

E commerce Dashboard Insights

Feb 1, 2024 - Mar 25, 2024

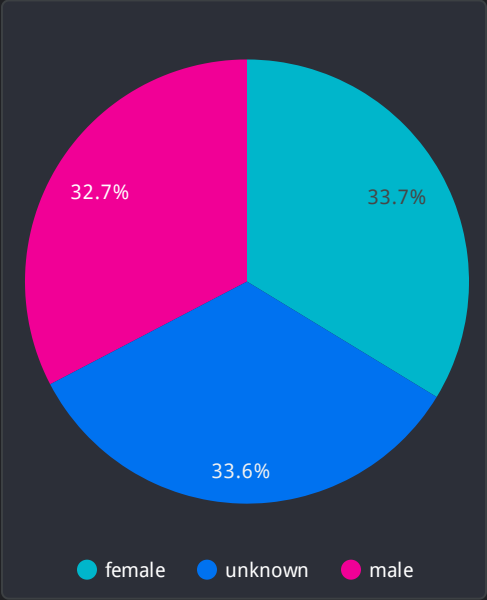
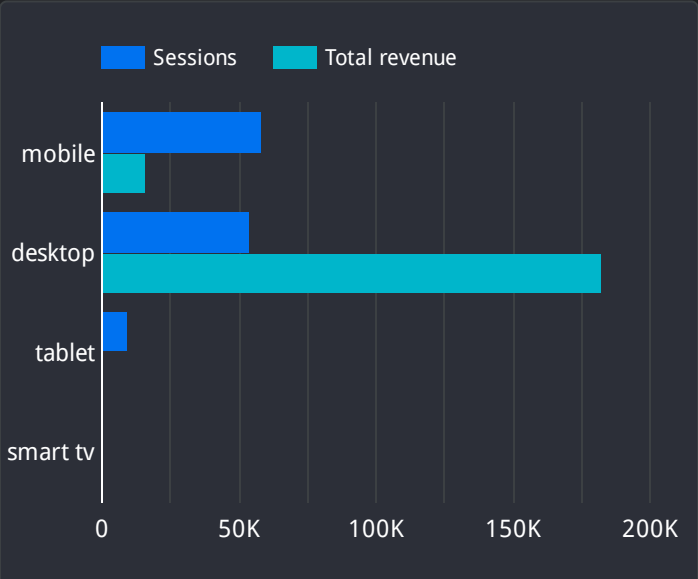
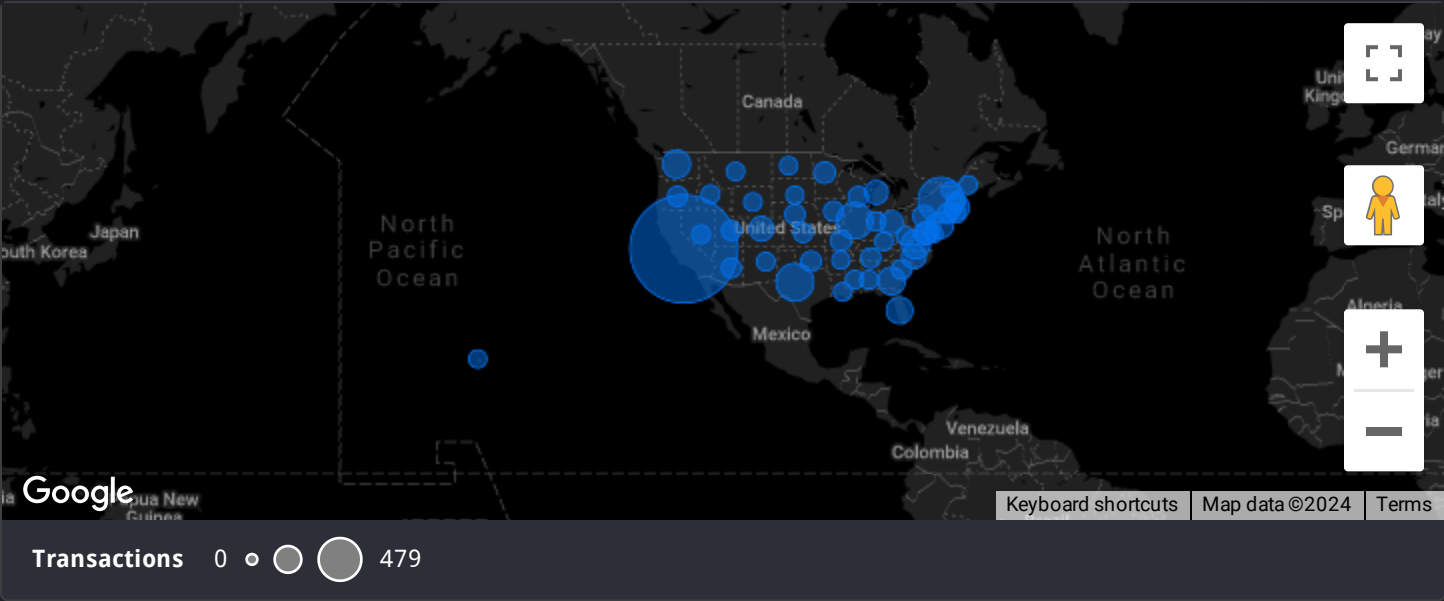
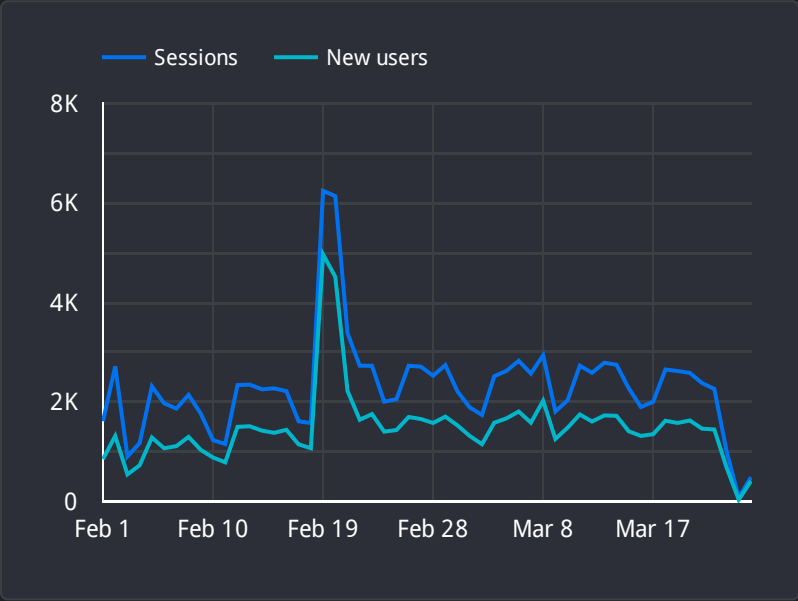
Sessions
121,684
↓ -4.9%

Transactions
1,551
↓ -3.6%

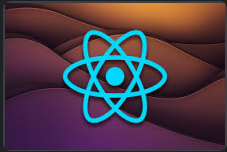
Average purchase revenue
\$127.97
↑ 15.0%

Purchase Conversion Rate
0.01

Total revenue
\$198,475.58



Source / medium		Total revenue ▾
1.	(direct) / (none)	\$125,805.64
2.	google / organic	\$44,769.43
3.	Newsletter_January_2024 / em...	\$6,875.86
4.	mail.google.com / referral	\$5,263.2
5.	Newsletter_February_2024 / e...	\$3,817.22
6.	sites.google.com / referral	\$2,656.45
7.	Newsletter_November_2023 / ...	\$2,444.98
		1 - 68 / 68

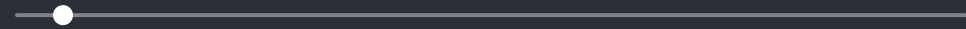


Cost and Profit

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ADV Increase



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