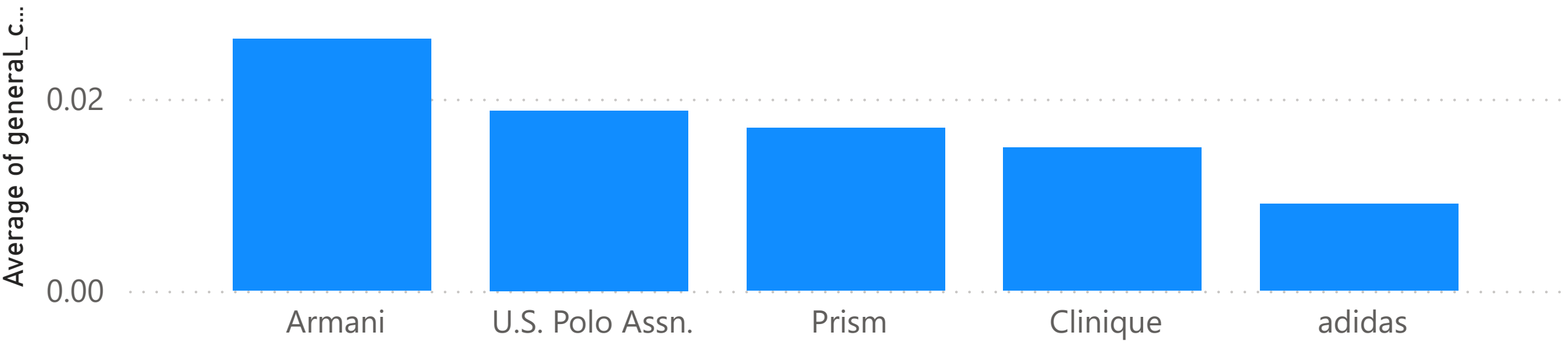
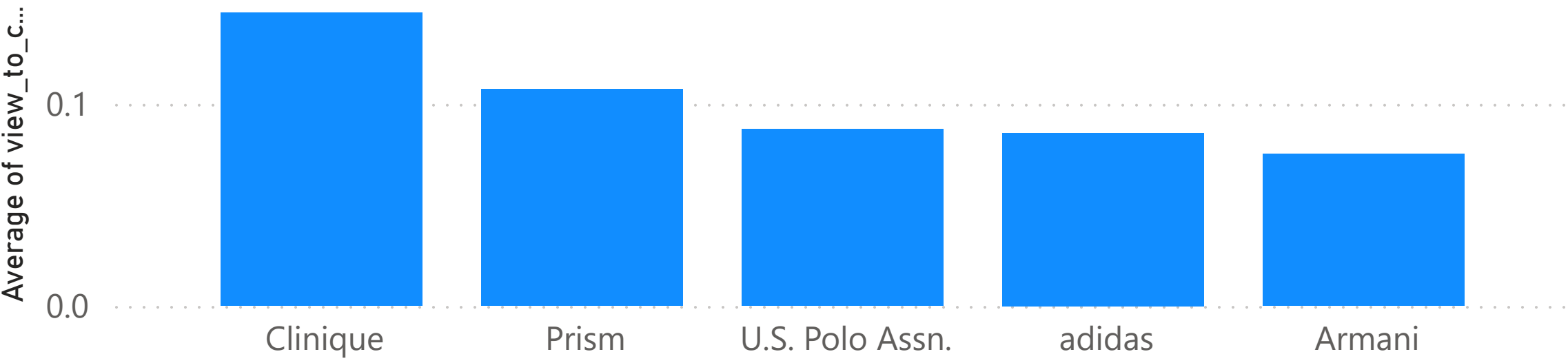


