

Merchandise Store Analysis

1 Nov 2022 - 30 Nov 2022

Count of Sessions

310.0

↓ -2.8%

Transactions

2.3K

↑ 40.6%

Ecommerce Conversion Rate

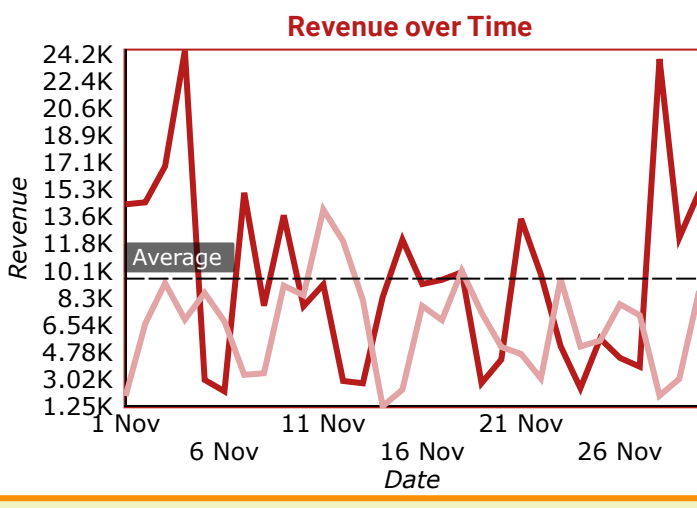
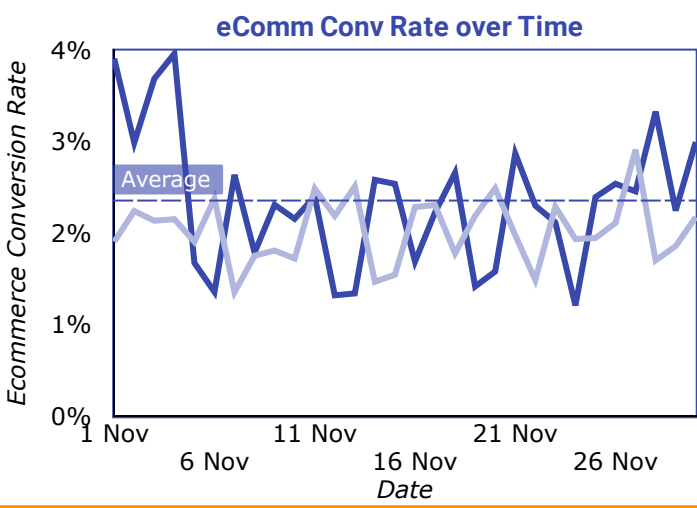
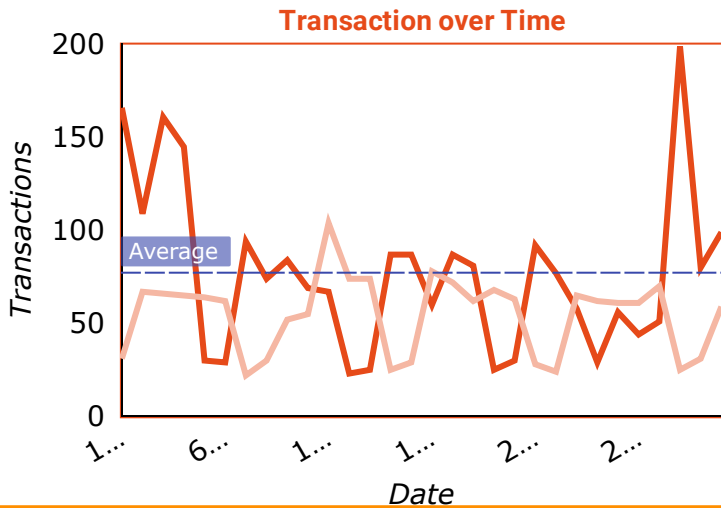
2.5%

