

IXIS Data Challenge

3/1/2024

Data Summary

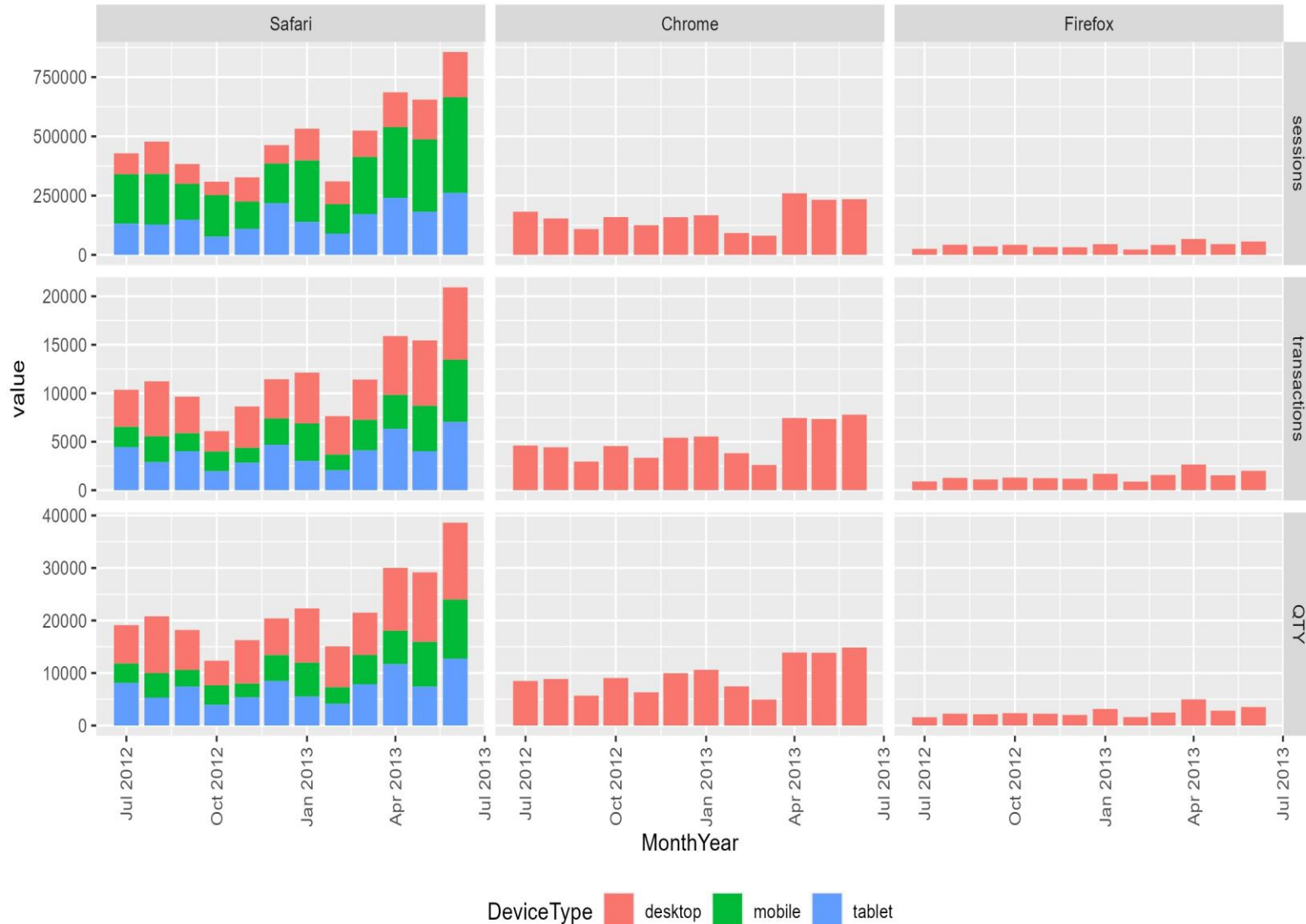
Year	Month	DeviceCat	Sessions	Transactions	QTY	ECR
2012		7 desktop	335,429	10,701	18,547	3.2%
2012		7 mobile	274,443	2,576	4,557	0.9%
2012		7 tablet	158,717	4,884	8,700	3.1%
2012		8 desktop	392,079	12,912	23,316	3.3%
2012		8 mobile	275,556	3,165	5,572	1.1%
2012		8 tablet	154,858	3,202	5,760	2.1%
2012		9 desktop	272,771	8,898	16,507	3.3%
2012		9 mobile	220,689	2,381	4,050	1.1%
2012		9 tablet	169,193	4,379	7,869	2.6%
2012		10 desktop	302,682	9,373	17,675	3.1%
2012		10 mobile	238,849	2,418	4,446	1.0%
2012		10 tablet	107,108	2,484	4,505	2.3%
2012		11 desktop	320,717	10,350	18,778	3.2%
2012		11 mobile	178,828	1,994	3,407	1.1%
2012		11 tablet	138,235	3,183	5,947	2.3%
2012		12 desktop	309,718	11,613	19,947	3.7%
2012		12 mobile	234,481	3,158	5,672	1.3%
2012		12 tablet	245,435	5,158	9,133	2.1%
2013		1 desktop	393,723	13,793	25,424	3.5%
2013		1 mobile	341,668	4,360	7,257	1.3%
2013		1 tablet	164,601	3,407	6,165	2.1%
2013		2 desktop	247,632	9,699	18,437	3.9%
2013		2 mobile	194,996	2,071	3,915	1.1%
2013		2 tablet	107,599	2,396	4,696	2.2%
2013		3 desktop	287,837	9,679	17,362	3.4%
2013		3 mobile	304,832	3,644	6,455	1.2%
2013		3 tablet	196,151	4,481	8,265	2.3%
2013		4 desktop	567,510	18,868	34,200	3.3%
2013		4 mobile	429,864	4,280	7,752	1.0%
2013		4 tablet	299,239	7,221	12,994	2.4%
2013		5 desktop	526,330	18,176	33,208	3.5%
2013		5 mobile	409,796	5,413	9,790	1.3%
2013		5 tablet	228,513	4,800	8,631	2.1%
2013		6 desktop	554,940	19,370	35,146	3.5%
2013		6 mobile	526,481	7,412	13,017	1.4%
2013		6 tablet	307,413	7,756	13,728	2.5%

