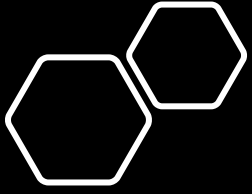


# Online Retailer Performance Analysis

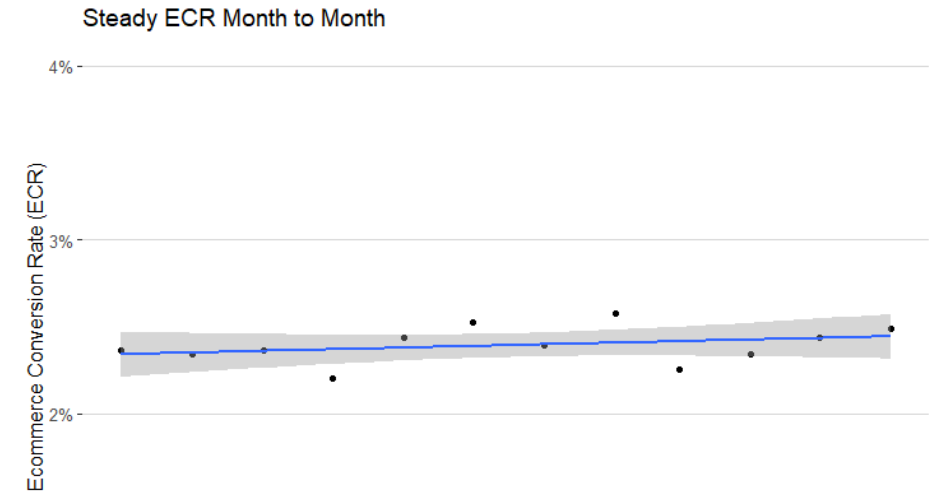
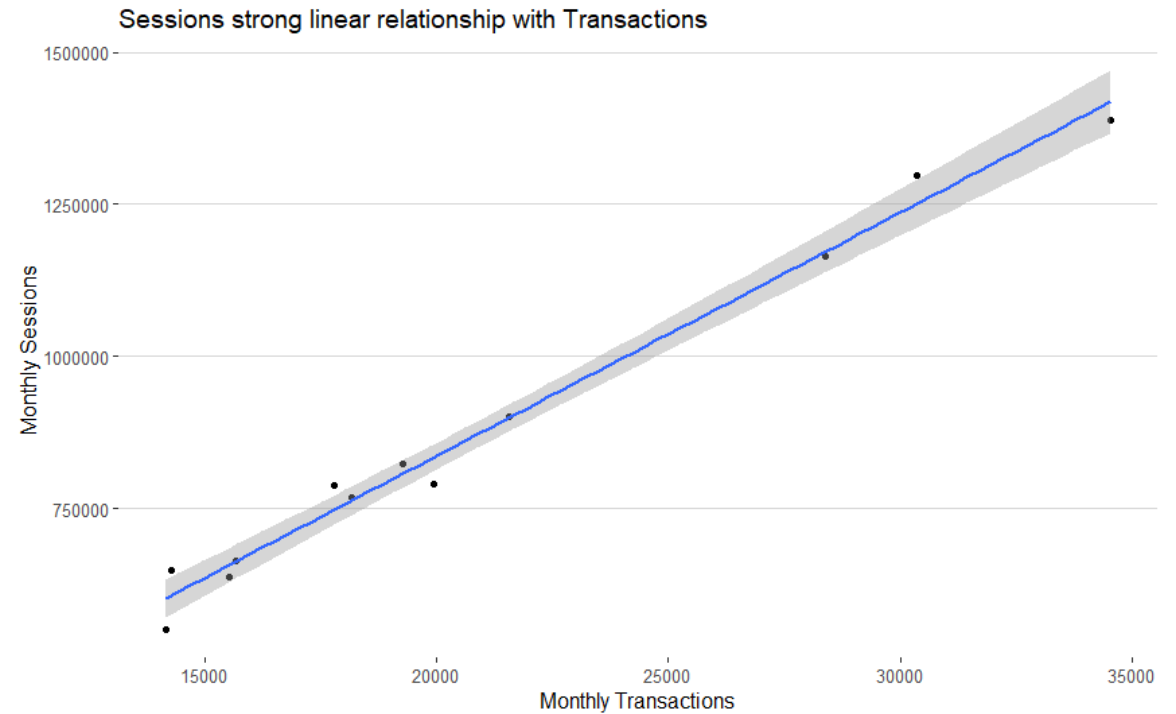
Analysis of Online Retail Tracking Data from July 2012 through June 2013

