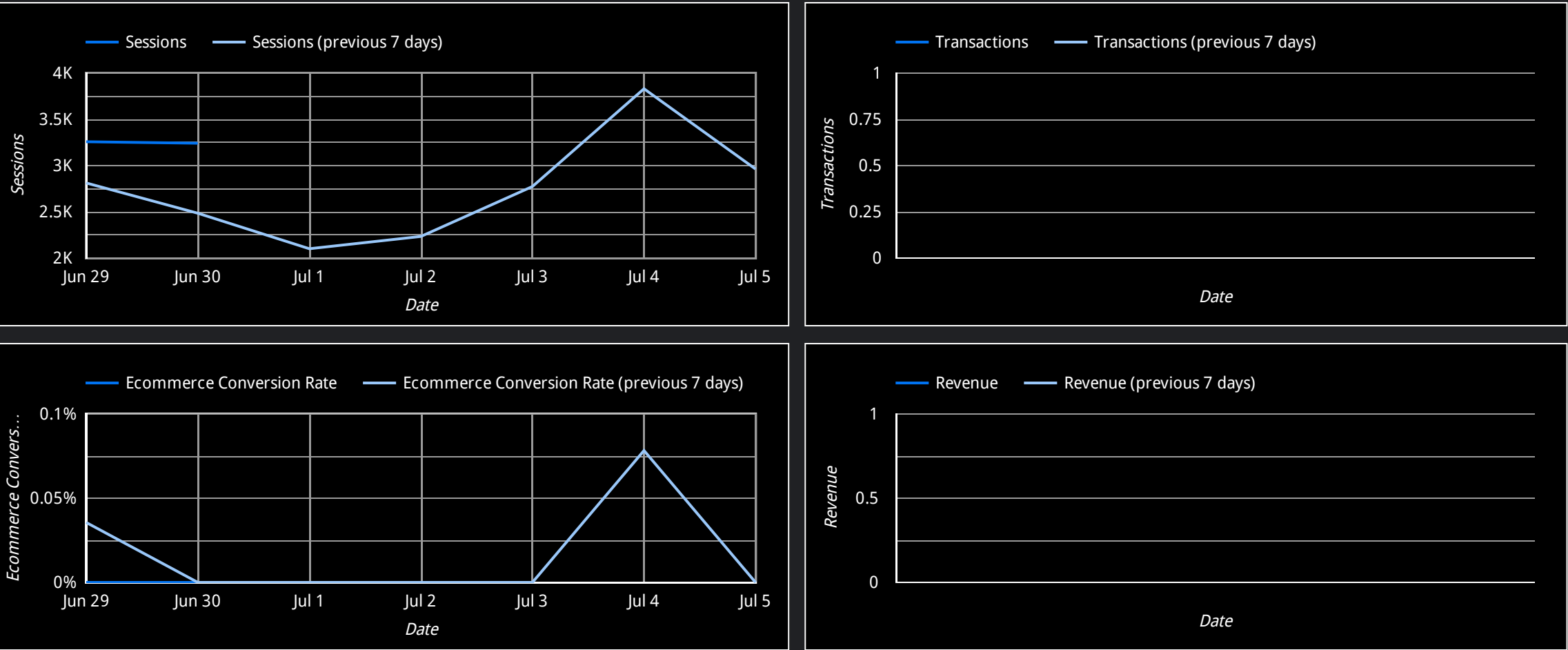


Sessions
6.5K
-66.1%

Transactions
No data
No data