Measure	Prev Month	Most Recent Month	Absolute Diff	Relative Diff
sessions	1,164,639	1,388,834	224,195	19.3%
transactions	28,389	34,538	6,149	21.7%
QTY	51,629	61,891	10,262	19.9%
ECR	2.4%	2.5%	0.0%	2.0%
addsToCart	136,720	107,970	-28,750	-21.0%

Device Category	Browser	sessions	transactions	QTY	% of Total Sessions	% of Total Transactions	% of Total QTY
mobile	Safari	2663112	36153	64145	25.6%	14.5%	14.2%
desktop	Chrome	1954932	59833	114014	18.8%	24.0%	25.3%
tablet	Safari	1894864	47324	87834	18.2%	19.0%	19.5%
desktop	Safari	1394280	57370	111797	13.4%	23.0%	24.8%
desktop	Firefox	489450	17313	31158	4.7%	6.9%	6.9%
					80.6%	87.3%	90.7%

- **Top 5 ‘Device/Browser’ Combinations**
 - **80% of Total Sessions**
 - **87% of Total Transactions**
 - **90% of Total QTY**
- **Focus Website Optimizations on Top 5 for Maximum Benefits**

Trend Analysis



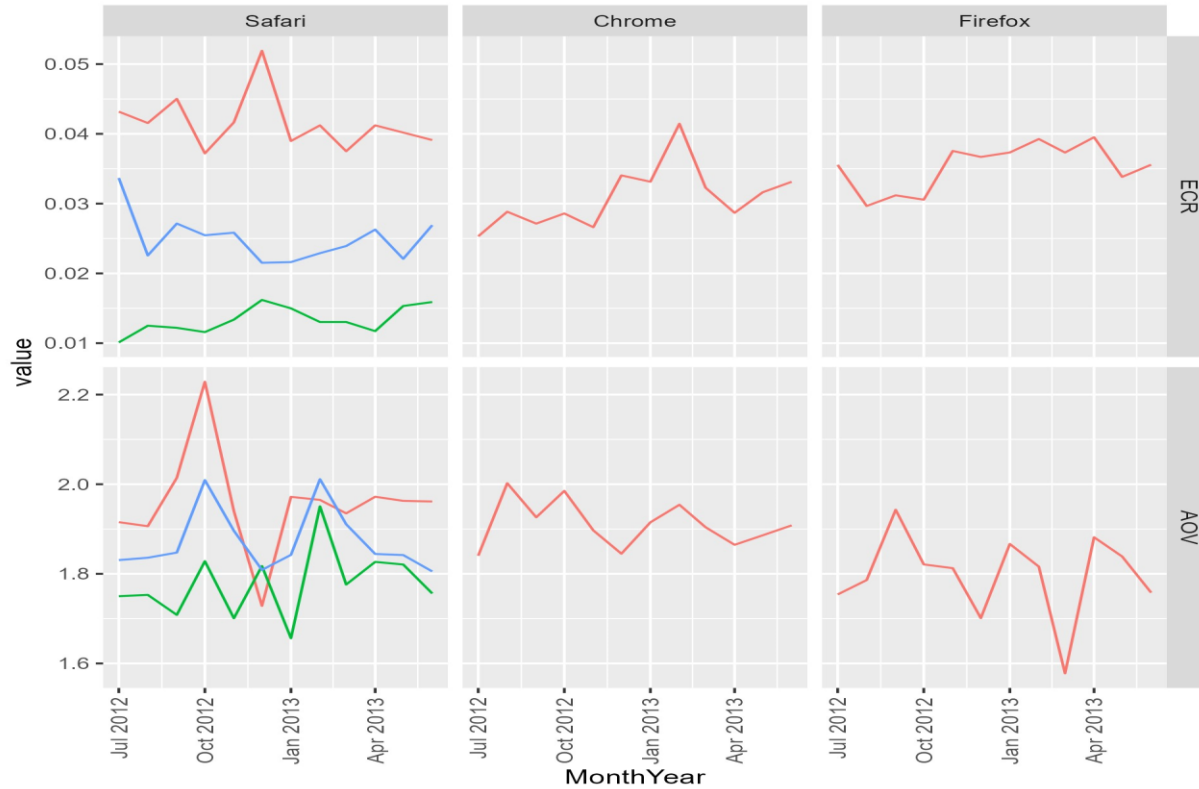
Summary

- 'Sessions', 'Transactions' and 'QTY' are trending up across primary drivers.
