

Website Performance

 Overview Traffic Sources Page Report Event Report Demographic Search Console Device

Ecommerce Analysis

 Ecommerce Overview



Website Performance KPI

Select date range

Ecommerce KPI



Total users

80,125

↓ -17.3%

Active users

74,947

↓ -17.7%

New users

66,259

↓ -10.7%

Key events

149,194

↓ -66.2%

AOV

\$154.29

↑ 17.7%



Total Sessions

112,188

↓ -23.3%

Sessions per user

1.5

↓ -6.9%

Average session duration

00:03:54

↓ -33.4%

view_item

24,087

↓ -34.7%

Add to Cart

7,139

↓ -44.4%



Views

466,217

↓ -69.3%

Views per session

4.16

↓ -60.0%

Views per user

6.22

↓ -62.7%

Begin Checkout

4,095

↑ 409,400.0%

Total Purchase

1,934

↓ -35.1%



Engaged sessions

62,379

↓ -50.8%

Engagement rate

55.60%

↓ -35.9%

User engagement

2170:16:11

↓ -53.7%

Conversion Rate

2.66%

↓ -18.4%

Avg. Order Value per User

\$4.38

↓ -3.5%



ARPU

\$4.38

↓ -3.5%

ARPPU

\$169.85

↑ 22.3%

Bounce rate

44.40%

↑ 233.8%

Total revenue

\$328.49K

↓ -20.6%

Revenue from Email

\$31.37K

↑ 9.7%



Organic Revenue

\$82.39K

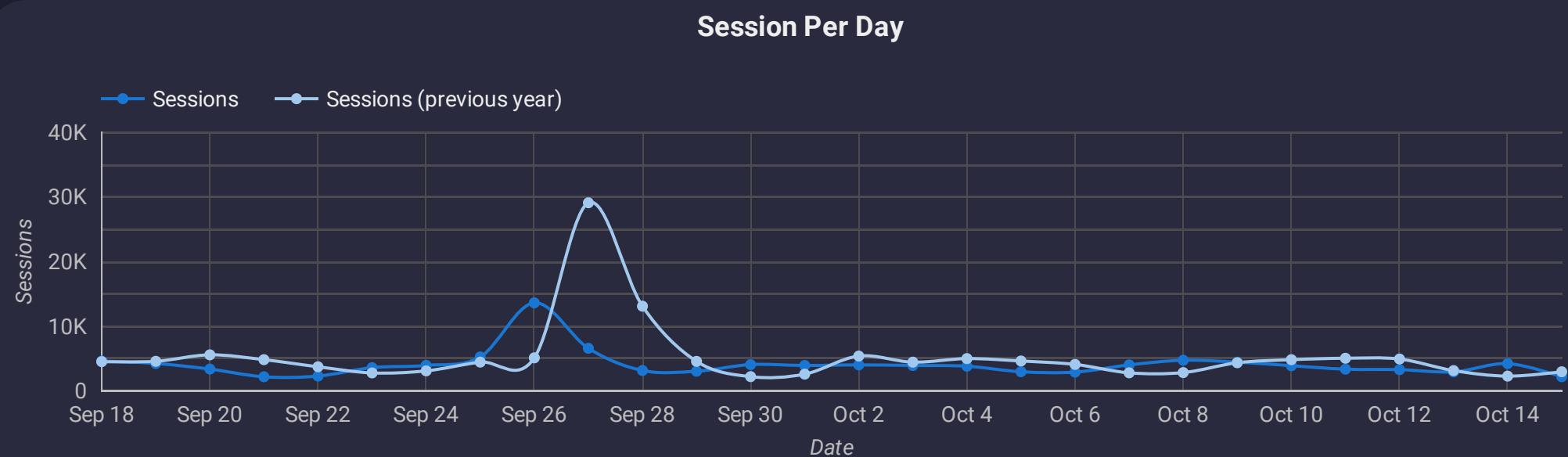
↓ -49.4%

Paid Revenue

\$8,313.59

↑ 1,188.5%





Total Sessions
112,188
↓ -23.3%

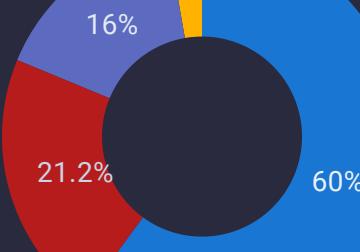
Total users
80,125
↓ -17.3%

PageViews
466,217
↓ -69.3%

Engagement rate
55.60%
↓ -35.9%

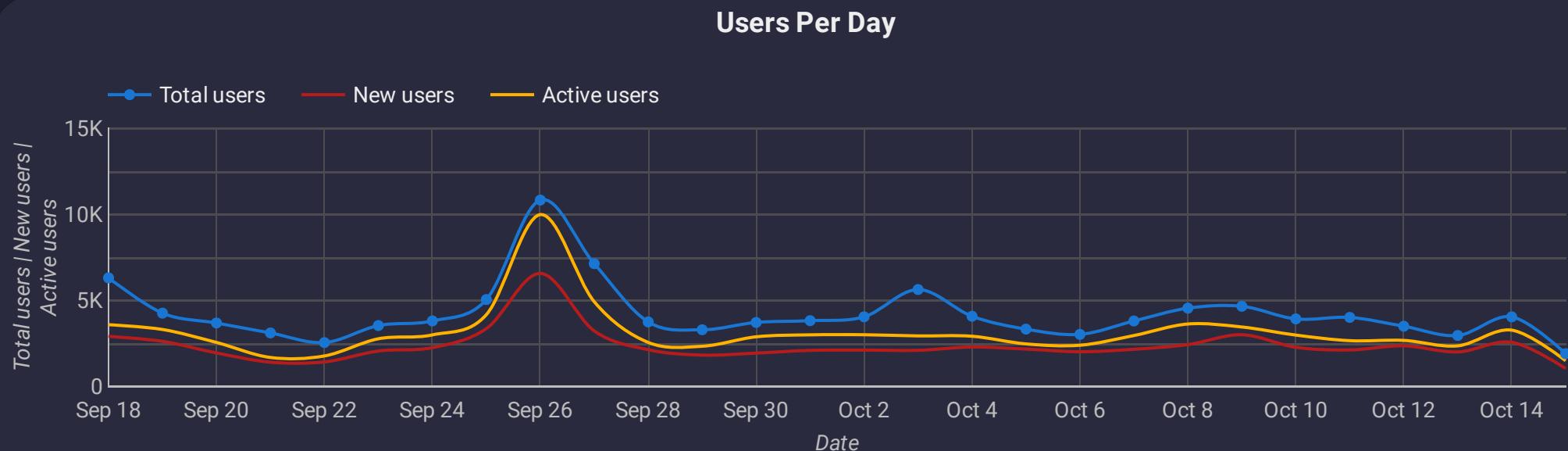
Device Category by total views

● desktop ● mobile ● (other)



Ecommerce Insight

Transaction	2,129	↓ -32.5%
Add_to_Carts	24,098	↓ -58.6%
Revenue	\$328.49K	↓ -20.6%
CheckOut	7,738	↑ 773,700.0%
view Item	122,967	↓ -27.9%
Purchase	1,934	↓ -35.1%



