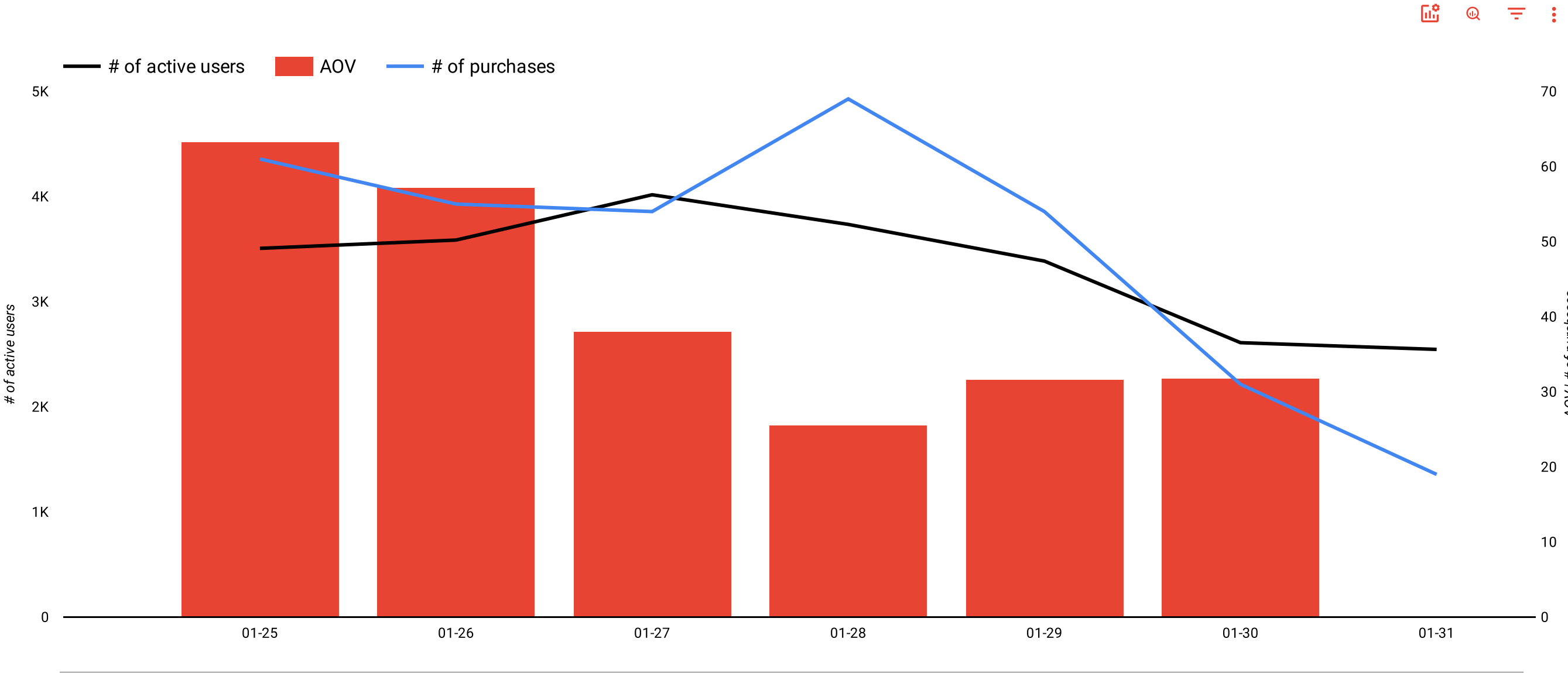


Metrics

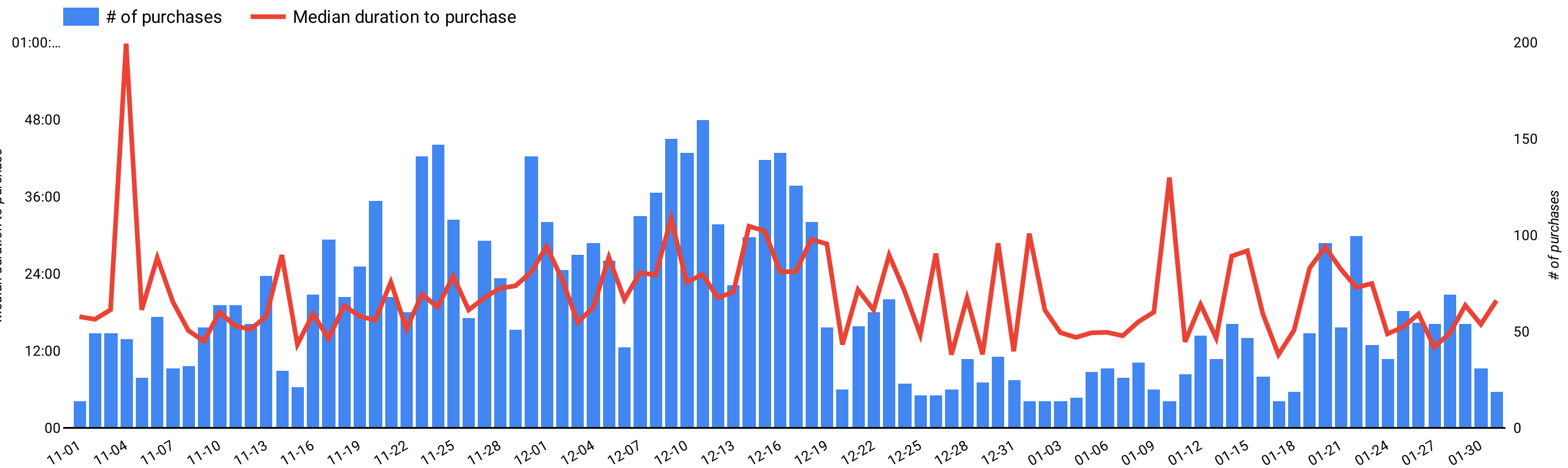
# of purchases	# of active users	Revenue (USD)	Page View per User	Week avg. duration to purchase	Conversion Rate
343	21,596	\$5,546.00	4.51	00:50:34	1.60%
-13.16%	-4.66%	-79.15%	-5.30%	-54.54%	-8.75%
vs. prev. week					

Trends over time (optional comparison)

