

Site Metrics Report - Histogram

Key Insights

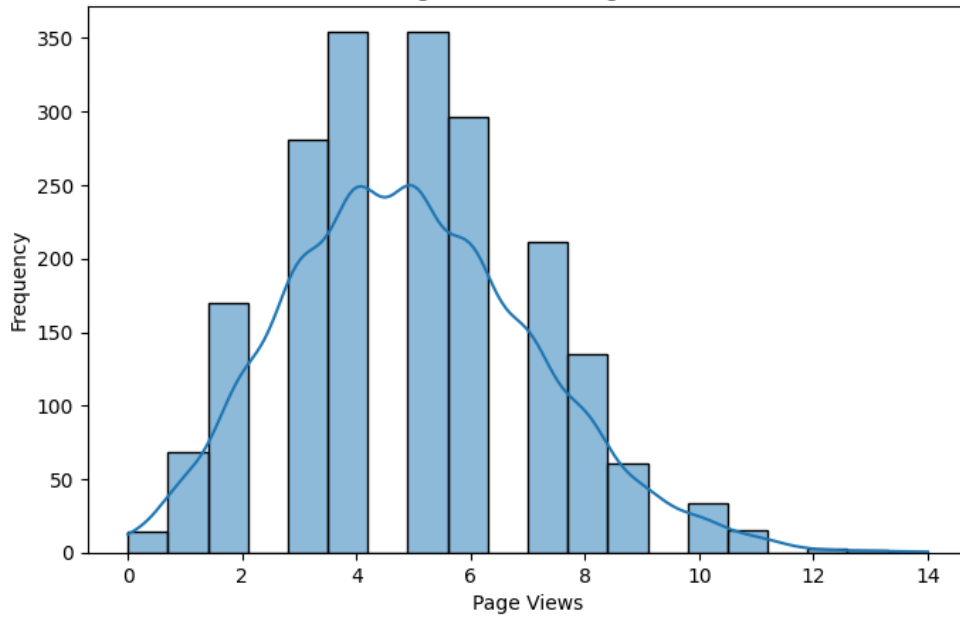
- Low Engagement!** The average views per session are **4.95**, which suggests low interest. Enhance SEO and social media promotion.
- Great Bounce Rate!** At **0.28%**, visitors are interacting well with your content.
- Short Sessions!** The average session duration is **3.02 seconds**. Improve content structure and add visuals.
- Majority of Traffic Comes From:** **Organic**. Optimize marketing strategies for this channel.
- Users Leave Quickly!** The average time on page is **4.03 seconds**. Improve readability and add engaging elements.
- Some Returning Visitors!** The average is **1.98**. Consider adding membership benefits or loyalty programs.
- Low Conversion Rate!** With **0.98%**, optimize landing pages and enhance CTAs.

Data Summary

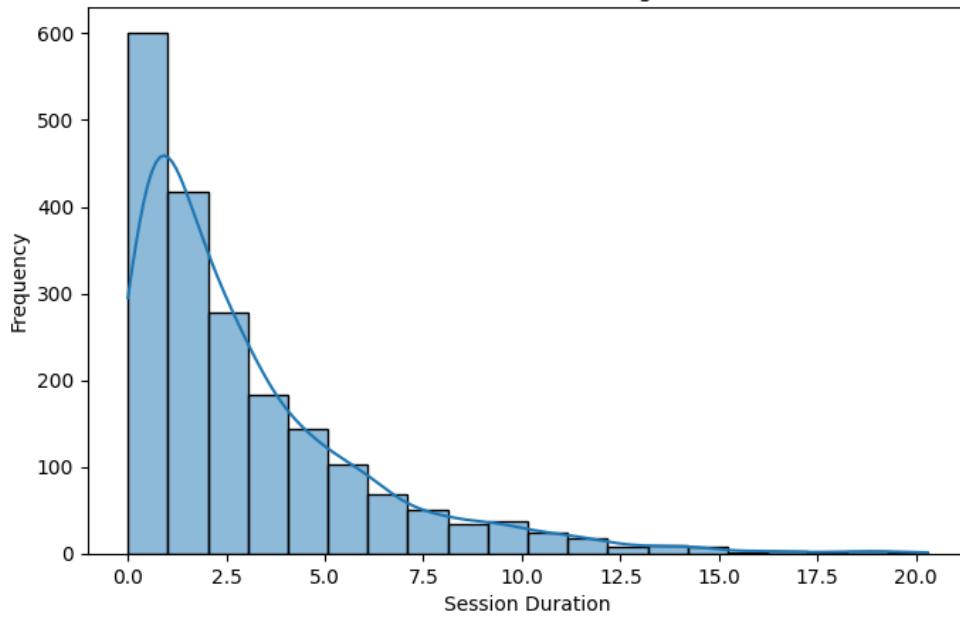
	Page Views	Session Duration	Bounce Rate	Time on Page	Previous Visits	Conversion Rate
count	2000.000000	2000.000000	2000.000000	2000.000000	2000.000000	2000.000000
mean	4.950500	3.022045	0.284767	4.027439	1.978500	0.982065
std	2.183903	3.104518	0.159781	2.887422	1.432852	0.065680
min	0.000000	0.003613	0.007868	0.068515	0.000000	0.343665
25%	3.000000	0.815828	0.161986	1.935037	1.000000	1.000000
50%	5.000000	1.993983	0.266375	3.315316	2.000000	1.000000
75%	6.000000	4.197569	0.388551	5.414627	3.000000	1.000000
max	14.000000	20.290516	0.844939	24.796182	9.000000	1.000000

