

Google Analytics Dashboard

AI

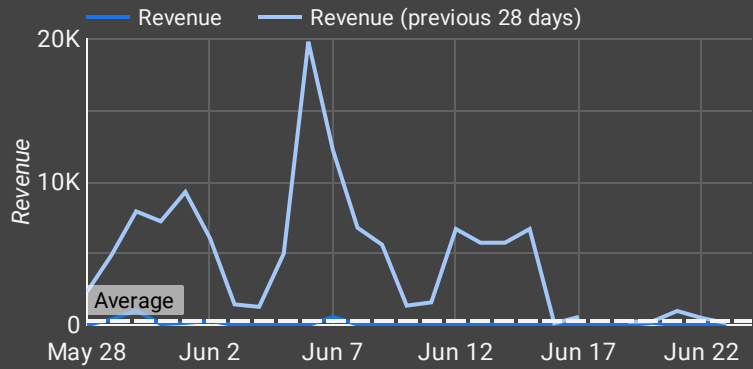
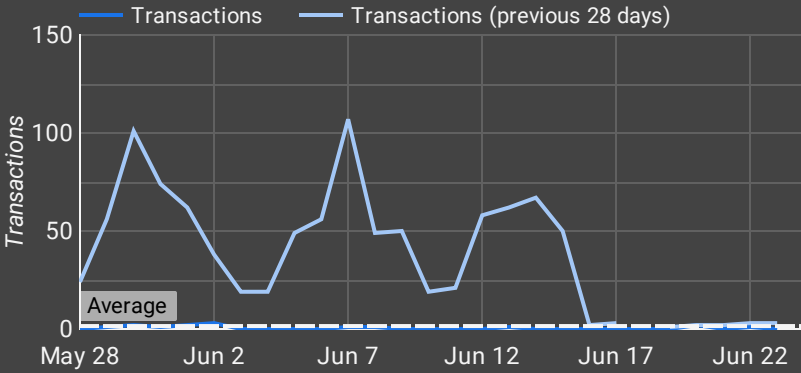
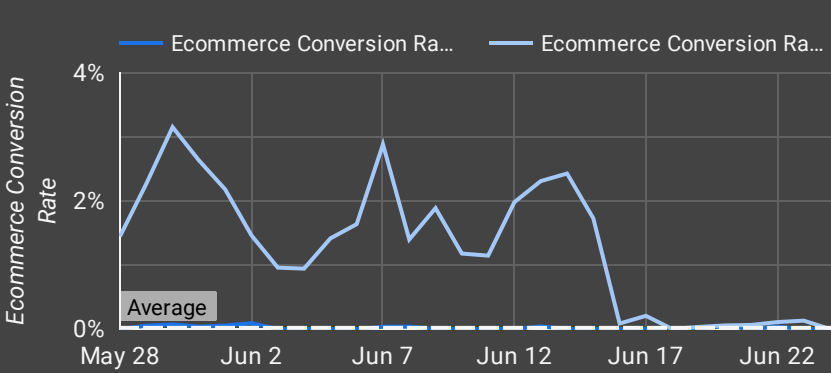
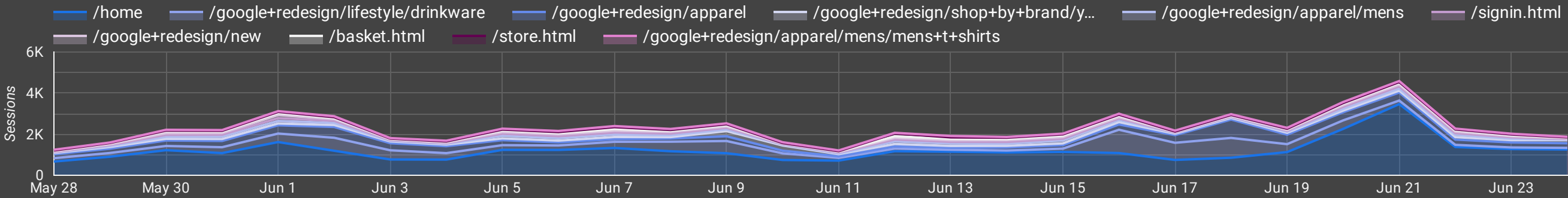
Sessions
75,724
± 4.0%

