

CART ABANDONMENT ANALYSIS

Jan 1, 2025 -

Region

Device Type

Product Category

Marketing channel

Returning user

Total Sessions

5,000

Cart Abandonme...

0.51%

Checkout Initi...

69.74%

Purchase Conv...

0.70%

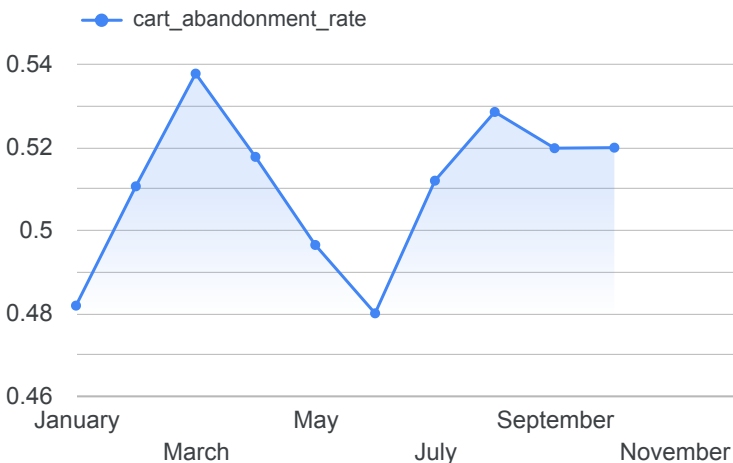
Total Abandoned V...

3,184,727.53

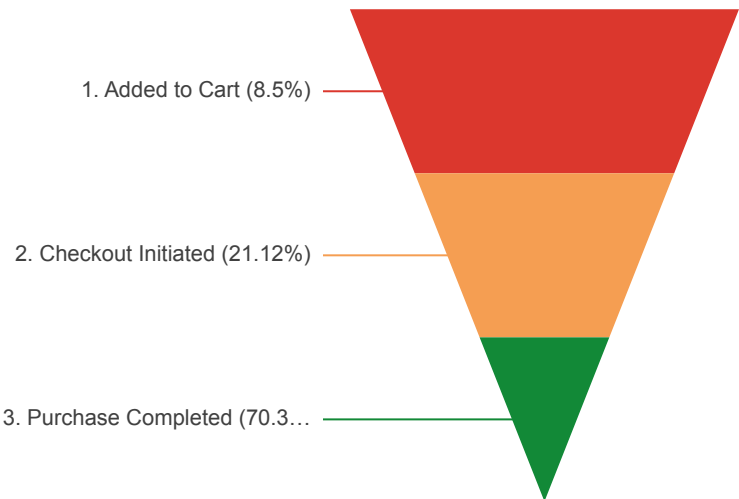
Total Revenue

3,029,687.91

Trend of Cart Abandonment over time



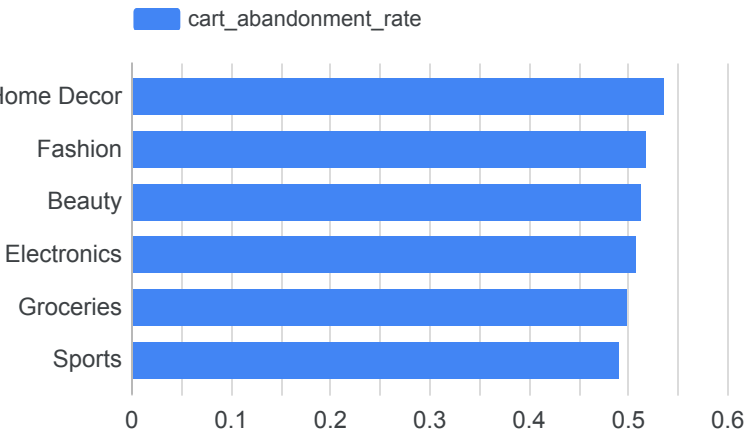
Stages: Added to cart > Checkout initiated > P...



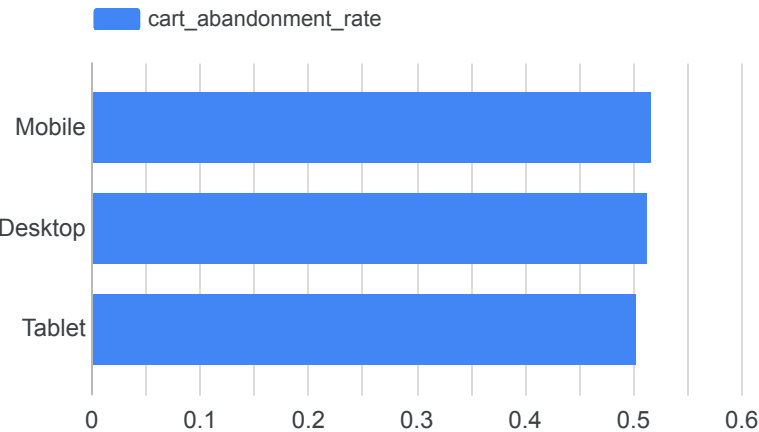
Cart Abandonment rate by Region

	region	cart_abandonm...
1.	Asia	52.12%
2.	Oceania	51.82%
3.	South America	50.77%
4.	Europe	50.74%

Cart Abandonment Rate by Product Category



Cart Abandonment Rate by Device Type



Cart Abandonment Rate by Marketing channel

