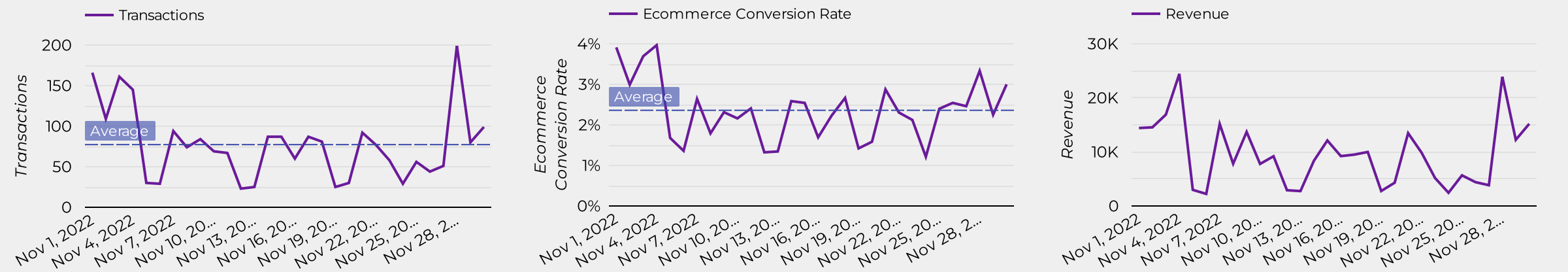
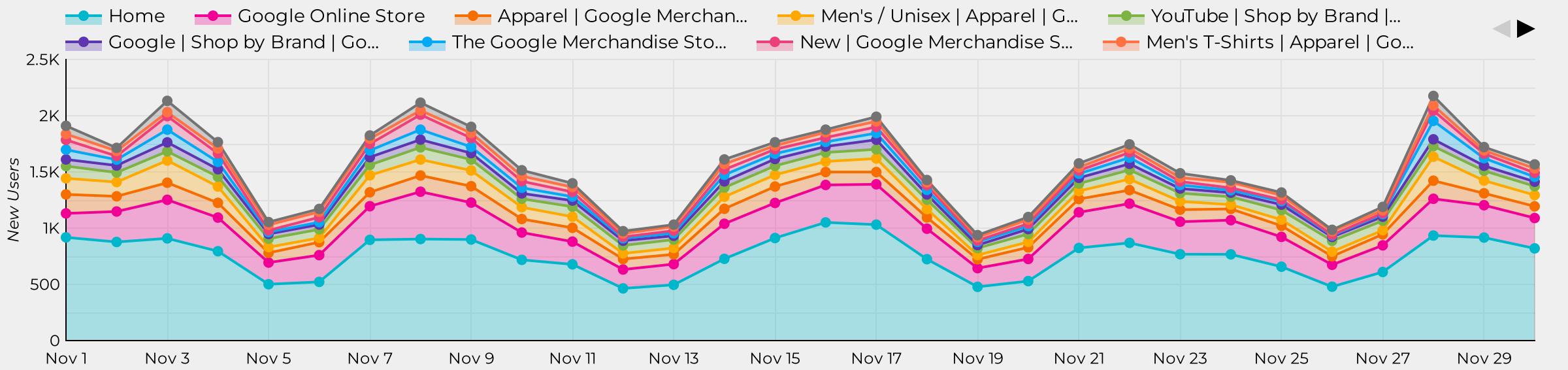


