Activity trends

Time: 4 behavioural patterns determined

1) Midnight-4am -> Low traffic flow, high convertibility

2) 4am-8am -> Very low activity across all metrics and product categories

3) 8am-8pm -> Active Time: traffic is the heaviest. The heaviest traffic flow from 9am to 4pm workdays.

4) 9pm-Midnight -> Traffic goes down, however Conversion Rate for some products gets stronger (e.g Prod 1, Prod 7, Prod 10)
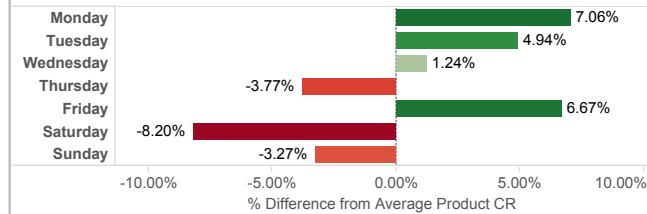
Weekdays: Overall **Tuesday** (active hrs) have the highest Conversion Rate and **Saturdays** - the lowest

ALL ORDERS

	Monday	Tuesday	Wednes..	Thursd..	Friday	Saturday	Sunday
12:00:00 AM	134	177	165	166	188	128	134
1:00:00 AM	89	142	150	129	118	83	80
2:00:00 AM	60	78	105	99	75	78	80
3:00:00 AM	70	72	95	80	90	75	84
4:00:00 AM	45	67	72	88	80	68	84
5:00:00 AM	74	118	124	95	94	69	79
6:00:00 AM	151	189	178	198	168	146	133
7:00:00 AM	273	356	307	296	307	260	282
8:00:00 AM	481	548	492	506	443	325	312
9:00:00 AM	757	824	734	688	630	436	413
10:00:00 AM	885	1,004	857	848	848	547	556
11:00:00 AM	984	989	956	883	831	569	603
12:00:00 PM	1,025	1,083	1,041	909	879	622	644
1:00:00 PM	1,152	1,171	1,059	931	889	592	683
2:00:00 PM	1,082	1,051	990	895	885	653	749
3:00:00 PM	1,073	1,006	1,030	870	835	617	706
4:00:00 PM	956	943	958	814	791	599	682
5:00:00 PM	922	854	822	722	604	577	658
6:00:00 PM	881	878	727	650	567	461	650
7:00:00 PM	1,062	904	774	704	528	438	667
8:00:00 PM	933	894	812	693	496	447	504
9:00:00 PM	705	783	692	680	390	369	500
10:00:00 PM	563	562	530	499	340	248	347
11:00:00 PM	347	288	283	300	240	181	268
Grand Total	613	624	581	531	472	358	412

ALL VISITS

	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday	Sunday
12:00:00 AM	26.2K	30.0K	29.3K	29.5K	29.6K	30.2K	28.9K
1:00:00 AM	16.2K	18.3K	18.0K	18.5K	18.2K	19.3K	18.7K
2:00:00 AM	11.8K	13.1K	13.0K	13.4K	13.3K	13.5K	12.7K
3:00:00 AM	10.4K	11.8K	11.9K	12.0K	12.1K	11.6K	11.0K
4:00:00 AM	12.9K	15.4K	15.4K	15.3K	15.4K	14.1K	12.0K
5:00:00 AM	24.5K	28.8K	28.4K	28.6K	28.6K	25.2K	20.5K
6:00:00 AM	45.9K	52.1K	51.3K	51.7K	51.7K	47.6K	40.0K
7:00:00 AM	75.3K	81.5K	80.8K	80.2K	78.7K	75.0K	65.5K
8:00:00 AM	114.8K	117.8K	115.5K	115.4K	110.6K	100.7K	89.2K
9:00:00 AM	151.7K	148.5K	145.1K	143.2K	136.7K	120.5K	110.0K
10:00:00 AM	174.4K	166.2K	164.4K	156.7K	154.2K	130.0K	122.7K
11:00:00 AM	179.3K	170.6K	169.8K	159.9K	153.9K	129.8K	123.8K
12:00:00 PM	184.5K	175.1K	174.3K	163.6K	154.7K	127.7K	124.0K
1:00:00 PM	186.5K	178.8K	174.2K	163.7K	157.5K	126.4K	123.9K
2:00:00 PM	182.8K	180.6K	169.9K	162.2K	159.6K	124.8K	123.6K
3:00:00 PM	184.1K	182.2K	167.4K	162.7K	154.2K	122.6K	122.9K
4:00:00 PM	169.0K	168.8K	155.8K	154.4K	141.4K	115.6K	119.7K
5:00:00 PM	150.7K	148.0K	140.1K	140.3K	123.4K	102.5K	112.7K
6:00:00 PM	151.6K	144.6K	135.5K	137.5K	115.4K	96.1K	112.2K
7:00:00 PM	157.9K	150.6K	141.0K	140.0K	113.5K	96.6K	119.5K
8:00:00 PM	151.4K	151.3K	141.0K	138.2K	111.9K	94.9K	120.0K
9:00:00 PM	125.3K	127.4K	119.2K	118.0K	97.7K	85.5K	102.6K
10:00:00 PM	86.3K	86.7K	83.2K	83.3K	73.0K	66.2K	72.9K
11:00:00 PM	51.5K	50.5K	50.1K	51.0K	48.1K	44.9K	44.6K
Grand Total	109.4K	108.3K	103.9K	101.6K	93.9K	80.0K	81.4K