↑ 20.4%

Revenue

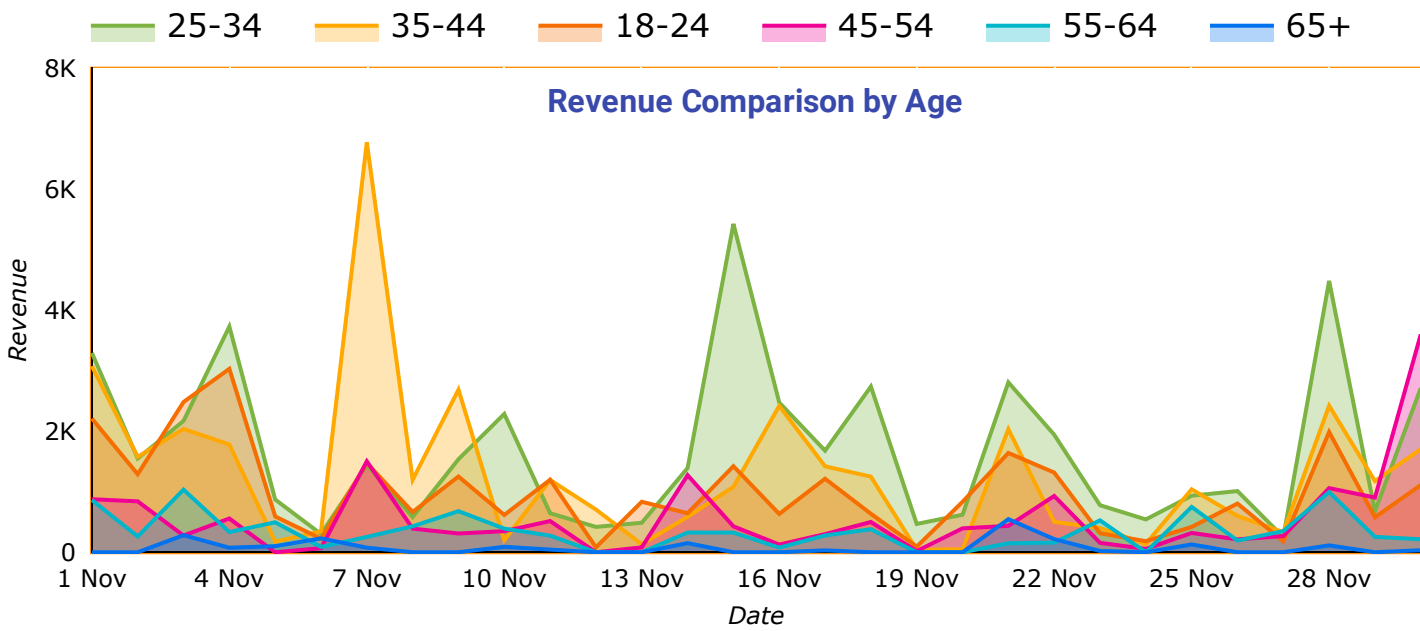
\$287.26K

↑ 46.2%

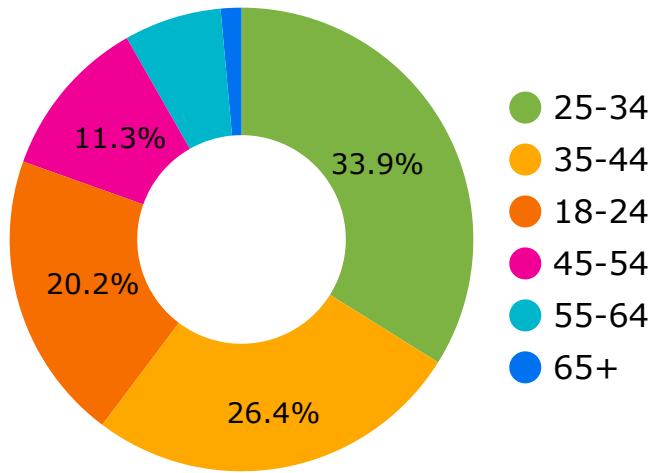


Default Channel Grouping	Sessions ▾	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
Direct	81,883	16.4% ↑	2,139	42.3% ↑	2.61%	22.3% ↑	\$265,80...	47.9% ↑
Paid Search	8,342	1.0% ↑	179	22.6% ↑	2.15%	21.4% ↑	\$21,454...	28.1% ↑
Display	1,895	689.6% ↑	0	-	0%	-	\$0	-
Affiliates	156	-6.6% ↓	0	-	0%	-	\$0	-
(Other)	7	-82.9% ↓	0	-	0%	-	\$0	-

