

Customer Behaviour Analysis

Part IV

Customer Behaviour Analysis

Understanding the customer behaviour towards visiting website is critical for the business.

One of the areas in analysing user behaviour is to identify any seasonality present in the user visits in hour wise, weekday wise and month wise.

Business also wants to determine if any change in the user behaviour after they have implemented business strategies like conducting paid campaign, or providing offerings to the customers.

Customer Behaviour Analysis

The website development team also wants to know how their website pages are performing.

They just want to know that in case any content change in the website pages was done, how that reflects in the customer's behaviour.

It is also important to know how the channels are performing. Users are coming from different channels, their behaviour may also be different.

Customer Behaviour Analysis

Customers can be new to the website or repeated visits.

We should distinguish how many new users are visiting the website and how much time they spent in the website pages. That may be different from that of repeated users.

The ultimate goal is to determine how much revenue generated. We should also articulate how the customer behaviour impacts the revenue generation.

Measurements

The measurements:

- Total sessions
- Total Orders
- Average Pages viewed.
- Average time spent in the website.
- Total Items purchased.
- Revenue
- Total Cost
- Total Margin.

Categories:

- Hour
- Day
- Month
- Year
- Product
- UTM Source
- UTM Campaign
- Device Type
- User Type

Dashboards

The following slides show three dashboards, one is for all users, another one is for new users and the last one is for repeated users.

All Users Dashboard

Customer Behaviour

Year

All

Month

All

Day

All

Product

All

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	7698	482	2.47	3.88	584	28484	10648	17836
1	8931	599	2.49	3.92	745	36197	13485	22712
2	11012	769	2.49	3.90	930	45327	16978	28349
3	16170	1049	2.46	3.85	1287	62405	23310	39096
4	23047	1521	2.47	3.84	1848	90452	33945	56507
5	27247	1769	2.48	3.85	2161	105292	39363	65930
6	28224	1902	2.48	3.87	2350	114201	42693	71507
7	28415	1880	2.48	3.86	2316	112567	42078	70489
8	27423	1764	2.48	3.88	2146	104243	38916	65327
9	27429	1931	2.50	3.92	2362	115350	43089	72261
10	27836	1869	2.48	3.88	2279	110663	41389	69275
11	27459	1798	2.49	3.88	2219	107538	40188	67350
12	24030	1677	2.51	3.96	2045	99622	37233	62389
13	19888	1271	2.47	3.86	1567	76180	28457	47724
14	17291	1141	2.48	3.91	1415	68144	25387	42757
15	15997	1031	2.51	3.95	1239	60470	22656	37814
16	15739	1008	2.49	3.91	1225	59950	22480	37470
17	14460	967	2.50	3.92	1161	56526	21128	35399
18	12761	846	2.50	3.93	1035	50396	18834	31562
19	10496	692	2.47	3.85	848	41400	15469	25931
20	8785	559	2.48	3.88	685	33177	12384	20794
21	7703	513	2.51	3.92	637	31078	11609	19469
22	6874	450	2.48	3.88	540	26461	9897	16564
23	7041	485	2.48	3.86	603	29118	10866	18252
Total	421956	27973	2.49	3.89	34227	1665238	622481	1042757

New Users Dashboard

Customer Behaviour

Year

All



Month

All



Day

All



Product

All



UTM Source

All



UTM Capn

All



Device Type

All



hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	6458	395	2.44	3.79	488	23713	8844	14869
1	7559	484	2.45	3.79	601	29326	10933	18393
2	9266	619	2.45	3.78	741	35987	13497	22490
3	13678	864	2.42	3.73	1057	51251	19145	32107
4	19310	1241	2.42	3.72	1497	73387	27587	45801
5	22906	1424	2.43	3.74	1742	84747	31672	53075
6	23705	1550	2.44	3.77	1911	93023	34789	58234
7	23910	1533	2.43	3.74	1883	91745	34330	57416
8	23006	1430	2.43	3.76	1739	84503	31587	52916
9	22991	1580	2.46	3.82	1925	94275	35271	59004
10	23364	1518	2.44	3.76	1843	89610	33577	56033
11	23038	1463	2.45	3.78	1793	86948	32534	54415
12	20136	1369	2.48	3.88	1661	81033	30317	50717
13	16704	1066	2.44	3.78	1301	63371	23703	39668
14	14521	941	2.45	3.81	1165	55888	20802	35087
15	13457	829	2.46	3.81	995	48782	18300	30483
16	13257	817	2.45	3.77	991	48382	18149	30234
17	12171	780	2.47	3.83	938	45673	17091	28582
18	10745	691	2.44	3.78	840	40900	15315	25585
19	8802	585	2.44	3.77	716	34923	13023	21900
20	7384	456	2.43	3.74	557	27064	10096	16969
21	6511	418	2.47	3.81	520	25401	9490	15911
22	5728	360	2.43	3.75	434	21276	7959	13317
23	5909	387	2.42	3.71	483	23287	8688	14600
Total	354516	22800	2.44	3.78	27821	1354494	506696	847798

Repeated Users Dashboard

Customer Behaviour

Year

All

Month

All

Day

All

Product

All

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	1240	87	2.62	4.34	96	4771	1804	2967
1	1372	115	2.76	4.66	144	6871	2552	4319
2	1746	150	2.73	4.52	189	9340	3481	5860
3	2492	185	2.71	4.50	230	11154	4165	6989
4	3737	280	2.70	4.47	351	17064	6358	10707
5	4341	345	2.70	4.43	419	20546	7691	12855
6	4519	352	2.68	4.45	439	21178	7904	13274
7	4505	347	2.70	4.46	433	20822	7748	13074
8	4417	334	2.71	4.47	407	19740	7328	12412
9	4438	351	2.71	4.43	437	21076	7818	13258
10	4472	351	2.71	4.49	436	21054	7812	13242
11	4421	335	2.69	4.38	426	20590	7655	12935
12	3894	308	2.68	4.41	384	18588	6916	11672
13	3184	205	2.65	4.30	266	12809	4753	8056
14	2770	200	2.69	4.44	250	12255	4585	7670
15	2540	202	2.77	4.66	244	11688	4357	7331
16	2482	191	2.75	4.66	234	11568	4332	7236
17	2289	187	2.69	4.42	223	10854	4037	6817
18	2016	155	2.78	4.71	195	9496	3520	5977
19	1694	107	2.65	4.28	132	6477	2446	4031
20	1401	103	2.74	4.57	128	6113	2288	3825
21	1192	95	2.73	4.53	117	5677	2119	3558
22	1146	90	2.74	4.53	106	5185	1938	3247
23	1132	98	2.78	4.63	120	5831	2179	3652
Total	67440	5173	2.71	4.47	6406	310744	115785	194959

Dashboards

We can show the same dashboards, how they are reflected when we select different combination of the values in filters.

All Users Dashboard

Customer Behaviour

Year

2013

Month

03 -- March

Day

All

Product

All

UTM Source

gsear...

UTM Capn

gsear...

