

# Retail Website Performance

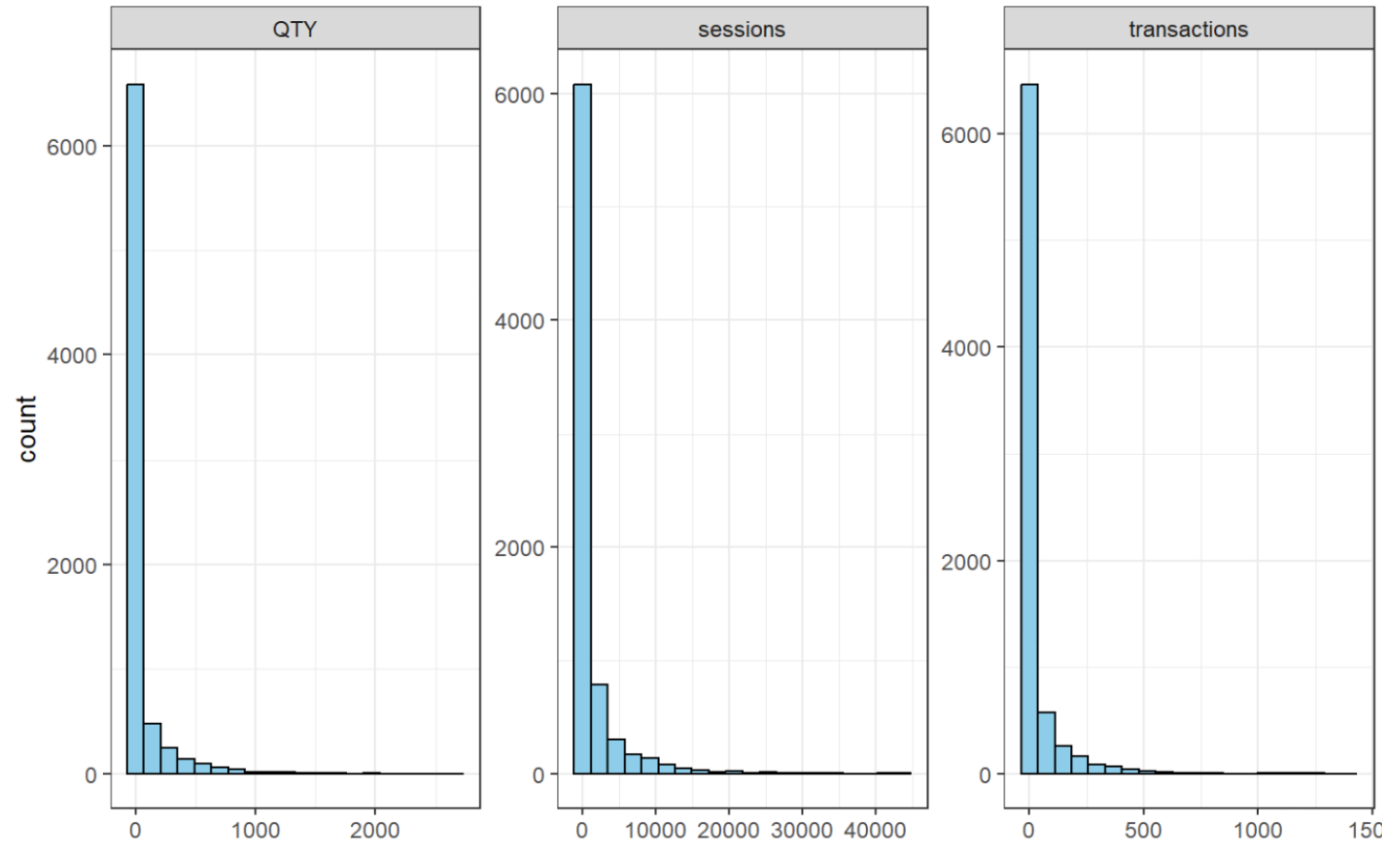
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# Exploratory Visualization

Data is heavily skewed right.

- Some outlier days contain high levels of quantity, sessions, and transactions.
- These days with heavy traffic are meaningful so they will not be removed.
- Average rates are closer to the lower values for each feature.