Graphs

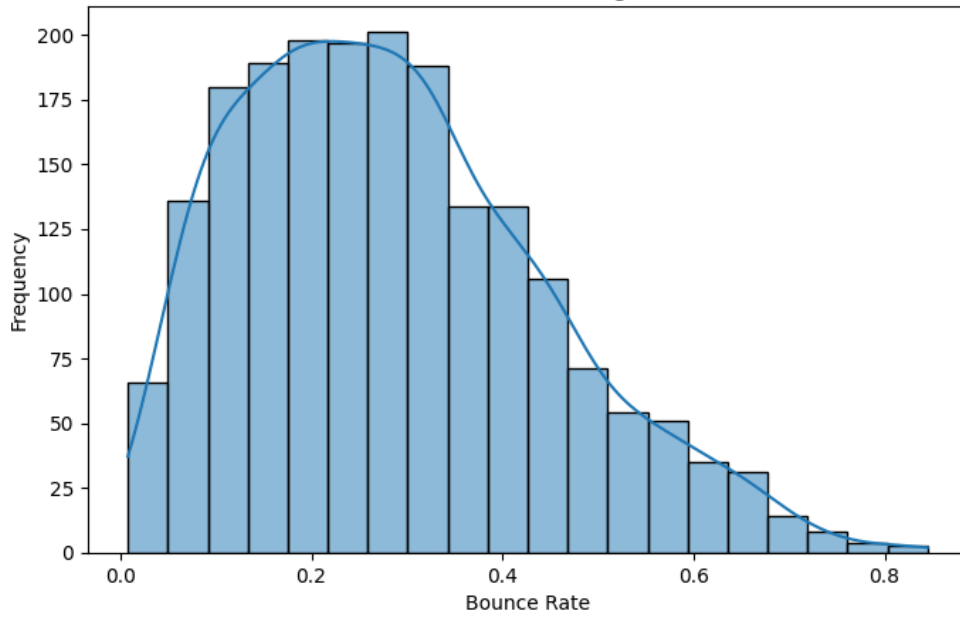
Page Views - Histogram



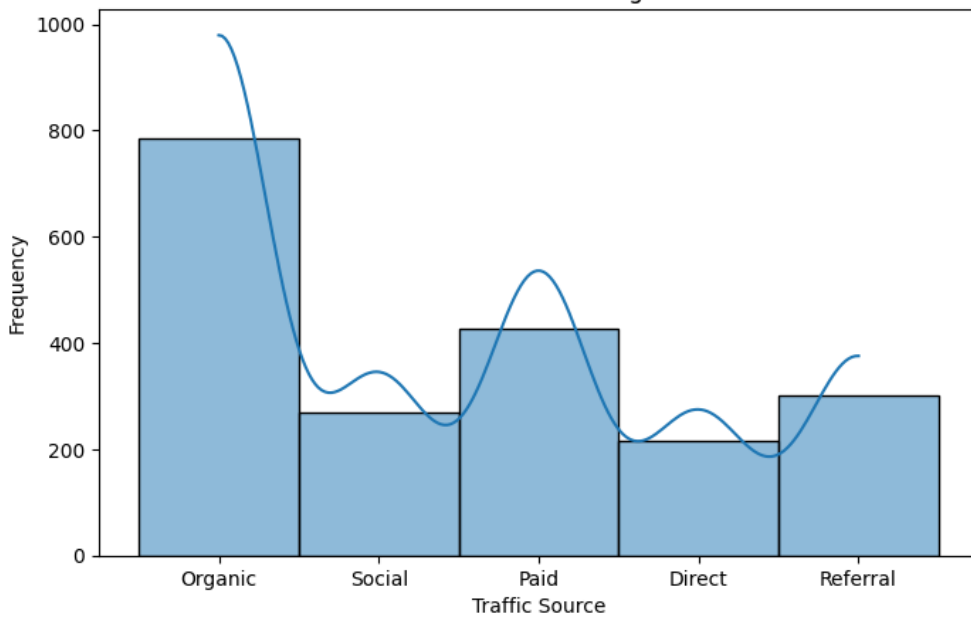
Session Duration - Histogram

