

# TRAFFIC OVERVIEW

64M

Total View

3M

Total Cart

917K

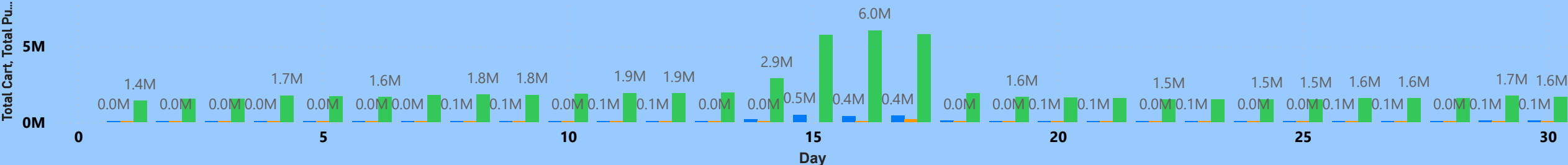
Total Purchase

1.44%

Conversion Rate

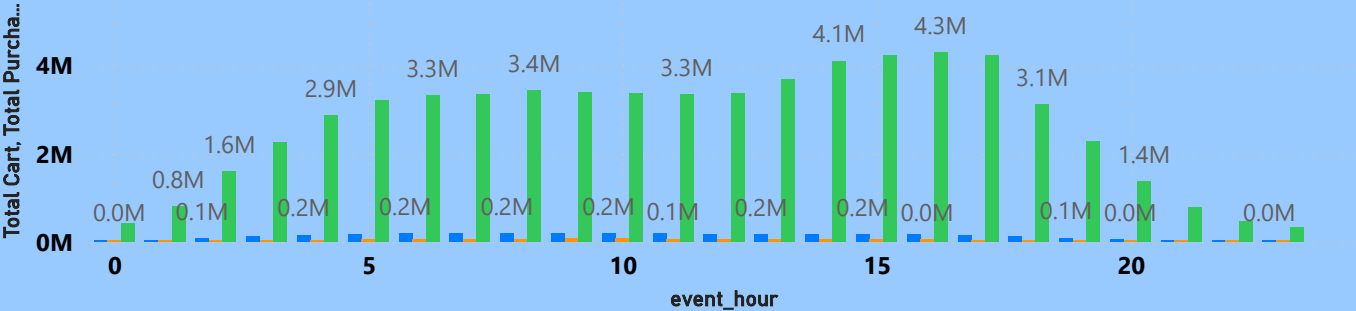
Daily Totals: View, Cart & Purchase

Total Cart Total Purchase Total View



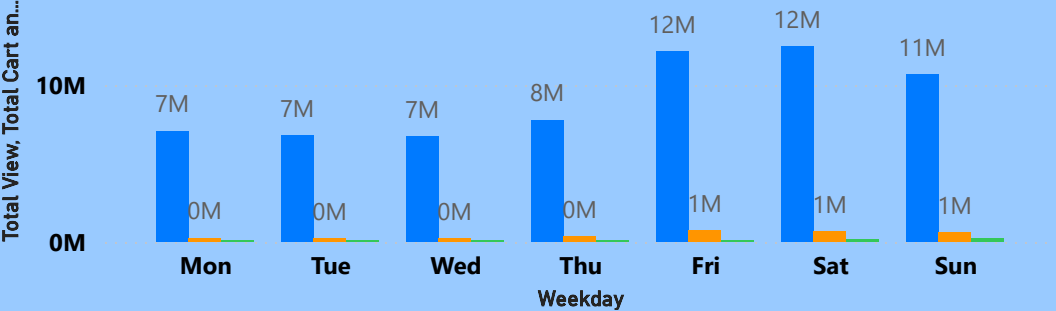
Hourly Totals: View, Cart & Purchase

Total Cart Total Purchase Total View



Weekly Totals: View, Cart & Purchase

Total View Total Cart Total Purchase



Date

11/1/2019



11/30/2019



Hour

0

23

# FUNNEL & CONVERSION

3.13%

Avg View→Cart (Daily)