Transactions
15
⬇ -98.5%

Ecommerce Conversion Rate
0.02%
⬇ -98.6%

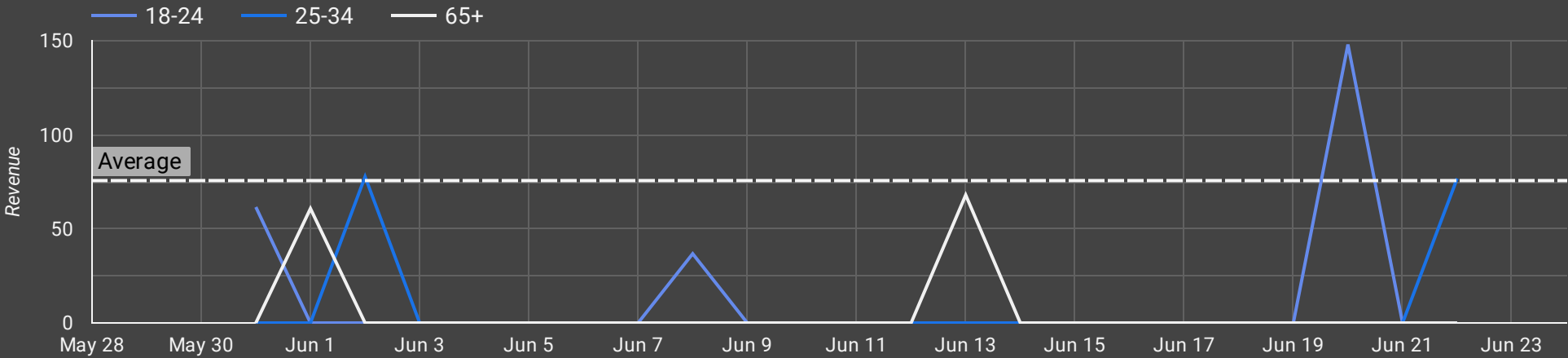
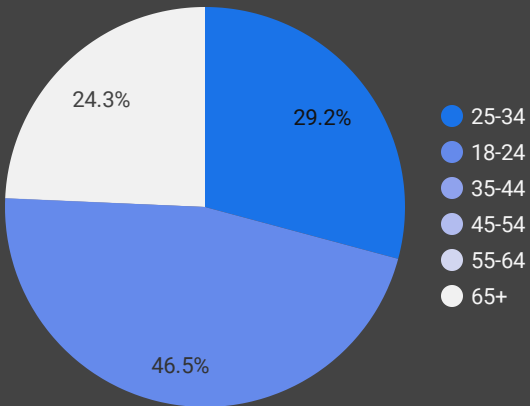
Revenue
\$2,780.45
⬇ -97.7%

Select date range



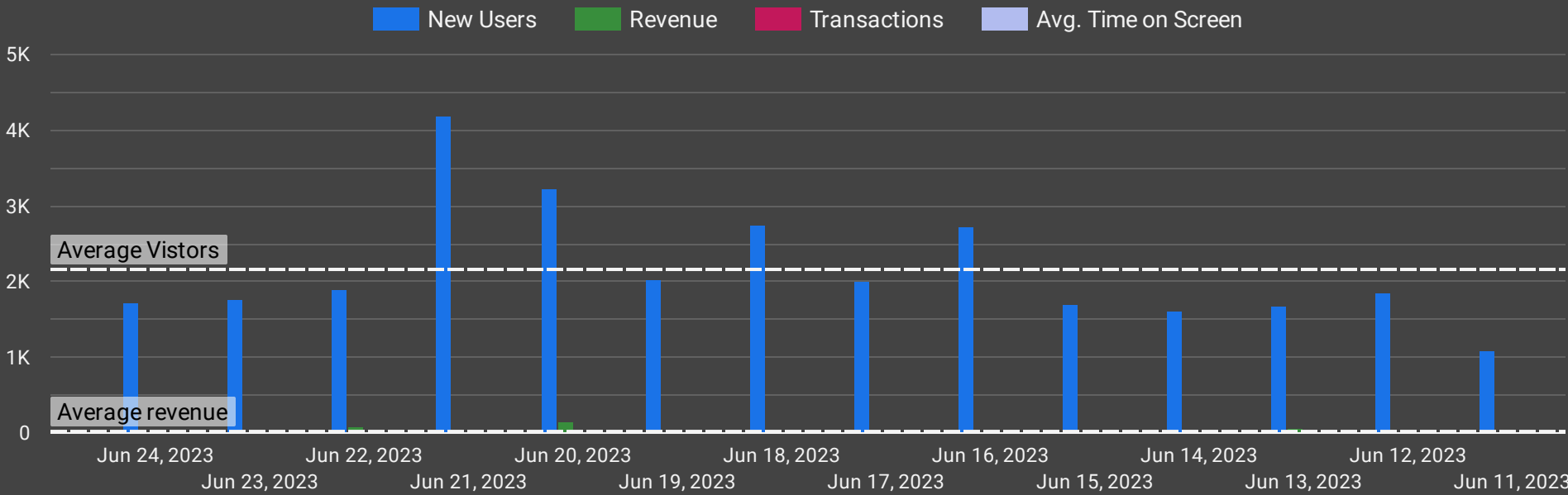
	Default Channel Grouping	Sessions ▾	% Δ	Transactions	% Δ	Ecommerce Conversion R...	% Δ	Revenue	% Δ
1.	Direct	57,846	6.5% ⬆	11	-98.7% ⬇	0.02%	-98.8% ⬇	\$2,172.8	-97.9% ⬇
2.	Paid Search	17,744	-3.0% ⬇	4	-97.5% ⬇	0.02%	-97.4% ⬇	\$607.65	-96.3% ⬇
3.	Affiliates	117	-30.4% ⬇	0	-	0%	-	\$0	-
4.	Display	9	0.0%	0	-	0%	-	\$0	-
5.	(Other)	4	-	0	-	0%	-	\$0	-

