

AMAZON ENGAGEMENT OPTIMIZATION DASHBOARD

2022

2023

2024



User Type

New

Returning

Active Users

4K



Conversion Rate

19.24%



Cart Abandonment...

81.23%



Bounce Rate

60%



Filter Panel

Quarter

All

Month

All

Day

All

Traffic Source

All

Device

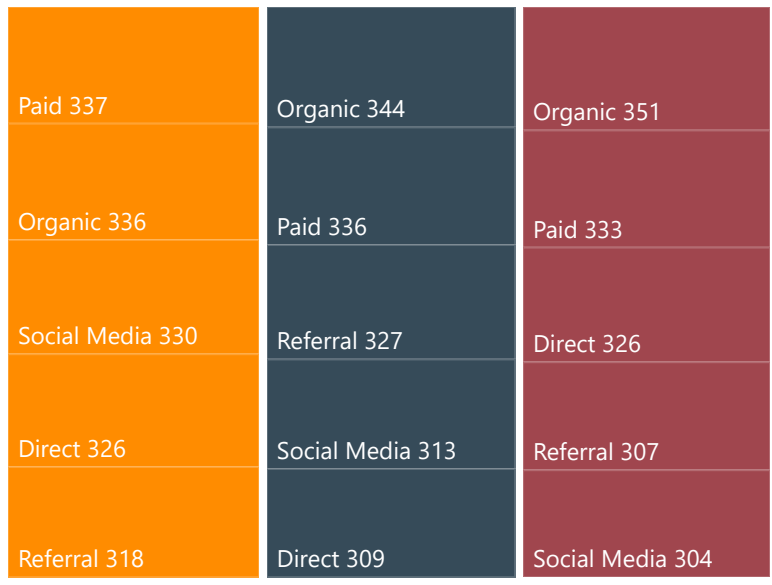
All



Reset Filter

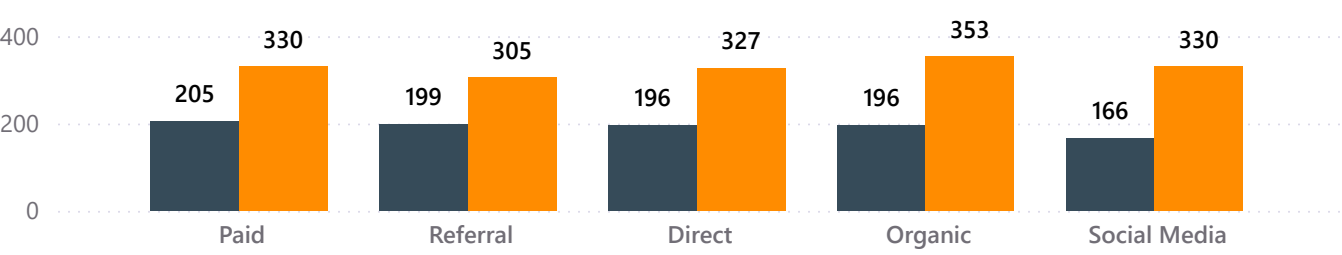
USER ENGAGEMENT BY DEVICE & TRAFFIC SOURCE

Device ● Tablet ● Desktop ● Mobile

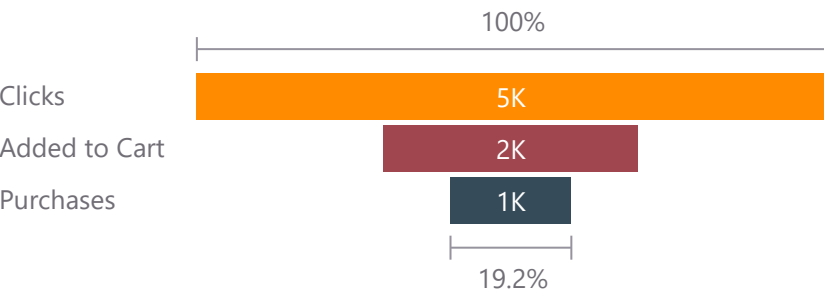


PURCHASES & CART ABANDONMENT BY TRAFFIC SOURCE

● Total_Purchases ● Cart_Abandonment_Count

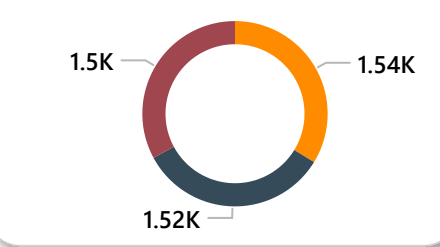


CLICKS TO PURCHASES



DEVICE USAGE

● Tablet ● Desktop ● Mobile



TRAFFIC SOURCE BREAKDOWN



TRAFFIC SOURCE BREAKDOWN

