



# Guest Behavior

90 百萬

PV Count

9.39%

Rate PV to FavCart

23.94%

Rate FavCart to Buy

Guest Behavior

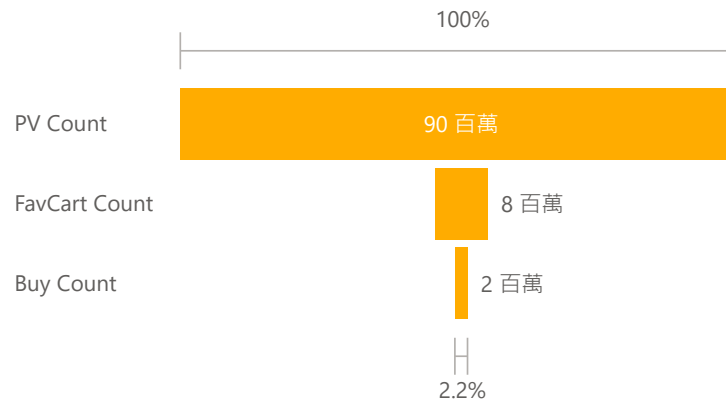
Conversion Rate & Bounce Rate

Are the product categories ranked consistently for views and purchases?

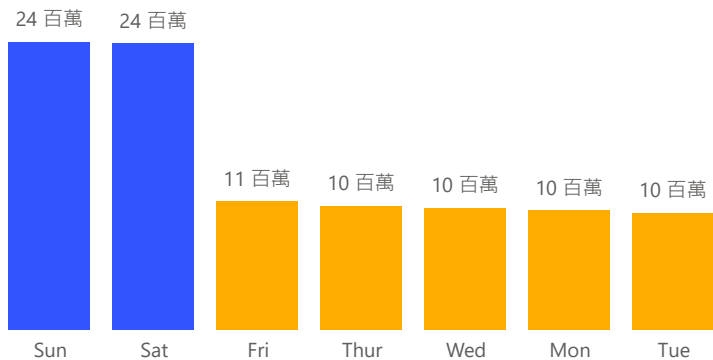
Repeat rate and single purchase

月	buy	cart	fav	pvt	總計
December					
1	210016	623346	307115	9718959	10859436
3	257757	774905	392197	12237300	13662159
2	257907	793569	396749	12329644	13777869
November					
28	212000	534157	289100	8842933	9878190
27	226835	541904	291221	9041187	10101147
29	223072	551593	298587	9210821	10284073
25	201145	563376	302071	9353423	10420015
30	221463	565015	302264	9358998	10447740
26	205644	582581	308954	9567423	10664602

