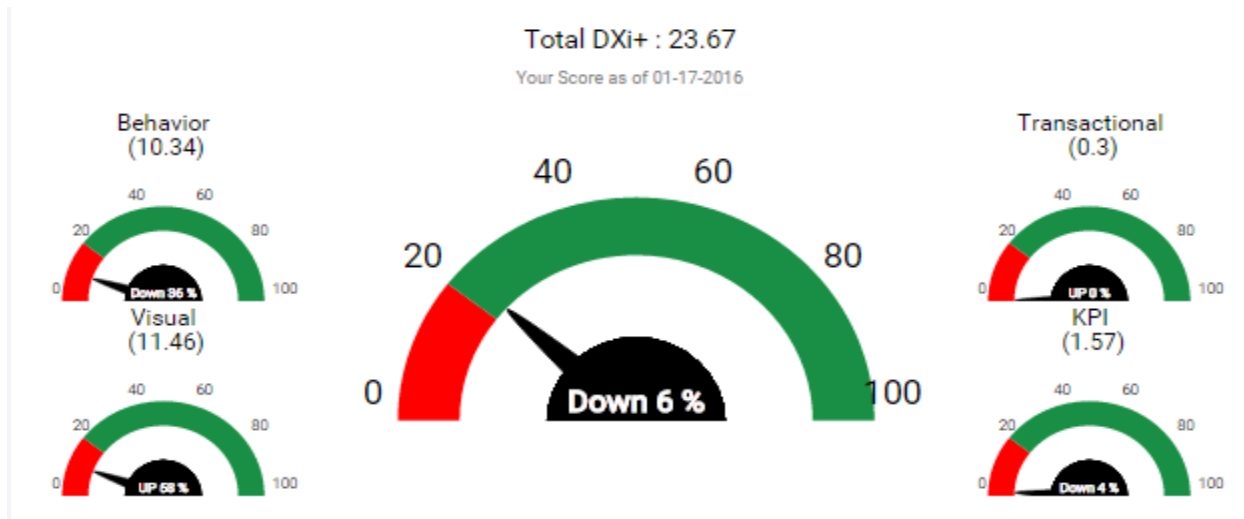
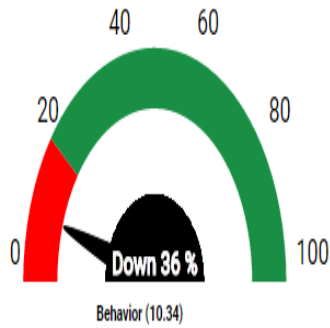


Dashboard:

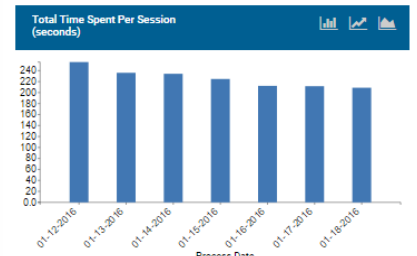
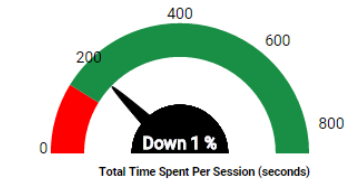
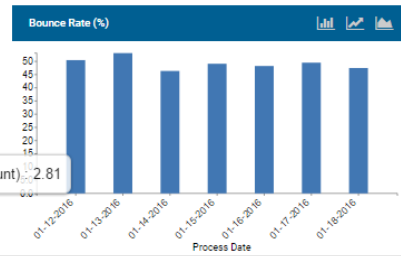
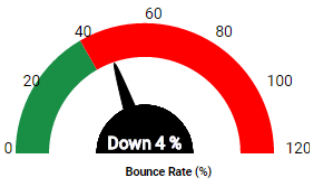
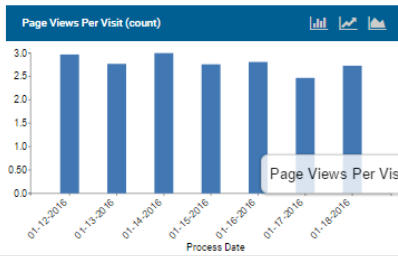
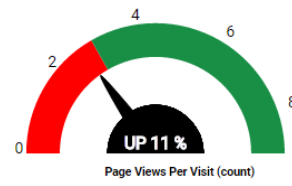


DXi Interpretation and Root Cause Analysis:





