



2,76M

Total Events

1,41M

Total Unique Visitors

235,06K

Total Unique Items

## Total Number & Rate of each Type of Event

2,66M

Count of View

96,7 %

% Views

68,97K

Count of AddToCart

2,5 %

% AddToCart

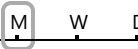
22,46K

Count of Transaction

0,8 %

% Transactions

## Timeline

Y   
Month

May 2015 - Sep 2015

2015

Q2

May

Jun

Q3

Jul

Aug

Sep





KPI

Total Number of Events

2,76M

Average Items Viewed per Visitor

1,89

Average Items Added To Cart per Visitor

1,83

Average Items Bought per Visitor

1,92

event

- ☐ addtocart
- ☐ transaction
- ☐ view

AddToCart Conversion Rate

2,59 %

Conversion (V to A)

Transaction Conversion Rate

32,56 %

Conversion (A to T)

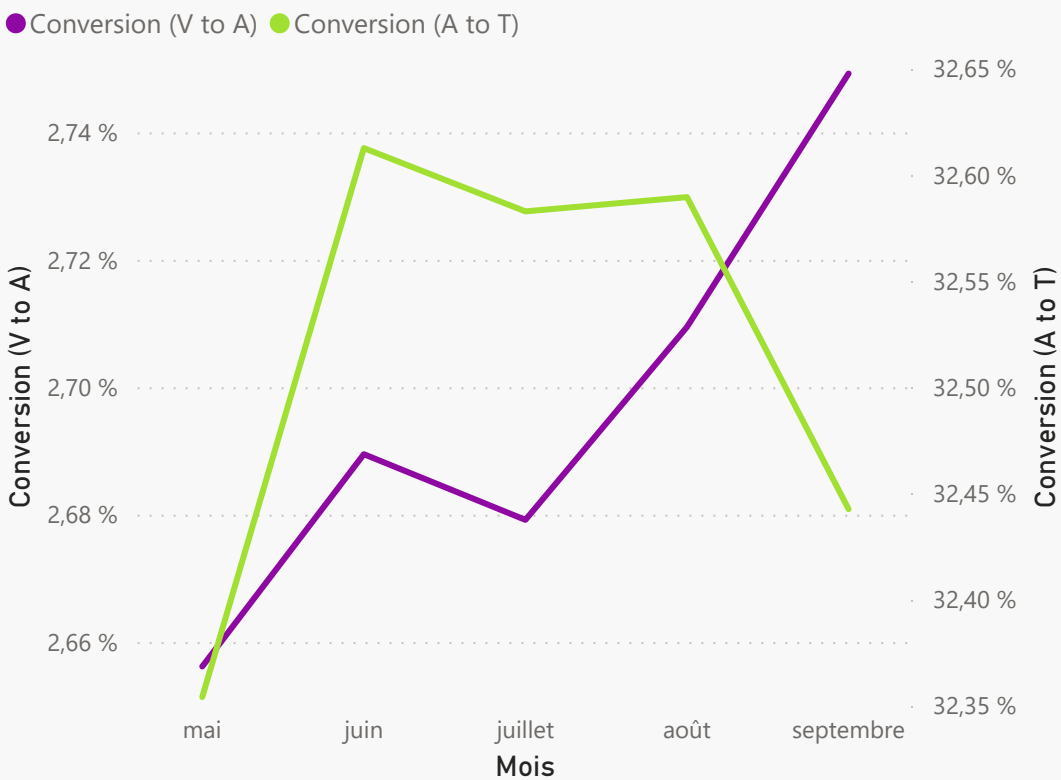
Percentage of sold items

5,65 %

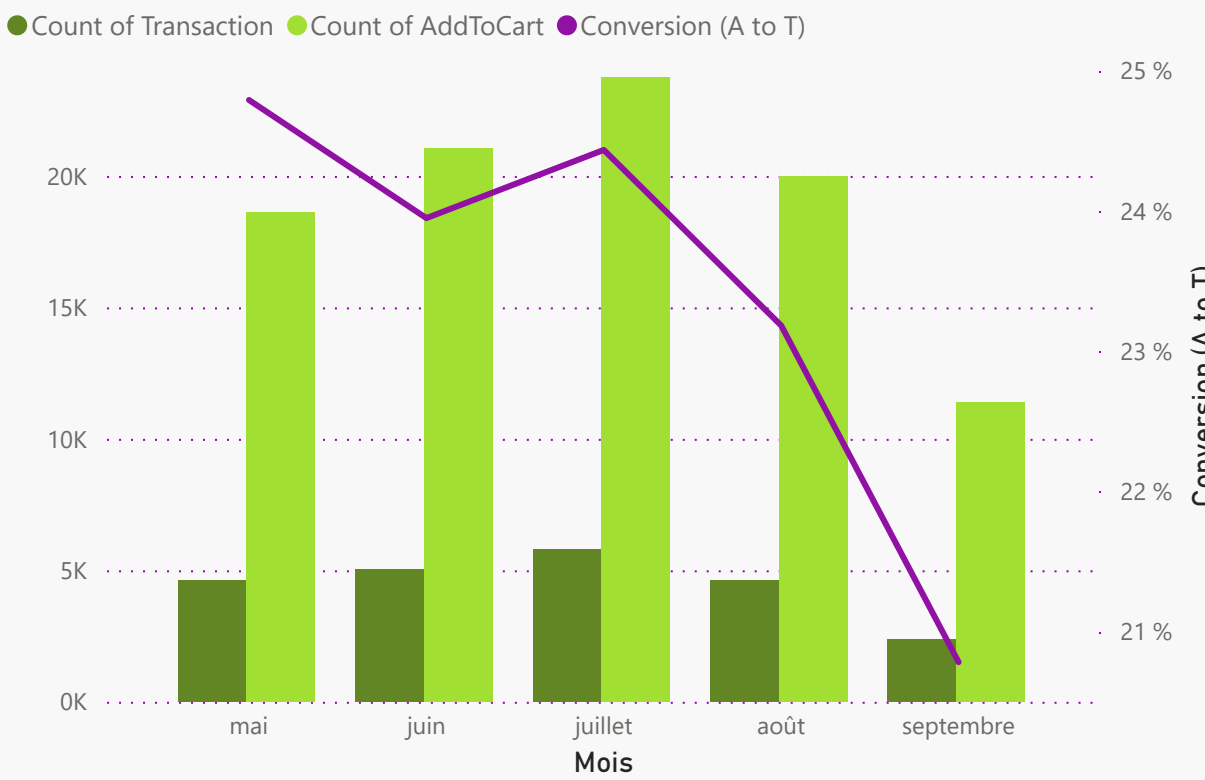
Average Number Of Views Before Purchase

3,03

Transactions & AddToCart Conversion rates



Conversion Rate From Addtocart to Transaction Per Month

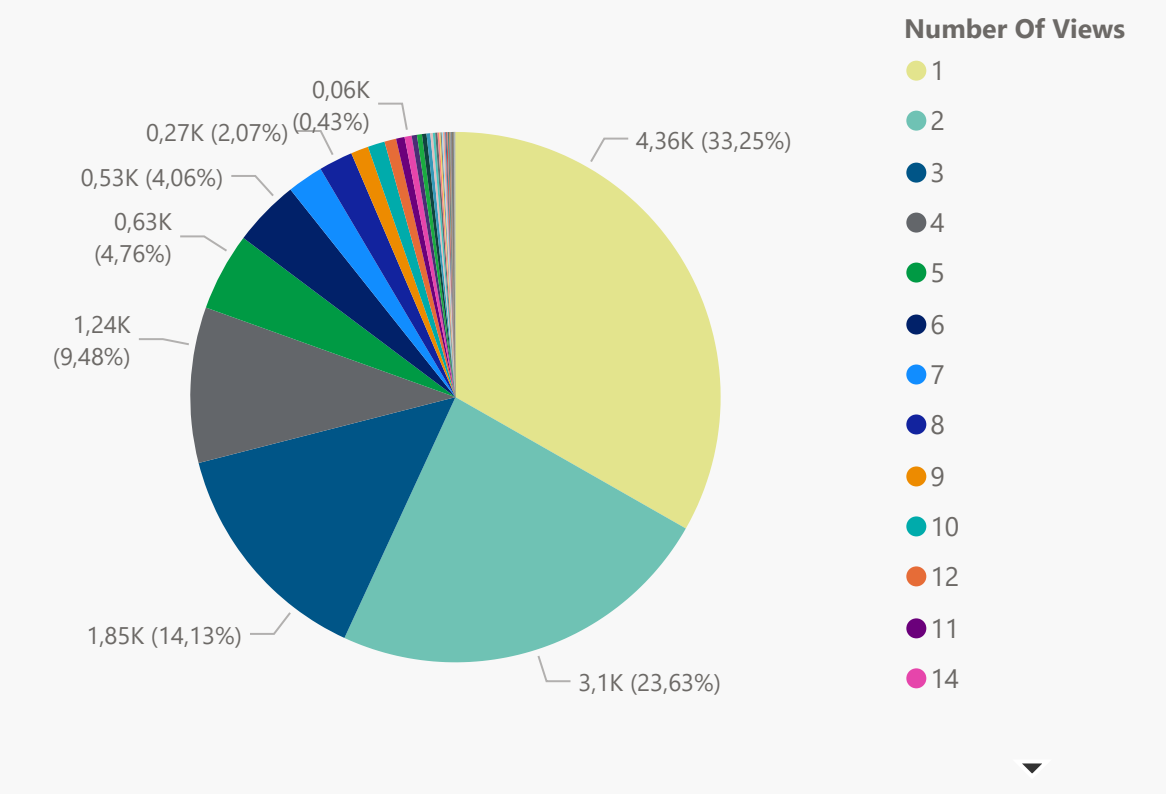


