



Google Analytics

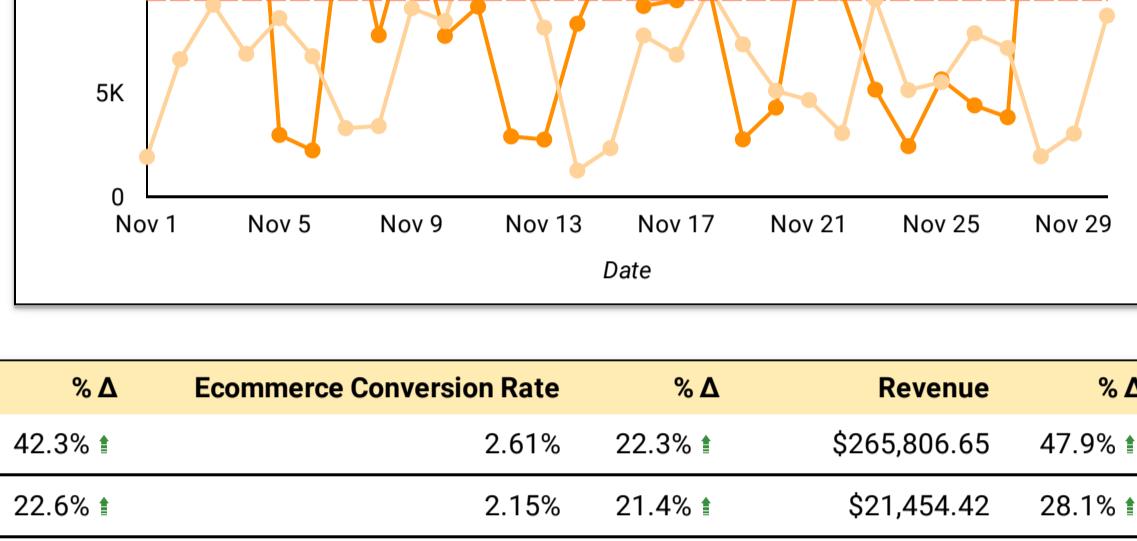
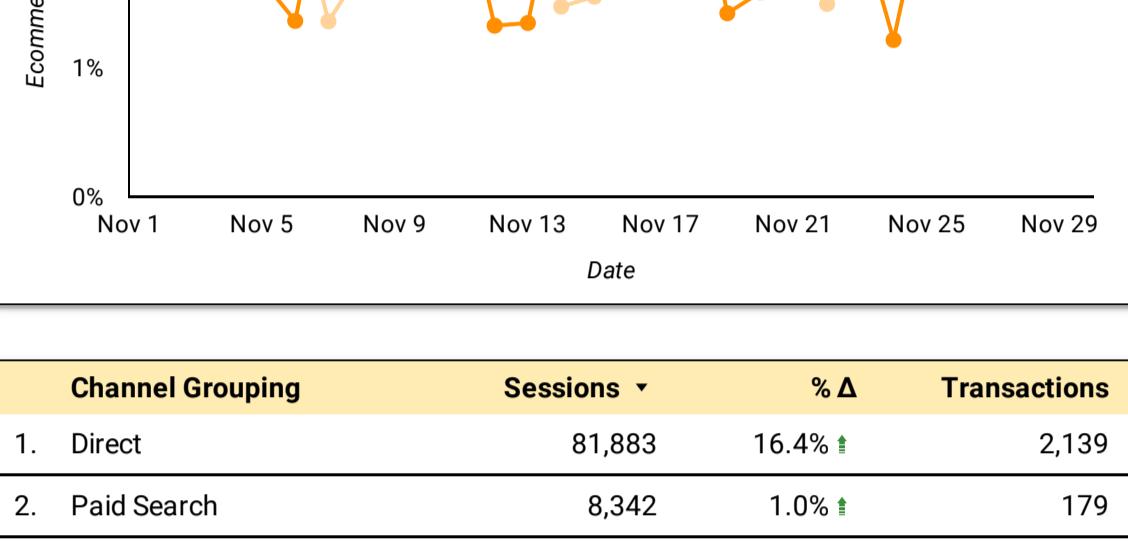
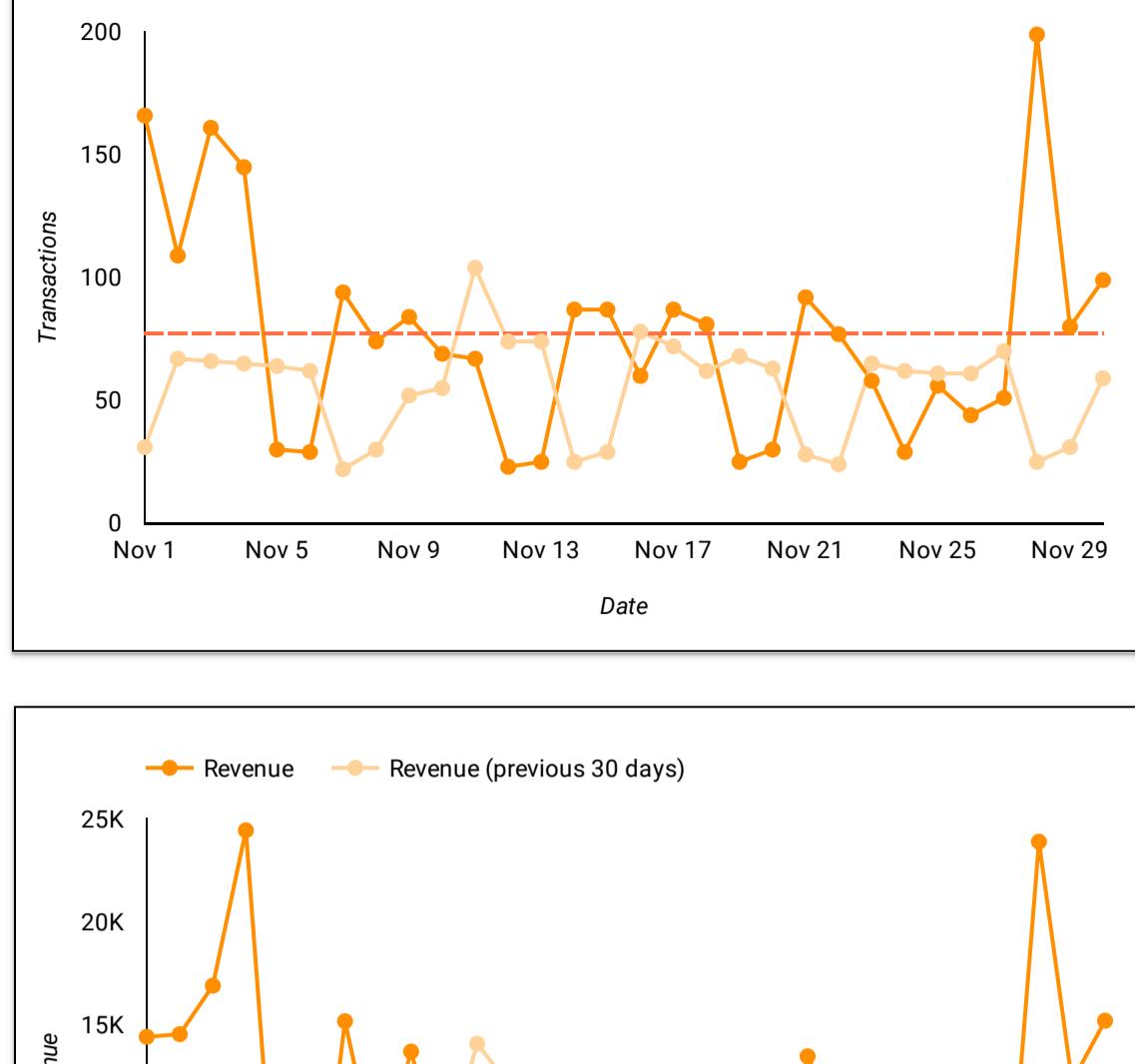
Nov 1, 2022 - Nov 30, 2022

