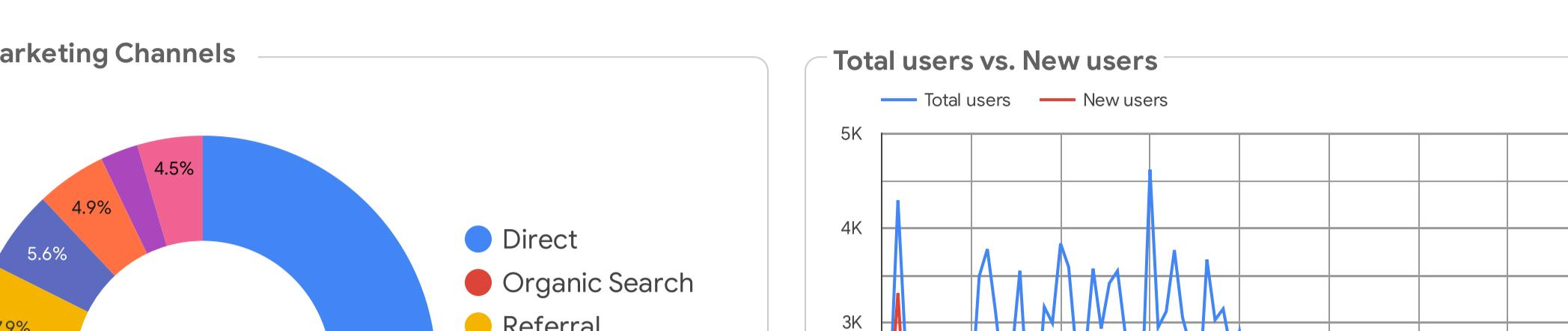


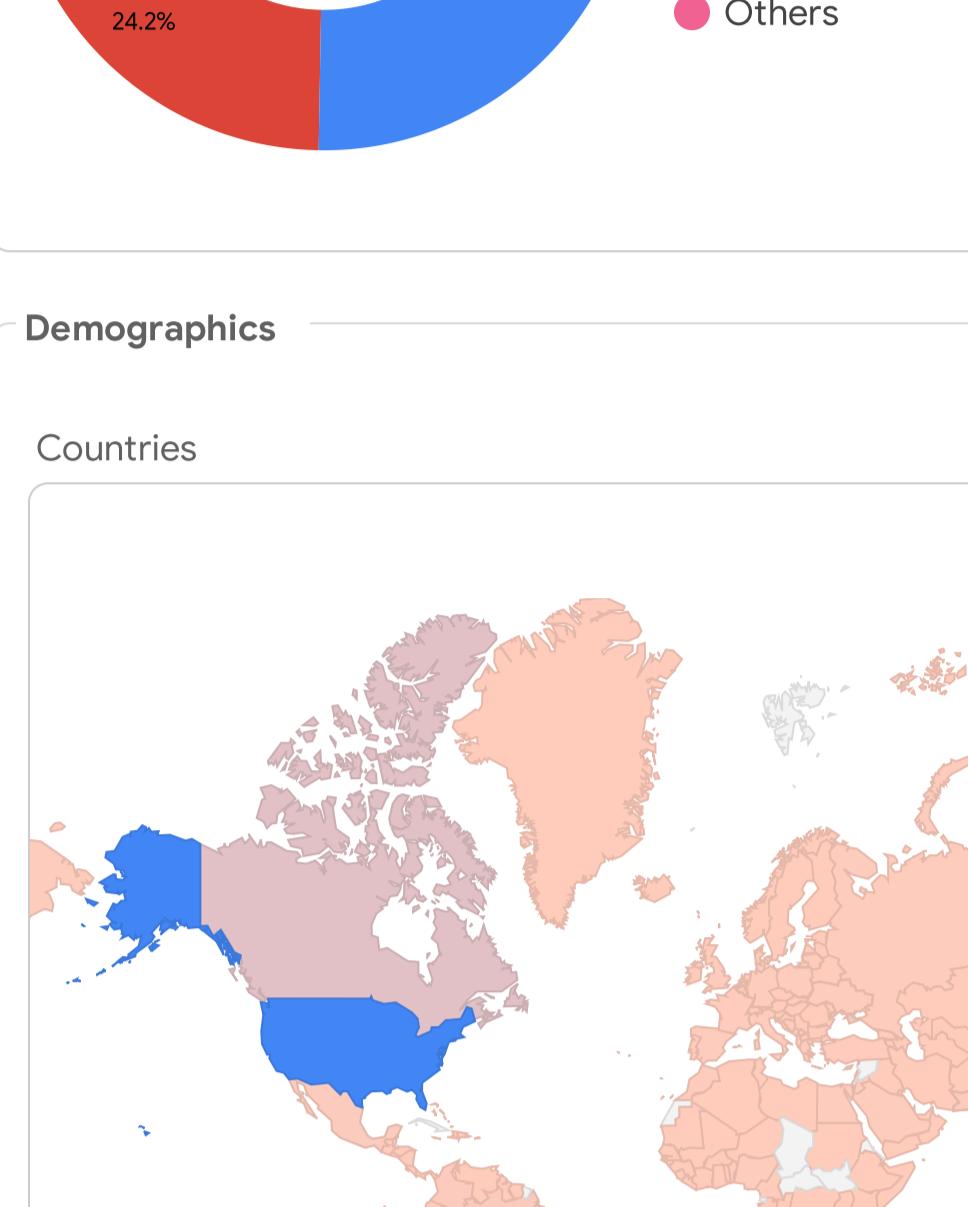
Summary

Total users 82.0K	New users 80.9K	Sessions 115K	Bounce rate 43%	Average session duration 03:50	Engagement Time 00:01:18
<small>vs. Prev Period ↓ -64.4% ↓ -62.4% ↓ -67.3% ↓ -4.7% ↓ -25.0% ↓ -6.7%</small>					

