

## eCommerce Dashboard #1: Behavior and Top Products

Apr 26, 2022 - May 2, 2022

All Users

100.00% Sessions

### Revenue

\$70,137.44

% of Total: 100.00% (\$70,137.44)



### Revenue Per User

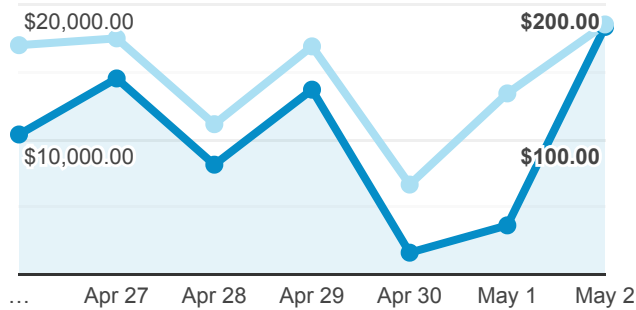
\$4.28

% of Total: 100.00% (\$4.28)



### Revenue and Avg. Order Value

Revenue Avg. Order Value



### Top Content

Page		Pageviews	Avg. Time on Page
/home		13,537	00:01:35
/basket.html		10,606	00:00:37
/store.html		5,822	00:00:39
/google+redesign/apparel/mens		4,757	00:00:56
/signin.html		2,954	00:00:30
/google+redesign/new		2,707	00:01:22
/asearch.html		2,701	00:00:44
/google+redesign/apparel		2,384	00:01:05
/google+redesign/lifestyle/bags		2,297	00:00:51
/google+redesign/lifestyle/drinkware		2,195	00:01:00

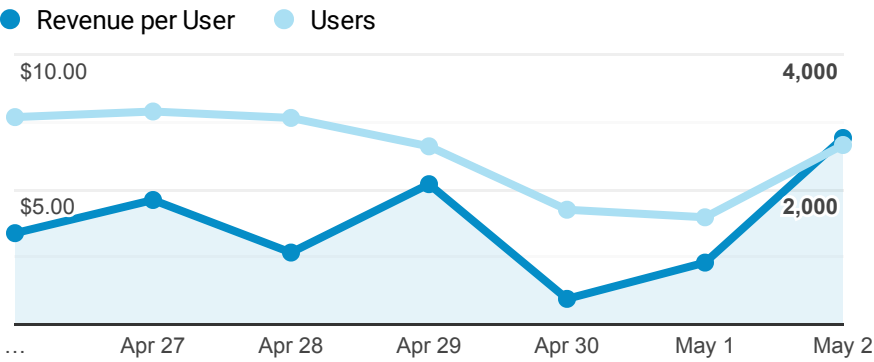
### Users by Source / Medium

Source / Medium	Users
(direct) / (none)	13,961
google / cpc	2,295
Partners / affiliate	80
dfa / cpm	28
(not set) / cpc	26

### Quantity and Unique Purchases by Product

Product	Quantity	Unique Purchases
Google Cloud Bottle With Strap	240	10
Google Ombre Pen	179	35
Maze Pen	174	9
Google Leather Strap Hat Black	151	14
Google Cloud Clay Mug	127	7
Chrome Dino Socks	121	3
YouTube Kids Character Sticker Sheet	116	9
Google Metallic Notebook Set	102	8
Google Large Tote White	101	18
Android Iconic Notebook	100	1

### Revenue per User and Number of Users



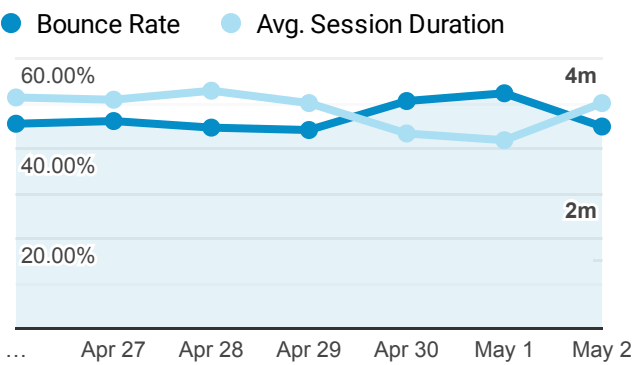
### Sessions and Revenue by Campaign

Campaign	Sessions	Revenue
(not set)	17,113	\$61,305.07
Test	1,126	\$3,315.87
MIX   Txt ~ AW-Brand (US/Cali)	574	\$4,246.40
MIX   Txt ~ AW - Apparel	227	\$1,105.70
BMM   Txt ~ AW - Hoodies	193	\$0.00
Data Share Promo	94	\$0.00
EXA   Txt ~ AW - YouTube	91	\$20.00
BMM   Txt ~ AW - Tumblr	58	\$0.00
MIX   Txt ~ AW - T-shirts	48	\$0.00
MIX   Txt ~ AW - Drinkware	46	\$49.40

### Sessions and Bounce Rate by Device Category

Device Category	Sessions	Bounce Rate
desktop	13,656	40.83%
mobile	5,974	57.80%
tablet	229	58.52%

### Onsite Behavior



### Bounce Rate by Page

Page	Bounce Rate
/myaccount.html?mode=billingaddress	6.25%
/myaccount.html?mode=vieworder	10.62%
/signin.html	12.54%
/google+redesign/apparel/google+google+summer19+crew+grey	14.29%
/google+redesign/apparel/google+google+kids+playful+tee	16.67%
/google+redesign/lifestyle/superg+patch	16.67%
/store.html/quickview	16.67%
/google+redesign/apparel/google+tee+white	20.00%
/google+redesign/kids/youtube+kids+tee+black	20.00%
/google+redesign/apparel/google+mens+puff+jacket+black	20.83%

### Sessions and Bounce Rate by Mobile Device ...

Mobile Device Model	Sessions	Bounce Rate
iPhone	2,877	56.03%
Pixel 6 Pro	192	37.50%
iPad	137	60.58%
(not set)	133	69.92%
Pixel 5	105	45.71%
Pixel 6	102	44.12%
Pixel 4a	56	60.71%
Pixel 4a (5G)	34	55.88%
BMH-AN20	27	62.96%
M2012K11AC	25	72.00%