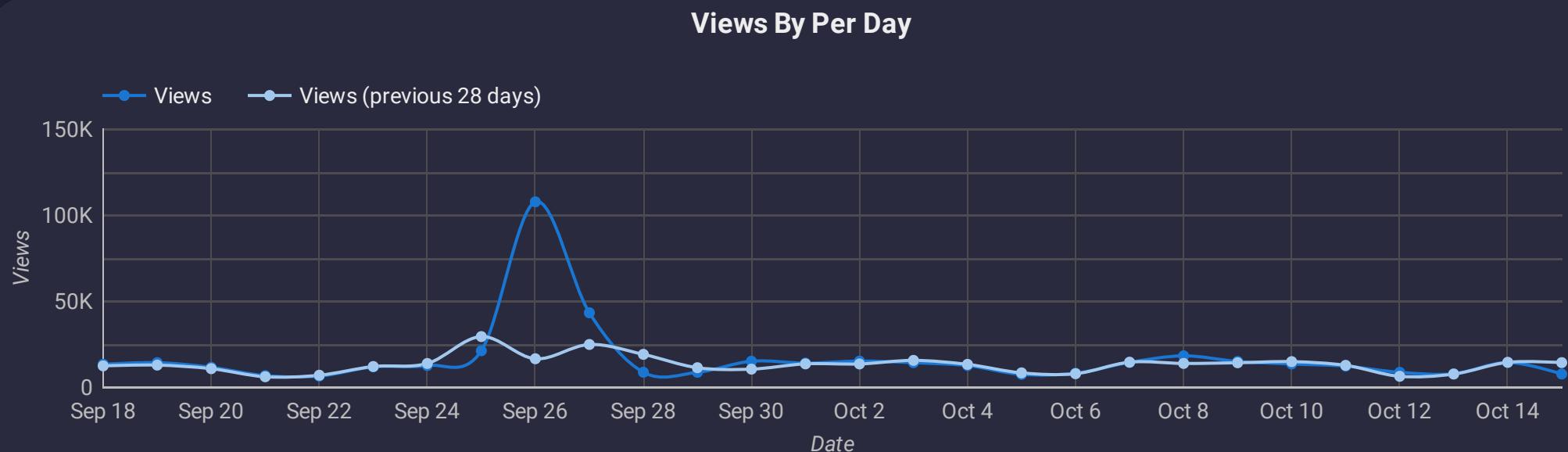
Total users
80,125
↓ -17.3%

New users
66,259
↓ -10.7%

Active users
74,947
↓ -17.7%

Total revenue
\$328,490.50
↓ -20.6%

Channel Group	Total users	Active users	Sessions	Engaged sessions	Engagement rate	Total purchasers	Total revenue
Direct	12,171	12,133	15,361	14,646	95.35%	1,060	\$169,706.49
Organic Search	7,882	7,865	10,262	10,036	97.8%	348	\$77,189.77
Referral	2,535	2,533	3,517	3,485	99.09%	304	\$32,661.78
Email	1,452	1,450	2,274	2,253	99.08%	246	\$31,368.57
Cross-network	1,138	1,138	1,548	1,529	98.77%	54	\$3,783.4
Paid Search	576	565	910	889	97.69%	54	\$8,313.59
Organic Shopping	324	324	437	431	98.63%	18	\$696.55
Organic Social	309	308	466	460	98.71%	27	\$4,500.29



Views
466,217
↓ -69.3%

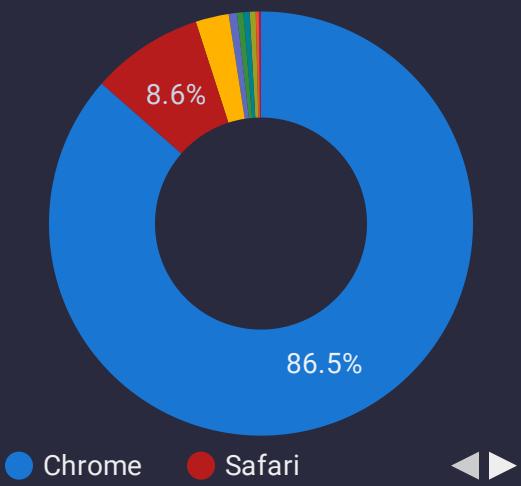
Views per user
6.22
↓ -62.7%

Views per session
4.16
↓ -60.0%

Total revenue
\$328,490.50
↓ -20.6%

Page title	Total users	New users	Views	Sessions	Engagement rate	Total revenue
Home	57,758	47,008	103,946	74,923	57.05%	\$0
Google Merch Shop	10,011	2,678	44,180	14,463	75.03%	\$321,378...
Men's / Unisex Google Me...	11,075	898	26,274	14,144	87.62%	\$0
New Google Merch Shop	8,439	498	16,418	11,029	89.39%	\$0
Sale Google Merch Shop	7,629	119	16,039	9,613	92.21%	\$0
Bags Google Merch Shop	6,733	679	12,146	7,872	90.36%	\$0
Apparel Google Merch Sh...	6,164	759	10,731	7,372	88.61%	\$0

