



E-commerce Report

1 Apr 2025 - 30 Apr 2025

Overview

Total users
12,005
↑ 0.3%

Sessions
32,578
↑ 0.9%

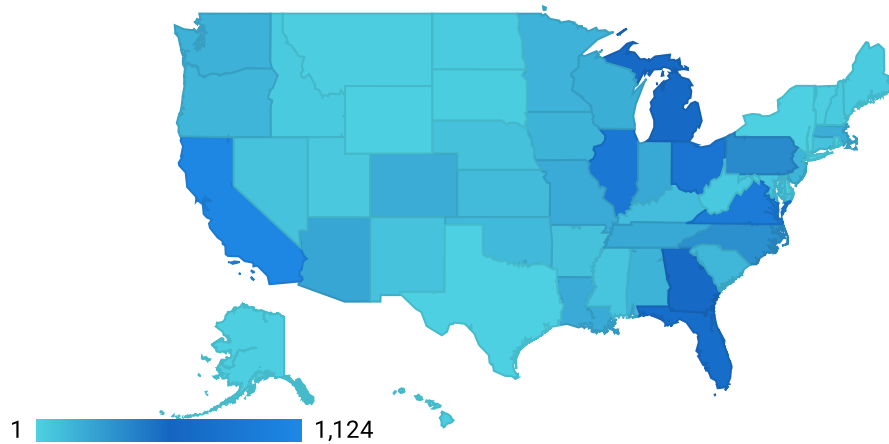
Average session duration
00:05:36
↓ -2.2%