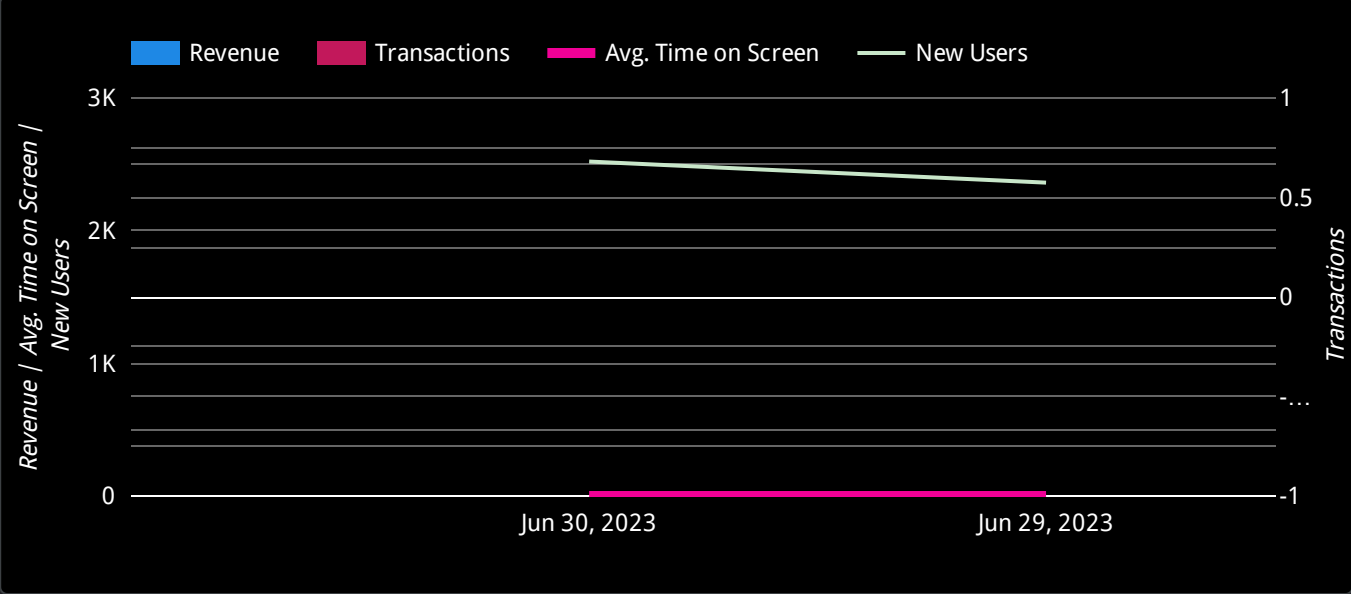
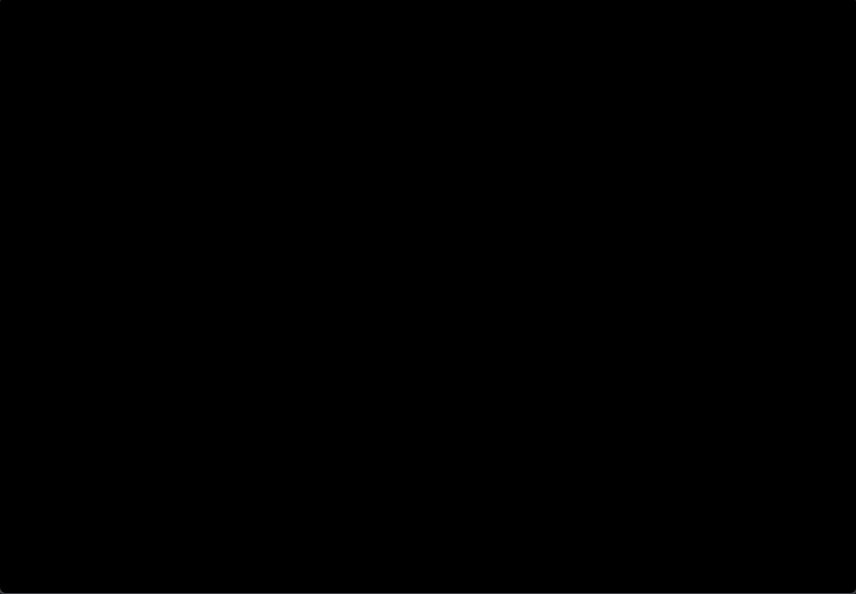
Ecommerce Conversion Rate
0.0%
-100.0%