Views Before Purchase

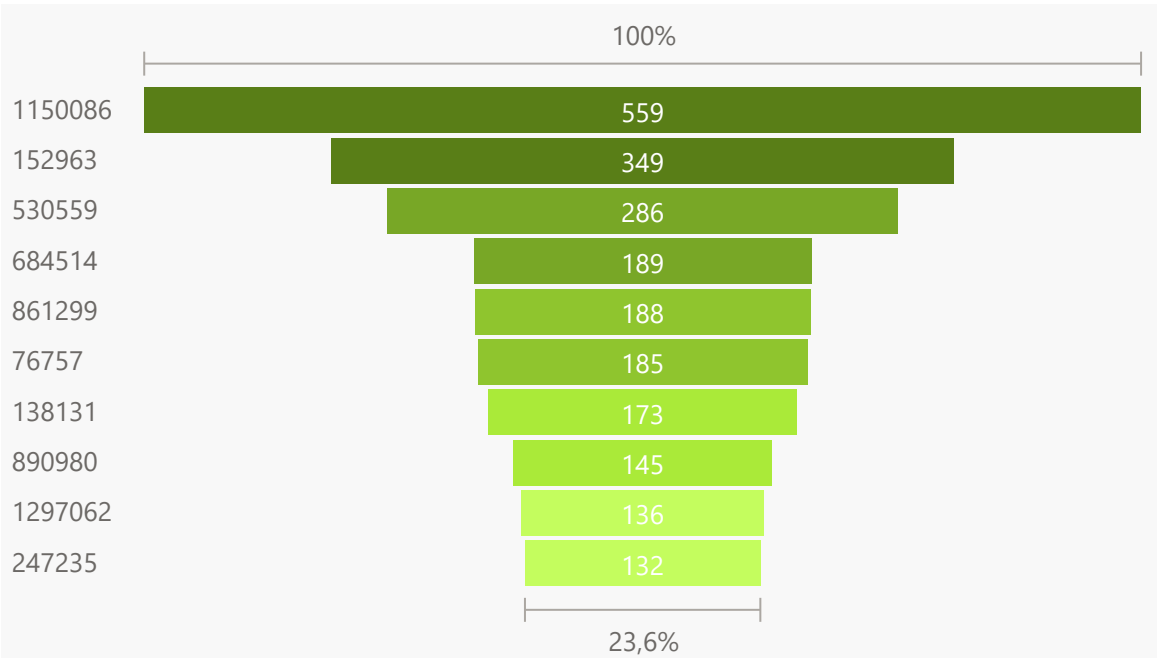
Top 20 sold Items

itemid

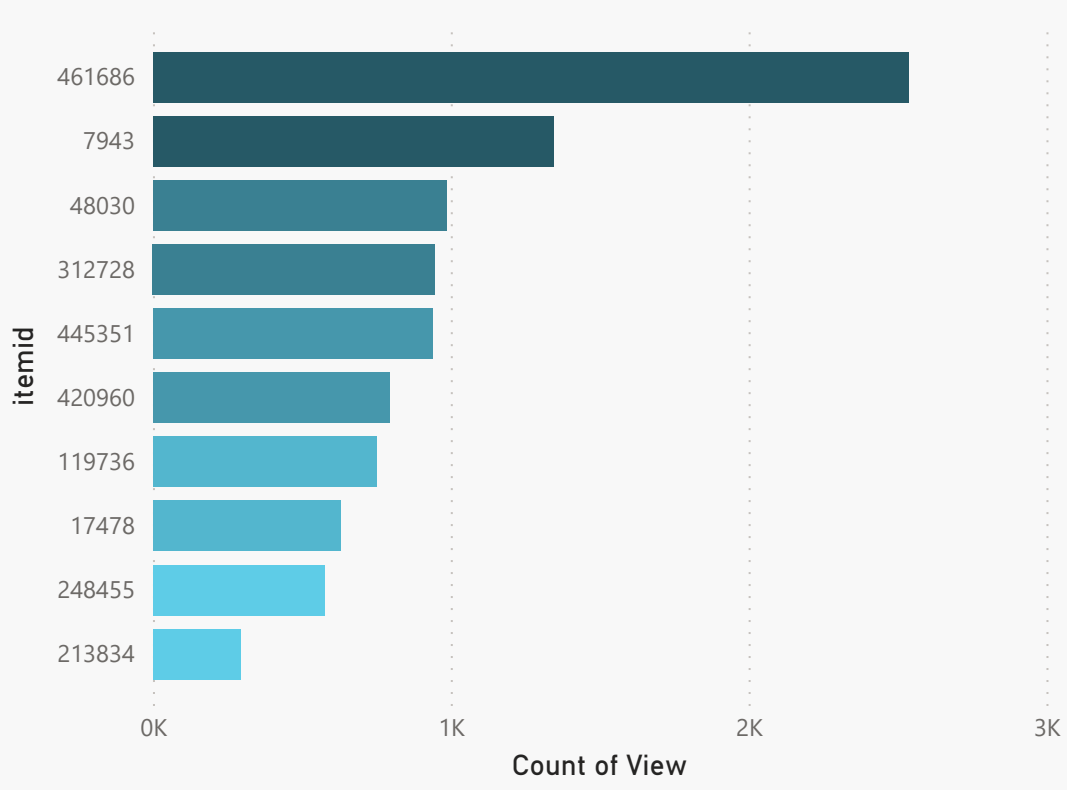
- ☐ 119736
- ☐ 17478
- ☐ 213834
- ☐ 248455
- ☐ 257040
- ☐ 268883
- ☐ 312728
- ☐ 320130
- ☐ 334401
- ☐ 369447
- ☐ 37029
- ☐ 409804
- ☐ 416017
- ☐ 420960
- ☐ 441852
- ☐ 445351
- ☐ 46156
- ☐ 461686
- ☐ 48030
- ☐ 7943
- ☐ 9877



