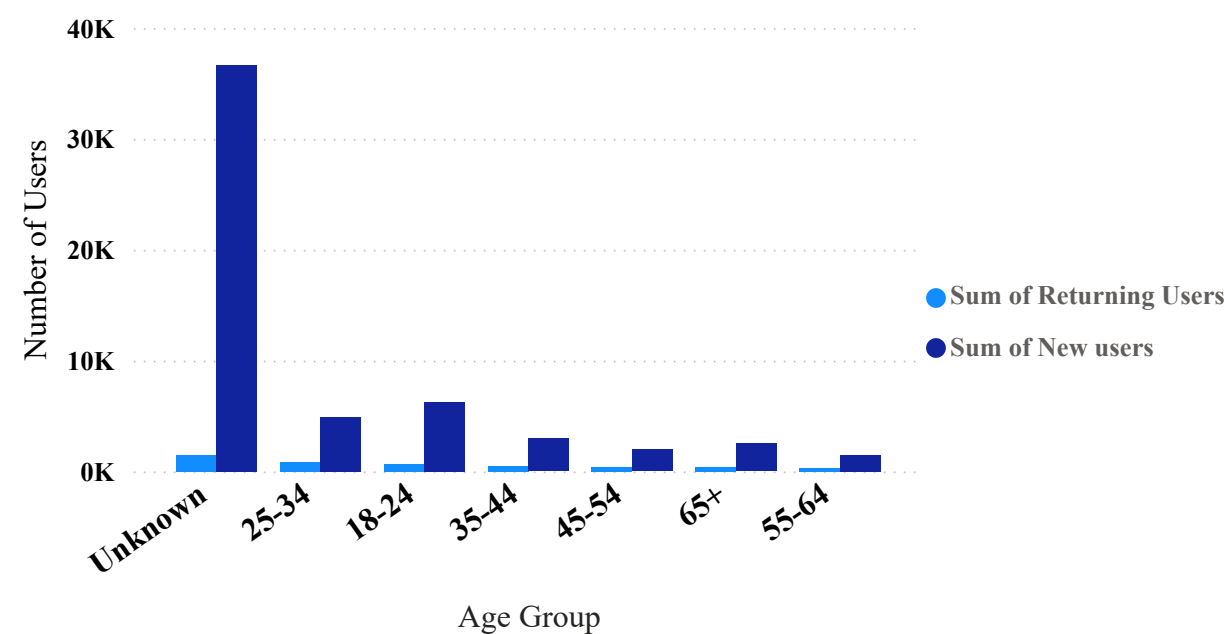


New vs Returning Users Across Age Groups

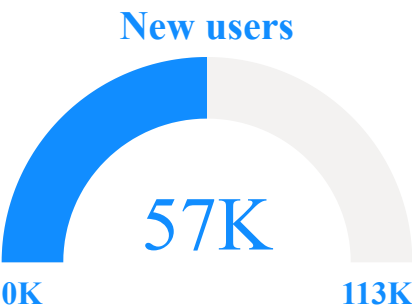
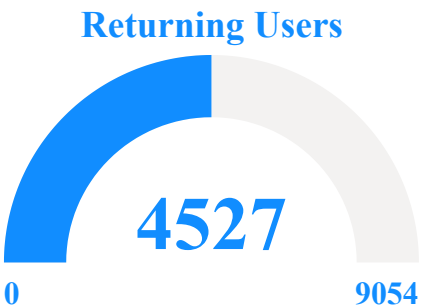