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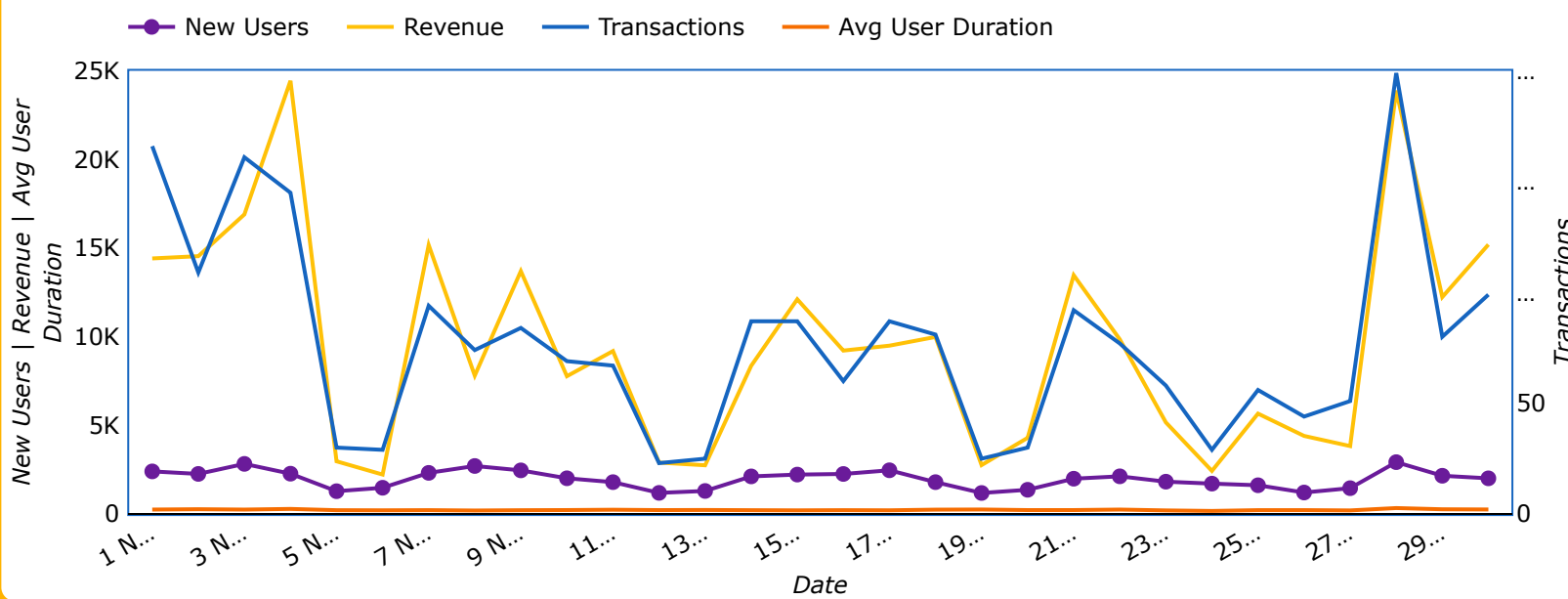
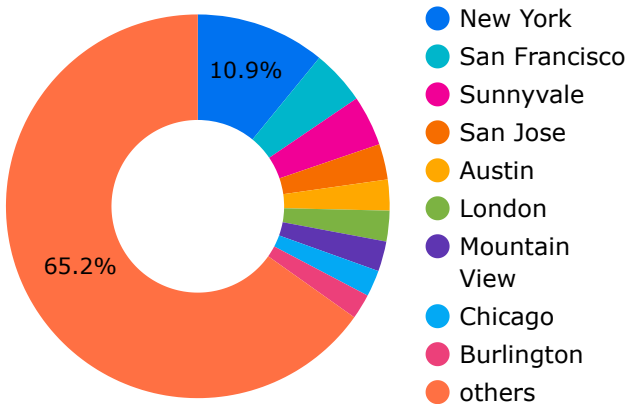
Revenue Distribution by Age



