

1. The percentage of visitors are returning visitors to the site was 17.3%
2. The most views page was /home. It accounted for 45179 views (21.53%).
3. The bounce rate was 49.45%.
4. Google / organic. It drove 24193 users(54.49%)
- 5.Desktop. It accounted for 30,567(72.26%)
6. Youtube merch. It accounted for 796(9.47%).
7. 692(1.56%) users were acquired through “Paid Search”
8. Organic Search drove the most revenue which was US\$2,056.29(52.91%)
9. Ecommerce conversion rate was 0.11% and the average order value was US\$65.87.
10. Google Badge Heavyweight Pullover Black drove the most revenue which was US\$348.00.