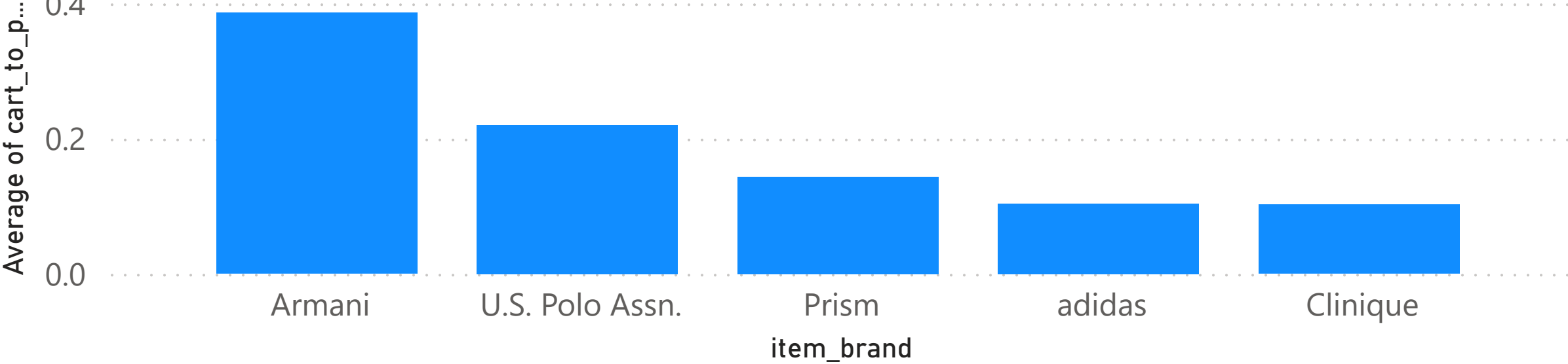
General Brand Rate



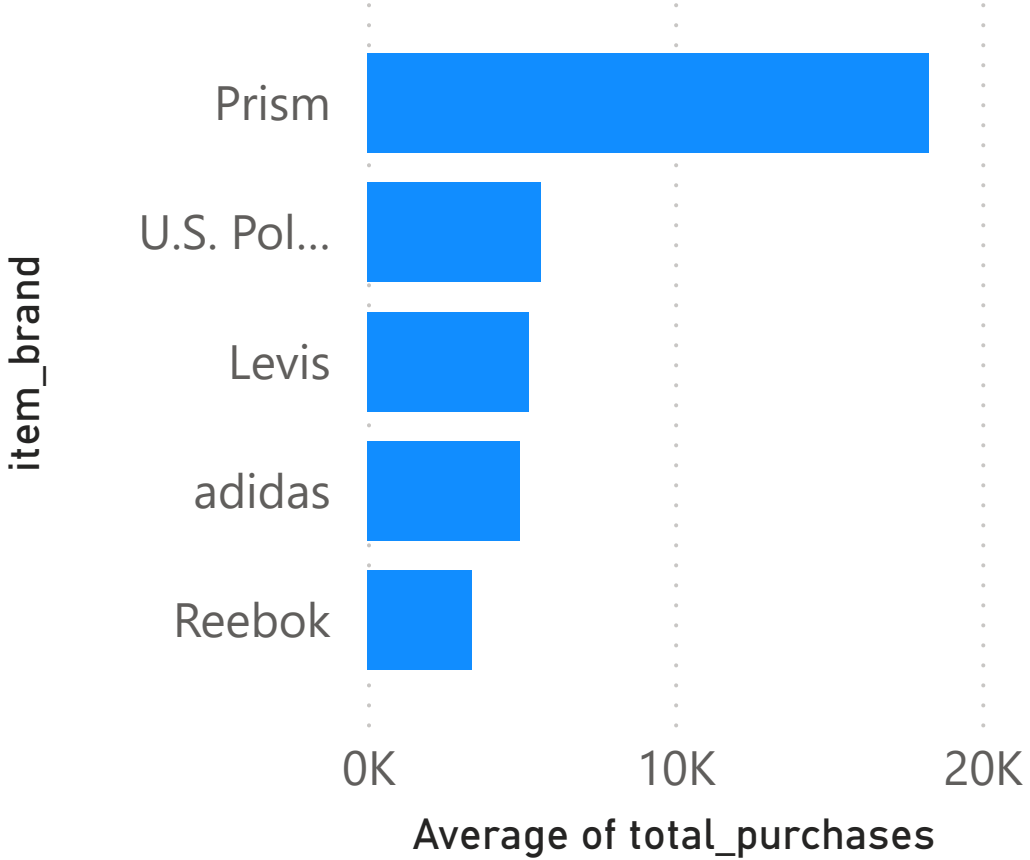
View-to-cart Rate



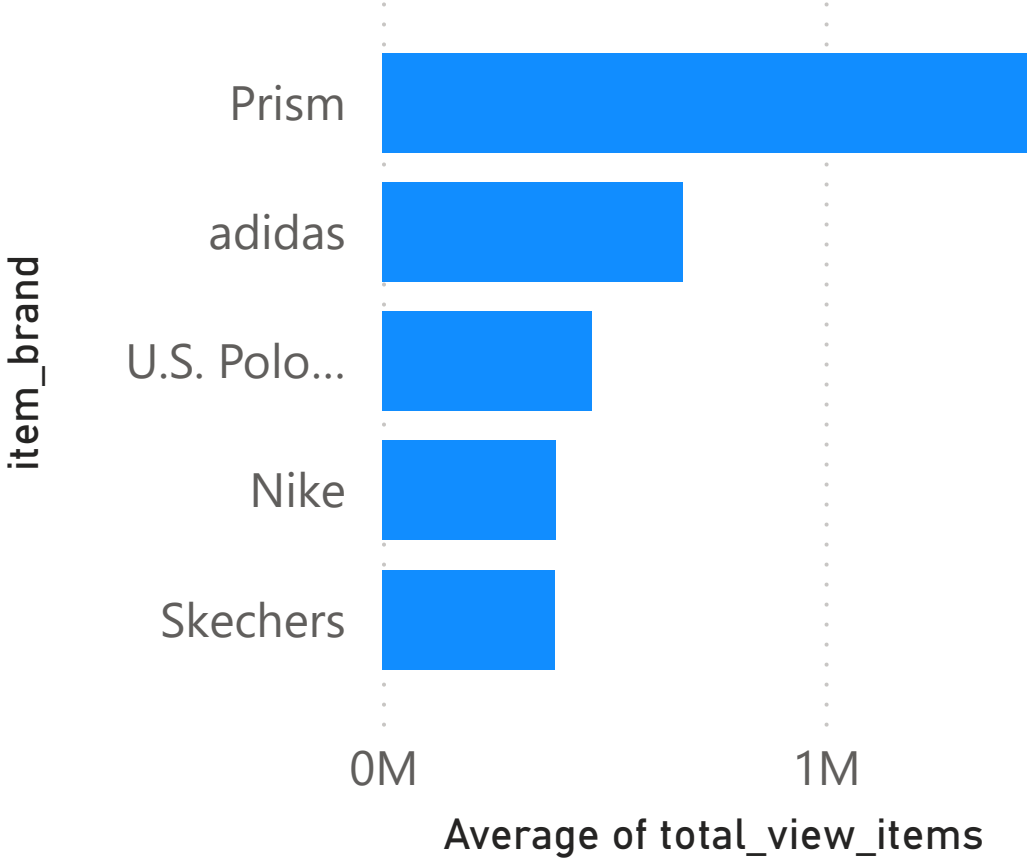
Cart-to-purchase Rate



Top 5 purchased brands

