GOOGLE ANALYTICS

Select date range ▼

Sessions
16,068
▼ -79.0%

Ecommerce Conversion Rate
0.02%
▼ -4.8%

Revenue
$1,817.60
▼ -34.6%

Transactions
3
▼ -80.0%

Legend (chart 1): Transactions — Ecommerce Conversion Rate — Revenue

Legend (chart 2): Revenue — Revenue (previous 28 days)

Legend (chart 3): Ecommerce Conversion Rate — Ecommerce Conversion Rate (previous 28 day...)

	Default Channel Grouping	Ecommerce Conversion Rat...	% Δ	Revenue	Δ	Sessi...	%...	Transa...	%...
1.	Paid Search	0.02%	-5.0% ▼	$1,295.2	$687...	4,815	-7...	1	-7...
2.	Direct	0.02%	-6.0% ▼	$522.4	$-1,65...	11,221	-8...	2	-8...
3.	Referral	0%	-	$0	$0	1	-7...	0	-
4.	Display	0%	-	$0	$0	2	-7...	0	-
	Grand total	0.02%	-4.8% ▼	$1,817.6	$-96...	16,068	-...	3	-8...

1 - 5 / 5 ‹ ›

Legend (bar chart): 25-34 — 35-44

Legend: 35-44 — 25-34 — 35-44 (Aug 1, 2022 - Aug 30, 2022) — 25-34 (Aug 1, 2022 - Aug 30, 2022)
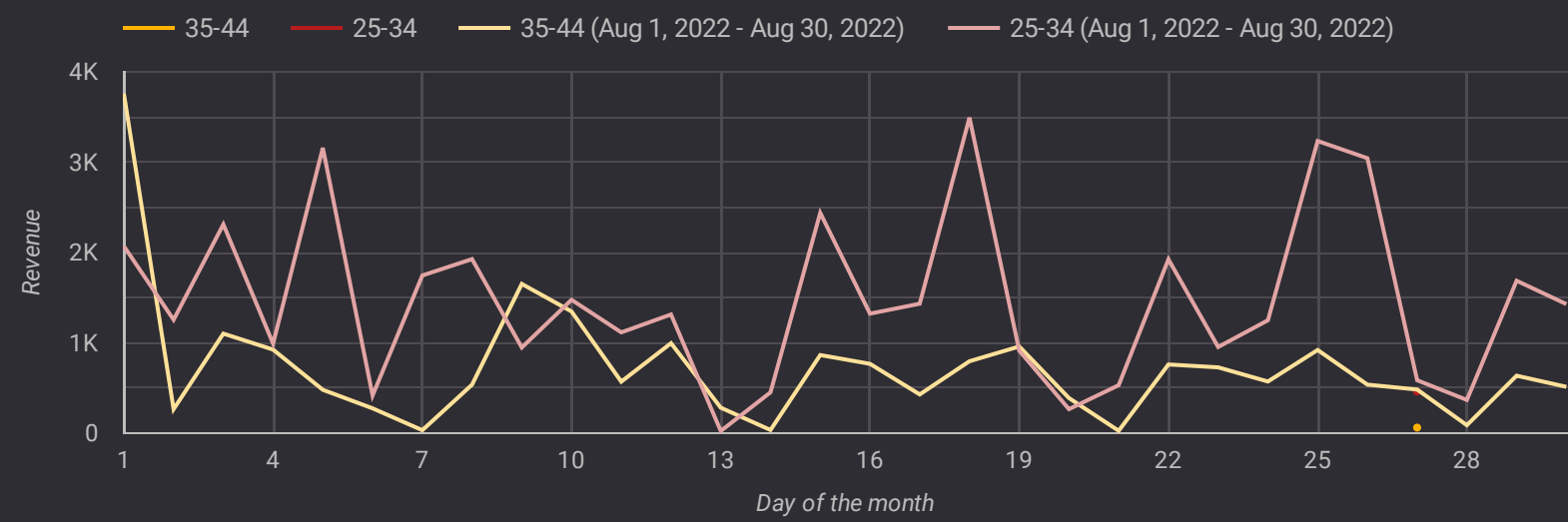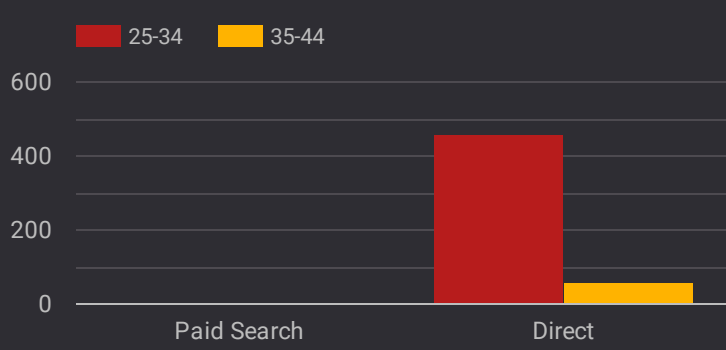
Revenue
$1,817.60
▼ -34.6%

