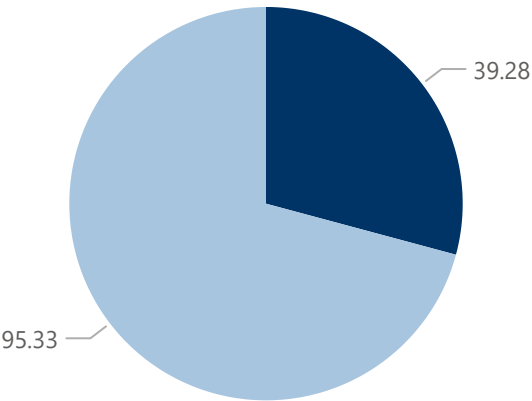


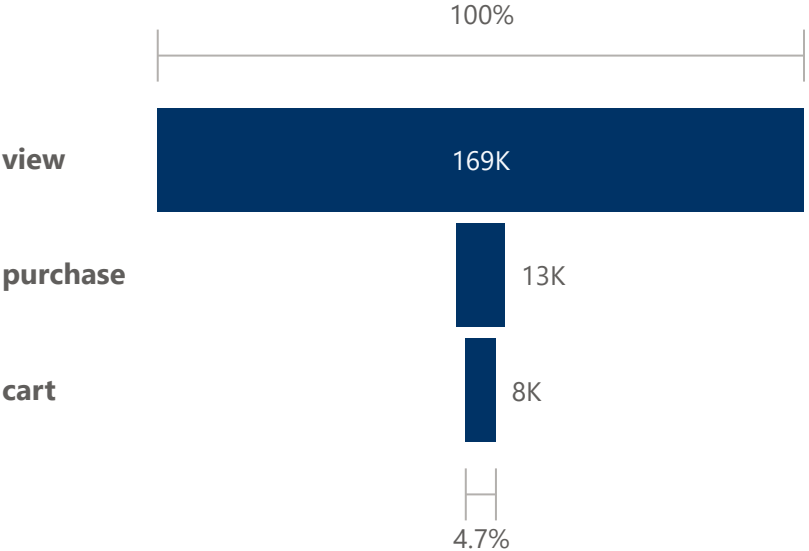
Ecommerce Store Funnel Analysis – October 2019 Dataset

Drop off percentages per event types

● cart to purchase drop off percentage ● view to cart drop off percentage



Number of users per event type



Percentage of funnel users vs total users

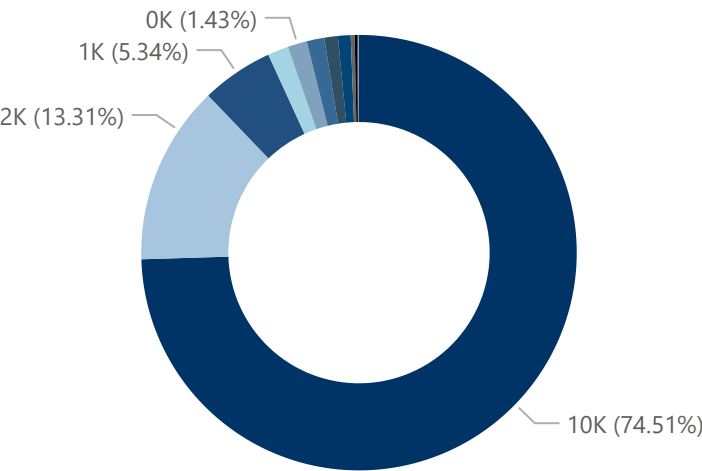
2.83

Funnel users (view > cart > purchase)

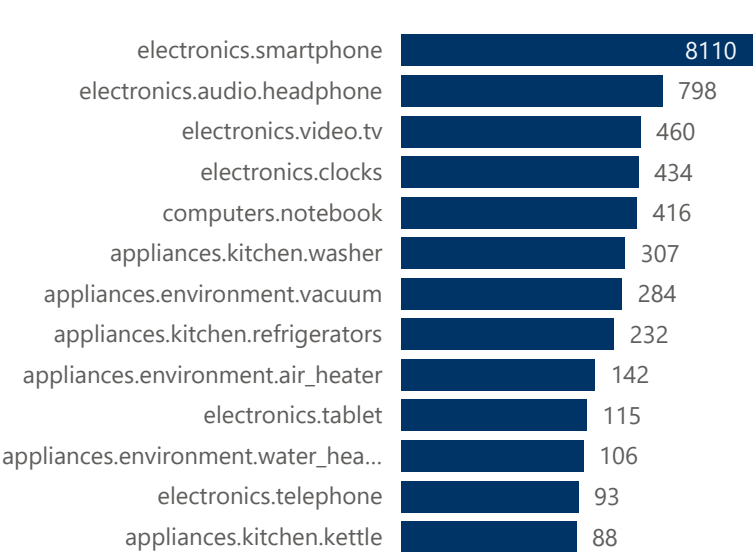
4782

Amount of products purchased by general category

● electronics ● appliances ● computers ● constructi... ● auto ● furniture ▶



Amount of products purchased by exact category



Total Revenue by Brand

● apple ● samsung ● xiaomi ● huawei ● lucente ● acer ● lg ▶