256.85

Sum of Conversion Rate

\$5.07K

Sum of Total revenue



Age Group

18-24

25-34

35-44

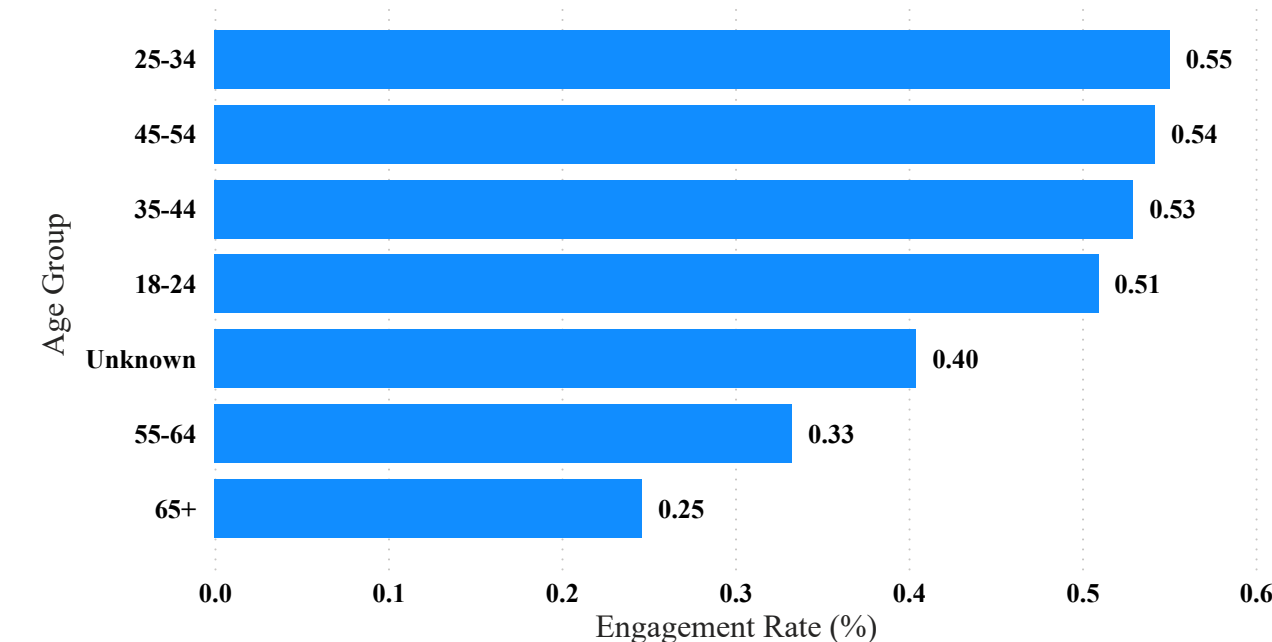
45-54

55-64

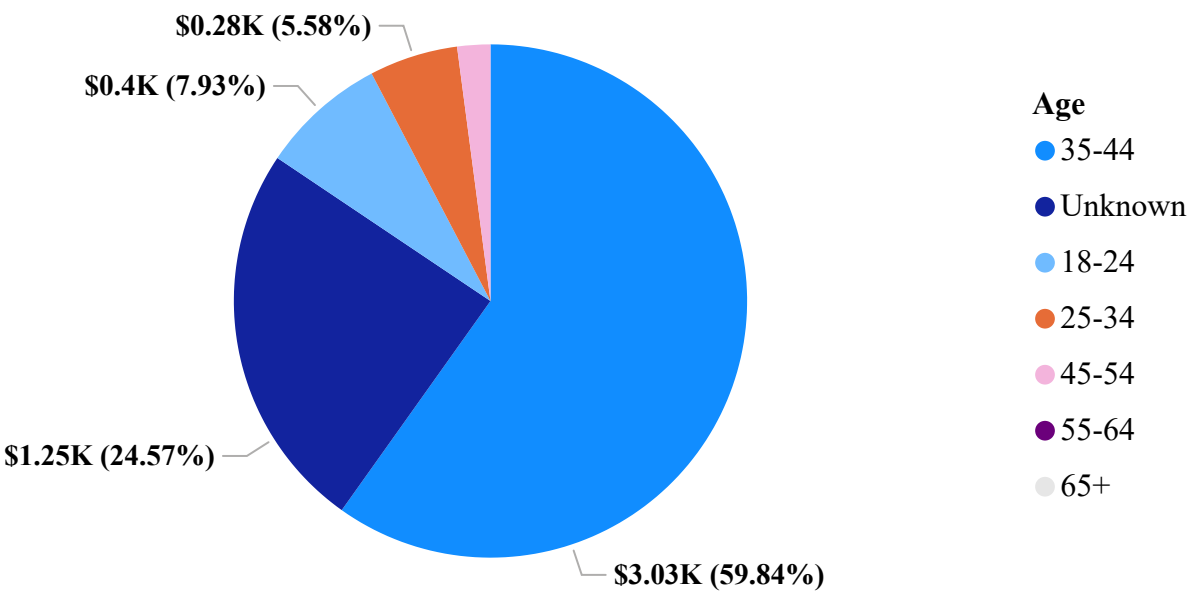
65+

Unknown

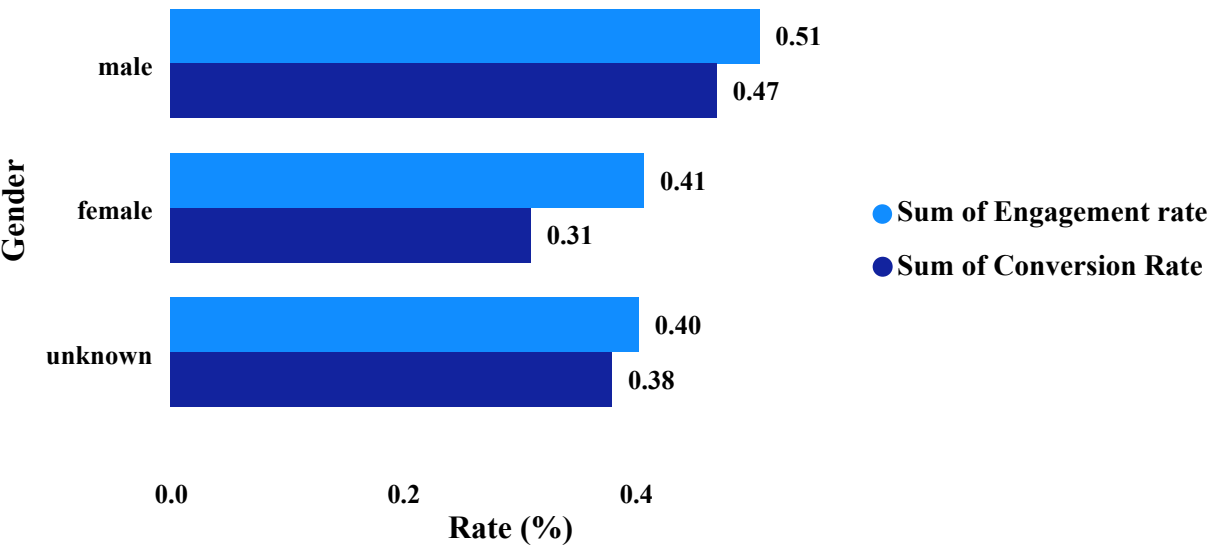
User Engagement Trends Across Age Groups



