ABCXYZ WEBSITE
PERFORMANCE REPORT

Select date range ▼

User Type ▼

Designed by
Yaqoob A.O

How is our website performing?

Traffic Summary

Sessions	New Users	Bounces
71.8K	51.7K	32.9K
▲ 8.3%	▲ 8.8%	▲ 10.4%

Avg. Session Duration	Pages/Session	Revenue
02:49	4.2	$5.44K
▼ -2.5%	▼ -6.0%	▲ 48.8%

Website sessions trend

— Sessions   — Sessions (previous 30 days)
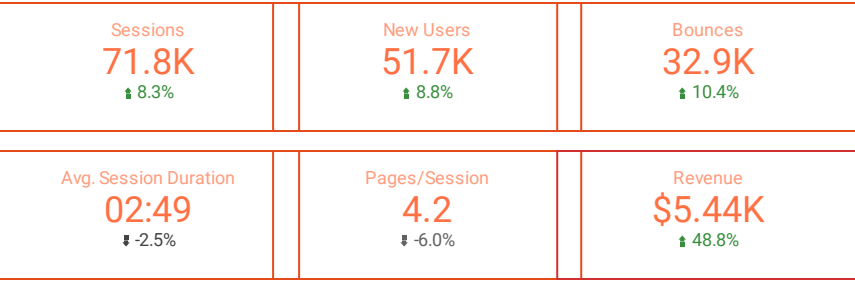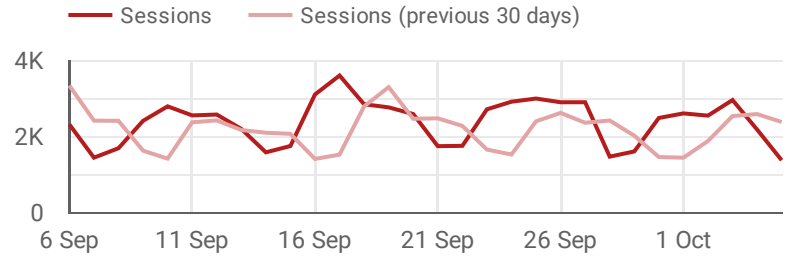
Who are our website users

Device

28.3%   69.7%
● desktop ● mobile ● tablet

Age

25-34, 18-24, 35-44, 45-54, 55-64, 65+
0 5K 10K 15K

Gender

36.3%   63.7%
● male ● female
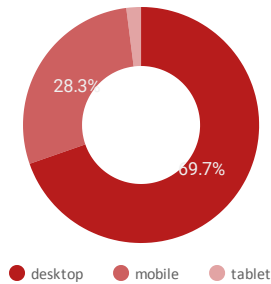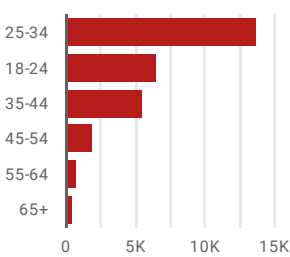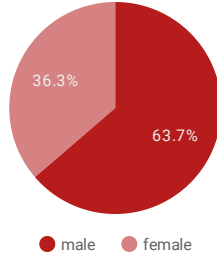
Location

Country	Town/City	Users ▼
United States	(not set)	
United States	New York	
United Kingdom	London	

1 - 100 / 6337 ‹ ›

How do we acquire users?

Traffic Sources

Source/Medi...	Sessions ▼	Bou...	Avg. S...	Pages/S...
google / organic	36,993	51.37%	00:02:27	3.68
(direct) / (none)	8,811	35.85%	00:03:29	4.81
mall.googleple...	6,423	12.28%	00:05:04	8.08
google / cpc	3,653	35.12%	00:03:08	5
analytics.googl...	2,652	55.43%	00:02:33	2.63

1 - 99 / 99 ‹ ›

Entry points

Page Title	Entrances ▼	Bounce R...
Google Online Store		57.61%
Home		29.58%
YouTube	Shop by Brand	...		57.16%
Men's T-Shirts	Apparel	G...		39.51%
Apparel	Google Merchan...		35.11%

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How are users behaving?

Top Page Views

Page Title	Page Views ▼	Avg. Ti...
Home		00:00:53
Google Online...		00:01:14
Men's T-Shirts...		00:00:48
Shopping Cart		00:01:26

1 - 100 / 569 ‹ ›

Top Section Views

Page path level 1	Page Views ▼
/google+redesign/	
/home	
/store.html	
/basket.html	

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Common Search Terms

Page path level 2	Page Views ▼
/apparel/	
/bags/	
/accessories/	
/shop+by+brand/	

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How we convert users

Ecommerce

E-commerce Conversion Rate
0.1%
▼ -2.8%

Avg. Order Value
$54.45
▲ 41.4%

Revenue Trend

— Page Views
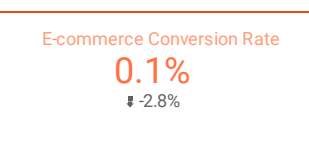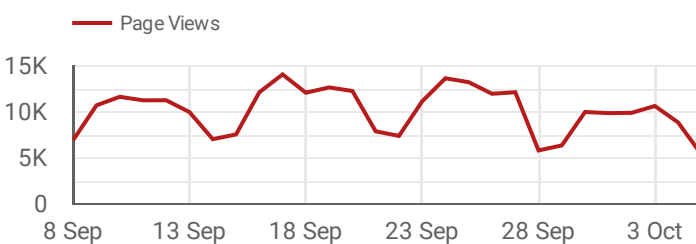
Top performing product

Product	Unique Pur...	Product ...
Google Sungl...		$59.5
YouTube Tee ...		$88
Google F/C L...		$150

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