

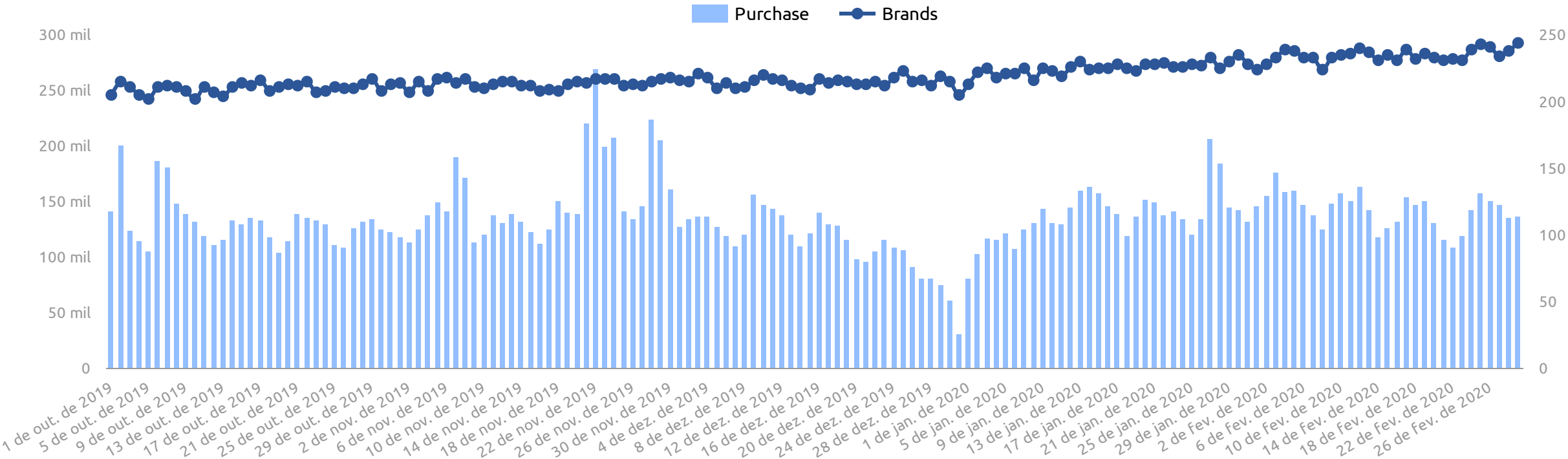
Overview

Customer Behavior

Dashboard - Business Analytics

E-commerce: eCommerce Events History in Cosmetics Shop

