

# User and Session Insights

4876

Total number of users

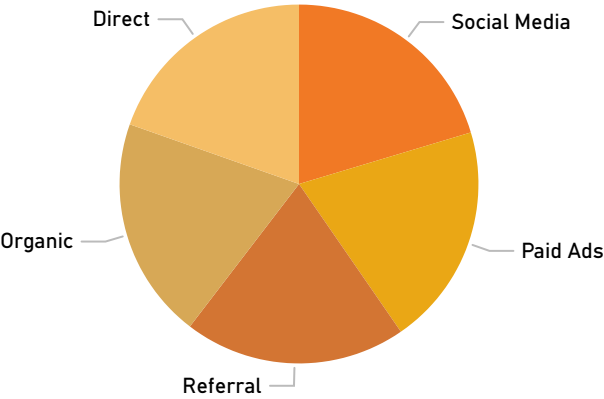
20K

Total number of session

30.42

Avg session duration (min)

Sum of total\_sessions by traffic\_source



Percentage of sessions leading to:

Cart additions

82.98

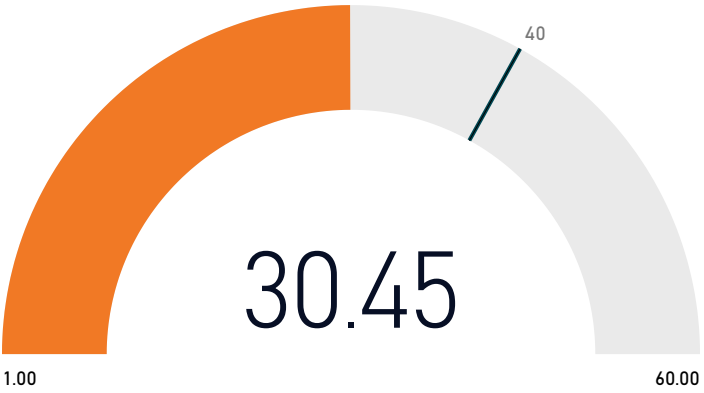
Check initiations

49.99

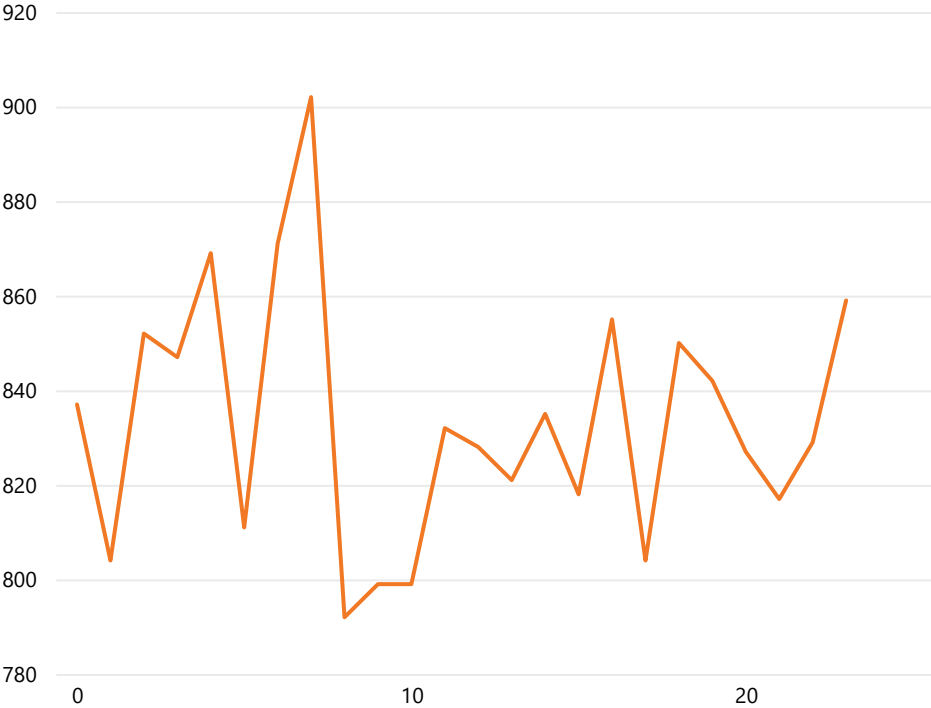
Purchase completed

20.22

Target for average session per user



Sum of total\_sessions by session\_hour



E  
N  
G  
A  
G  
E  
M  
E  
N  
T  
  
M  
E  
T  
R  
I  
C  
S