Transactions
1,233
↑ 9.2%

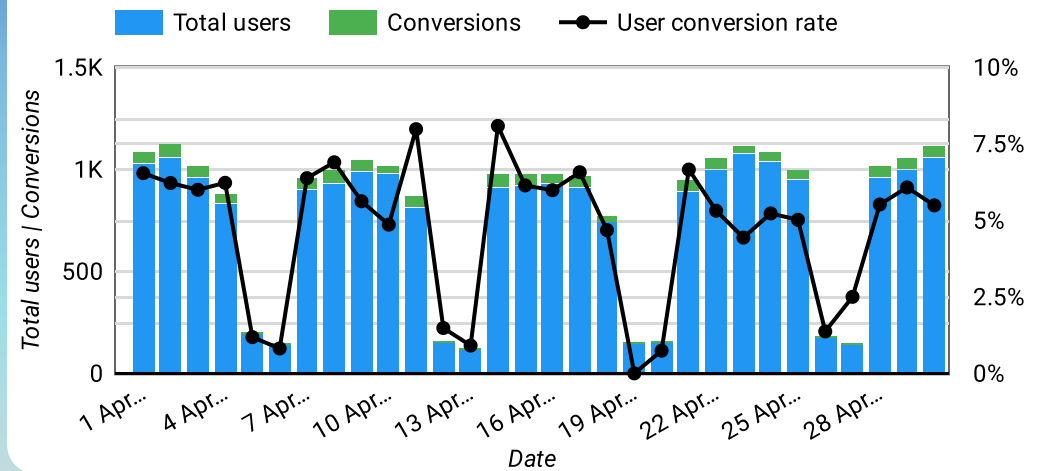
Total revenue
\$505,688
↑ 14.93%



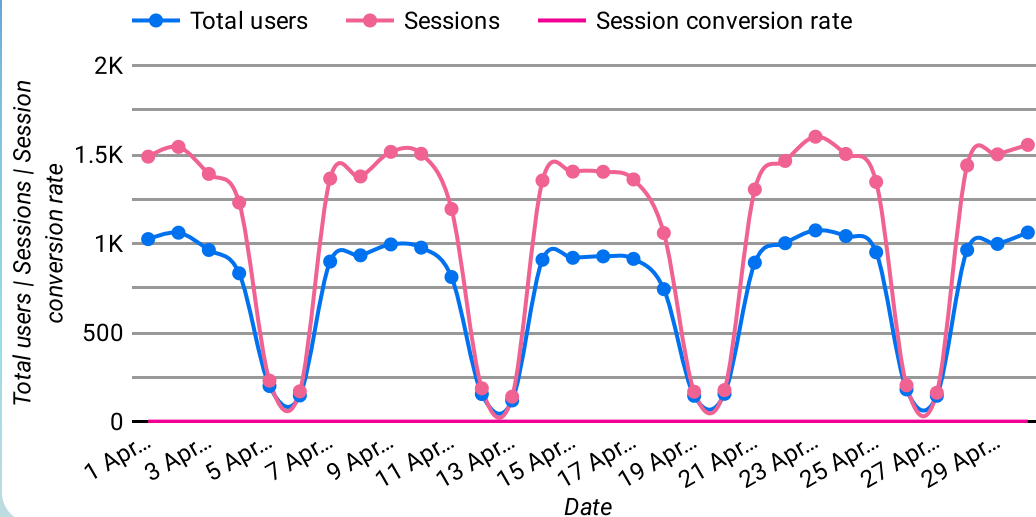
Users by Region



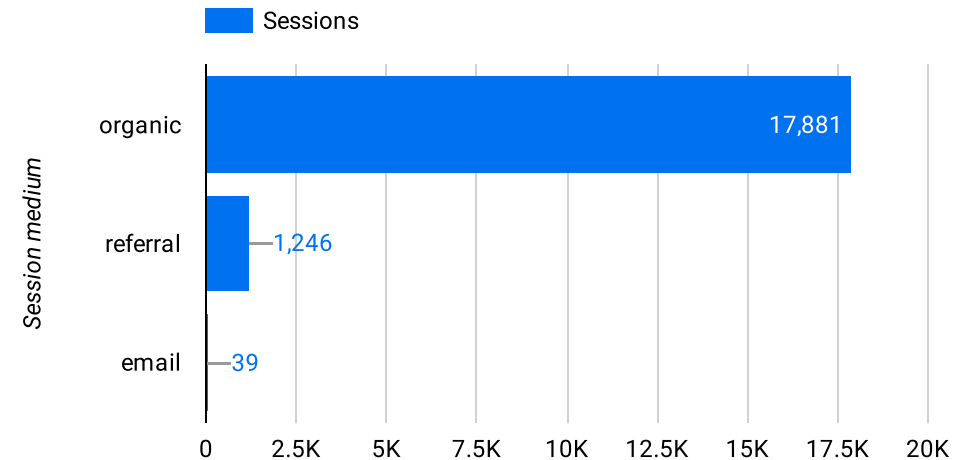
Users & Conversions By Date



session & Users Counts By Date



session By Medium





E-commerce Report

1 Apr 2025 - 30 Apr 2025

Page Insights

PAGE INSIGHTS

1- This visual shows the total count of views over period of time.

2- the doughnut chart displays the user engagement rate over different devices.

3- The time series chart displays the views overtime and the comparison with previous period.

TOP PAGES

1- This visual Describes the page performance over the period of time.

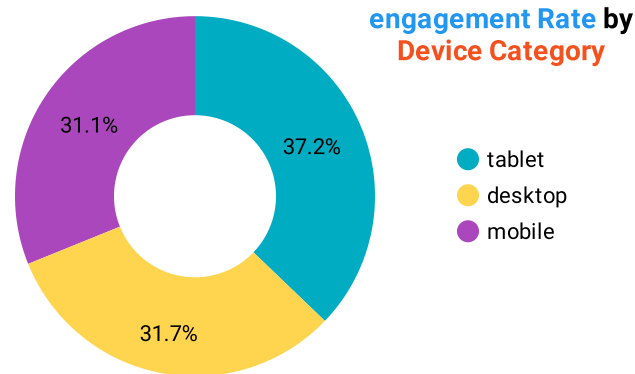
2- Metrics like session and views shows the engagement with the webpage over the time.

3- Average session duration shows the amount of time user generally spend on corresponding pages.

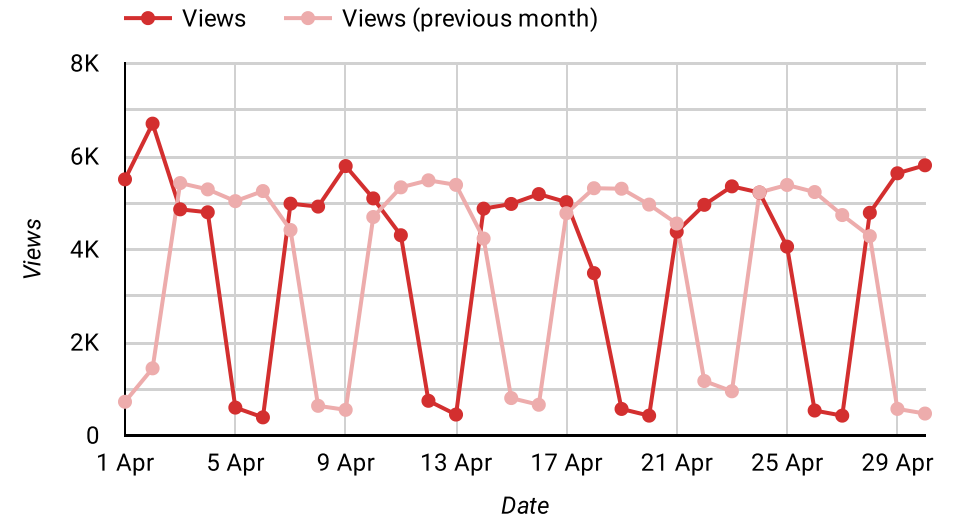
Views
114,734
↑ 0.9%

Engagement rate
63.71%
↓ -3.8%

Engaged sessions
20,755
↓ -3.0%



Comparison of Views with Previous period



Top Pages by Views

	Page title	Sessions ▾	Views	Average session duration	Bounce rate
1.	My Account	2,988	4,077	00:01:20	3.98%
2.	Customer Login	2,920	3,601	00:00:48	10.79%
3.	Success Page	1,432	1,234	00:01:23	9.57%
4.	Checkout	1,414	1,703	00:01:55	1.49%
5.	Order History	998	3,044	00:02:32	7.01%
6.	Store locations	846	901	00:02:41	21.63%
7.	404 Not Found	834	969	00:00:42	68.35%
8.	Shopping Cart	790	1,450	00:04:09	8.99%
9.	Item Not Found	614	849	00:02:00	11.56%
10.	(not set)	406	447	00:00:05	4.93%
	Grand total	26,945	91,620	00:05:36	31.72%