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	68	6	2.18	3.01	6	300	117	183
1	85	8	2.76	4.44	8	410	159	251
2	139	9	2.40	3.86	9	450	175	275
3	171	7	2.19	3.24	7	360	139	221
4	250	12	2.33	3.46	12	630	243	387
5	307	15	2.32	3.48	15	770	298	472
6	309	18	2.34	3.51	18	960	369	591
7	302	12	2.25	3.19	12	620	240	380
8	265	15	2.49	4.02	15	800	307	493
9	269	15	2.39	3.91	15	770	298	472
10	282	19	2.38	3.81	19	980	379	601
11	304	25	2.55	4.02	25	1280	496	784
12	257	15	2.32	3.60	15	760	295	465
13	202	12	2.31	3.47	12	600	234	366
14	188	14	2.61	4.09	14	710	276	434
15	178	11	2.37	3.66	11	570	220	350
16	145	12	2.43	3.35	12	610	237	373
17	141	11	2.67	4.21	11	560	217	343
18	139	10	2.47	4.14	10	510	198	312
19	125	10	2.46	3.93	10	530	204	326
20	105	6	2.45	3.64	6	330	126	204
21	79	4	2.42	3.51	4	210	81	129
22	66	5	2.33	3.62	5	250	97	153
23	73	2	2.37	3.71	2	100	39	61
Total	4449	273	2.40	3.69	273	14067	5447	8621

Customer Behaviour

Year

2013

Month

03 -- March

Day

All

Product

All

UTM Source

gsear...

UTM Capn

gsear...

Device Type

All



hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	62	6	2.16	2.95	6	300	117	183
1	81	8	2.78	4.42	8	410	159	251
2	135	9	2.42	3.90	9	450	175	275
3	161	5	2.13	3.06	5	260	100	160
4	236	12	2.32	3.41	12	630	243	387
5	295	15	2.35	3.56	15	770	298	472
6	289	17	2.34	3.54	17	910	349	561
7	285	12	2.26	3.22	12	620	240	380
8	246	15	2.47	4.00	15	800	307	493
9	259	15	2.44	4.03	15	770	298	472
10	263	18	2.38	3.85	18	920	357	563
11	284	24	2.55	4.06	24	1230	477	753
12	235	15	2.36	3.74	15	760	295	465
13	192	12	2.32	3.46	12	600	234	366
14	176	14	2.57	3.97	14	710	276	434
15	174	11	2.33	3.58	11	570	220	350
16	136	12	2.45	3.38	12	610	237	373
17	131	9	2.62	4.14	9	460	178	282
18	128	7	2.38	3.91	7	360	139	221
19	118	9	2.45	3.89	9	480	184	296
20	99	6	2.41	3.57	6	330	126	204
21	78	4	2.44	3.55	4	210	81	129
22	61	5	2.31	3.61	5	250	97	153
23	69	2	2.33	3.54	2	100	39	61
Total	4193	262	2.39	3.69	262	13507	5229	8278

Repeated Users Dashboard

Customer Behaviour

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Year

2013



Month

03 -- March



Day

All



Product

All



UTM Source

gsear...



UTM Capn

gsear...



Device Type

All



hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	6	0	2.33	3.67	0	0	0	0
1	4	0	2.50	4.75	0	0	0	0
2	4	0	1.50	2.25	0	0	0	0
3	10	2	3.20	6.10	2	100	39	61
4	14	0	2.50	4.29	0	0	0	0
5	12	0	1.67	1.42	0	0	0	0
6	20	1	2.30	3.15	1	50	19	31
7	17	0	2.12	2.71	0	0	0	0
8	19	0	2.84	4.37	0	0	0	0
9	10	0	1.20	0.80	0	0	0	0
10	19	1	2.42	3.21	1	60	22	38
11	20	1	2.45	3.40	1	50	19	31
12	22	0	1.95	2.09	0	0	0	0
13	10	0	2.20	3.60	0	0	0	0
14	12	0	3.17	5.92	0	0	0	0
15	4	0	4.00	7.00	0	0	0	0
16	9	0	2.11	2.89	0	0	0	0
17	10	2	3.40	5.20	2	100	39	61
18	11	3	3.64	6.73	3	150	58	92
19	7	1	2.71	4.57	1	50	19	31
20	6	0	3.00	4.83	0	0	0	0
21	1	0	1.00	0.00	0	0	0	0
22	5	0	2.60	3.80	0	0	0	0
23	4	0	3.00	6.75	0	0	0	0
Total	256	11	2.48	3.74	11	560	217	343

Dashboards

Next three dashboards with different combinations of values selected in filters.

All Users Dashboard

Customer Behaviour

Year

2014

Month

All

Day

14

Product

All

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	151	10	2.71	4.37	14	730	274	456
1	156	12	2.63	4.17	15	716	266	450
2	186	12	2.53	3.95	21	910	324	586
3	286	12	2.32	3.64	13	644	232	412
4	433	37	2.66	4.51	56	2713	995	1718
5	465	39	2.54	4.09	57	2655	971	1685
6	519	39	2.50	3.88	54	2667	984	1683
7	482	25	2.42	3.65	34	1716	637	1079
8	476	38	2.64	4.20	50	2440	899	1541
9	486	42	2.49	3.89	56	2661	987	1674
10	521	29	2.40	3.69	36	1812	682	1130
11	515	43	2.63	4.15	58	2761	1022	1739
12	421	37	2.62	4.24	47	2246	819	1427
13	370	23	2.49	3.89	34	1626	594	1032
14	346	34	2.65	4.21	47	2168	791	1377
15	265	21	2.63	4.28	30	1484	538	946
16	306	26	2.68	4.20	37	1800	663	1137
17	252	25	2.63	4.24	29	1458	533	925
18	230	19	2.47	3.88	24	1106	393	713
19	191	16	2.57	4.15	23	1058	389	669
20	157	7	2.68	4.64	7	346	131	215
21	148	7	2.45	3.59	10	506	185	321
22	132	8	2.58	3.95	9	476	179	297
23	123	7	2.46	4.09	11	486	179	307
Total	7617	568	2.55	4.04	772	37182	13669	23513

New Users Dashboard

Customer Behaviour

Year

2014

Month

All

Day

14

Product

All

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	127	9	2.67	4.04	13	670	251	419
1	122	8	2.56	3.95	10	480	181	299
2	150	10	2.52	3.99	18	784	281	503
3	232	9	2.23	3.47	9	458	166	292
4	344	32	2.62	4.38	49	2348	858	1490
5	376	34	2.50	3.99	51	2363	864	1500
6	431	32	2.42	3.65	45	2242	828	1414
7	401	22	2.42	3.62	29	1474	549	925
8	389	35	2.62	4.11	47	2284	842	1442
9	387	28	2.39	3.69	37	1776	656	1120
10	442	25	2.34	3.53	30	1516	574	942
11	425	34	2.61	4.11	46	2210	823	1387
12	341	26	2.58	4.06	33	1566	575	991
13	307	19	2.48	3.80	29	1356	490	866
14	289	28	2.59	4.06	39	1776	649	1127
15	217	17	2.60	4.09	25	1242	450	792
16	254	21	2.65	4.10	30	1444	533	911
17	210	21	2.58	4.06	25	1248	452	796
18	188	8	2.25	3.31	11	486	175	311
19	157	14	2.58	4.15	20	918	338	580
20	135	6	2.61	4.47	6	296	112	184
21	124	5	2.31	3.29	8	396	143	253
22	100	5	2.53	3.80	6	316	118	198
23	104	5	2.41	4.09	8	356	131	225
Total	6252	453	2.50	3.90	624	30000	11040	18960

