



Home Page

Customer  
Behavior

Price Variations

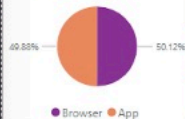
Sales/Revenue

Promotion  
Effects

## Conversion



### Traffic per Channel



### Daily Avg New Visitors

2.37K

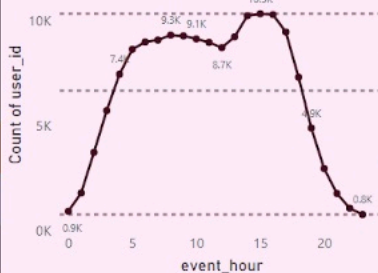
### Conversion Rate

10.4%

### Cart Abandonment Rate

57%

## Customer per Hour



## Home Page

App

Browser

### States

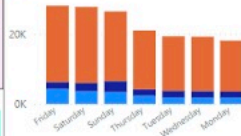
All

## Traffic per Month



## Traffic by WeekDay

Cart Purchase View



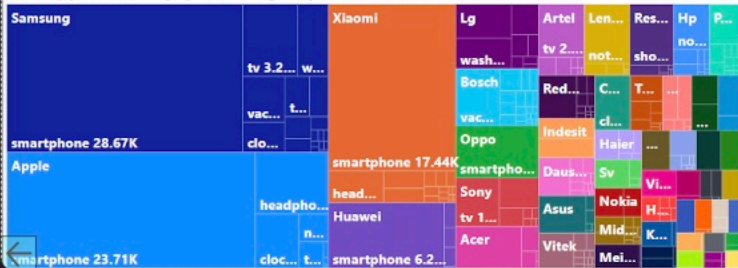
### event\_type

View  
Purchase  
Cart

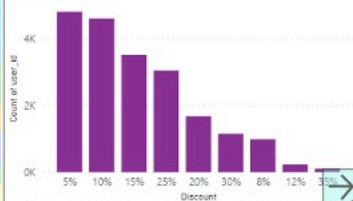
### brand

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

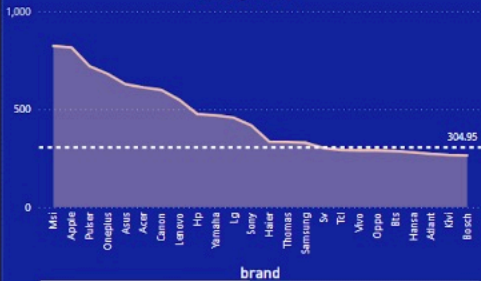
## Traffic by [Brand -> Category -> Subcategories] (use level arrow)



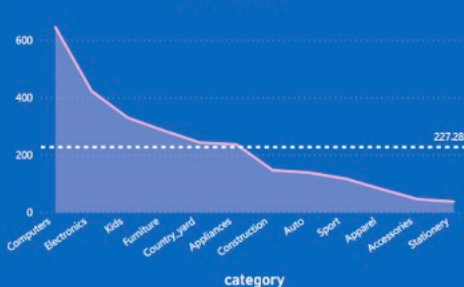
## Traffic by Discount



Price by Brand



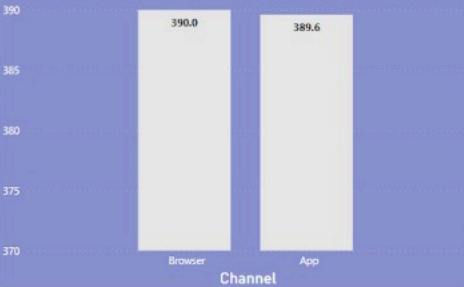
Price by Category



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 per Week



Revenue by WeekDay



Revenue by [Brand -&gt; Category -&gt; Subcategories] (use level arrow)



Daily Avg Revenue

94.18K

Average Order Value

406.14

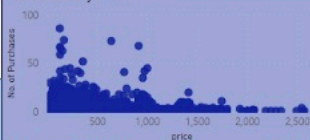
Total Revenue

5.65M

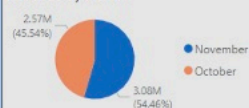
Potential Revenue

56.72M

Purchases by Price



Revenue by Month



Revenue by Channel, along with traffic



Home Page

Clear All Slicers

10/1/2019

11/30/2019

Event Date

All

State

All

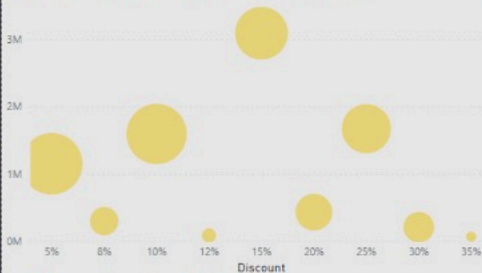
Product

All

Event Type

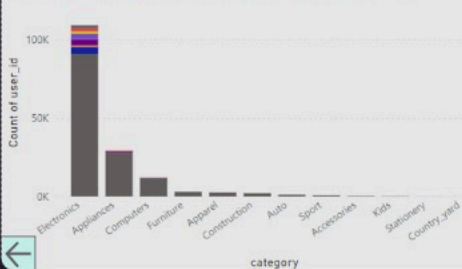
All

### Potential Revenue by Discount, with total no. of products

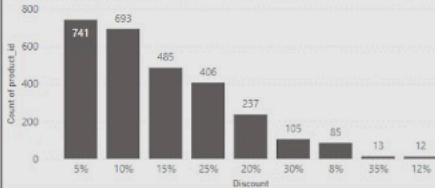


### Traffic for each Discount on Category

Discount: (Blank) 5% 8% 10% 12% 15% 20% 25% 30% 35%

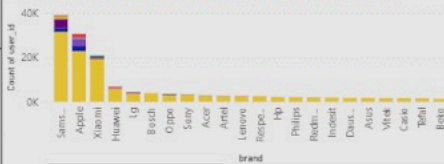


### Purchases by Discount



### Traffic for each Discount on Brand

Discount: (Blank) 5% 8% 10% 12% 15% 20% 25% 30% 35%



### Revenue by category and Discount

Discount: 5% 8% 10% 15% 20% 25% 30% 35%



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