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	Landing Page	Sessions	% Δ	Transactions	% Δ	Ecommerce Conversion Rate	% Δ	Transactions	% Δ
1.	/signin.html	1,967	39.5% ⬆	5	-94.1% ⬇	0.25%	-95.8% ⬇	5	-94.1% ⬇
2.	/basket.html	1,512	-20.6% ⬇	3	-98.6% ⬇	0.2%	-98.2% ⬇	3	-98.6% ⬇
3.	/google+redesign/apparel/me...	2,352	-11.1% ⬇	2	-97.8% ⬇	0.09%	-97.5% ⬇	2	-97.8% ⬇
4.	/google+redesign/apparel/hats	376	-6.2% ⬇	2	-80.0% ⬇	0.53%	-78.7% ⬇	2	-80.0% ⬇
5.	/myaccount.html?mode=view...	15	150.0% ⬆	1	-	6.67%	-	1	-

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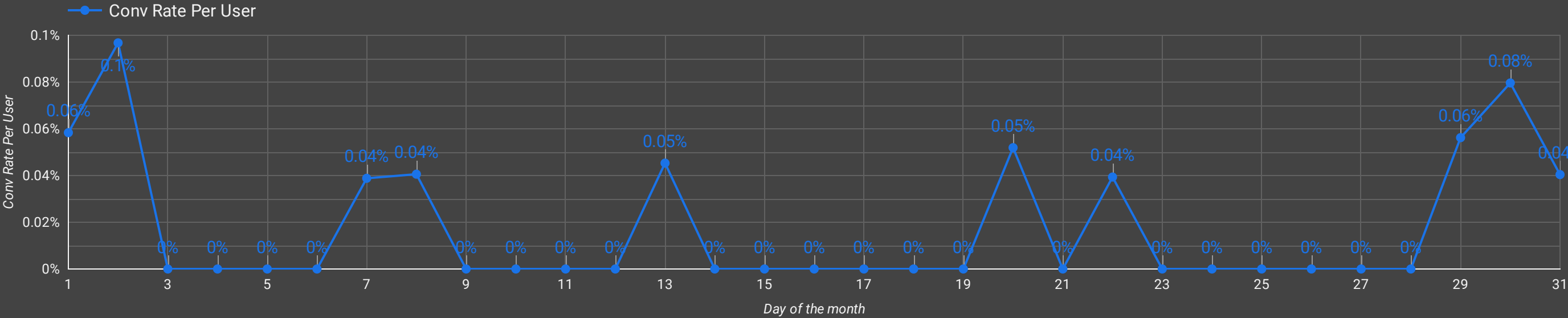
Cohort Analytics Dashboard