1 de out. de 2019 - 29 de fev. de 2020



user_session4.535.941

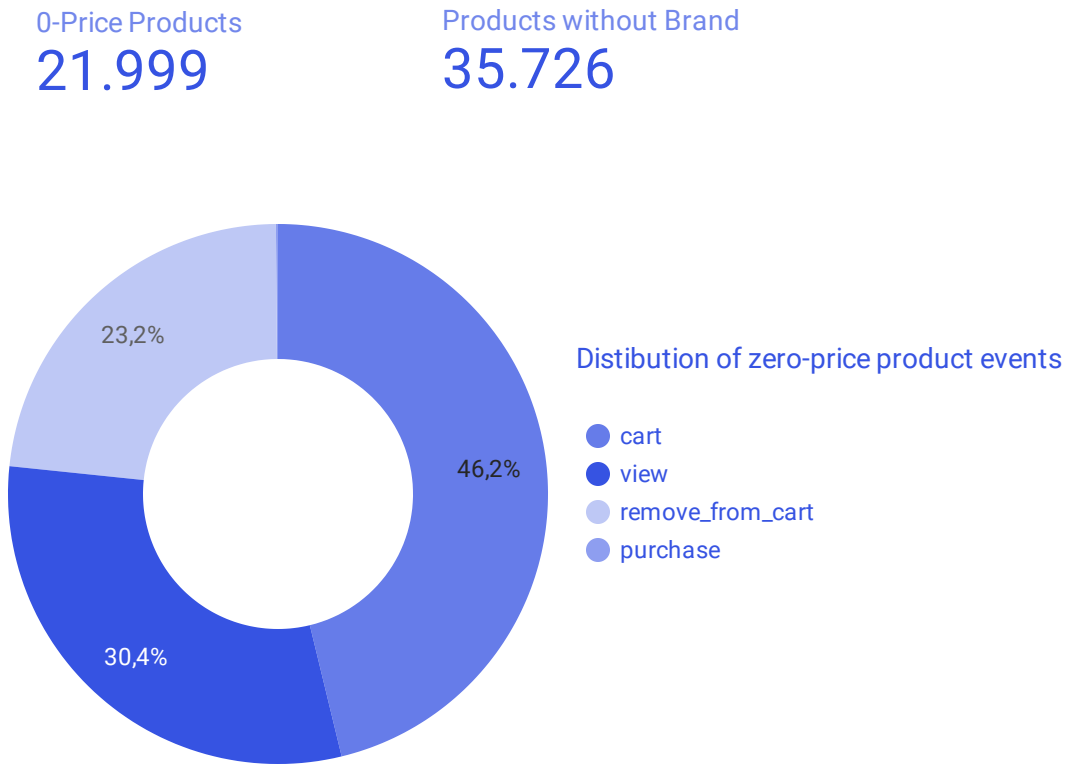
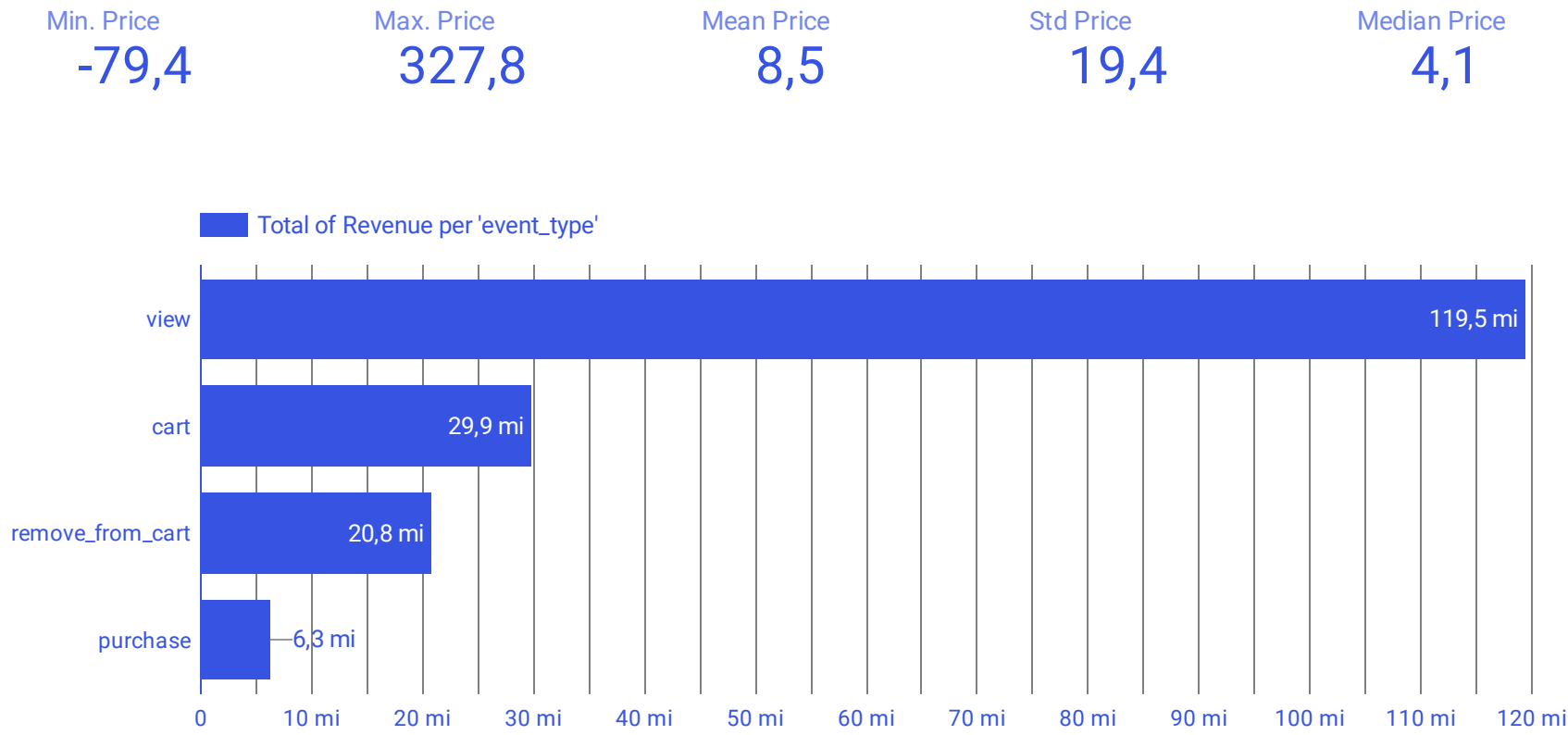
event_time20.692.840