72.13%

Avg Cart→Purchase (Daily)

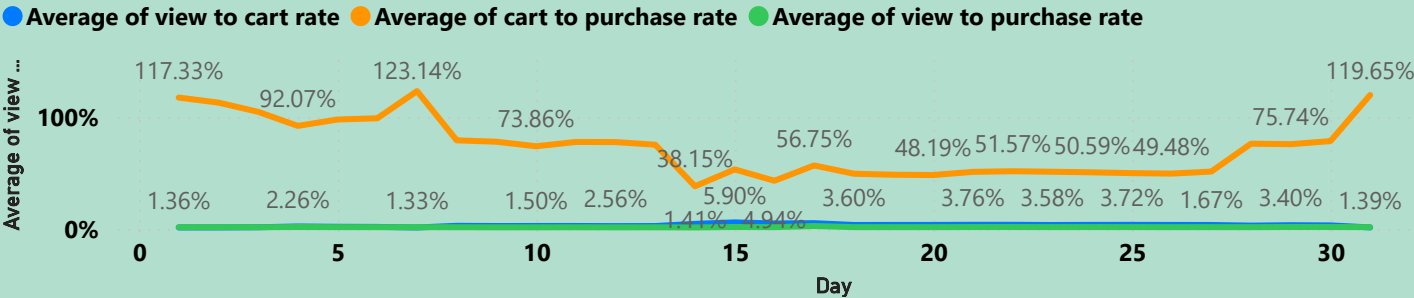
1.67%

Avg View→Purchase (Daily)