E-commerce Report

1 Apr 2025 - 30 Apr 2025

Content

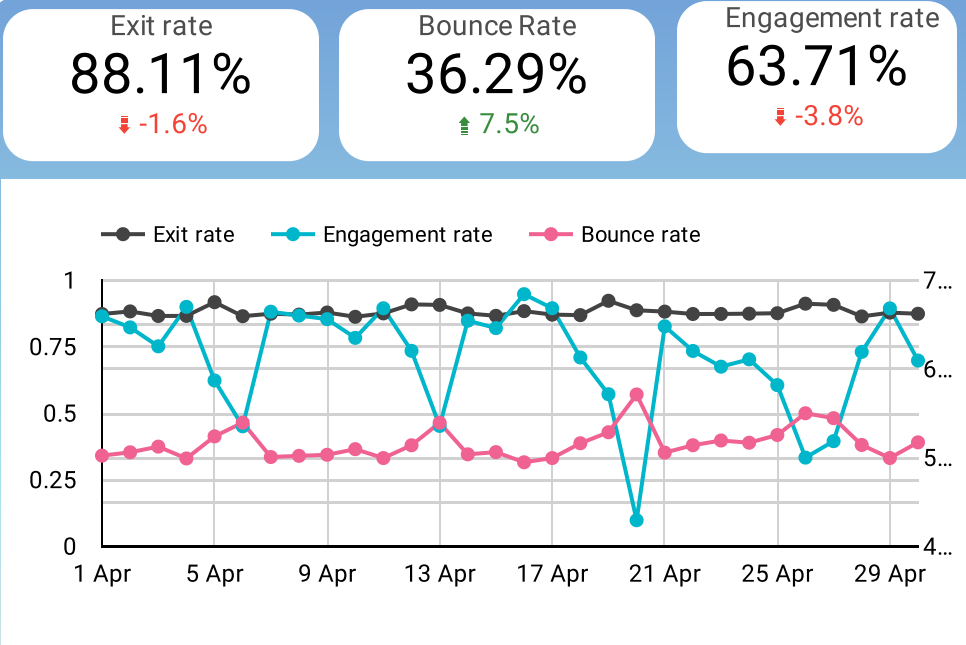
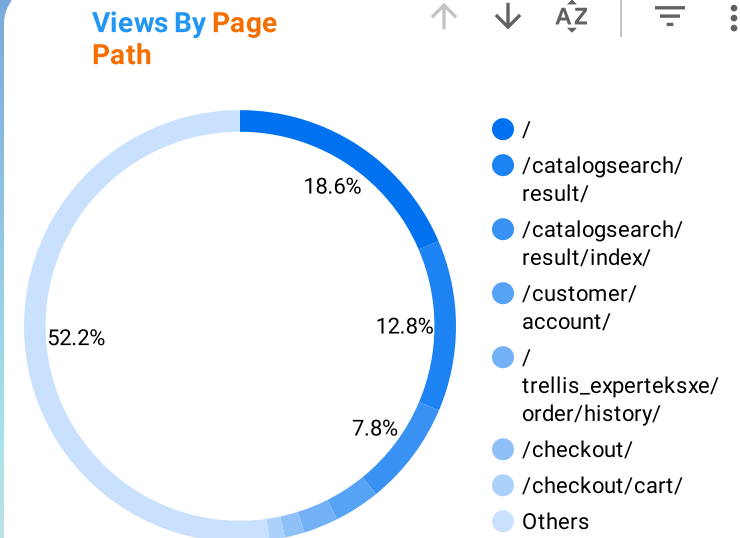
- 1- This visual shows the views percentage by the page path over the time.
- 2- The three cards in the 2nd visual displays the exit rate, bounce rate and engagement rate. the line chart displays the same matrices but day- wise.

exit rate: Exit rate is the percentage of sessions that ended on a page or screen.

bounce rate: bounce rate is the percentage of sessions that were not engaged.

Engagement rate: The engagement rate is the percentage of engaged sessions on your website or mobile app.

3- The last visual displays the website performance by the page title over the time period. and it also shows few metrics like views, sessions, total users and engagement rate.



Performance by Page Title

	Page title	Views	Sessions	Total users	Engagement rate
1.	My Account	4,077	2,988	1,096	96.02%
2.	Customer Login	3,601	2,920	1,617	89.21%
3.	Order History	3,044	998	431	92.99%
4.	Checkout	1,703	1,414	562	98.51%
5.	Shopping Cart	1,450	790	323	91.01%
6.	Success Page	1,234	1,432	503	90.43%
7.	404 Not Found	969	834	650	31.65%
8.	Store locations	901	846	613	78.37%
9.	Item Not Found	849	614	385	88.44%
10.	Registration Landing Page	483	352	297	94.89%
11.	Latest Blog Post: Industry Insi	470	200	107	88.06%

1 - 100 / 25187



E-commerce Report

1 Apr 2025 - 30 Apr 2025



Conversion

1- This visual shows the total conversions, session conversion rate and the medium of conversion over the time.

session conversion rate: the rate of conversion over total number of sessions captured.

2- The second visual provides the information about the conversions comes from Email campaign.

CONVERSIONS BY LANDING PAGE

1- This visual Describes the conversions by landing page and it also displays the session medium over the time.

- The funnel of conversion means how many people are adding product to the cart then checking out and finally purchasing.