ALL CR%

	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday	Sunday
12:00:00 AM	0.51%	0.59%	0.56%	0.56%	0.63%	0.42%	0.46%
1:00:00 AM	0.55%	0.78%	0.83%	0.70%	0.65%	0.43%	0.43%
2:00:00 AM	0.51%	0.60%	0.81%	0.74%	0.56%	0.58%	0.63%
3:00:00 AM	0.67%	0.61%	0.80%	0.67%	0.74%	0.65%	0.76%
4:00:00 AM	0.35%	0.43%	0.47%	0.58%	0.52%	0.48%	0.70%
5:00:00 AM	0.30%	0.41%	0.44%	0.33%	0.33%	0.27%	0.38%
6:00:00 AM	0.33%	0.36%	0.35%	0.38%	0.32%	0.31%	0.33%
7:00:00 AM	0.36%	0.44%	0.38%	0.37%	0.39%	0.35%	0.43%
8:00:00 AM	0.42%	0.47%	0.43%	0.44%	0.40%	0.32%	0.35%
9:00:00 AM	0.50%	0.56%	0.51%	0.48%	0.46%	0.36%	0.38%
10:00:00 AM	0.51%	0.60%	0.52%	0.54%	0.55%	0.42%	0.45%
11:00:00 AM	0.55%	0.58%	0.56%	0.55%	0.54%	0.44%	0.49%
12:00:00 PM	0.56%	0.62%	0.60%	0.56%	0.57%	0.49%	0.52%
1:00:00 PM	0.62%	0.65%	0.61%	0.57%	0.56%	0.47%	0.55%
2:00:00 PM	0.59%	0.58%	0.58%	0.55%	0.55%	0.52%	0.61%
3:00:00 PM	0.58%	0.55%	0.62%	0.53%	0.54%	0.50%	0.57%
4:00:00 PM	0.57%	0.56%	0.61%	0.53%	0.56%	0.52%	0.57%
5:00:00 PM	0.61%	0.58%	0.59%	0.51%	0.49%	0.56%	0.58%
6:00:00 PM	0.58%	0.61%	0.54%	0.47%	0.49%	0.48%	0.58%
7:00:00 PM	0.67%	0.60%	0.55%	0.50%	0.47%	0.45%	0.56%
8:00:00 PM	0.62%	0.59%	0.58%	0.50%	0.44%	0.47%	0.42%
9:00:00 PM	0.56%	0.61%	0.58%	0.58%	0.40%	0.43%	0.49%
10:00:00 PM	0.65%	0.65%	0.64%	0.60%	0.47%	0.37%	0.48%
11:00:00 PM	0.67%	0.57%	0.57%	0.59%	0.50%	0.40%	0.60%
Grand Total	0.56%	0.58%	0.56%	0.52%	0.50%	0.45%	0.51%

