

Resumen General y Tasa de Conversión

Selecciona un periodo ▼

category_code ▼

TotaldeCompras

50.000

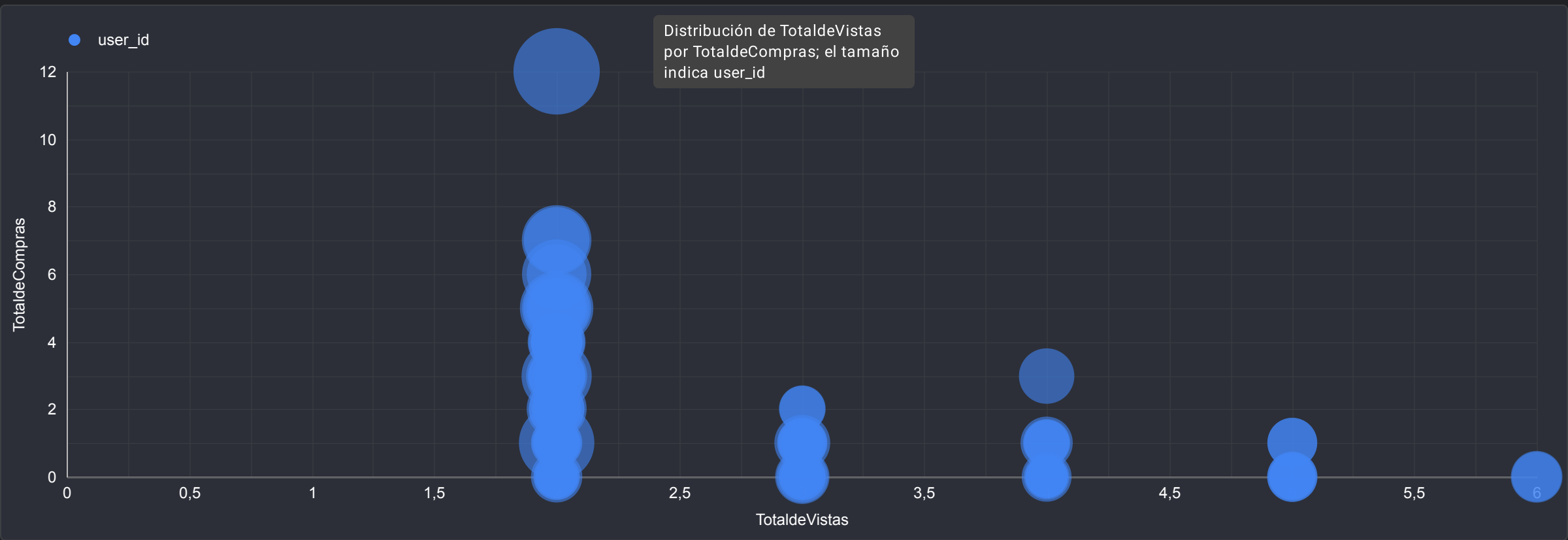
TotaldeVistas

48.386

TasadeConversion

1,03

Distribución de TotaldeVistas por TotaldeCompras; el tamaño indica user_id



Dashboard de E-commerce en Looker Studio Tabla

	user_id	TotaldeVistas ▾	TotaldeCompras	TasadeConversion
1.	551211823	6	0	0
2.	512475445	6	0	0
3.	512934756	5	0	0
4.	512483288	5	1	0,2
5.	515240336	5	0	0
6.	514649263	5	0	0
7.	523047611	5	0	0
8.	559249905	5	0	0
9.	512426470	5	0	0
10.	513359812	5	1	0,2
11.	516308435	4	0	0
12.	512464659	4	0	0

brand

	category_code	VistasporCategoria	ComprasporeCategoria	TasadeC...
1.	electronics.smartphone	28.621	34.659	1,21
2.	electronics.clocks	1.469	1.171	0,8
3.	computers.notebook	1.324	1.078	0,81
4.	electronics.video.tv	1.244	1.496	1,2
5.	electronics.audio.headphone	1.191	1.992	1,67
6.	appliances.kitchen.refrigerators	1.011	784	0,78
7.	appliances.kitchen.washer	967	1.148	1,19
8.	appliances.environment.vacuum	919	835	0,91
9.	apparel.shoes	910	287	0,32
10.	auto.accessories.player	528	342	0,65
11.	computers.desktop	495	203	0,41
12.	apparel.shoes.keds	485	163	0,34

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