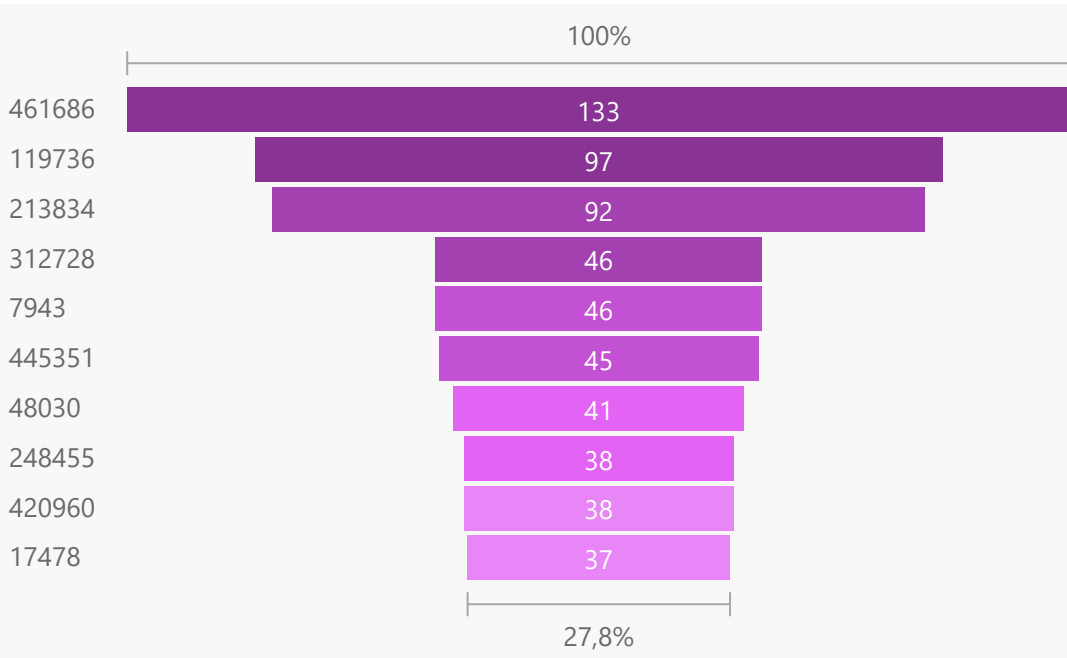
Top 10 Visitors who buy the most



Top 10 Most Viewed Items



Top 10 Best Selling Items



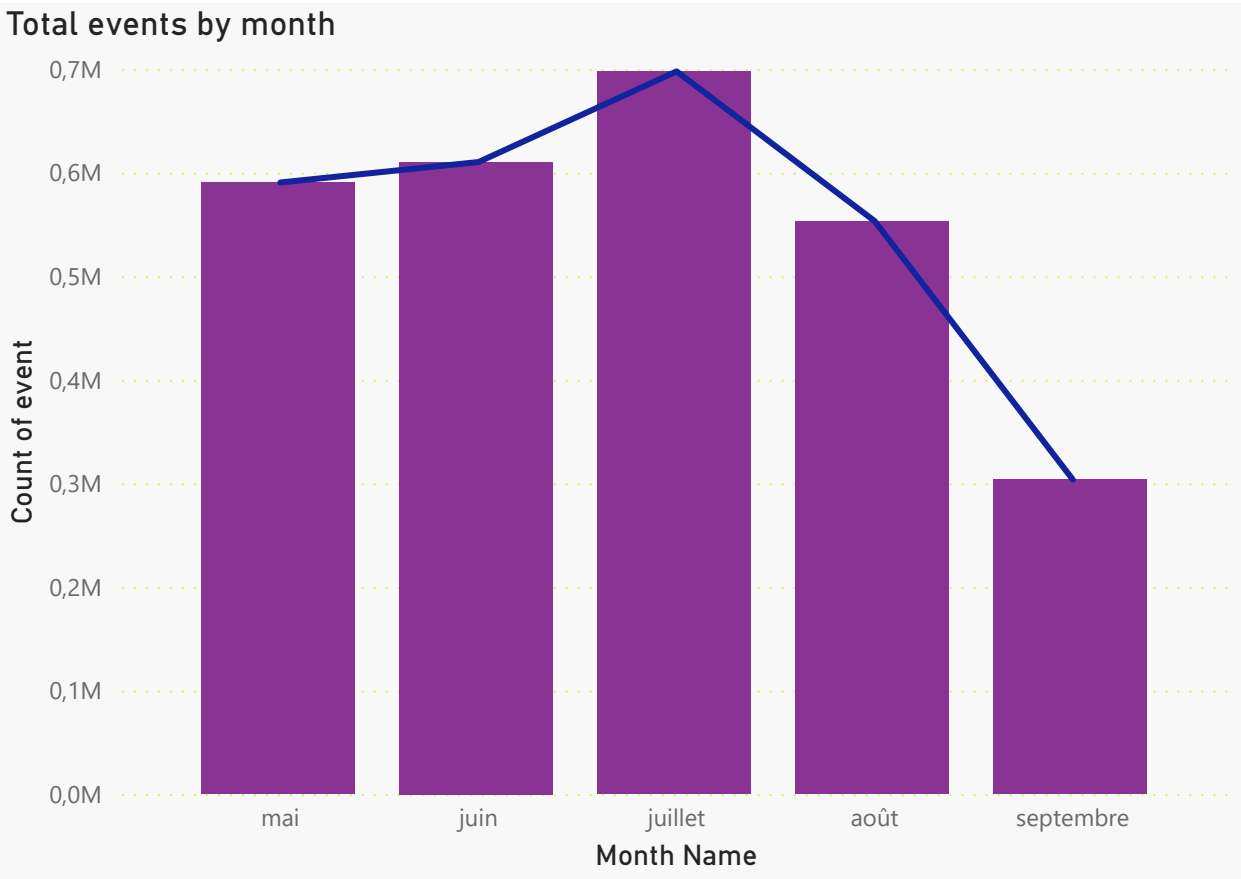
Event Count Heatmap by Day and Hour

Day Name	0H	1H	2H	3H	4H	5H	6H	7H	8H	9H	10H	11H	12H	13H	14H	15H	16H	17H	18H	19H	20H	21H	22H	23H	Total
lundi	21766	21956	22610	23042	22467	17604	11889	6475	3532	2615	2313	3029	4249	7406	12194	20234	25812	29968	30482	30791	31232	31349	30292	26431	439738
mardi	23303	23007	24120	24611	23894	18693	11551	6253	3673	2484	2318	3103	4702	8188	13317	21605	26817	28736	28975	31101	32043	29069	29265	26178	447006
mercredi	22052	21466	22462	23189	22845	18230	10562	5872	3554	2594	2564	3015	4844	7850	12998	21014	26494	28995	28368	29230	29674	30664	27896	24627	431059
jeudi	21904	21100	21936	22862	22594	17993	11267	6242	3413	2327	2205	2862	4675	7495	12599	20346	25673	28258	27716	27296	28435	28680	27036	23758	418672
vendredi	21070	19608	20425	20721	19629	16045	10597	6110	3303	2604	2501	2988	4637	7549	11947	18753	23060	25533	25529	24515	25941	24883	22433	19243	379624
samedi	17129	16820	17277	17816	17504	14901	9907	6136	3549	2512	2195	2712	4213	6414	8907	13088	16141	18021	18796	18873	18610	18178	17772	17696	305167
dimanche	17054	16716	17024	18590	18220	16092	11192	6848	4280	2769	2309	2619	4159	6182	9851	14034	17758	20100	21300	21518	21955	21449	21237	21119	334375
Total	144278	140673	145854	150831	147153	119558	76965	43936	25304	17905	16405	20328	31479	51084	81813	129074	161755	179611	181166	183324	187890	184272	175931	159052	2755641

