



Home Page

Customer
Behavior

Price Variations

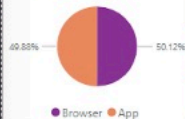
Sales/Revenue

Promotion
Effects

Conversion



Traffic per Channel



Daily Avg New Visitors

2.37K

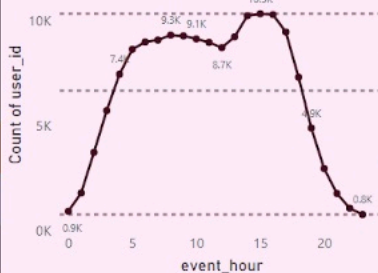
Conversion Rate

10.4%

Cart Abandonment Rate

57%

Customer per Hour



Home Page

App

Browser

States

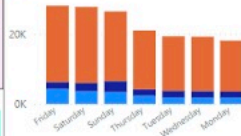
All

Traffic per Month



Traffic by WeekDay

Cart Purchase View



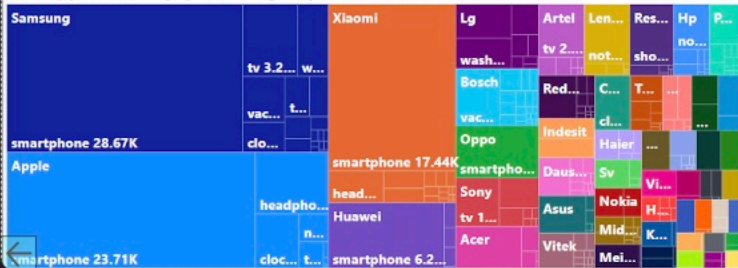
event_type

View
Purchase
Cart

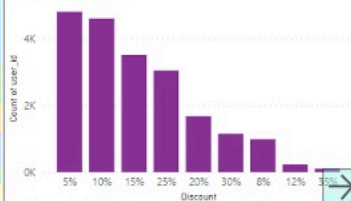
brand

☐ Acer
☐ Apple
☐ Arg
☐ Ariston
☐ Artel
☐ Asus
☐ Atlant

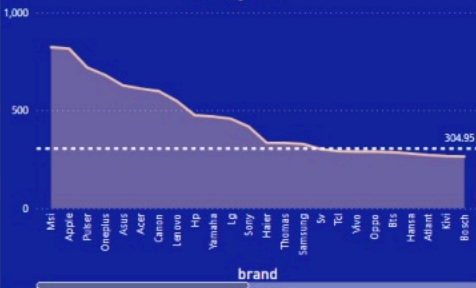
Traffic by [Brand -> Category -> Subcategories] (use level arrow)



