engagement’ compared to customers with ‘low engagement’, and customers labeled as ‘medium engagement’ are **2 times** more likely to not convert compared to customers with ‘high engagement’.



**Conclusion:**

As we can see when the Engagement\_KPI increases, the proportion of non-converting customers (conversion = 0, shown in red) decreases (descending flow), while conversions increase. Our tests confirm that this relationship is statistically significant. Therefore, our Engagement\_KPI is a valid metric that captures customer engagement and has a meaningful relationship with the target variable (Conversion). so higher engagement → more conversions

**Here is our insight and recommendation :**

We suggest increasing visitors engagement with our website by improving site experience, maybe a redesign or changing the site theme to a more authentic look and increasing our user experience, we could also design some loyalty programs or reward loyal customers with discounts to make our customers give even more attention to loyalty points.