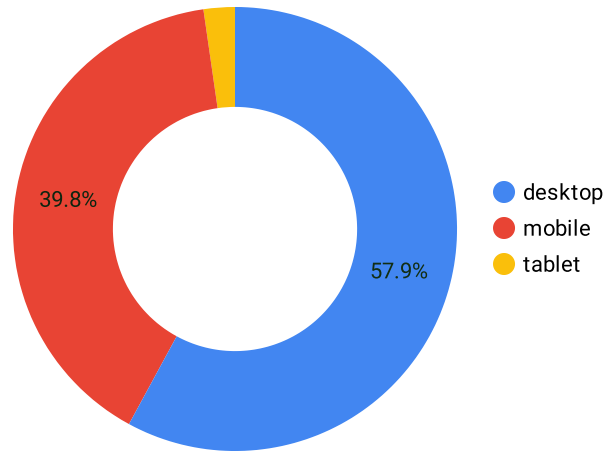
Country ▾



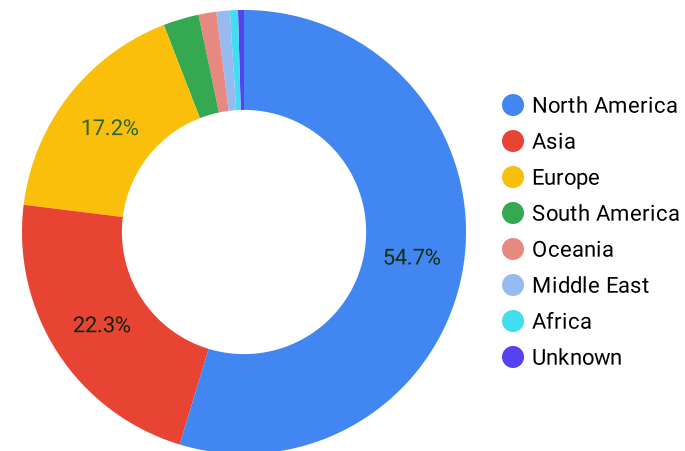
Daily median time to purchase



## Device category traffic by # of users

