

Root-Cause Summary

This section lists top segment-level contributors for the most recent anomaly.

- Latest anomaly date: **2024-06-28**

Revenue

Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
App	West	Repeat	33231.32	69707.08	-36475.75	-52.3%	16.2%
Web	West	Repeat	22144.26	48874.41	-26730.16	-54.7%	11.8%
App	South	New	9462.37	35559.06	-26096.70	-73.4%	11.6%
App	South	Repeat	27721.41	51203.14	-23481.73	-45.9%	10.4%
App	East	Repeat	34029.31	57339.69	-23310.39	-40.7%	10.3%

Orders

Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
Web	West	Repeat	35.00	85.14	-50.14	-58.9%	15.4%
App	South	New	29.00	75.29	-46.29	-61.5%	14.2%
Web	South	Repeat	29.00	70.43	-41.43	-58.8%	12.7%
App	East	Repeat	52.00	90.14	-38.14	-42.3%	11.7%
Web	East	New	23.00	58.57	-35.57	-60.7%	10.9%

Conversion Rate

Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
Web	East	New	0.02	0.04	-0.01	-35.3%	202.9%
Web	North	New	0.03	0.03	-0.01	-17.9%	97.2%
App	North	New	0.04	0.04	-0.01	-12.8%	82.8%
App	North	Repeat	0.06	0.06	-0.00	-6.7%	66.6%
App	West	Repeat	0.06	0.06	-0.00	-6.0%	59.4%

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Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
Web	West	Repeat	362.00	966.14	-604.14	-62.5%	16.3%
App	South	New	487.00	1018.86	-531.86	-52.2%	14.3%
Web	South	Repeat	213.00	679.43	-466.43	-68.7%	12.6%
App	South	Repeat	473.00	867.86	-394.86	-45.5%	10.6%
Web	East	Repeat	354.00	729.86	-375.86	-51.5%	10.1%

Payment Success Rate

Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
Web	East	New	0.96	0.92	0.04	3.9%	207.1%
Web	South	Repeat	0.95	0.93	0.02	2.6%	136.7%
Web	West	New	0.95	0.93	0.02	2.4%	126.8%
App	South	New	0.94	0.92	0.02	1.9%	99.8%
App	West	Repeat	0.94	0.93	0.01	0.8%	42.5%

Bounce Rate

Channel	Region	Cohort	Current	Baseline	Δ*	% Change	% of Total Change
Web	South	Repeat	0.51	0.39	0.12	30.7%	19.2%

Channel Region Cohort Current Baseline % Change % of Total Change

Web	North	Repeat	0.52	0.40	0.12	28.7%	18.6%
App	South	Repeat	0.46	0.37	0.09	25.3%	15.1%
Web	East	Repeat	0.46	0.38	0.08	21.7%	13.3%
App	North	Repeat	0.43	0.36	0.07	18.8%	11.0%

Cac**Channel Region Cohort Current Baseline % Change % of Total Change**

App	West	New	103.94	148.46	-44.52	-30.0%	95.5%
Web	North	New	97.61	138.23	-40.61	-29.4%	87.2%
App	South	New	113.47	147.67	-34.20	-23.2%	73.4%
App	South	Repeat	92.33	114.72	-22.39	-19.5%	48.1%
App	North	Repeat	86.66	103.79	-17.13	-16.5%	36.7%