Browser by total views



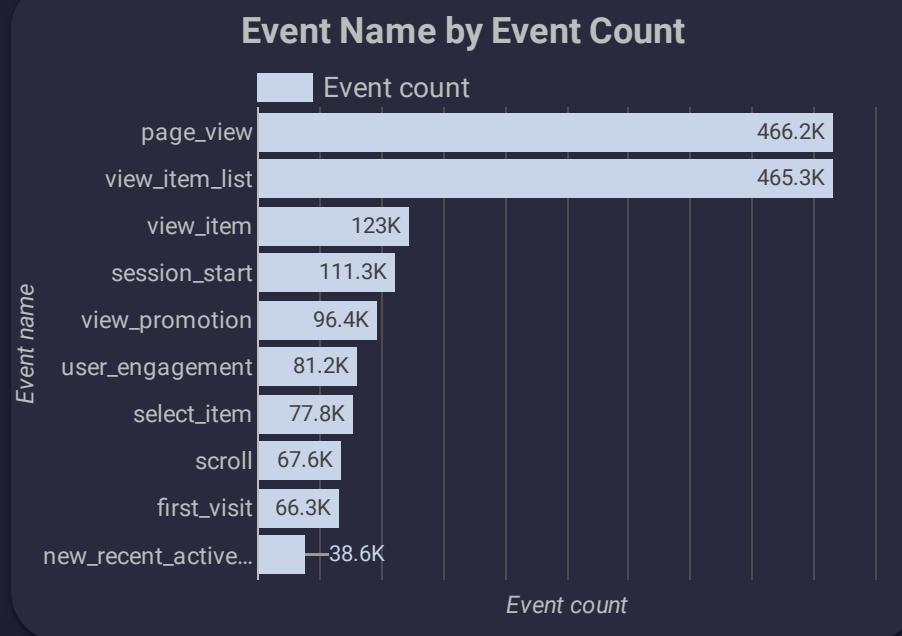


Event count
1.8M
⬇ -61.1%

Event count per user
23.48
⬇ -52.8%

Events per session
15.69
⬇ -49.3%

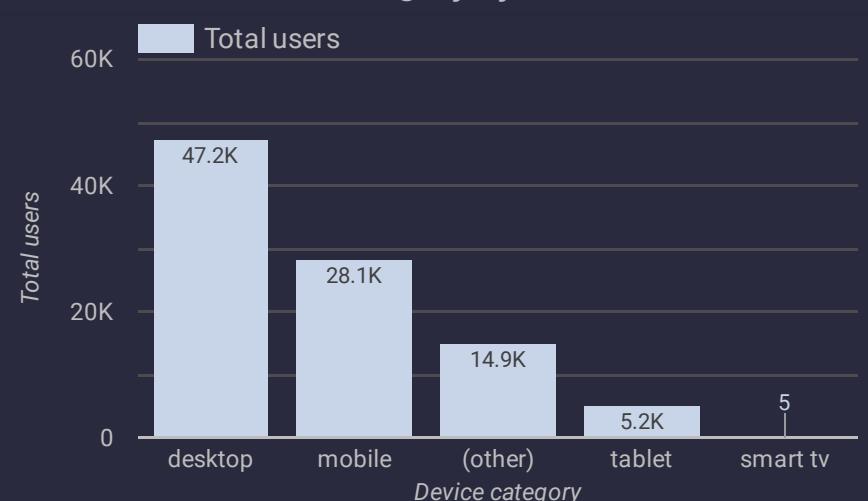
Total revenue
\$328,490.50
⬇ -20.6%



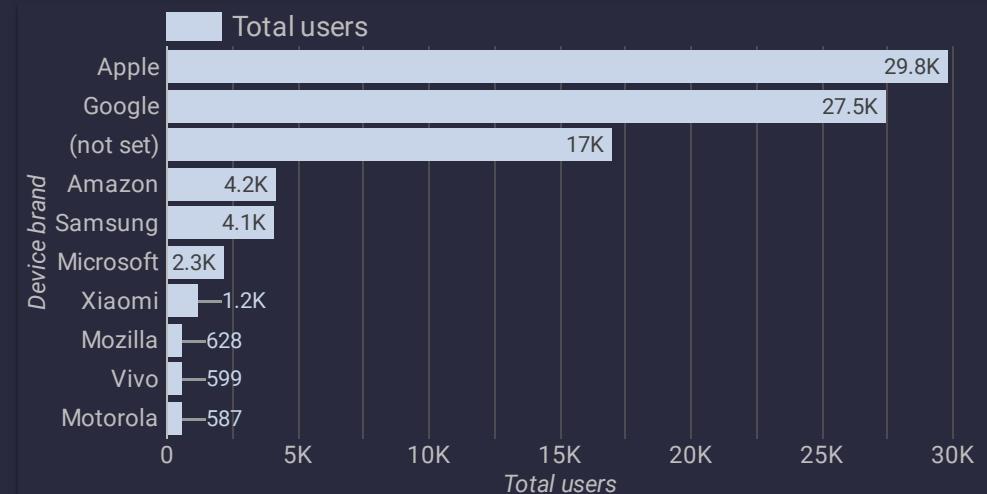
Event name	Event count	Total users	Sessions	Event count per user	Total revenue
page_view	466,217	75,913	102,292	6.26	\$0
session_start	111,312	74,503	109,401	1.53	\$0
first_visit	66,259	65,285	65,107	1.02	\$0
view_promotion	96,420	53,228	66,415	1.84	\$0
user_engagement	81,207	41,751	53,714	2.02	\$0
scroll	67,570	38,718	49,443	1.75	\$0
new_recent_active_u...er	38,616	38,404	37,715	1.05	\$0



