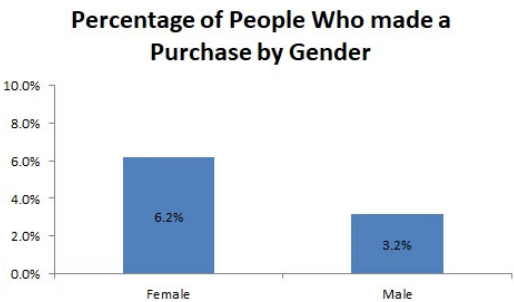
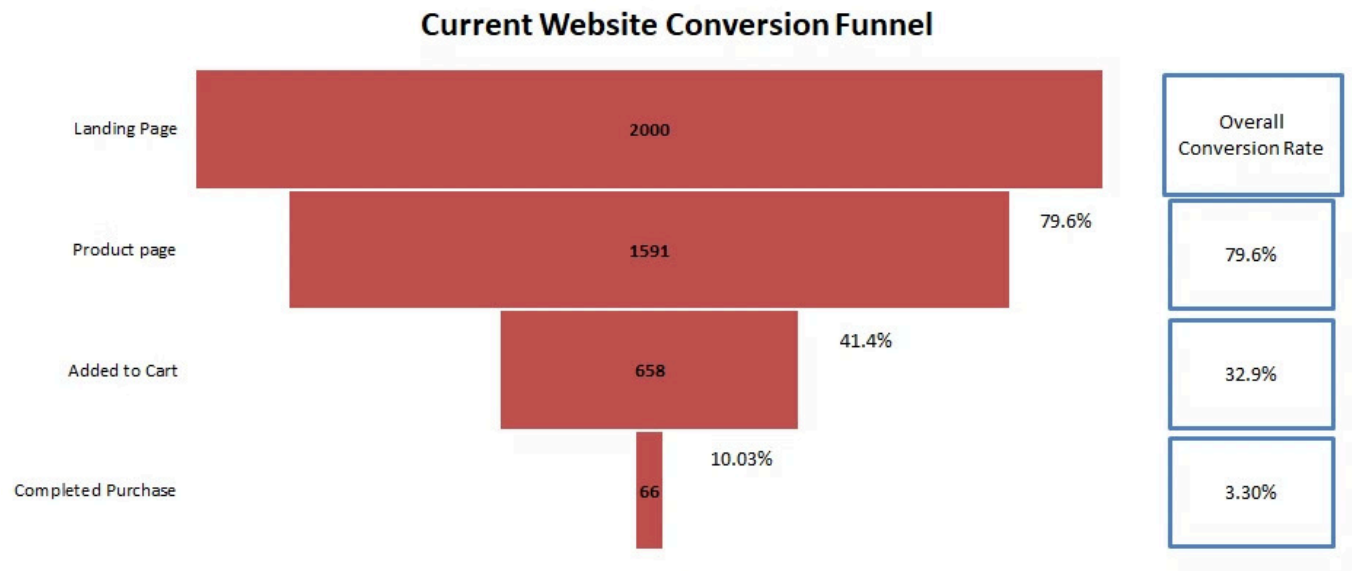