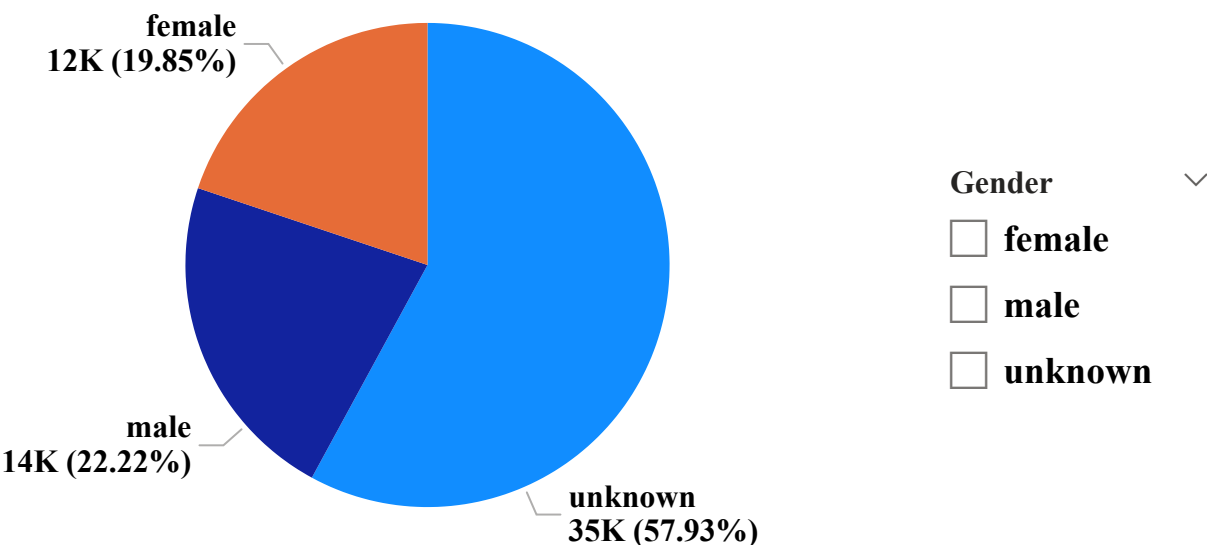
Total Revenue by Age Group



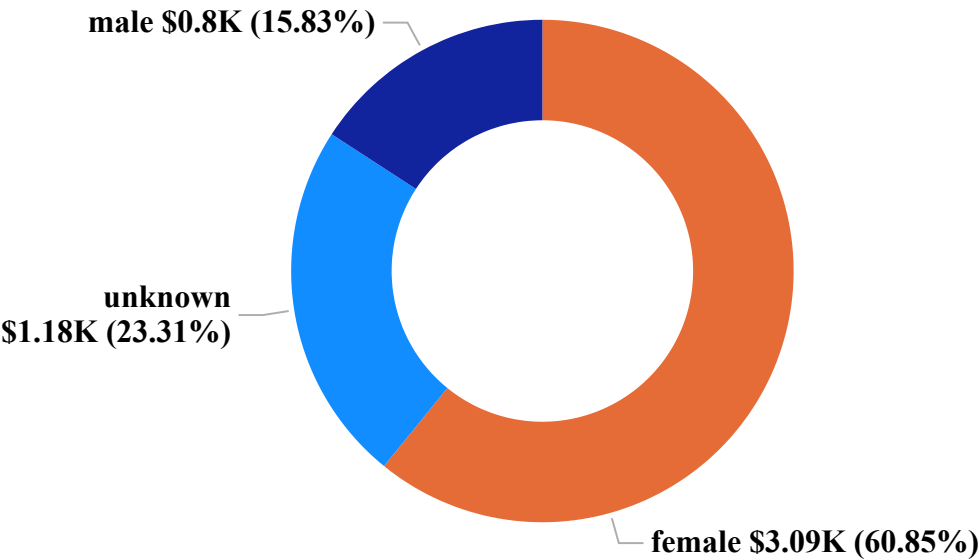
Engagement and Conversion Rates by Gender