Sessions
92.3K
↑ 16.7%

Transactions
2.3K
↑ 40.6%

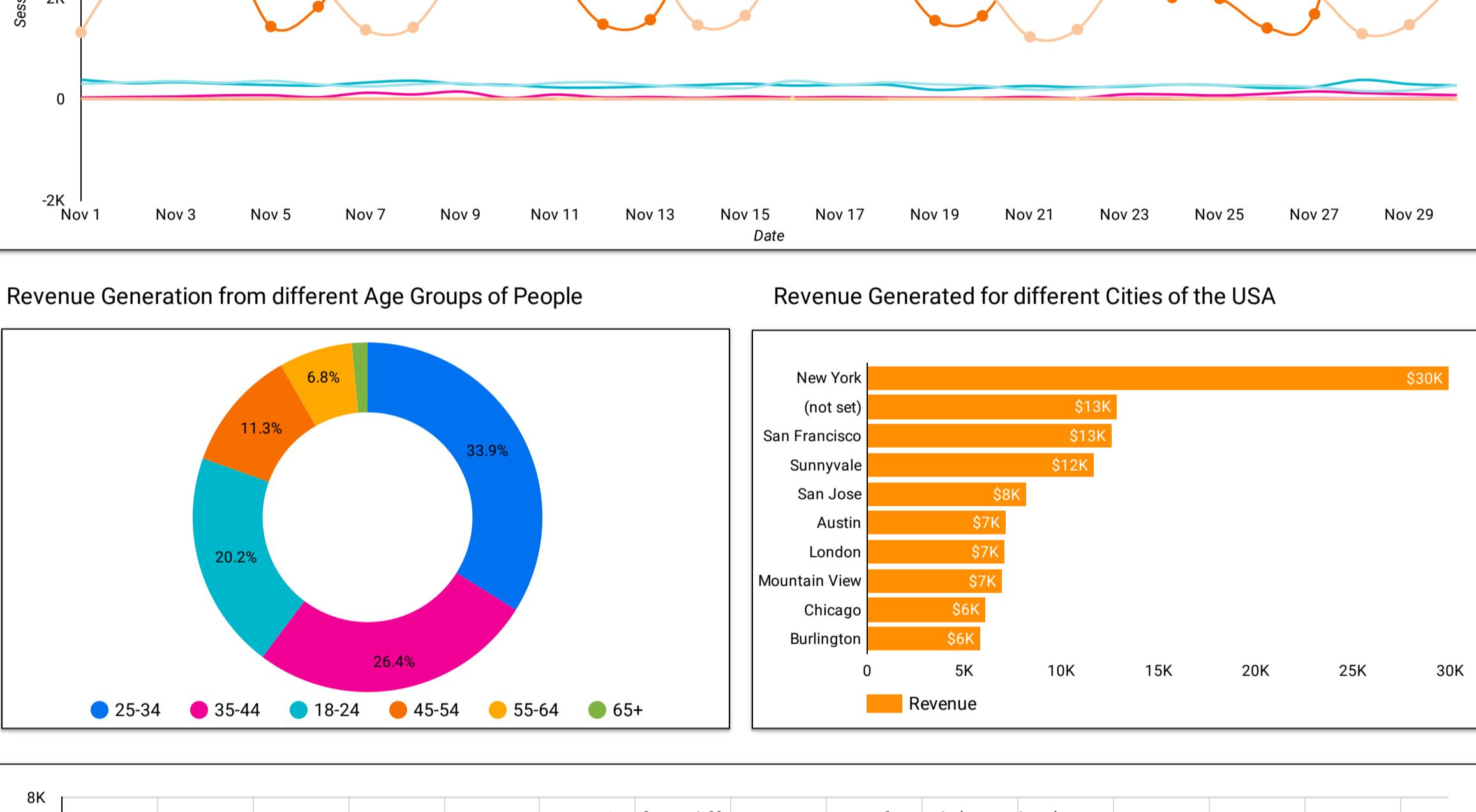
Ecommerce Conversion Rate
2.5%
