

WEBSITE USER BEHAVIOUR ANALYSIS DASHBOARD

Version

- (All)
- A
- B

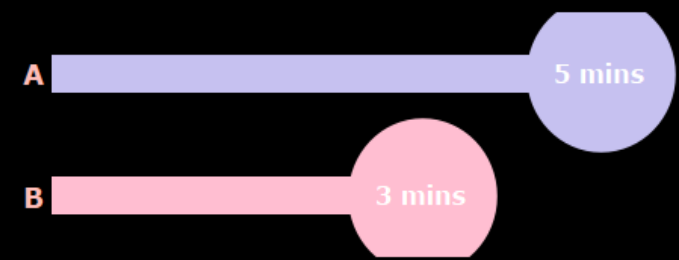
Checkout rate
62%

mins per session
4

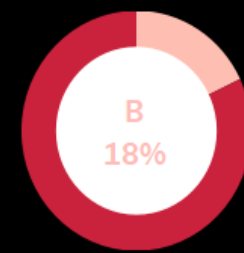
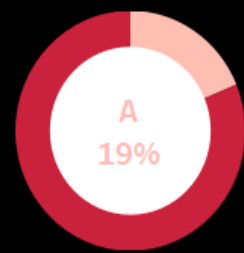
Pages viewed on Avg
7

Conversion rate
54%

Avg time spent (Minutes)



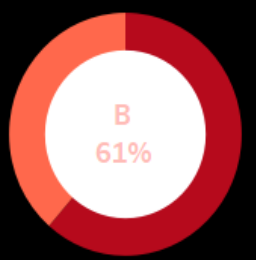
Feedback Analysis



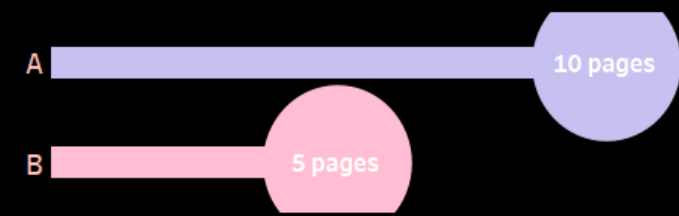
User Interaction by referral

Direct		Search Engine		Social Media	
178 users	163 users	151 users	186 users	163 users	159 users
5 mins	3 mins	5 mins	3 mins	5 mins	3 mins
A	B	A	B	A	B

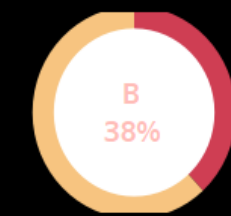
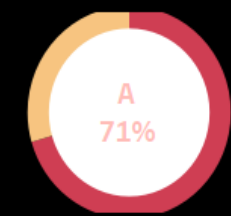
Checkout Analysis



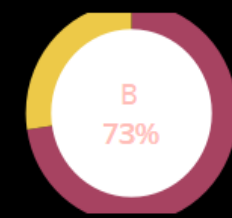
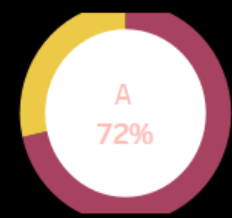
Avg Pages Viewed



Conversion Rate



Cart Addition Analysis



Avg Actions Taken



Video watched by users