Repeated Users Dashboard

Customer Behaviour

Year

2014



Month

All



Day

14



Product

All



UTM Source

All



UTM Capn

All



Device Type

All



hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	24	1	2.92	6.13	1	60	22	38
1	34	4	2.91	4.94	5	236	85	151
2	36	2	2.56	3.75	3	126	43	83
3	54	3	2.70	4.39	4	186	66	120
4	89	5	2.83	5.00	7	366	137	229
5	89	5	2.72	4.48	6	292	107	185
6	88	7	2.89	5.05	9	426	156	270
7	81	3	2.42	3.78	5	242	87	155
8	87	3	2.71	4.57	3	156	56	100
9	99	14	2.88	4.68	19	886	331	555
10	79	4	2.76	4.62	6	296	108	188
11	90	9	2.74	4.32	12	552	200	352
12	80	11	2.83	4.98	14	680	244	436
13	63	4	2.56	4.32	5	270	103	167
14	57	6	2.96	4.96	8	392	142	250
15	48	4	2.77	5.13	5	242	87	155
16	52	5	2.81	4.65	7	356	130	226
17	42	4	2.88	5.14	4	210	81	129
18	42	11	3.45	6.43	13	620	217	403
19	34	2	2.53	4.12	3	140	51	89
20	22	1	3.09	5.68	1	50	19	31
21	24	2	3.21	5.17	2	110	42	68
22	32	3	2.75	4.41	3	160	61	99
23	19	2	2.68	4.11	3	130	48	82
Total	1365	115	2.79	4.71	148	7183	2630	4553

Dashboards

Next three dashboards with different combinations of values selected in filters.

All Users Dashboard

Customer Behaviour

Year

2014

Month

All

Day

All

Product

The For...

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	46	46	7.00	14.67	56	3091	1139	1952
1	68	68	7.00	14.96	81	4501	1663	2839
2	63	63	7.00	14.83	75	4223	1561	2663
3	106	106	7.00	15.12	122	6875	2551	4324
4	140	140	7.00	14.76	168	9426	3484	5942
5	179	179	7.00	14.98	232	12592	4619	7973
6	169	169	7.00	14.85	211	11558	4264	7294
7	171	171	7.00	14.78	218	11804	4342	7462
8	142	142	7.00	14.94	169	9472	3495	5978
9	197	197	7.00	15.10	247	13494	4975	8519
10	153	153	7.00	14.33	179	10098	3743	6356
11	156	156	7.00	14.81	199	10828	3977	6852
12	149	149	7.00	14.73	189	10270	3776	6495
13	111	111	7.00	15.05	138	7505	2768	4737
14	98	98	7.00	15.16	126	6823	2510	4313
15	87	87	7.00	14.34	100	5697	2115	3582
16	91	91	7.00	15.11	113	6211	2295	3916
17	77	77	7.00	15.45	93	5151	1904	3248
18	85	85	7.00	15.02	116	6189	2271	3918
19	60	60	7.00	14.85	76	4147	1526	2621
20	52	52	7.00	15.15	61	3461	1285	2177
21	48	48	7.00	14.79	57	3149	1165	1985
22	49	49	7.00	14.76	60	3301	1216	2085
23	43	43	7.00	15.37	58	3113	1139	1974
Total	2540	2540	7.00	14.89	3144	172981	63782	109199

New Users Dashboard

Customer Behaviour

Year

2014

Month

All

Day

All

Product

The F...

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	34	34	7.00	14.76	44	2372	870	1502
1	52	52	7.00	14.96	62	3451	1274	2177
2	49	49	7.00	14.84	58	3257	1202	2055
3	81	81	7.00	15.28	92	5225	1941	3284
4	116	116	7.00	14.77	138	7755	2868	4887
5	134	134	7.00	15.22	174	9434	3458	5976
6	140	140	7.00	14.77	175	9592	3541	6052
7	141	141	7.00	14.73	180	9748	3586	6162
8	116	116	7.00	14.83	141	7837	2886	4951
9	161	161	7.00	15.23	204	11088	4084	7004
10	113	113	7.00	14.29	129	7347	2728	4619
11	117	117	7.00	15.10	148	8045	2956	5089
12	123	123	7.00	14.66	156	8484	3119	5365
13	90	90	7.00	15.18	111	6065	2238	3827
14	81	81	7.00	15.21	104	5613	2060	3553
15	74	74	7.00	14.46	86	4887	1813	3074
16	67	67	7.00	15.00	85	4635	1713	2923
17	62	62	7.00	15.02	77	4221	1557	2665
18	70	70	7.00	14.84	96	5123	1881	3242
19	46	46	7.00	14.72	60	3247	1192	2055
20	45	45	7.00	15.29	54	3041	1127	1914
21	40	40	7.00	14.90	48	2640	976	1664
22	37	37	7.00	14.73	44	2462	909	1553
23	33	33	7.00	15.82	48	2514	915	1599
Total	2022	2022	7.00	14.92	2514	138083	50894	87189

Repeated Users Dashboard

Customer Behaviour

Year

2014

Month

All

Day

All

Product

The F...

UTM Source

All

UTM Capn

All

Device Type

All

hr	T.Sessions	T.Orders	Average Pages	Average Time Spent	Total Items Purchased	Revenue	Total Cost	Total Margin
0	12	12	7.00	14.42	12	720	270	450
1	16	16	7.00	14.94	19	1050	388	662
2	14	14	7.00	14.79	17	966	358	608
3	25	25	7.00	14.60	30	1650	610	1040
4	24	24	7.00	14.75	30	1672	617	1055
5	45	45	7.00	14.27	58	3157	1160	1997
6	29	29	7.00	15.24	36	1966	724	1242
7	30	30	7.00	15.03	38	2056	756	1300
8	26	26	7.00	15.46	28	1636	609	1027
9	36	36	7.00	14.50	43	2406	891	1515
10	40	40	7.00	14.45	50	2752	1015	1737
11	39	39	7.00	13.95	51	2783	1021	1763
12	26	26	7.00	15.08	33	1786	656	1130
13	21	21	7.00	14.48	27	1440	529	911
14	17	17	7.00	14.94	22	1210	450	760
15	13	13	7.00	13.69	14	810	302	508
16	24	24	7.00	15.42	28	1576	583	993
17	15	15	7.00	17.27	16	930	347	583
18	15	15	7.00	15.87	20	1066	390	676
19	14	14	7.00	15.29	16	900	334	566
20	7	7	7.00	14.29	7	420	157	263
21	8	8	7.00	14.25	9	510	189	321
22	12	12	7.00	14.83	16	840	308	532
23	10	10	7.00	13.90	10	600	225	375
Total	518	518	7.00	14.79	630	34898	12888	22010

Dashboards

The following slides show three dashboards, one is for By Hours, another one is By Day and the last one is for By Month.

The measurements are total sessions, Total Orders and Revenue.