Landing Page	Transactions ▾	% Δ	Sessions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
/basket.html	491	74.1%...	3,458	45....	14.2%	19.6% ↑	\$78,726.65	91.7...
/home	335	21.8%...	41,700	12....	0.8%	8.0% ↑	\$46,285.42	42.7...
/signin.html	263	48.6%...	4,085	42....	6.44%	4.2% ↑	\$32,492.78	87.5...
/google+redesign/apparel/mens	255	50.9%...	5,486	33....	4.65%	12.9% ↑	\$28,689.44	86.7...
/store.html	107	12.6%...	2,557	14....	4.18%	-1.6% ↓	\$15,063.14	13.5...
/google+redesign/new	97	125.6...	3,690	57....	2.63%	43.7% ↑	\$8,844.46	66.0...
/google+redesign/apparel/womens	83	50.9%...	1,898	41....	4.37%	6.5% ↑	\$8,926	46.1...
Grand total	2,318	40.6...	92,283	16....	2.51%	20.4% ↑	\$287,261.07	46.2...

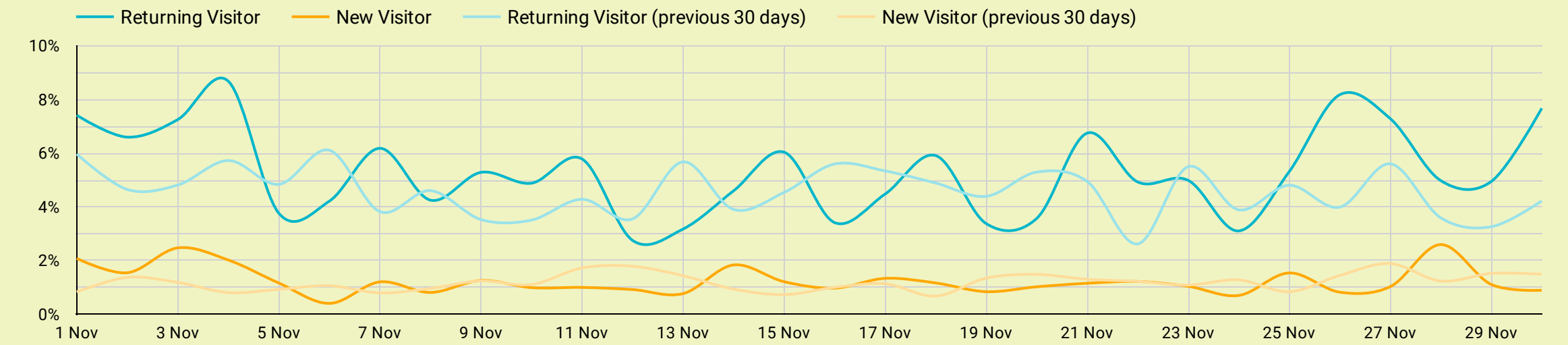
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Revenue by Cities

