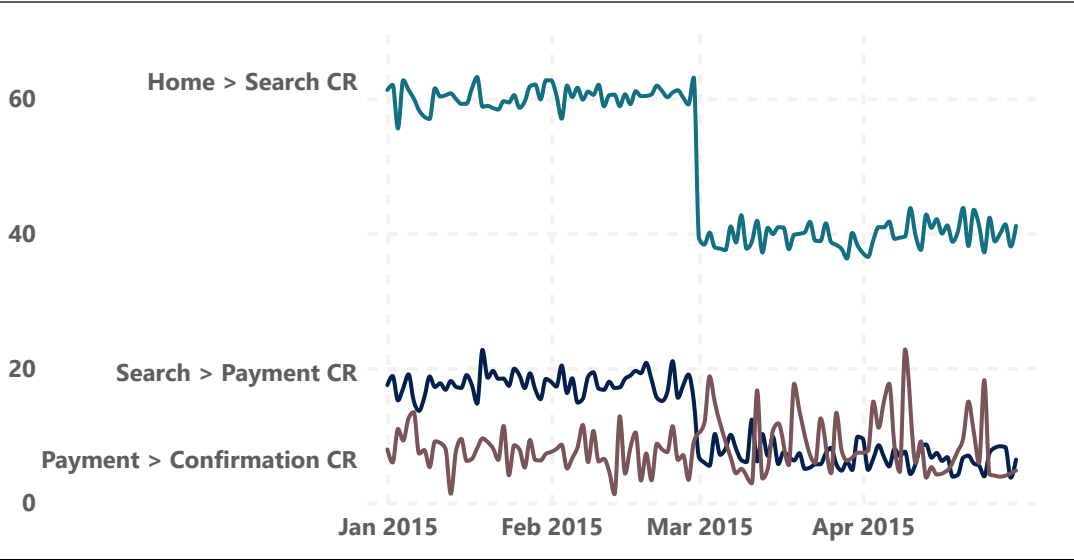


E-commerce Conversion Rate Analysis: Mobile vs. Desktop Performance and Optimisation Strategies

By: Umasree Akula

On March 1st, there was a 38% Decrease in User Sessions Progressing from the Home Page to the Search Page and a 55% Drop in Sessions with Add-to-Cart & Begin Checkout Event

The Daily Conversion Rate (CR) across the Funnel Stages from January to April



Events around March 1st indicate a drop in the conversion rate from the **Home page to the Search page**, **decreasing from a 61% average** in January and February **to an average of 39%** in March and April.

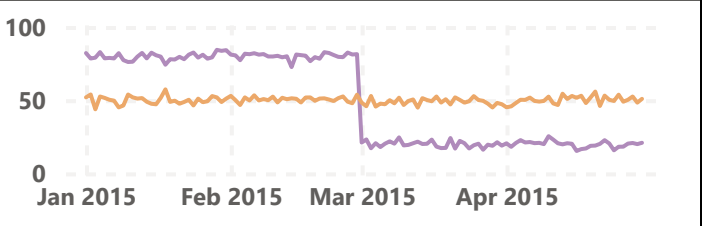
There was a significant **61% drop** in the conversion rate for sessions with **add-to-cart and begin checkout events (Search page > Payment page)**.

For the **Home to Search** conversion stage, **desktop** users consistently had a conversion rate of **nearly 50%**. In contrast, **mobile** users initially showed a high conversion rate of **approximately 80%** in the first two months, but this **dropped significantly to around 20%** in March and April.

Mobile users had a **better conversion rate from Search to Payment**, approximately a **20% average**, compared to **desktop** users, who saw a **decline from 15%** (in the first two months) **to 4%** (in the next two).

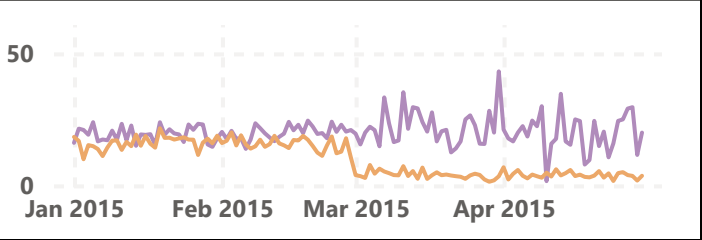
Mobile Average Conversion Rate Dropped by 75%; Desktop Consistent at 50%

The Home > Search Conversion Rate by Device



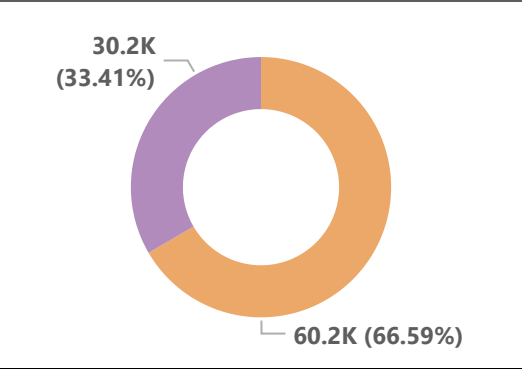
73% Decline in Add-to-Cart & Begin Checkout Desktop Sessions; Mobile Outperforms

The Search > Payment Conversion Rate by Device



Mobile Devices Account for 33% of Sessions

The Percentage of Sessions by Device

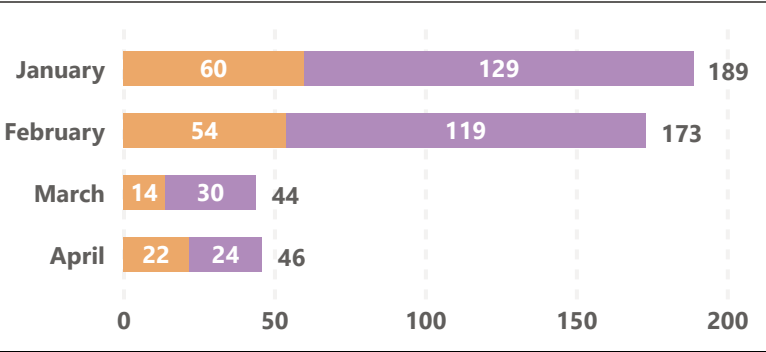


While **desktop** devices account for **66% of the sessions**, **mobile** users **have outperformed in conversion to complete a purchase**.

However, the no. of **sessions with a purchase event decreased** in March and April, **dropping from an average of 181 purchases** in January and February **to only 45 average purchases**.

Most Purchases Are via Mobile Devices; 75% Drop in Average Purchases

Total Purchases by Month and Device Type



Recommendations:

1. Conduct Comprehensive Website Audit: Investigate events around March 1st to identify potential updates affecting mobile access, including technical issues (payment processing issues, page load time, server response time, and website performance).
2. Session Recordings Analysis: Watch session recordings around March 1st to identify differences in user journeys (successful interactions vs. user interaction failures).
3. Application and Website Optimisation: Optimise content accessibility and visibility of call-to-action buttons, implement product filtering and auto-complete suggestions features to encourage mobile users to explore products through search. Improve checkout & payment flow for desktop users.