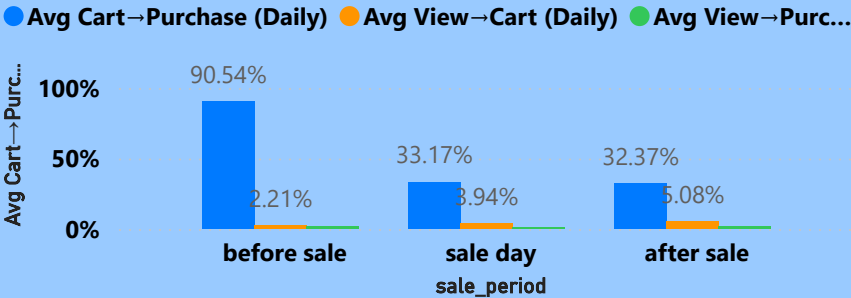
58.04%

Cart Abandonment Rate

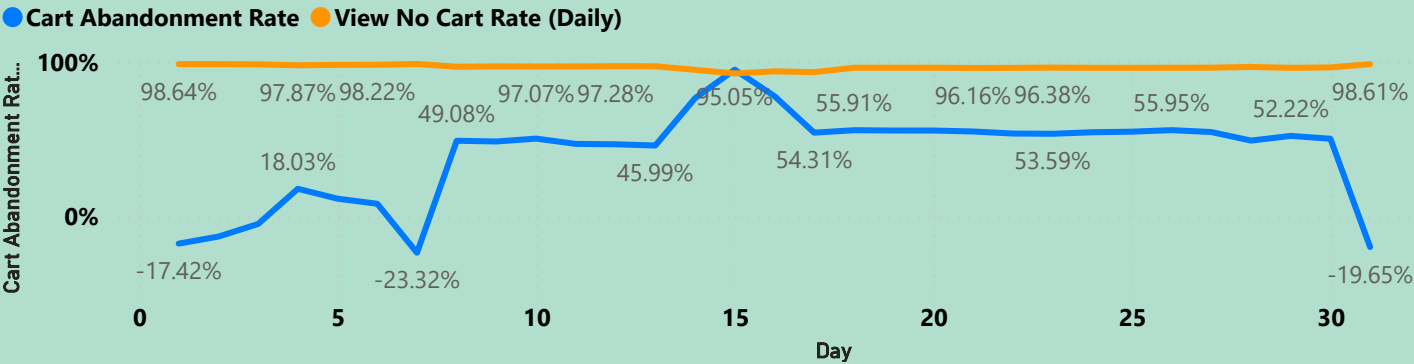
Daily Funnel Conversion Rates



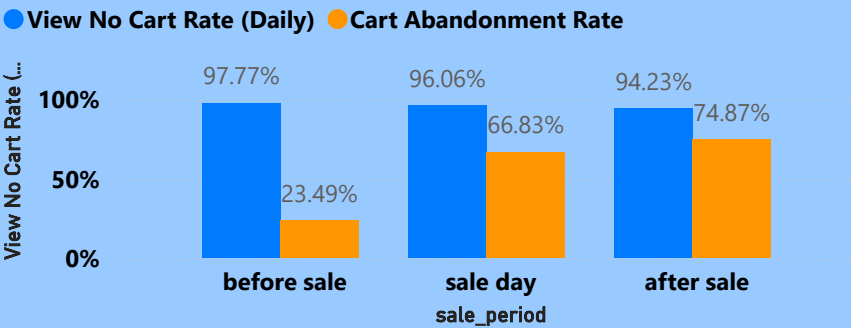
Daily Average Funnel Rates by Sale Period