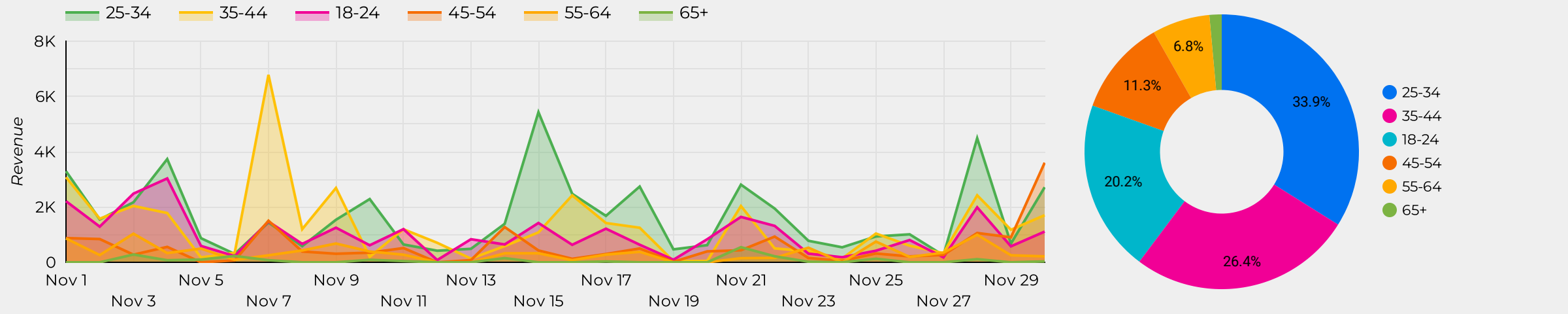
# GOOGLE ANALYTICS

Nov 1, 2022 - Nov 30, 2022



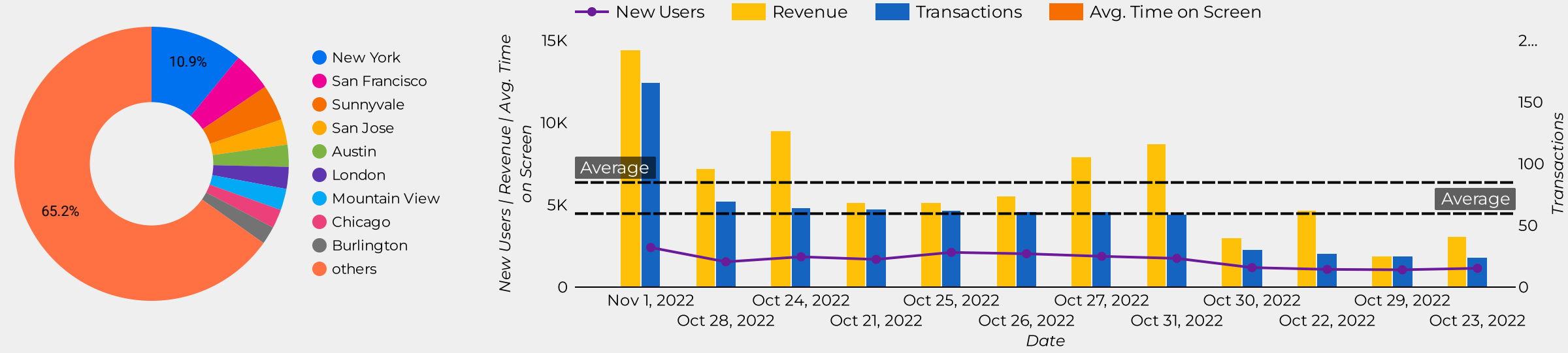
Default Channel Grouping		Sessions ▾	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1.	Direct	81,883	16.4% ↑	2,139	42.3% ↑	2.61%	22.3% ↑	\$265,806.65	47.9% ↑
2.	Paid Search	8,342	1.0% ↑	179	22.6% ↑	2.15%	21.4% ↑	\$21,454.42	28.1% ↑
3.	Display	1,895	689.6% ↑	0	-	0%	-	\$0	-
4.	Affiliates	156	-6.6% ↓	0	-	0%	-	\$0	-
5.	(Other)	7	-82.9% ↓	0	-	0%	-	\$0	-