Landing page: It shows you the first page a visitor lands on when they visit your website

Conversions

1,233

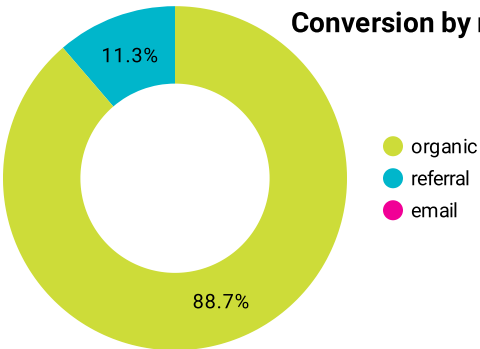
↑ 9.2%

Session conversion rate

3.72%

↑ 8.7%

Conversion by medium



Conversion by Email

Session source/medium	Session campaign	Sessions	Add to cart	Conversions
Acme Locksmith / email	18154f8270-IDN-Phoenix-Ilco-CounterDay-C(011420)_COPY_01	2	0	0
Armstrong's Locksmiths / email	1cabe09b2c-EMAIL_CAMPAIGN_2020_05_30_09_36_COPY_01	1	0	0
Hardware Sales Locksmiths / email	29278f2461-Wilco Monthly Newsletter-	15	0	0
Grand total		39	0	0

1 - 5 / 9



Conversions By Landing page

Session medium

Enter a value

Event name / Event count			
Landing page	add_to_cart	begin_checkout	purchase
/	1,635	389	278
/catalogsearch/result	332	60	41
/checkout	24	96	69
/customer/account/login/referer/aH...	103	18	11
/customer/account/login/referer/aH...	67	15	11
/blog.html	56	12	9
/catalogsearch/result/index	46	12	6
/customer/account	35	12	10
/checkout/cart	27	13	11



E-commerce Report

1 Apr 2025 - 30 Apr 2025

Ecommerce

1- These card visuals show the total count of transactions, total revenue, average order value, conversion rate and Arpu over period of time.

ARPU- average revenue per user.

2- The second visual describes the best seller products over the time period.

3- The 3rd visual describes total purchasers and total revenue by date.

1- These visuals Describes the Transaction details like - transaction by browser - transaction by different channels - transaction by region.

