E-Commerce Dashboard - Google Analytics

Camila Teixeira

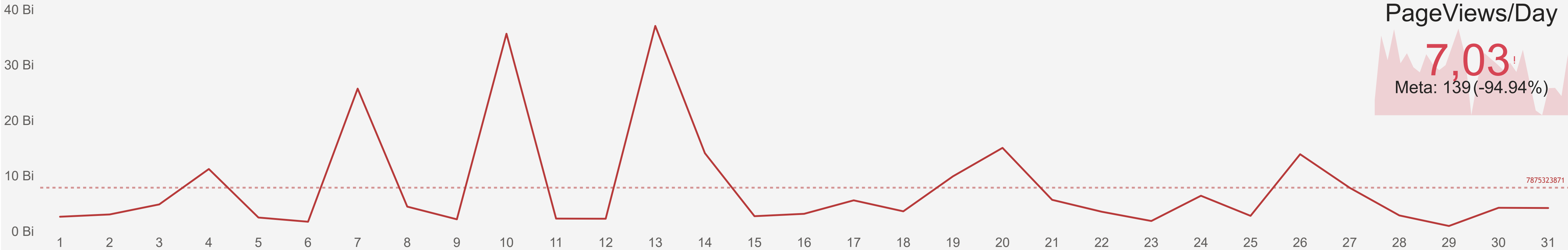| Afghanistan	Albania	Algeria	Angola	Argentina	Armenia	Aruba	Australia	Austria	Azerbaijan	Bahamas	Bahrain

What is the total billing per day?

