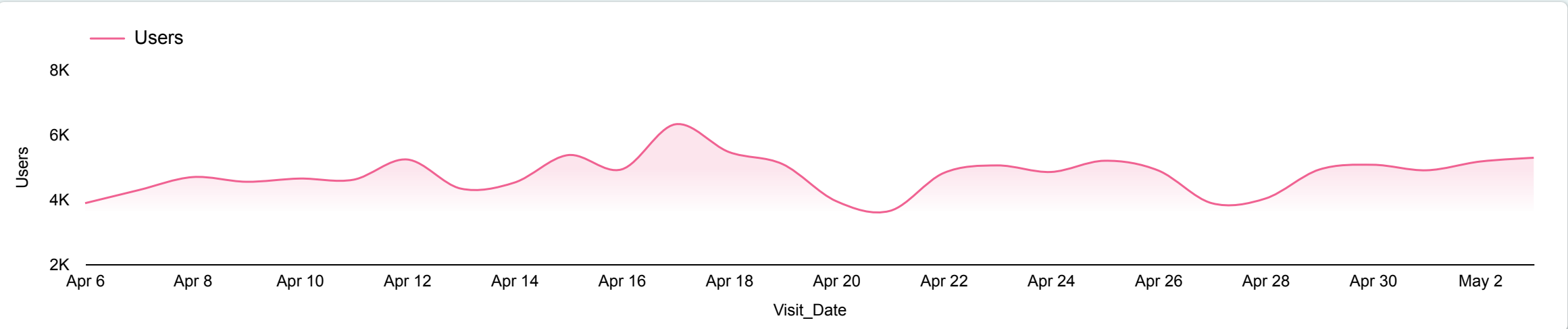
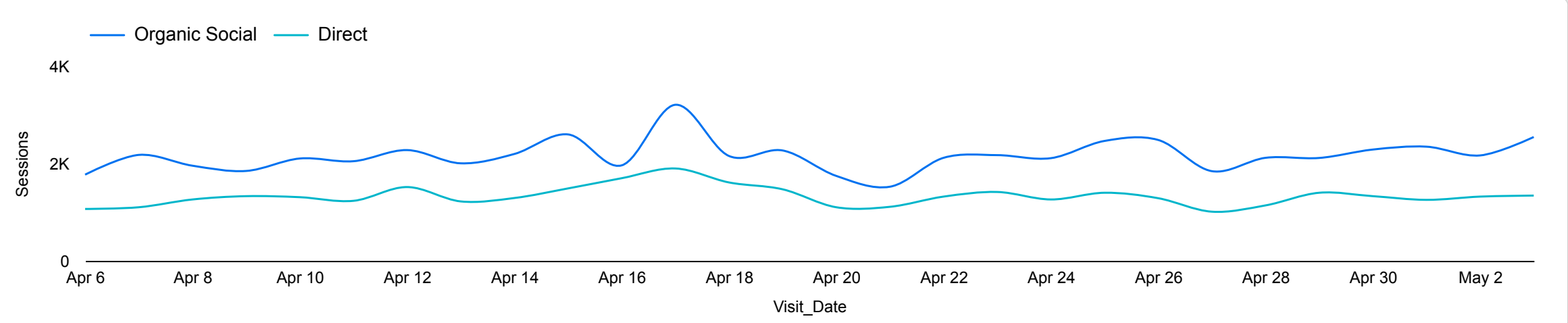