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Landing P...	Transactions ▾	% Δ	Sessions	% Δ	Ecommerce Conversion...	% Δ	Revenue	% Δ
1. /basket.html	491	74.1% ↑	3,458	45.5% ↑	14.2%	19.6% ↑	\$78,726.65	91.7% ↑
2. /home	335	21.8% ↑	41,700	12.8% ↑	0.8%	8.0% ↑	\$46,285.42	42.7% ↑
3. /signin.html	263	48.6% ↑	4,085	42.6% ↑	6.44%	4.2% ↑	\$32,492.78	87.5% ↑
4. /google+re...	255	50.9% ↑	5,486	33.7% ↑	4.65%	12.9% ↑	\$28,689.44	86.7% ↑
5. /store.html	107	12.6% ↑	2,557	14.4% ↑	4.18%	-1.6% ↓	\$15,063.14	13.5% ↑
6. /google+re...	97	125.6% ↑	3,690	57.0% ↑	2.63%	43.7% ↑	\$8,844.46	66.0% ↑
7. /google+re...	83	50.9% ↑	1,898	41.7% ↑	4.37%	6.5% ↑	\$8,926	46.1% ↑
8. /aoodle+re...	68	54.5% ↑	2,394	24.4% ↑	2.84%	24.2% ↑	\$6,859.09	-17.5% ↓

