DAILY METRICS

DAILY REVENUE	TODAY AVERAGE ORDER	TODAY ACTIVE USERS	TODAY PURCHASE-THROUGH-RATE
$491 601 117	**1 924**	**255 497**	**7.85%**

DAU

● users ● sessions
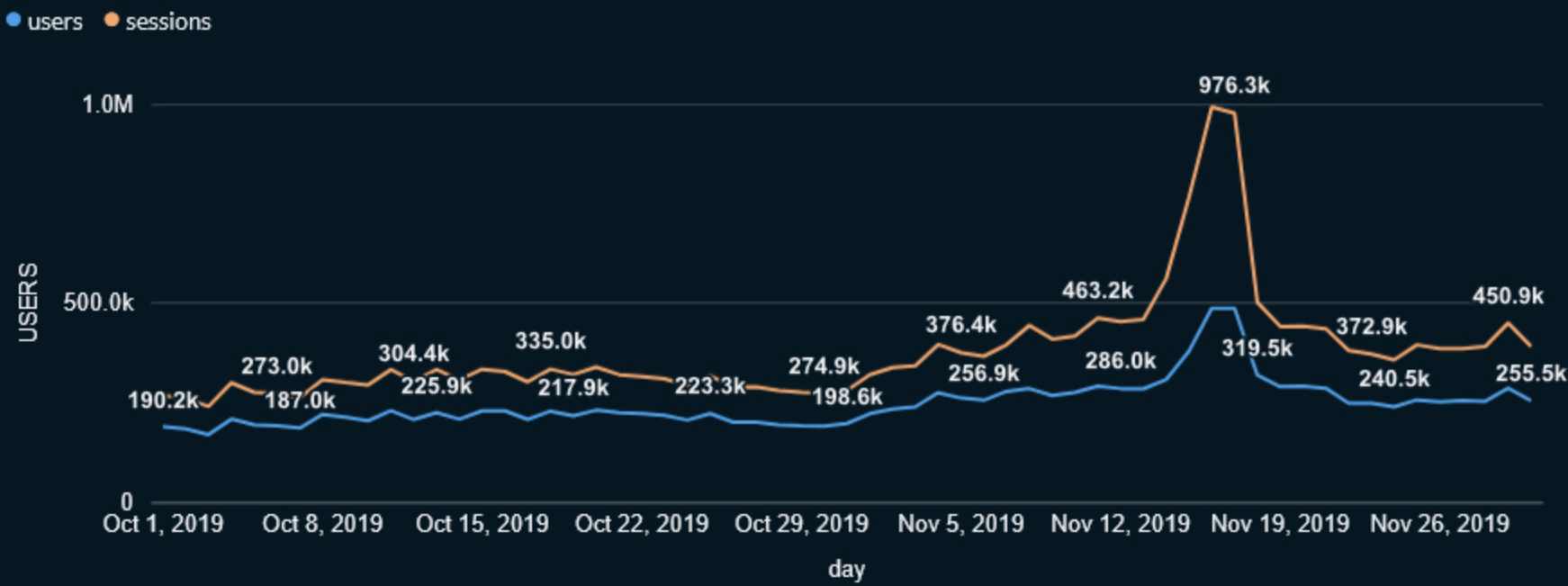
AVERAGE ORDER
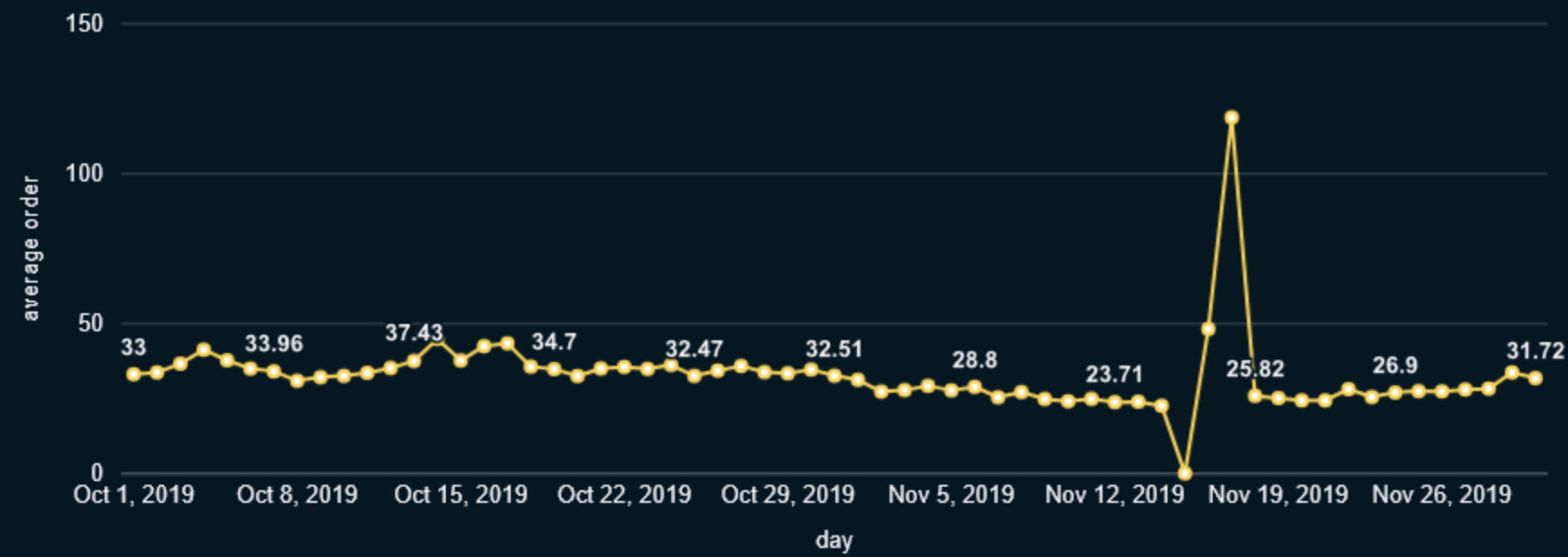