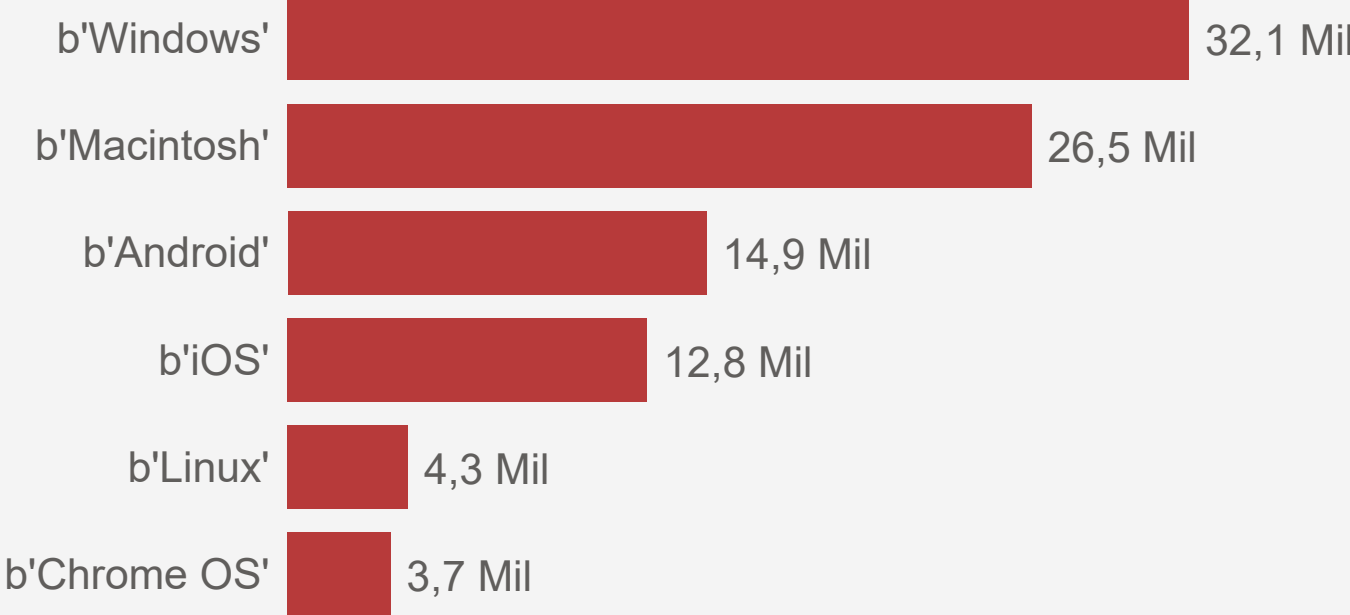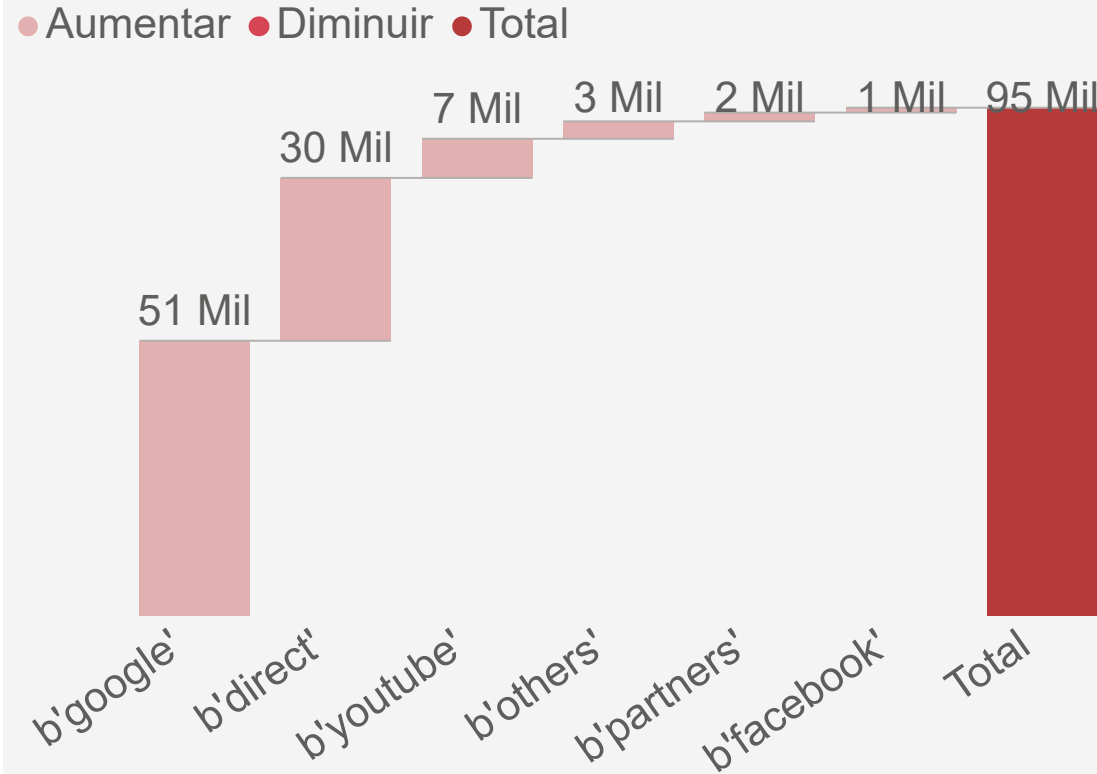### KPI PageViews/Day

7,03

Meta: 139 (-94.94%)

7875323871

What is the main source of access to our portal?

- Aumentar
- Diminuir
- Total

b'google'	51 Mil
b'direct'	30 Mil
b'youtube'	7 Mil
b'others'	3 Mil
b'partners'	2 Mil
b'facebook'	1 Mil
Total	95 Mil

What is the most used operating system to access our portal?

b'Windows'	32,1 Mil
b'Macintosh'	26,5 Mil
b'Android'	14,9 Mil
b'iOS'	12,8 Mil
b'Linux'	4,3 Mil
b'Chrome OS'	3,7 Mil

How do customers access our portal the most?

Organi...	46 Mil
Direct	18 Mil
Referral	16 Mil
Social	9 Mil
Paid Search	3 Mil
Affiliates	2 Mil
Display	1 Mil
(Other)	0 Mil

What is the most used device to access our portal?

100%

desktop	66,44 Mil
mobile	24,90 Mil
tablet	3,47 Mil

5,2%

How long on average does a visitor stay on our portal per day of the month?