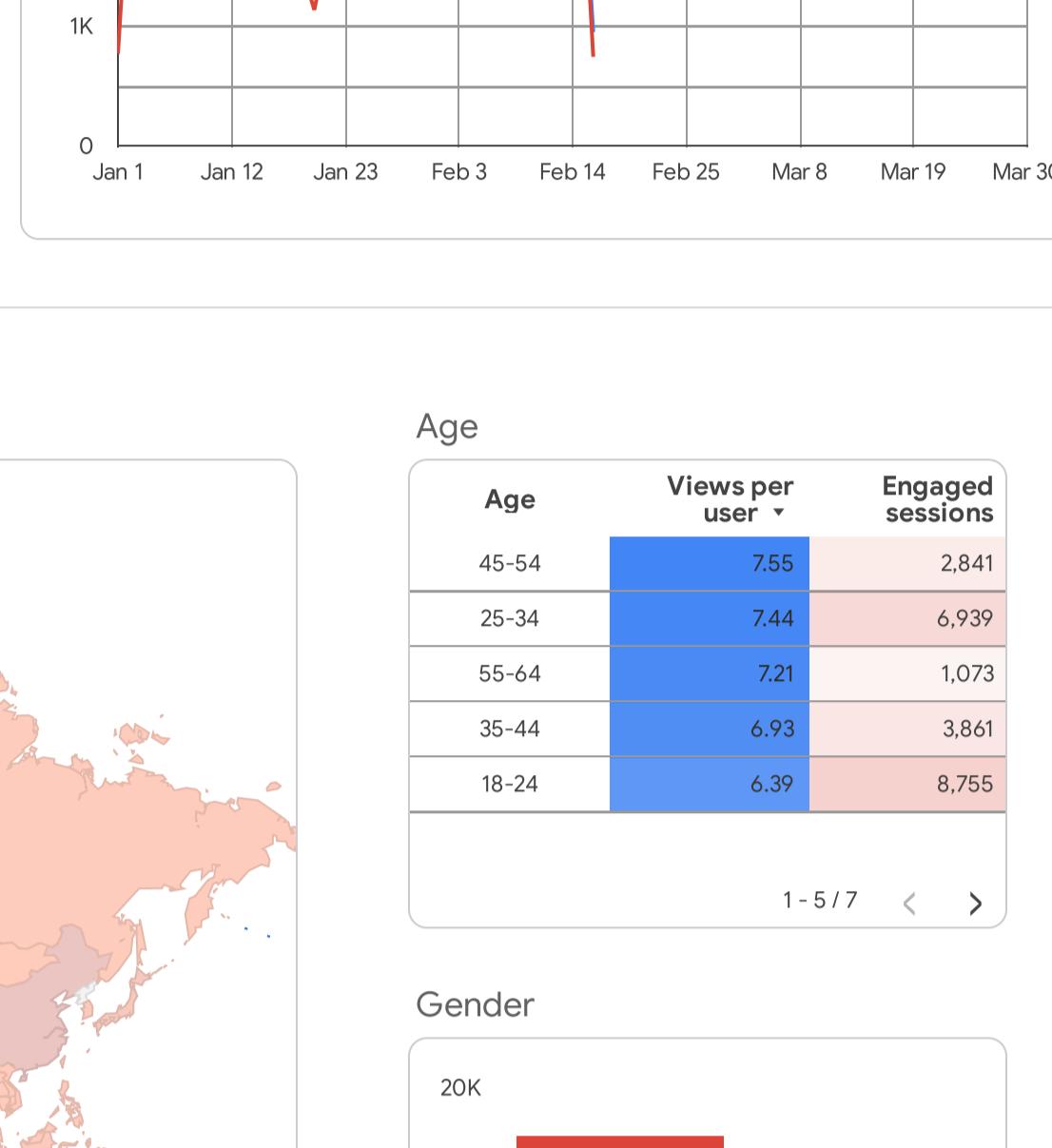
Conversions



Marketing Channels



Total users vs. New users



Demographics

Countries



Age

Age	Views per user	Engaged sessions
45-54	7.55	2,841
25-34	7.44	6,939
55-64	7.21	1,073
35-44	6.93	3,861
18-24	6.39	8,755