By Hour Dashboard

Customer Behaviour

Year

All



Month

All



Day

All



Product

All



UTM Source

All



UTM Capn

All



Device Type

All



Hour

All



User Tyoe

All



Weekday

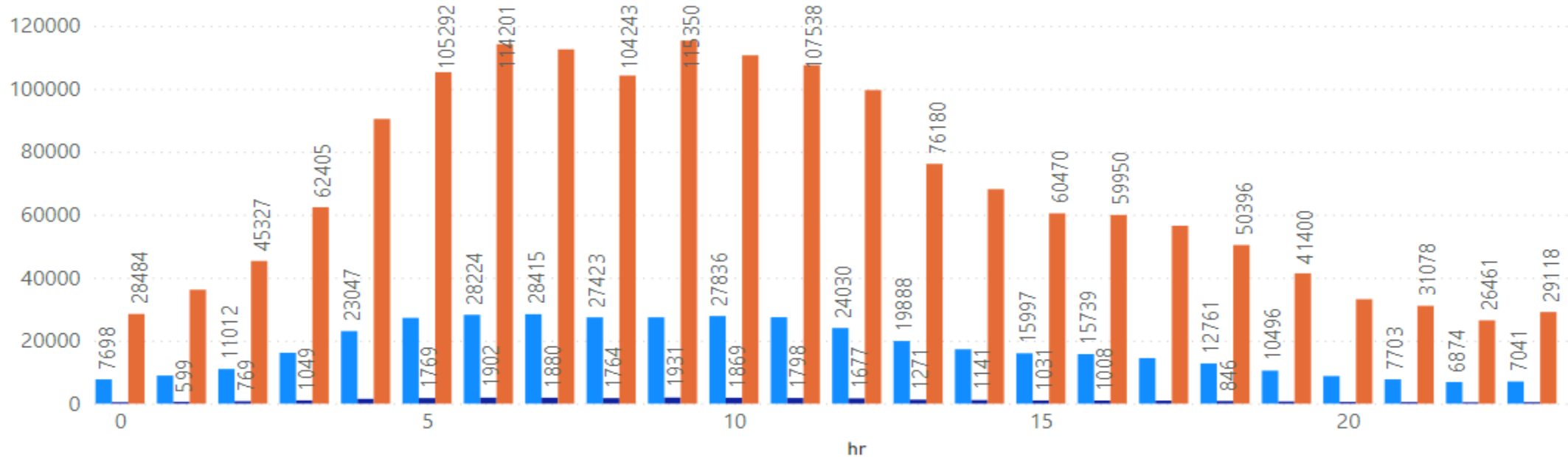
All



Rectangular Snip

Total Sessions, Total Order and Total Revenue by Hour

● T.Sessions ● T.Orders ● Revenue



By Day Dashboard

Customer Behaviour

Year

All



Month

All



Day

All



Product

All



UTM Source

All



UTM Capn

All



Device Type

All



Hour

All



User Tyoe

All



Weekday

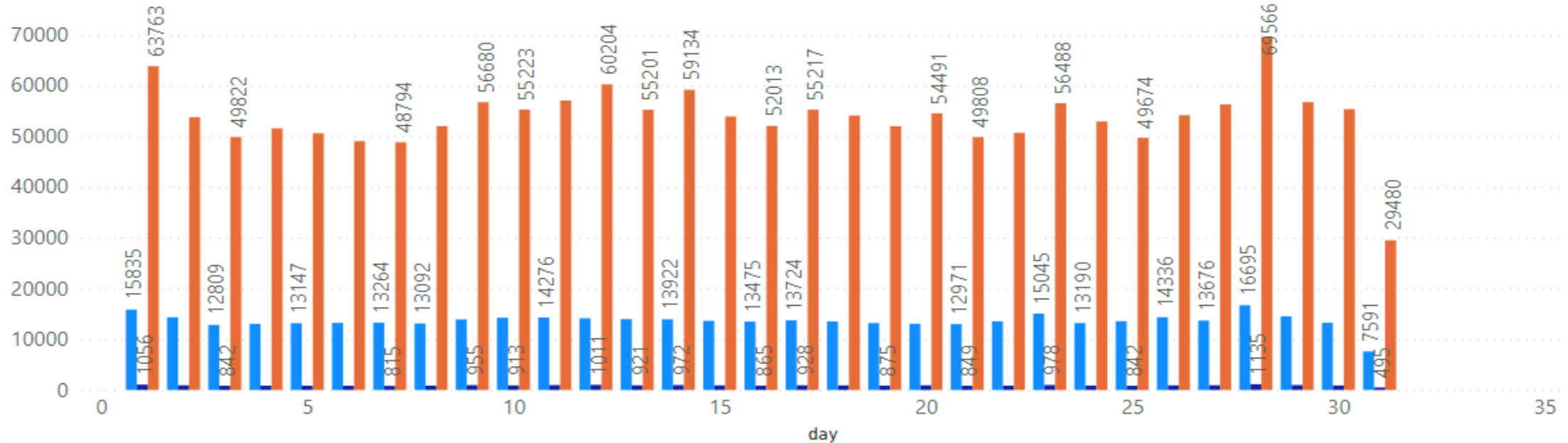
All



Rectangular Snip

Total Sessions, Total Order and Total Revenue by Day

● T.Sessions ● T.Orders ● Revenue



By Month Dashboard

Customer Behaviour

Year

All

Month

All

Day

All

Product

All

UTM Source

All

UTM Capn

All

Device Type

All

Hour

All

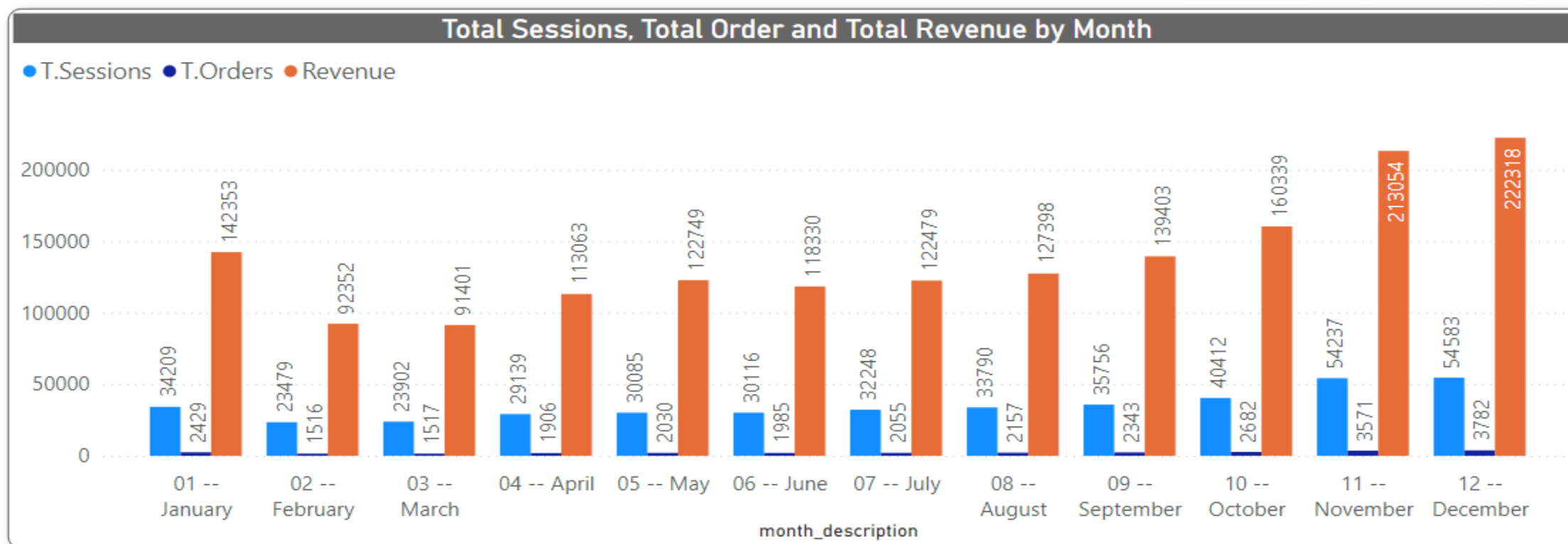
User Tyoe

All

Weekday

All

Rectangular Snip



Dashboards

We can show the same dashboards, how they are reflected when we select different combination of the values in filters.

