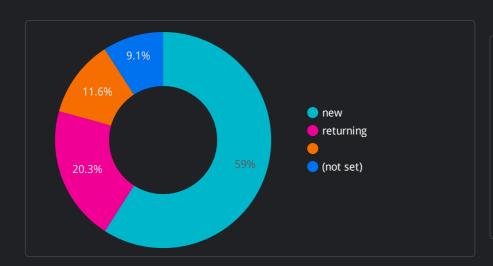
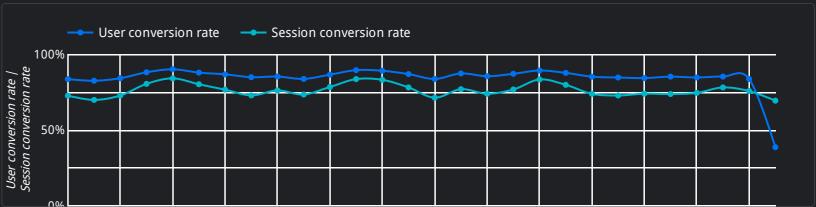
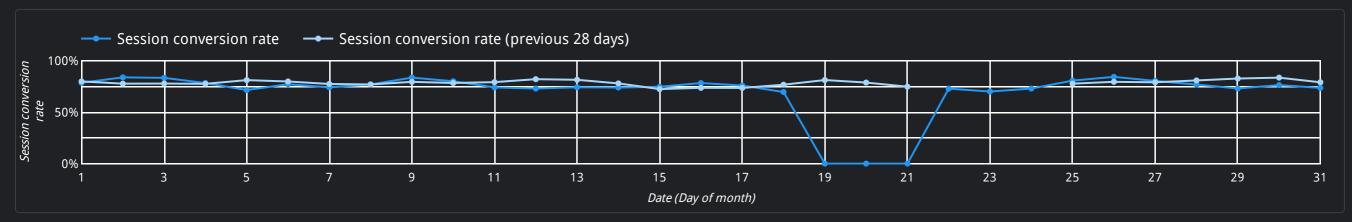
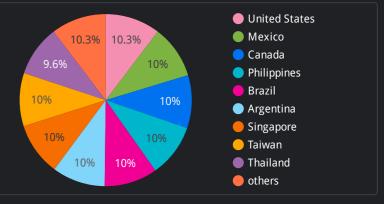
Cohort Analytics

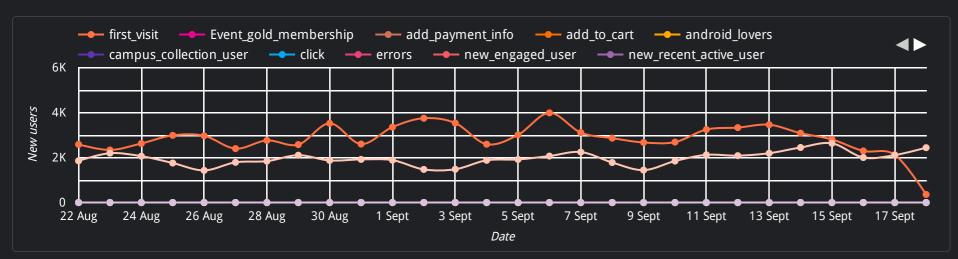


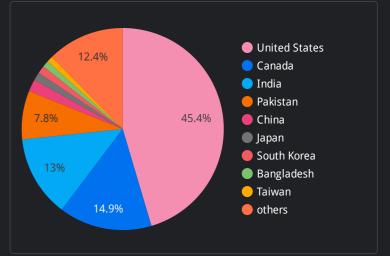


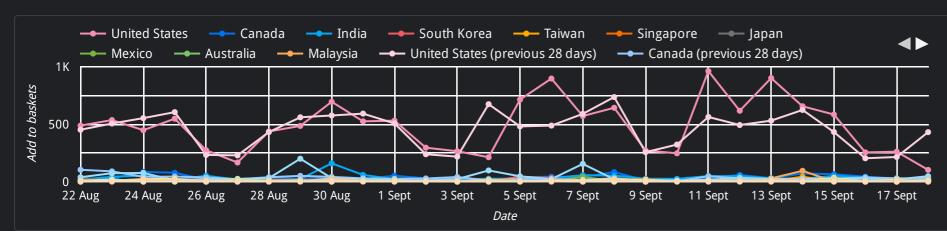


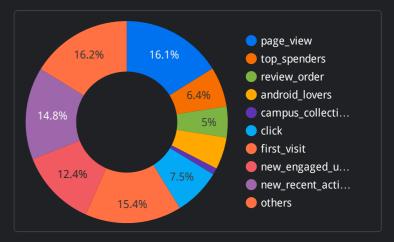
	Date	Event n	User conversion rate 🕶	30-day active users	New users	Event revenue
1.	31 Aug 2023	view_cart	100%	6,312	0	\$0
2.	14 Sept 2023	first_visit	100%	91,452	3,082	\$0
3.	16 Sept 2023	first_visit	100%	91,299	2,294	\$0
4.	17 Sept 2023	first_visit	100%	90,613	2,124	\$0
5.	13 Sept 2023	first_visit	100%	89,652	3,459	\$0
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	Date	Event name	Session conversion rate 🔻	Bounce rate	Transactions	Average session duration	Average purchase revenue	Total revenue
1.	12 Sept 20	view_cart	100%	31.96%	0	00:00:00	null	\$0
2.	18 Sept 20	purchase	100%	20%	17	00:02:22	\$114.23	\$1,941.9
3.	18 Sept 20	add_to_cart	100%	27.5%	0	00:02:13	null	\$0
4.	18 Sept 20	view_item	100%	42.38%	0	00:02:05	null	\$0
5.	26 Aug 2023	add_to_cart	100%	100%	0	00:01:10	null	\$0
		Grand total	77.23%	11.33%	967	00:03:53	\$117.5	\$113,618.94
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