↑ 20.4%

Revenue
\$287.26K
↑ 46.2%

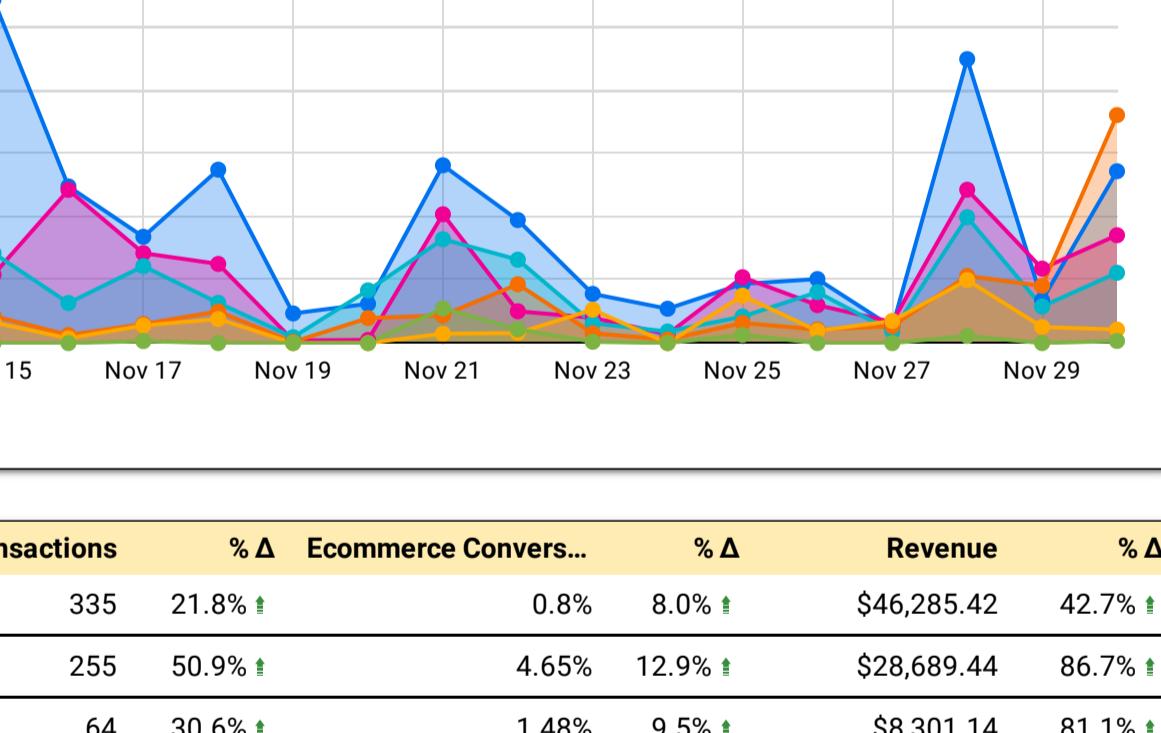
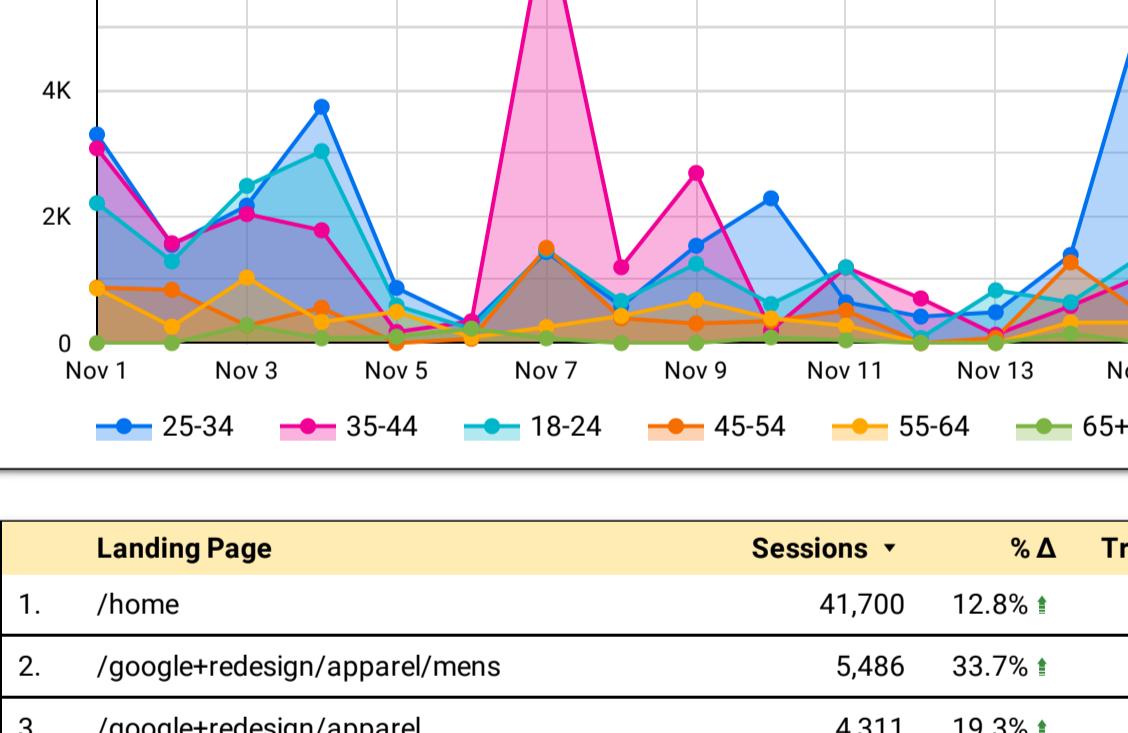