Hour of Time
- ☑ 12:00:00 AM
- ☑ 1:00:00 AM
- ☑ 2:00:00 AM
- ☑ 3:00:00 AM
- ☑ 4:00:00 AM
- ☑ 5:00:00 AM
- ☑ 6:00:00 AM
- ☑ 7:00:00 AM
- ☑ 8:00:00 AM
- ☑ 9:00:00 AM
- ☑ 10:00:00 AM
- ☑ 11:00:00 AM
- ☑ 12:00:00 PM
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- ☑ 2:00:00 PM
- ☑ 3:00:00 PM
- ☑ 4:00:00 PM
- ☑ 5:00:00 PM
- ☑ 6:00:00 PM
- ☑ 7:00:00 PM
- ☑ 8:00:00 PM
- ☑ 9:00:00 PM
- ☑ 10:00:00 PM
- ☑ 11:00:00 PM

Key metrics per product per weekday (Active Hrs: 8am-11.30pm)

Product 1

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	206,016	1,582	0.77%	0.72%	7.06%
Tuesday	200,876	1,512	0.75%	0.72%	4.94%
Wednesday	197,489	1,434	0.73%	0.72%	1.24%
Thursday	191,245	1,320	0.69%	0.72%	-3.77%
Friday	166,123	1,271	0.77%	0.72%	6.67%
Saturday	144,130	949	0.66%	0.72%	-8.20%
Sunday	153,357	1,064	0.69%	0.72%	-3.27%

Chart — % Difference from Average Product CR:
- Monday: 7.06%
- Tuesday: 4.94%
- Wednesday: 1.24%
- Thursday: -3.77%
- Friday: 6.67%
- Saturday: -8.20%
- Sunday: -3.27%

Product 2

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	231,305	788	0.34%	0.31%	11.35%
Tuesday	211,203	625	0.30%	0.31%	-3.28%
Wednesday	193,991	544	0.28%	0.31%	-8.34%
Thursday	188,022	477	0.25%	0.31%	-17.08%
Friday	175,013	535	0.31%	0.31%	-0.08%
Saturday	160,132	510	0.32%	0.31%	4.10%
Sunday	172,088	629	0.37%	0.31%	19.47%

Chart — % Difference from Average Product CR:
- Monday: 11.35%
- Tuesday: -3.28%
- Wednesday: -8.34%
- Thursday: -17.08%
- Friday: -0.08%
- Saturday: 4.10%
- Sunday: 19.47%
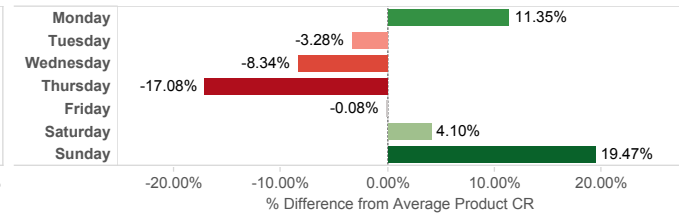
Product 3

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	512,556	1,085	0.21%	0.20%	6.02%
Tuesday	525,453	1,385	0.26%	0.20%	32.01%
Wednesday	517,450	1,101	0.21%	0.20%	6.56%
Thursday	494,575	923	0.19%	0.20%	-6.53%
Friday	470,881	699	0.15%	0.20%	-25.65%
Saturday	399,603	726	0.18%	0.20%	-9.01%
Sunday	402,737	768	0.19%	0.20%	-4.49%

Chart — % Difference from Average Product CR:
- Monday: 6.02%
- Tuesday: 32.01%
- Wednesday: 6.56%
- Thursday: -6.53%
- Friday: -25.65%
- Saturday: -9.01%
- Sunday: -4.49%
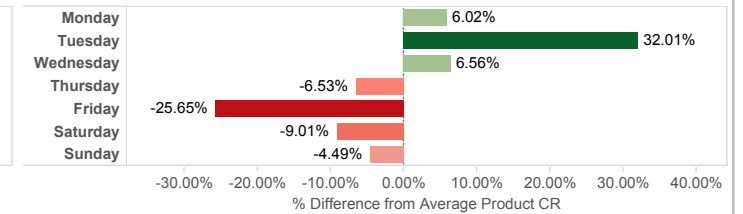
Product 4

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	394,187	1,531	0.39%	0.36%	7.01%
Tuesday	369,425	1,473	0.40%	0.36%	9.86%
Wednesday	349,567	1,285	0.37%	0.36%	1.28%
Thursday	332,166	1,275	0.38%	0.36%	5.76%
Friday	299,904	1,184	0.39%	0.36%	8.78%
Saturday	242,845	712	0.29%	0.36%	-19.22%
Sunday	258,731	862	0.33%	0.36%	-8.20%