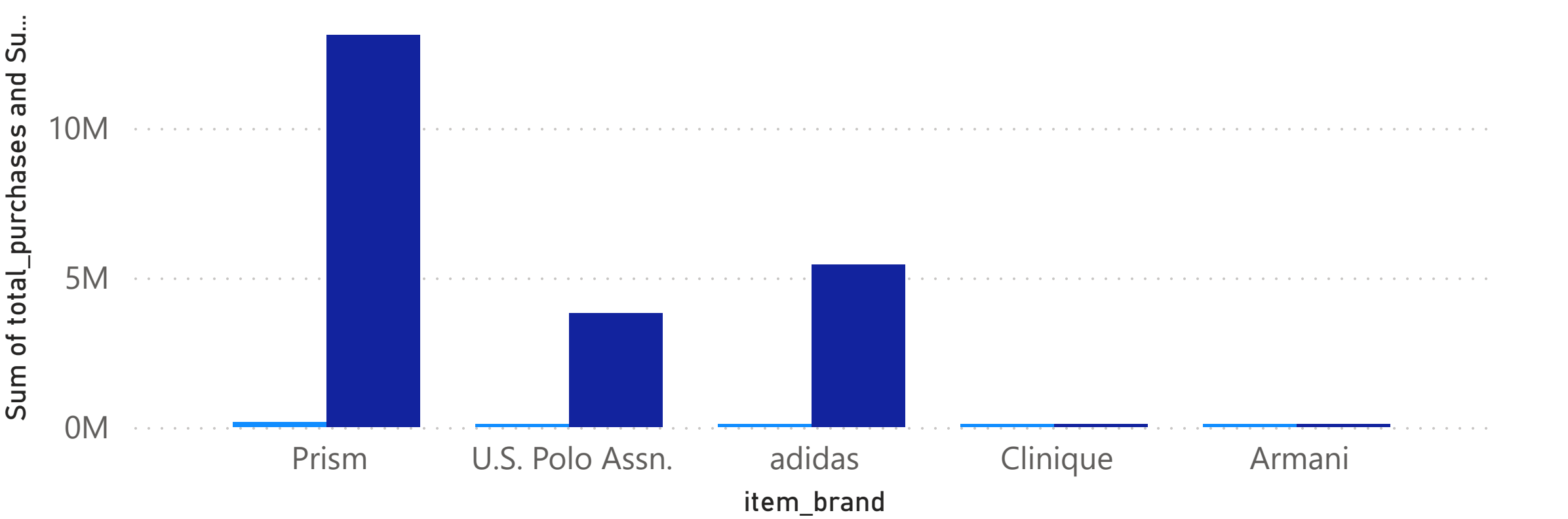


Top 5 viewed brands



Brand View-&-Purchase

Sum of total_purchases Sum of total_view_items



Brand

item_brand

adidas

Aeropostale

Armani