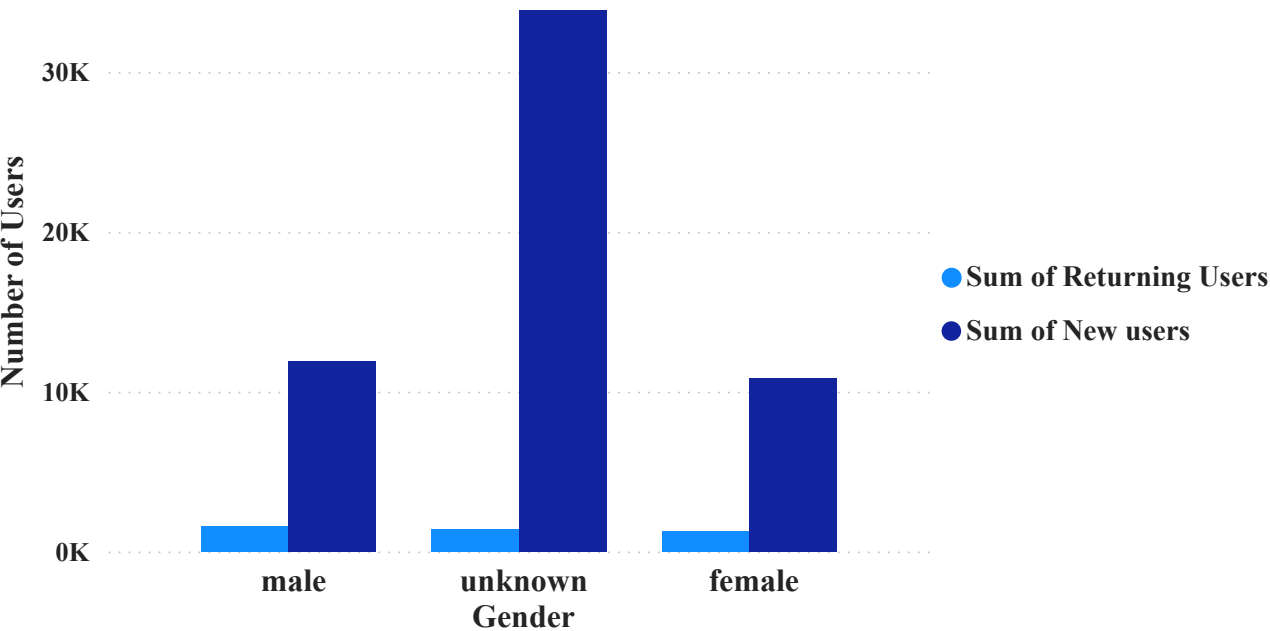
User Distribution by Gender



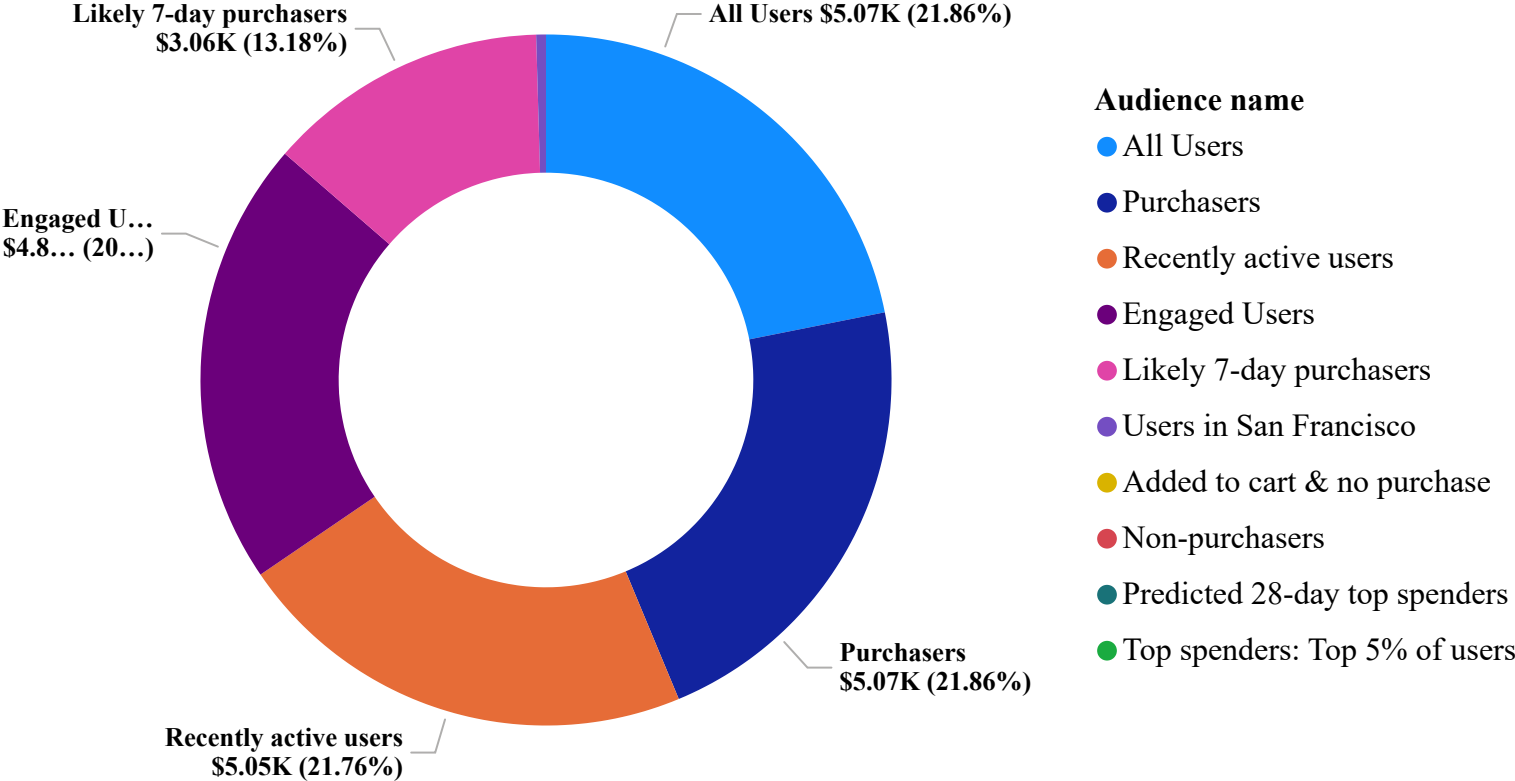
Revenue Distribution by Gender



New vs. Returning Users by Gender

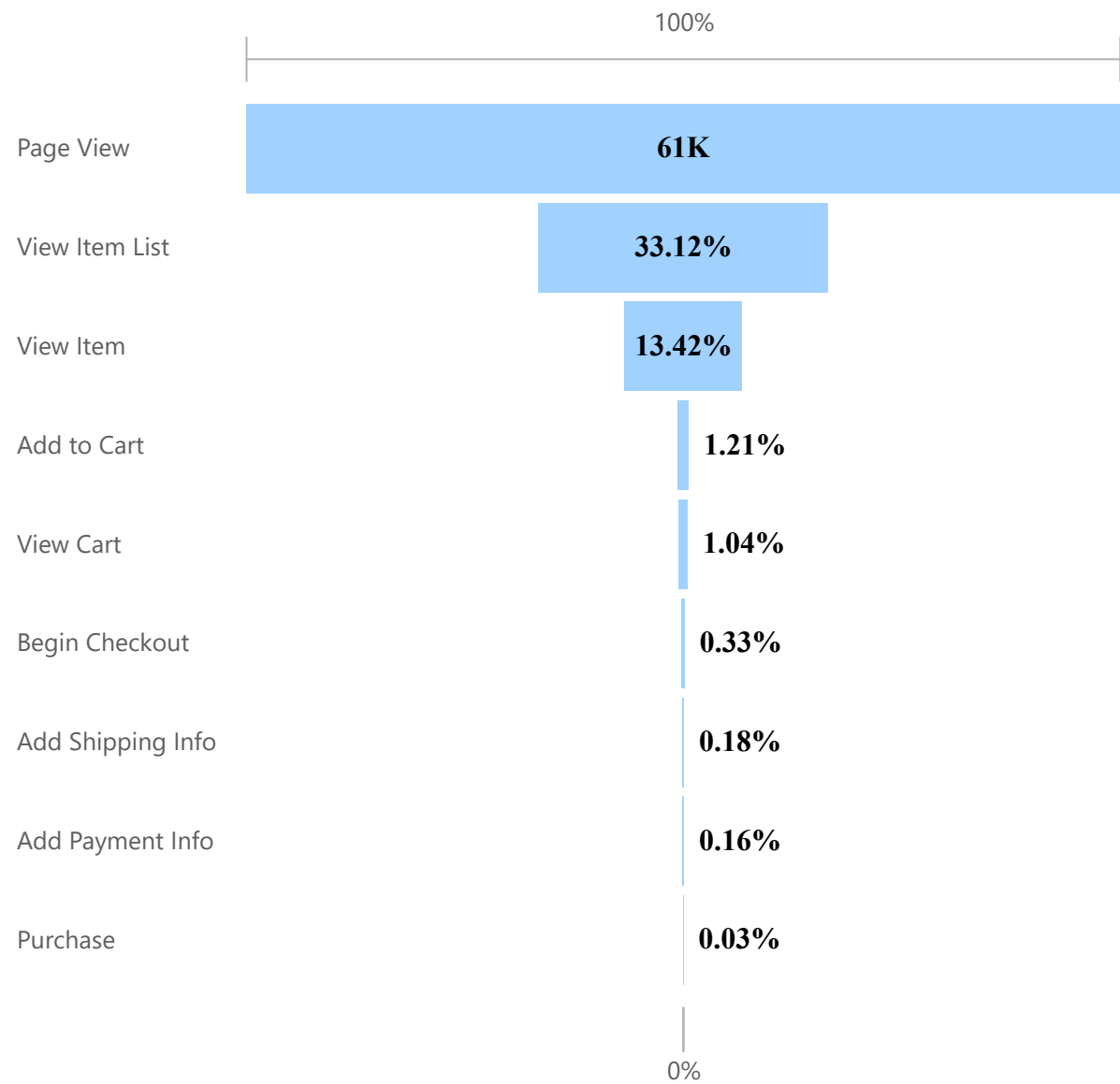


Total revenue by Audience name

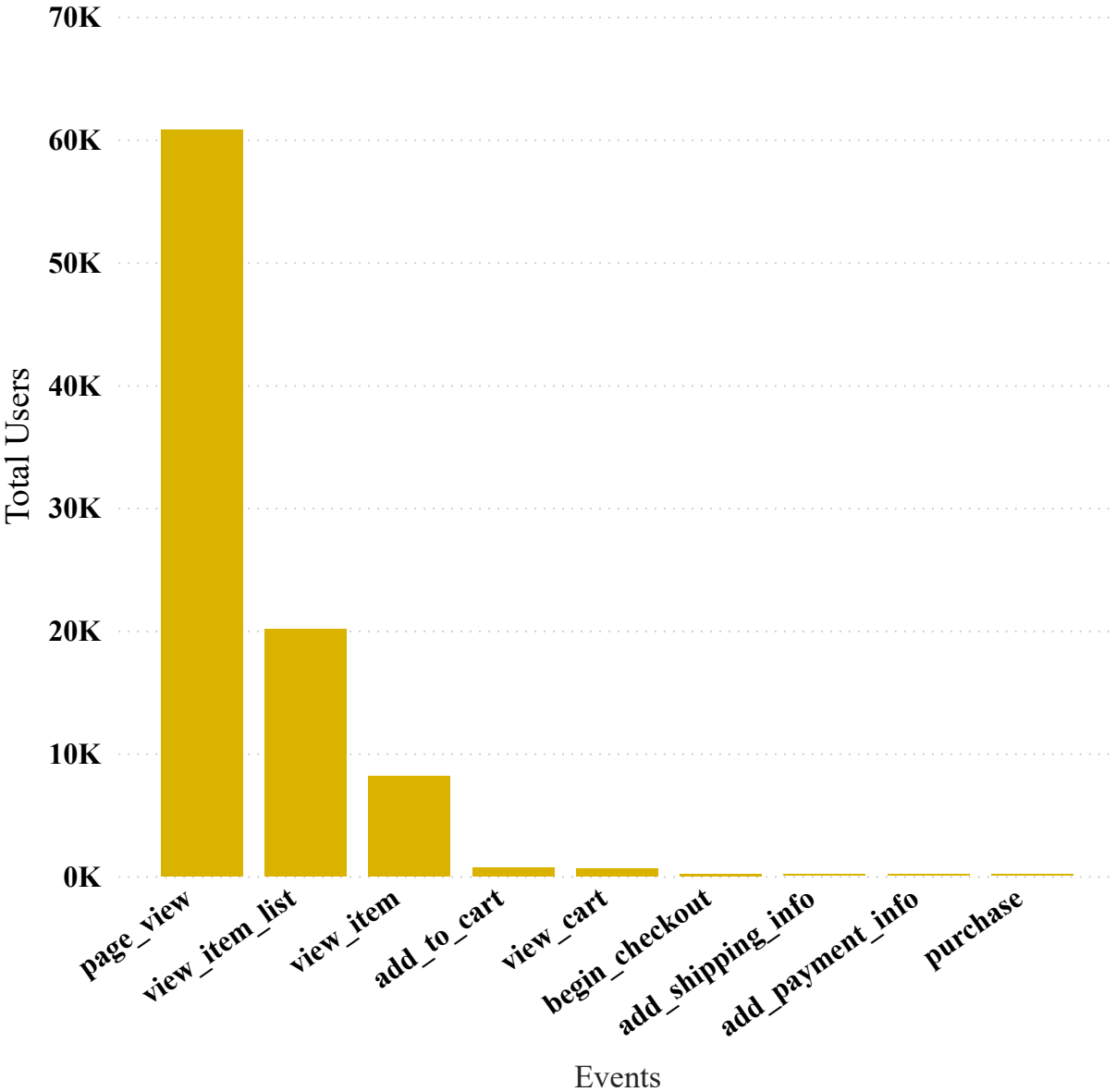


Audience name	Sum of New users	Sum of Returning Users
Added to cart & no purchase	0	746
All Users	56665	3744
Engaged Users	1087	1513
Likely 7-day purchasers	20	2738
Non-purchasers	56665	3744
Predicted 28-day top spenders	17	1420
Purchasers	0	21
Recently active users	15512	2745
Top spenders: Top 5% of users	17	1420
Users in San Francisco	802	126
Total	130785	18217