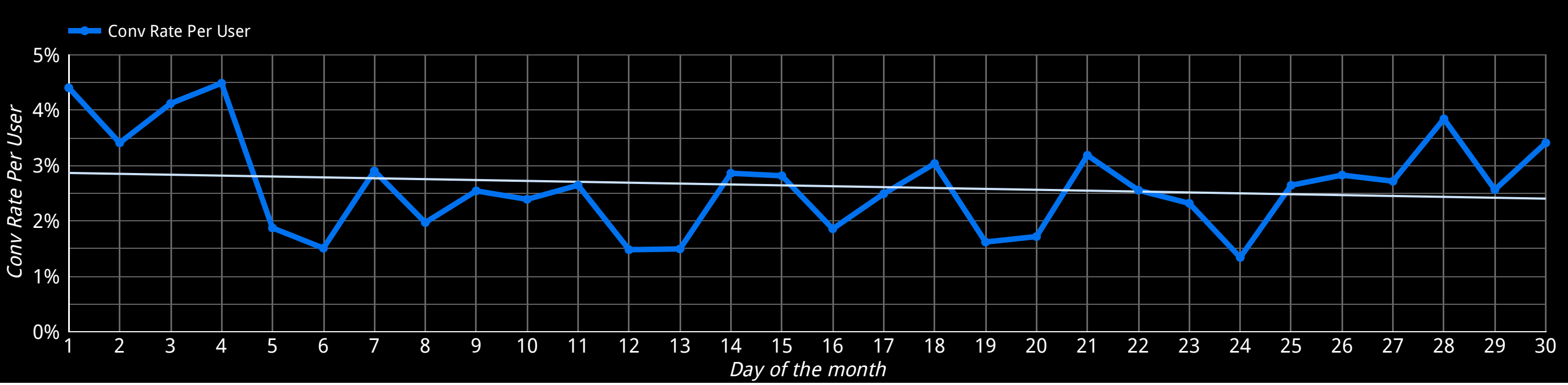
Revenue
No data
No data



	Default Channel G...	Sessions	Δ	Transactions	% Δ	Ecommerce Conve...	% Δ	Revenue	% Δ
1.	Affiliates	10	-161 ↓	0	-	0%	-	\$0	-
2.	Paid Search	2,269	-6,288 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
3.	Direct	4,221	-67,397 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
1 - 3 / 3									