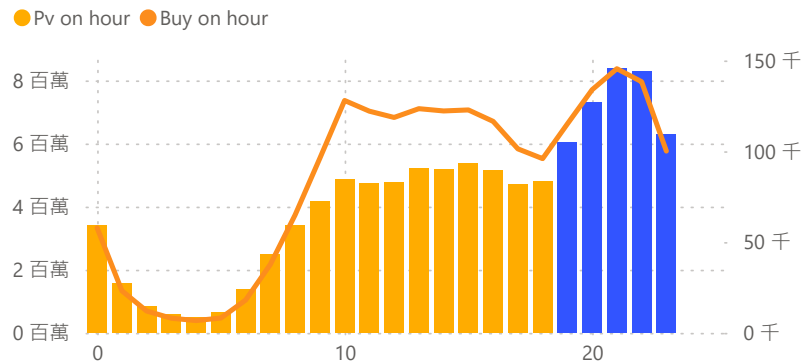
## PV>FavCart> Buy > Conversion Rates



## Week pattern analysis of behavior



## Hour pattern analysis of Pv & Buy



90 百萬

Total PVs

98.98%

Bounce Rate

0.92%

cart Include Buy Conversion Rate

1.11%

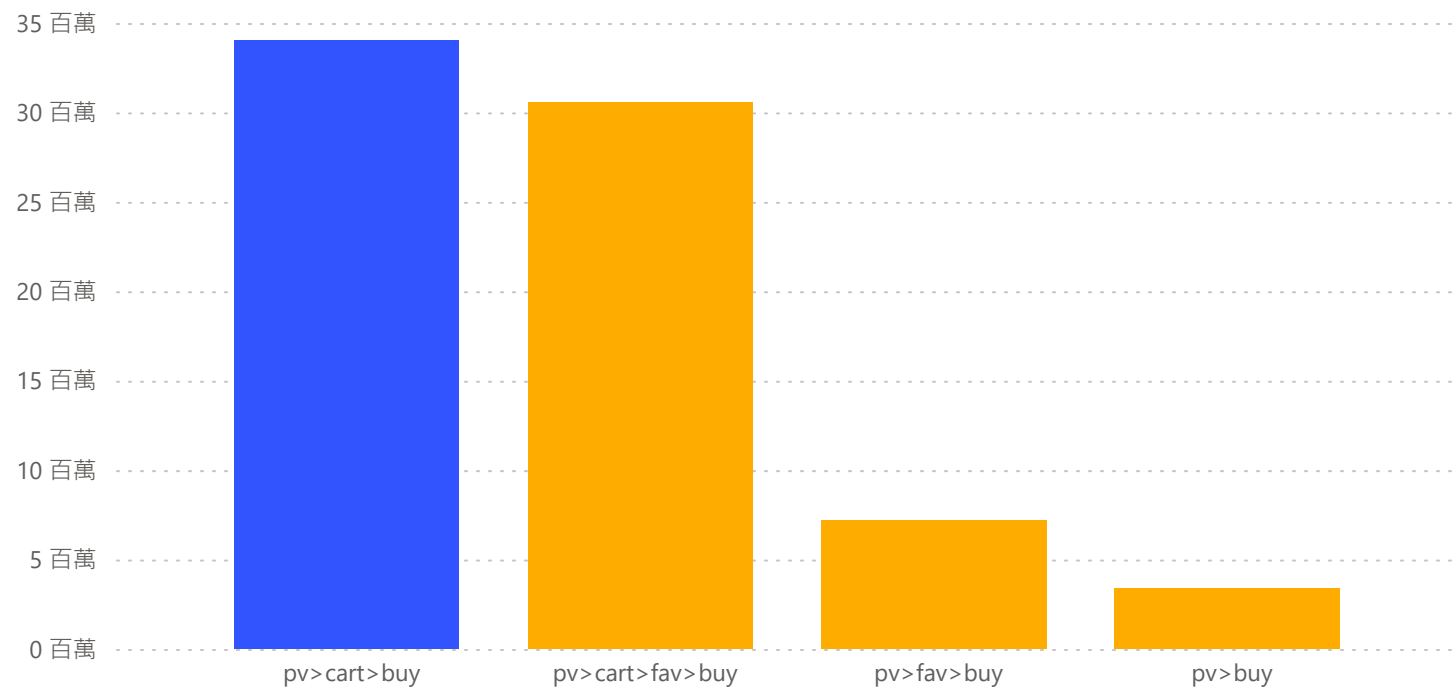
fav Include Buy Conversion Rate

2.16%

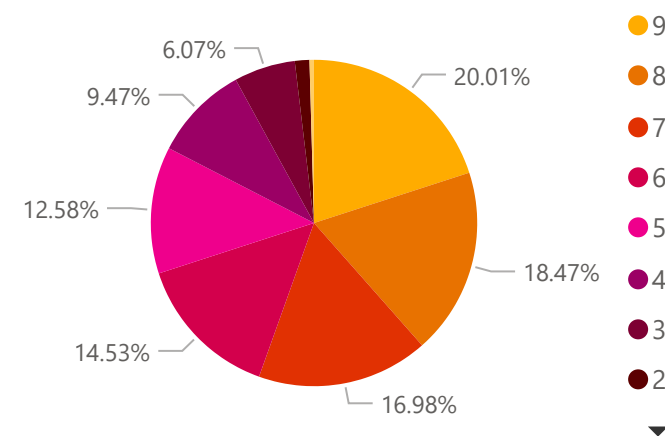