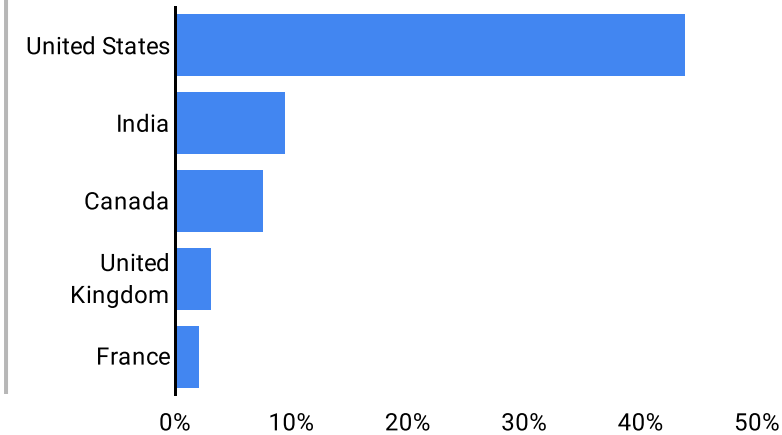


## Region split - Revenue (USD)

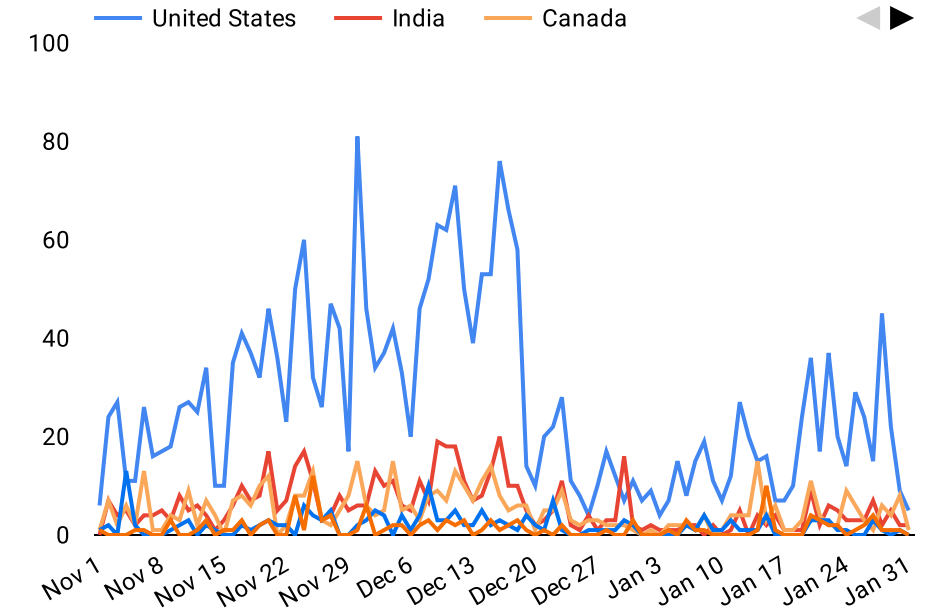


## TOP countries breakdown

% of active users

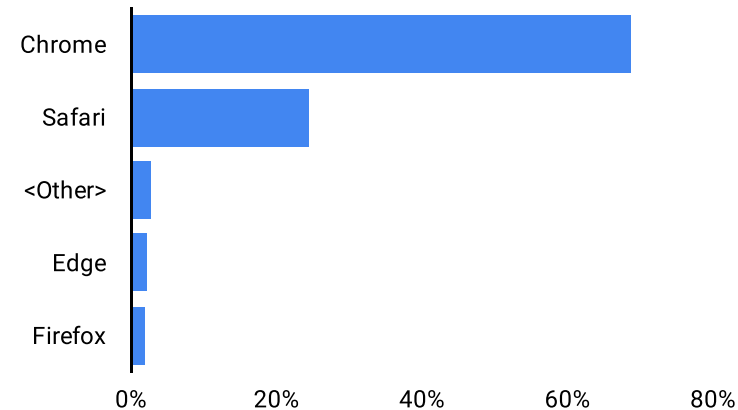


