

Notes

- Thursday had the most sessions, Wednesday had the most conversions, and Tuesday had the best conversion rate.
 - Saturday had the lowest volume of sessions and conversions. Sunday had the lowest conversion rate.
 - 9:00 and 12:00 did particularly well with conversion rate. 10:00 and 11:00 did particularly well with conversions. 10:00 and 11:00 did really well with sessions.
 - What times have the lowest volume or rate?
 - 1:00 and 2:00 did poorly with sessions. 2:00 and 3:00 did poorly with conversions. 3:00 and 4:00 did poorly with conversion rate.
 - Most stats seem to do better around Wednesday, Thursday, and Friday.
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Email

Hi team,

I've gone over the days and times dataset. Here are my recommendations for maximizing conversions:

- 1. Run more ads when conversion rates are highest:**
 - a. Mondays between 14:00 and 21:00**
 - b. Tuesdays between 13:00 and 17:00**
 - c. Wednesdays between 15:00 and 19:00**
 - i. Total hours: 15**
- 2. Run fewer ads when session volume is high, but conversions are low:**
 - a. Saturdays all day**
 - b. Weekday mornings from 1:00 to 5:00**
 - c. Nightly from 22:00 to 24:00**
 - i. Total hours: 58**

Best,

Jack Barron