Parameter Name	% Contribution to increase/decrease	Parameter Value	Alert Value	Min / Max
Page Views Per Visit	54.31	2.73	1.2	MAX
Bounce Rate	30.03	47.50	80.0	MIN
Total Time Spent Per Session	28.72	208.85	500.0	MAX
Total Time on all Pages	-0.78	304.98	750.0	MAX
Total Page Views	-12.27	4.17	1.7	MAX



Monitoring with Corrective Actions:

 **Actions** 0

 **Alerts** 5



Suggested Action Items

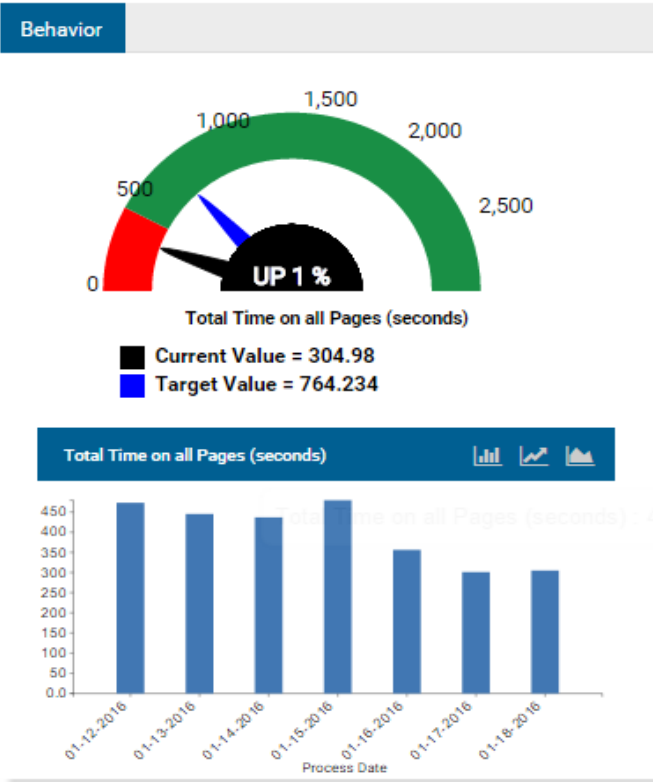
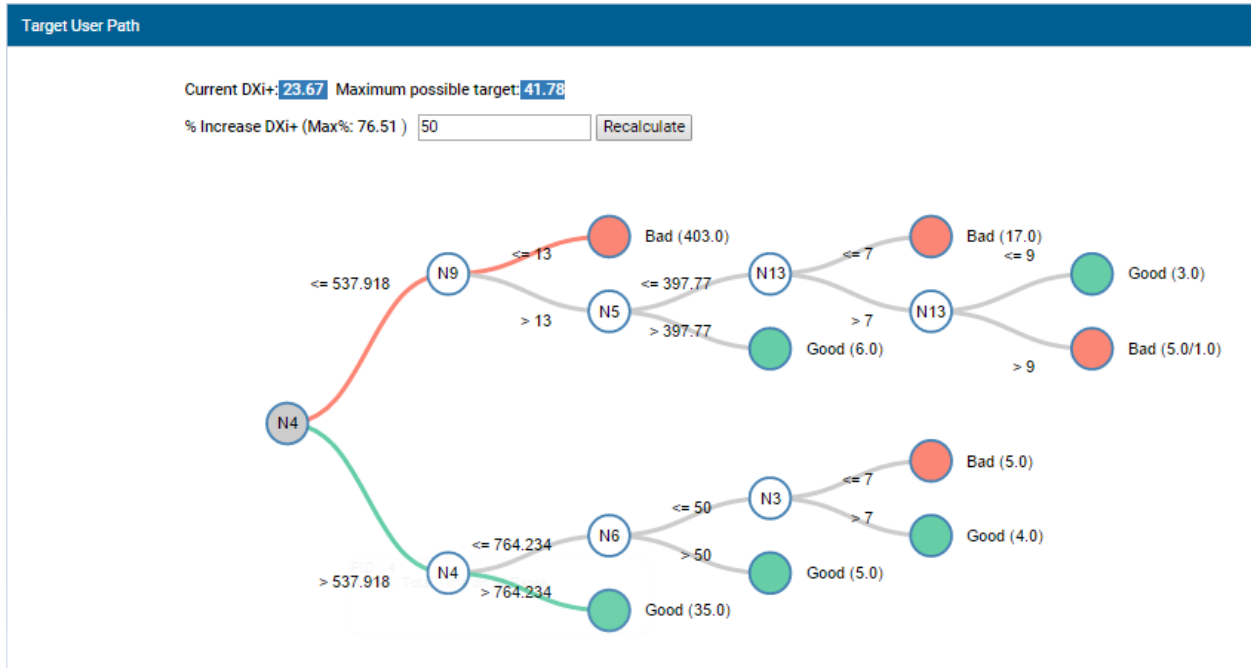
- Check for consistent marketing from traffic driver (e.g. search engines, links, etc) to reduce visitors with non-relevant interests
- Ensure that all tasks or links to other pages are clear and easy to use
- Increase the user-relevant content of the website
- Ensure Call to Actions are easy to find
- Try gradually engaging the user instead of presenting them with a hasty sign up
- Try friendly comparisons instead of confusion or blatantly negative statements
- Try Price Illusions instead of just plain prices.