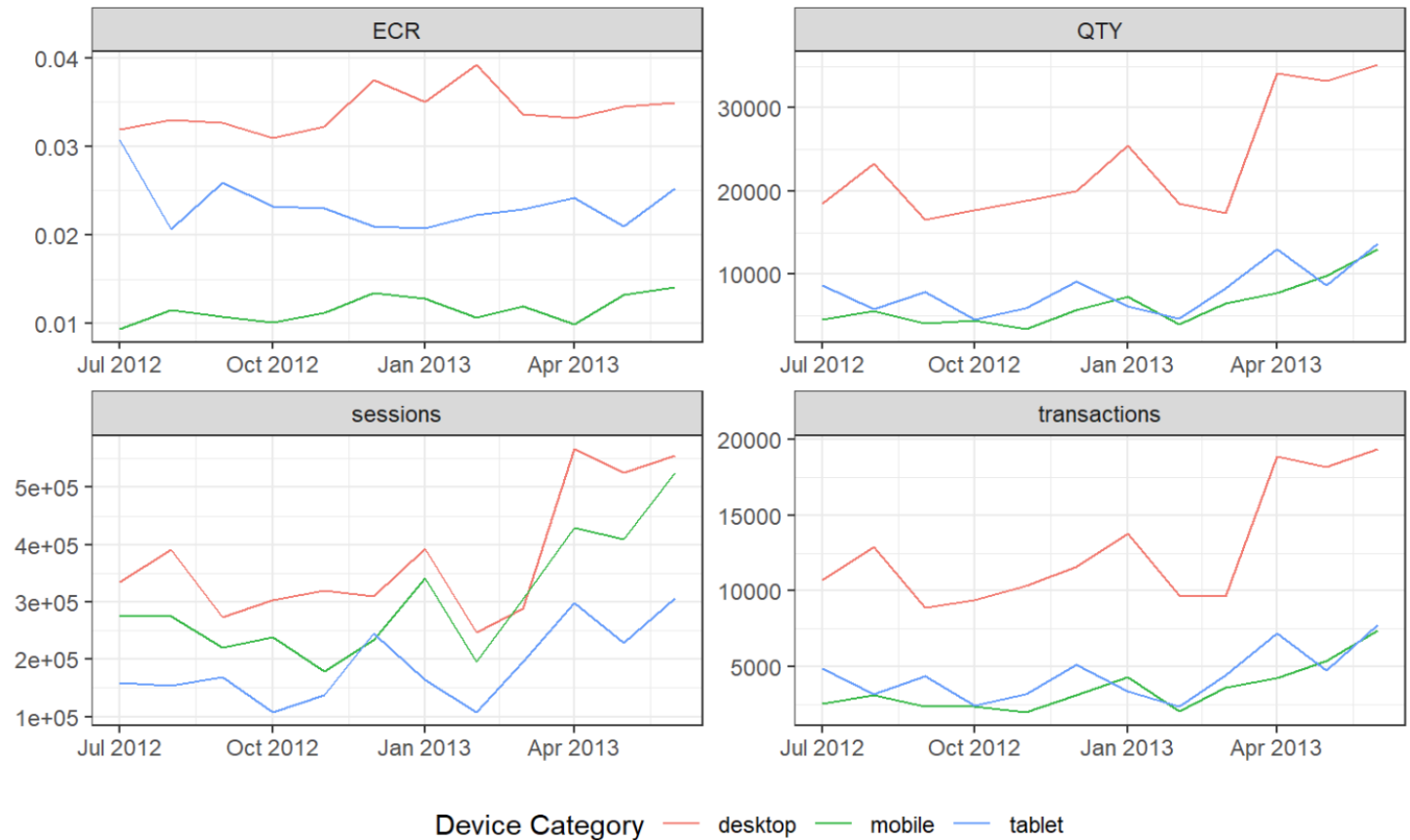
# Aggregated Data

Main features are trending upwards.

- ECR remains stable across time.

Users connecting via desktop are more lucrative.

- Mobile users are the least likely to purchase something after connecting.