Chart — % Difference from Average Product CR:
- Monday: 7.01%
- Tuesday: 9.86%
- Wednesday: 1.28%
- Thursday: 5.76%
- Friday: 8.78%
- Saturday: -19.22%
- Sunday: -8.20%
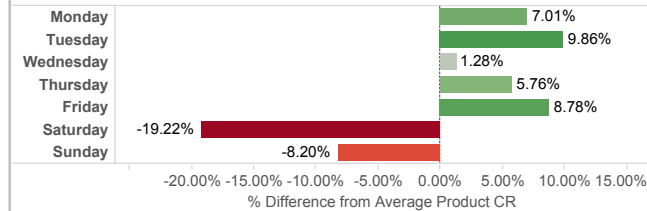
Product 3

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	958,146	7,540	0.79%	0.72%	9.52%
Tuesday	941,799	7,569	0.80%	0.72%	11.85%
Wednesday	893,227	7,111	0.80%	0.72%	10.80%
Thursday	890,248	6,220	0.70%	0.72%	-2.76%
Friday	807,738	5,364	0.66%	0.72%	-7.58%
Saturday	674,602	4,032	0.60%	0.72%	-16.82%
Sunday	693,910	4,825	0.70%	0.72%	-3.23%

Chart — % Difference from Average Product CR:
- Monday: 9.52%
- Tuesday: 11.85%
- Wednesday: 10.80%
- Thursday: -2.76%
- Friday: -7.58%
- Saturday: -16.82%
- Sunday: -3.23%
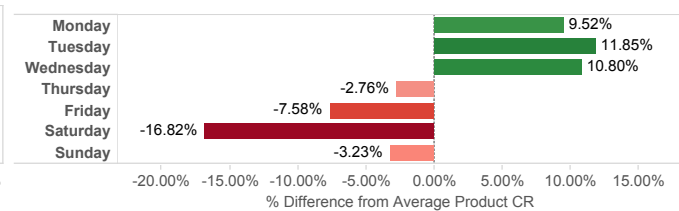
Product 4

	Visits	Orders	CR%	Avr. CR per product	% Difference
Monday	49,164	380	0.77%	0.90%	-14.44%
Tuesday	50,814	403	0.79%	0.90%	-12.20%
Wednesday	48,308	426	0.88%	0.90%	-2.38%
Thursday	49,613	545	1.10%	0.90%	21.61%
Friday	45,271	414	0.91%	0.90%	1.24%
Saturday	36,127	327	0.91%	0.90%	0.20%
Sunday	36,726	329	0.90%	0.90%	-0.83%