Buy Conversion Rate

## Conversion Rate & Bounce Rate

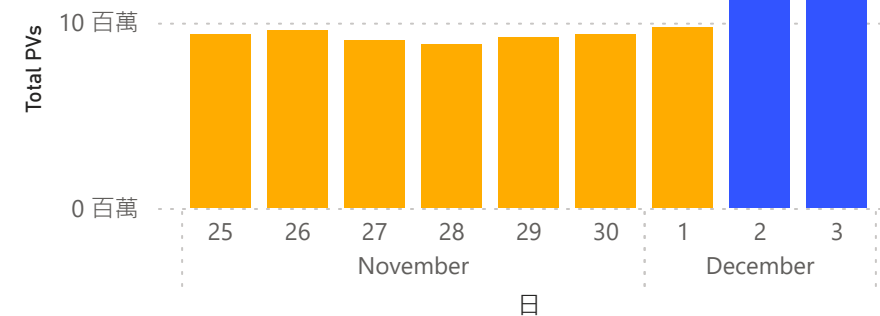
User Path



Statistics on the number of days of activity

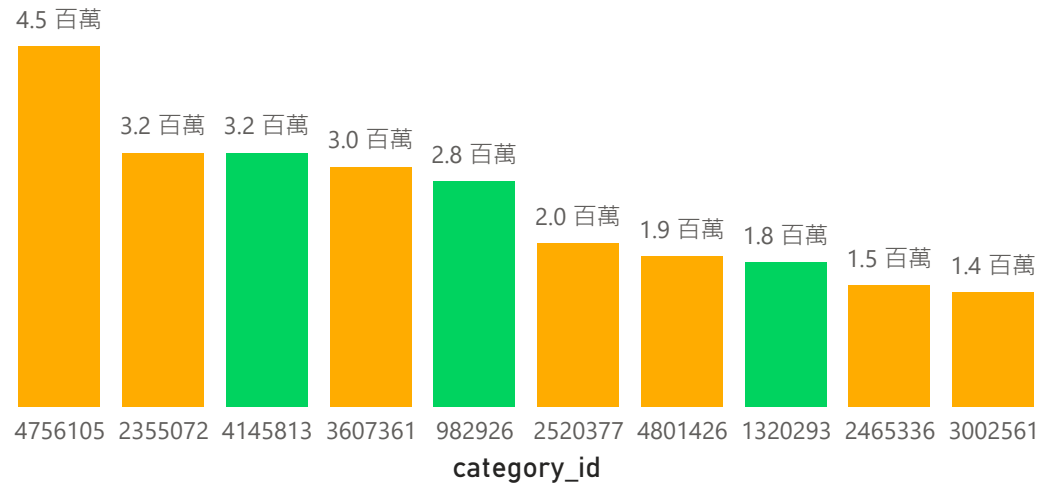


PV on month & day

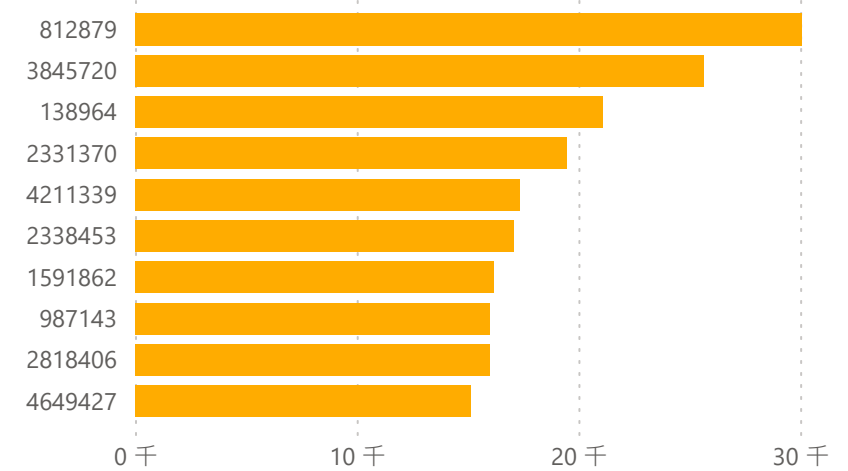


# Are the product categories ranked consistently for views and purchases?

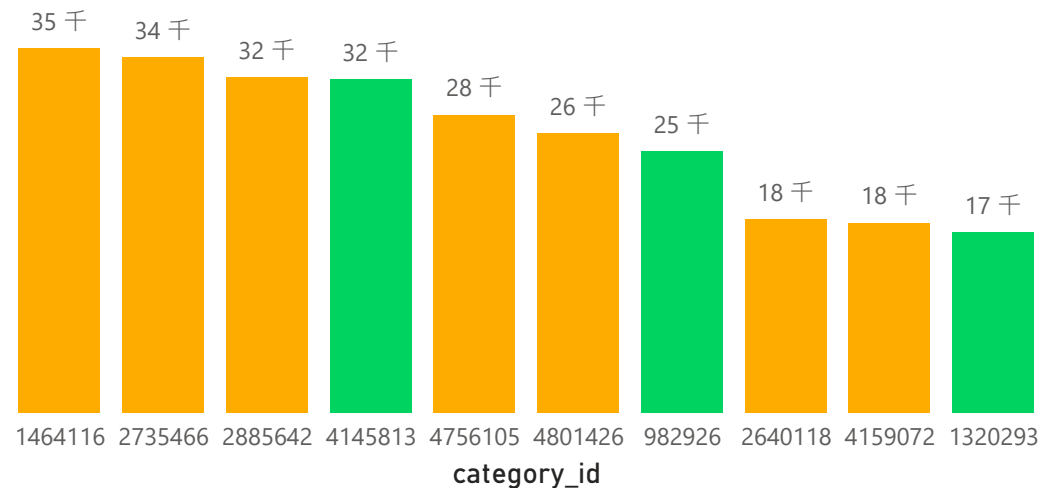