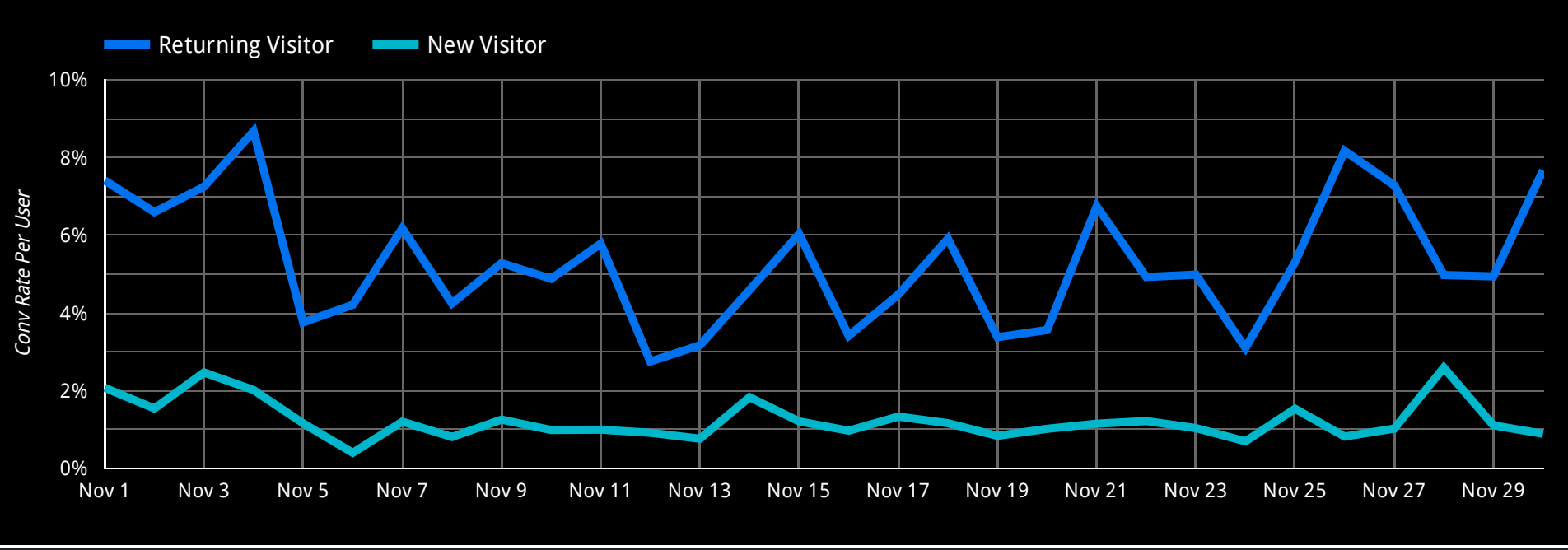
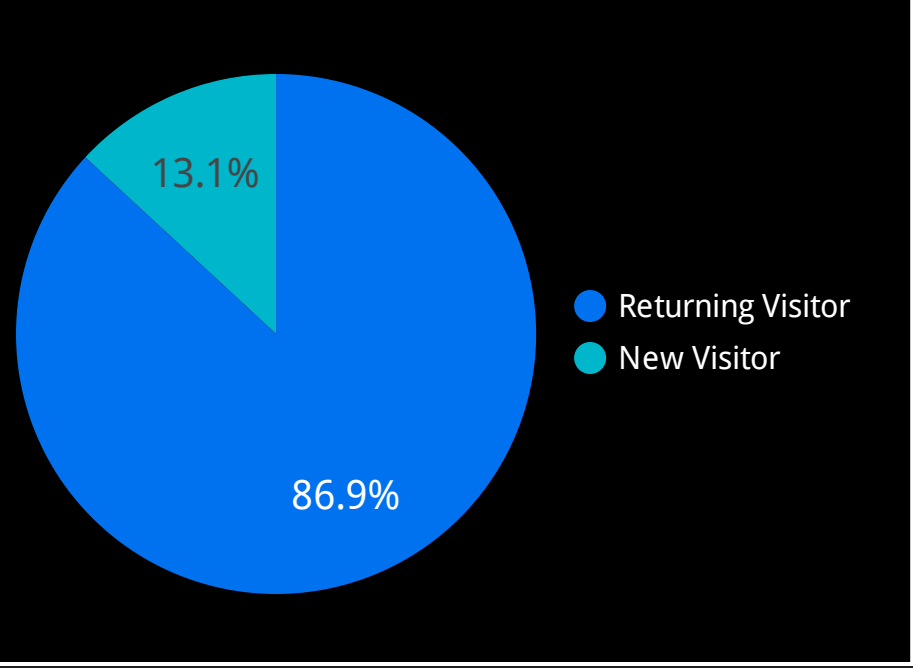
	Landing Page	Sessions	Δ	Transactions	% Δ	Ecommerce Conve...	% Δ	Revenue	% Δ
1.	/google+redesign/access...	1	-12 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
2.	/google+redesign/appare...	1	-	0	-	0%	-	\$0	-
3.	/google+redesign/access...	100	86 ↑	0	-	0%	-	\$0	-
4.	/google+redesign/office/...	1	-58 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
5.	/google+redesign/appare...	1	-21 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
6.	/google+redesign/shop+...	16	-282 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
7.	/asearch.html	85	-1,021 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
8.	/home	3,451	-34,278 ↓	0	-100.0% ↓	0%	-100.0% ↓	\$0	-100.0% ↓
1 - 100 / 166									