AI

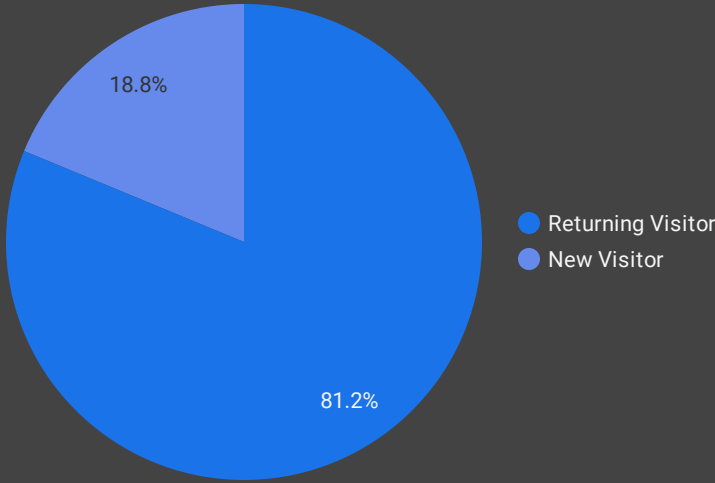
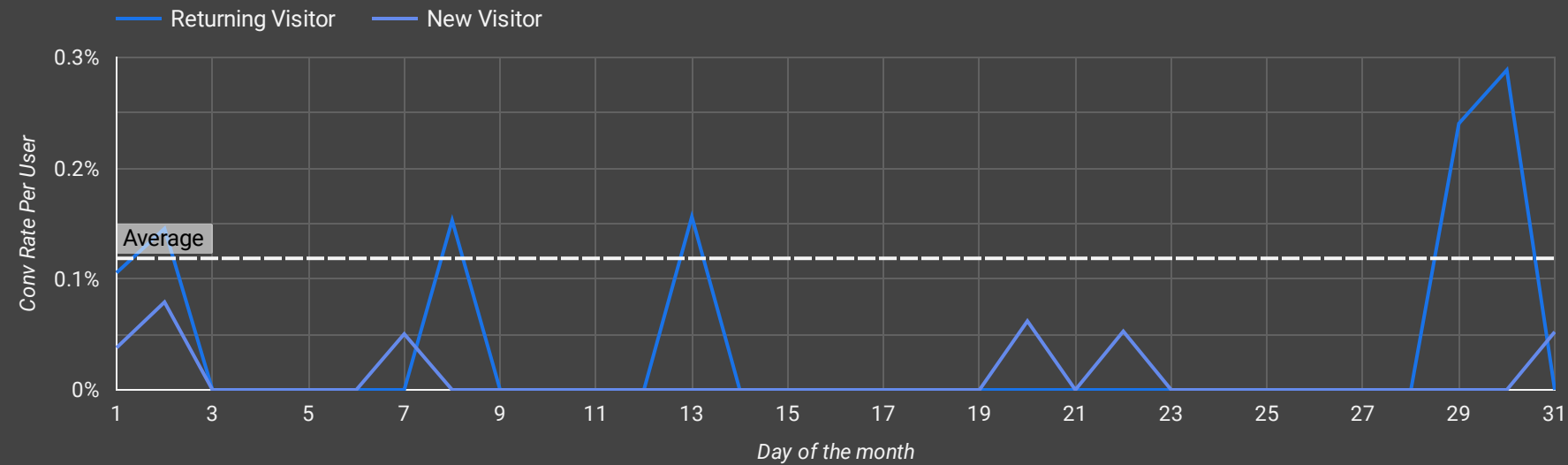