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New Users

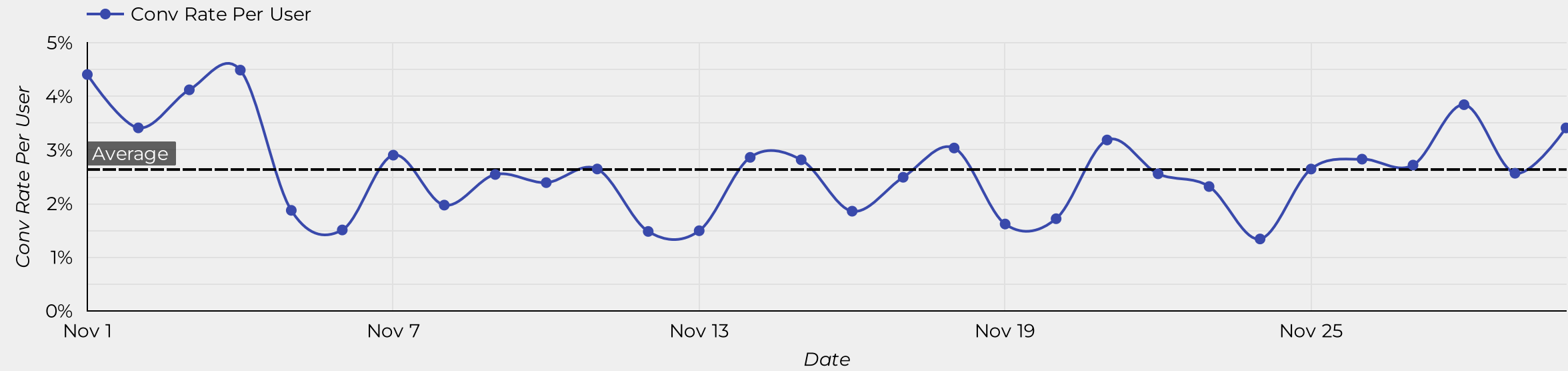
Revenue

Transactions

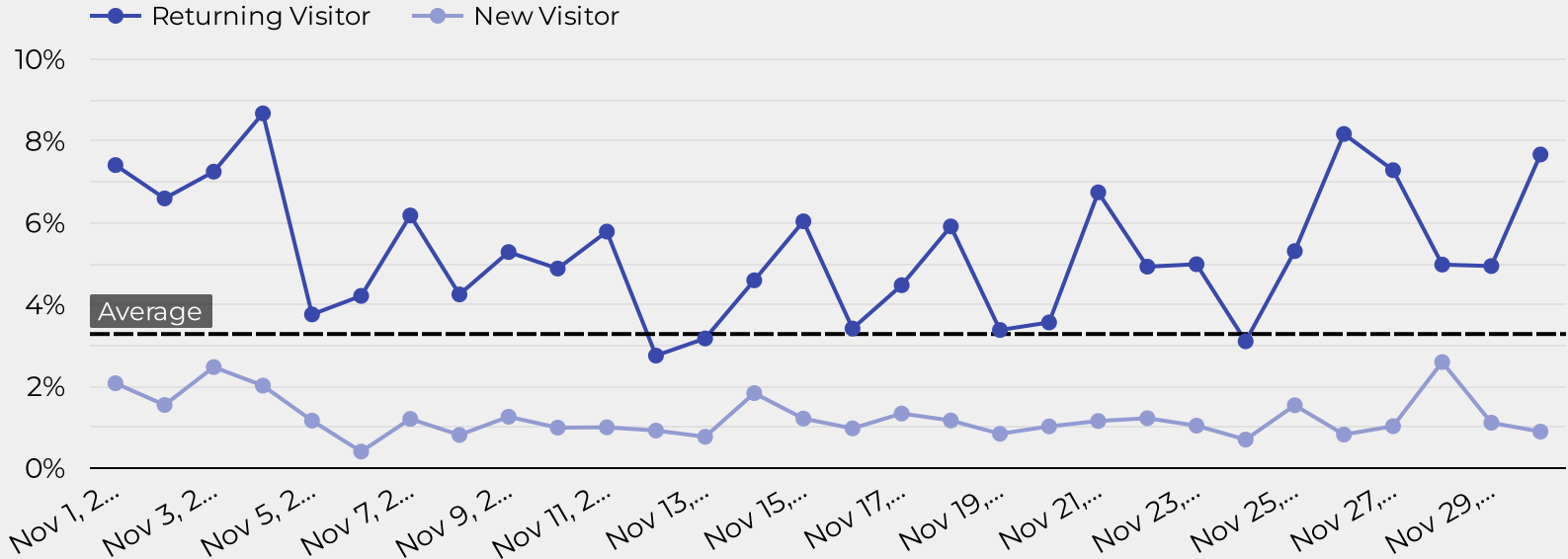
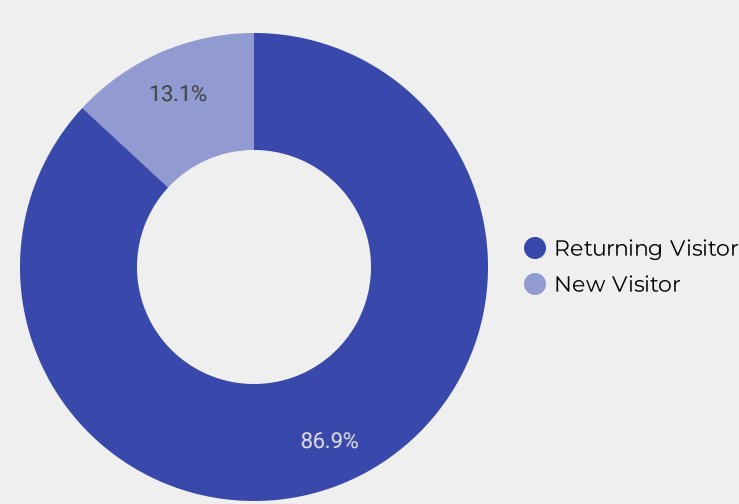
Avg. Time on Screen