Yosef Borsykowsky

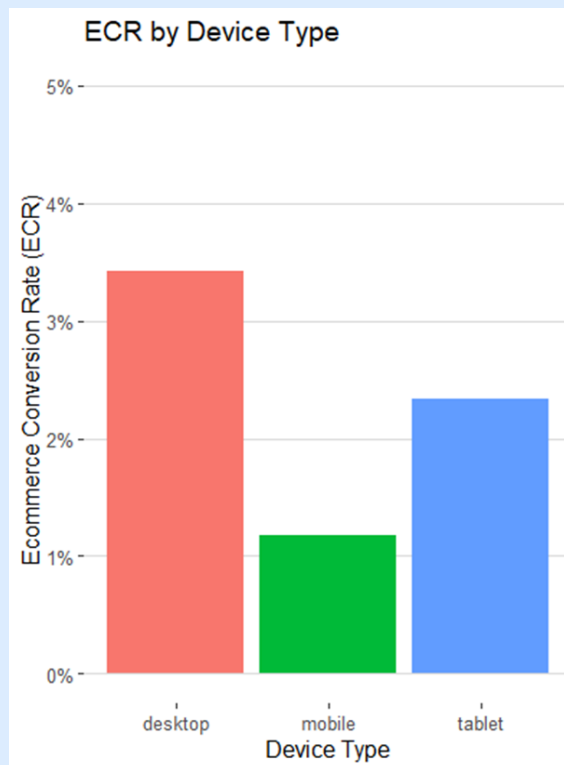
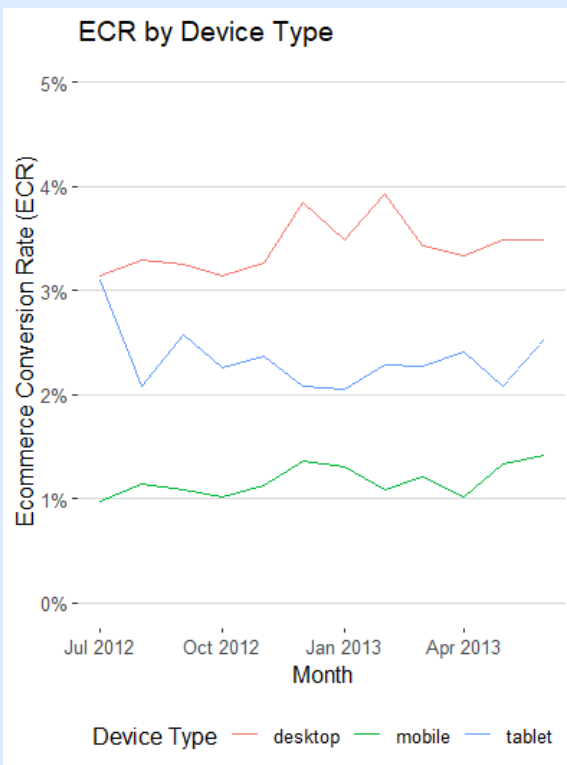


# Sessions equal Transactions

- Sessions have a 98% correlation with transactions
- Last month a 19% increase in sessions led to a 22% increase in transactions
- Flat ECR indicates sessions consistently lead to transactions