1 - 5 / 7 < >

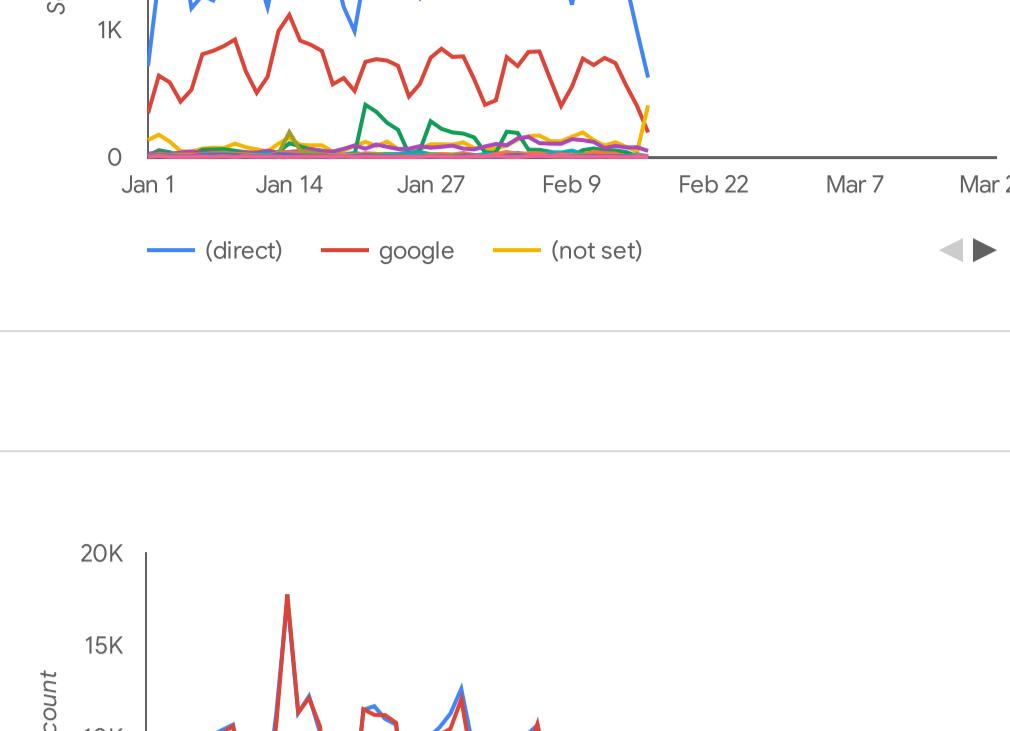
Gender



Traffic Analysis

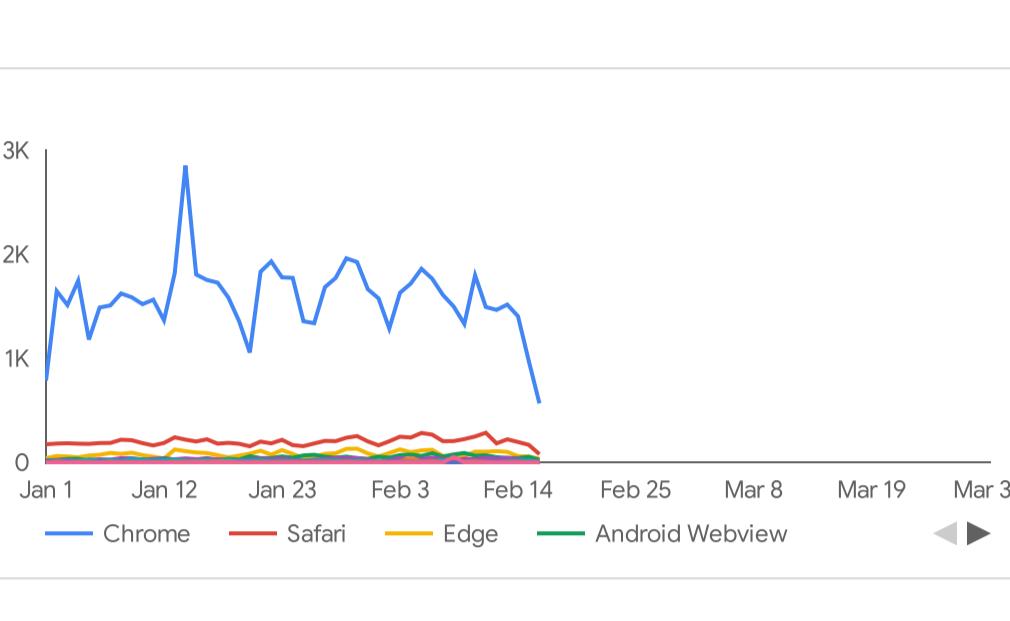
Top Traffic Sources

Session source	Session medium	Sessions ▾	% Sessions
(direct)	(none)	66,320	57.8%
google	organic	23,566	20.6%
google	cpc	8,145	7.1%
(not set)	(not set)	4,623	4.0%
art-analytics.appspot.com	referral	4,042	3.5%
baidu	organic	3,464	3.0%
m.baidu.com	referral	1,015	0.9%
bing	organic	978	0.9%
Newsletter_November_2024	email	790	0.7%