Default Data
Click to select Universal Analytics data

Select date range

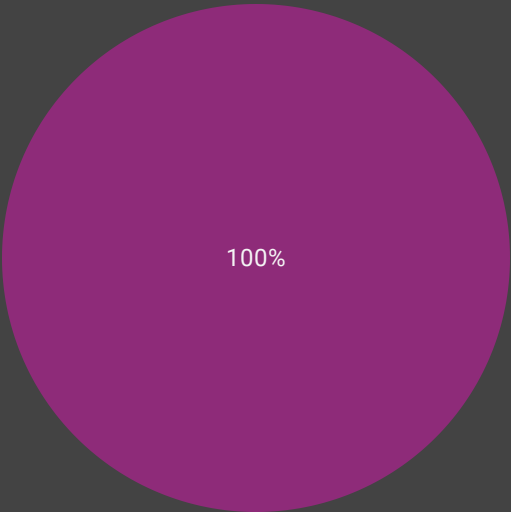


Day Index / Conv Rate Per User												
Date	User Type	0005	0002	0004	0001	0023	0016	0011	0003	0025	0010	Grand total
Jun 2, 2023	Returning Visitor	0.15%	-	-	-	-	-	-	-	-	-	0.15%
	New Visitor	0.08%	-	-	-	-	-	-	-	-	-	0.08%
	Total	0.1%	-	-	-	-	-	-	-	-	-	0.1%
May 30, 2023	Returning Visitor	-	0.29%	-	-	-	-	-	-	-	-	0.29%
	Total	-	0.08%	-	-	-	-	-	-	-	-	0.08%
Jun 1, 2023	Returning Visitor	-	-	0.11%	-	-	-	-	-	-	-	0.11%
	New Visitor	-	-	0.04%	-	-	-	-	-	-	-	0.04%
Grand total		0.1%	0.08%	0.06%	0.06%	0.05%	0.05%	0.04%	0.04%	0.04%	0.04%	0.02%