New Users
11,808
▼ -79.4%

100%   ● 27

	Landing P...	Transactions ▼	% Δ	Ecommerce ...	% Δ	Revenue	% Δ
1.	/basket.html	2	-33.3% ▼	0.55%	174.9...	$1,756	155.4% ▲
2.	/google+red...	1	-	1.3%	-	$61.6	-
3.	/google+red...	0	-	0%	-	$0	-
4.	/google+red...	0	-	0%	-	$0	-
5.	/google+red...	0	-	0%	-	$0	-
6.	/google+red...	0	-	0%	-	$0	-
7.	/google+red...	0	-	0%	-	$0	-
8.	/google+red...	0	-	0%	-	$0	-
9.	/google+red...	0	-	0%	-	$0	-
	Grand total	3	-80.0% ▼	0.02%	-4.8%...	$1,817.6	-34.6% ▼

1 - 100 / 230 ‹ ›

Landing Page
230
68.2%
337

Legend: Transactions — Revenue — Avg. Time on Screen — New Users

London, Sunny..., Toronto, South..., Fairfax, Kaithal, Stavan..., Hobart, Portim..., Westerly

0 200 400 600 800 1K 1.2K 1.4K

Treemap: All — London, Toronto, Sunnyvale
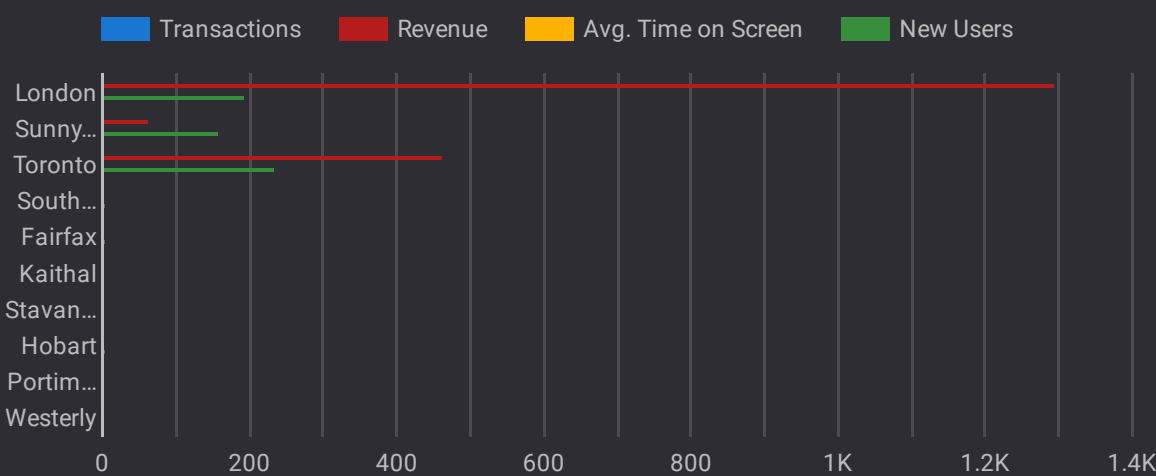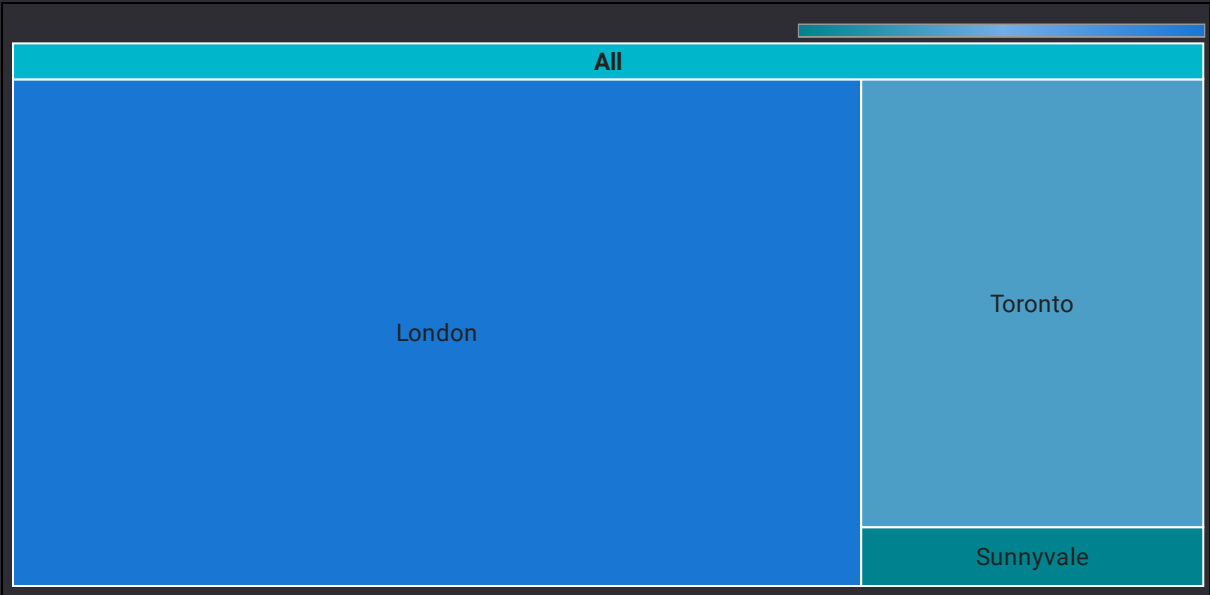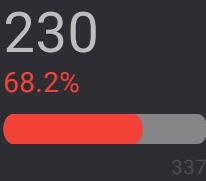
COHORT ANALYTICS
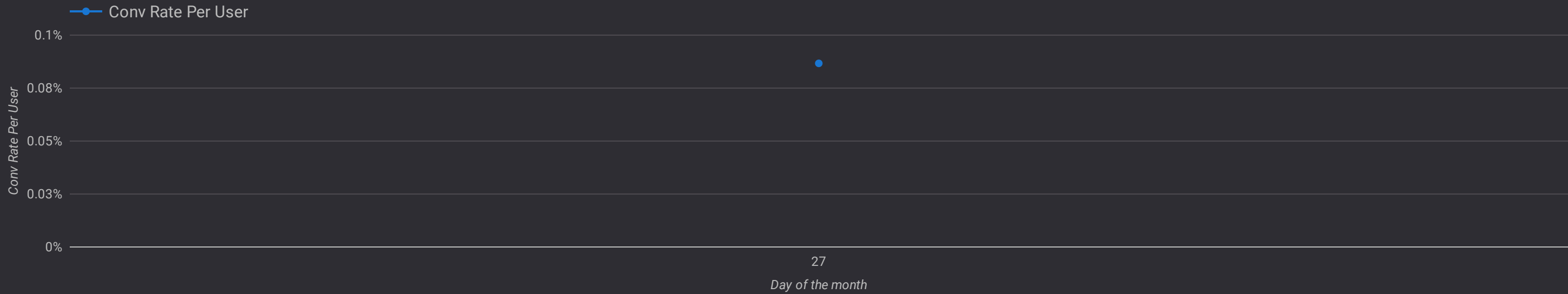
Conv Rate Per User

		Day Index / Conv Rate Per User	
Date	User Type	0001	Grand total
Jun 27, 2023	Returning Visi...	0.1%	**0.1%**
	New Visitor	0.07%	**0.07%**
	Total	**0.09%**	**0.09%**
Grand total		**0.09%**	**0.02%**