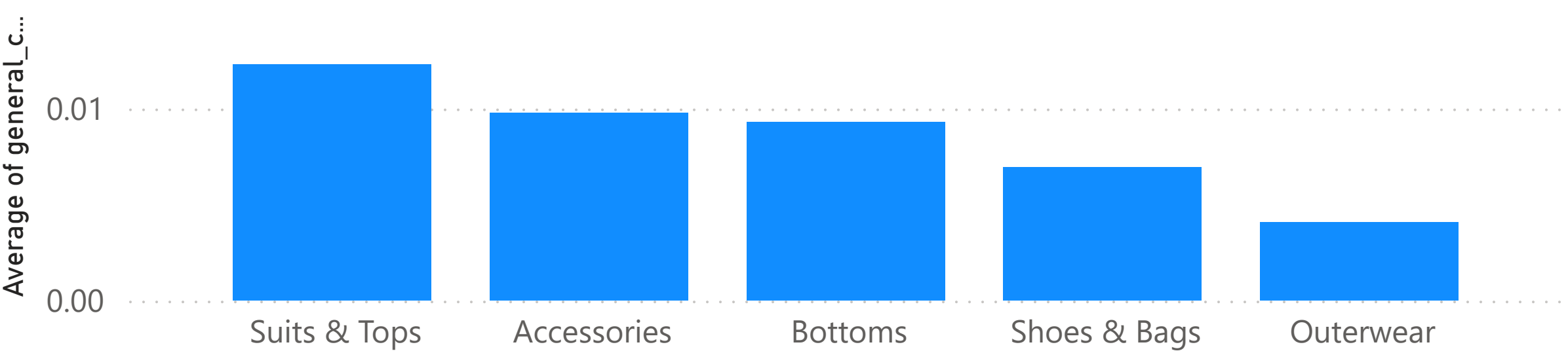
Armani Exchange

Asics

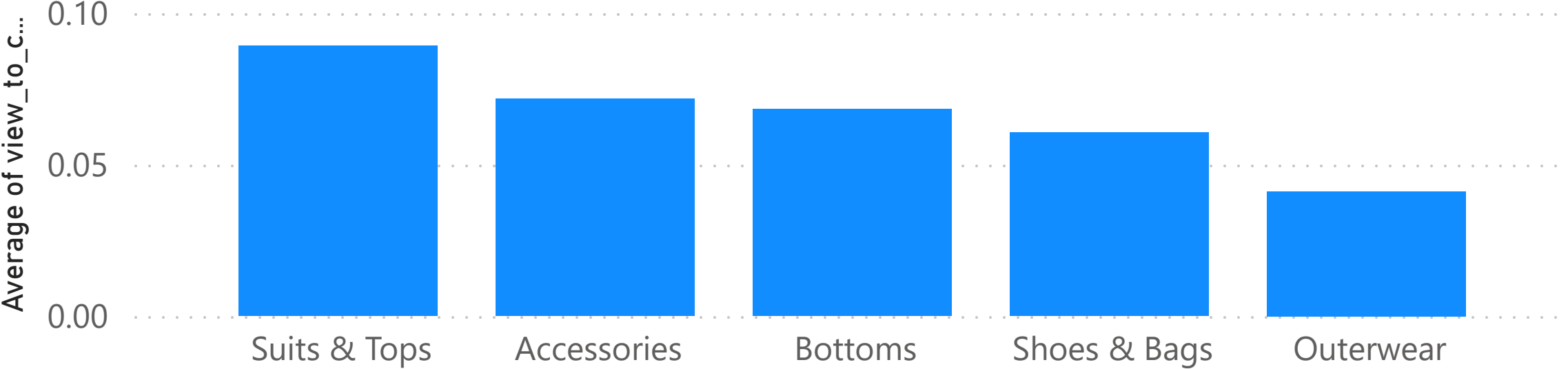
Benetton

BVL

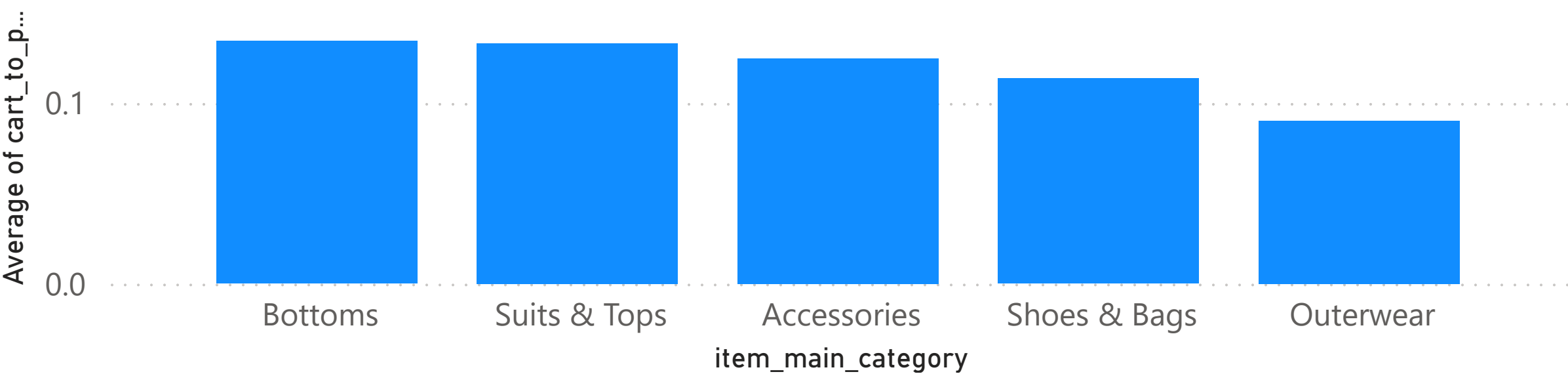
General Main Category Rate



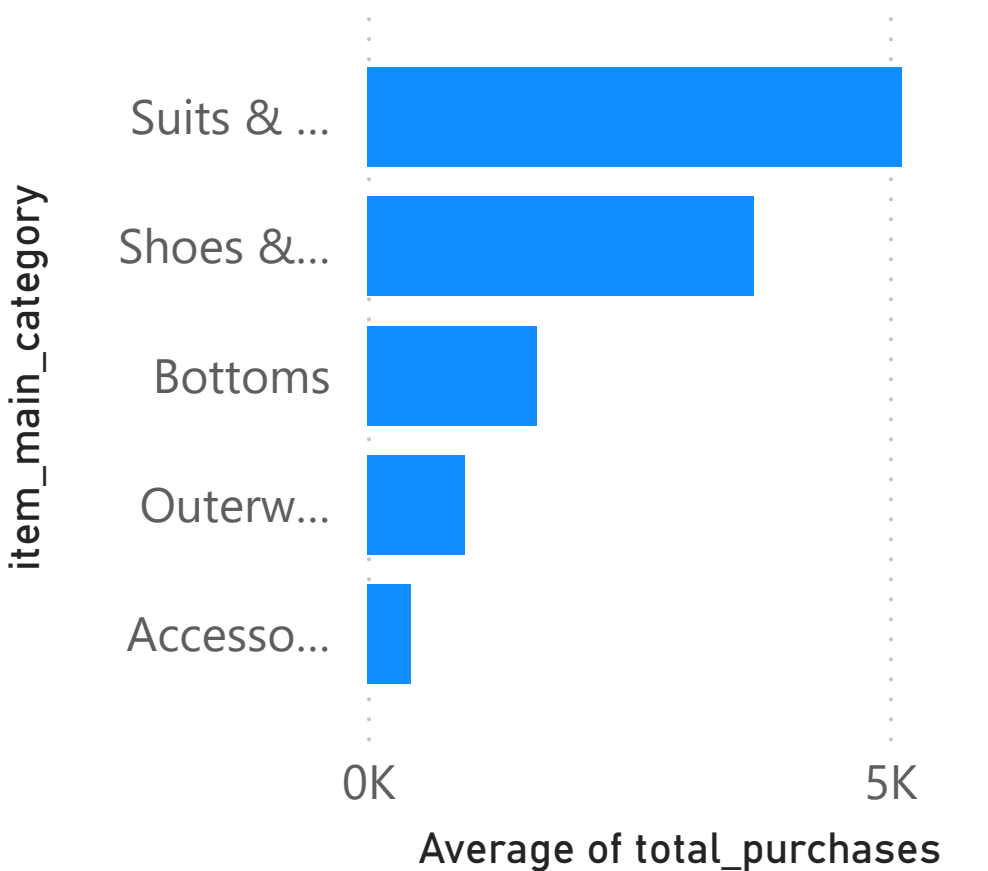