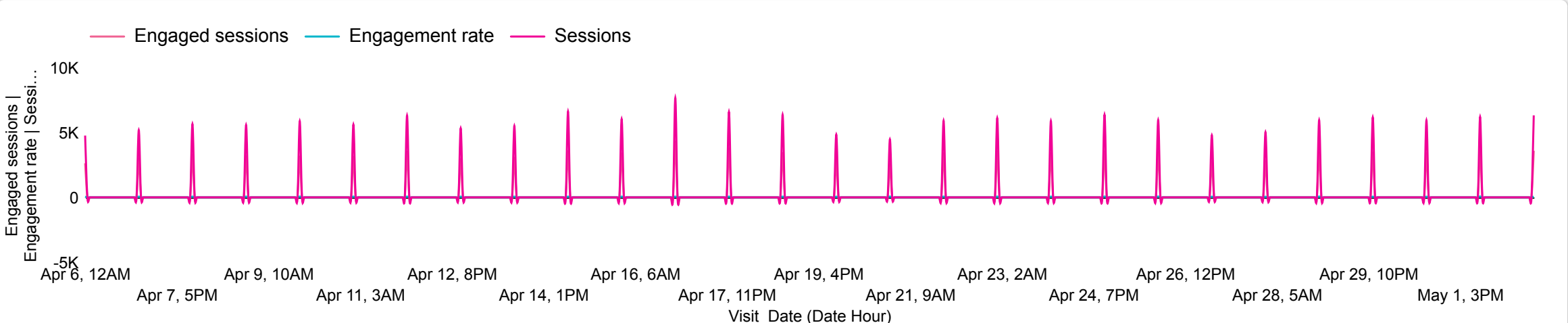
Total Visitors Over Time



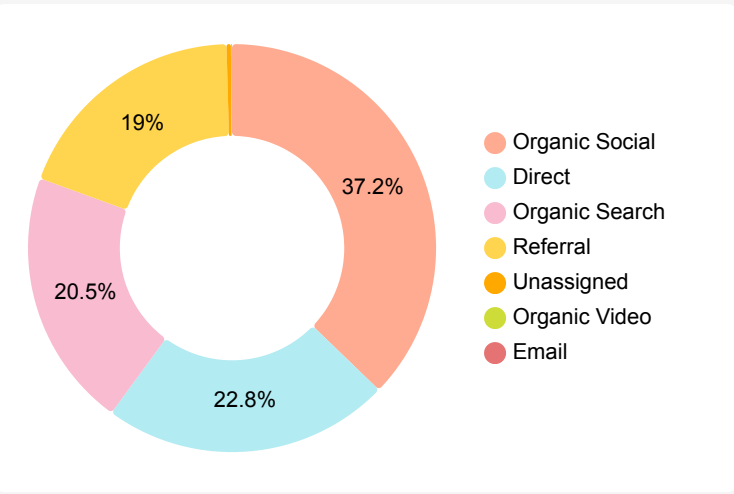
Traffic Trends: Organic Social vs Direct