# COHORT ANALYTICS

Nov 1, 2022 - Nov 30, 2022

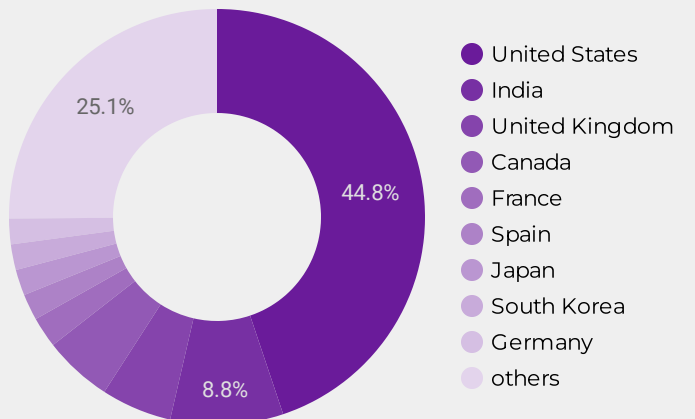
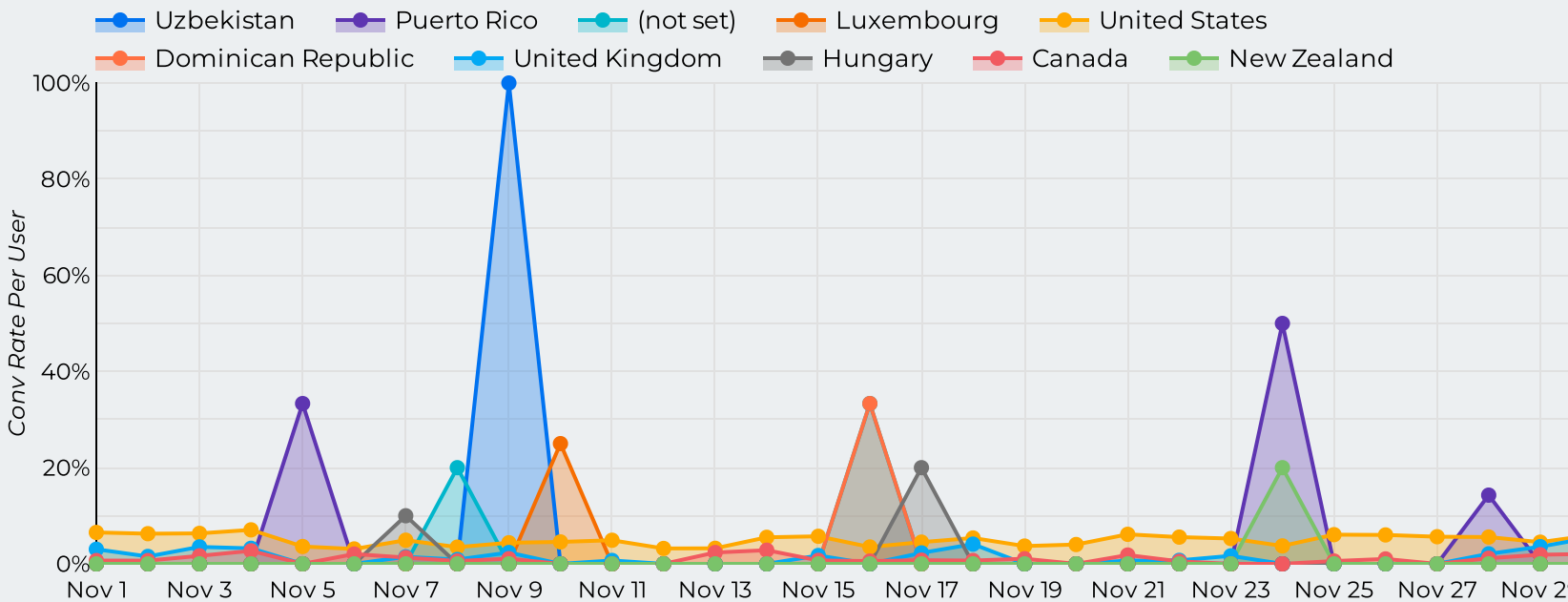


Day Index / Conv Rate Per User										
Date	User Type	0003	0000	0002	0027	0001	0029	0020	0017	( Gran...
Nov 1, 2022	Returning Visitor	-	7.41%	-	-	-	-	-	-	7.41%
	New Visitor	-	2.08%	-	-	-	-	-	-	2.08%
Nov 2, 2022	Returning Visitor	-	-	-	-	6.6%	-	-	-	6.6%
	New Visitor	-	-	-	-	1.54%	-	-	-	1.54%
Nov 3, 2022	Returning Visitor	-	-	7.25%	-	-	-	-	-	7.25%
	New Visitor	-	-	2.47%	-	-	-	-	-	2.47%
Nov 4, 2022	Returning Visitor	8.68%	-	-	-	-	-	-	-	8.68%
	New Visitor	2.02%	-	-	-	-	-	-	-	2.02%
Nov 5, 2022	Returning Visitor	-	-	-	-	-	-	-	-	3.76%
	New Visitor	-	-	-	-	-	-	-	-	1.16%
Grand total		4.49%	4.41%	4.12%	3.84%	3.41%	3.41%	3.19%	3.04%	3.49%



