

SellerPath: Journey Optimisation & Tag Diagnostics

"Every Click Tells a Story — Let's Find the Winning Path."

Page 1

Page 2

Page 3

EXECUTIVE OVERVIEW

Show top KPIs & overall performance trends.

CONVERSION AND PERFORMANCE DEEP DIVE

Diagnose *why* performance changes — by category, risk, or platform.

SELLER TRENDS

Understand seller-level contribution and variability.

[Home](#)

Executive Overview (Summary)

[Next](#)[Previous](#)

Total Impressions

262K

Total Sellers (Unique..)

25K

Total Enrolled

16K

Total Clicks

130K

CTR (Click-Through..)

0.50

Enrollment Rate...

0.12

platform

All

category

All

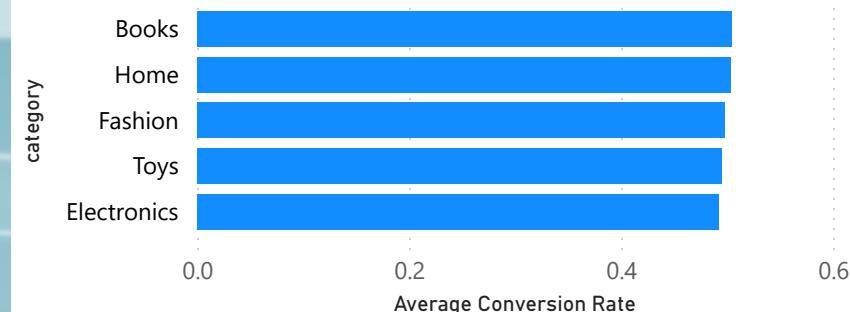
region

All

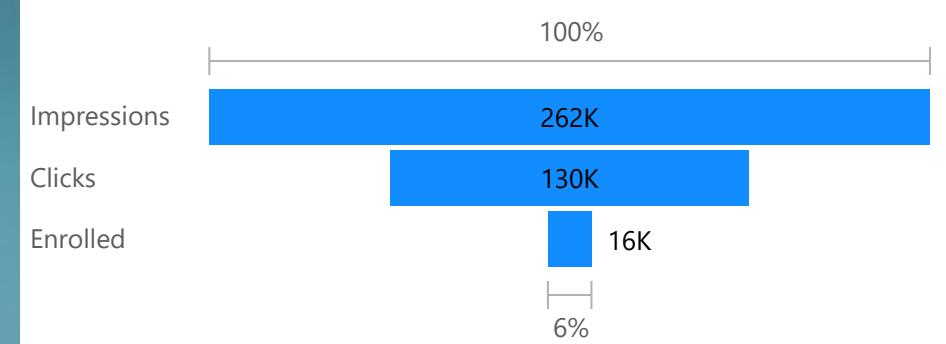
risk_rating

All

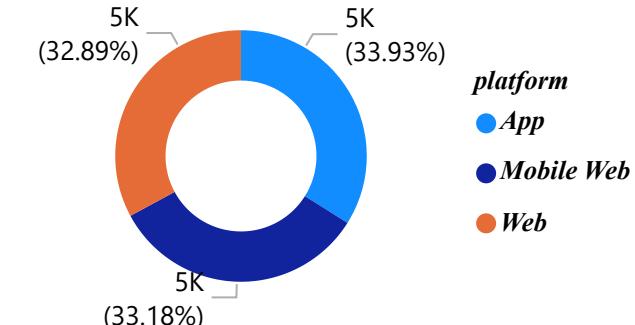
Conversion by Category



Total Impressions, clicks and enrolled

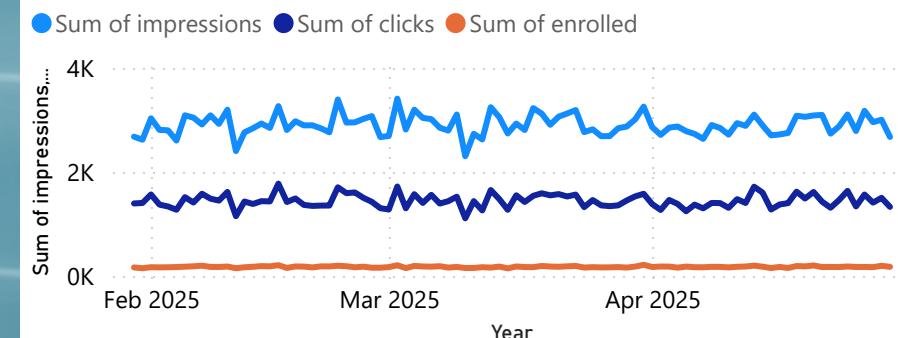


conversion by Platform



Regional Enrollments

Trend of engagement and enrollments over time



CONVERSION AND PERFORMANCE DEEP DIVE

[Home](#)[Next](#)[Previous](#)

