Pathway to Purchase Analysis

Customer qty
4790

Median time until purchase
17.00

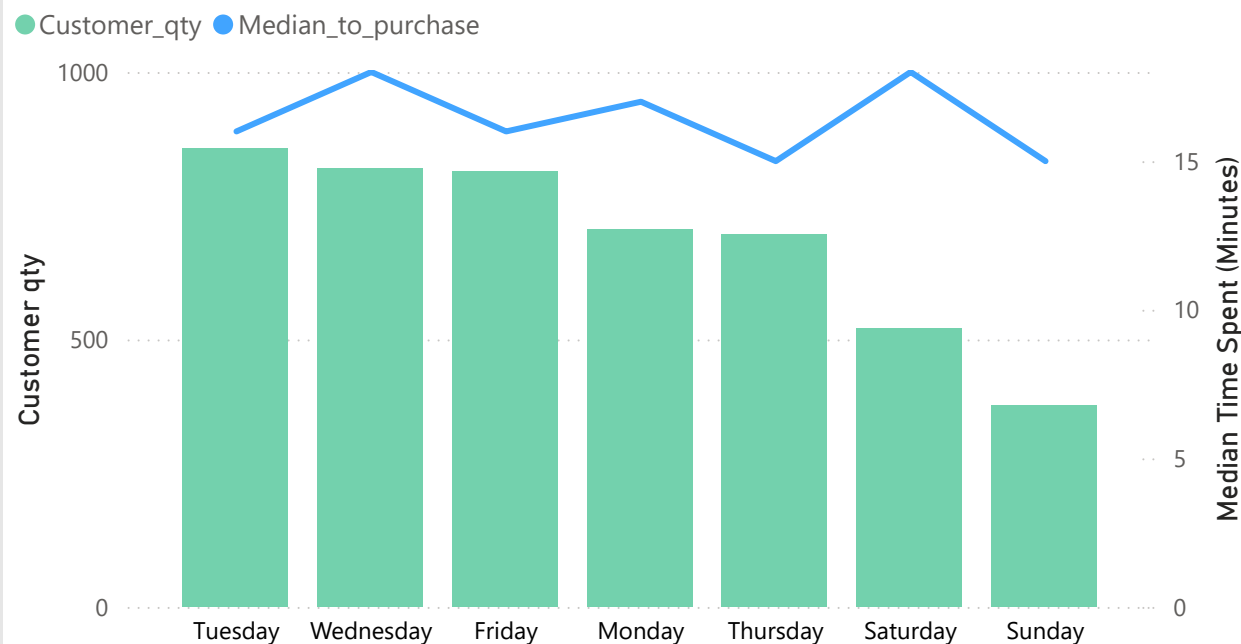| Same-Day First Purchase Total Sales |
|:---:|
| 312.14K |

Same-Day First Purchase Item Total Sales
20K

Median Time Spent Until Purchase (in Minutes)
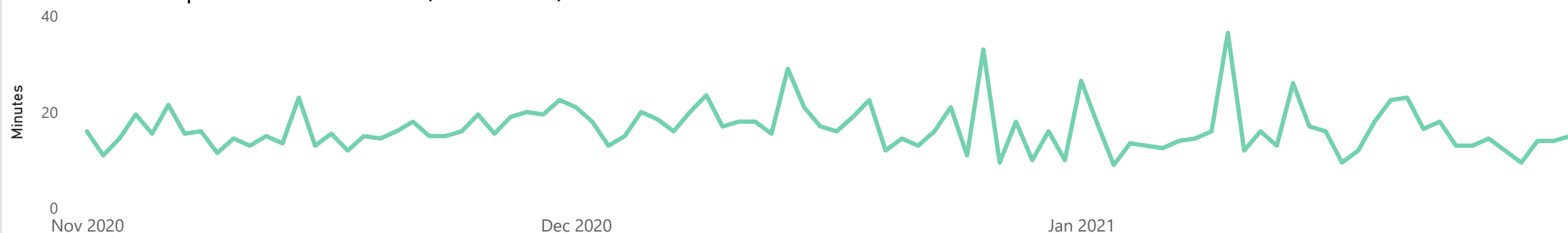
Customer Count and Median Purchase Time by Weekday

● Customer_qty ● Median_to_purchase

Key Insights

- **Same-Day Purchases Overview**
  Total Users: 4,790 users made a purchase on the same day they took their first action.
  Median Purchase Time: Across all users, the median time to purchase was **17 minutes**.
- **Peak Purchase Days**
  Highest Purchase Activity: Most users visited and made purchases on **Tuesdays, Wednesdays, and Fridays**.
  Longest Purchase Time: Saturdays had the highest median time to purchase.
- **Device-Based Purchase Speed**
  Fastest Conversions: **Tablet users** had the shortest median time to purchase, completing transactions in just **15 minutes**.