	Country	Users	New Users	Bounce Rate	Conv Rate Per User	Time on Screen	Avg User Du...	Avg. Price	Avg. Order Value	Total Value
1.	United States	32,340	26,425	35.11%	6.68%	00:00:00	00:06:00	\$14.36	\$124.29	\$268,587....
2.	India	5,476	5,172	50.82%	0.04%	00:00:00	00:02:53	\$34.27	\$102.8	\$205.6
3.	United King...	3,946	3,234	43.91%	1.85%	00:00:00	00:03:29	\$16.97	\$98.81	\$7,213.32
4...	Canada	3,448	3,146	48.55%	1.16%	00:00:00	00:05:35	\$22.01	\$105.63	\$4,225.35
5.	France	1,539	1,407	59.91%	0%	00:00:00	00:03:06	\$0	\$0	\$0
6.	Germany	1,273	1,170	57.14%	0.08%	00:00:00	00:02:43	\$51.2	\$51.2	\$51.2
7.	Spain	1,256	1,205	56.08%	0.16%	00:00:00	00:03:43	\$7.94	\$655	\$1,310
8.	Japan	1,252	1,187	53.59%	0.08%	00:00:00	00:03:56	\$42	\$126	\$126

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# FUNNEL ANALYTICS

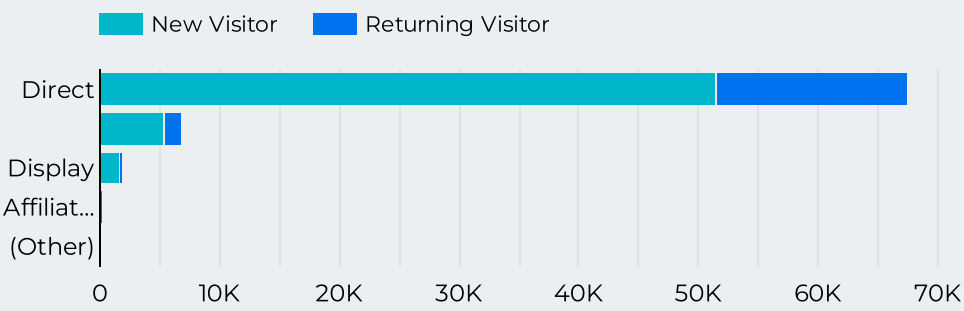
Nov 1, 2022 - Nov 30, 2022

User Type      Default Channel Grouping      Country      Page

## Acquisition

	Default Channel Grouping	Sessions	Bounce Ra...
1.	Direct	81,883	40.32%
2.	Paid Search	8,342	49.96%
3.	Display	1,895	87.97%
4.	Affiliates	156	71.79%
5.	(Other)	7	85.71%