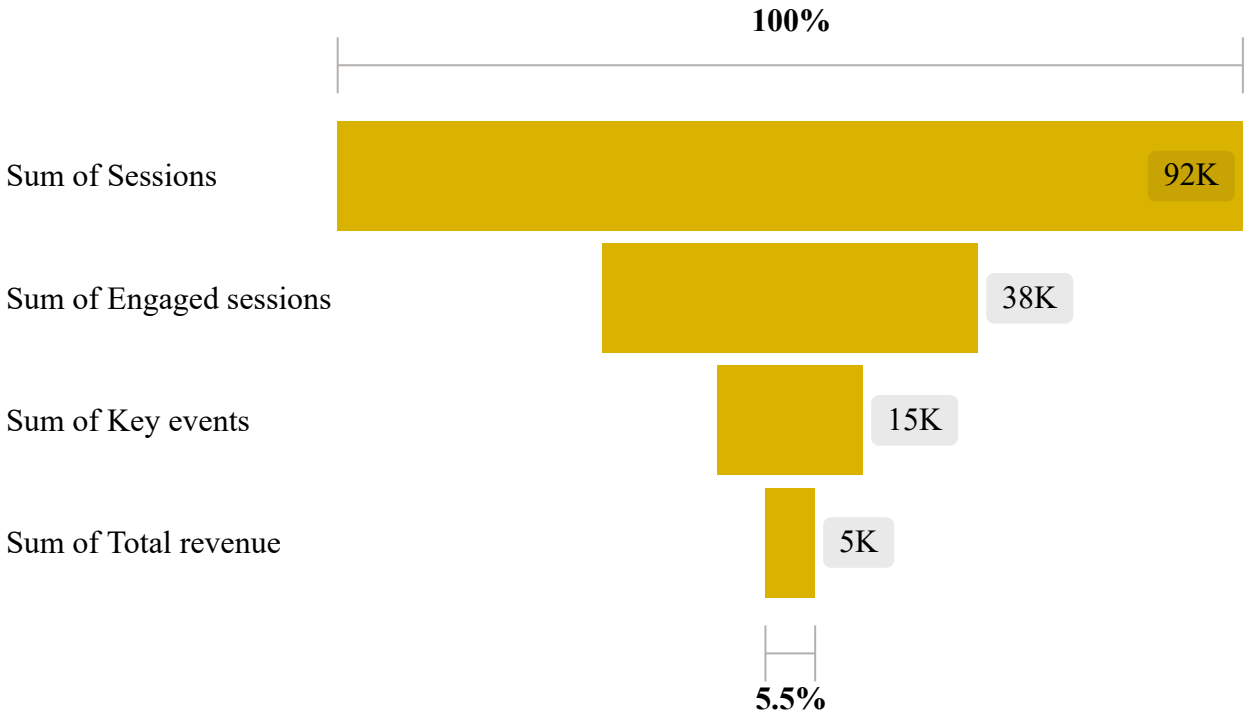
User Conversion Funnel: Tracking Drop-offs from Page View to Purchase