Day Index / Conv Rate Per User													
Date	User Type	0003	0000	0002	0027	0001	0029	0020	0017	0006	0013	0025	Grand ...
Nov 4, 2022	Returning ...	8.68%	-	-	-	-	-	-	-	-	-	-	8.68%
	New Visitor	2.02%	-	-	-	-	-	-	-	-	-	-	2.02%
Nov 1, 2022	Returning ...	-	7.41%	-	-	-	-	-	-	-	-	-	7.41%
	New Visitor	-	2.08%	-	-	-	-	-	-	-	-	-	2.08%
Nov 3, 2022	Returning ...	-	-	7.25%	-	-	-	-	-	-	-	-	7.25%
	New Visitor	-	-	2.47%	-	-	-	-	-	-	-	-	2.47%
Nov 28, 20...	Returning ...	-	-	-	4.98%	-	-	-	-	-	-	-	4.98%
	New Visitor	-	-	-	2.59%	-	-	-	-	-	-	-	2.59%
Nov 2, 2022	Returning ...	-	-	-	-	6.6%	-	-	-	-	-	-	6.6%
Grand total		4.49%	4.41%	4.12%	3.84%	3.41%	3.41%	3.19%	3.04%	2.9%	2.86%	2.83%	3.49%

Country		Users	New Users	Bounce Rate	Conv Rate Per User	Time on Screen	Avg. Price	Avg. Order Value
United States		32,340	26,425	35.11%	6.68%	00:00:00	\$14.36	\$124.29
India		5,476	5,172	50.82%	0.04%	00:00:00	\$34.27	\$102.8
United Kingdom		3,946	3,234	43.91%	1.85%	00:00:00	\$16.97	\$98.81
Canada		3,448	3,146	48.55%	1.16%	00:00:00	\$22.01	\$105.63
France		1,539	1,407	59.91%	0%	00:00:00	\$0	\$0
Germany		1,273	1,170	57.14%	0.08%	00:00:00	\$51.2	\$51.2
Spain		1,256	1,205	56.08%	0.16%	00:00:00	\$7.94	\$655
Japan		1,252	1,187	53.59%	0.08%	00:00:00	\$42	\$126



ACQUISITION

Users

54,878

⬇️ -1.7%

Sessions

65,733

⬇️ -7.3%

Default Channel Grouping

Sessions

Bounce Rate

1.	Direct	48,604	44.27%
2.	Paid Search	17,006	72.37%
3.	Affiliates	109	73.39%
4.	(Other)	4	75%
5.	Referral	3	66.67%
6.	Display	7	71.43%

1 - 6 / 6<>

New Visitor

Returning Visitor

ACTIVATION

Bounce Rate

51.60%

Pages / Session

3.63

Avg. Session Duration

00:02:31

COMPLETIONS

All Goals

8,504

⬇️ -18.6%

Engaged Users

4,780

⬇️ -19.3%

Registrations

100

⬇️ -3.8%

CONVERSION RATE

All Goals

12.94%

⬇️ -12.2%

Engaged Users

7.27%

⬇️ -12.9%

Registrations

0.15%

⬆️ 3.8%

RETENTION

VISITORS

Bounces

33,916

Users

54,878

New Visitor

Returning Visitor

REVENUE

Revenue

\$2,147.20

Revenue Per User

\$0.04

Ecommerce Conversion Rate

0.01%

Transactions

8

Product Revenue per Purchase

\$74.04

Product	Quantity
Google Cloud Vintage Wash Grey Cap	1
Google Inspired Green Notebook	1
Google Vintage Wash Black Cap	1
Google Eco Classic Tee	1
Google Inspired Red Notebook	1
Google Inspired Yellow Notebook	1
Google RuMe Recycled Duffel	1
Google Expedition Bottle	1
Google Speckled Pom Hat Red	1
Google Cloud Camp Mug Gray	1

REFERRAL

Bounces

Full Referrer	Sessions
(direct)	53,941
google	11,587
Partners	110
bing (not set)	87
tagas...	4
dfa	3

FUNNEL VISUALISATION

Engaged Users (Goal 2 Completions)

4,780

⬇️ -19.3%

Registrations (Goal 3 Completions)

100

⬇️ -3.8%

STEP 1

STEP 2

STEP 3

STEP 4

Entered Checkout (Goal 4 Completions)

2,540

⬇️ -16.4%

Purchase Completed (Goal 1 Completions)

1,084

⬇️ -22.0%