Transactions

1,233

↑ 9.2%

Total revenue

\$505,688

↑ 14.9%

Average order value

\$410.13

↑ 5.2%

Conversion Rate

10.27%

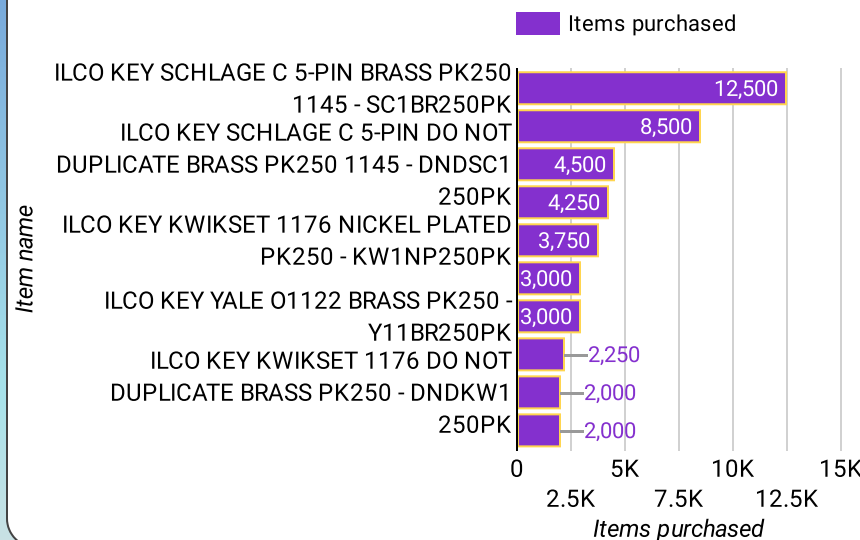
↑ 8.9%

ARPU

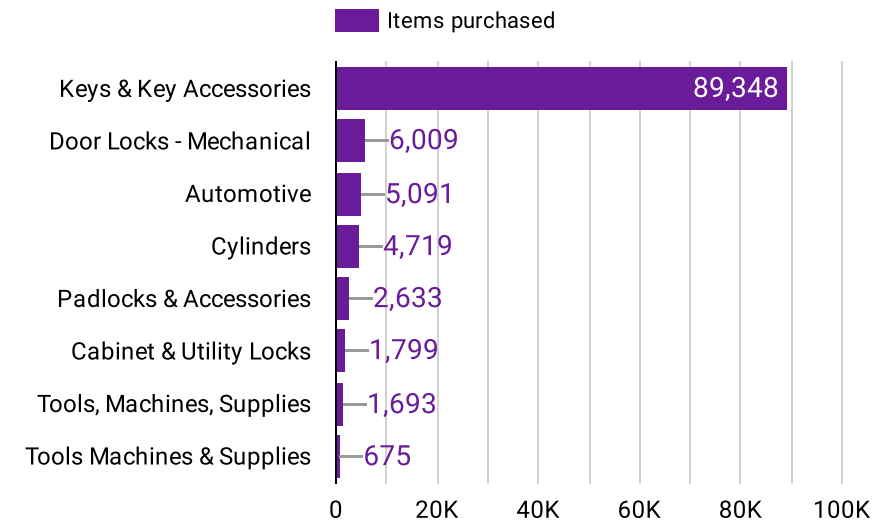
\$42.48

↑ 14.6%

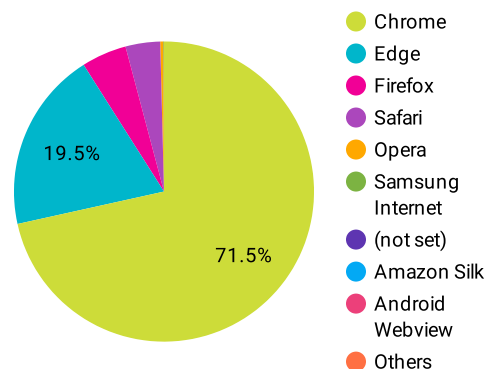
Top Performing Products



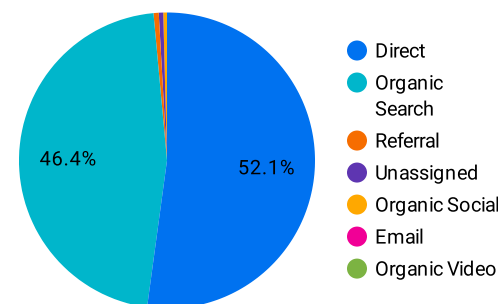
Top Performing Categories



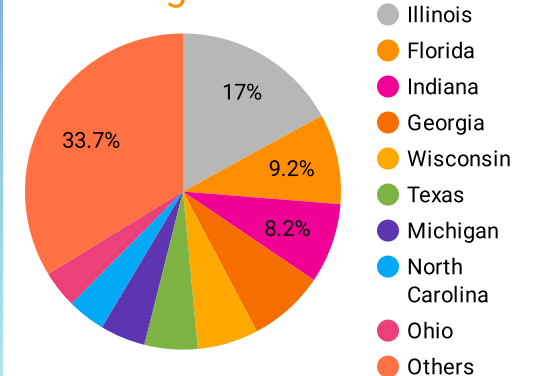
Transaction By Browser



Transaction By Channel



Transaction By Region





E-commerce Report

1 Apr 2025 - 30 Apr 2025

Products

1- These card visual describes the total count of items added to cart, item revenue, average order value, items purchased, items viewed on the product basis over period of time.

2- The 2nd visual shows the location from where the user completed a conversion action.

1- This visual shows the product information based on the product revenue over the period of time.

2- In the search bar we can put a specific product name and get the product information.

