Setting up a MixPanel Dashboard

I've been asked to setup a dashboard for measuring performance of my e-commerce website on MixPanel.

Can you first nominate the metrics I should be tracking and then give me a step by step guide on how to set these up on MixPanel?

Sure, here are some metrics that you should consider tracking for your e-commerce website using Mixpanel:

1. Acquisition: Track how users are arriving at your website, including the source (e.g. Google, social media, referral), the medium (e.g. organic, paid, referral), and the campaign (e.g. specific ads or promotions)
2. Engagement: Track how users interact with your website, including the pages they visit, the buttons they click, and the time they spend on each page.
3. Conversion: Track how many users complete a purchase on your website, including the number of purchases, the total revenue, and the conversion rate (purchases divided by website visitors).
4. Retention: Track how many users return to your website after their first visit, and how long it takes for them to make a second purchase.
5. Revenue: Track the total revenue generated by your website, including the average revenue per user (ARPU) and the lifetime value (LTV) of a user.

Here is a step by step guide on how to set up these metrics on Mixpanel:

1. Log in to your Mixpanel account and select the project for your e-commerce website.
2. Go to the "Settings" tab and select "Events" to see a list of the default events that Mixpanel is tracking on your website.
3. Create new events for each of the metrics you want to track (e.g. "Add to Cart", "Purchase", "Returning User").
4. Go to the "Funnels" tab to set up funnels for important conversion paths, such as the path from "Add to Cart" to "Purchase".
5. Go to the "Retention" tab to set up retention analysis, you can also find how long it takes for users to return to your website and make a second purchase.
6. Go to the "Insights" tab to create custom reports and dashboards to view your metrics in real-time. You can create a custom report for each of the metrics you are tracking (e.g. Acquisition, Engagement, Conversion, Retention, Revenue).
7. Finally, you can use Mixpanel's Segmentation and A/B testing tools to analyze specific groups of users and test different variations of your website.