Device Category by Total User



Device Brand by Total User



Average session duration

03:54

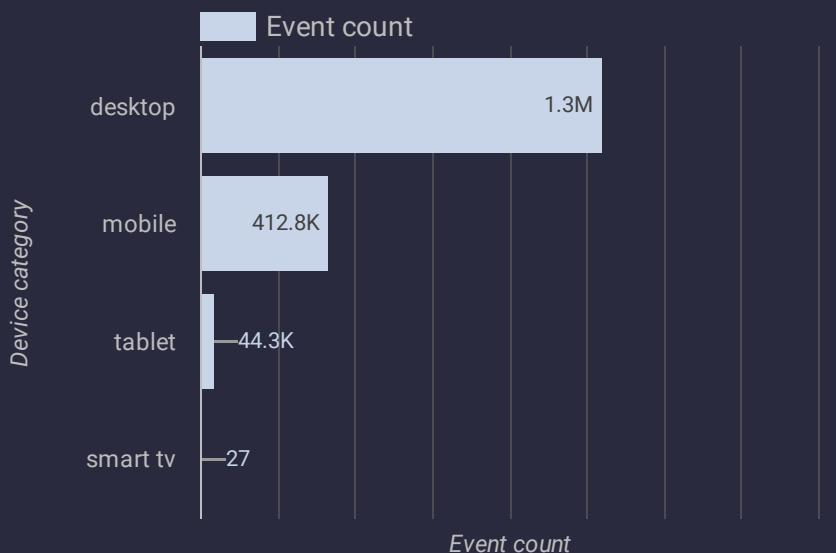
⬇ -33.4%

Engagement rate

55.60%

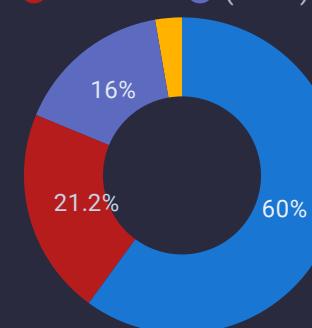
⬇ -35.9%

Device Category by Event Count



Device by Pageviews

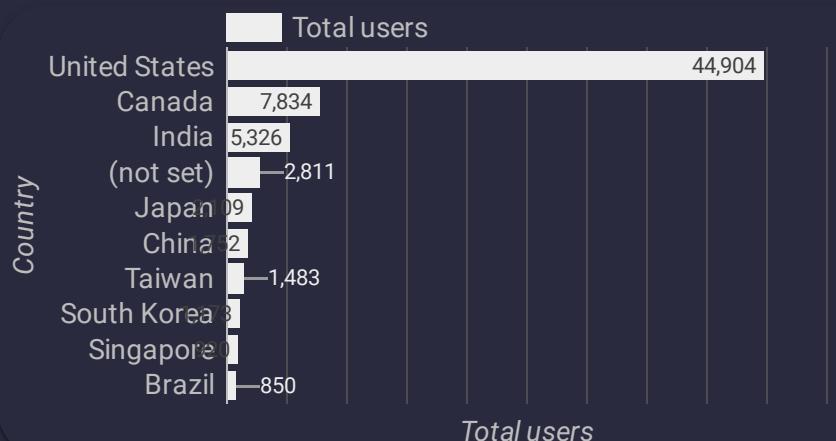
desktop mobile (other)



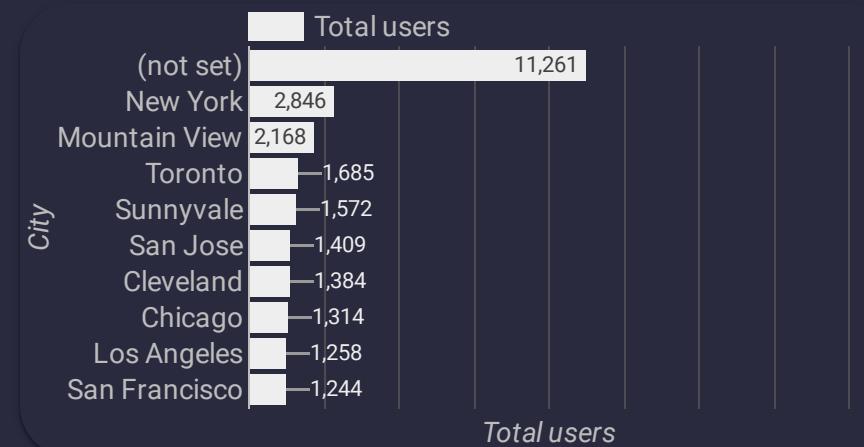
Device category	Total users	Views	Event count	Sessions	Event count per user	Total revenue
desktop	47,523	337,052	1,302,...	69,050	30.63	\$309,...
mobile	28,521	115,406	412,8...	35,708	14.74	\$18,7...
tablet	5,342	13,753	44,269	8,679	9.48	\$660....
smart tv	5	6	27	5	5.4	\$0