ex- PK250

Items added to cart

126,766

↓ -23.4%

Item revenue

\$506,688

↑ 14.7%

Average Item Order Value

\$4.45

↑ 28.5%

Items purchased

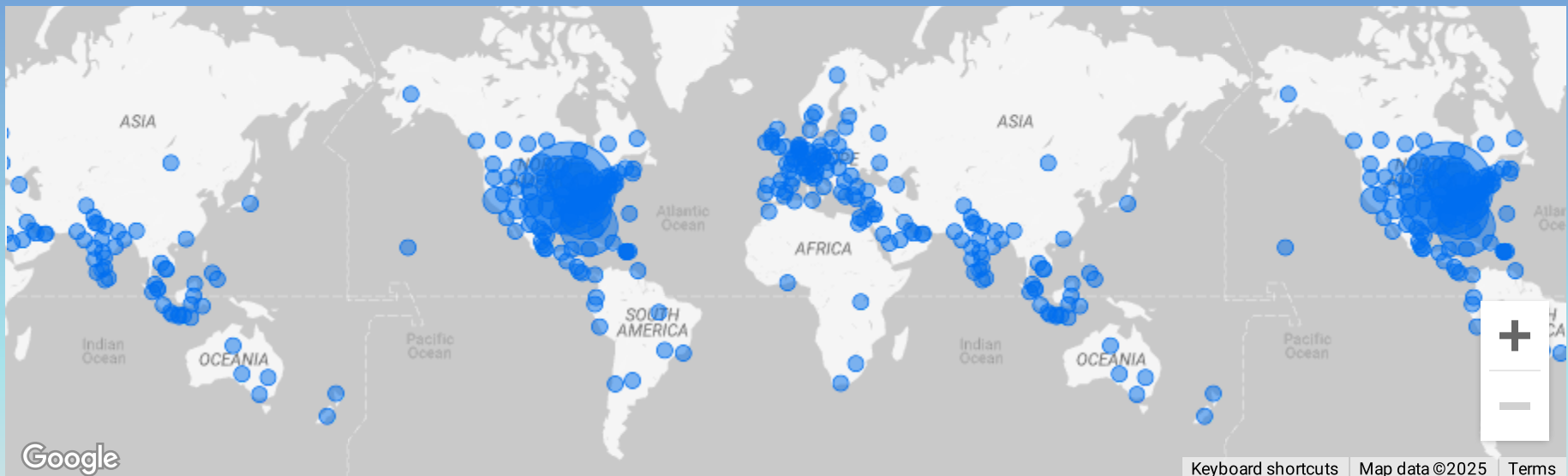
113,861

↓ -10.7%

Items viewed

32,136

↑ 1.8%



Item name

Product By Revenue

Item ID	Item name	Items added to cart	Items purchased	User conversion rate	Item revenue
96597	ILCO KEY SCHLAGE C 5-PIN BRASS PK250 1145 - ...	12,506	12,500	35%	\$1,957.5
96579	ILCO KEY KWIKSET 1176 BRASS PK250 - KW1BR2...	8,255	8,500	29.17%	\$1,337.5
96561	ILCO KEY SCHLAGE C 5-PIN DO NOT DUPLICATE B...	4,751	4,500	10.94%	\$2,027.5
96600	ILCO KEY SCHLAGE C 5-PIN NICKEL PLATED PK2...	3,504	4,250	25.42%	\$727.5
96582	ILCO KEY KWIKSET 1176 NICKEL PLATED PK250 - ...	3,253	3,750	19.05%	\$702.5
96627	ILCO KEY YALE O1122 BRASS PK250 - Y11BR250PK	2,751	3,000	12.16%	\$652.5
96585	ILCO KEY MASTER 1K BRASS PK250 - M1BR250PK	2,252	3,000	22.92%	\$507.5
96603	ILCO KEY SCHLAGE C 6-PIN BRASS PK250 1145A ...	2,252	2,000	16.28%	\$442.5



E-commerce Report

1 Apr 2025 - 30 Apr 2025

Demographics

1- This card describes the user details such as Total users, New users, Active Users, Returning Users and First time Purchasers over period of time.

2- The other 3 doughnut charts display the percentage of users comes from different Browsers, Devices and states.

Total users
12,005
↑ 0.3%

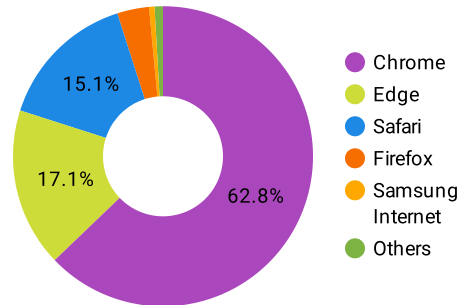
New users
9,184
↓ -0.5%

Active users
11,905
↑ 0.3%

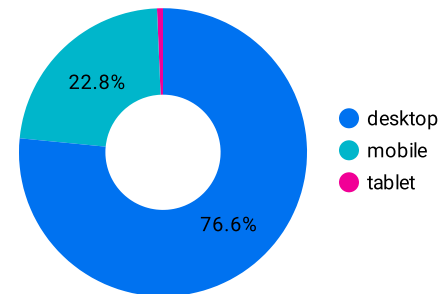
Returning User
2,821
↑ 2.9%

First time purchasers
195
↑ 7.7%

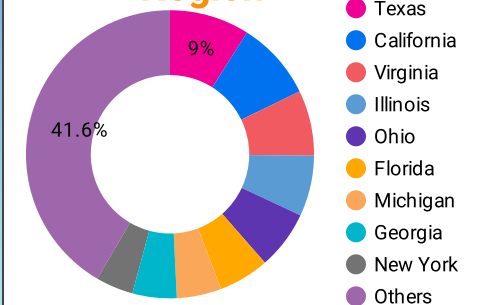
Users By Browser



Users By Device



Users By Region



1- This visual also Describes the users details by pages over the period of time.

means page wise what is the user flow .

it also includes the Bounce rate.

Users By Pages

Page title	Total users	New users	User engagement	Bounce rate
My Account	1,096	2	29:05:01	3.98%
Customer Login	1,617	146	14:40:19	10.79%
Order History	431	0	16:27:03	7.01%
Checkout	562	0	29:18:42	1.49%
Shopping Cart	323	0	22:35:20	8.99%
Success Page	503	0	11:32:59	9.57%
404 Not Found	650	565	02:44:55	68.35%
Store locations	613	117	12:42:36	21.63%
Grand total	9,512	4,781	1034:30:00	31.72%



E-commerce Report

1 Apr 2025 - 30 Apr 2025

1- This visual shows the Category page details over the period of time.

1- This visual Describes the Product page details over the period of time.

- in the search bar we put any product name get the product information.

Product Listing page Performance

	Item category	Total users	Items added to cart	Items purchased	Item revenue
1.	Door Locks - Mechanical	2,737	7,384	6,009	\$169,192.7
2.	Access Control	2,250	796	649	\$65,459.17
3.	Keys & Key Accessories	1,814	95,220	89,348	\$49,644.25
4.	Cylinders	1,696	6,243	4,719	\$52,646.08
5.	Exit Devices & Alarms	1,416	352	239	\$26,464.33
6.	Tools, Machines, Supplies	1,396	2,508	1,693	\$15,719
7.	Door Accessories	1,393	903	611	\$15,450.32
	Grand total	6,952	126,759	113,853	\$505,652.65
					1 - 20 / 20

Product Details page Performance

Item name

	Item name	Total users	Items added to cart	Items purchased	Item revenue
1.	ILCO KEY SCHLAGE C 5-PIN BRASS PK250 1145 - SC1BR250PK	80	12,506	12,500	\$1,957.5
2.	ILCO KEY KWIKSET 1176 BRASS PK250 - KW1BR250PK	72	8,255	8,500	\$1,337.5
3.	ILCO KEY SCHLAGE C 5-PIN DO NOT DUPLICATE BRASS PK250 1145 - DNDSC1 250PK	64	4,751	4,500	\$2,027.5
4.	ILCO KEY SCHLAGE C 5-PIN NICKEL PLATED PK250 1145 - SC1NP250PK	59	3,504	4,250	\$727.5
5.	ILCO KEY KWIKSET 1176 NICKEL PLATED PK250 - KW1NP250PK	63	3,253	3,750	\$702.5
6.	ILCO KEY YALE O1122 BRASS PK250 - Y11BR250PK	74	2,751	3,000	\$652.5
	Grand total	6,971	126,766	113,861	\$506,687.51
					1 - 100 / 18696



E-commerce Report

1 Apr 2025 - 30 Apr 2025

Custom Event Insight

1- This visual shows all the custom events details over period of time.