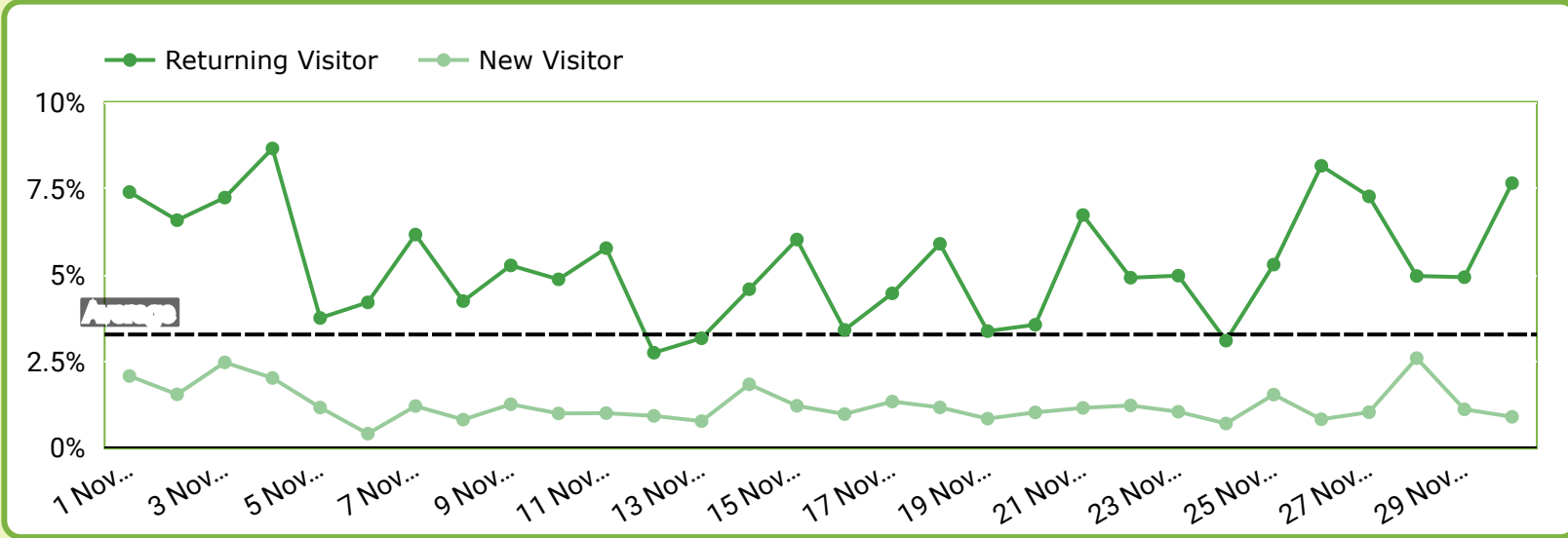
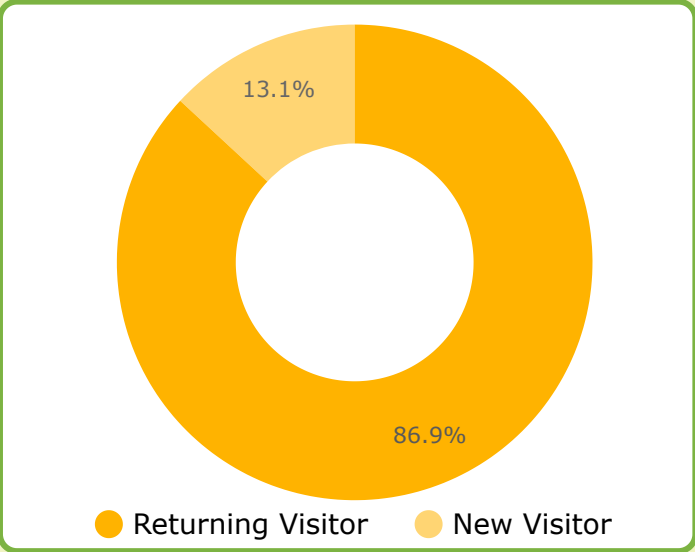