category ▾

All

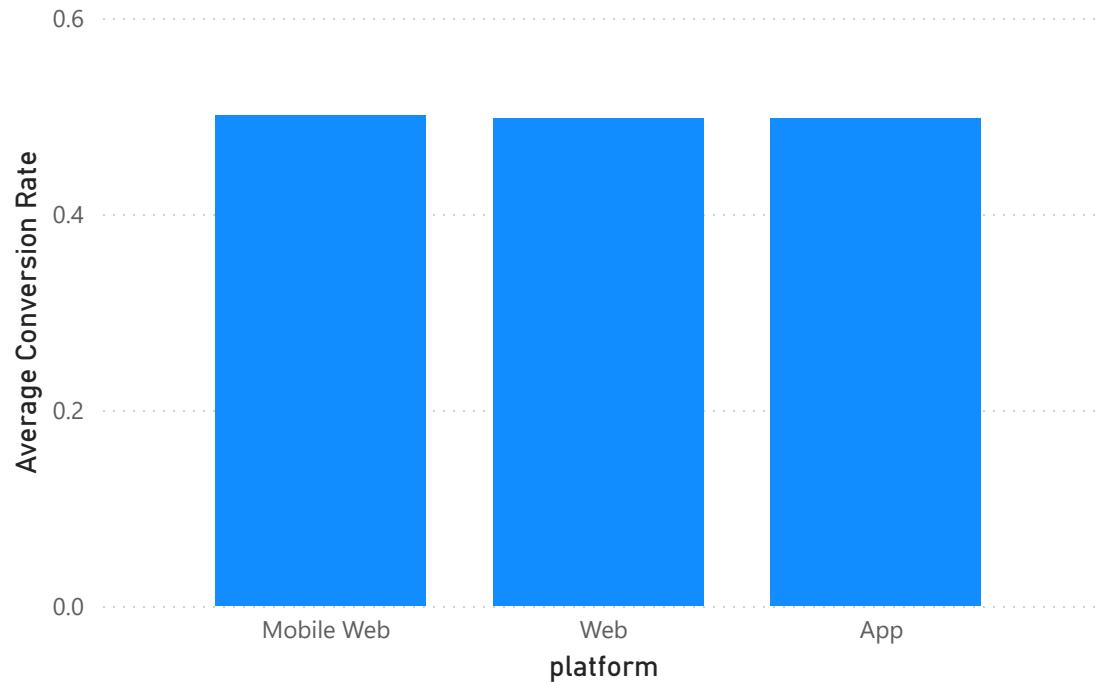
platform ▾

All

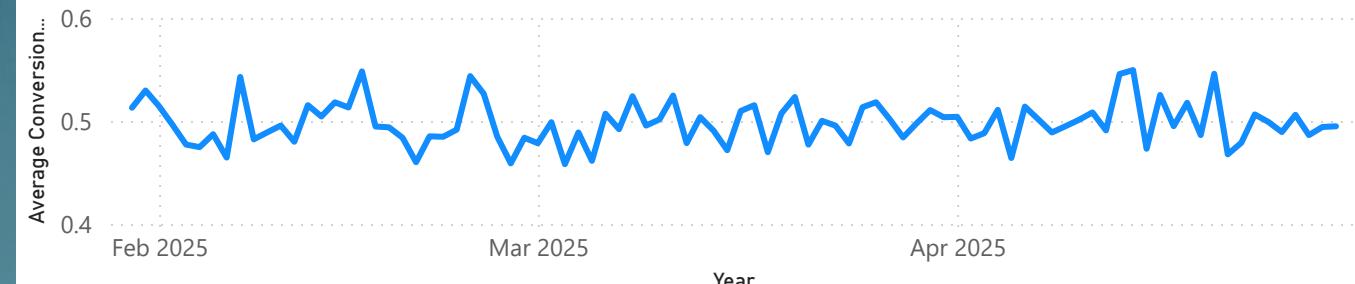
risk_rating ▾

All

Platform efficiency comparison



Conversion Trend Over Time

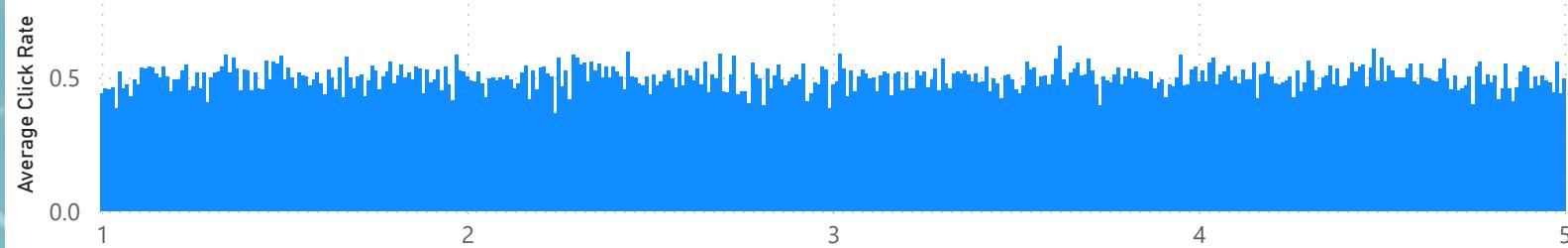


Relationship between engagement & conversion

platform ● App ● Mobile Web ● Web



Risk Rating vs Click Rate



Detailed performance breakdown

category	impressions	clicks	enrolled	conversion_rate	click_rate
Books	1	0	0	0.00	0.00
Books	1	0	1	0.00	0.00
Books	1	1	0	1.00	1.00
Books	1	1	1	1.00	1.00
Books	2	0	0	0.00	0.00
Books	2	0	1	0.00	0.00

