1. How many sessions are there? **211,904 (4,768 duplicate combined IDs)**

2. How many sessions does each visitor create? **2.13 average sessions per user.**

3. How much time does it take on average to reach the order_confirmation screen per session (in minutes)? **15.6 minutes.**

4. By using the GoogleAnalyticsSample data and BackendDataSample tables, analyze how often users tend to change their location in the beginning of their journey (screens like home and listing) versus in checkout and on order placement and demonstrate the deviation between earlier and later inputs (if any) in terms of coordinates change. Then, using the BackendDataSample table, see if those customers who changed their address ended placing orders and if those orders were delivered successfully, if so, did they match their destination.

- **Only 23% of the people that updated their address did it at a late stage of their journey.**

- **81% of the people that changed their address at a late stage of their journey ended up placing an order. Compared to 11% of the people that changed their address earlier.**

- **95% of the people that updated their address at late stage has successful deliveries, compared to 88% of the people that changed their address earlier.**

Orders placed

Successful delivery

true false

10K

9K

8K

7K

6K

5K

4K

3K

2K

1K

0

Late address change

Early address change