Event Engagement: Total Users per Event



Conversion Funnel: Sessions → Engagement → Events → Revenue



476.36

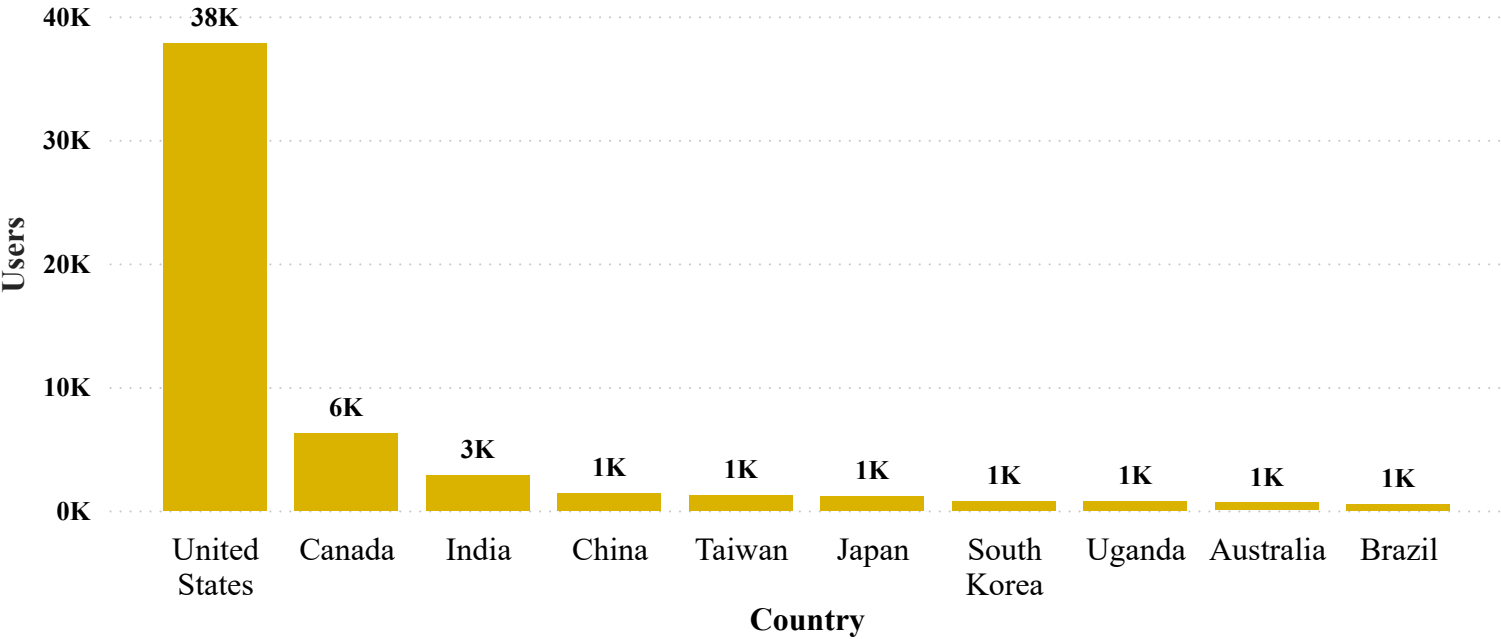
Sum of Conversion Rate

3.67

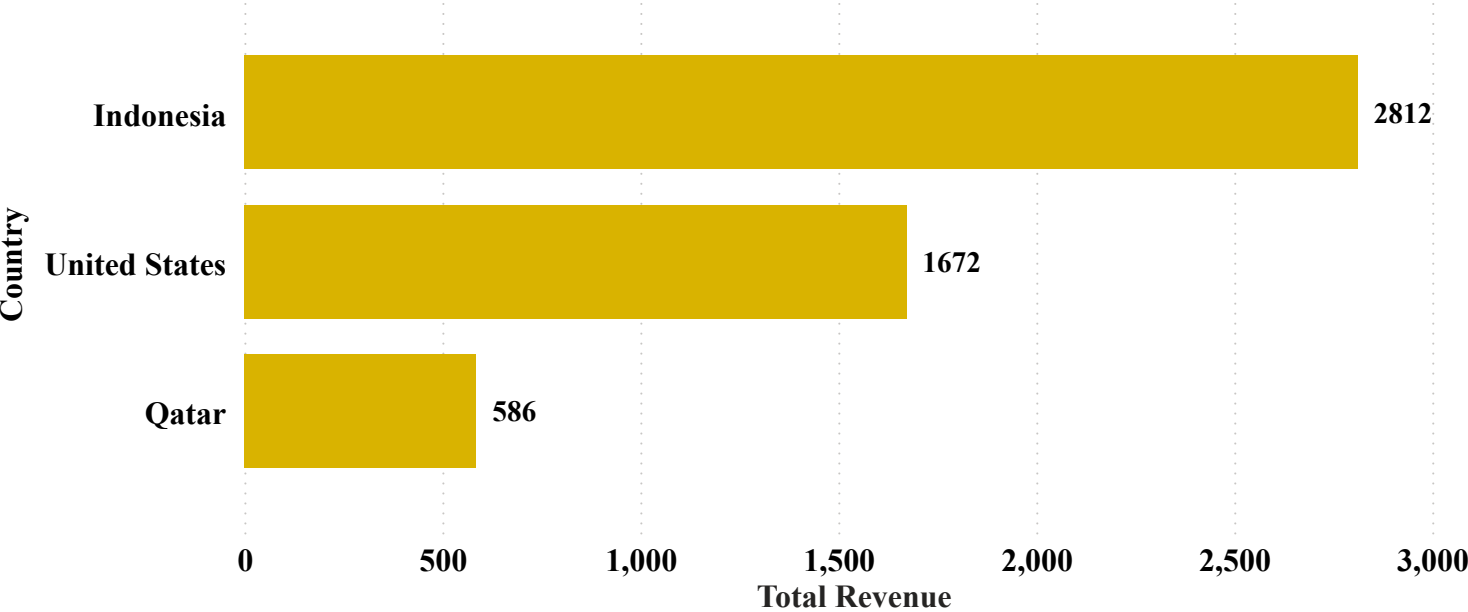
Sum of Engagement rate

Session primary channel group	Users	Engagement rate	Sum of Conversion Rate
Direct	49150	0.38	23.74
Organic Search	7955	0.65	71.65
Organic Shopping	98	0.96	142.45
Organic Social	440	0.62	64.12
Organic Video	13	0.07	0.00
Paid Search	681	0.26	62.23
Referral	2120	0.73	112.17
Total			476.36

