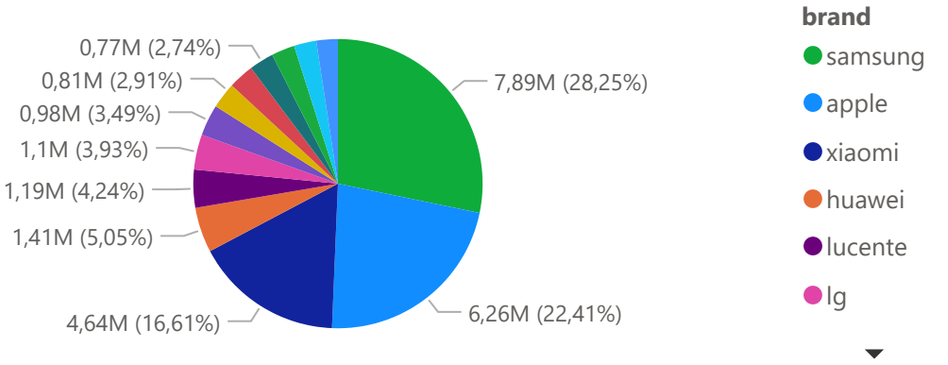
4M
UniqueUsers

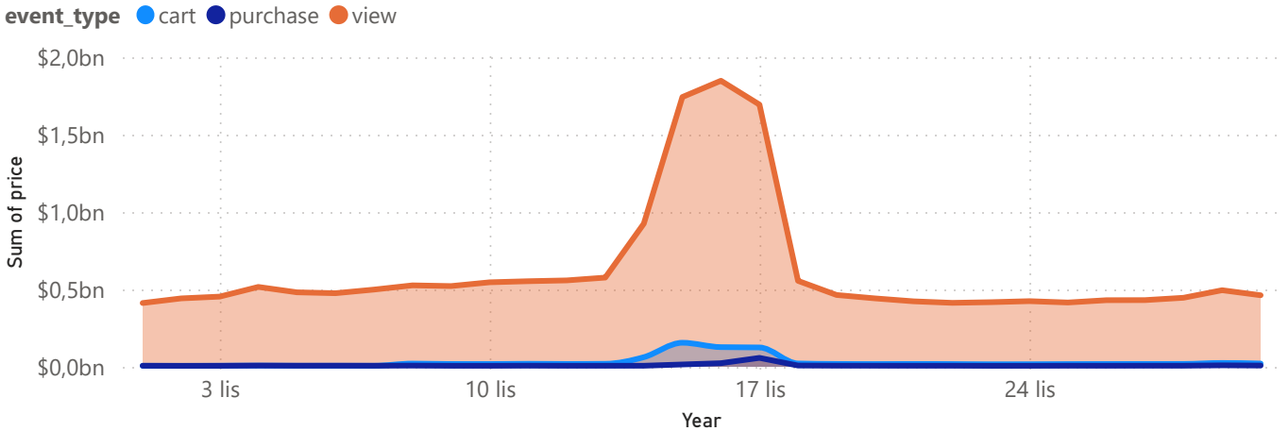
$275,19M
TotalRevenue

$300,12
AvgPurchasePrice

Count of top brands

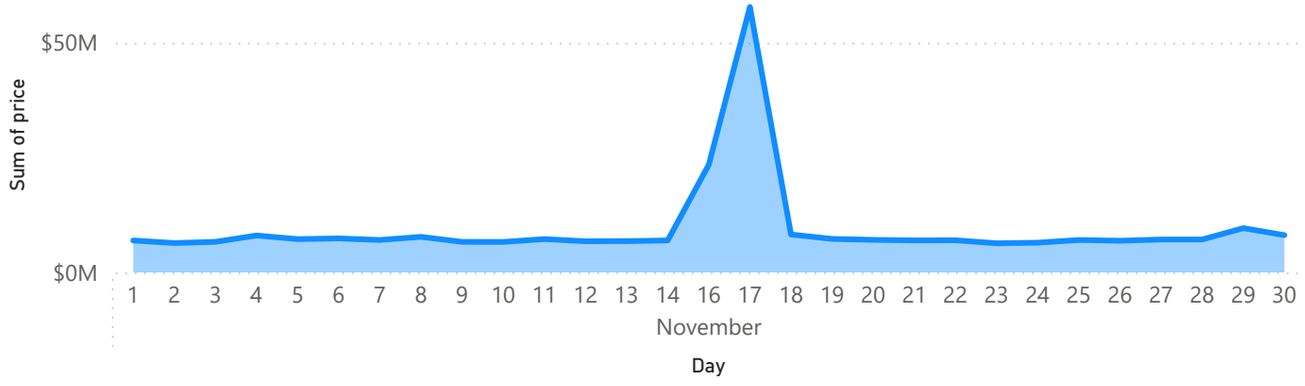


Sum of prices by day, by category

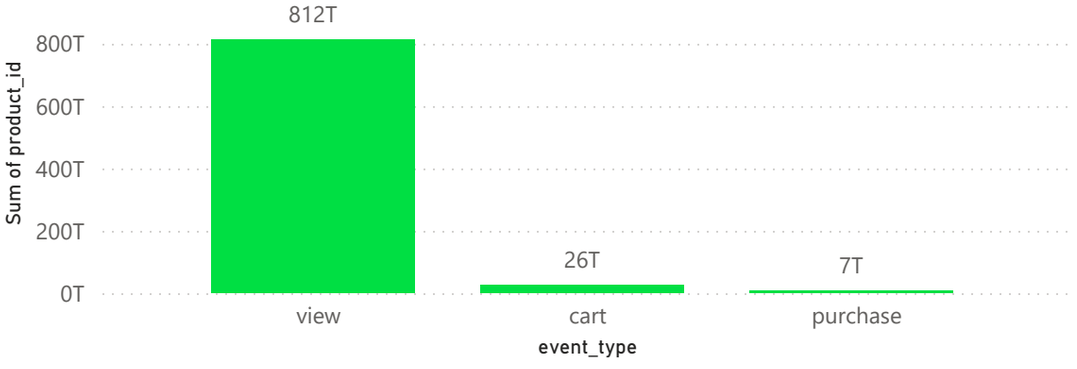


brand	Purchase Rate (%)	Purchases	Carts	Views	Earliest event_time
samsung	2,82	200027	597220	7091998	2019-11-01 00:00:05
apple	2,96	166064	489665	5603650	2019-11-01 00:00:02
xiaomi	1,58	68292	260019	4309751	2019-11-01 00:00:00
huawei	1,81	23703	73760	1312663	2019-11-01 00:00:07
cordiant	2,85	16983	59587	595101	2019-11-01 00:01:11
oppo	2,01	15080	44627	751991	2019-11-01 00:00:28
lucente	1,29	14559	39050	1131466	2019-11-01 00:00:16
lg	1,24	12879	49394	1034717	2019-11-01 00:00:01
sony	1,37	10309	34932	753216	2019-11-01 00:00:16
Total	**1,54**	**843666**	**2770688**	**54669390**	**2019-11-01 00:00:00**

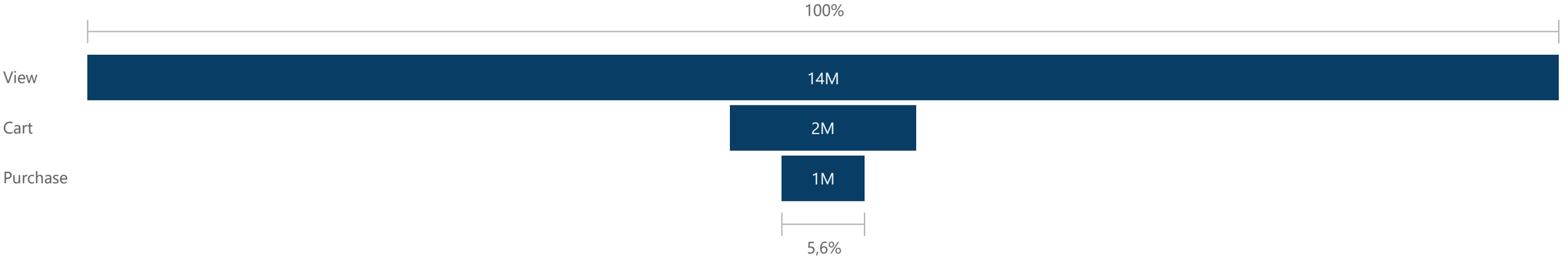
Sum of purchase prices by day



Customers' actions



Heatmap of customers activity hours by day of week