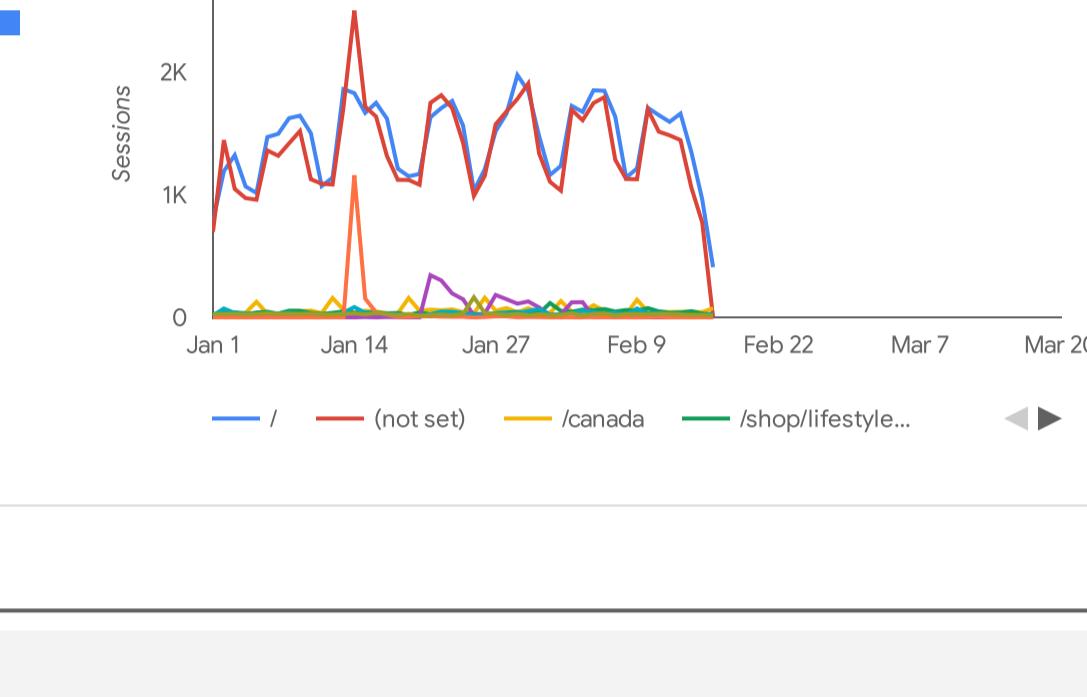
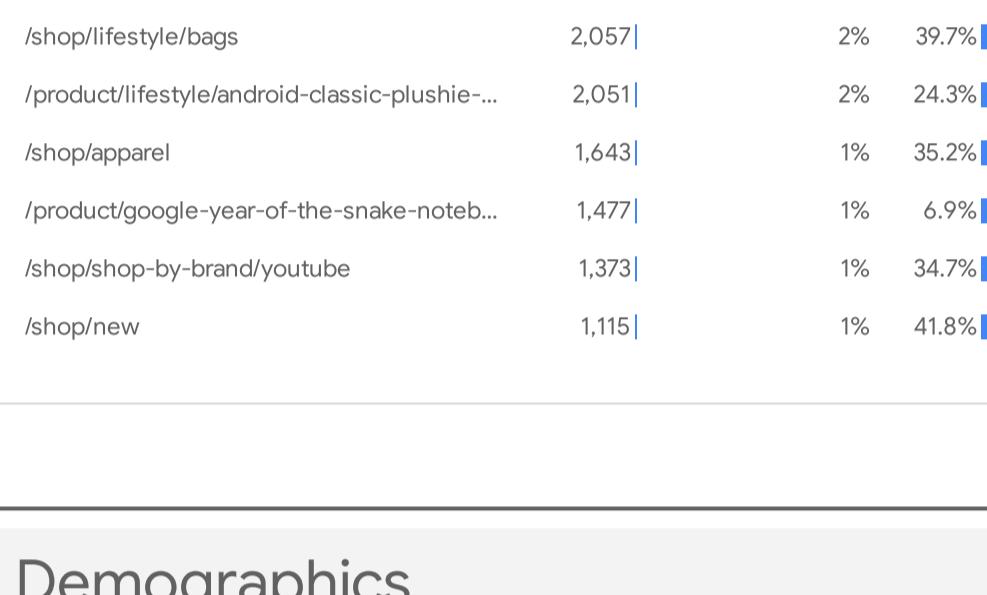


Top Events

Event name	Event count ▾	% Events	Active users
page_view	414,536	26.0%	78,377
view_item_list	382,239	24.0%	34,960
session_start	121,537	7.6%	76,141
view_promotion	93,169	5.8%	50,603
user_engagement	87,061	5.5%	48,751
first_visit	80,909	5.1%	69,793
view_item	78,311	4.9%	19,196
scroll	67,812	4.2%	41,977
select_item	62,421	3.9%	15,456