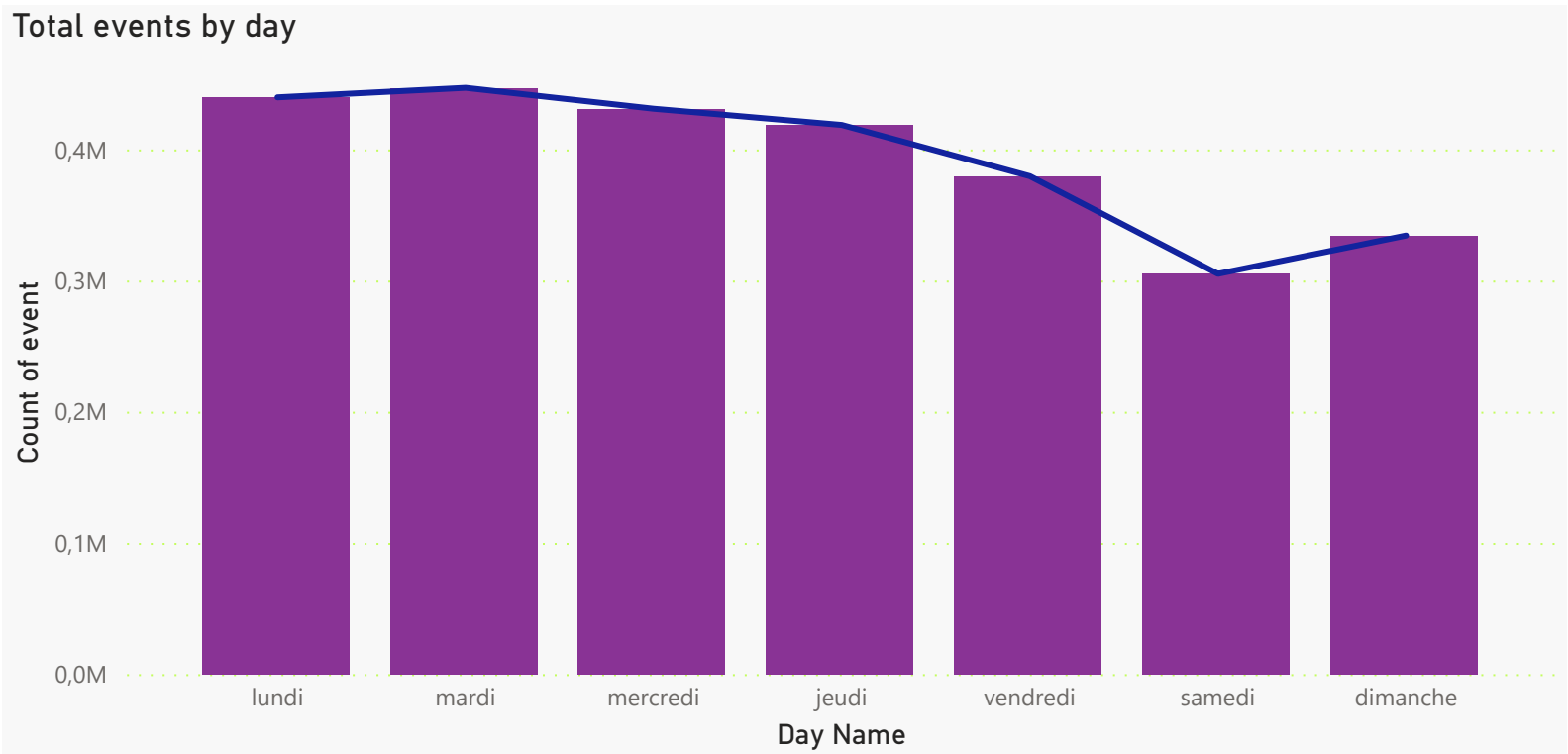
Event Count Heatmap by Month and Day

Month Name	lundi	mardi	mercredi	jeudi	vendredi	samedi	dimanche	Total
mai	86528	94175	91850	91004	82242	64441	80344	590584
juin	112268	116735	93429	88128	77166	59463	63124	610313
juillet	102352	96830	115455	110583	105784	80475	86370	697849
août	97894	79856	79537	78247	73662	70932	73109	553237
septembre	40696	59410	50788	50710	40770	29856	31428	303658
Total	439738	447006	431059	418672	379624	305167	334375	2755641

