

GA4 e-commerce analysis

User sessions
155.2K

Purchases
2,410

CR to purchase
1.56%

Events count



Conversion funnel

session_start (100%)

view_item (31.53%)

add_to_cart (6.85%)

begin_checkout (5.24%)

add_shipping_info (3.95%)

add_payment_info (2.66...)

purchase (1.56%)

Download

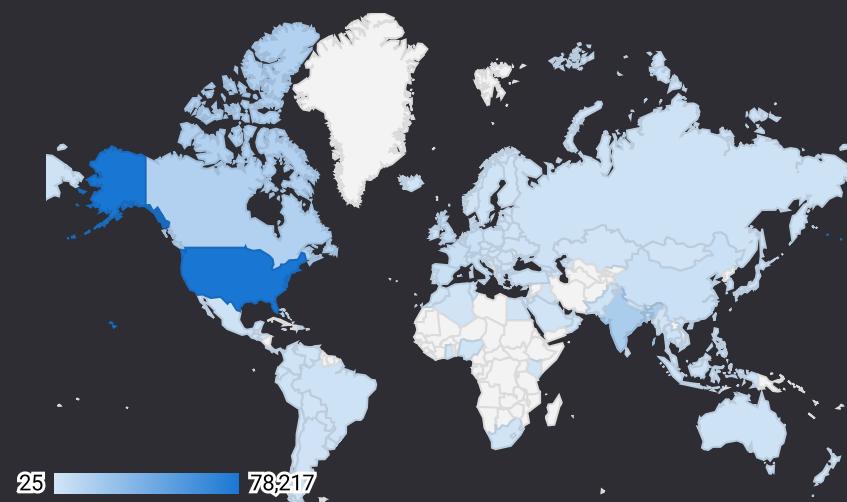
Reset filters

Filter your results:

Nov 1, 2020 - Jan 31, 2021

event_name	country
source	medium
campaign	langua...
device	os
landing_page	

Geolocation



Session duration, sec



Users by source