Daily Cart Abandonment & View No Cart Rates



Daily Cart Abandonment & View No Cart Rates by Sale Period



Date

10/1/2019



11/30/2019



Sale Period

All



9.62M

Total View Category

1.30M

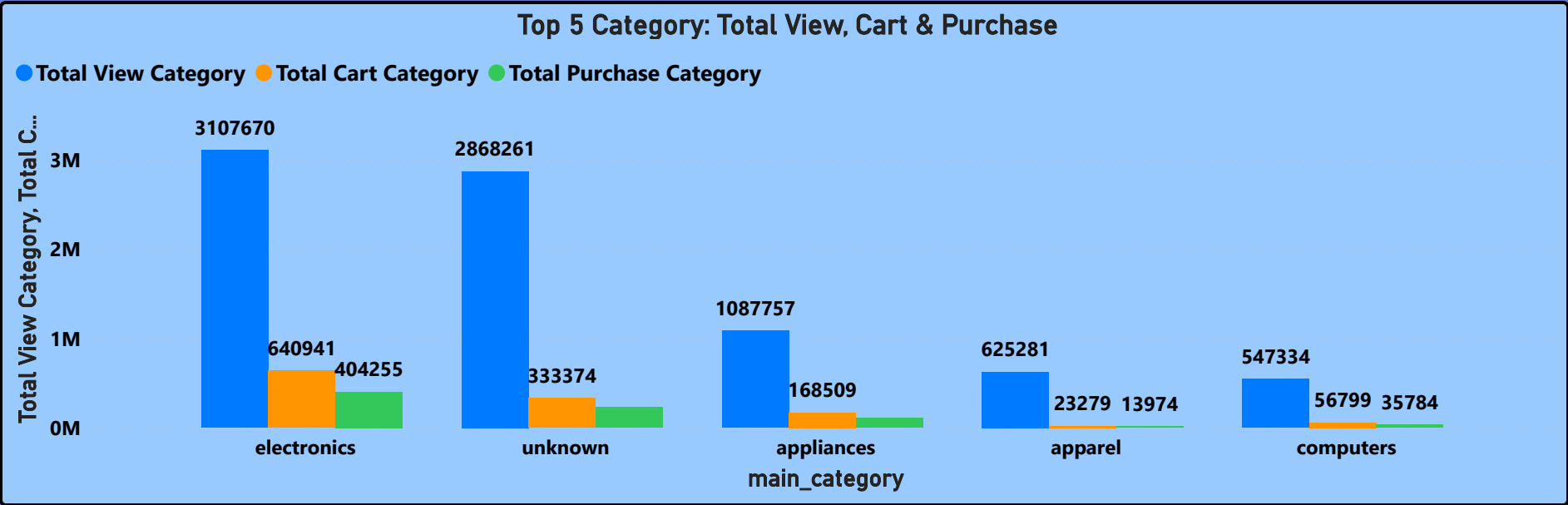
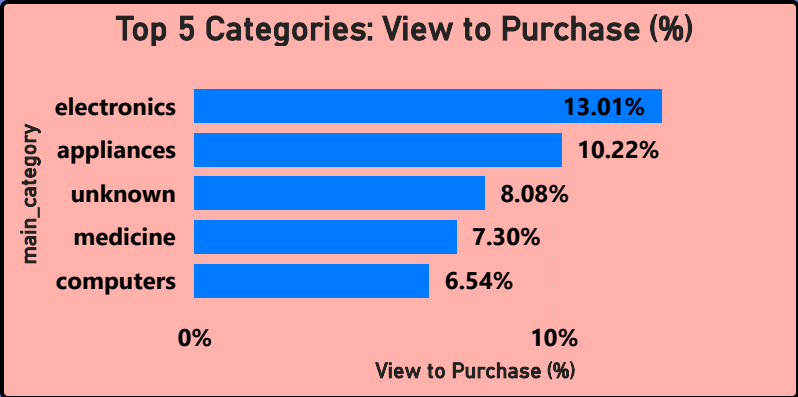
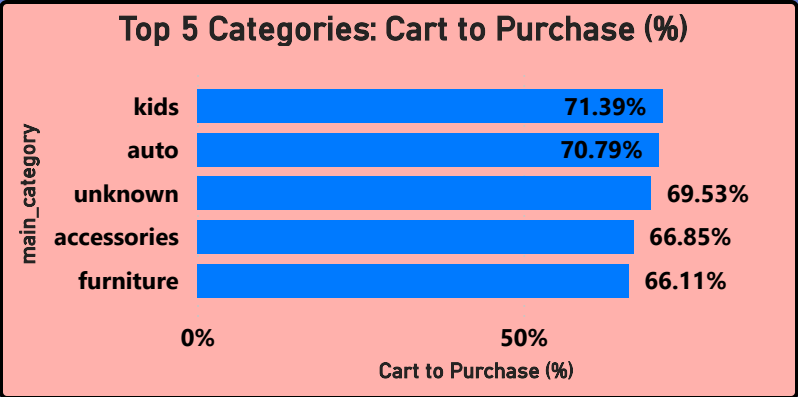
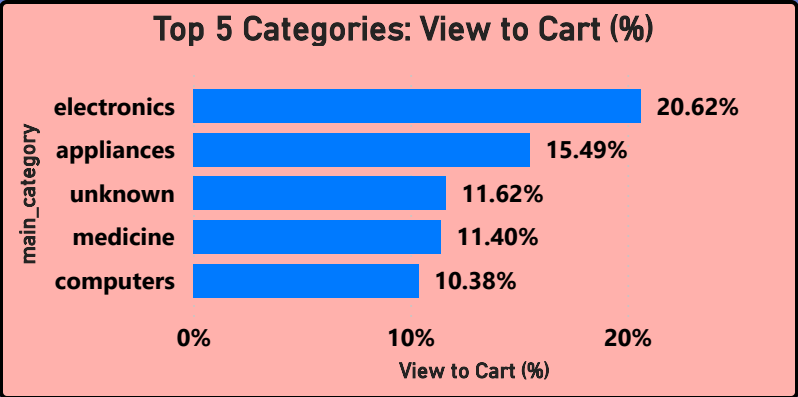
Total Cart Category