## Sales Volume drill-trough

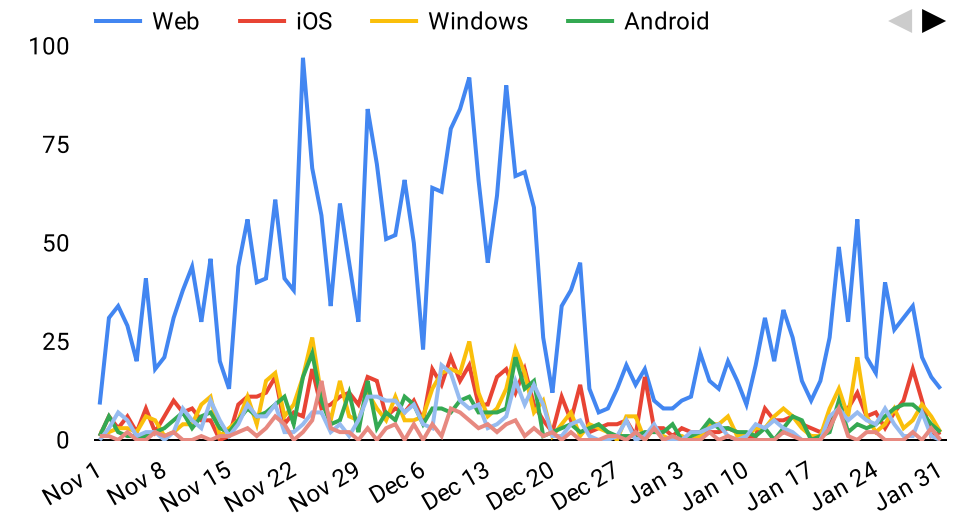


## TOP browser breakdown

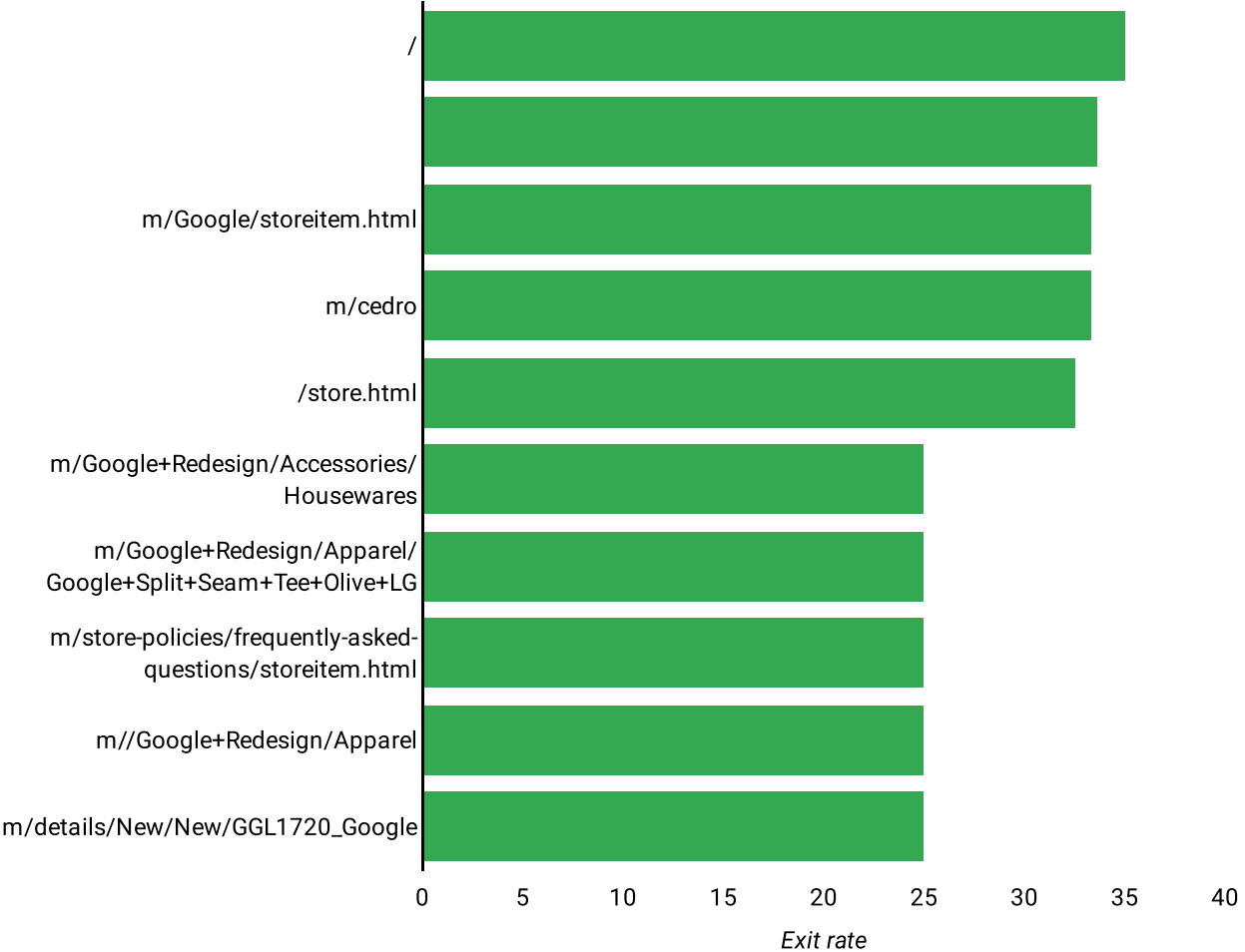
% of active users (browser)