1- This visual Describes the custom events at a more granular level like field value over the period of time.

Form Engagement

	Date	Event name	Event count ▾	Total users
1.	9 Apr 2025	request_online_access_button	15	11
2.	2 Apr 2025	new_business_account_button	14	12
3.	9 Apr 2025	form_failure_request_online_access	12	5
4.	10 Apr 2025	request_online_access_button	12	10
5.	10 Apr 2025	new_business_account_button	11	10
6.	15 Apr 2025	request_online_access_button	11	9
7.	15 Apr 2025	new_business_account_button	10	7
8.	23 Apr 2025	request_online_access_button	10	9
Grand total			418	272

1 - 100 / 106

Form Engagement Details

	Date ▲	Event name	Field value	Event count	Total users
1.	3 Apr 2025	dropdown_change	Product Question	1	1
2.	3 Apr 2025	dropdown_change	Internet Search	1	1
3.	3 Apr 2025	dropdown_change	Other	2	1
4.	14 Apr 2025	dropdown_change	Sales	1	1
5.	16 Apr 2025	dropdown_change	Sales	1	1
Grand total				9	7

1 - 7 / 7

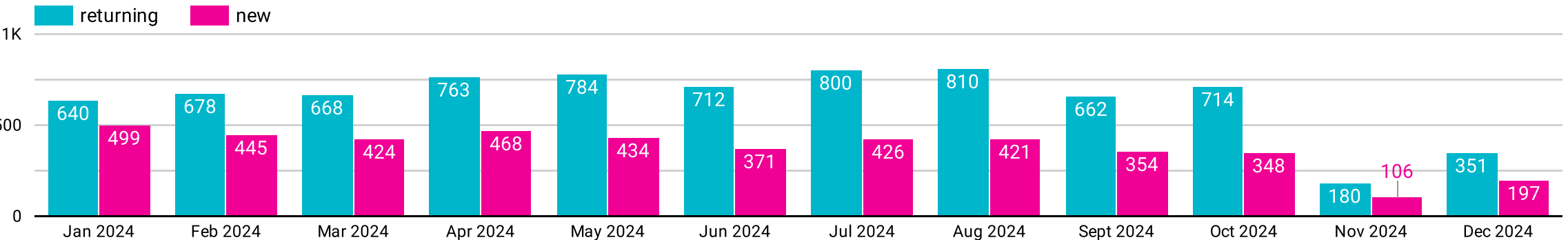


E-commerce Report

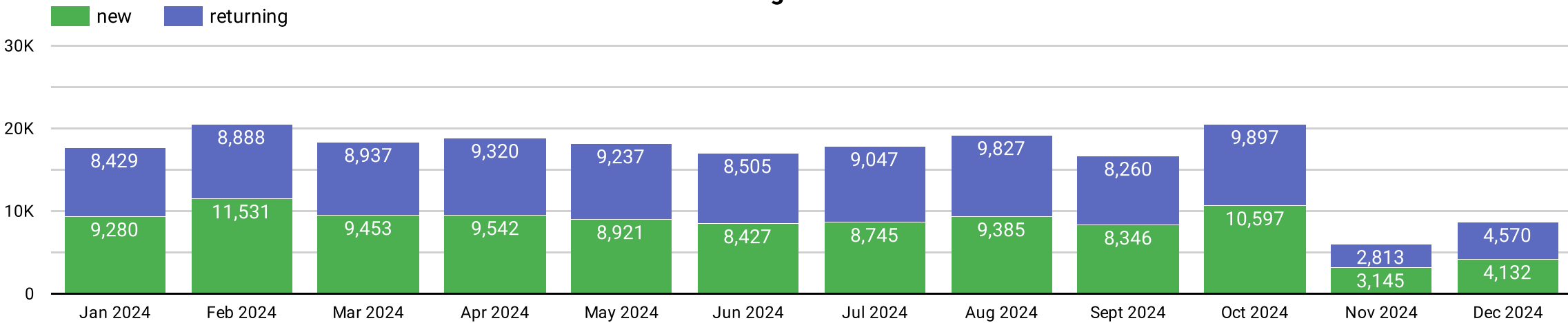
1 Jan 2024 - 31 Dec 2024

Ecommerce Purchases by New vs Returning Users over time

⬆️⬆️ | ≡ | ⋮



New user vs Returning user overtime



Revenue Generated from different Regions Overtime

≡ | ⋮

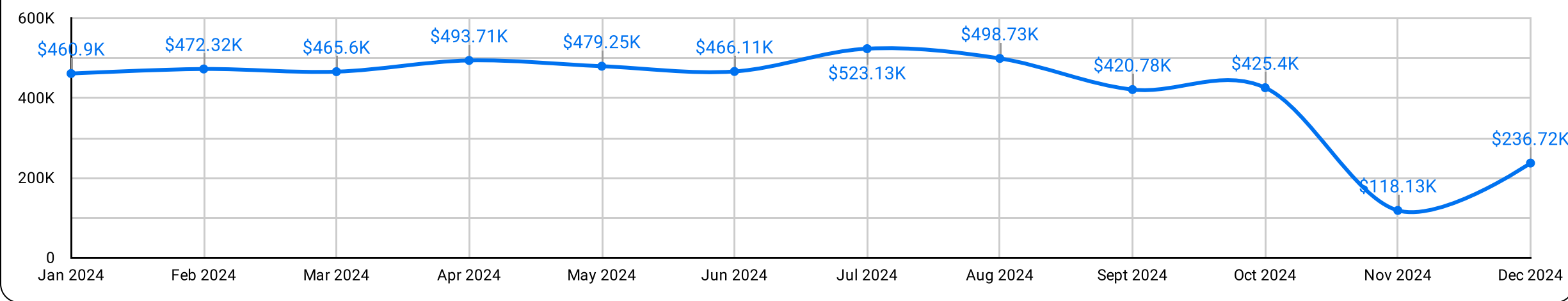
Date (Year Month) / Total revenue												
Region	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024
Illinois	\$102,878	\$107,007	\$100,894	\$123,184	\$105,962	\$113,090	\$113,398	\$127,123	\$97,534	\$85,600	\$35,956	\$34,615
Indiana	\$37,532	\$33,485	\$35,948	\$46,692	\$39,537	\$37,928	\$38,167	\$46,602	\$33,352	\$31,867	\$7,812	\$21,793