Pathway to Purchase Analysis

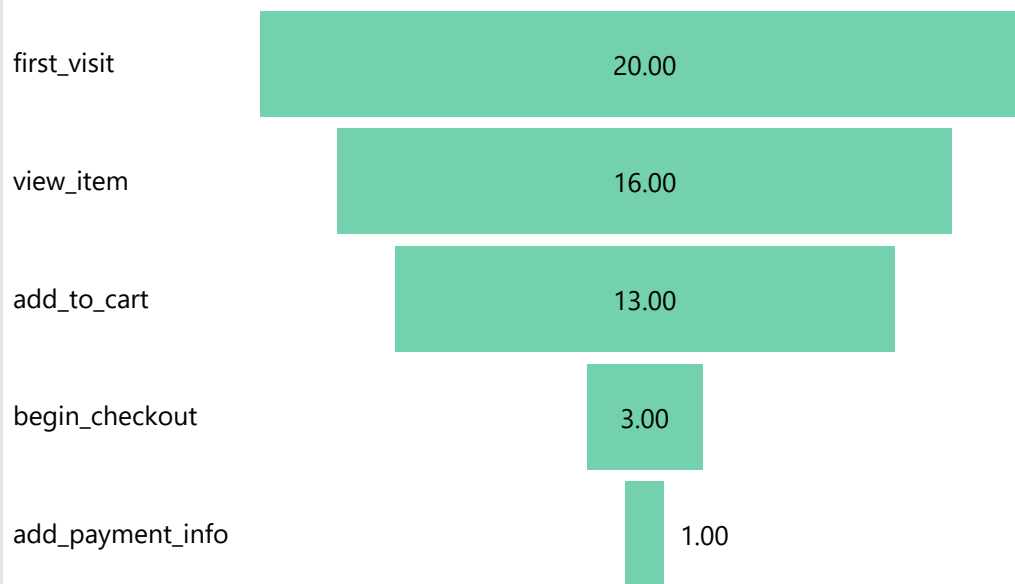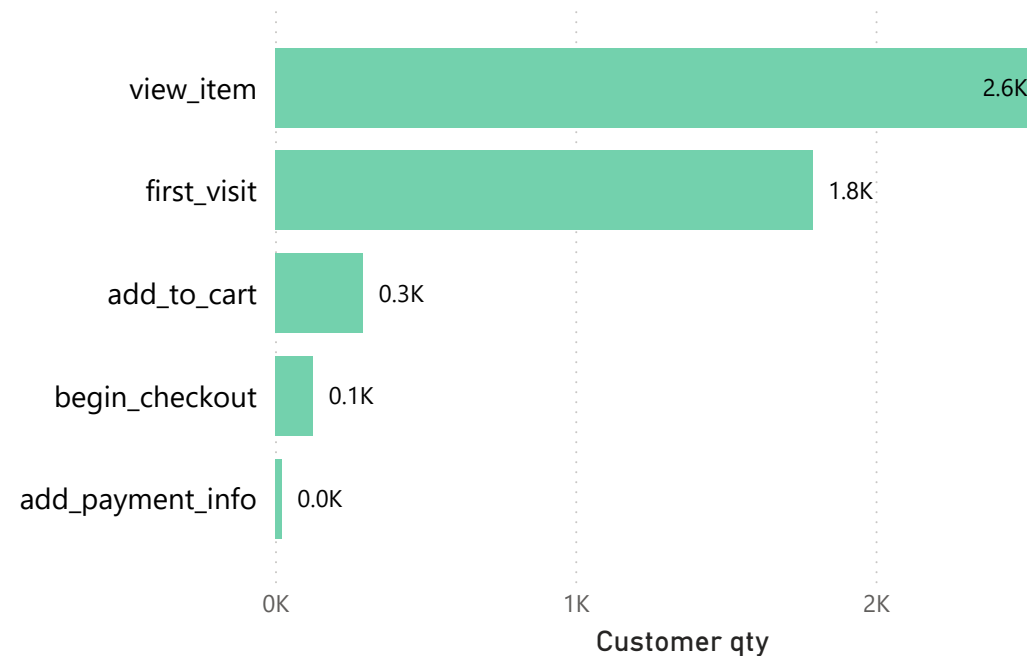| Date	Country	Device	Mobile brand	Browser
11/1/2020 📅 1/31/2021 📅	All ⌄	All ⌄	All ⌄	All ⌄

How Long It Takes to Purchase from First Daily Step: Conversion Funnel

first_visit	20.00
view_item	16.00
add_to_cart	13.00
begin_checkout	3.00
add_payment_info	1.00

First Actions Leading to Purchase: Customer Volume Analysis

view_item	2.6K
first_visit	1.8K
add_to_cart	0.3K
begin_checkout	0.1K
add_payment_info	0.0K

Customer qty: 0K — 1K — 2K

Additional Key Insights

- **Time Spent Before Purchase**
   Users spend the most time before purchasing when they start their day with a **first visit** and proceed to a **second view item**.
- **Checkout Speed**
   Once users initiate the checkout process, it takes just **3 minutes** on average to complete their first purchase of the day.
- **Common First Actions**
   The majority of users begin their daily journey with **View Item** and **First Visit** actions.