user_id1.639.358

brand273

product_id54.571

category_id525



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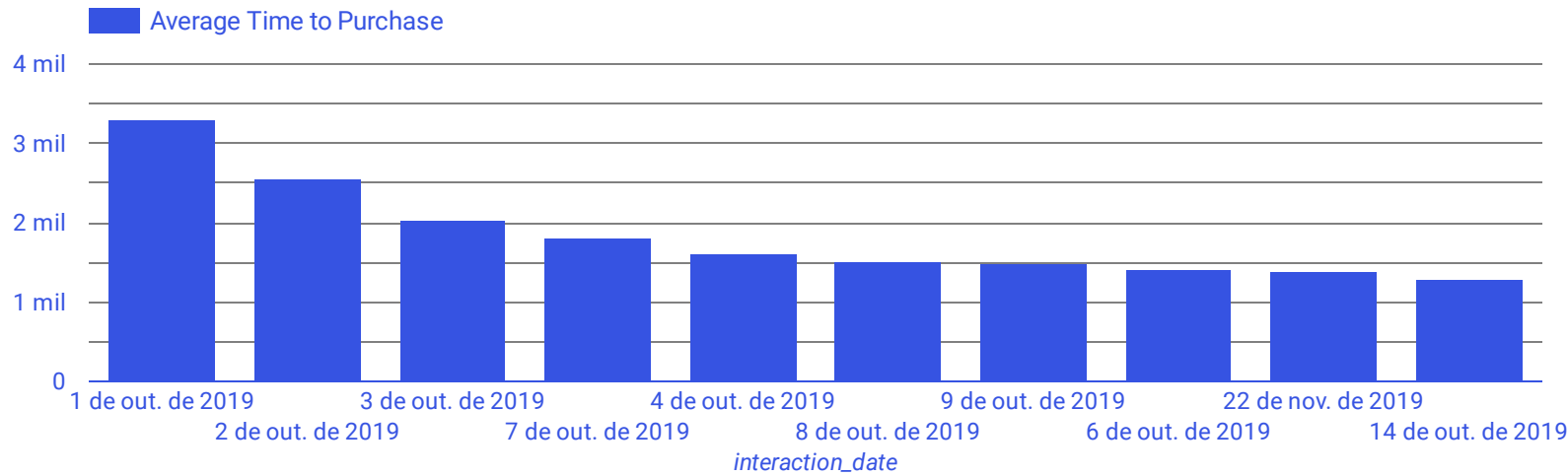