Returning Visitor / New Visitor
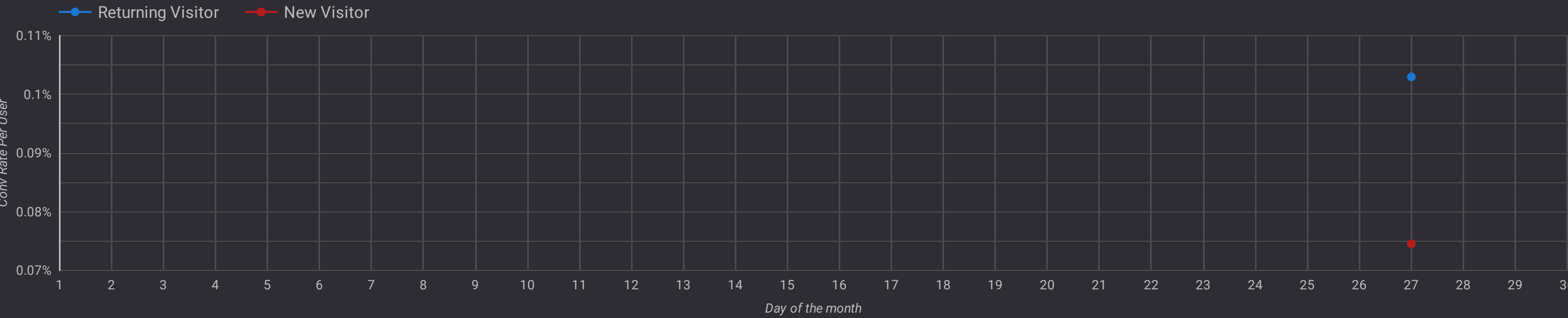
	Country	New Users ▼	Users	Bounce Rate	Conv Rate Per User	Time on Screen	Avg. Price	Avg. Order Value
1.	United States	3,688	4,921	34.64%	0.02%	00:00:00	$30.8	$61.6
2.	India	2,871	2,938	77.38%	0%	00:00:00	$0	$0
3.	Canada	1,195	1,424	65.73%	0.07%	00:00:00	$19.2	$460.8
4.	United Kingdom	343	425	45.78%	0.24%	00:00:00	$16.61	$1,295.2
5.	South Korea	279	297	53.52%	0%	00:00:00	$0	$0
6.	Bangladesh	274	275	86.82%	0%	00:00:00	$0	$0
7.	Japan	250	274	57.10%	0%	00:00:00	$0	$0
	Grand total	**11,808**	**13,787**	**52.99%**	**0.02%**	**00:00:00**	**$17.48**	**$605.87**

1 - 100 / 153 ‹ ›

United Kingdom / Canada / United States

Returning Visitor 65.9%
New Visitor 34.1%

FUNNEL ANALYTICS

Select date range ▾

Default Channel Gro... ▾   User Type ▾   Page ▾

1. Acquisition

Default Channel Grouping	Sessions ▾	Bounce Rate
1. Direct	11,221	43.45%
2. Paid Search	4,815	75.1%
3. Affiliates	29	75.86%
4. Display	2	50%
5. Referral	1	0%
Grand total	16,068	52.99%

1 - 5 / 5

New Visitor / Returning Visitor

Direct 7,824 / 2,457
Paid Sear... 4,002 / 424
Affili... 26 / 1
Refe... 1
Disp... 1

Sessions
16,068
21.0%
76,451

Users
13,787
22.1%
62,301

2. Activation

Bounce Rate
52.99%
105.0%
50.47%

Avg. Session Duration
00:02:34
97.9%
00:02:37

Pages / Session
3.64
97.1%
3.75

Competitions

Registrations (Goal 3 Completions)
22
-83.2%

Engaged Users (Goal 2 Completions)
1,219
-79.0%

Conversion Rate

Registrations (Goal 3 Conversion Rate)
0.14%
-20.1%

Engaged Users (Goal 2 Conversion Rate)
7.59%
0.0%

3. Retention

Transactions / Sessions

New Visitor: 2 / 11,818
Returning Visitor: 1 / 4,250

New Visitor / Returning Visitor

Direct: 2
Paid Sear...: 1

Users
13,787
-77.9%

Bounce Rate
52.99%
5.0%

4. Revenue

Checkout Your Information

Googl... 99
Googl... 65
Googl... 21
Googl... 20
Googl... 18
Googl... 18
Googl... 18
Googl... 10
Googl... 10
Chro...
Googl...
Googl...
Googl...

Revenue Per User
$0.13
195.4%

Transactions
3
-80.0%

Ecommerce Conversion Rate
0.02%
-4.8%

Product Revenue
$1,817.60
-34.6%

Product Revenue per Purchase
$139.82
141.4%

5. Referral

Number of Sessions per User
1.17
-5.0%

Bounce Rate
52.99%
5.0%

Pie chart:
- 13.3%
- 86.7%

Legend:
- google
- (direct)
- Partners
- bing
- tagassistant.google.com/
- (not set)

Page Title	Sessions	Full Referrer
Home	7,901	5
Apparel	Goo...	1,105	2
Google Online...	686	2
Men's / Unise...	601	2
Drinkware	Li...	576	3
The Google M...	508	2
YouTube	Sh...	462	2
Grand total	16,068	6

6. Funnel Visualization

100% (1,219) Engaged Users (Goal 2 Completions)

54% (662) Entered Checkout (Goal 4 Completions)

27% (375) Purchase Completed (Goal 1 Completions)

2% (22) Registrations (Goal 3 Completions)