

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%

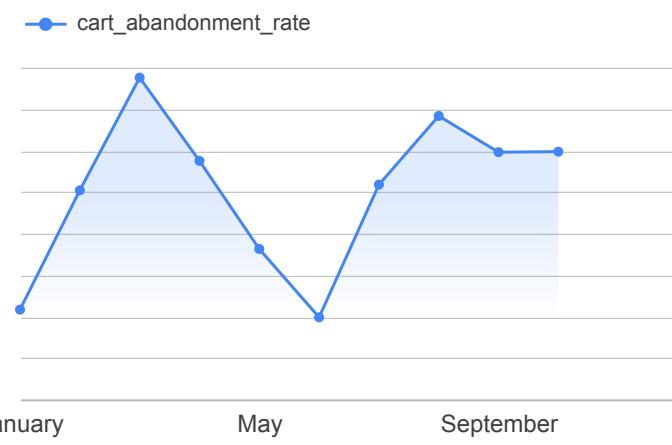
Total Abandoned V...

3,184,727.53

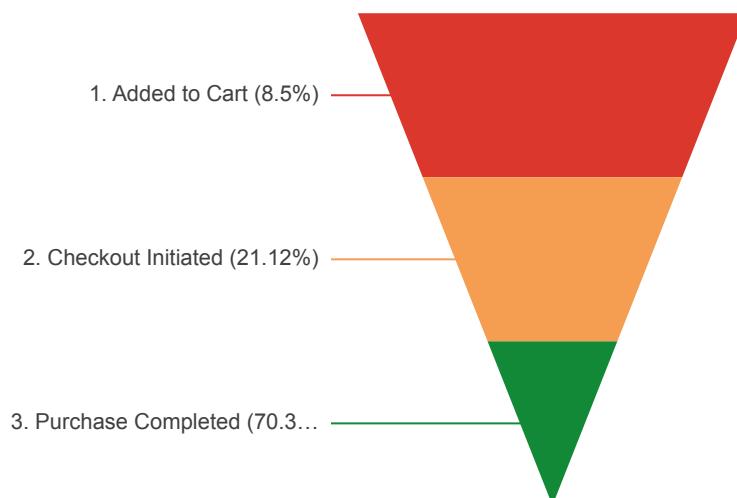
Total Revenue

3,029,687.91

Trend of Cart Abandonment over time



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

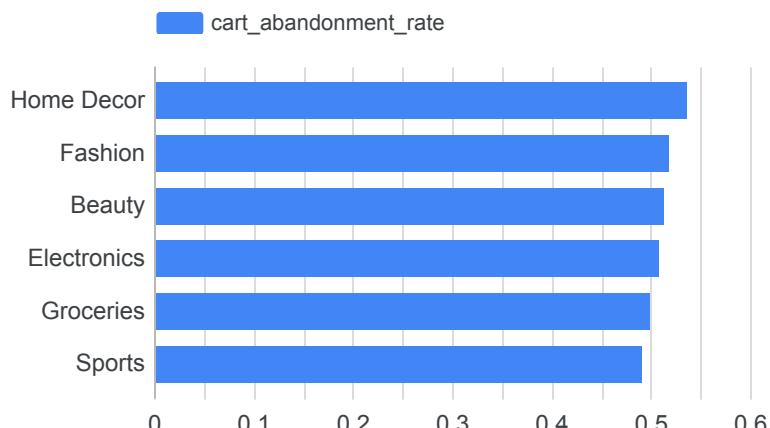


Cart Abandonment rate by Region

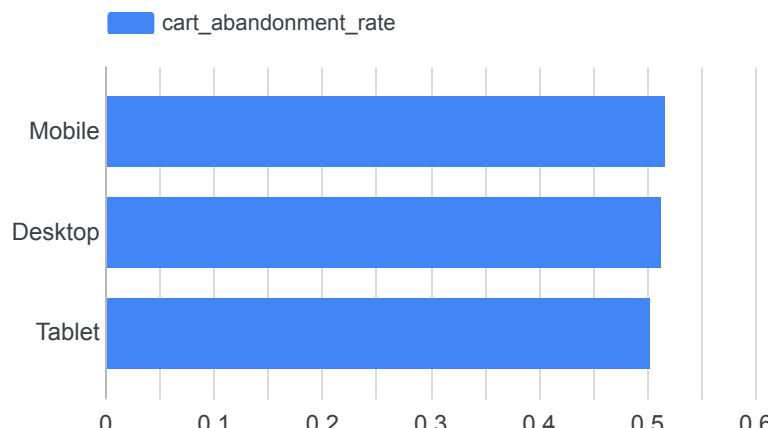
region	cart_abandonm...
1. Asia	52.12%
2. Oceania	51.82%
3. South America	50.77%
4. Europe	50.74%

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Cart Abandonment Rate by Product Category



Cart Abandonment Rate by Device Type



Cart Abandonment Rate by Marketing channel