COHORT ANALYTICS

1 Nov 2022 - 30 Nov 2022

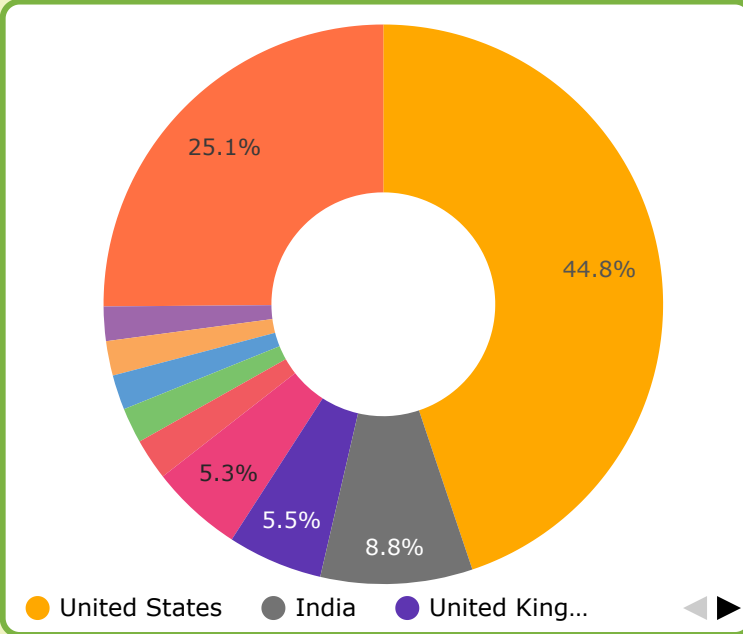
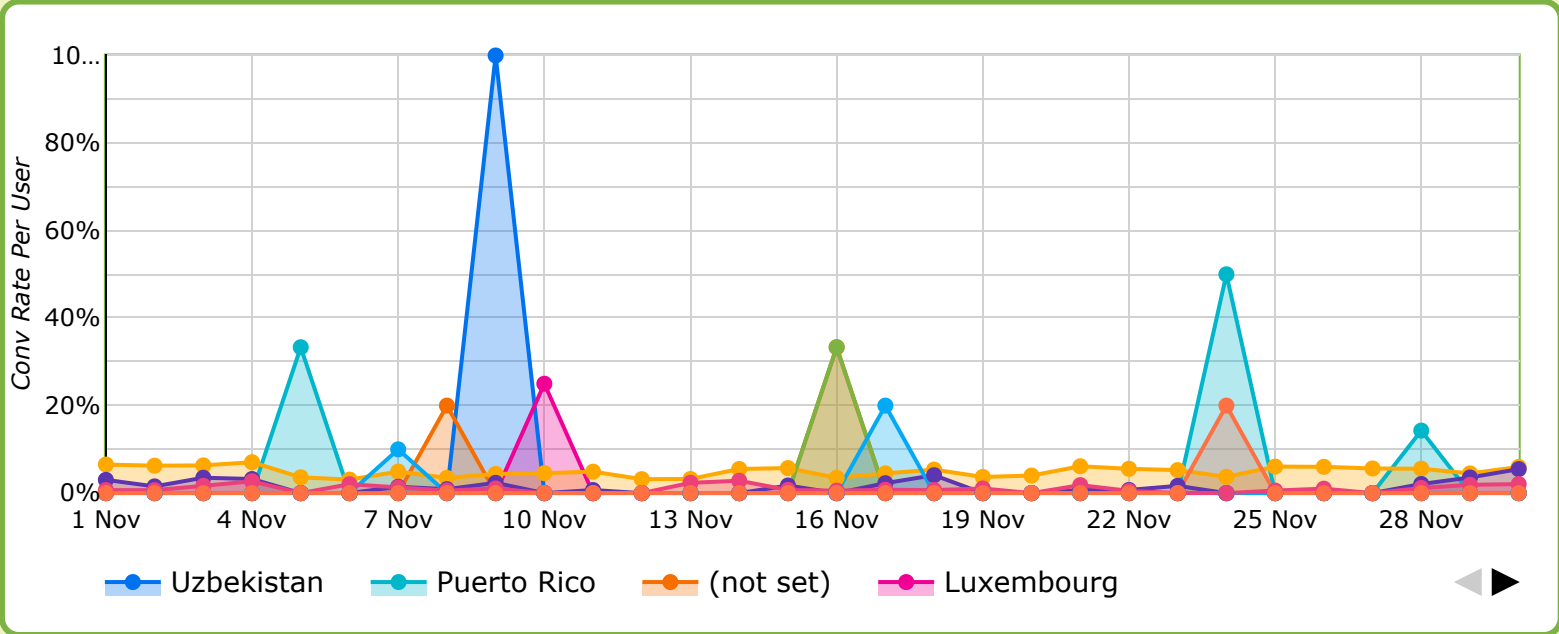