Wisconsin	\$32,508	\$44,013	\$36,201	\$40,609	\$31,606	\$30,995	\$34,522	\$32,033	\$32,649	\$39,520	\$7,415	\$17,827
Florida	\$30,793	\$28,891	\$34,616	\$29,971	\$25,802	\$36,160	\$40,360	\$35,577	\$20,769	\$35,374	\$6,536	\$18,505
Georgia	\$22,280	\$23,902	\$26,131	\$23,770	\$26,482	\$25,697	\$32,433	\$18,120	\$23,147	\$25,255	\$7,685	\$13,423
Michigan	\$32,776	\$32,272	\$21,608	\$25,242	\$25,716	\$15,072	\$27,303	\$26,898	\$20,613	\$16,470	\$5,487	\$12,504
Grand ...	\$460,900	\$472,315	\$465,602	\$493,711	\$479,250	\$466,112	\$523,130	\$498,730	\$420,775	\$425,403	\$118,129	\$236,716



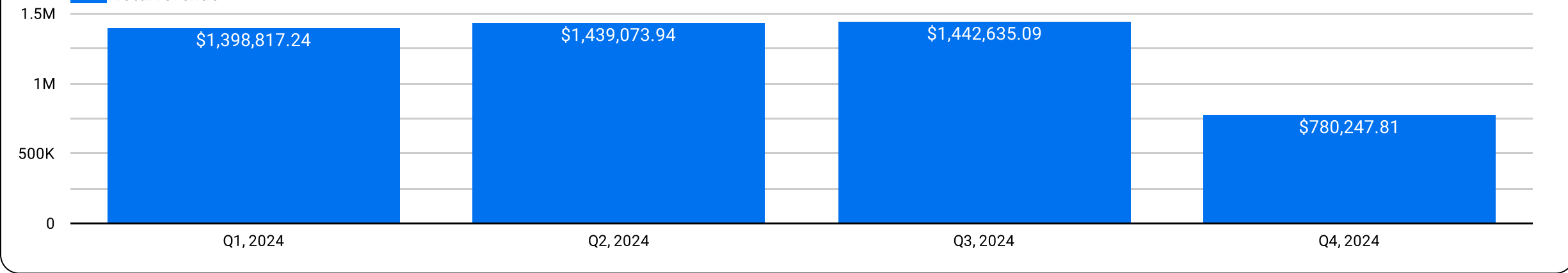
E-commerce Report

1 Jan 2024 - 31 Dec 2024

Revenue Trend over the time



Total Revenue by Quarters



Revenue Generated from different Channels Overtime

Date (Year Month) / Total revenue												
Channels	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024	Jun 2024	Jul 2024	Aug 2024	Sept 2024	Oct 2024	Nov 2024	Dec 2024
Direct	\$259,803	\$284,842	\$268,103	\$278,221	\$282,706	\$293,982	\$307,273	\$298,282	\$237,393	\$236,145	\$61,264	\$133,874
Organic Search	\$189,478	\$183,835	\$195,101	\$212,106	\$191,802	\$164,290	\$209,303	\$195,014	\$178,294	\$187,624	\$56,486	\$101,935
Referral	\$11,618	\$3,382	\$1,745	\$3,385	\$4,742	\$7,841	\$6,188	\$5,073	\$5,088	\$1,074	\$296	\$0
Email	-	\$257	\$653	-	-	\$0	-	\$0	-	\$264	\$84	\$166
Organic Social	-	-	-	-	-	-	\$367	-	-	\$0	-	\$741
Unassigned	-	-	-	-	-	-	-	\$362	-	\$296	-	-
Grand total	\$460,900	\$472,315	\$465,602	\$493,711	\$479,250	\$466,112	\$523,130	\$498,730	\$420,775	\$425,403	\$118,129	\$236,716