Channel Grouping	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Revenue	% Δ
1. Direct	81,883	16.4% ↑	2,139	42.3% ↑	2.61%	22.3% ↑	\$265,806.65	47.9% ↑
2. Paid Search	8,342	1.0% ↑	179	22.6% ↑	2.15%	21.4% ↑	\$21,454.42	28.1% ↑
3. Display	1,895	689.6% ↑	0	-	0%	-	\$0	-
4. Affiliates	156	-6.6% ↓	0	-	0%	-	\$0	-
5. (Other)	7	-82.9% ↓	0	-	0%	-	\$0	-
Grand total	92,283	16.7% ↑	2,318	40.6% ↑	2.51%	20.4% ↑	\$287,261.07	46.2% ↑

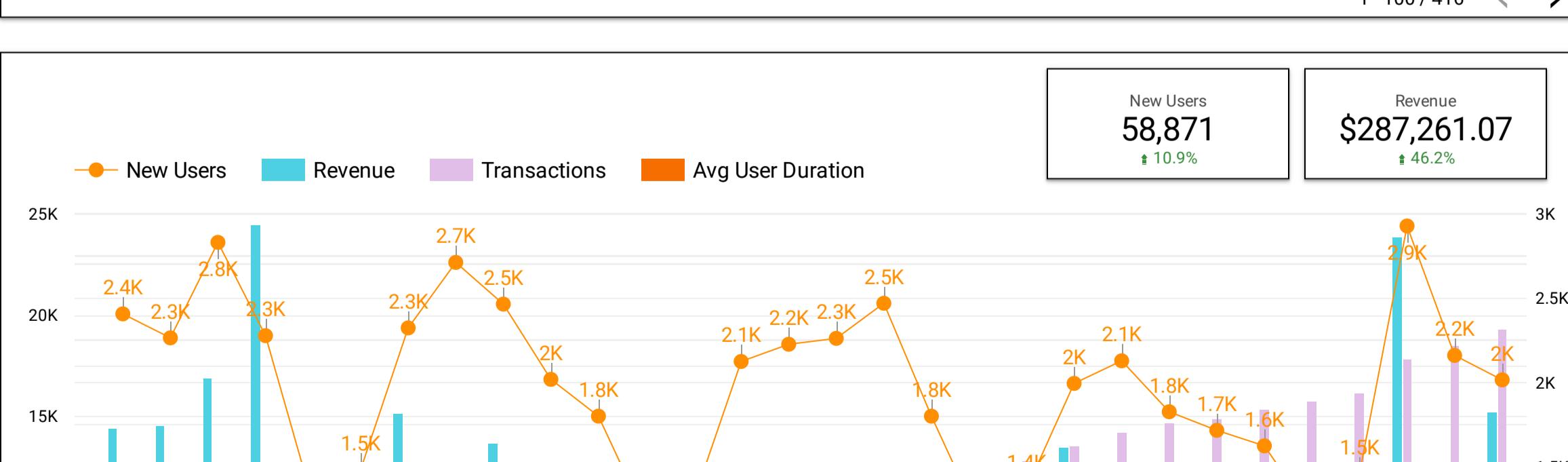
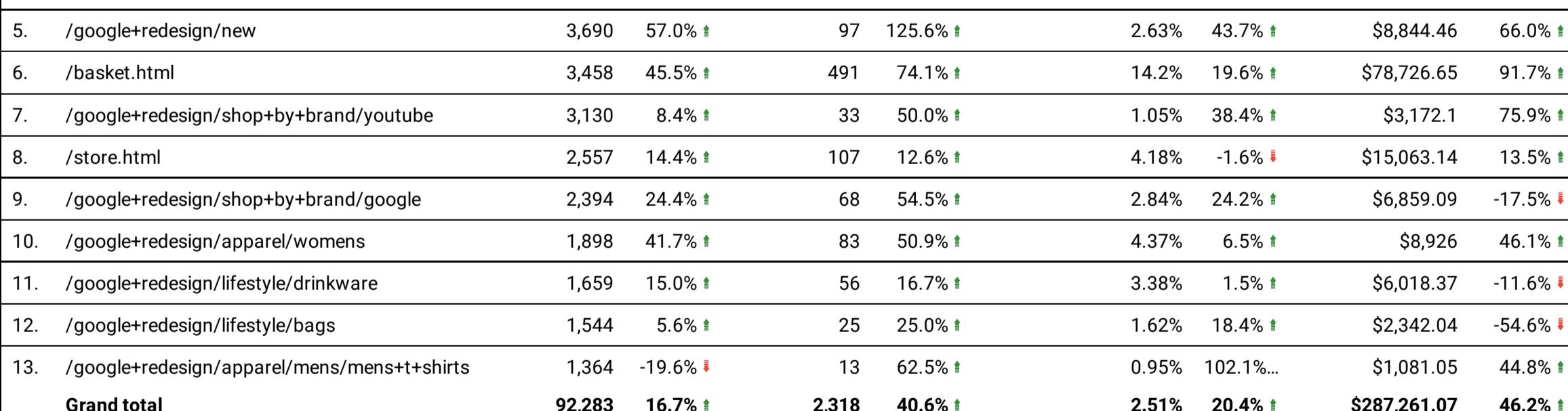
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Revenue Generation from different Age Groups of People