Main category View-to-Cart Rate



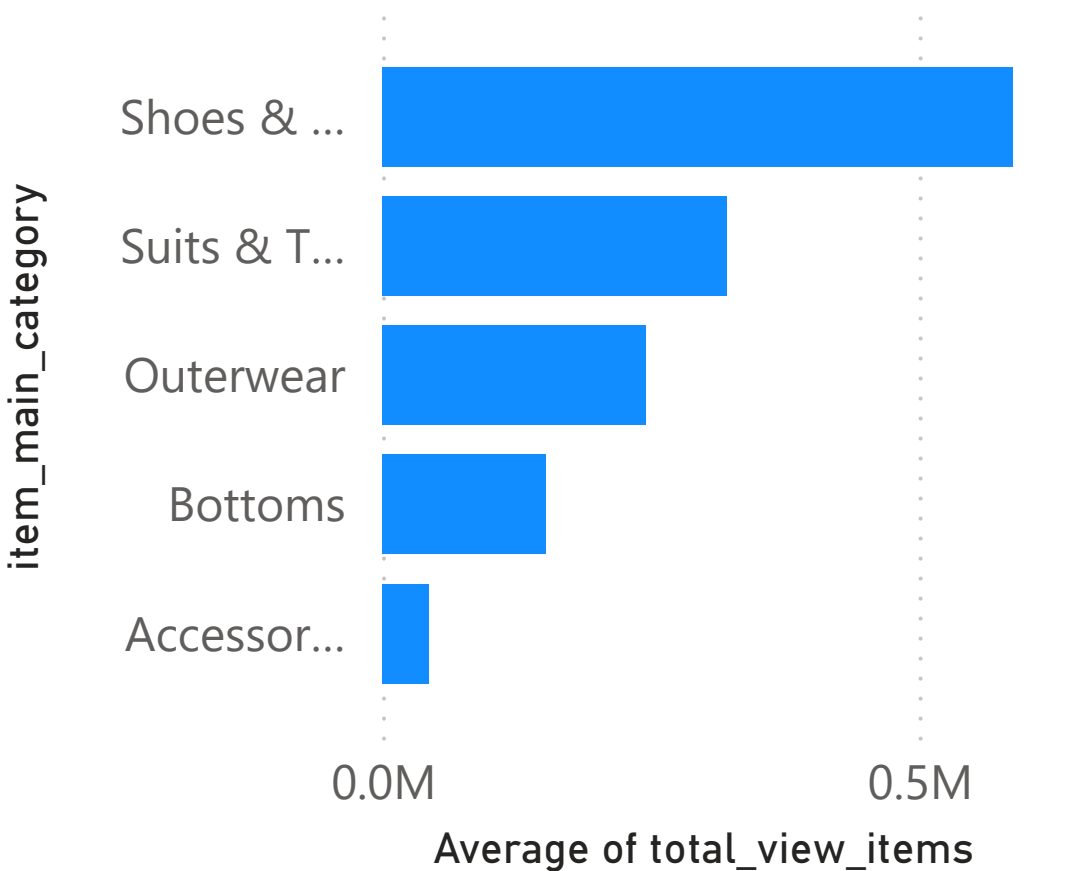
Main category Cart-to-Purchase Rate



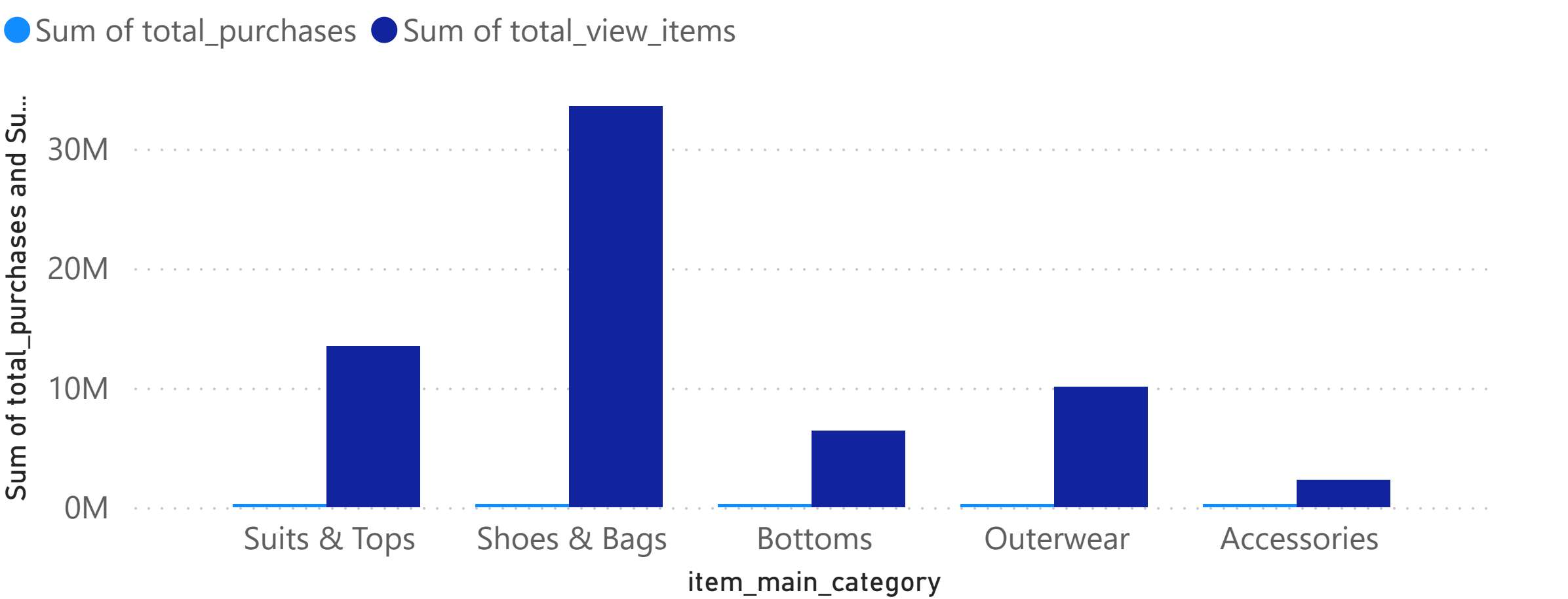
Top 5 purchased main categories