## Sales Volume drill-trough (operating system)



Exit page

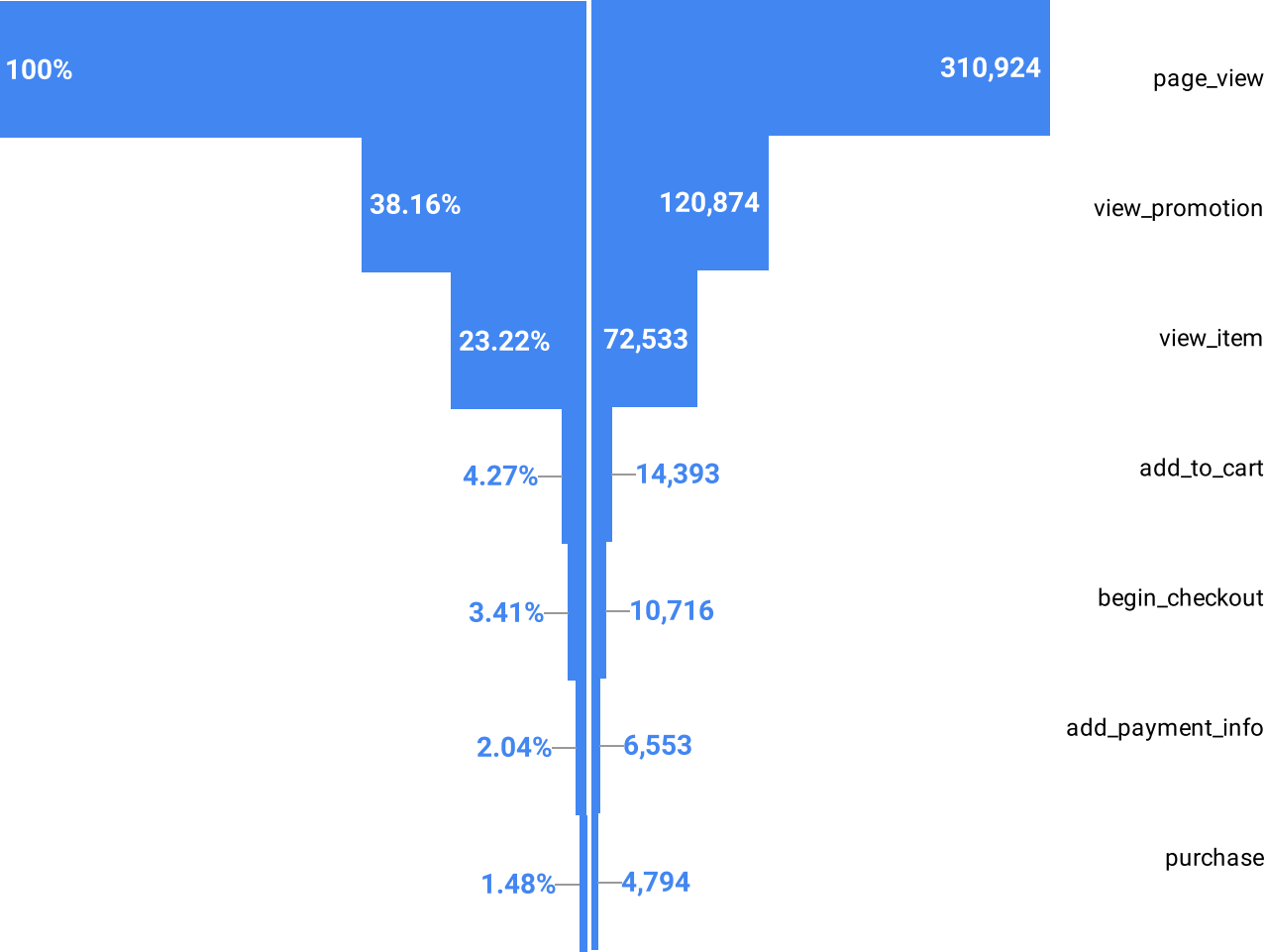


Exit rate and page location URL

	Page location URL	Exit rate ▾
1.	<a href="https://shop.googlemerchandisestore.com/cedro">https://shop.googlemerchandisestore.com/cedro</a>	33.33
2.	<a href="https://shop.googlemerchandisestore.com/Google/storeitem.html">https://shop.googlemerchandisestore.com/Google/storeitem.html</a>	33.33
3.	<a href="https://shop.googlemerchandisestore.com/details/New/New/GGL1720_Google">https://shop.googlemerchandisestore.com/details/New/New/GGL1720_Google</a>	25
4.	<a href="https://shop.googlemerchandisestore.com/store-policies/frequently-asked-questions/storeitem.html">https://shop.googlemerchandisestore.com/store-policies/frequently-asked-questions/storeitem.html</a>	25
5.	<a href="https://shop.googlemerchandisestore.com//Google+Redesign/Apparel">https://shop.googlemerchandisestore.com//Google+Redesign/Apparel</a>	25
6.	<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Split+Seam+Tee+Olive+LG">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Split+Seam+Tee+Olive+LG</a>	25
7.	<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Housewares">https://shop.googlemerchandisestore.com/Google+Redesign/Accessories/Housewares</a>	25