# Ecommerce Conversion Rate (ECR) vary by device

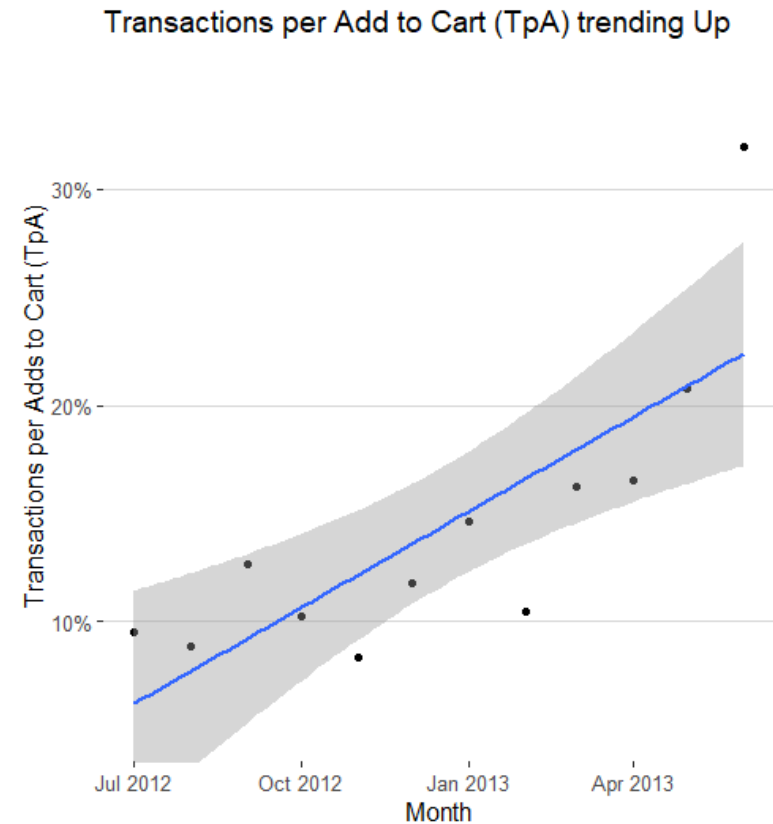
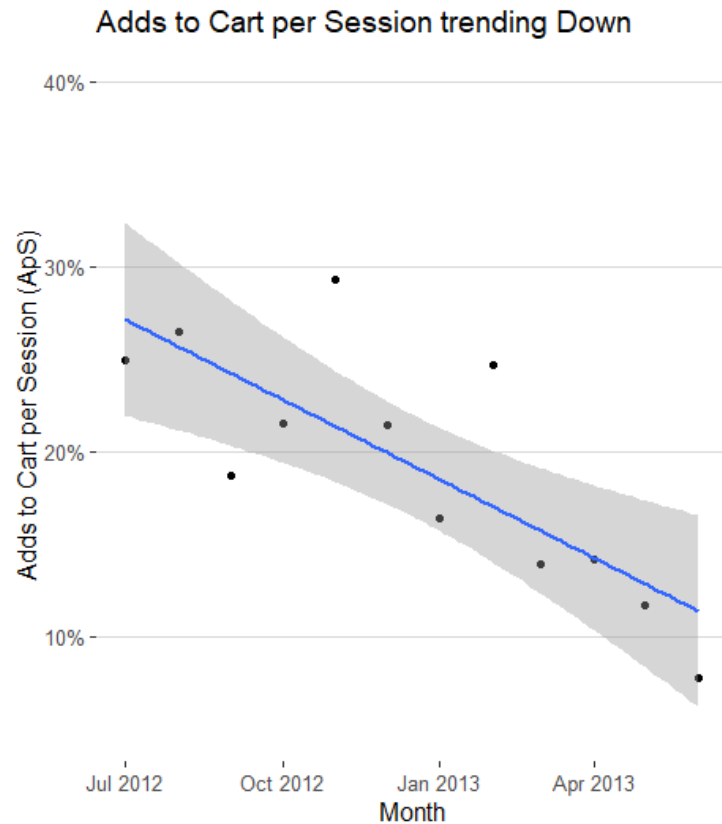


Desktops (3.4%) significantly outperformed tablets (2.3%) and mobile devices (1.2%) in ECR



Desktop devices accounted for only 43% of sessions but over 60% of transactions

# Adds to Cart per Session have decreased, but have become more effective at driving Transactions



## Next Steps:



Investigate why Adds to Cart per session (ApS) trended down



Work to increase ECR for mobile devices (Ease of Purchase?)



Increase ad share for Desktop devices to drive Transactions