



Ecommerce Data Analysis

Fiscal Year 2012-2013

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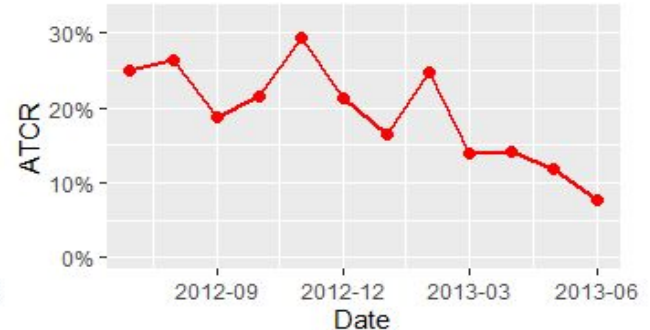
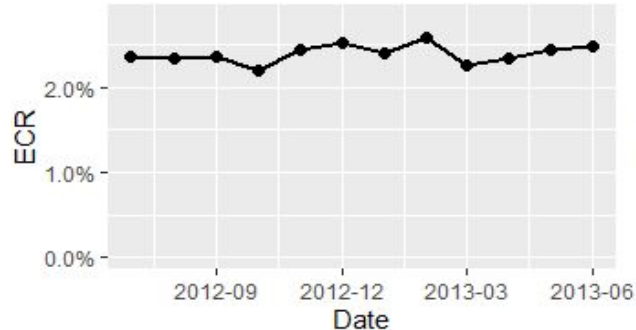
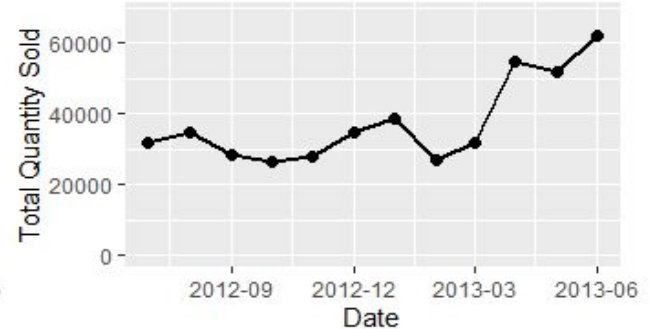
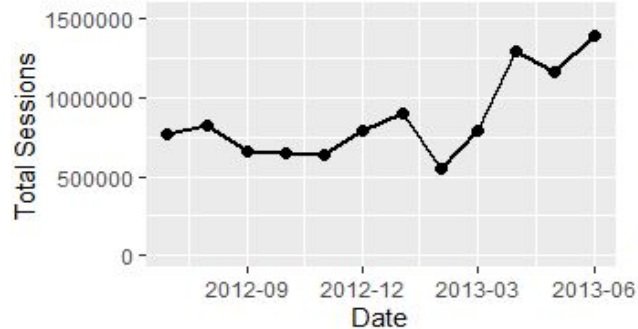
Short Term Trends: Month-over-month

- Sessions, transactions, and quantity sold have increased
- ECR remains relatively stable
- Adds to Cart and ATC rate decreased substantially
- The silverlining is that given the increase in other KPIs, this indicates customers are following through on purchases more this month

KPI	5/2013	6/2013	Absolute change	Relative change
Sessions	1164639	1388834	224195	+19%
Transactions	28389	34538	6149	+22%
Quantity	51629	61891	10262	+20%
ECR	0.0243757937	0.0248683428	0.000492549096	+2%
AddsToCart	136720	107970	-28750	-21%
ATCR	0.1173925998	0.07774147234	-0.03965112742	-34%

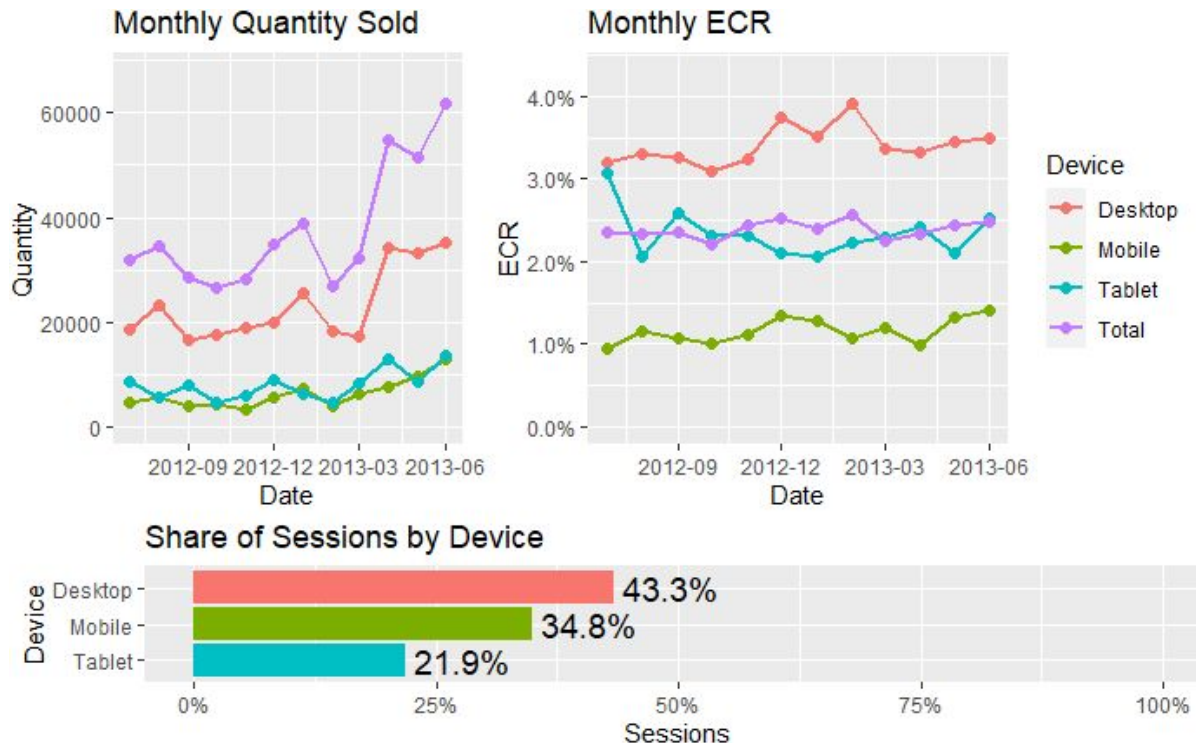
Long Term Trends: Past Fiscal Year

- Data analysis of the past fiscal year indicates these month to month changes aren't exceptional
- Total sessions and quantity sold has increased this fiscal year, while ECR has remained stable
- The month over month decrease in ATCR has unfortunately been a long term trend



Customer Engagement: Device Analysis

- The growth in sales previously identified seems distributed across all devices
- This is driven mainly by increased sessions since ECR has not followed the same trend
- ECR is stratified across devices
- Desktops have the largest share of sessions and the highest ECR



Action Items



- **Short term:** Investigate potential causes of customers following through more on purchases 6/2013 as compared to 5/2013 to capitalize on potentially successful company initiatives
- **Mid term:** Prioritize desktop > tablet > mobile for front end website design and marketing outreach based on current ECR analysis
- **Long term:** Best opportunities for growth are increasing desktop sessions with targeted marketing due to the device's high ECR or pursuing a comprehensive initiative to improve the mobile user experience, capitalizing on the high amount of mobile device sessions by increasing mobile ECR