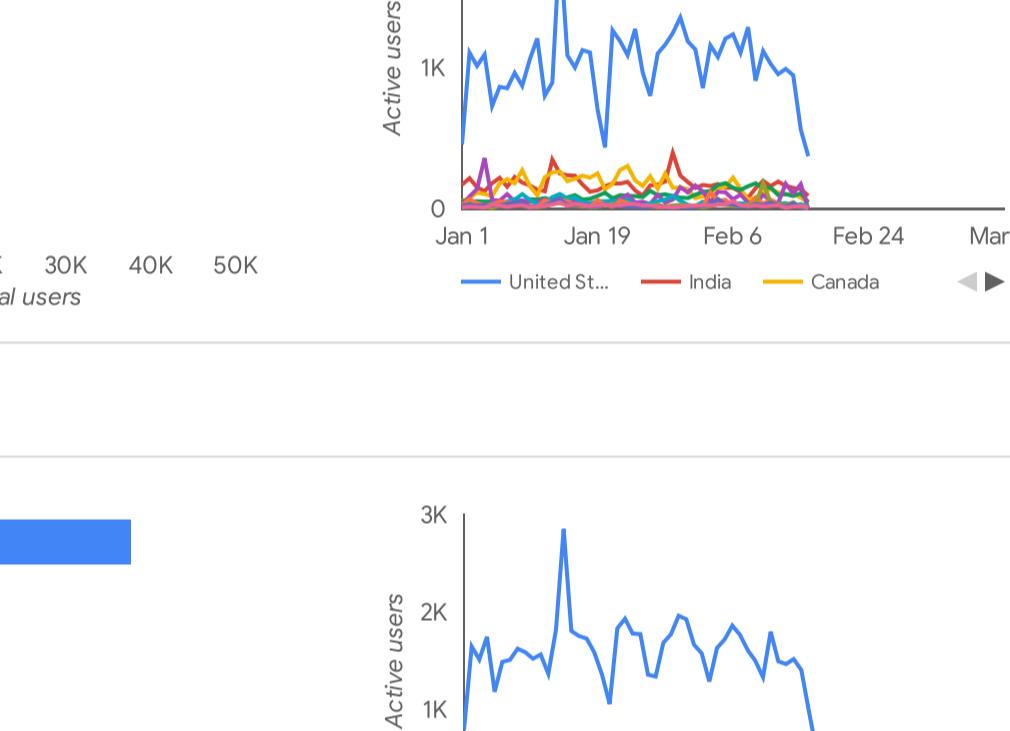


Browser



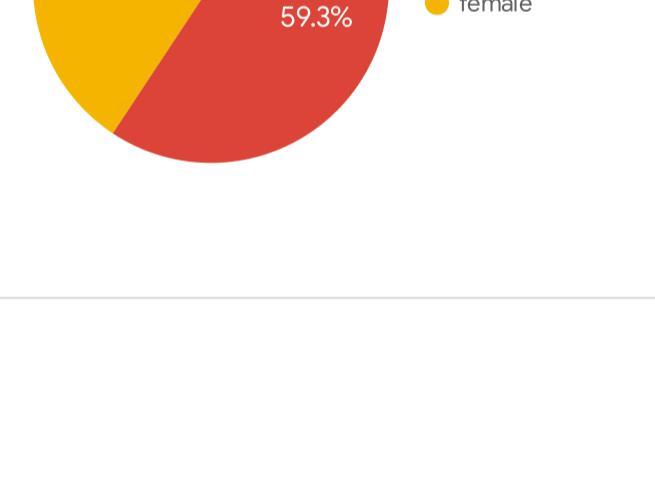
Landing Pages

Landing page + query string	Sessions ▾	% Sessions	Bounce rate
/	68,009	59%	36.0%
(not set)	63,890	56%	99.5%
/canada	2,841	2%	56.8%
/shop/lifestyle/bags	2,057	2%	39.7%
/product/lifestyle/android-classic-plushie-...	2,051	2%	24.3%
/shop/apparel	1,643	1%	35.2%
/product/google-year-of-the-snake-noteb...	1,477	1%	6.9%
/shop/shop-by-brand/youtube	1,373	1%	34.7%
/shop/new	1,115	1%	41.8%

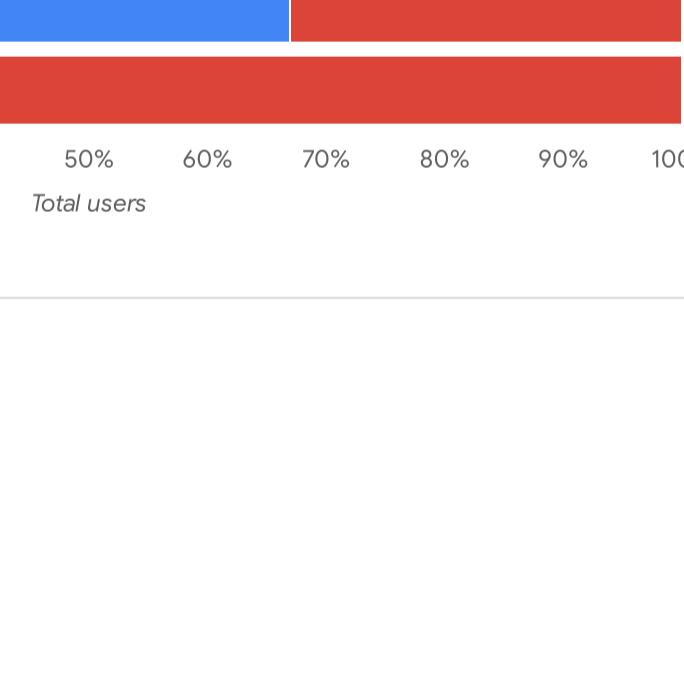
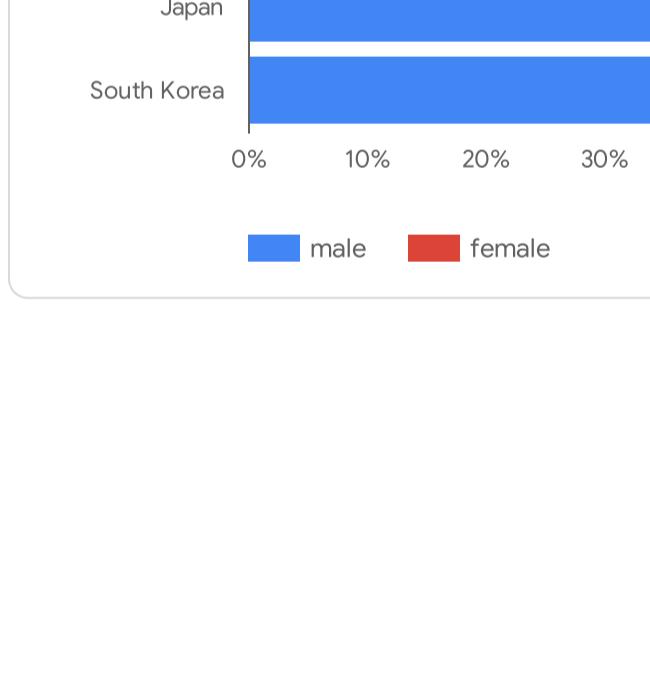