SELLER TRENDS

[Home](#)
[Previous](#)

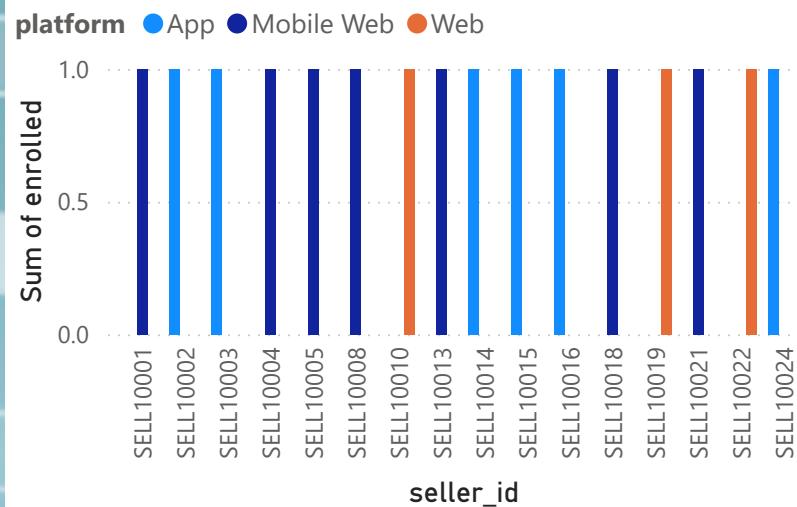
platform

category

region

risk_rating

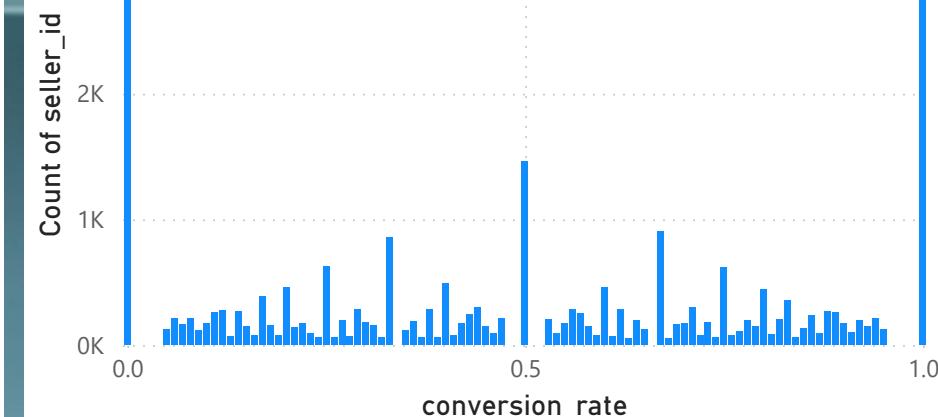
Seller Performance Comparison



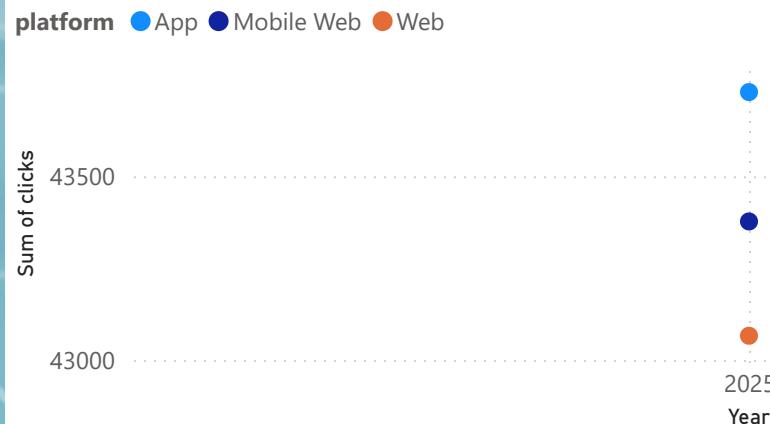
sellers perform across platforms or categories.

seller_id	Books	Electronics	Fashion	Home	Toys
SELL34999	0				
SELL34998				1	
SELL34997					1
SELL34996			0		
SELL34995			1		
SELL34994					1
SELL34993	0				
SELL34992		1			
SELL34991				1	
SELL34990	0				
Total	1	0	0	1	0

Seller Distribution by Conversion Rate



Seller Engagement Trend (Over Time)



Seller Conversion vs. Click Rate