By Hour Dashboard

Customer Behaviour

Year
2014

Month
All

Day
All

Product
All

UTM Source
gsear...

UTM Capn
All

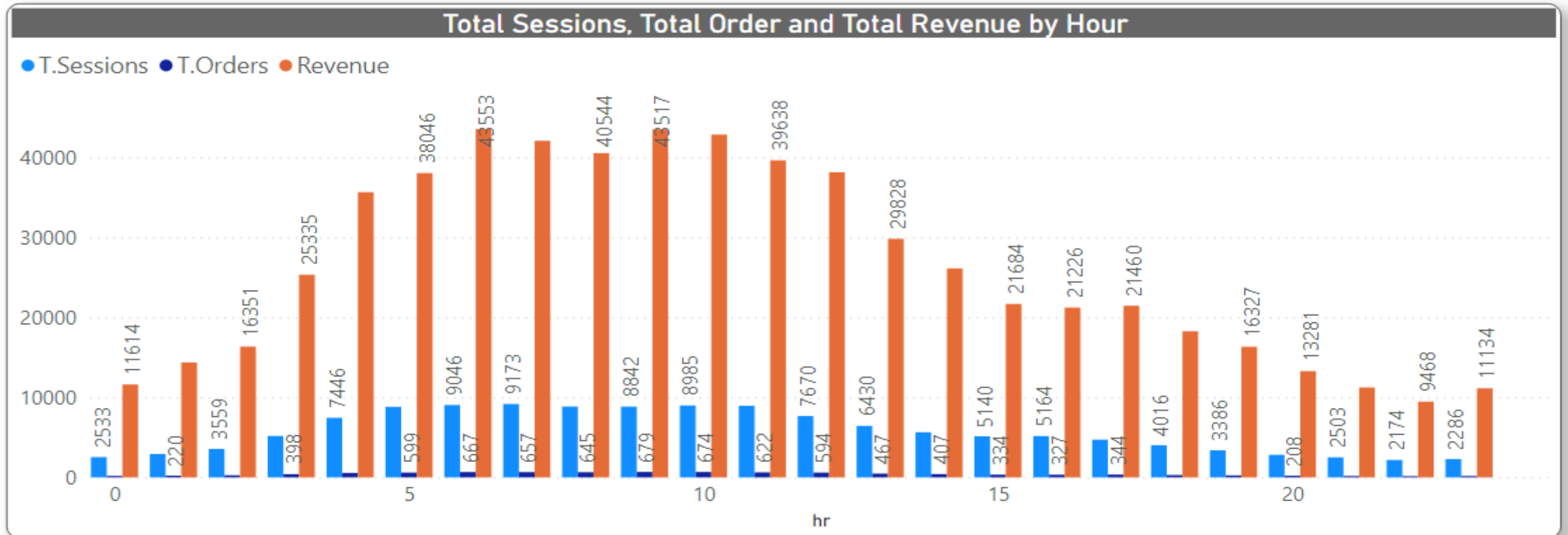
Device Type
All

Hour
All

User Tyoe
New

Weekday
All

Rectangular Snip



By Day Dashboard

Customer Behaviour

Year

2014

Month

All

Day

All

Product

All

UTM Source

gsear...

UTM Capn

All

Device Type

All

Hour

All

User Tyoe

New

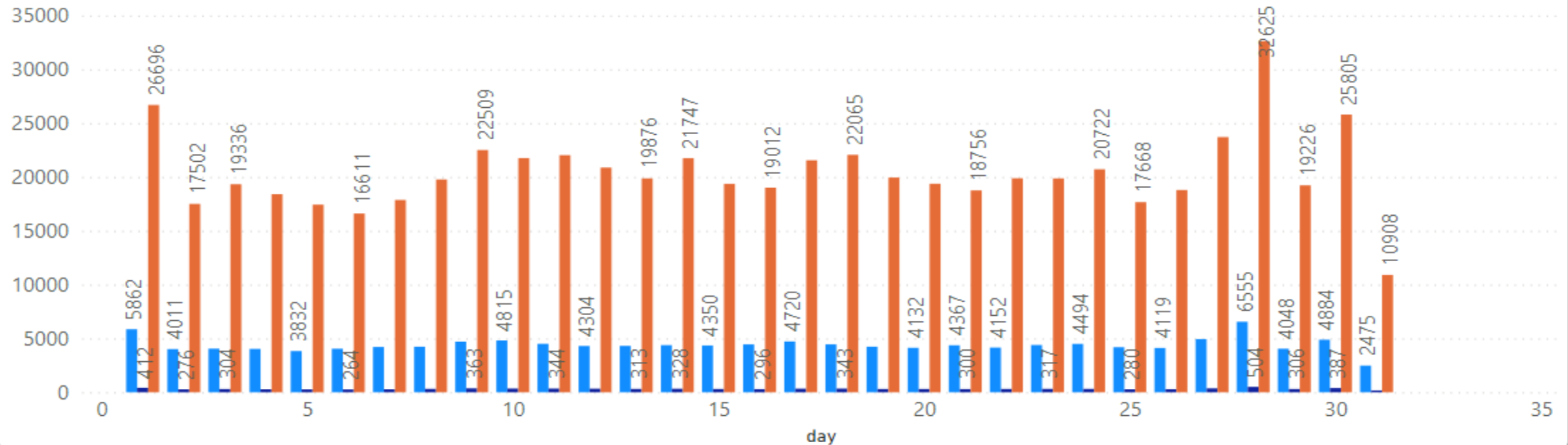
Weekday

All

Rectangular Snip

Total Sessions, Total Order and Total Revenue by Day

● T.Sessions ● T.Orders ● Revenue



By Month Dashboard

Customer Behaviour

Year

2014

Month

All

Day

All

Product

All

UTM Source

gsear...