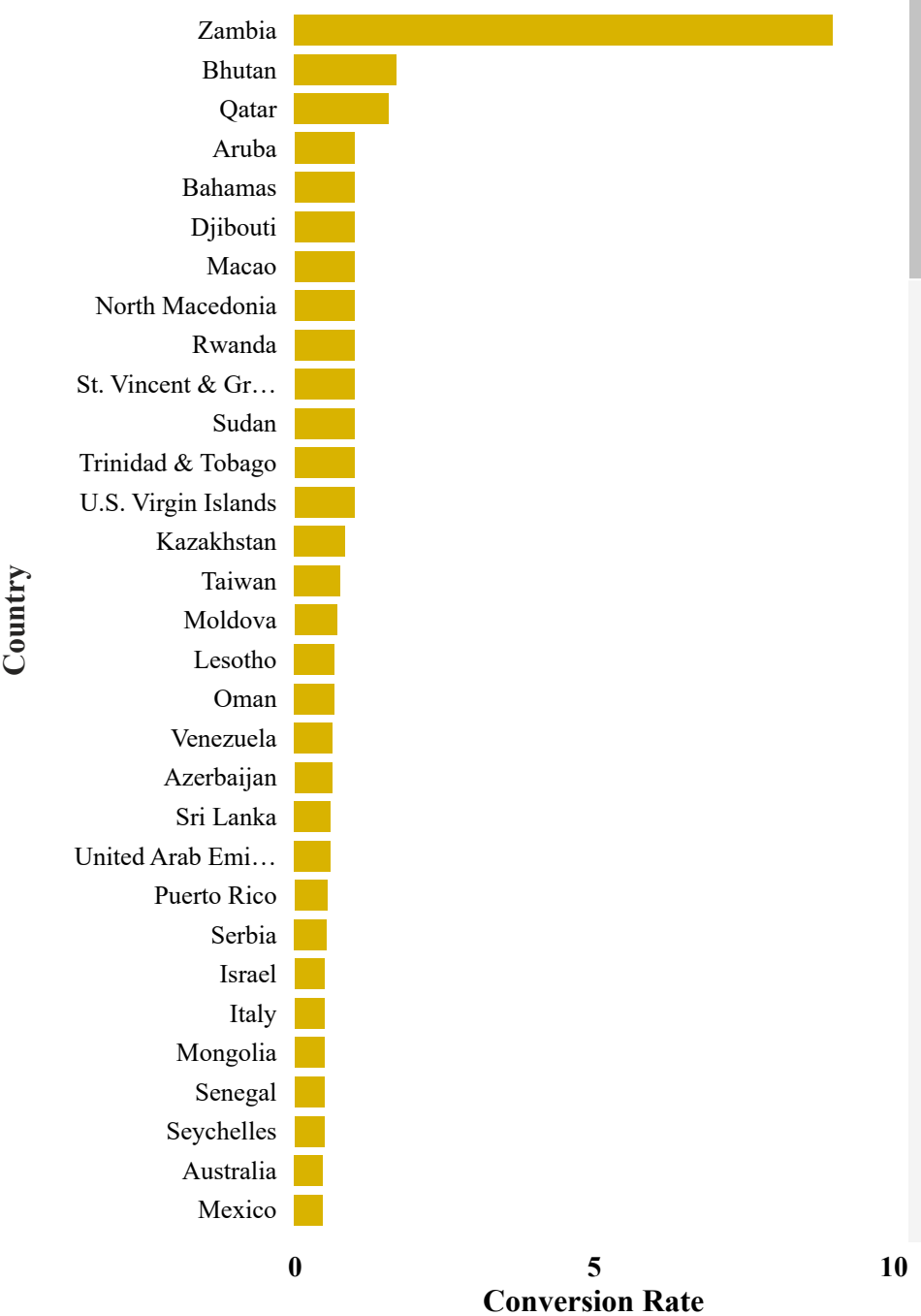
Top 10 Countries by Total Users



Top Countries by Total Revenue

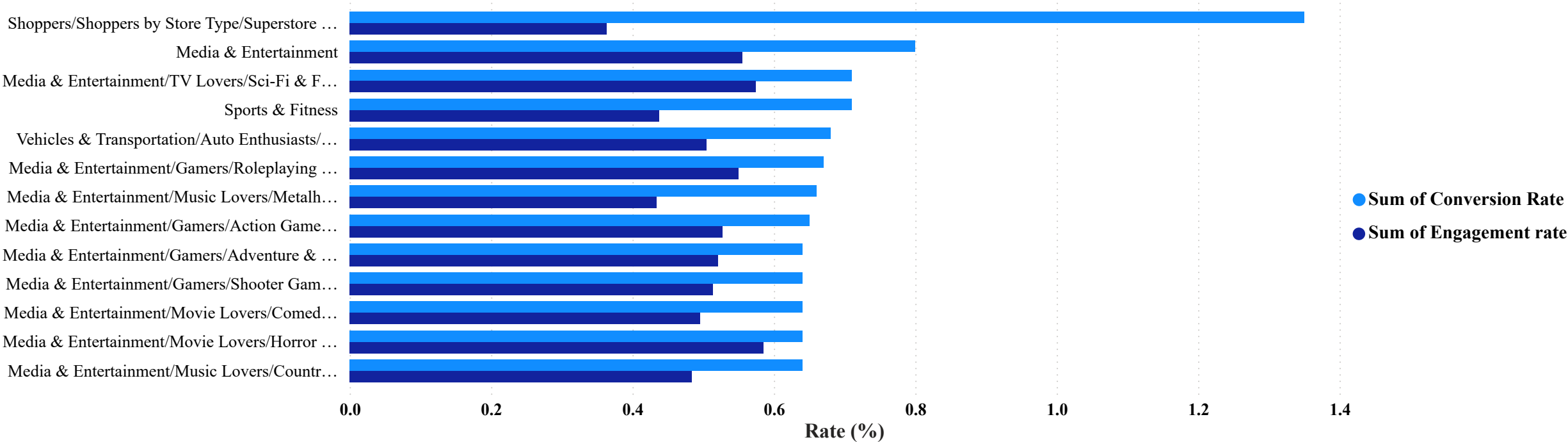


Conversion Rate by Country

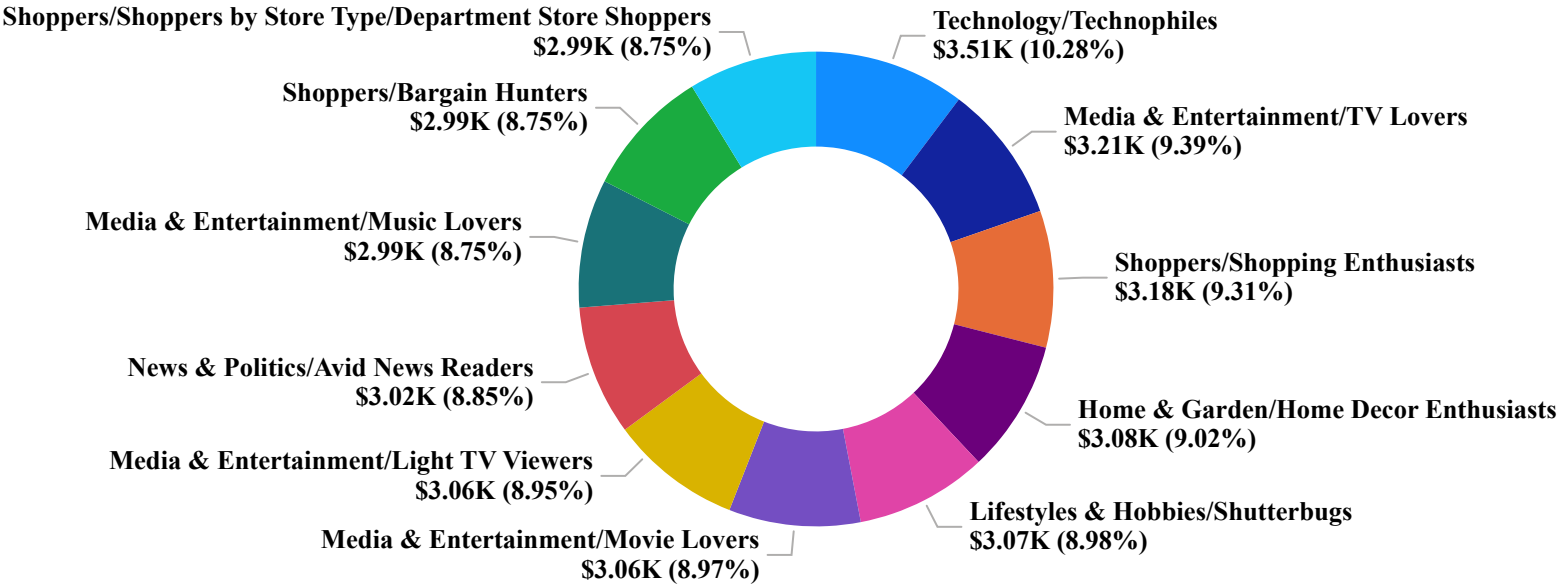


Engagement vs. Conversion by Audience Interest

Interests



Revenue Contribution by Audience Interest



Interests

- Technology/Technophiles
- Media & Entertainment/TV Lovers
- Shoppers/Shopping Enthusiasts
- Home & Garden/Home Decor Enthusiasts
- Lifestyles & Hobbies/Shutterbugs
- Media & Entertainment/Movie Lovers
- Media & Entertainment/Light TV Viewers
- News & Politics/Avid News Readers
- Media & Entertainment/Music Lovers
- Shoppers/Bargain Hunters