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Users  
66,415  
↑ 10.7%

Sessions  
92,283  
↑ 16.7%

## Activation

Bounce Rate  
42.2%  
↓ -2.9%

Pages / Session  
5.2  
↑ 5.7%

Avg. Session Duration  
03:35  
↑ 3.9%

Completions

Engaged Users  
11.2K  
↑ 25.5%

Registrations  
3.4K  
↑ 19.3%

Conversions

Engaged Users  
12.1%  
↑ 7.5%

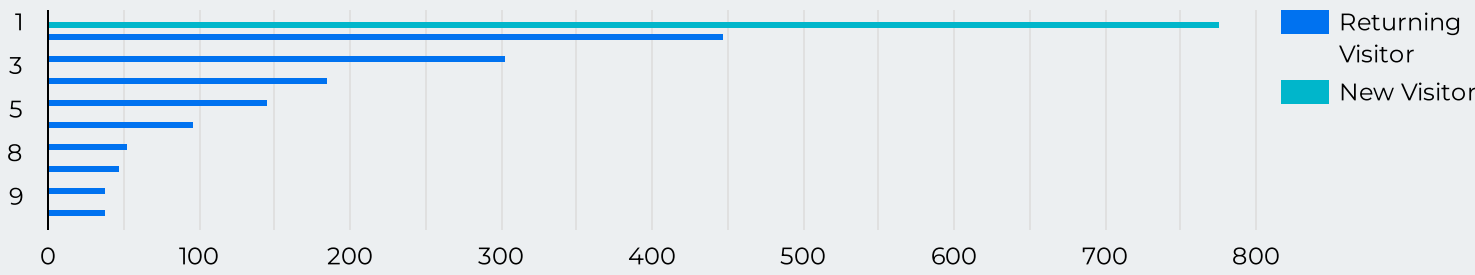
Registrations  
3.7%  
↑ 2.2%

## Retention

### Visitors

Users  
66.4K  
↑ 10.7%

Bounces  
39.0K  
↑ 13.3%



## Revenue

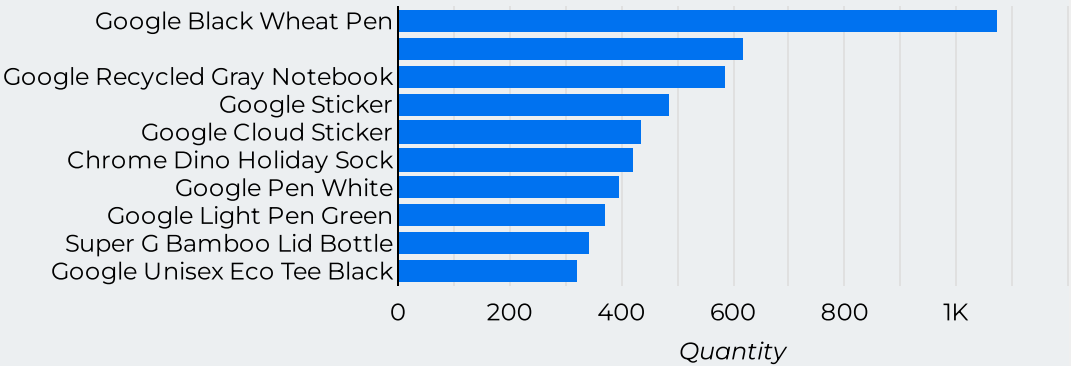
Revenue  
\$287.26K  
↑ 46.2%

Transactions  
2.3K  
↑ 40.6%

Revenue Per User  
\$4.33  
↑ 32.2%

Ecommerce Conversion Rate  
2.5%  
↑ 20.4%

Product Revenue per Purchase  
\$39.91  
↑ 2.6%



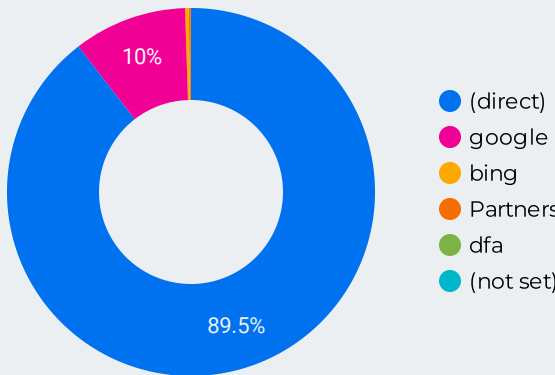
## Referral

Sessions  
92.3K  
↑ 16.7%

Bounce Rate  
42.2%  
↓ -2.9%

	Full Referrer	Sessions
1.	(direct)	82,607
2.	google	9,195
3.	bing	303
4.	Partners	157

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## Funnel Visulization