# Crown Jewelers: Conversion Funnel Analysis

Explore opportunities to increase sales and improve customer experience

# Current Conversion Funnel



## Cart Abandonment

Largest opportunity for improvement

## Gender

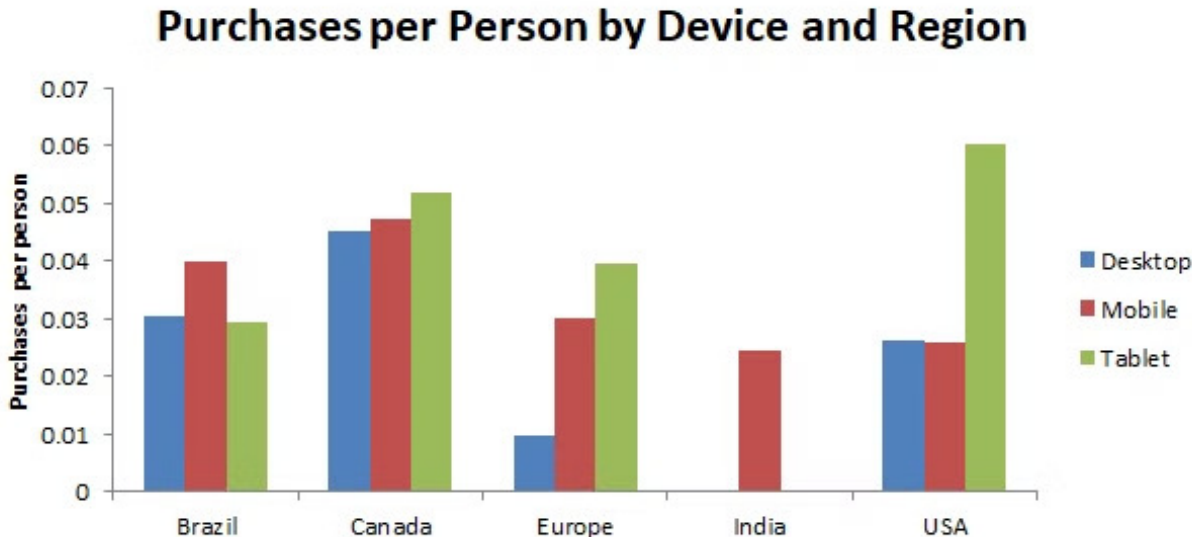
Significant factor in conversion

# Device Usage by Region

Mobile Majority  
Across all regions

Tablet Potential  
High purchase rate despite low  
user count

Optimization Needed  
Europe desktop and India  
desktop/tablet sites



# Time Spent on Site

1

No Purchases

Users leaving within 60 seconds

2

Optimal Engagement

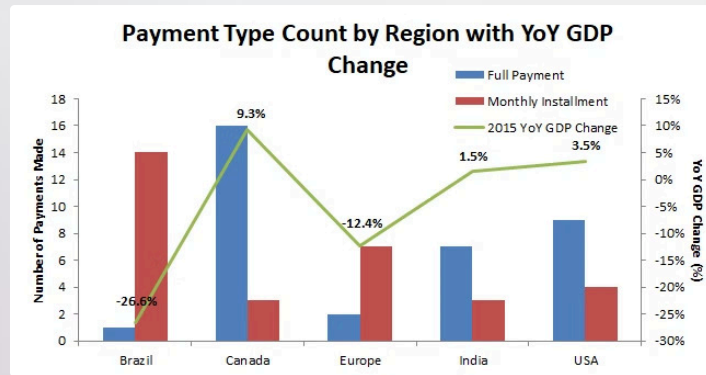
1 to 3.5 minutes: highest purchase likelihood

3

Extended Engagement

1 to 5 minutes: significant purchase probability





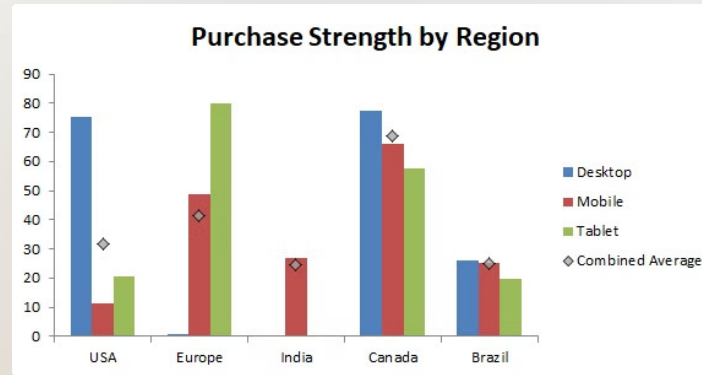
# Payment Methods

## Economic Impact

Regions with negative GDP growth favor installment plans

## Strategic Visibility

Promote installments in struggling economies



# Purchase Strength



## Purchase Strength

Expected sales potential per person



## Calculation

Price/person x conversion rate



## Top Performer

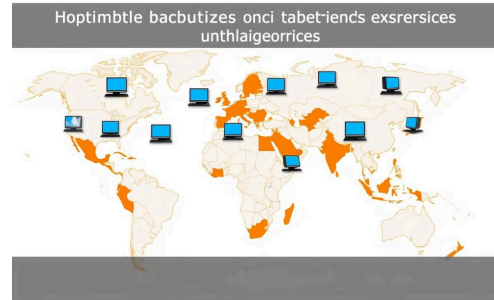
Canada has the highest purchase strength

# Recommendations



## Analyze Cart Abandonment

Identify causes and implement solutions.



## Optimize Experiences

Improve European desktop and Indian desktop/tablet sites.



## Enhance Site Engagement

Boost conversion rates.



## Promote Installment Plans

Target regions with economic decline.