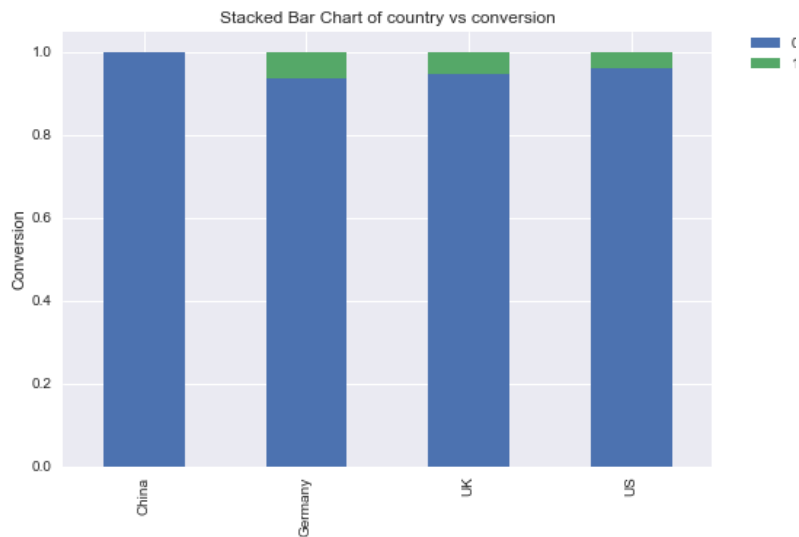
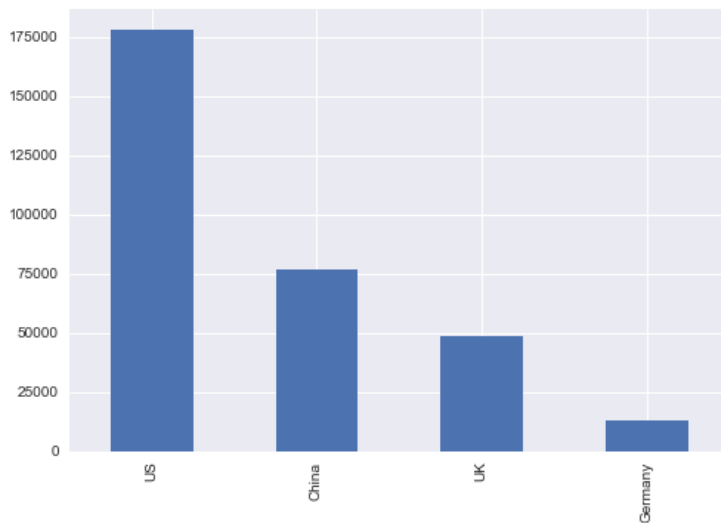


A.



B.



(A) One interesting trend in the data is low conversion rate of visitors from China (blue – did not convert, green – converted). Increasing appeal to website visitors from China offers a great opportunity to increase conversion rate. (B).Considering visitors from China comprise the second largest group, after US, increasing conversion of those visitors will results in substantial gains for the company.