



# GA4 DASHBOARD



Default Data  
Click to select Universal Analytics data

Select date range

Views  
311.39K

↓ -14.4%



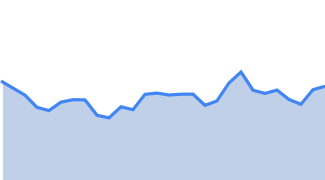
Key events  
63.06K

↓ -19.9%



Sessions  
109.29K

↓ -13.2%



Total revenue  
\$150.19K

86.2%



\$174,189.16

ARPPU  
\$168.76

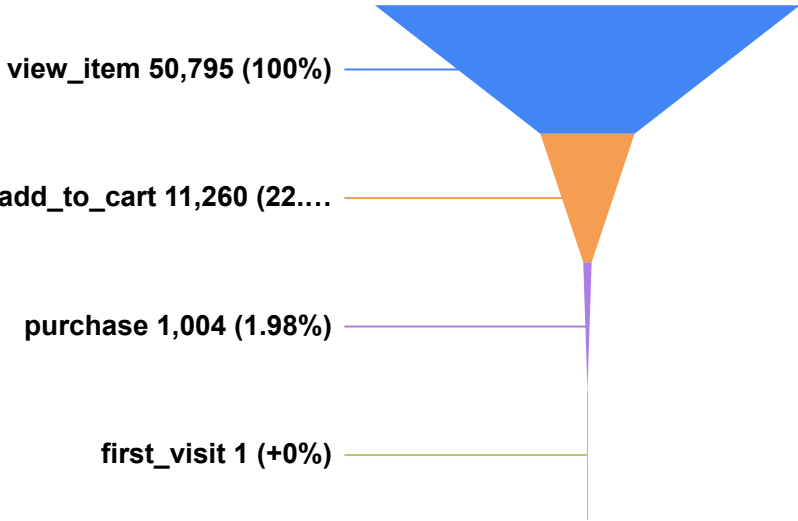
111.6%



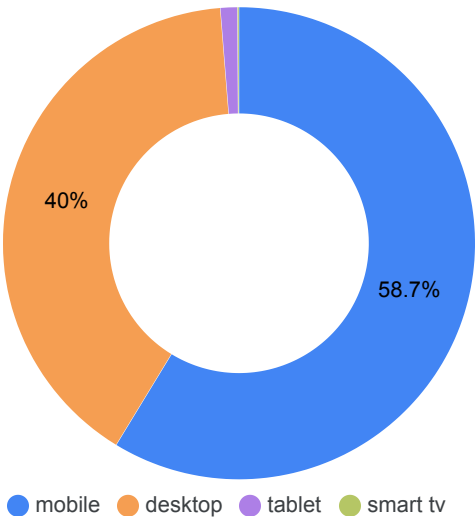
\$151.21

	Channels	Total users ▾	Item revenue	%PurchaseRate
1.	Direct	58.04K	\$80.9K	0.1
2.	Organic Search	10.24K	\$35.3K	0.3
3.	Unassigned	3.77K	\$21.3K	0.3
4.	Paid Search	3.37K	\$13.5K	0.4
5.	Cross-network	1.47K	\$4.4K	0.4
6.	Referral	795.00	\$5.2K	0.5
7.	Email	393.00	\$3.0K	0.5
8.	Organic Social	278.00	\$1.4K	0.5
9.	Organic Shopping	119.00	\$139.0	0.7
10.	Paid Other	3.00	\$0.0	0.0

Key Event Funnel



Devices



Revenue By States