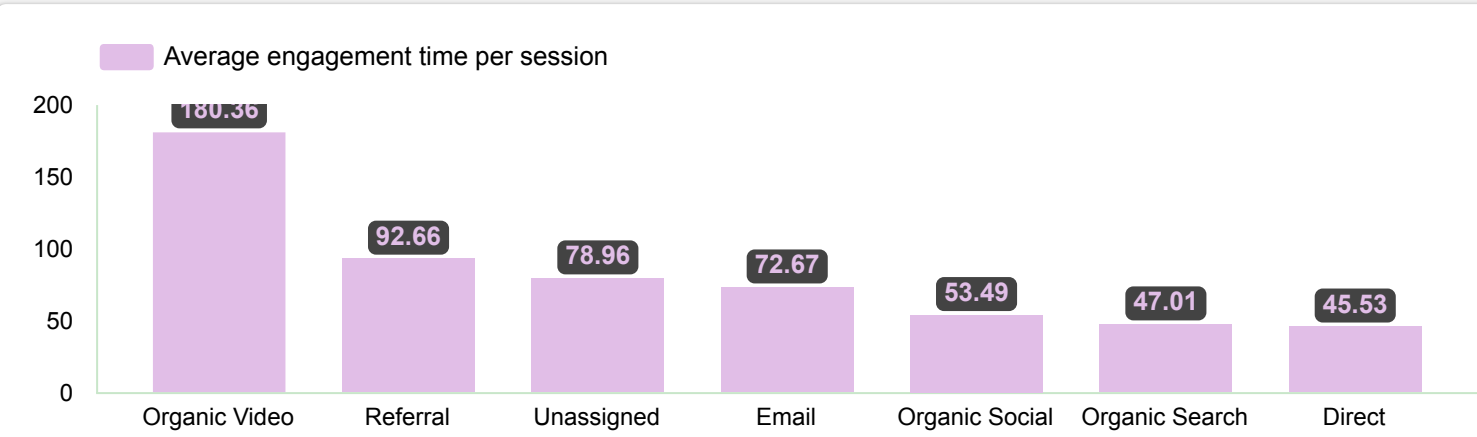
Website Engagement Over Time



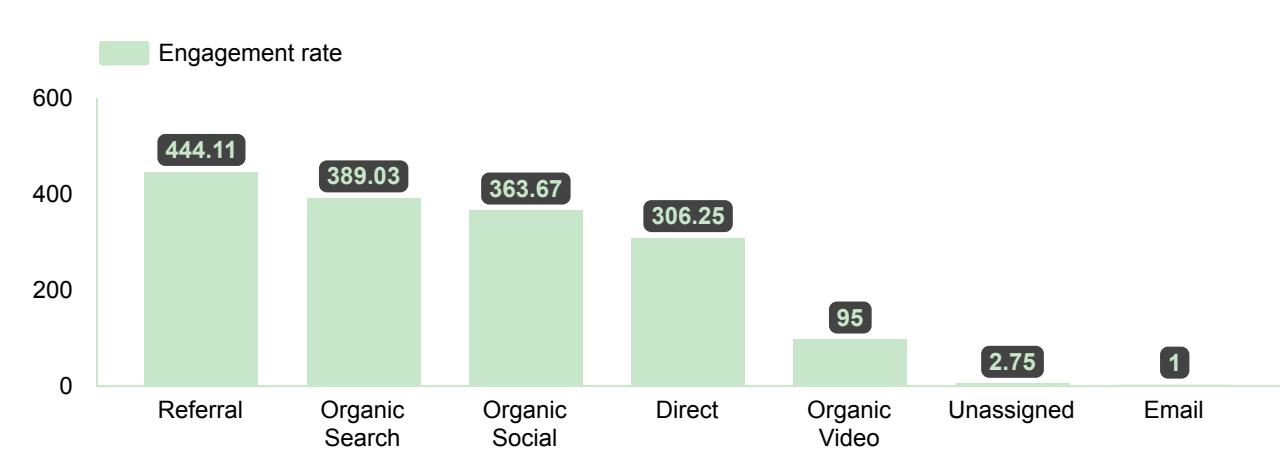
Sessions by Channel



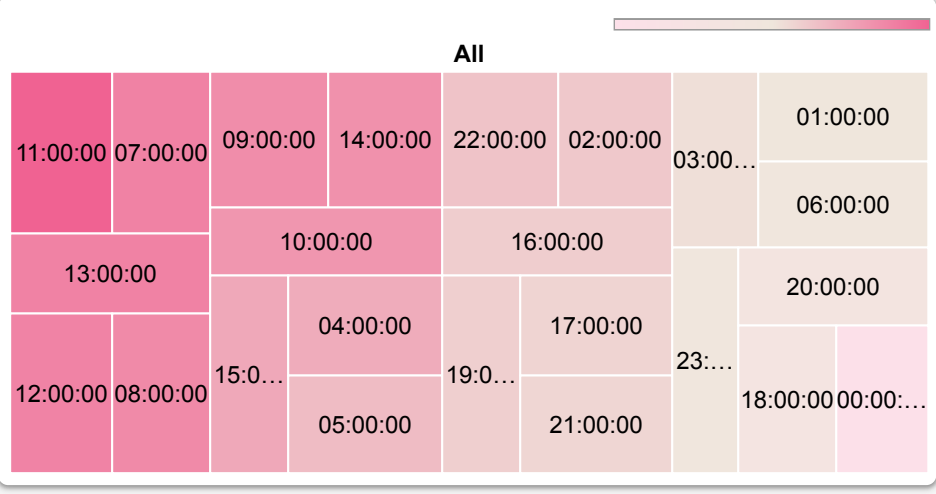
Avg Engagement Time per Session



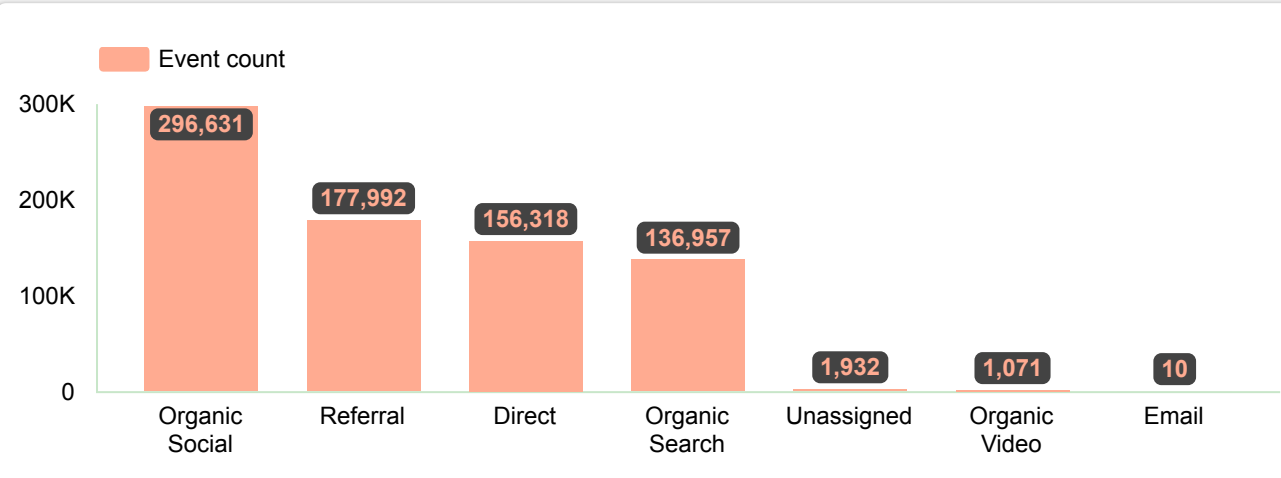
Engagement Rate by Channel



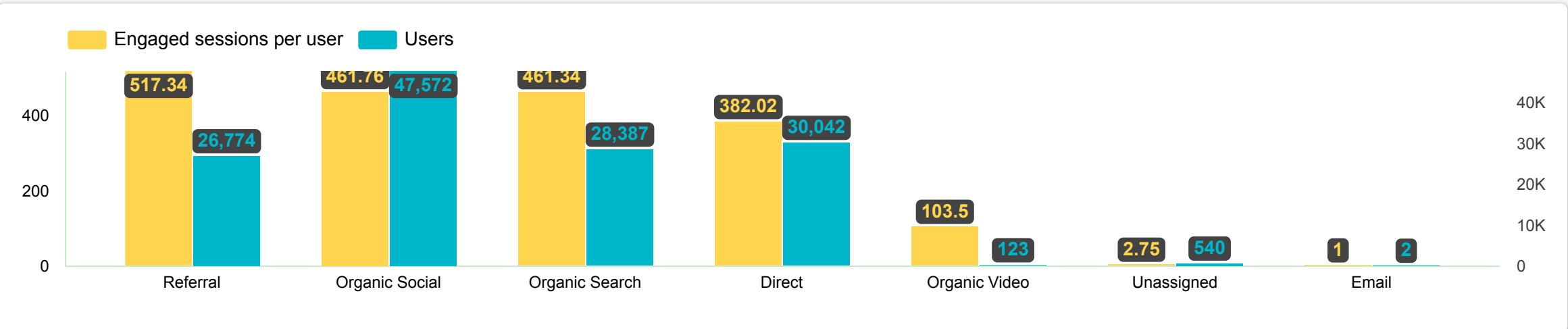
Engagement Rate by Hour of Day



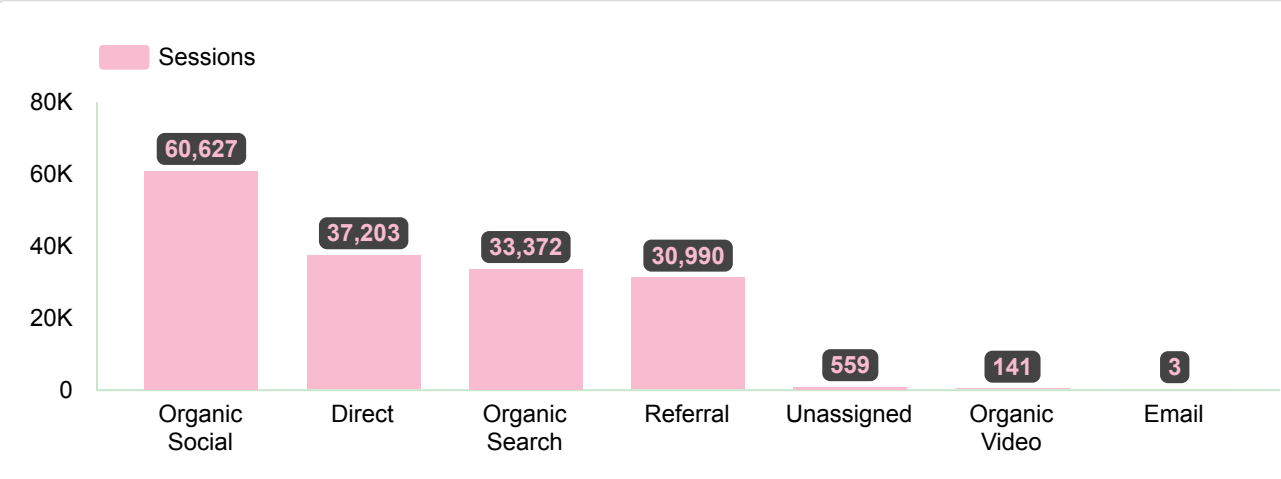
Total Event Count by Channel



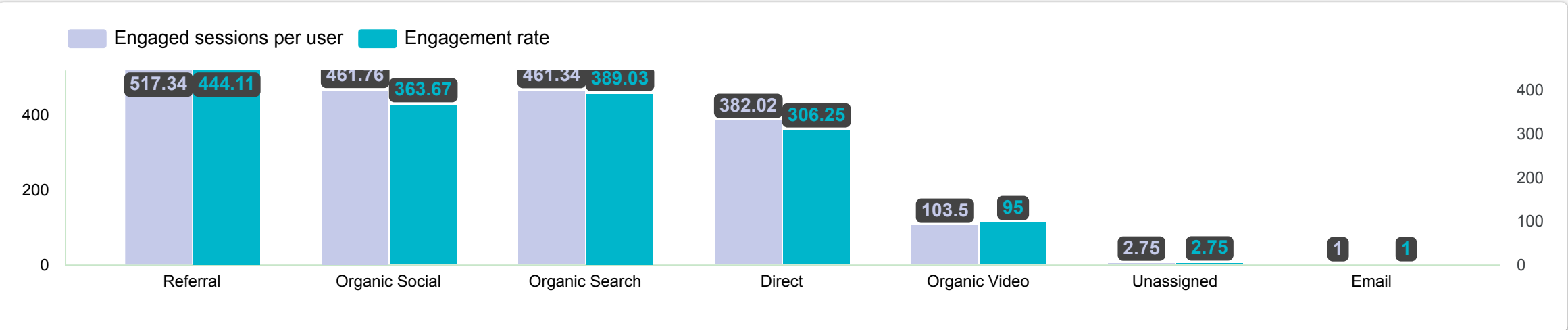
High Engagement Channels per User



Entry Sessions by Channel



Drop-Off Indicators by Channel



Traffic Source Comparison