Day Index / Conv Rate Per User										
Date	User Type	0003	0000	0002	0027	0001	0029	0020	001	Grand total
1 Nov 20...	Returning Visitor	-	7.41%	-	-	-	-	-		7.41%
	New Visitor	-	2.08%	-	-	-	-	-		2.08%
2 Nov 20...	Returning Visitor	-	-	-	-	6.6%	-	-		6.6%
	New Visitor	-	-	-	-	1.54%	-	-		1.54%
3 Nov 20...	Returning Visitor	-	-	7.25%	-	-	-	-		7.25%
	New Visitor	-	-	2.47%	-	-	-	-		2.47%
4 Nov 20...	Returning Visitor	8.68%	-	-	-	-	-	-		8.68%
	New Visitor	2.02%	-	-	-	-	-	-		2.02%
5 Nov 20...	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 Duration	Avg. Price	Avg. Order Value	Total Value
United States	32,340	26,425	35.11%	6.68%	00:00:00	00:06:00	\$14.36	\$124.29	\$268,587....
India	5,476	5,172	50.82%	0.04%	00:00:00	00:02:53	\$34.27	\$102.8	\$205.6
United Kingdom	3,946	3,234	43.91%	1.85%	00:00:00	00:03:29	\$16.97	\$98.81	\$7,213.32
Canada	3,448	3,146	48.55%	1.16%	00:00:00	00:05:35	\$22.01	\$105.63	\$4,225.35
France	1,539	1,407	59.91%	0%	00:00:00	00:03:06	\$0	\$0	\$0
Germany	1,273	1,170	57.14%	0.08%	00:00:00	00:02:43	\$51.2	\$51.2	\$51.2
Spain	1,256	1,205	56.08%	0.16%	00:00:00	00:03:43	\$7.94	\$655	\$1,310
Japan	1,252	1,187	53.59%	0.08%	00:00:00	00:03:56	\$42	\$126	\$126

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User Type

Default Channel Grouping

Country

Page

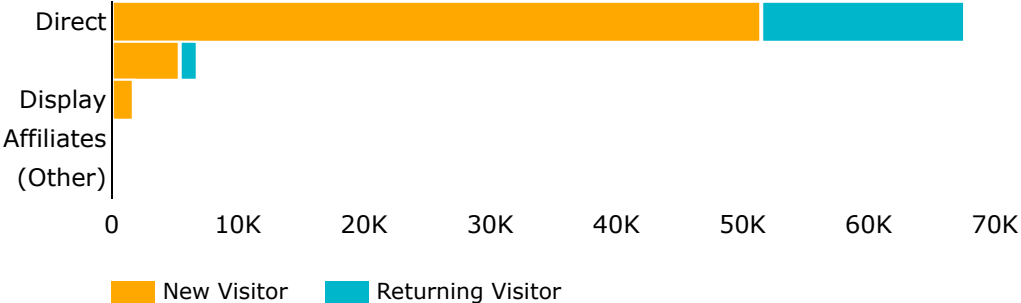
Acquisition

	Default Channel Grouping	Sessions	Bounce Rate
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
66.4K
↑ 10.7%

Sessions
92.3K
↑ 16.7%



Activation

Completions

Engaged Users
11.2K
↑ 25.5%

Registrations
3.4K
↑ 19.3%

Pages / Session
5.2
↑ 5.7%

Bounce Rate
42.2%
↓ -2.9%

Conversions

Engaged Users
12.1%
↑ 7.5%

Registrations
3.7%
↑ 2.2%

Avg. Session Duration
03:35
↑ 3.9%

Retention

Visitors

Users
66.4K

Bounces
39.0K