Demographics

Device Category



Top Countries



Operating System



Browser



Gender Ratio



Top Countries by Gender Distribution



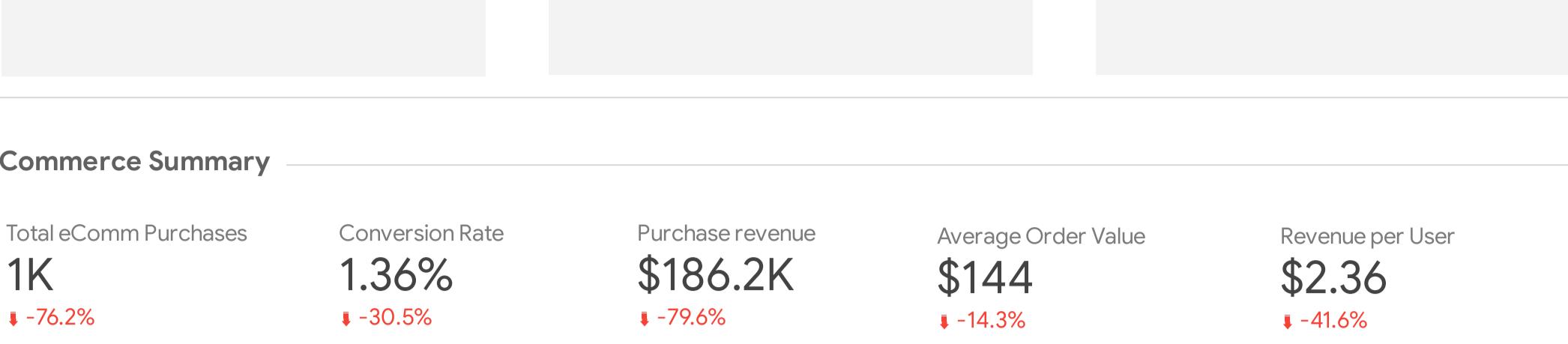
Marketing Snapshot

Default Data
Click to select Google

Jan 1, 2025 - Mar 31, 2025