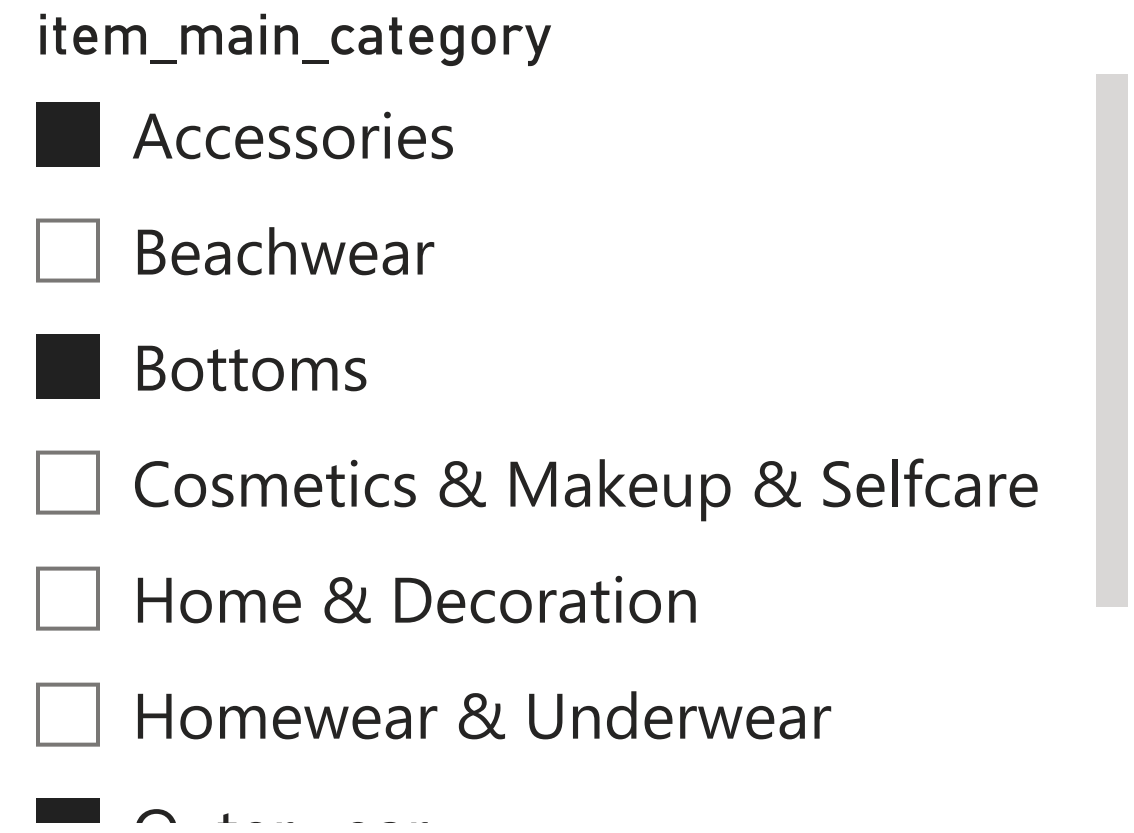
Top 5 viewed main categories



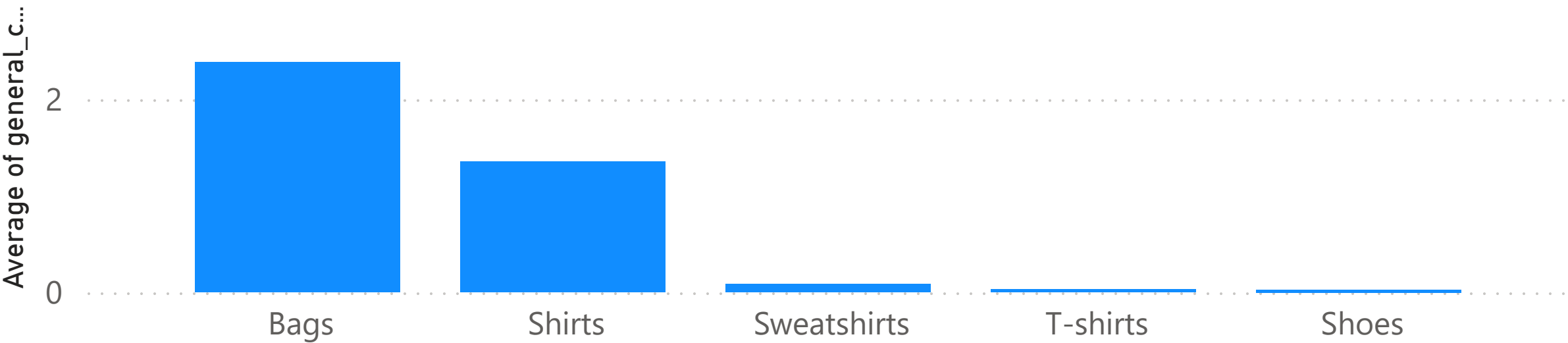
Main category View-&-Purchase



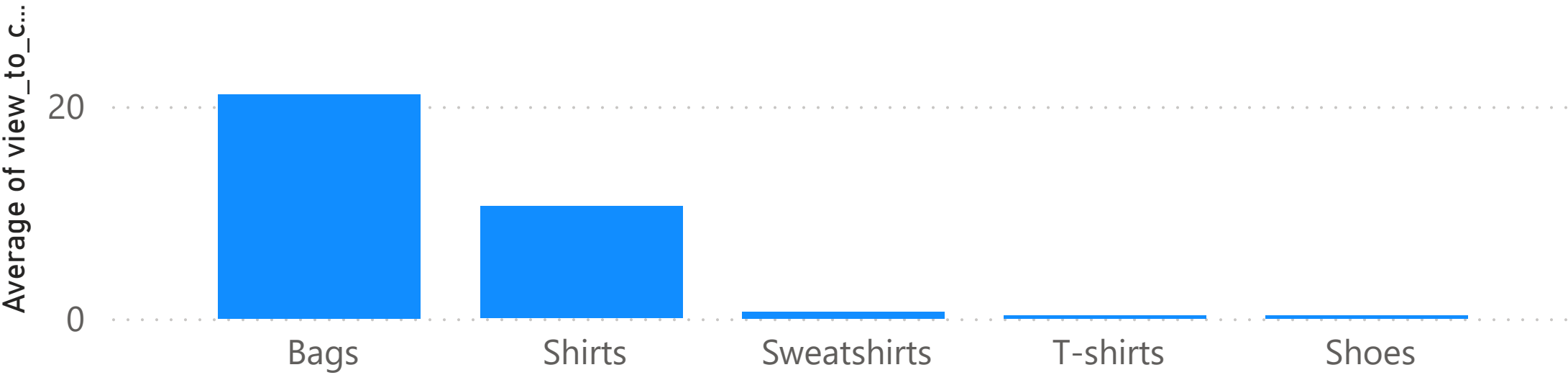
Main Categories



General Sub-Category Rate