- Majority of uptrend is driven by website traffic patterns from Safari Browser, across Desktop, Mobile and Tablet devices.
- Smaller uptrends also present in Chrome & Firefox Desktop traffic patterns

Conclusion

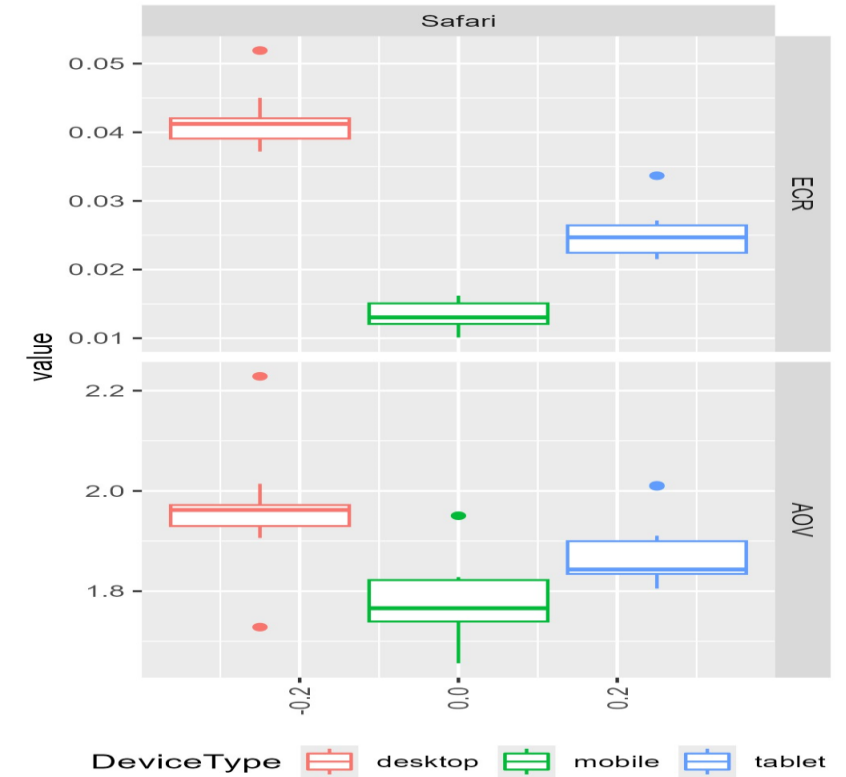
- Website must be optimized for Safari Browser, as it is already the largest single source of site traffic with a strong & continuing uptrend.

Rate Analysis & Recommendations



Key Insights for Top5 Drivers

- **Ecommerce Conversion Rate (ECR)** is *significantly lower* for Mobile & Tablet relative to Desktop (driven by Safari)
- **Average Order Value (AOV)** is *slightly higher* for Desktop Devices, though *still comparable* to Mobile & Tablets



Recommended Actions

- **Top Priority** – Significant improvements are required to ECR for Safari Mobile & Tablet as uptrends continue.
- **Medium Priority** – Maintain or improve current AOV across Top 5 Device & Browser Combinations.
- **Low Priority** – Look for opportunities to improve non-significant Device & Browser Combinations.