Weekly User Engagement

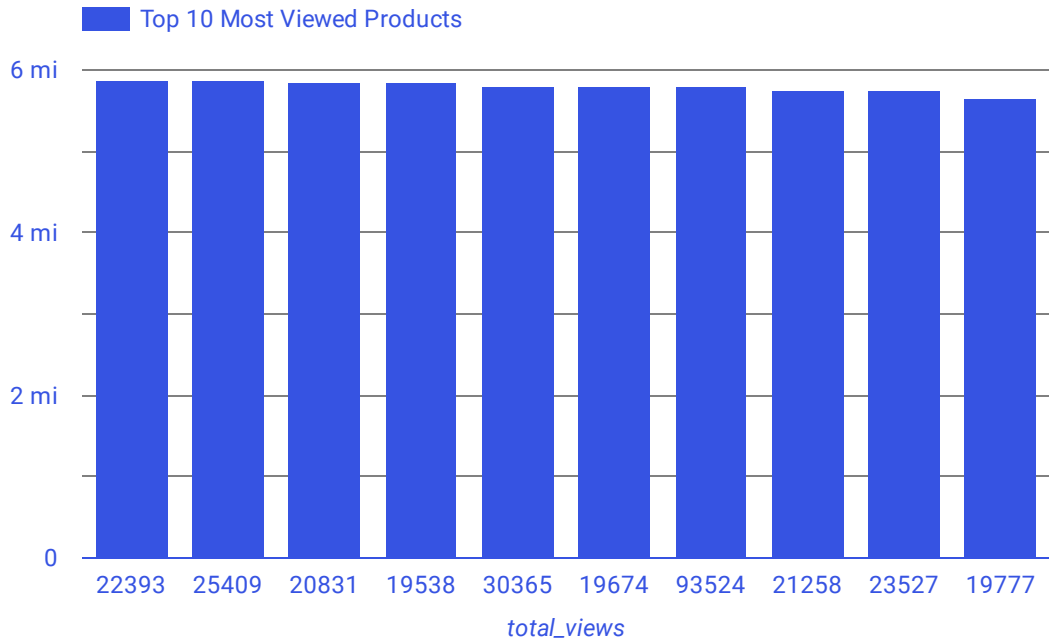
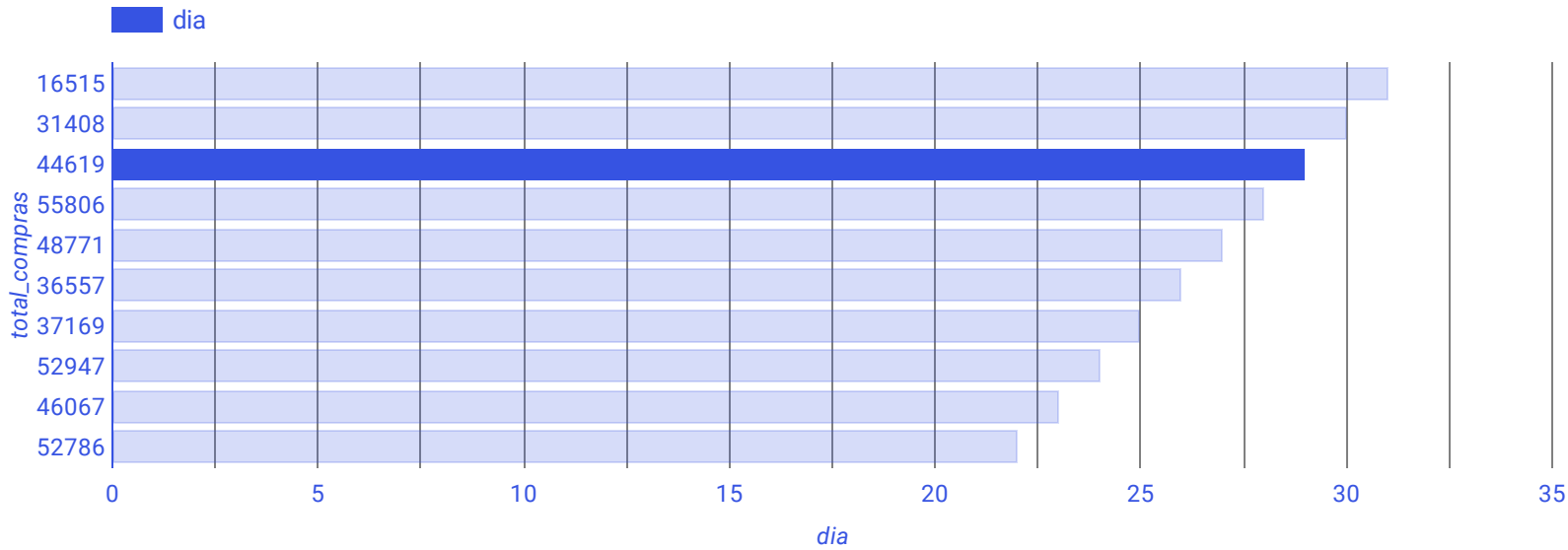
	weekly_users	week
1.	32207	
2.	95994	
3.	103463	
4.	105616	
5.	102265	

1 - 23 / 23

Day of the Month on people make the Most Purchases



Purchase count by day of the month



Conversion Rate
13,33

Shopping Cart Activity