Chart — % Difference from Average Product CR:
- Monday: -14.44%
- Tuesday: -12.20%
- Wednesday: -2.38%
- Thursday: 21.61%
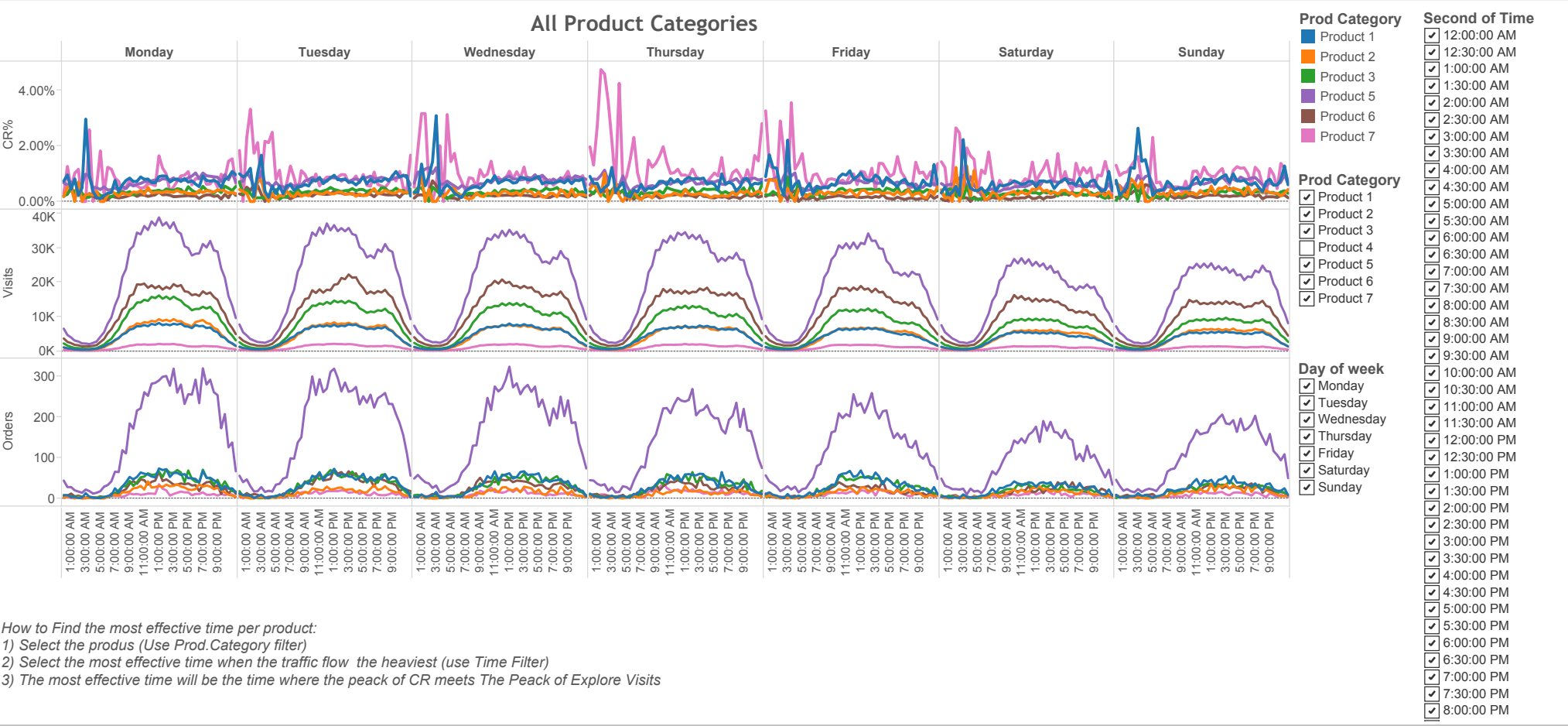- Friday: 1.24%
- Saturday: 0.20%
- Sunday: -0.83%
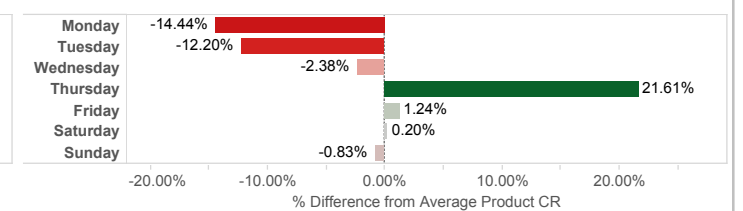
*Average CR per product = TOTAL Average Conversion rate across all weekdays.
Percentage Difference is calculated as CR per weekday (CR%) against Total average Conversion Rate per product category.

Customers' Activities by product group (trended view in comparison):
->Top 3 Products Visited: Product X, Product X, Product X
->Top 3 Products by CR: Product X, Product X, Product X

All Product Categories

How to Find the most effective time per product:
1) Select the produs (Use Prod.Category filter)
2) Select the most effective time when the traffic flow the heaviest (use Time Filter)
3) The most effective time will be the time where the peack of CR meets The Peack of Explore Visits

Prod Category
- Product 1
- Product 2
- Product 3
- Product 5
- Product 6
- Product 7

Prod Category
- ✔ Product 1
- ✔ Product 2
- ✔ Product 3
- ☐ Product 4
- ✔ Product 5
- ✔ Product 6
- ✔ Product 7

Day of week
- ✔ Monday
- ✔ Tuesday
- ✔ Wednesday
- ✔ Thursday
- ✔ Friday
- ✔ Saturday
- ✔ Sunday

Second of Time
- ✔ 12:00:00 AM
- ✔ 12:30:00 AM
- ✔ 1:00:00 AM
- ✔ 1:30:00 AM
- ✔ 2:00:00 AM
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- ✔ 5:30:00 PM
- ✔ 6:00:00 PM
- ✔ 6:30:00 PM
- ✔ 7:00:00 PM
- ✔ 7:30:00 PM
- ✔ 8:00:00 PM

