FreshCart Mobile App Analytics - July 2025

KEY METRICS:

- Cart abandonment rate: 68%

- Average session duration: 3.2 minutes

- Search success rate: 43% (users find what they search for)

- Checkout completion rate: 32%

- App crashes during checkout: 12% of sessions

FUNNEL BREAKDOWN:

1. Homepage → Browse: 85% continue

2. Browse → Add to Cart: 52% continue

3. Add to Cart → Checkout: 41% continue

4. Checkout → Payment: 65% continue

5. Payment → Order Confirmation: 78% complete

TOP SEARCH QUERIES (WITH LOW SUCCESS RATES):

- "organic vegetables" - 31% success rate

- "gluten free bread" - 28% success rate

- "fresh meat" - 19% success rate

USER FEEDBACK THEMES:

- "Takes too long to find items" (47% of feedback)

- "Checkout is confusing" (31% of feedback)

- "App is slow/crashes" (22% of feedback)