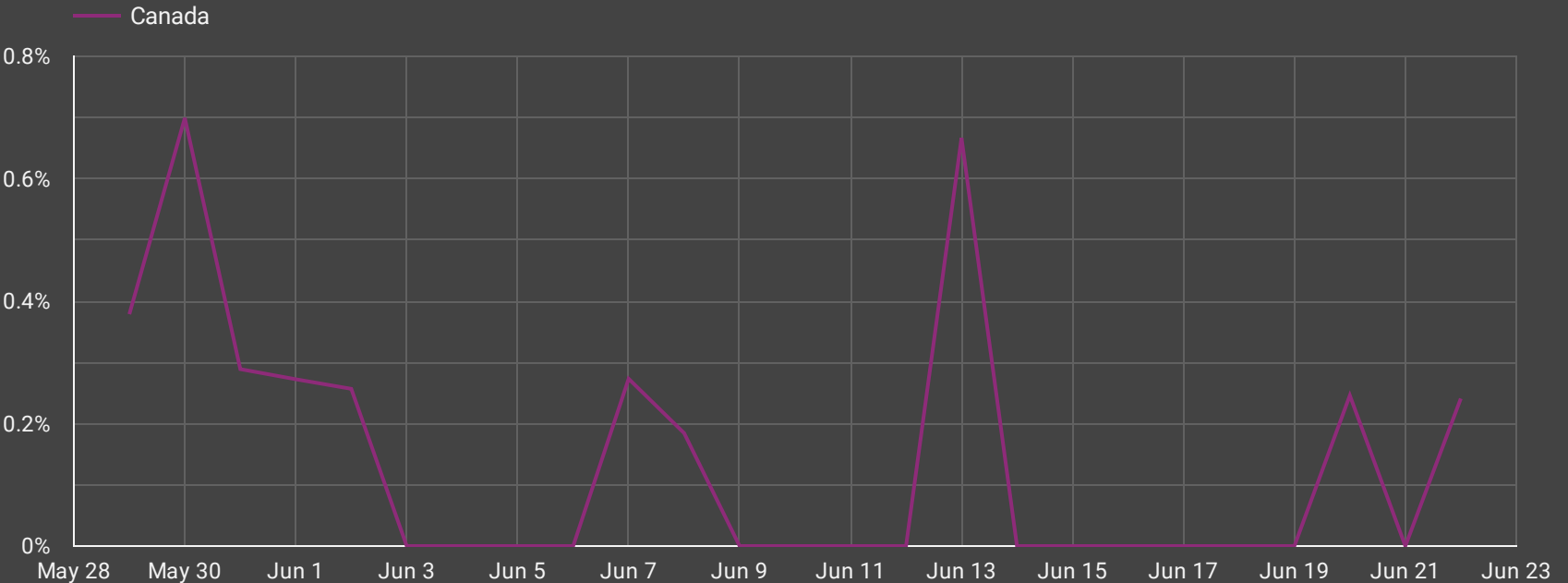


Country	Users	New Users ▾	Bounce Rate	Conv Rate P...	AdX Viewab...	Time on Scr...	Avg User Du...	Avg. Price	Avg. Order ...	Total Value	Sub Contine...	Total Unique...
1... United States	22,299	19,281	36.66%	0%	0%	00:00:00	00:04:43	\$0	\$0	\$0	1	0
2... Canada	16,040	15,550	70.12%	0.09%	0%	00:00:00	00:01:01	\$13.43	\$185.36	\$2,780.45	1	0
3... India	4,541	4,323	55.93%	0%	0%	00:00:00	00:02:21	\$0	\$0	\$0	1	0
4... United Kingdo...	1,940	1,751	46.5%	0%	0%	00:00:00	00:02:51	\$0	\$0	\$0	1	0
5... Japan	1,282	1,169	54.98%	0%	0%	00:00:00	00:03:18	\$0	\$0	\$0	1	0
Grand total	61,468	56,595	50.14%	0.04%	0%	00:00:00	01:11:00	\$13.43	\$185.36	\$2,780.45	24	1

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Canada



Default Channel Grouping ▾

User Type ▾

Page Title ▾

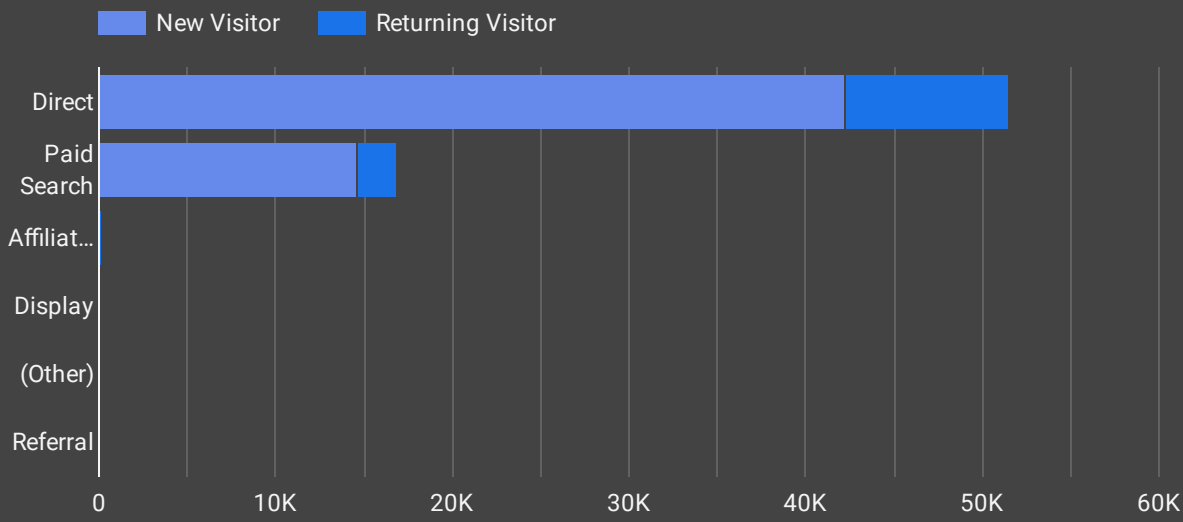
Select date range ▾

Acquisition

Users
61.4K
↑ 10.1%

Sessions
75.7K
↑ 4.0%

	Default Channel Grouping	Sessions	Bounce Rate
1.	Direct	57,846	44.41%
2.	Paid Search	17,744	68.67%
3.	Affiliates	117	72.65%
4.	(Other)	4	75%
5.	Display	9	77.78%
6.	Referral	4	75%