Most effective **Weekdays** per category [based on the ranked avr. CR per weekday per category]

<u>Best Days</u>

Monday: Product X; Product X
Tuesday: Product X;Product X
Wednesday: Product X
Thursday: Product X
Friday: Product X, Product X
Saturday: Product X
Sunday: Product X

<u>Worst Days</u>

Monday: Product X
Tuesday: Product X
Wednesday:
Thursday: Product X
Friday: Product X
Saturday: Product X/Product X
Sunday:

Average CR%

Time
12:00:00 AM to 11:30:00 PM

	Product 6	Product 2	Product 3	Product 5	Product 1	Product 7
Monday	0.21%	0.33%	0.38%	0.76%	0.75%	0.78%
Tuesday	0.26%	0.29%	0.39%	0.79%	0.73%	0.83%
Wednesday	0.21%	0.28%	0.36%	0.78%	0.70%	0.91%
Thursday	0.19%	0.25%	0.37%	0.69%	0.67%	1.15%
Friday	0.15%	0.31%	0.38%	0.66%	0.75%	0.95%
Saturday	0.17%	0.32%	0.29%	0.58%	0.64%	0.93%
Sunday	0.20%	0.36%	0.32%	0.68%	0.69%	0.89%

Product 7:
Active Time shorter than other products 9am - 3pm. Thursday is the most effective day. 2 major spikes in Conversion Rate combined high traffic volume: **Thursday** morning hours (8am-10am) and **Monday** 1pm.

Product 7 ORDERS

	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday	Sunday
8:00:00 AM	11	19	17	35	18	14	10
9:00:00 AM	22	28	34	50	28	16	13
10:00:00 AM	20	32	45	63	27	17	18
11:00:00 AM	22	25	32	38	28	20	26
12:00:00 PM	23	36	30	40	29	29	30
1:00:00 PM	59	36	38	37	39	23	25
2:00:00 PM	27	39	38	40	34	37	31
3:00:00 PM	25	29	36	28	30	23	18
4:00:00 PM	32	28	26	27	38	31	29
5:00:00 PM	23	23	24	29	24	18	27
6:00:00 PM	22	23	17	31	31	17	18
7:00:00 PM	24	17	18	25	16	23	28
8:00:00 PM	20	18	24	32	22	24	11
9:00:00 PM	18	23	23	24	23	13	22
10:00:00 PM	19	16	15	22	16	16	13
11:00:00 PM	13	11	9	24	11	6	10
Grand Total	23.75	25.19	26.63	34.06	25.88	20.44	20.56

Orders: 6 — 63

Product 7 VISITS

	Monday	Tuesday	Wednesd..	Thursday	Friday	Saturday	Sunday
8:00:00 AM	2.5K	2.6K	2.6K	2.6K	2.7K	2.1K	1.9K
9:00:00 AM	3.3K	3.4K	3.3K	3.3K	3.5K	2.5K	2.3K
10:00:00 AM	3.8K	3.8K	3.7K	3.7K	3.6K	2.8K	2.6K
11:00:00 AM	3.8K	3.8K	3.8K	3.7K	3.5K	2.7K	2.6K
12:00:00 PM	3.8K	4.1K	3.8K	3.8K	3.6K	2.7K	2.7K
1:00:00 PM	4.1K	4.2K	4.0K	4.0K	3.6K	2.7K	2.8K
2:00:00 PM	4.0K	4.0K	4.0K	3.9K	3.6K	2.8K	2.8K
3:00:00 PM	4.0K	4.0K	3.7K	3.9K	3.5K	2.8K	2.7K
4:00:00 PM	3.4K	3.5K	3.2K	3.4K	3.0K	2.5K	2.4K
5:00:00 PM	2.7K	2.9K	2.6K	3.0K	2.5K	2.1K	2.2K
6:00:00 PM	2.7K	2.9K	2.6K	2.7K	2.3K	1.9K	2.3K
7:00:00 PM	3.0K	2.9K	2.8K	2.9K	2.3K	2.1K	2.4K
8:00:00 PM	2.8K	3.1K	2.9K	3.1K	2.3K	2.1K	2.5K
9:00:00 PM	2.5K	2.7K	2.5K	2.7K	2.2K	1.8K	2.0K
10:00:00 PM	1.7K	1.9K	1.8K	1.9K	1.7K	1.4K	1.5K
11:00:00 PM	1.1K	1.2K	1.2K	1.2K	1.2K	1.0K	1.0K
Grand Total	3.1K	3.2K	3.0K	3.1K	2.8K	2.3K	2.3K