OK

Alerts

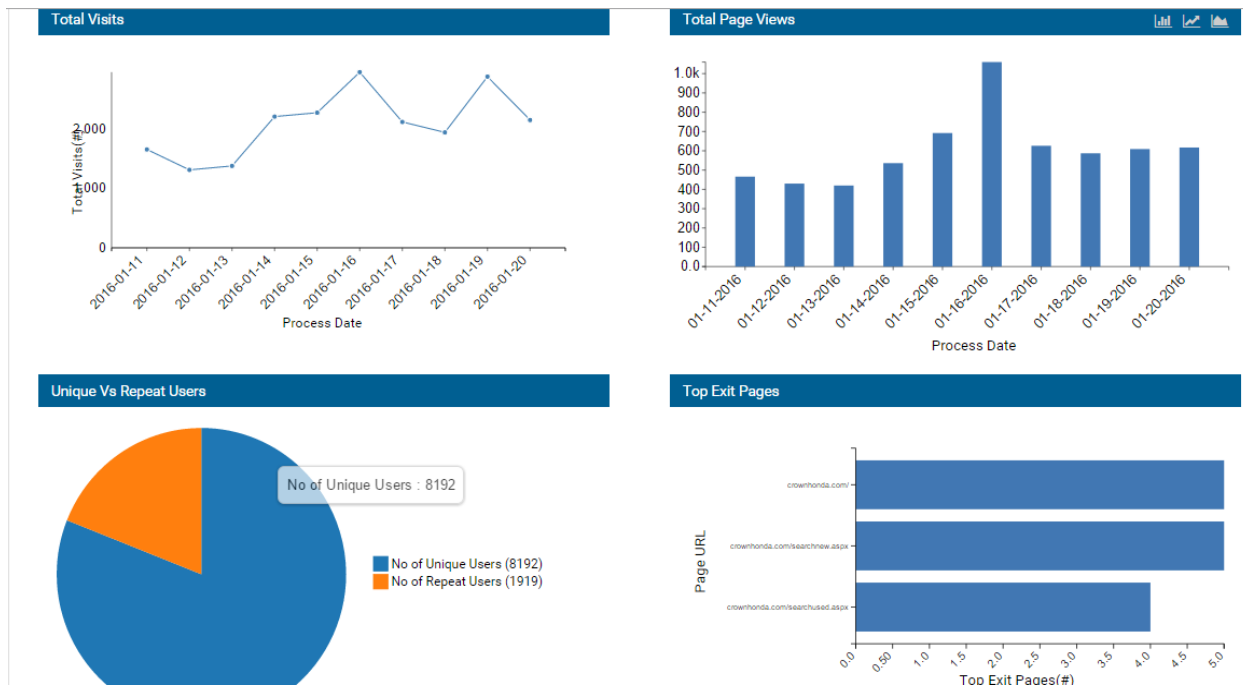
Name	Current Value	Alert Value	< or >	% Change	Action
<u>Page Exits</u>	2.06	1.0	>	106.00	<input type="text"/>
<u>Bounce Rate</u>	47.5	40.0	>	18.75	<input type="text"/>
<u>Number of scrolls per session</u>	2.06	2.0	>	3.00	<input type="text"/>
<u>Checkout Abandonment Rate</u>	50.0	49.0	>	2.04	<input type="text"/>
<u>Number of Clickable events</u>	6.38	10.0	>	-36.20	<input type="text"/>

Recommendation (Target User Path):



Key Web Data:

These charts provide insights into the Key Web data related to User Visits, Platform and Popularity.



Advanced Learning (Classification Model):

DXi+ between 0.75 and 1.25 times Total DXi+

Attribute	Total DXi+
desktop	24.34
Chrome	24.31
Chrome and desktop	25.82