DAILY SPENT
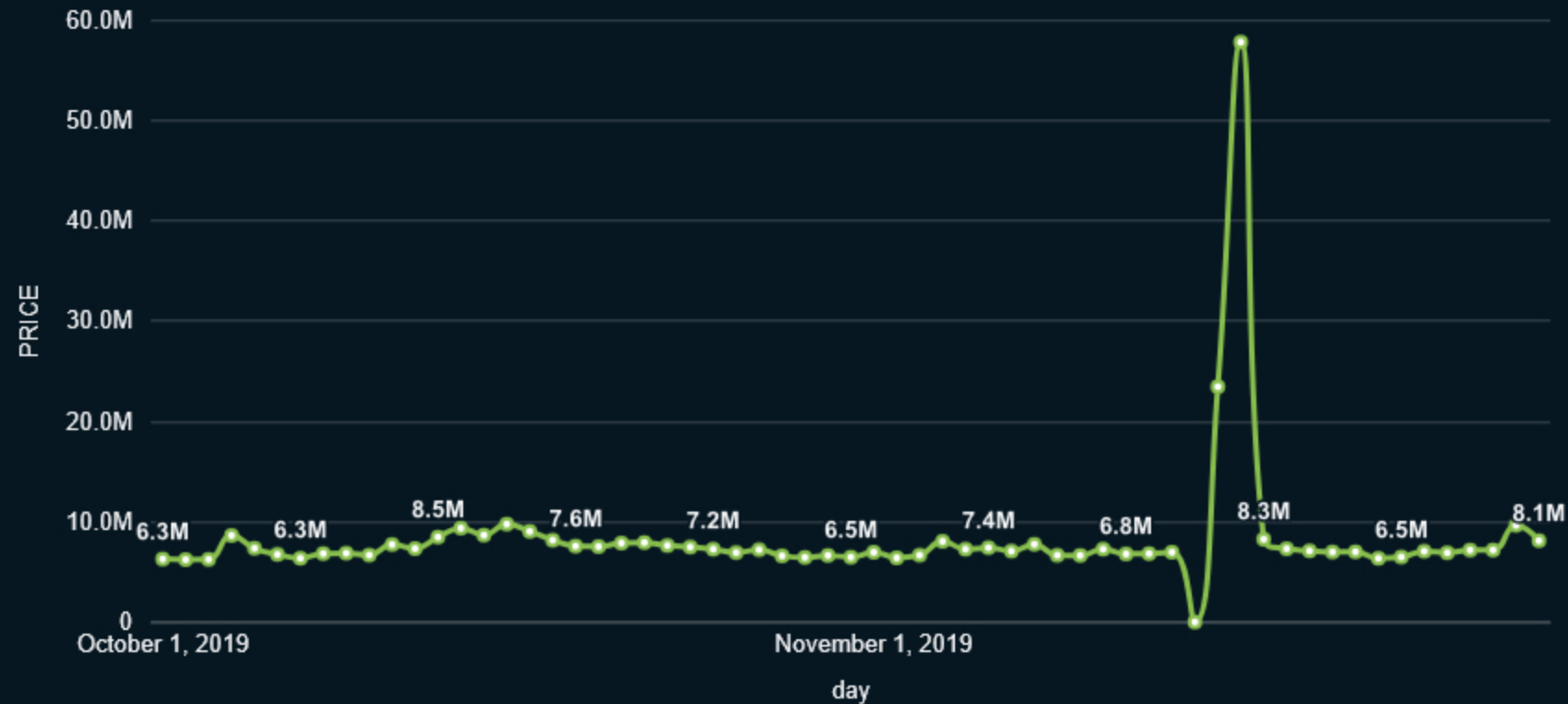
PURCHASE-TRHOUGH-RATE
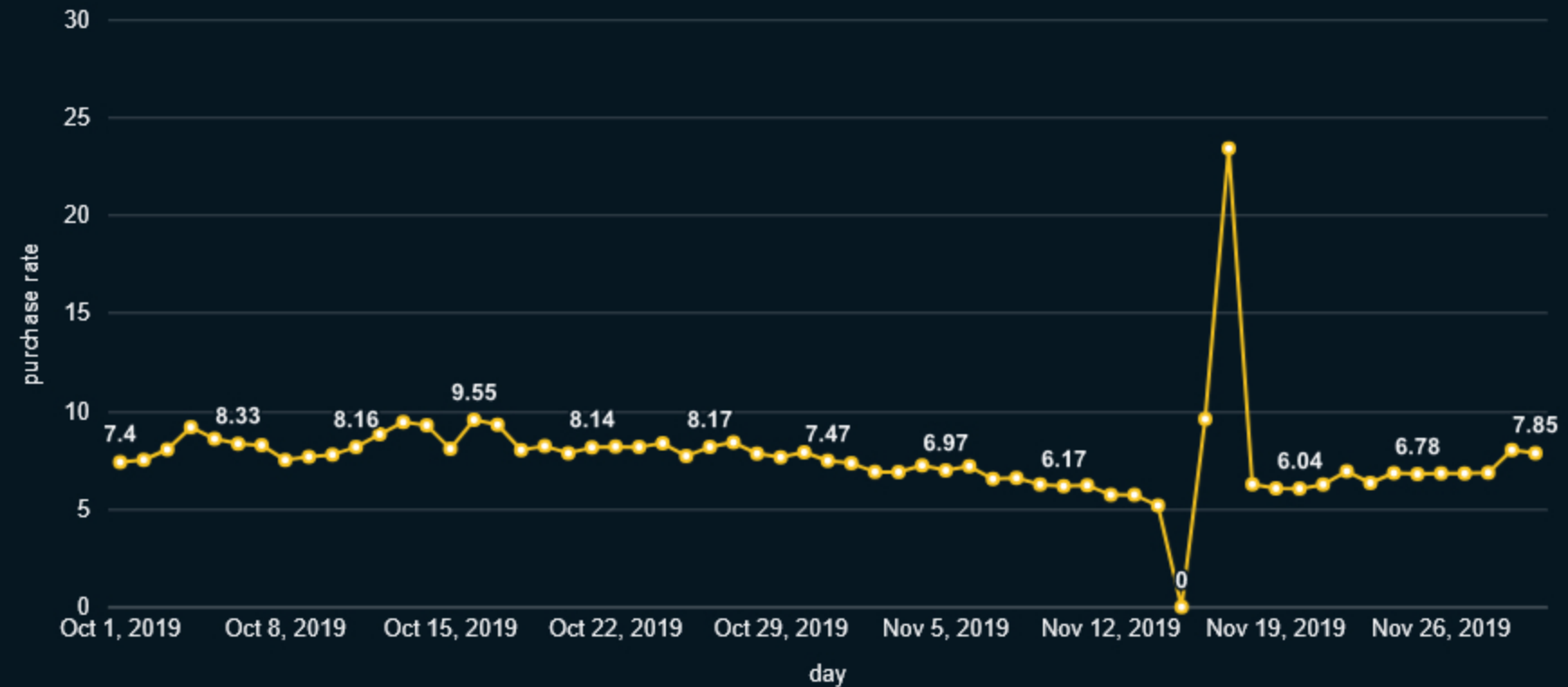
DAILY RETENTION