Visits: 1.0K — 4.2K

Product 7 CR%

	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday	Sunday
8:00:00 AM	0.44%	0.74%	0.66%	1.36%	0.66%	0.65%	0.53%
9:00:00 AM	0.67%	0.83%	1.02%	1.51%	0.80%	0.63%	0.56%
10:00:00 AM	0.52%	0.85%	1.22%	1.70%	0.74%	0.61%	0.69%
11:00:00 AM	0.57%	0.66%	0.85%	1.03%	0.79%	0.73%	0.99%
12:00:00 PM	0.60%	0.88%	0.78%	1.06%	0.80%	1.08%	1.13%
1:00:00 PM	1.44%	0.86%	0.96%	0.93%	1.07%	0.84%	0.91%
2:00:00 PM	0.67%	0.97%	0.96%	1.04%	0.95%	1.32%	1.13%
3:00:00 PM	0.63%	0.72%	0.97%	0.72%	0.86%	0.81%	0.68%
4:00:00 PM	0.94%	0.81%	0.81%	0.79%	1.26%	1.26%	1.19%
5:00:00 PM	0.84%	0.79%	0.92%	0.98%	0.95%	0.87%	1.21%
6:00:00 PM	0.83%	0.80%	0.67%	1.14%	1.35%	0.89%	0.78%
7:00:00 PM	0.81%	0.59%	0.64%	0.87%	0.69%	1.08%	1.16%
8:00:00 PM	0.72%	0.59%	0.83%	1.05%	0.95%	1.12%	0.44%
9:00:00 PM	0.73%	0.85%	0.91%	0.90%	1.04%	0.71%	1.09%
10:00:00 PM	1.12%	0.83%	0.85%	1.15%	0.93%	1.16%	0.86%
11:00:00 PM	1.17%	0.95%	0.78%	2.04%	0.92%	0.62%	0.97%
Grand Total	0.77%	0.79%	0.88%	1.10%	0.91%	0.91%	0.90%

CR%: 0.44% — 2.04%

Hour of Time
- ☐ 12:00:00 AM
- ☐ 1:00:00 AM
- ☐ 2:00:00 AM
- ☐ 3:00:00 AM
- ☐ 4:00:00 AM
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- ☑ 10:00:00 PM
- ☑ 11:00:00 PM

Product 2:

Weekends and Mondays convert the best; **Sunday afternoon will be the most effective time** to promote the product (the combination of high traffic volume and Strong Conversion Rate)

Product 2 ORDERS

	Monday	Tuesday	Wednes..	Thursd..	Friday	Saturday	Sunday
8:00:00 AM	30.00	26.00	21.00	16.00	28.00	10.00	22.00
9:00:00 AM	42.00	30.00	23.00	33.00	31.00	31.00	33.00
10:00:00 AM	57.00	48.00	40.00	25.00	43.00	36.00	35.00
11:00:00 AM	64.00	41.00	38.00	36.00	47.00	38.00	38.00
12:00:00 PM	55.00	51.00	55.00	33.00	32.00	43.00	35.00
1:00:00 PM	59.00	49.00	42.00	50.00	54.00	56.00	53.00
2:00:00 PM	64.00	48.00	40.00	35.00	38.00	46.00	59.00
3:00:00 PM	66.00	45.00	56.00	37.00	46.00	37.00	59.00
4:00:00 PM	56.00	35.00	39.00	25.00	38.00	37.00	58.00
5:00:00 PM	43.00	30.00	32.00	24.00	31.00	38.00	38.00
6:00:00 PM	58.00	57.00	29.00	27.00	35.00	26.00	49.00
7:00:00 PM	61.00	44.00	31.00	36.00	40.00	35.00	55.00
8:00:00 PM	52.00	52.00	48.00	37.00	25.00	32.00	40.00
9:00:00 PM	46.00	33.00	28.00	34.00	20.00	20.00	28.00
10:00:00 PM	24.00	25.00	14.00	17.00	14.00	16.00	15.00
11:00:00 PM	11.00	11.00	8.00	12.00	13.00	9.00	12.00
Grand Total	49.25	39.06	34.00	29.81	33.44	31.88	39.31