Sub-category View-to-Cart Rate



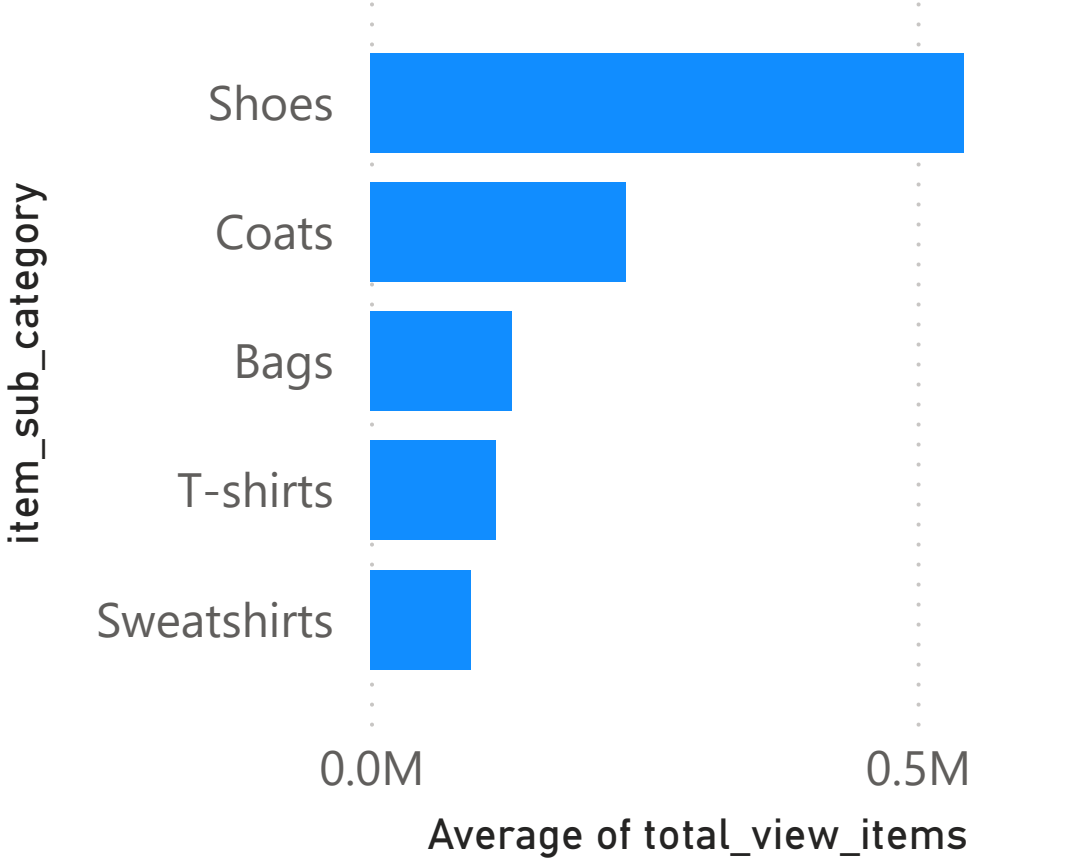
Sub-category Cart-to-Purchase Rate



Top 5 purchased sub-categories

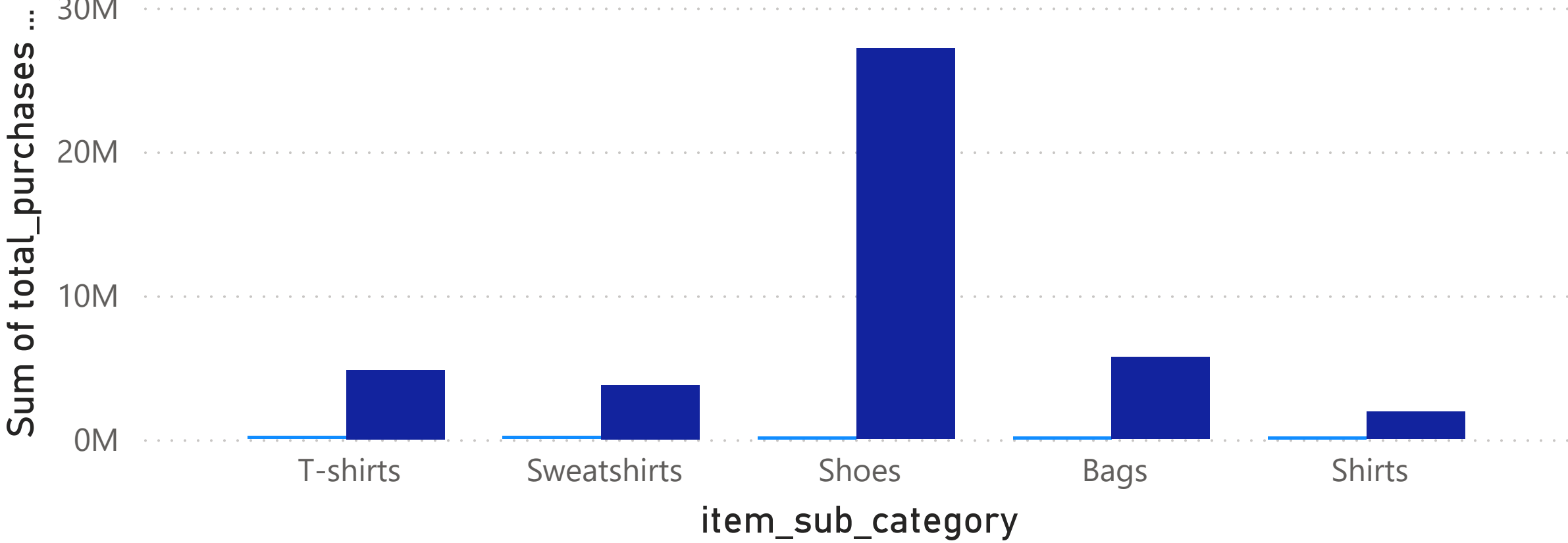


Top 5 viewed sub-categories



Sub-category View-&-Purchase

● Sum of total_purchases ● Sum of total_view_items



Sub-category

item_sub_category

- Bags
- Beachwear Other
- Bedding
- Belts
- Boxers, Trunks & Slips
- Bras
- ...