Conversions and Revenue

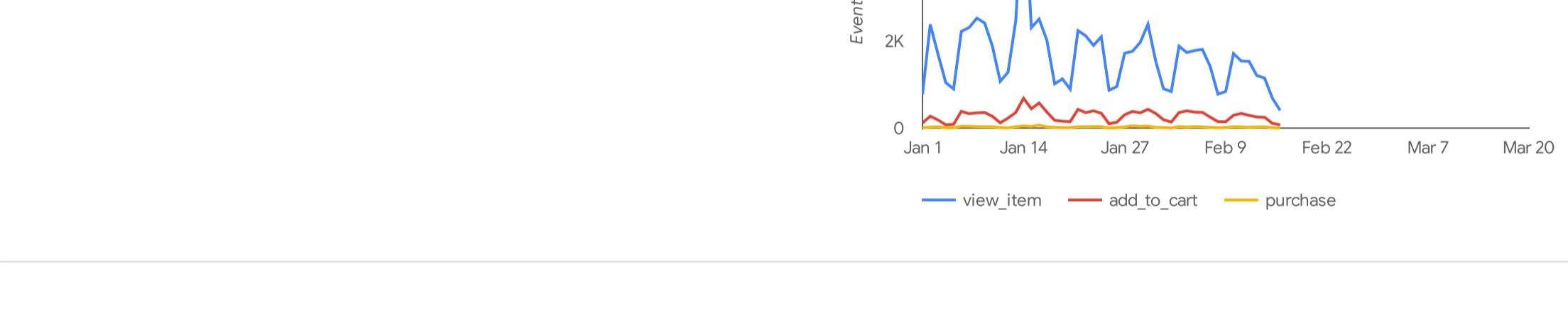
Conversions



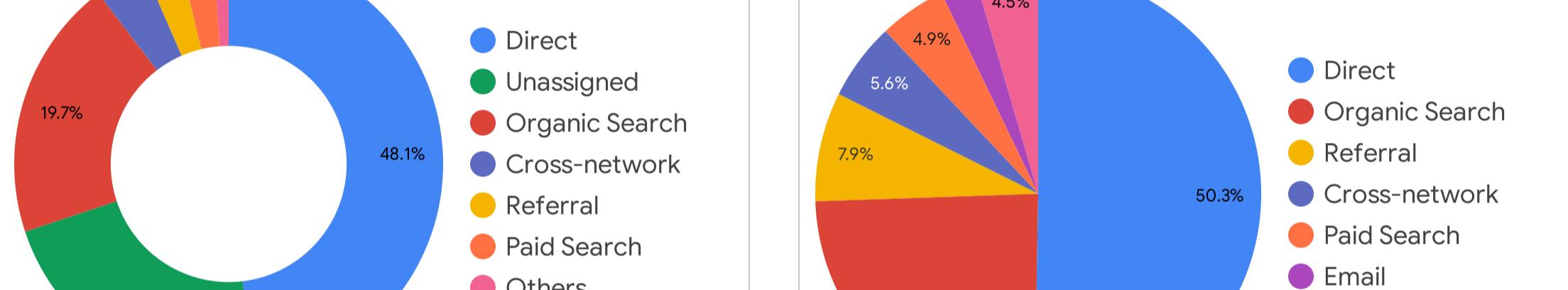
eCommerce Summary



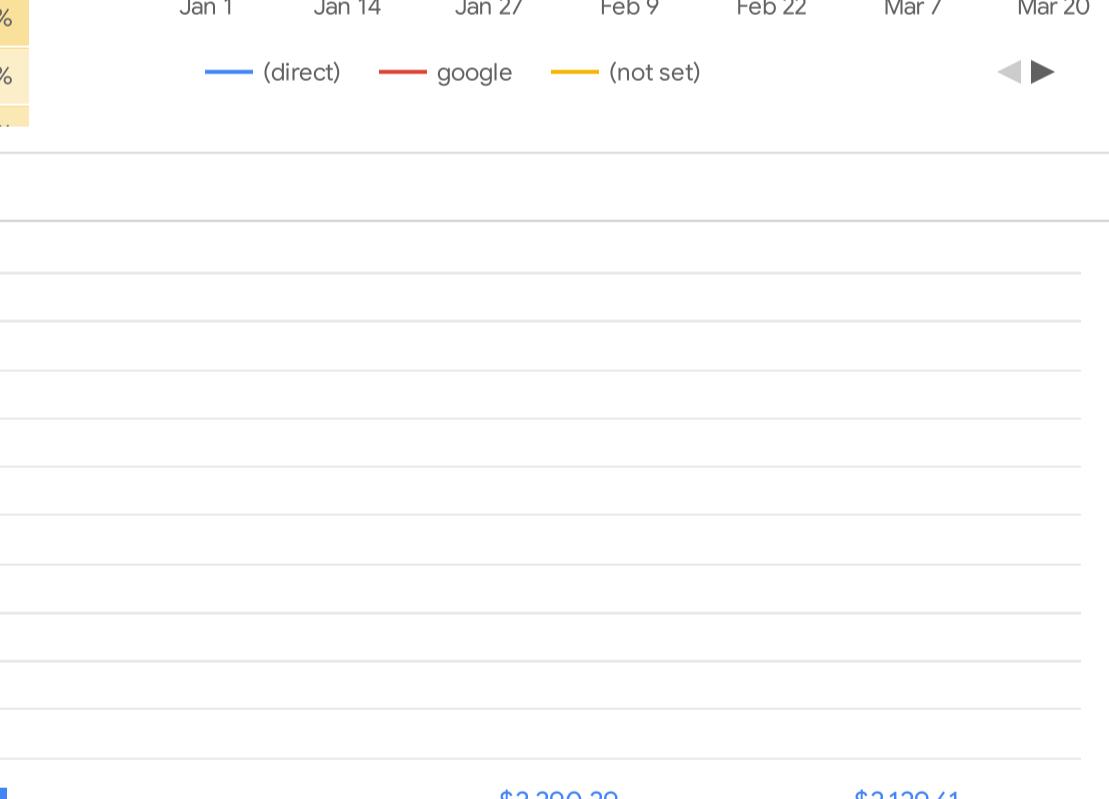
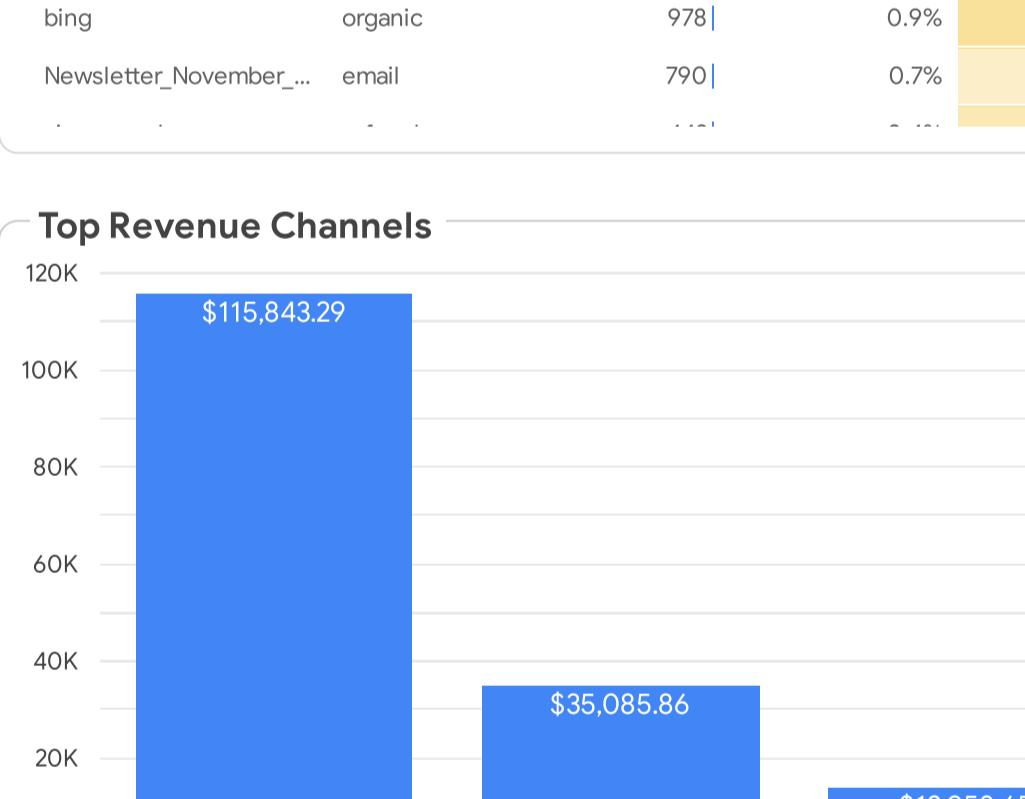
eCommerce Trends