8.	<a href="http://shop.googlemerchandisestore.com/store.html">http://shop.googlemerchandisestore.com/store.html</a>	24
9.	<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Womens/Womens+Warm+Gear">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Womens/Womens+Warm+Gear</a>	23.08
10.	<a href="https://googlemerchandisestore.com//">https://googlemerchandisestore.com//</a>	22.22
11.	<a href="http://shop.googlemerchandisestore.com/">http://shop.googlemerchandisestore.com/</a>	22.13
12.	<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Dino+Game+Tee">https://shop.googlemerchandisestore.com/Google+Redesign/Apparel/Google+Dino+Game+Tee</a>	21.98
13.	<a href="https://shop.googlemerchandisestore.com/Google+Redesign/Accessories">https://shop.googlemerchandisestore.com/Google+Redesign/Accessories</a>	21.85

Event name: page\_view, view\_item, , ... (8) ▾

Date: 2021-01-25, 2021-01-26, 2021-0... (7) ▾



Conversion from page view

	Event name	Conversion % ▾	# of events
1.	page_view	100%	310,924
2.	view_promotion	38.16%	120,874
3.	view_item	23.22%	72,533
4.	add_to_cart	4.27%	14,393
5.	begin_checkout	3.41%	10,716
6.	add_payment_info	2.04%	6,553
7.	purchase	1.48%	4,794

1 - 7 / 7 < >

Conversion rates daily