Revenue Generated for different Cities of the USA

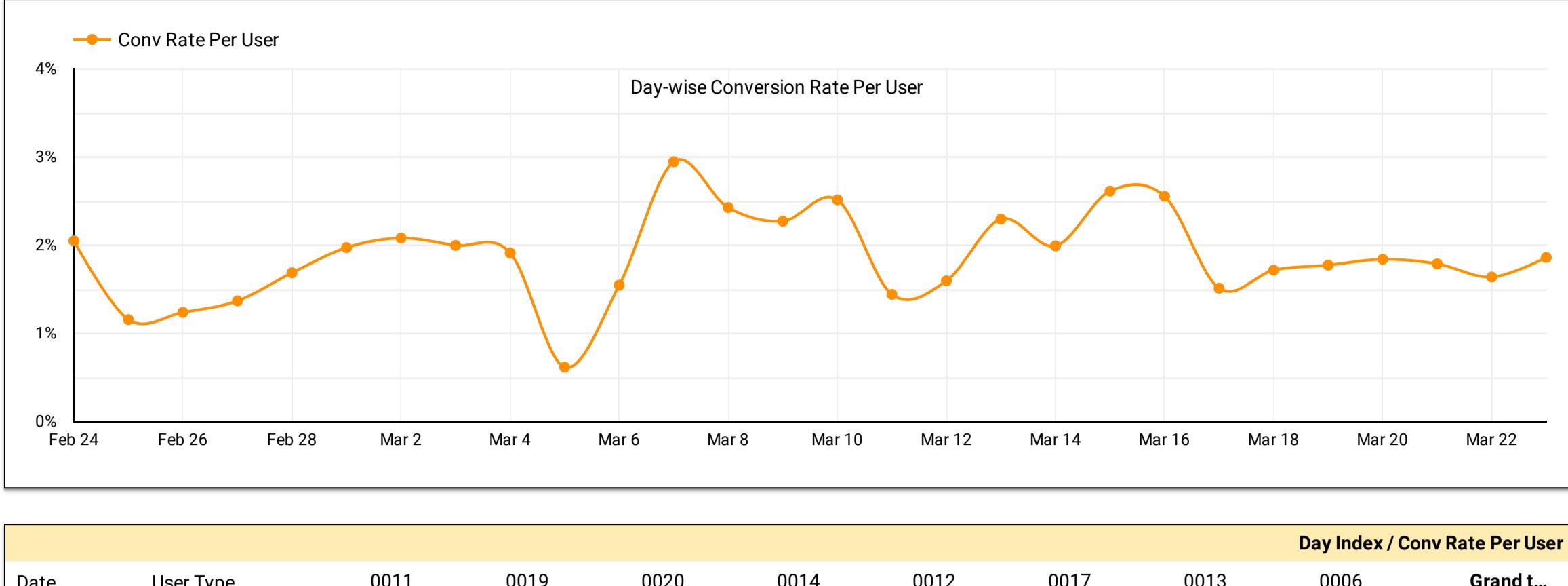


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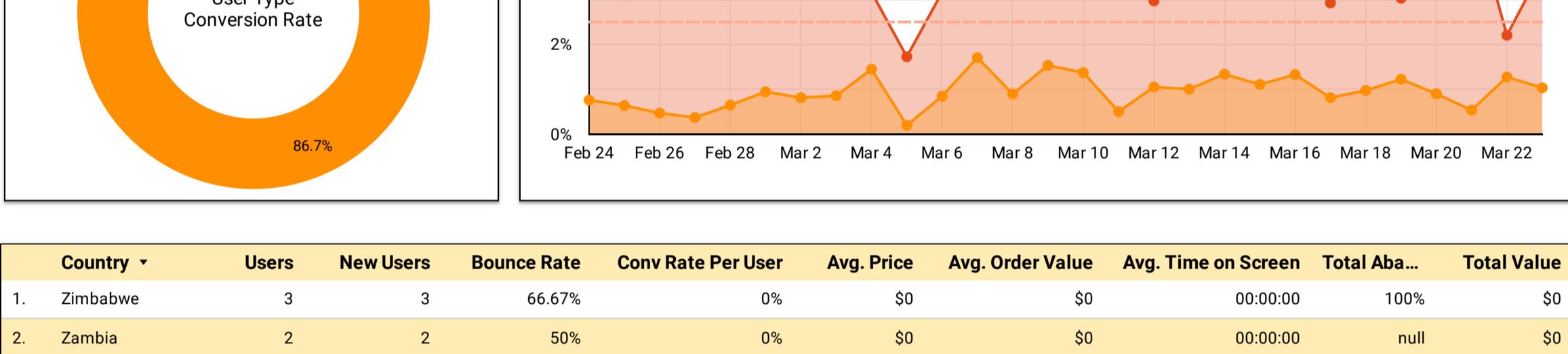