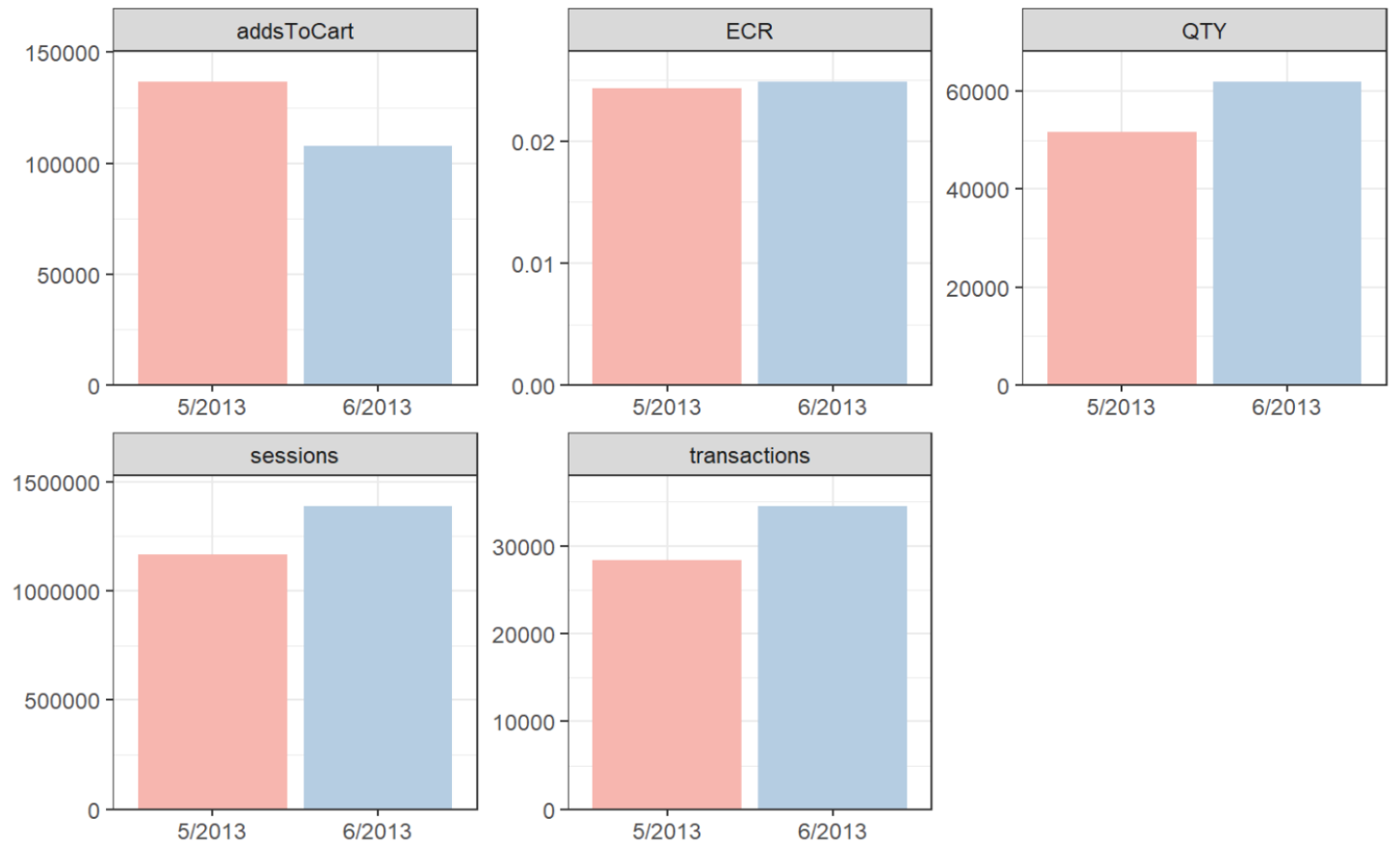


# Recent Months Comparison

Decrease of 21% in number of adds to cart.

Significant increase in all other features.

- +19% sessions
- +22% transactions
- +20% QTY
- +2% ECR



# Action Items

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1. Optimize desktop experience.
  - a. Improve website design.
  - b. Upgrade functionality.
2. Enhance mobile experience.
  - a. Optimize website for mobile responsiveness.
  - b. Implement mobile-specific features to encourage conversions.
3. Monitor cart abandonment.
  - a. Offer incentives to complete purchases.
  - b. Streamline checkout process.