Session primary channel group (Default channel group)		Sessions ▾	Event count	Engagement rate	Users
1.	Organic Social	60.6K	296.6K	363.7	47.6K
2.	Direct	37.2K	156.3K	306.2	30K
3.	Organic Search	33.4K	137K	389	28.4K
4.	Referral	31K	178K	444.1	26.8K
5.	Unassigned	559	1.9K	2.8	540
6.	Organic Video	141	1.1K	95	123
7.	Email	3	10	1	2

Engagement Table by Channel

Session primary channel group (Default channel group)		Engaged sessi... ▾	Engaged sessions
1.	Referral	517.3	20.7K
2.	Organic Social	461.8	32.7K
3.	Organic Search	461.3	19.4K
4.	Direct	382	17.2K
5.	Organic Video	103.5	109
6.	Unassigned	2.8	4
7.	Email	1	1

High Traffic, Low Engagement Hours

Visit_Date (Date Hour) ▾		Engage...	Sessions
1.	May 3, 2024, 12AM	0.3	55
2.	May 2, 2024, 12AM	0	17
3.	May 1, 2024, 12AM	0.3	42
4.	Apr 30, 2024, 12AM	0.2	41
5.	Apr 29, 2024, 12AM	0.3	52
6.	Apr 28, 2024, 12AM	0.4	61
7.	Apr 27, 2024, 12AM	0.4	44

Underperforming Channels with Potential

Session primary channel group (Default channel group)		Sessions 1 ▾	Engagement r... 2 ▴	Events per ses...
1.	Direct	680	5.8	81.9
2.	Unassigned	555	0.3	1.3K
3.	Organic Social	41	0.3	3.9
4.	Organic Video	30	0	72
5.	Organic Search	7	0.1	3
6.	Email	2	0	5