Activation

Bounce Rate
50.14%
↑ 4.1%

Pages / Session
3.77
↓ -4.0%

COMPLETIONS

Clicks
27,561
↑ 17.1%

Engaged Users
5,789
↓ -3.7%

Registrations
129
↑ 38.7%

Avg. Session Duration
00:02:39
↓ -11.5%

CONVERSIONS

Goal Conversion Rate
13.56%
↓ -8.3%

Engaged Users
7.64%
↓ -7.4%

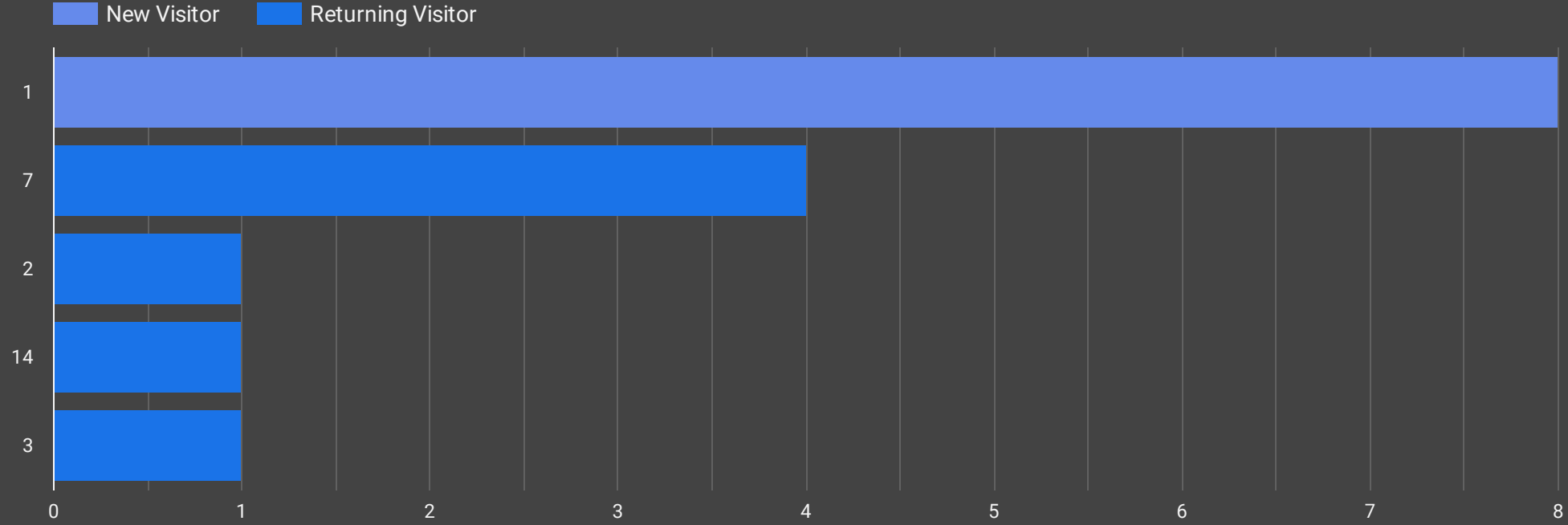
Registrations
0.17%
↑ 33.4%

Retention

VISITORS

Users
61,428

Bounces
37,970



Revenue

Revenue
\$2,780.45
↓ -97.7%

Transactions
15
↓ -98.5%

Revenue Per User
\$0.05
↓ -97.9%

	Product	Quantity ▾
1.	Google Cloud Wheat Pen	1
2.	Google Vintage Wash Black Cap	1
3.	Google Inspired Red Notebook	1
4.	Google Inspired Yellow Notebook	1
5.	Google Inspired Blue Notebook	1

Ecommerce Conversion Rate
0.02%
↓ -98.6%

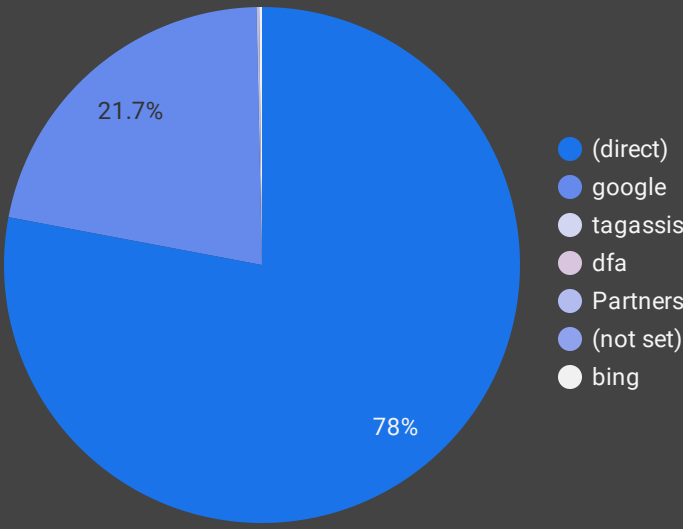
Product Revenue per Purchase
\$57.93
↑ 41.7%

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Referral

Sessions
75,724
↑ 4.0%

Bounce Rate
50.14%
↑ 4.1%



	Full Referrer	Sessions
1.	(direct)	59,041
2.	google	16,421
3.	tagassistant.google.com/	4
4.	(not set)	3
5.	dfa	3
6.	bing	134
7.	Partners	118

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Funnel Visualization