## hit category\_id in Pv



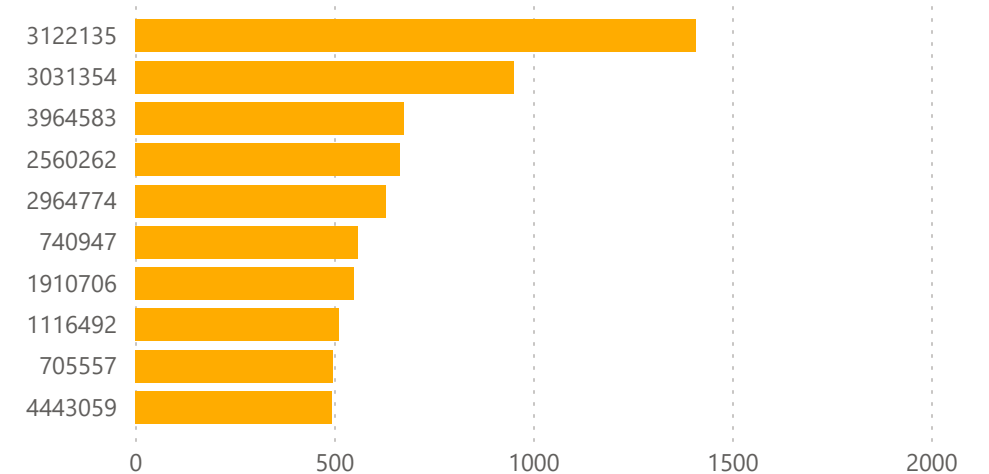
## hit item\_id in Pv



## hit category\_id in Buy

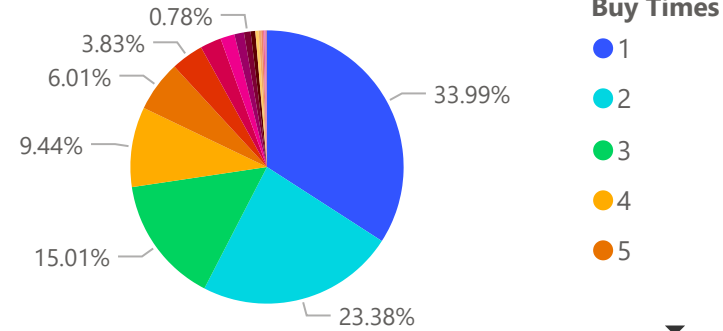


## hit item\_id in Buy



# Repeat rate and single purchase

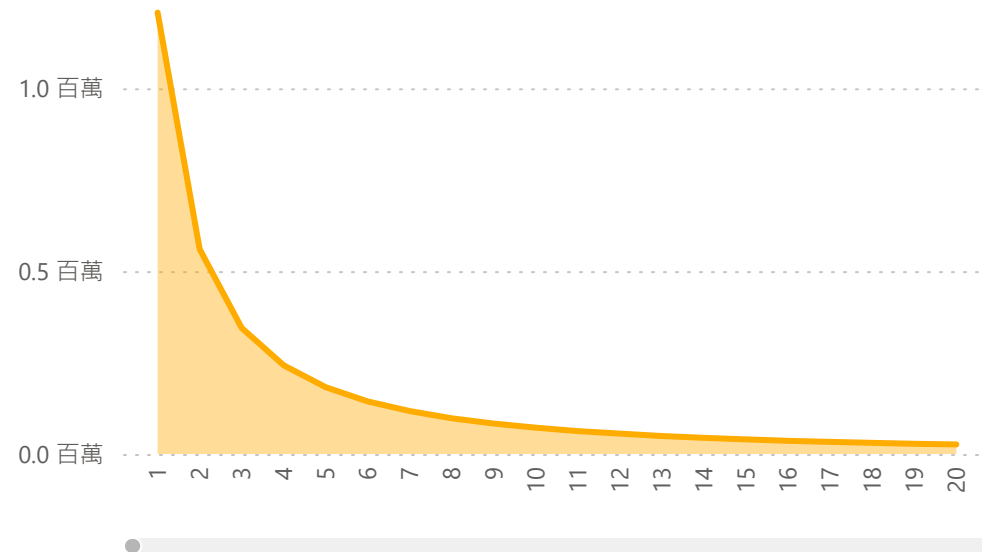
Number of guest buy products %



672404

Number of Users 的總和

How many products guest buy in one time?



repurchase rate

