Count of event_type by event_type and event_type

event_type ● view ● cart ● purchase

session_duration

Distribution of Session Durations

user_segment

Customer Segments
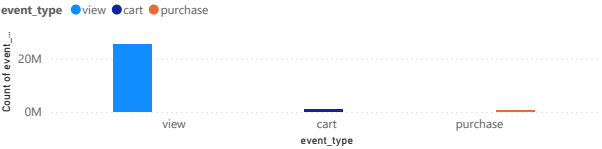
user_segment
● Browse
● Cart Abandoned
● Purchased
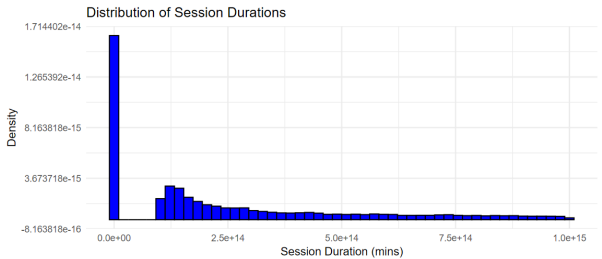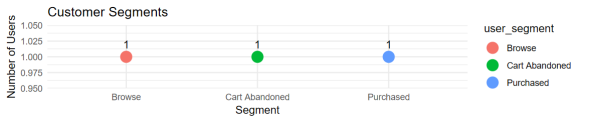
1. Conversion Rate: Percentage of users who make a purchase out of the total visitors
   a. **6.424%**
2. Average Session Duration: Average time users spend on the platform.
   b. 29.746 minutes
3. Bounce Rate: Percentage of users who leave the platform after viewing only one page.
   c. **36.921%**
4. Cart Abandonment Rate: Percentage of users who add items to their cart but do not complete the purchase.
   d. **40.611%**
5. Revenue per Visitor: Average revenue generated per visitor.
   e. **27.91$**
6. Product Views and Purchases: Number of views and purchases for each product.
   f. Top product generated 942081 views and 61259 purchases.
7. Customer Lifetime Value (CLV): Predicted revenue a customer will generate throughout their relationship with the platform.
   g. Can be calculated using given KPI, such as (RevenuePerVisitor, ConversionRate and Product Views)

session_duration, event_type and product_id

Top 10 Most Performant Products by Views and Purchases

type
● purchases
● views