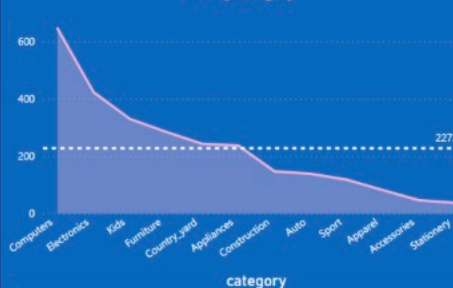
Traffic by Discount



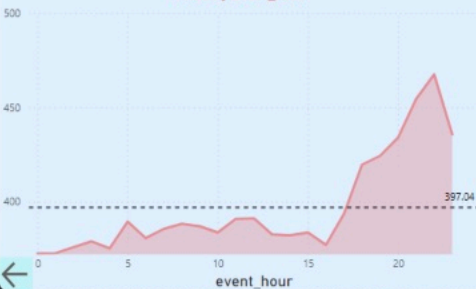
Price by Brand



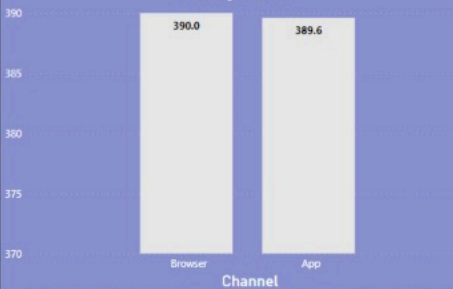
Price by Category



Price by Event_hour



Price by Channel



Home Page

Clear All Slicers

Product

All

Event Date

10/1/2019

11/30/2019

Event Date

All

WeekDay

All

State

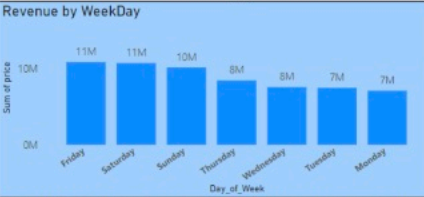
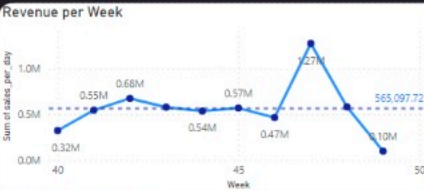
All

Event Type

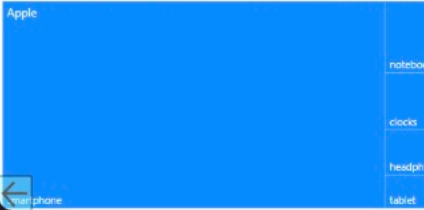
☐ Cart☐ Purchase☐ View

Month

All



Revenue by [Brand -> Category -> Subcategories] (use level arrow)



Daily Avg Revenue

94.18K

Average Order Value

406.14

Total Revenue

5.65M

Home Page

Clear All Slicers



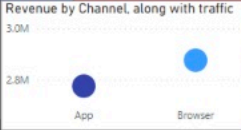
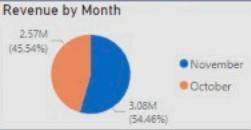
Potential Revenue

56.72M

10/1/2019

11/30/2019

Slider control



Event Date

All

State

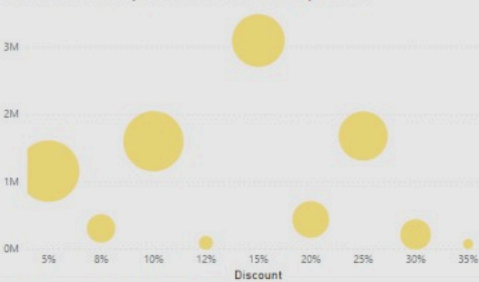
All

Product

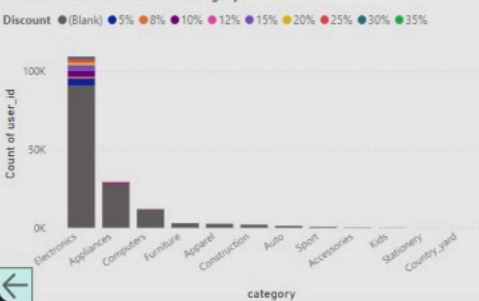
All



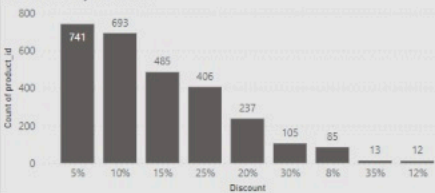
Potential Revenue by Discount, with total no. of products



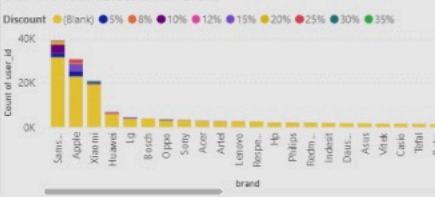
Traffic for each Discount on Category



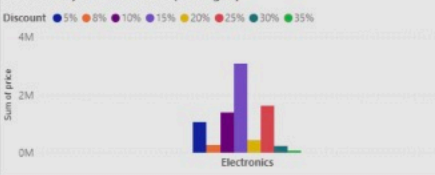
Purchases by Discount



Traffic for each Discount on Brand



Revenue by Discount on top category



Home Page

Clear All Slicers

category

- ☐ Accessories
- ☐ Apparel
- ☐ Appliances
- ☐ Auto
- ☐ Computers

event_type

- ☐ Cart
- ☐ Purchase
- ☐ View

Month

- ☐ November
- ☐ October

State

- ☐ AK
- ☐ AL
- ☐ AR
- ☐ AZ
- ☐ CA
- ☐ CO
- ☐ CT