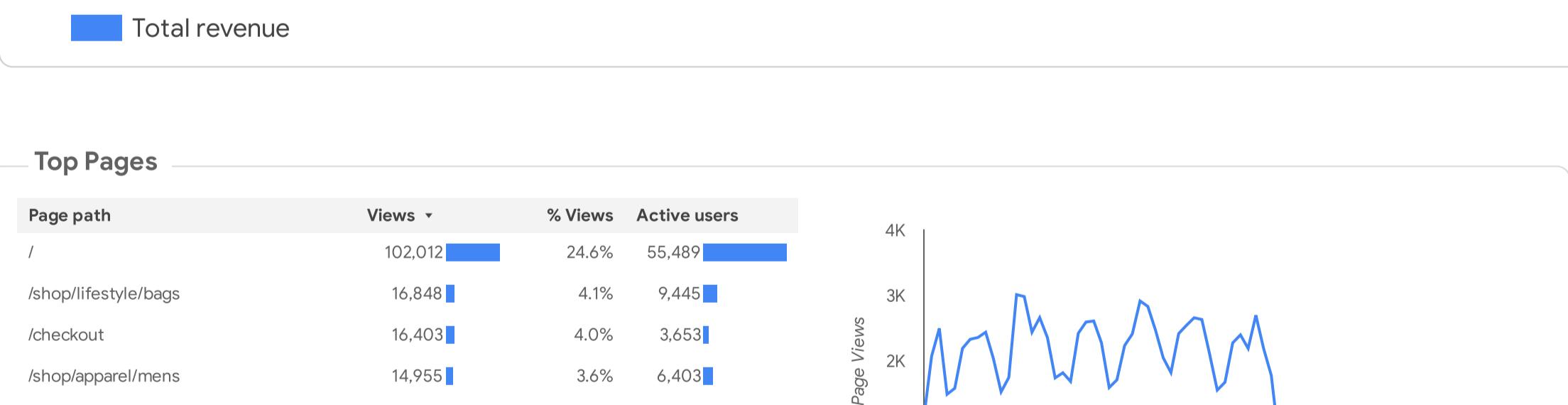
Conversion funnel



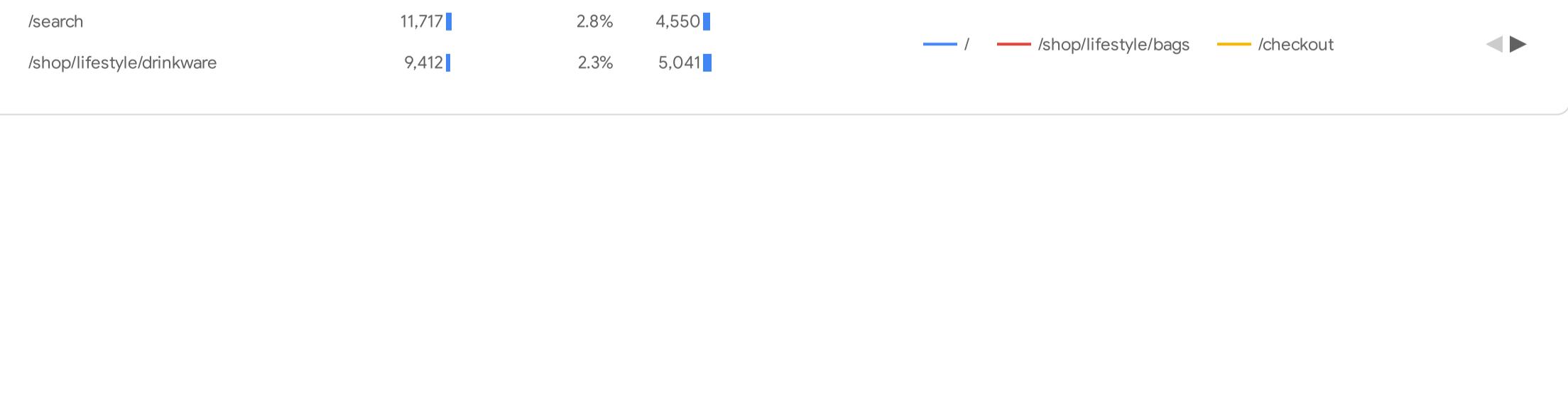
Digital Marketing Channels



Top Traffic Sources



Top Revenue Channels



Top Pages