Orders 8.00 — 66.00

Product 2 VISITS

	Monday	Tuesday	Wednesd..	Thursday	Friday	Saturday	Sunday
8:00:00 AM	10.5K	10.2K	9.6K	9.1K	9.3K	8.5K	8.5K
9:00:00 AM	14.3K	13.3K	12.2K	11.7K	11.4K	10.4K	10.5K
10:00:00 AM	16.0K	14.8K	13.9K	13.2K	13.1K	11.7K	11.9K
11:00:00 AM	16.7K	15.3K	14.4K	13.6K	13.1K	11.9K	12.1K
12:00:00 PM	17.4K	16.0K	14.9K	14.3K	13.2K	11.9K	12.7K
1:00:00 PM	18.1K	16.2K	15.0K	13.9K	13.6K	12.0K	12.7K
2:00:00 PM	17.8K	16.0K	14.5K	13.8K	13.3K	11.8K	12.5K
3:00:00 PM	18.1K	16.1K	14.6K	13.9K	13.4K	12.0K	12.5K
4:00:00 PM	16.7K	15.4K	14.0K	13.4K	12.7K	11.4K	12.5K
5:00:00 PM	14.9K	13.9K	12.6K	12.3K	11.4K	10.5K	11.7K
6:00:00 PM	17.2K	14.2K	12.8K	13.2K	11.4K	10.7K	12.1K
7:00:00 PM	17.3K	14.9K	13.5K	13.5K	11.4K	10.4K	12.7K
8:00:00 PM	14.7K	14.1K	12.5K	12.3K	10.3K	9.7K	11.5K
9:00:00 PM	11.1K	10.8K	9.7K	10.0K	8.3K	8.0K	9.0K
10:00:00 PM	6.9K	6.6K	6.3K	6.4K	5.6K	5.6K	5.8K
11:00:00 PM	3.6K	3.5K	3.4K	3.5K	3.4K	3.5K	3.3K
Grand Total	14.5K	13.2K	12.1K	11.8K	10.9K	10.0K	10.8K

Visits 3.3K — 18.1K

Product 2 CR%

	Monday	Tuesday	Wednes..	Thursday	Friday	Saturday	Sunday
8:00:00 AM	0.28%	0.26%	0.22%	0.18%	0.30%	0.12%	0.26%
9:00:00 AM	0.29%	0.23%	0.19%	0.28%	0.27%	0.30%	0.31%
10:00:00 AM	0.36%	0.32%	0.29%	0.19%	0.33%	0.31%	0.29%
11:00:00 AM	0.38%	0.27%	0.26%	0.26%	0.36%	0.32%	0.31%
12:00:00 PM	0.32%	0.32%	0.37%	0.23%	0.24%	0.36%	0.28%
1:00:00 PM	0.33%	0.30%	0.28%	0.36%	0.40%	0.47%	0.42%
2:00:00 PM	0.36%	0.30%	0.28%	0.25%	0.28%	0.39%	0.47%
3:00:00 PM	0.37%	0.28%	0.38%	0.27%	0.34%	0.31%	0.47%
4:00:00 PM	0.33%	0.23%	0.28%	0.19%	0.30%	0.32%	0.46%
5:00:00 PM	0.29%	0.22%	0.25%	0.20%	0.27%	0.36%	0.32%
6:00:00 PM	0.34%	0.40%	0.23%	0.20%	0.31%	0.24%	0.41%
7:00:00 PM	0.35%	0.30%	0.23%	0.27%	0.35%	0.34%	0.43%
8:00:00 PM	0.35%	0.37%	0.38%	0.30%	0.24%	0.33%	0.35%
9:00:00 PM	0.41%	0.31%	0.29%	0.34%	0.24%	0.25%	0.31%
10:00:00 PM	0.35%	0.38%	0.22%	0.27%	0.25%	0.28%	0.26%
11:00:00 PM	0.31%	0.31%	0.24%	0.34%	0.38%	0.26%	0.36%
Grand Total	0.34%	0.30%	0.28%	0.25%	0.31%	0.32%	0.37%

CR% 0.12% — 0.47%

Hour of Time
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