Cohort Analytics

Feb 24, 2023 - Mar 23, 2023



Date	User Type	Day Index / Conv Rate Per User								Grand t...
		0011	0019	0020	0014	0012	0017	0013	0006	
Feb 24, 2023	Returning Visit...	-	-	-	-	-	-	-	-	4.79%
	New Visitor	-	-	-	-	-	-	-	-	0.76%
Feb 25, 2023	Returning Visit...	-	-	-	-	-	-	-	-	3.1%
	New Visitor	-	-	-	-	-	-	-	-	0.64%
Feb 26, 2023	Returning Visit...	-	-	-	-	-	-	-	-	3.95%
	New Visitor	-	-	-	-	-	-	-	-	0.47%
Feb 27, 2023	Returning Visit...	-	-	-	-	-	-	-	-	3.3%
	New Visitor	-	-	-	-	-	-	-	-	0.37%
Feb 28, 2023	Returning Visit...	-	-	-	-	-	-	-	-	4.35%
	New Visitor	-	-	-	-	-	-	-	-	0.65%
Mar 1, 2023	Returning Visit...	-	-	-	-	-	-	-	-	4.28%
	New Visitor	-	-	-	-	-	-	-	-	0.94%
Mar 2, 2023	Returning Visit...	-	-	-	-	-	-	-	-	5.05%
	New Visitor	-	-	-	-	-	-	-	-	5.05%
Grand total		2.94%	2.61%	2.55%	2.51%	2.42%	2.29%	2.27%	2.08%	2.27%

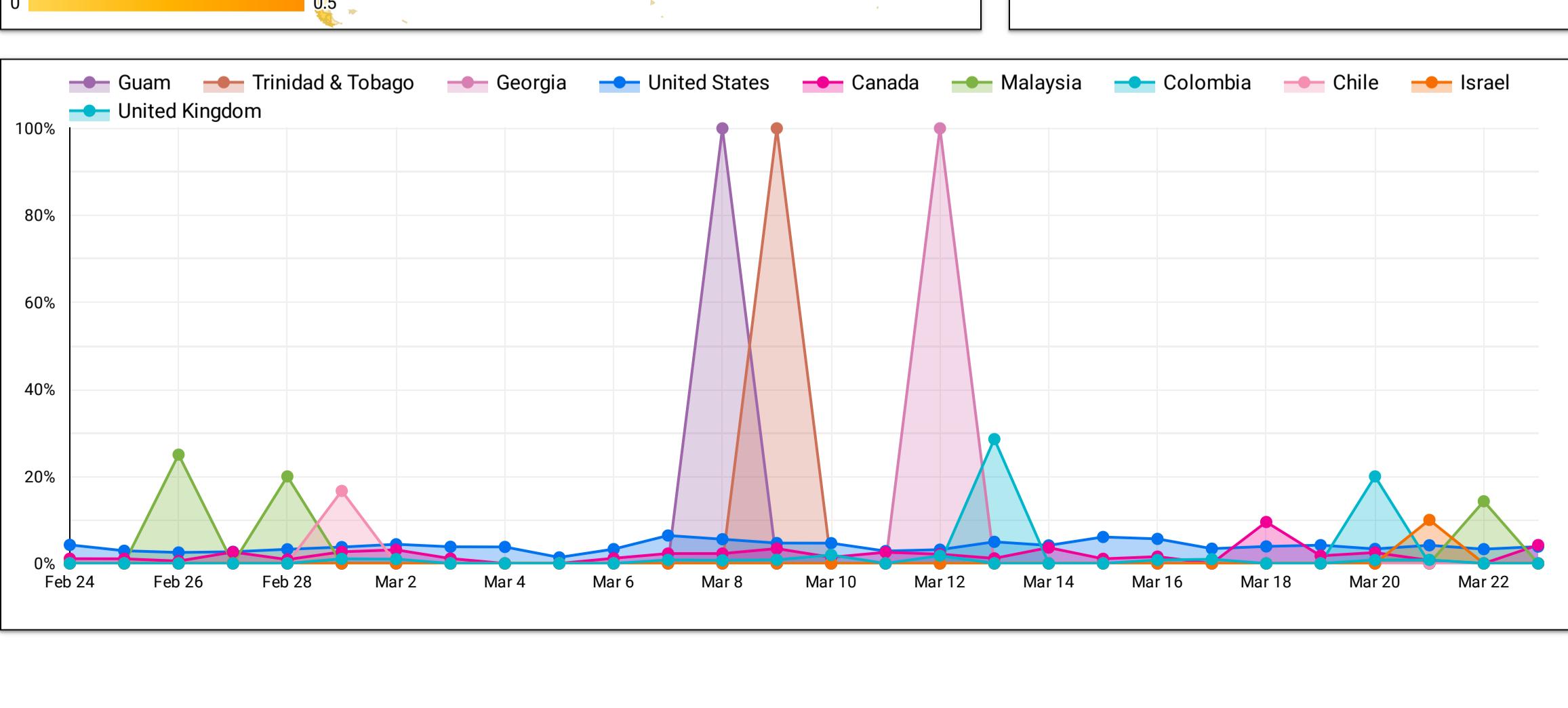


Country	Users	New Users	Bounce Rate	Conv Rate Per User	Avg. Price	Avg. Order Value	Avg. Time on Screen	Total Aba...	Total Value
1. Zimbabwe	3	3	66.67%	0%	\$0	\$0	00:00:00	100%	\$0
2. Zambia	2	2	50%	0%	\$0	\$0	00:00:00	null	\$0
3. Yemen	2	2	100%	0%	\$0	\$0	00:00:00	null	\$0
4. Vietnam	267	253	55.73%	0%	\$0	\$0	00:00:00	60%	\$0
5. Venezuela	15	14	52.38%	0%	\$0	\$0	00:00:00	80%	\$0
6. Uzbekistan	5	5	60%	0%	\$0	\$0	00:00:00	null	\$0
7. Uruguay	32	27	55.1%	0%	\$0	\$0	00:00:00	62.5%	\$0
8. United States	19,289	16,471	40.46%	4.87%	\$12.19	\$116.71	00:00:00	30.63%	\$109,593.4
9. United Kingdom	2,217	1,952	45.56%	0.54%	\$12.85	\$514.93	00:00:00	47.63%	\$6,179.12
10. United Arab Emi...	174	158	65.27%	0%	\$0	\$0	00:00:00	69.77%	\$0
11. Ukraine	140	136	45.3%	0%	\$0	\$0	00:00:00	50%	\$0
12. Uganda	12	10	66.67%	0%	\$0	\$0	00:00:00	null	\$0
13. U.S. Virgin Islan...	1	0	75%	0%	\$0	\$0	00:00:00	66.67%	\$0
14. Türkiye	201	189	50%	0%	\$0	\$0	00:00:00	63.83%	\$0
Grand total	45,053	40,756	46.64%	2.27%	\$12.37	\$131.45	00:00:00	39.45%	\$134,340.08