DayOfWeek	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Monday	9,32	17,64	31,95	49,28	61,79	69,90	73,03	69,85	70,34	75,74	71,60	67,54	68,73	76,48	89,74	99,64	100,00	90,70	67,60	42,46	21,77	12,88	8,46	6,32
Tuesday	8,31	14,78	30,98	46,96	59,38	66,53	71,41	73,79	77,73	75,84	70,63	69,75	69,44	78,65	90,14	98,69	100,00	89,63	66,15	42,11	21,71	13,12	8,56	6,62
Wednesday	7,07	12,56	29,76	44,62	57,76	65,81	69,86	70,36	73,94	72,36	71,08	67,76	68,32	77,63	87,55	97,44	100,00	90,04	67,60	42,37	23,64	13,33	8,51	6,50
Thursday	8,52	13,36	27,80	42,06	53,35	59,24	62,31	64,46	69,13	66,58	64,40	62,04	63,39	74,51	92,90	84,45	89,07	100,00	82,17	63,80	46,12	28,72	16,54	12,70
Friday	15,70	27,28	52,38	64,60	72,99	77,90	76,60	80,32	88,02	87,75	82,18	77,93	74,81	85,15	93,16	98,60	100,00	93,72	80,43	63,18	40,77	22,22	13,20	5,87
Saturday	8,87	24,81	45,69	57,68	77,80	89,62	93,68	94,06	92,82	92,42	93,46	92,40	92,57	93,73	97,63	96,93	100,00	99,36	88,11	65,01	38,28	21,69	10,60	8,95
Sunday	8,10	12,43	27,14	49,92	70,75	81,06	81,84	80,01	77,48	74,30	84,51	91,66	93,37	95,56	99,58	96,62	93,31	100,00	41,04	34,05	19,06	10,67	6,32	4,95

E-commerce Conversion Funnel