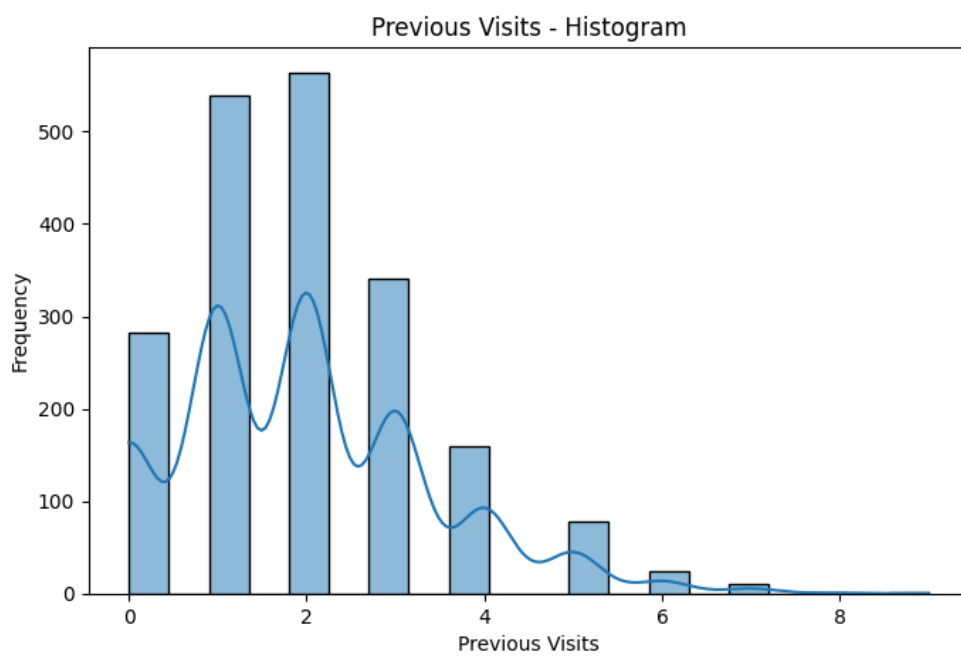
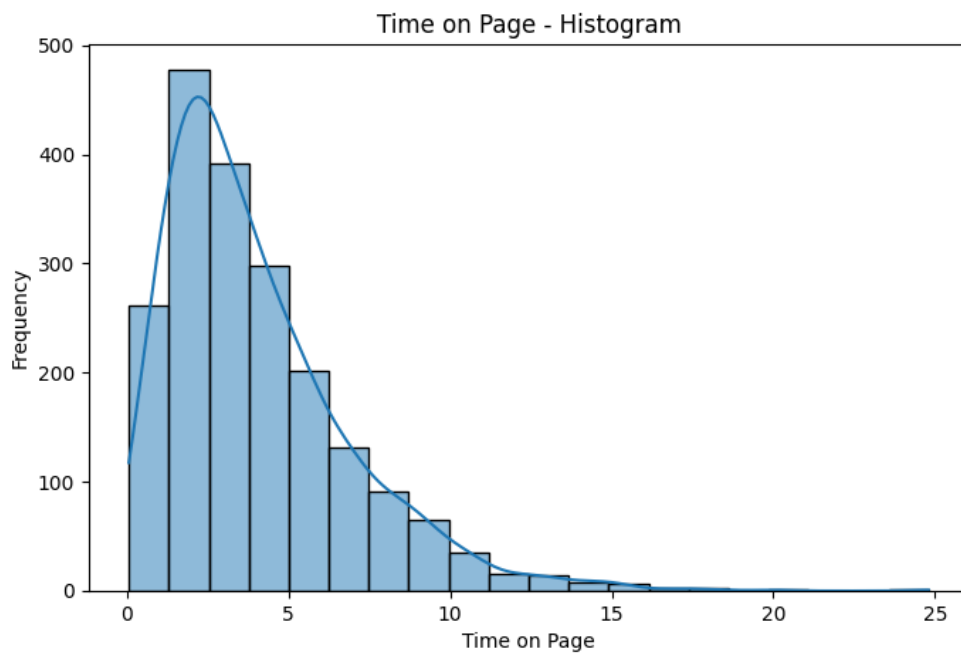


Bounce Rate - Histogram



Traffic Source - Histogram





Conversion Rate - Histogram