first_day: Day	1	2	3	4	5	6	7	8
November 1, 2019	100	18.71	15.55	16.42	14.75	13.95	14.17	13.51
November 2, 2019	100	15.51	13.41	11.75	11.04	11.16	10.72	10.35
November 3, 2019	100	14.69	11.45	10.45	10.41	9.94	9.55	9.63
November 4, 2019	100	13.74	11.12	10.57	9.73	8.7	8.63	9.39
November 5, 2019	100	12.49	10.39	9.1	8.08	7.95	8.46	9.39
November 6, 2019	100	12.58	9.56	8.2	7.94	8.1	7.74	7.52
November 7, 2019	100	10.97	7.99	7.41	7.66	7.07	6.89	7.85
November 8, 2019	100	10.72	8.13	9	8.11	7.74	8.31	9.08
November 9, 2019	100	11.26	8.25	7.14	6.62	7.05	8.49	10.67
November 10, 201	100	10.22	7.6	6.71	6.99	8.36	10.4	10.19
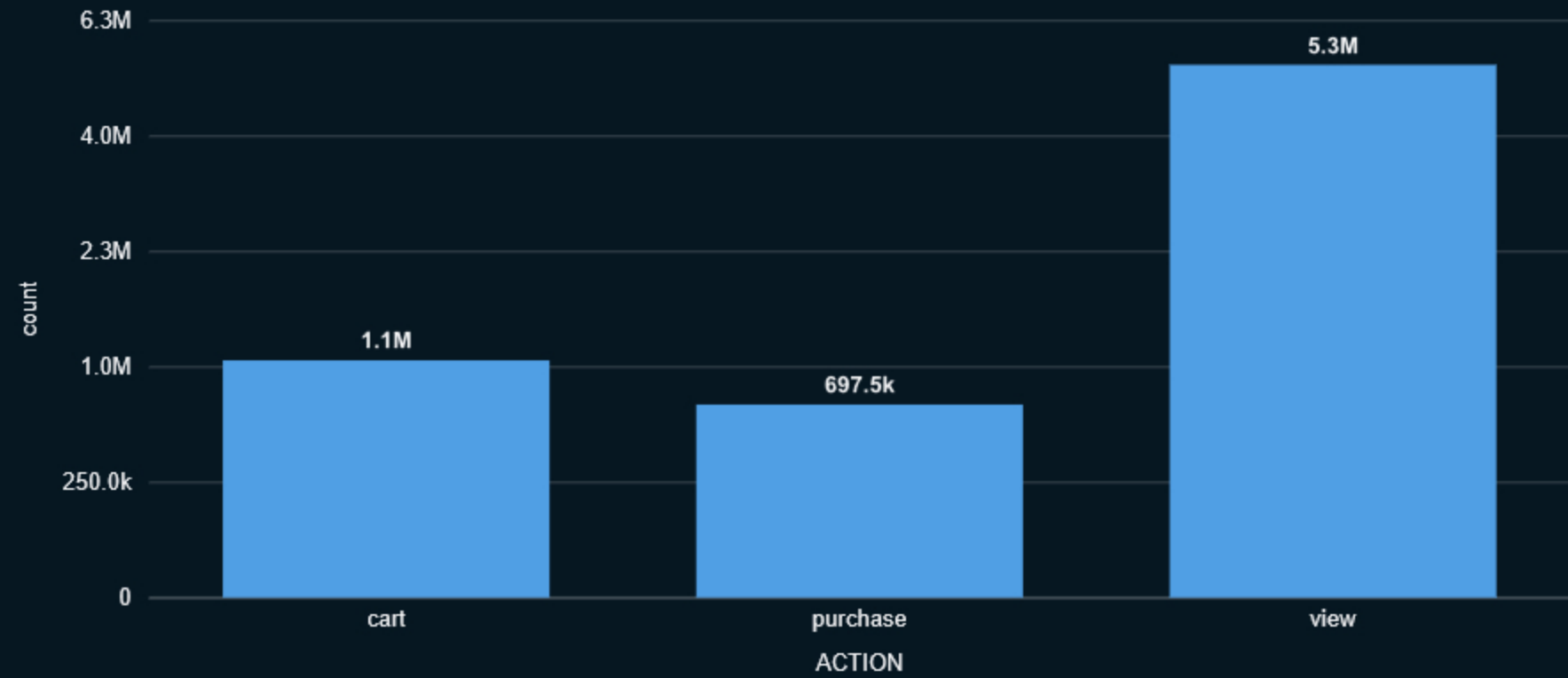
MOST POPULAR PRODUCT TODAY

category_code	**electronics.smartphone**
brand	**samsung**

PURCHASE FUNNEL

MOST VALUABLE PRODUCTS TODAY