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Conversion Rates Per Users for Different Countries





Funnel Analytics

Feb 24, 2023 - Mar 23, 2023

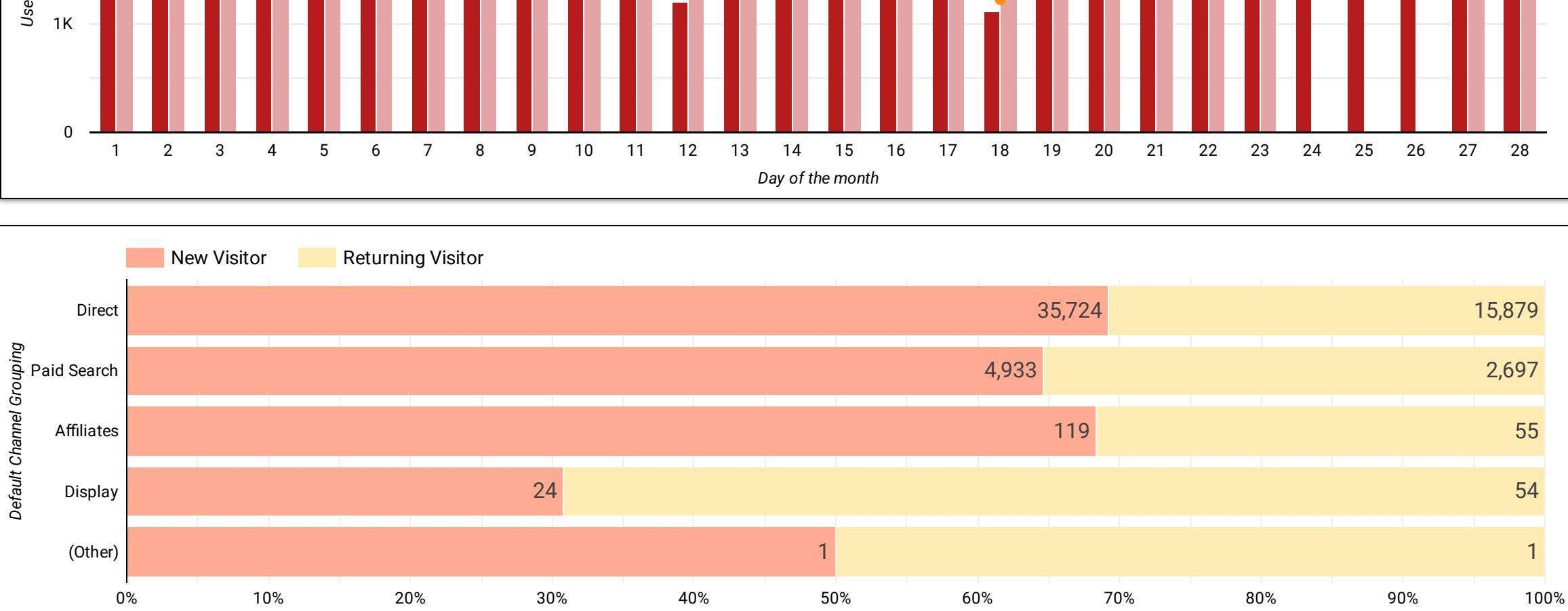
Acquisition

Sessions
59,487
-5.9%

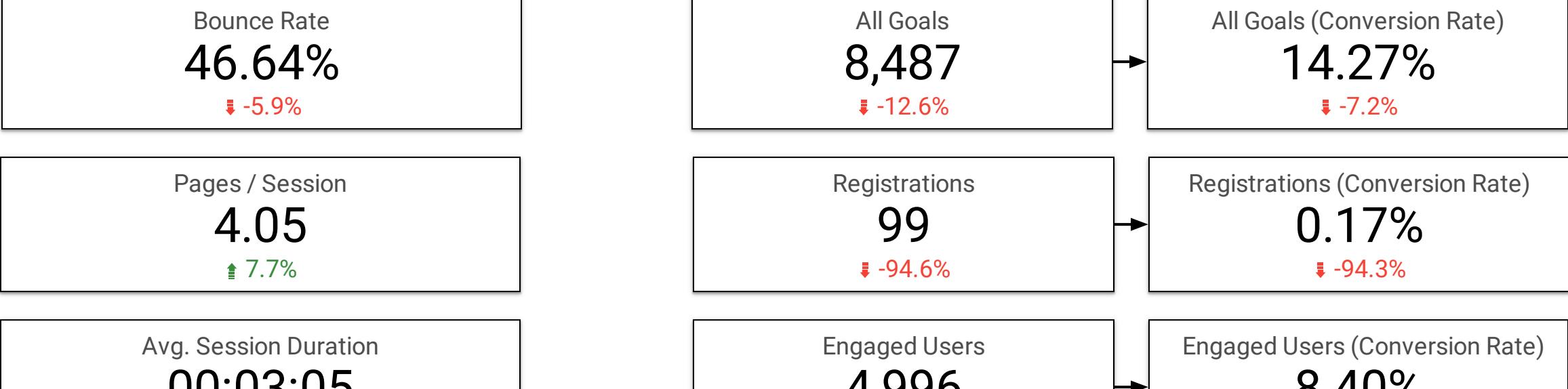
Bounce Rate
46.64%
-5.9%

Default Channel Grouping	Sessions ▾	% Δ	Bounce Rate	% Δ
1... Direct	51,603	-0.1% ⚡	45.94%	-1.4% ⚡
2... Paid Search	7,630	-18.4% ⚡	50.5%	-15.1% ⚡
3... Affiliates	174	18.4% ⚡	76.44%	-10.1% ⚡
4... Display	78	-96.2% ⚡	66.67%	-14.4% ⚡
5... (Other)	2	0.0%	50%	0.0%