UTM Capn

All

Device Type

All

Hour

All

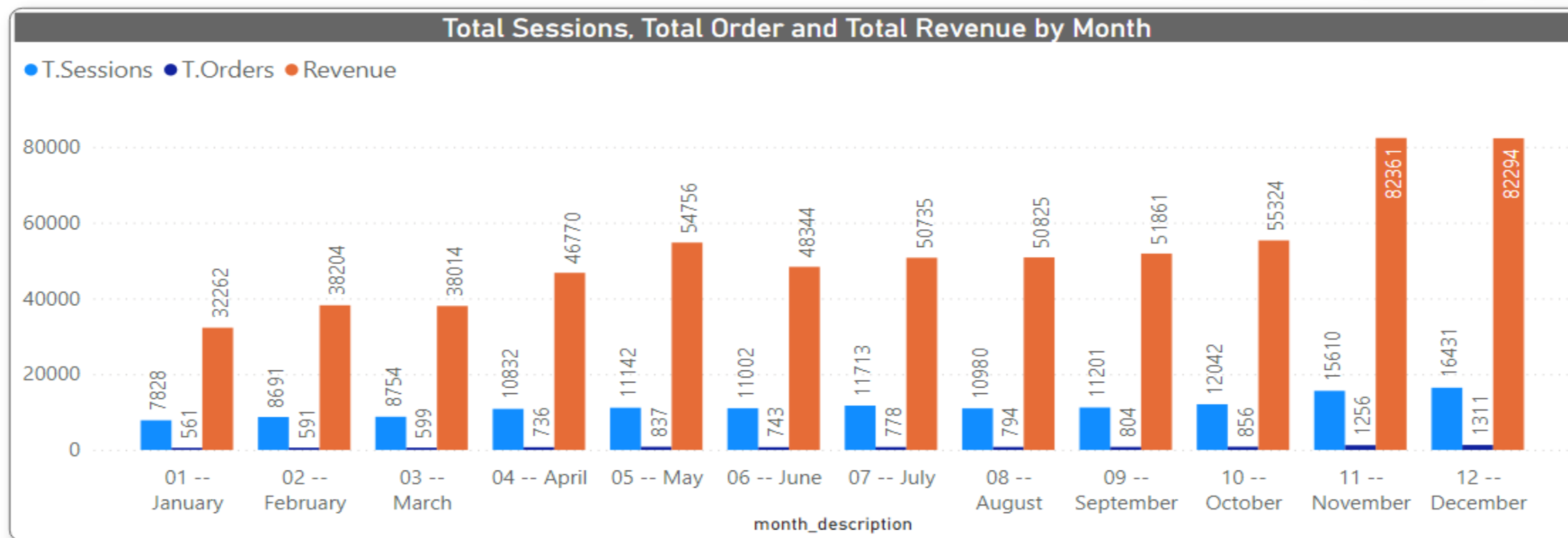
User Tyoe

New

Weekday

All

Rectangular Snip



Dashboards

Next three dashboards with different combinations of values selected in filters.

By Hour Dashboard

Customer Behaviour

Year
2013

Month
01 -- Janu...

