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.