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New Visitor Returning Visitor



Activation

Bounce Rate
46.64%

↓ -5.9%

All Goals
8,487

↓ -12.6%

All Goals (Conversion Rate)
14.27%

↓ -7.2%

Pages / Session
4.05

↑ 7.7%

Registrations
99

↓ -94.6%

Registrations (Conversion Rate)
0.17%

↓ -94.3%

Avg. Session Duration
00:03:05

↑ 9.1%

Engaged Users
4,996

↑ 5.1%

Engaged Users (Conversion Rate)
8.40%

↑ 11.6%

Retention

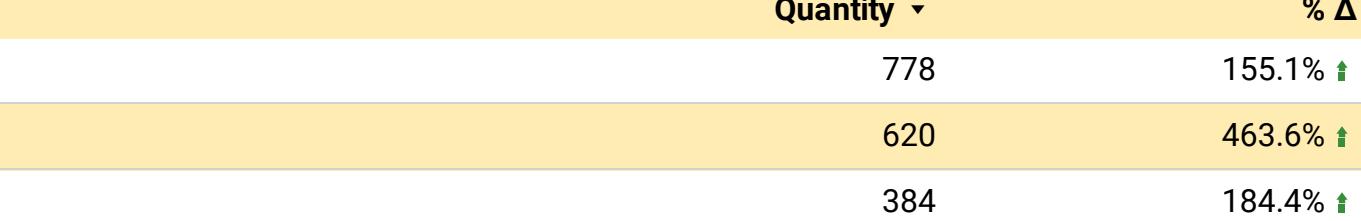
Cost per Transaction
\$6.14

User Type Bounce Rate ▾ Count

1... New Visitor	47.97%	40,801
2... Returning Visitor	43.73%	18,686

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Returning Visitor New Visitor



Transactions

Revenue
\$134,340.08
↑ 23.7%

Transactions
1,022
↑ 14.4%

Ecommerce Conversion Rate
1.72%
↑ 21.6%

Revenue Per User
\$2.98

↑ 35.9%

Product Revenue per Purchase
\$40.61

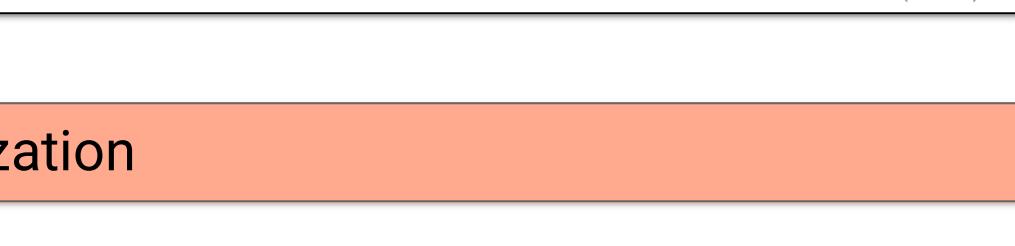
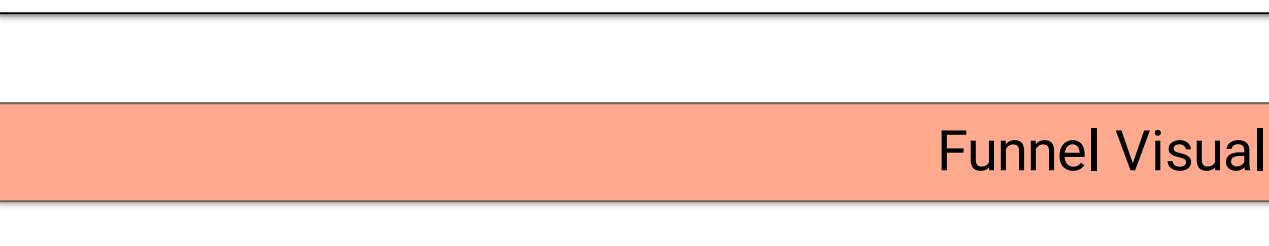
↑ 4.4%

Product	Quantity ▾	% Δ
1. Google Ombre Lime Pen	778	155.1% ⚡
2. Google Ombre Purple Pen	620	463.6% ⚡
3. Google Sticker	384	184.4% ⚡
4. Google Cloud Sticker	370	40.2% ⚡
Grand total	10,857	23.9% ⚡

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Transactions

Referral



Full Referrer ▾ Sessions % Δ Bounce Rate % Δ

1. google	6,817	-35.5% ⚡	48.38%	-22.7% ⚡
2. dfa	6	100.0% ⚡	100%	0.0%
3. bing	395	-9.4% ⚡	50.89%	0.4% ⚡
4. Partners	176	19.7% ⚡	76.14%	-10.5% ⚡
5. (not set)	1	-50.0% ⚡	100%	100.0% ⚡

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Engaged Users (Goal 2 Completions)
4,996
% vs Initial

Entered Checkout (Goal 4 Completions)
2,326
46.56%

Registrations (Goal 3 Completions)
99
1.98%

Purchase Completed (Goal 1 Completions)
1,066
21.34%

Funnel Visualization