Day
All

Product
All

UTM Source
All

UTM Capn
All

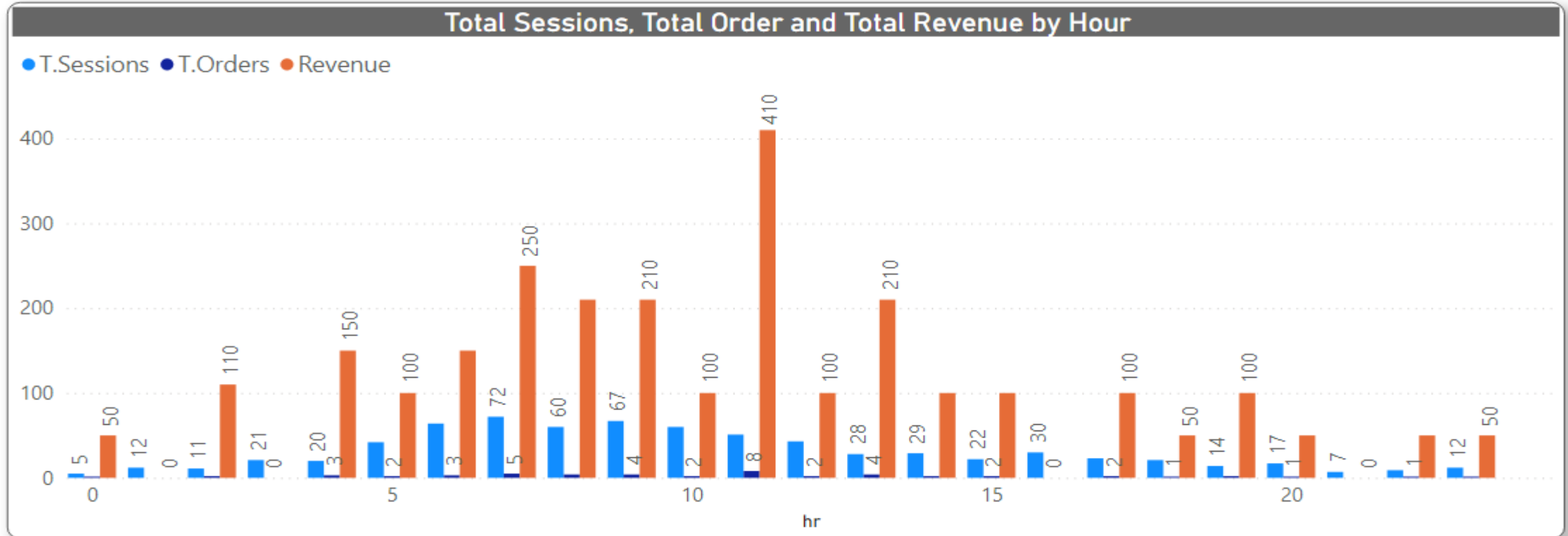
Device Type
All

Hour
All

User Tyoe
All

Weekday
Friday

Rectangular Snip

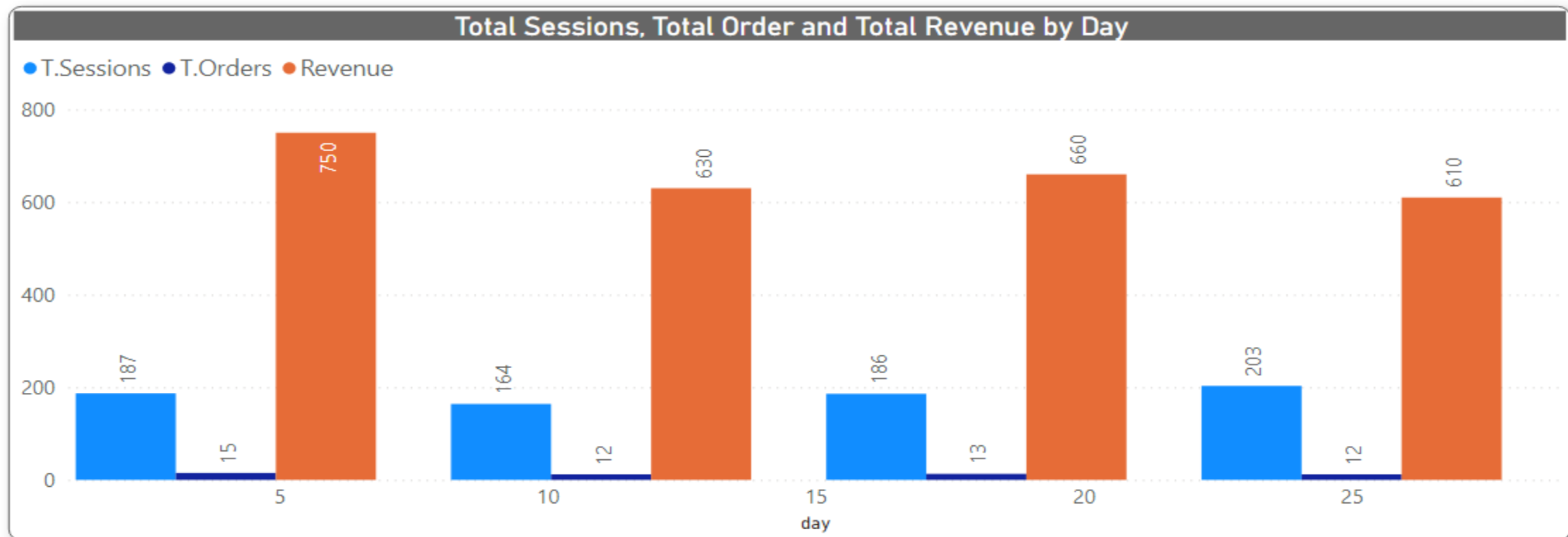


By Day Dashboard

Customer Behaviour

Year 2013 ▾	Month 01 -- Janu... ▾	Day All ▾	Product All ▾	UTM Source All ▾	UTM Capn All ▾	Device Type All ▾
				Hour All ▾	User Tyoe All ▾	Weekday Friday ▾

● Rectangular Snip



By Month Dashboard

Customer Behaviour

Year

2013

▼

Month

01 -- Janu...

▼

Day

All

▼

Product

All

▼

UTM Source

All

▼

UTM Capn

All

▼

Device Type

All

▼

Hour

All

▼

User Tyoe

All

▼

Weekday

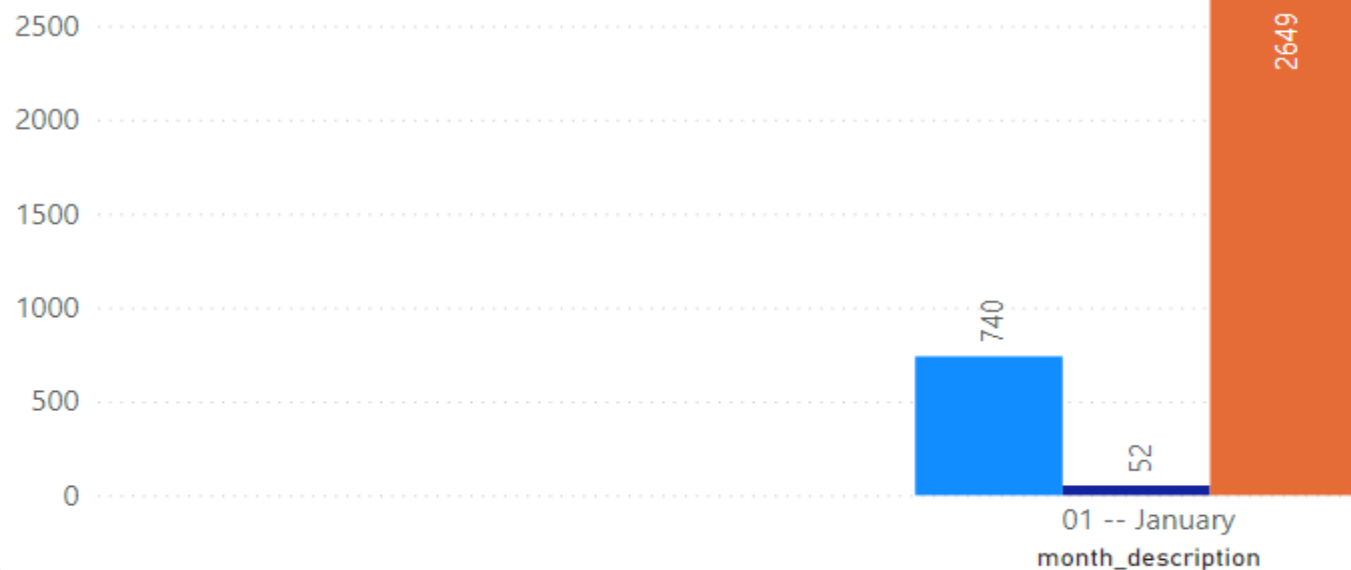
Friday

▼

Rectangular Snip

Total Sessions, Total Order and Total Revenue by Month

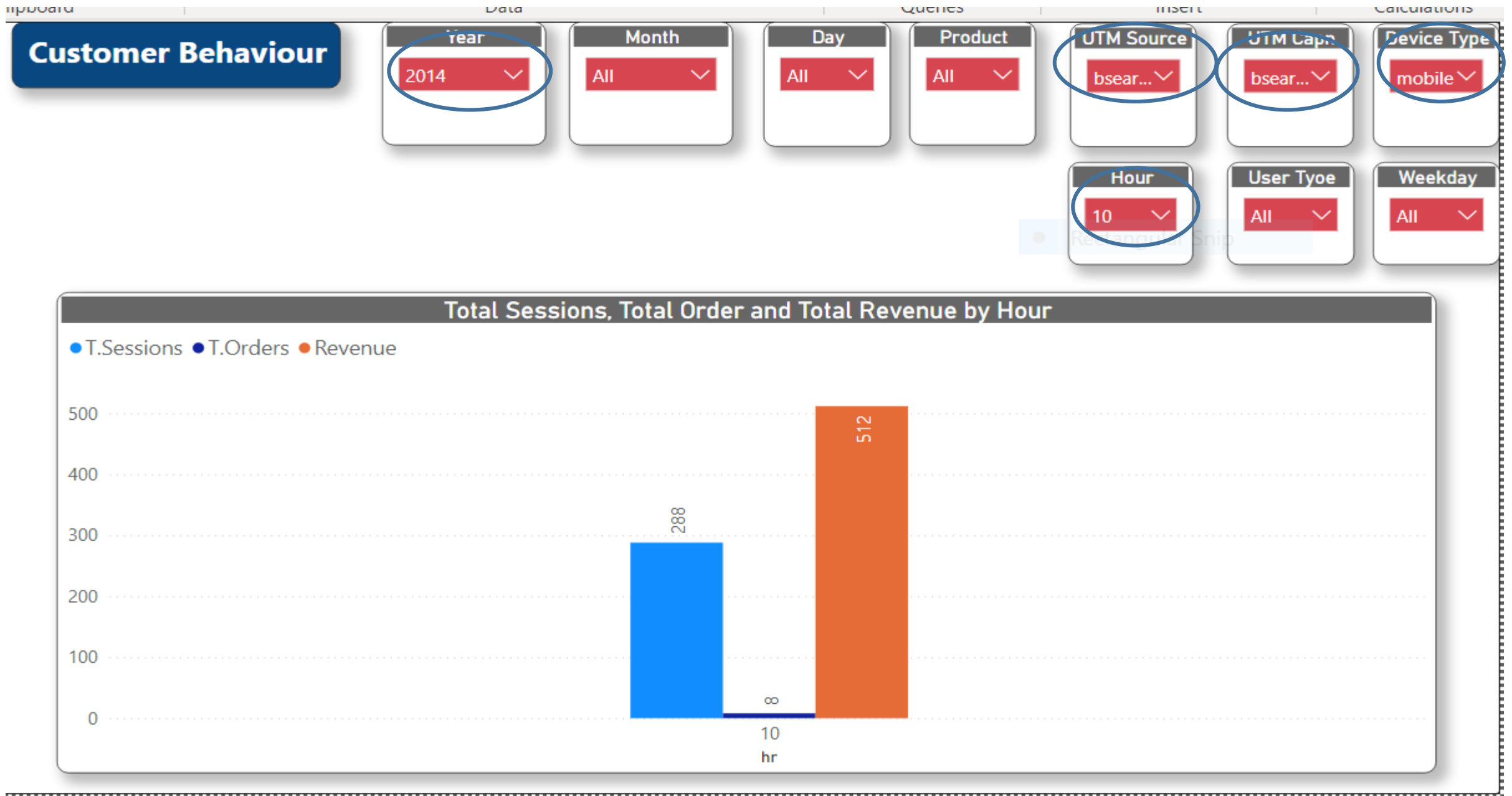
● T.Sessions ● T.Orders ● Revenue



Dashboards

Next three dashboards with different combinations of values selected in filters.