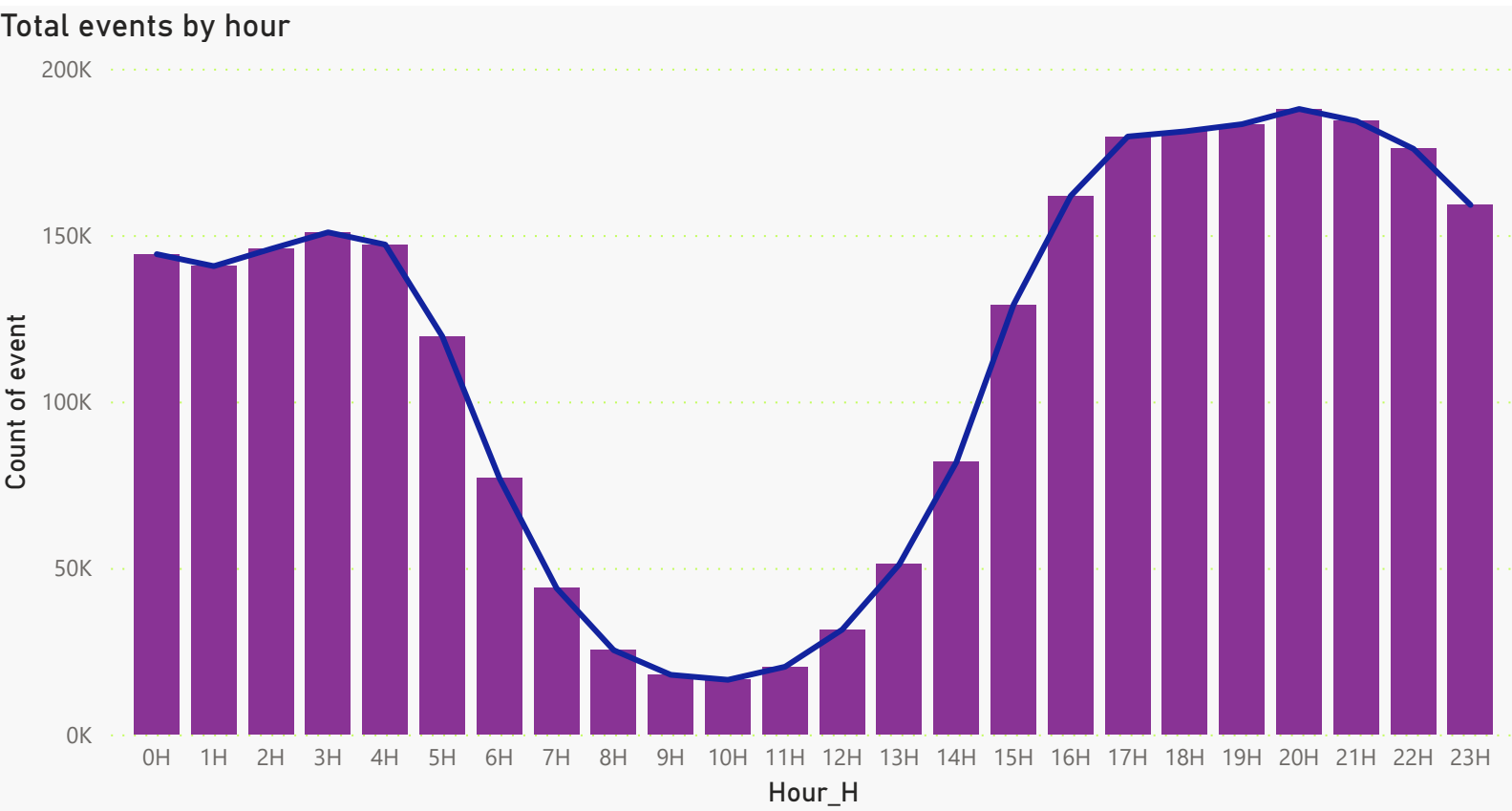
Total events by month



Total events by day



Total events by hour



event

- ☐ addtocart
- ☐ transaction
- ☐ view