849.64K

Total Purchase Category

11.45%

Cart Abandonment



Sort By Total

Cart

Date

10/1/2019

11/30/2019

Main Category

All

697.47K

Total Customers

25

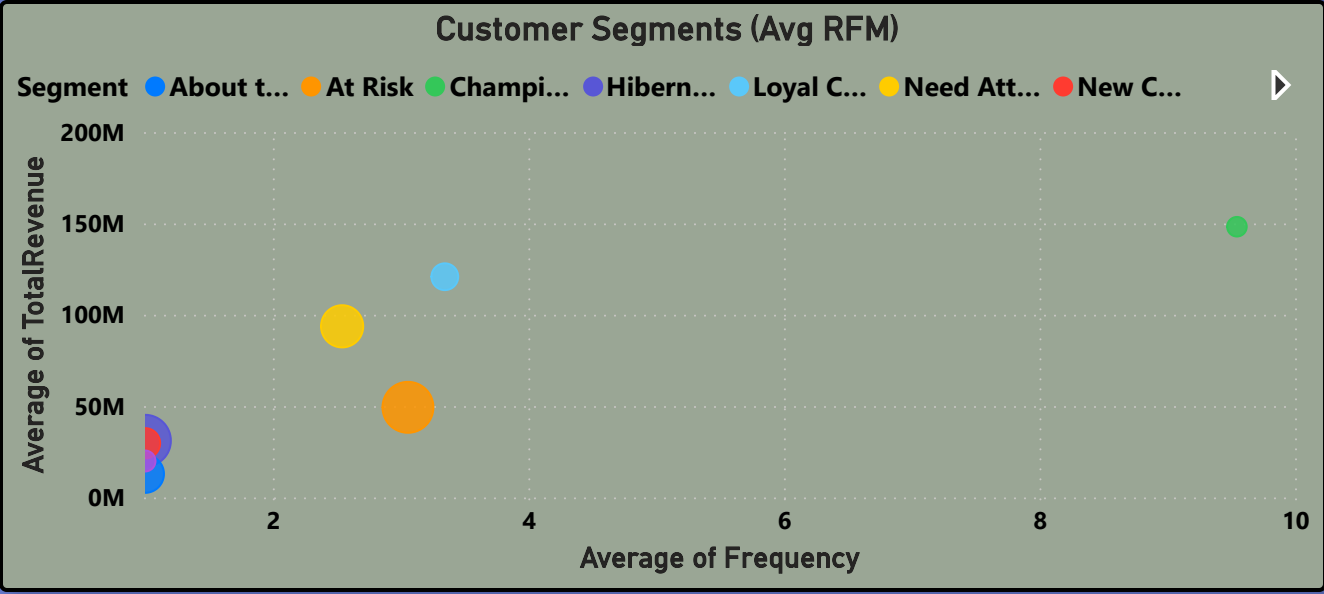
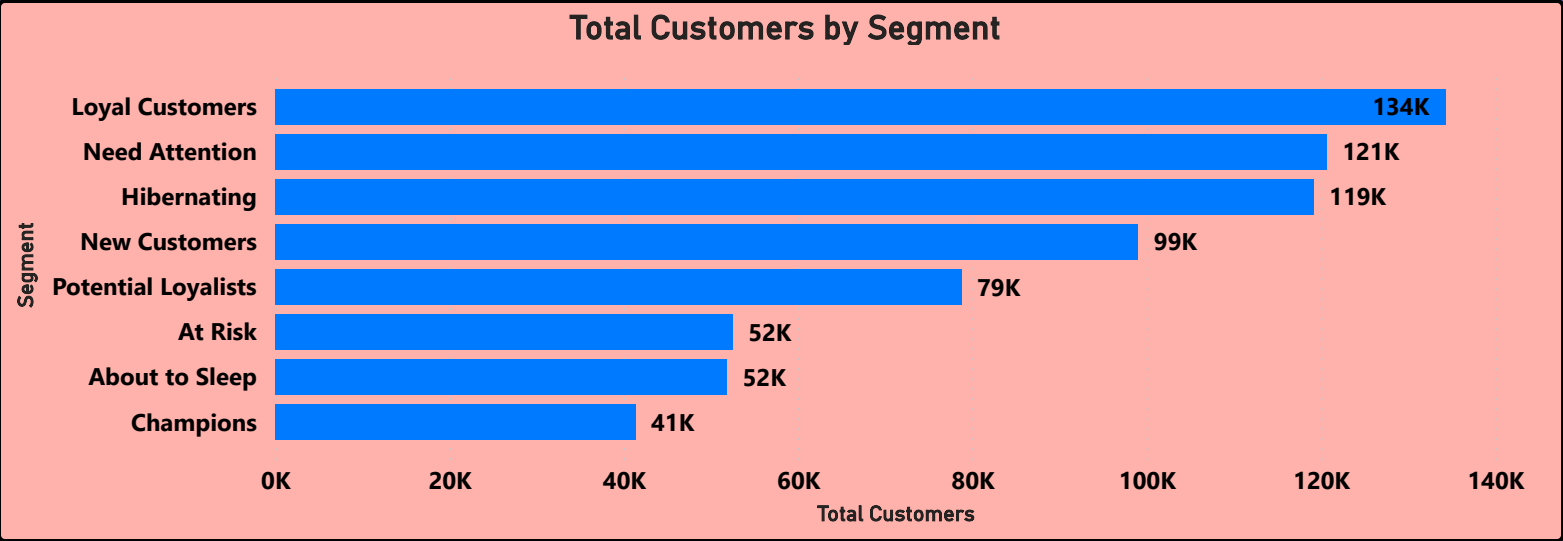
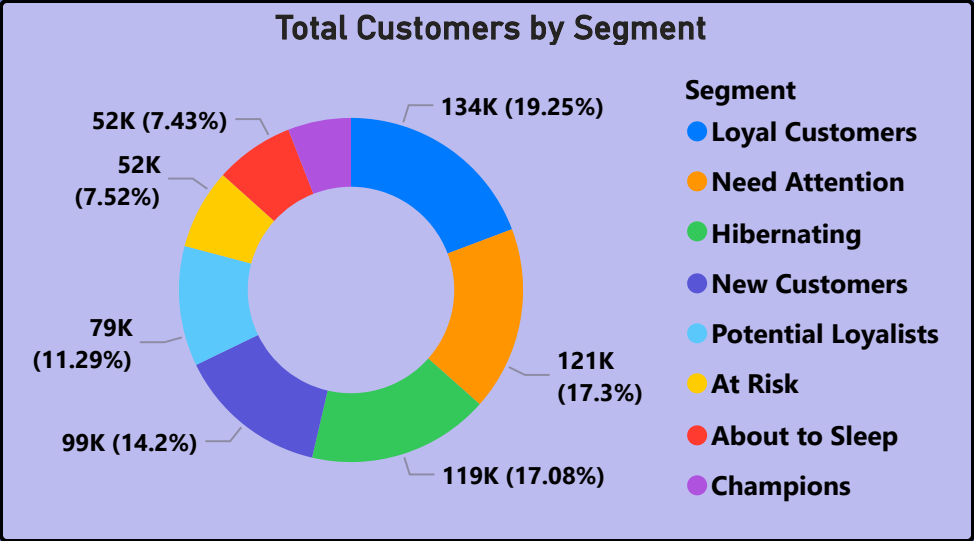
Average of Recency

3

Average of Frequency

63.14M

Average of TotalRevenue



Segment	Average of Recency	Average of Frequency	Average of TotalRevenue
About to Sleep	26	1	12,827,494.80
At Risk	49	3	49,281,017.05
Champions	6	10	148,145,486.96
Hibernating	51	1	31,008,693.80
Loyal Customers	12	3	120,766,159.54
Need Attention	33	3	93,622,538.52
New Customers	16	1	29,617,257.57
Potential Loyalists	7	1	19,883,744.53
Total	25	3	63,144,049.10