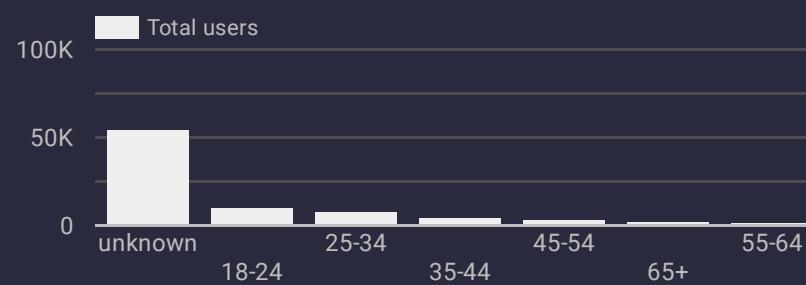
User By Country



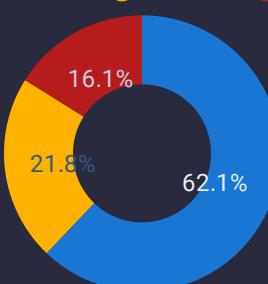
User By City



Total User by Age group



● unknown ● male ● female



Country	Total users	New users	Event count	Sessions	Engagement rate	Event count per user	Total revenue
United States	44,904	34,269	1,210,654	63,896	59.46%	29.68	\$304,528.02
Canada	7,834	6,709	105,379	11,676	39.39%	14.17	\$9,684.05
India	5,326	4,780	75,829	6,898	59.58%	14.81	\$586.38
Taiwan	1,483	1,278	51,189	2,328	65.59%	35.65	\$4,517.65
Japan	2,109	1,601	43,596	2,930	51.88%	21.43	\$283.24
South Korea	1,173	1,033	30,115	1,967	62.23%	26.19	\$119.95
Singapore	920	777	19,875	1,325	60.53%	23.33	\$2,729.33



Total Sales

2,129

-32.5%

Total revenue

\$328,490.50

-20.6%

Avg.Order Value

\$154.29

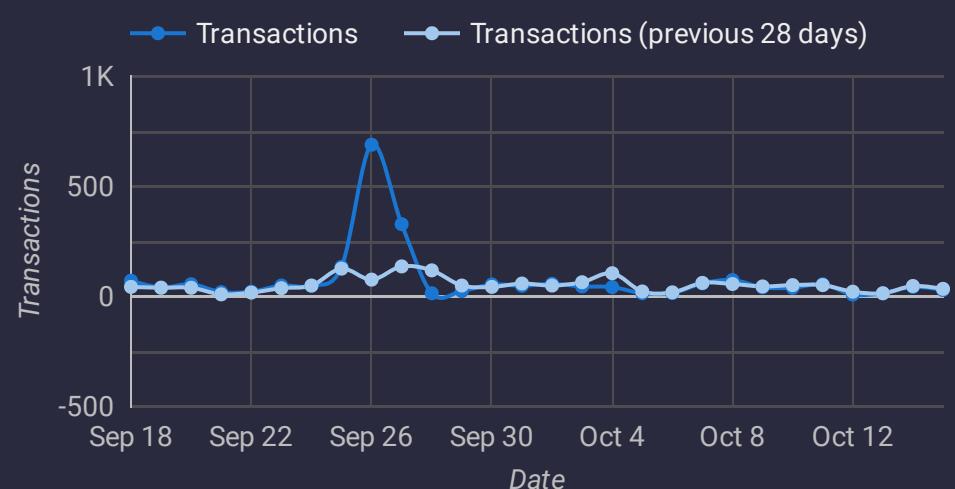
↑ 17.7%

Conversion Rate

2.66%

↓ -18.4%

Transactions By Per Day

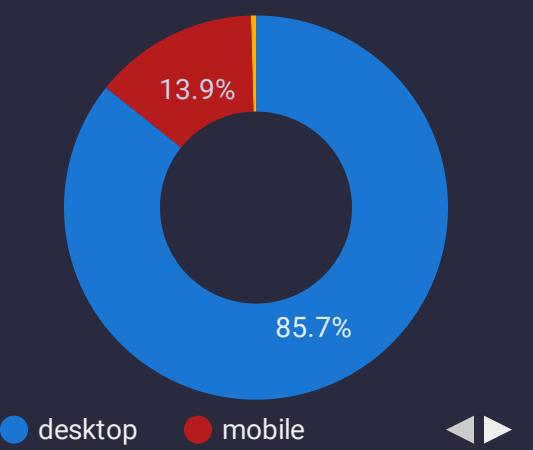


Revenue By Country



Default channel group ⓘ	Total users ⓘ	Total purchasers ⓘ ▾	Total revenue ⓘ
Direct	12,171	1,060	\$169,706.49
Organic Search	7,882	348	\$77,189.77
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Paid Search	576	54	\$8,313.59
Organic Social	309	27	\$4,500.29
Organic Shopping	324	18	\$696.55

Device By Transactions





Menu



Overview



Linkedin



Github



Setting

Data Sources



Default Data
Click to select Google Analytics data



Default Data
Click to select your data



Default Data
Click to select your data

Help & Info

Version

2.0

Template By

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