

# Funnel Analysis

Traffic Source

- Adwords
- Email
- Facebook
- Organic
- YouTube

Funnel Chart From Event by All User

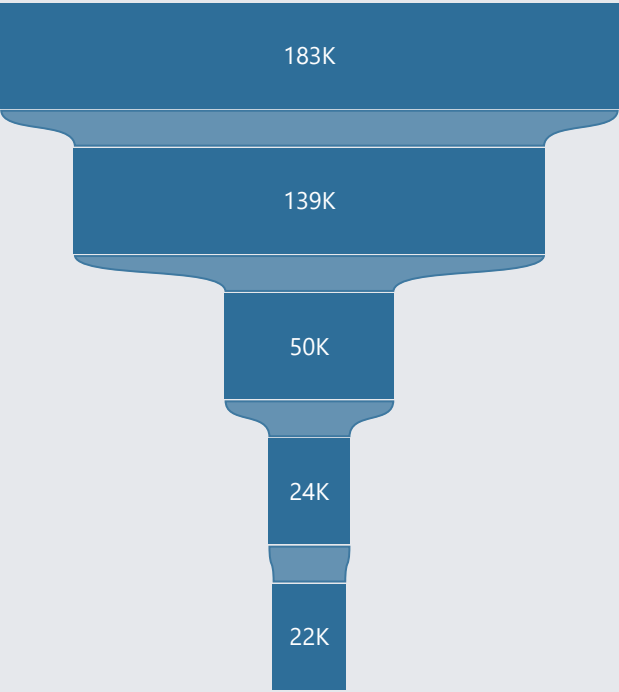
product  
▼ 100.0%

cart  
▼ 76.2%

purchase  
▼ 27.4%

home  
▼ 13.3%

cancel  
▼ 11.9%



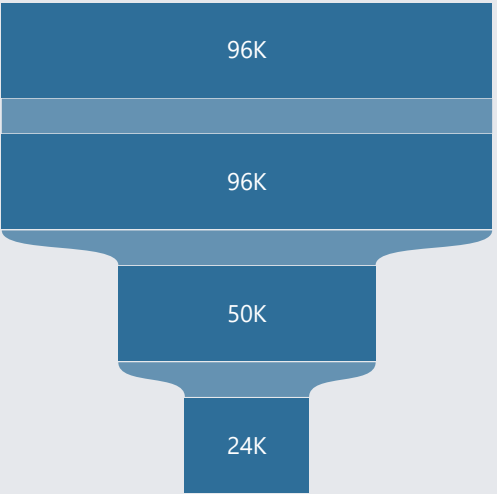
Funnel Chart From Event by Registered User

product  
▼ 100.0%

cart  
▼ 100.0%

purchase  
▼ 52.5%

home  
▼ 25.3%

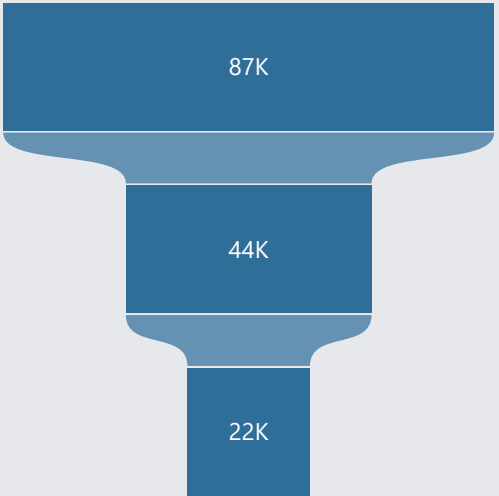


Funnel Chart From Event by New User

product  
▼ 100.0%

cart  
▼ 50.0%

cancel  
▼ 25.0%



**Note:** This data is based on session\_id.

- **Registered Users** are identified by the presence of a user\_id in their data.
- **New Users** are visitors who do not have a user\_id and have been processed through imputation as "NEW\_USER".
- **Percentages displayed are calculated relative to the first** step of the funnel.