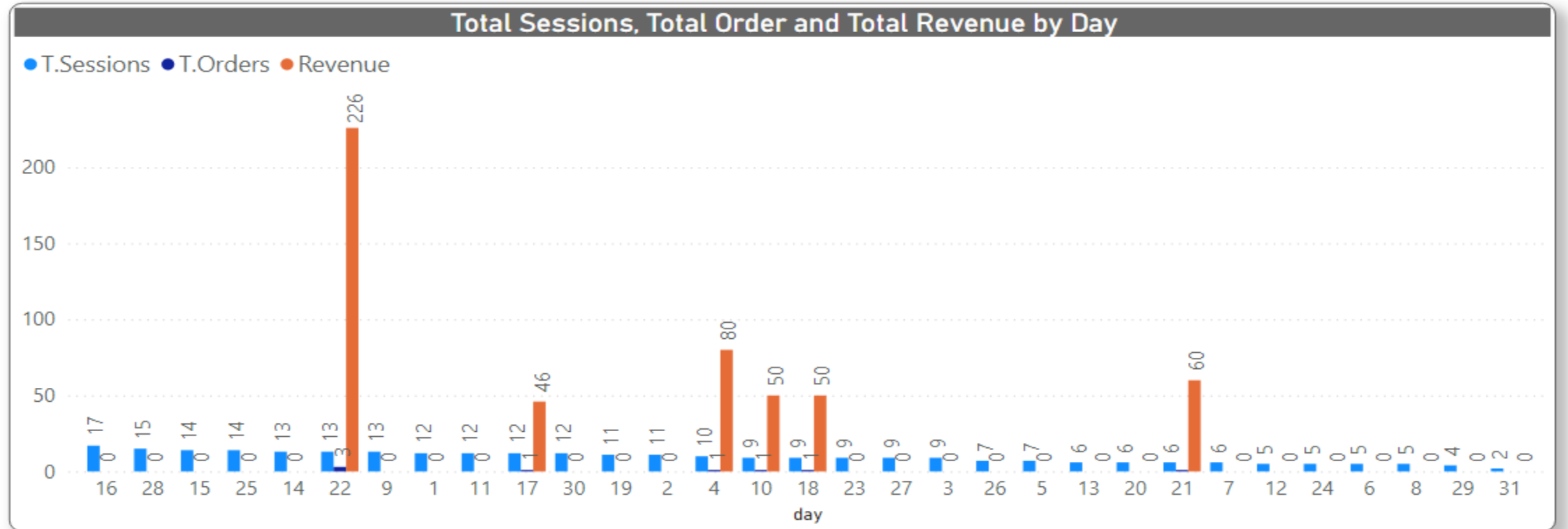
By Hour Dashboard



By Day Dashboard

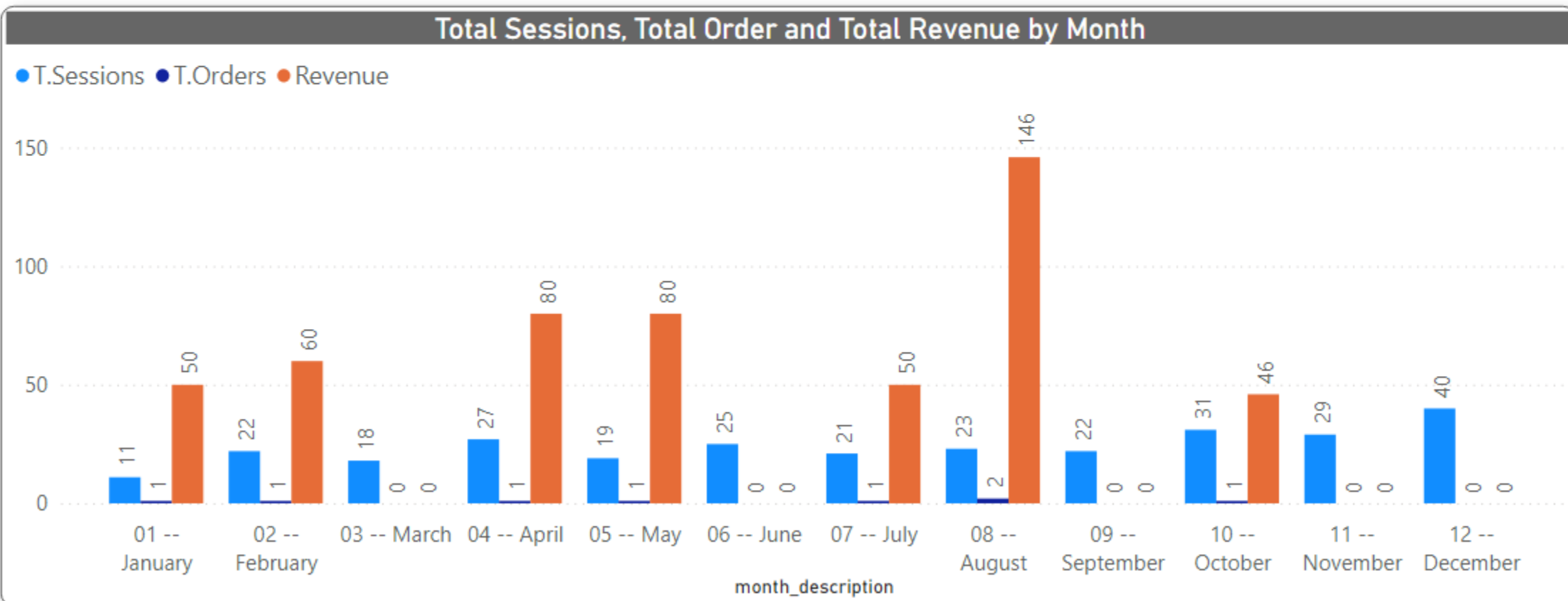
Customer Behaviour

Year 2014	Month All	Day 10	Product All	UTM Source bsear...	UTM Capn bsear...	Device Type mobile
				Hour 10	User Tyoe All	Weekday All



Customer Behaviour

Year 2014	Month All	Day 10	Product All	UTM Source bsear...	UTM Capn bsear...	Device Type mobile
				Hour 10	User Tyoe All	Weekday All



Thank You