

<b>Q1</b>	<b>TOTAL USER</b>	<b>500</b>
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<b>Q2</b>	<b>AVERAGE COOKIES</b>	<b>3.564</b>
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<b>Q5</b>	<b>% of visits - Purchase Event</b>	<b>54.286%</b>
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<b>Q6</b>	Total viewed checkout	2103
	Total view - Purchase	1777
	Percentage	15.50

<b>Q7</b>	<b>Page name</b>	<b>NO. of views</b>
	All Products	4752
	Crab	2513
	Lobster	2515
	<b>Grand Total</b>	<b>9780</b>

<b>Q8</b>	event_name	(Multiple Items)
	<b>Product category</b>	<b>No. of views</b>
	Fish	7422
	Luxury	4902
	NULL	7059
	Shellfish	9996
	<b>Grand Total</b>	<b>29379</b>

<b>Q9</b>	<b>Products</b>	<b>Purchase</b>
	Crab	719
	Lobster	754
	Oyster	726
	<b>Grand Total</b>	<b>2199</b>

<b>Q10</b>	<b>Product</b>	<b>Top Views</b>
	Oyster	1568
	<b>Grand Total</b>	<b>1568</b>

<b>Product</b>	<b>Top cart_adds</b>
Lobster	968
<b>Grand Total</b>	<b>968</b>

<b>Product</b>	<b>Top purchase</b>
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Lobster	754
<b>Grand Total</b>	<b>754</b>

<b>Q11</b>	<b>Product</b>	<b>No of abandonement</b>
	Russian Caviar	249
	<b>Grand Total</b>	<b>249</b>

<b>Q12</b>	<b>Product</b>	<b>View to Purchase - Percentage</b>
	Lobster	48.74%
	<b>Grand Total</b>	<b>48.74%</b>

<b>Q13</b>	<b>Product</b>	<b>Average of Coersion Rate (View to cart)</b>
	Abalone	61.11%
	Black Truffle	62.90%
	Crab	60.68%
	Kingfish	59.01%
	Lobster	62.57%
	Oyster	60.14%
	Russian Caviar	60.52%
	Salmon	60.17%
	Tuna	61.45%
	<b>Average</b>	<b>60.95%</b>

<b>Q14</b>	<b>Products</b>	<b>Average of Coersion Rate(Cart add to Purchase)</b>
	Abalone	75.00%
	Black Truffle	76.52%
	Crab	75.76%
	Kingfish	76.85%
	Lobster	77.89%
	Oyster	76.99%
	Russian Caviar	73.68%
	Salmon	75.80%
	Tuna	74.87%
	<b>Grand Total</b>	<b>75.93%</b>