



WEBSITE TRAFFIC OVERVIEW

473K

Total Website Sessions

1M

Total Pageviews

2.51

Avg Pageviews Per Session

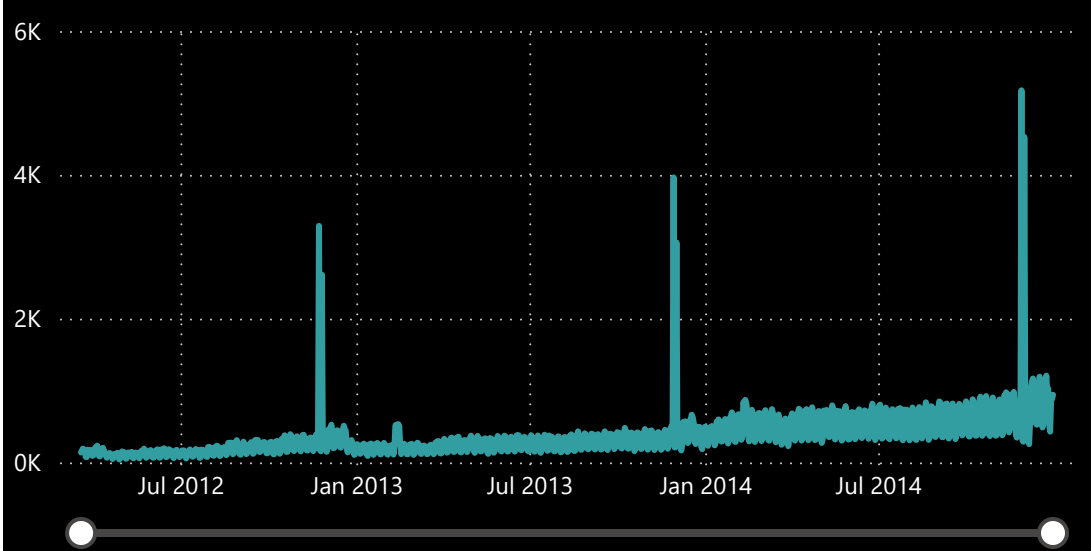
16.61%

Returning Session Rate

Total Pageviews

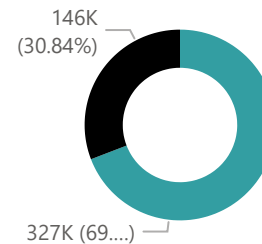
Total Sessions

Website Traffic Trend - Total Sessions

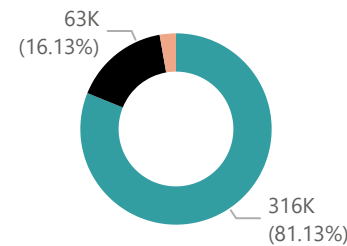


Day Name	0	1	2	3	4	5	6	7	8
Monday	1860	1684	1371	1312	1132	1424	1359	1889	2839
Tuesday	1368	1240	902	914	1088	1092	1256	1581	2294
Wednesday	1511	1164	1154	1069	1025	1161	1421	1697	2554
Thursday	1592	1170	1276	922	1010	1106	1375	1780	2730
Friday	1711	1457	1290	1051	1233	1285	1766	1959	3039
Saturday	1197	997	756	707	695	697	757	1033	1100
Sunday	921	790	711	665	641	677	722	711	1072

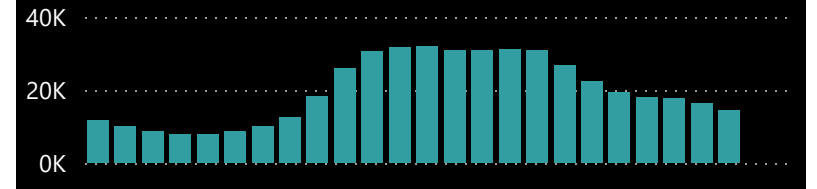
Sessions by Device Type



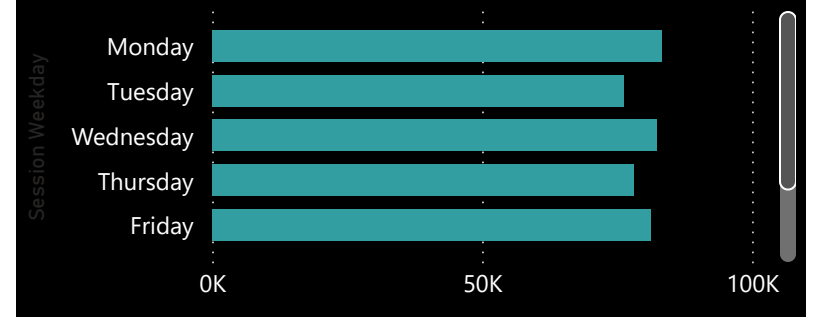
Sessions by Traffic Source



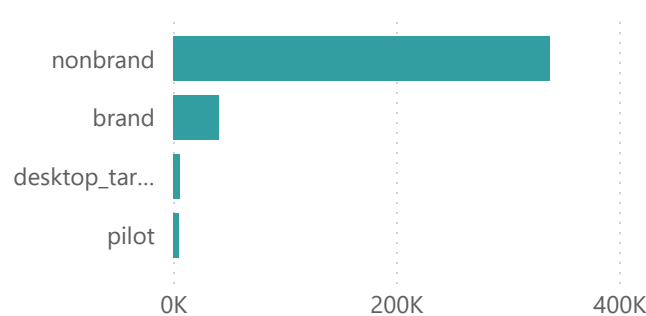
Sessions by Hour



Sessions by Weekday

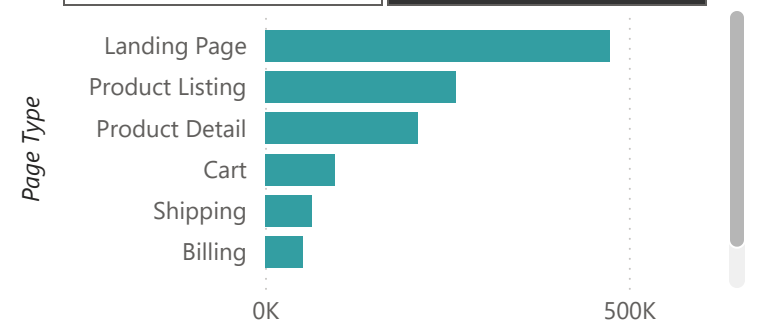


Sessions by Campaign



Top Pages

Page Type





WEBSITE BEHAVIOR OVERVIEW

1M

Total Pageviews

2.51

Avg Pageviews per Session

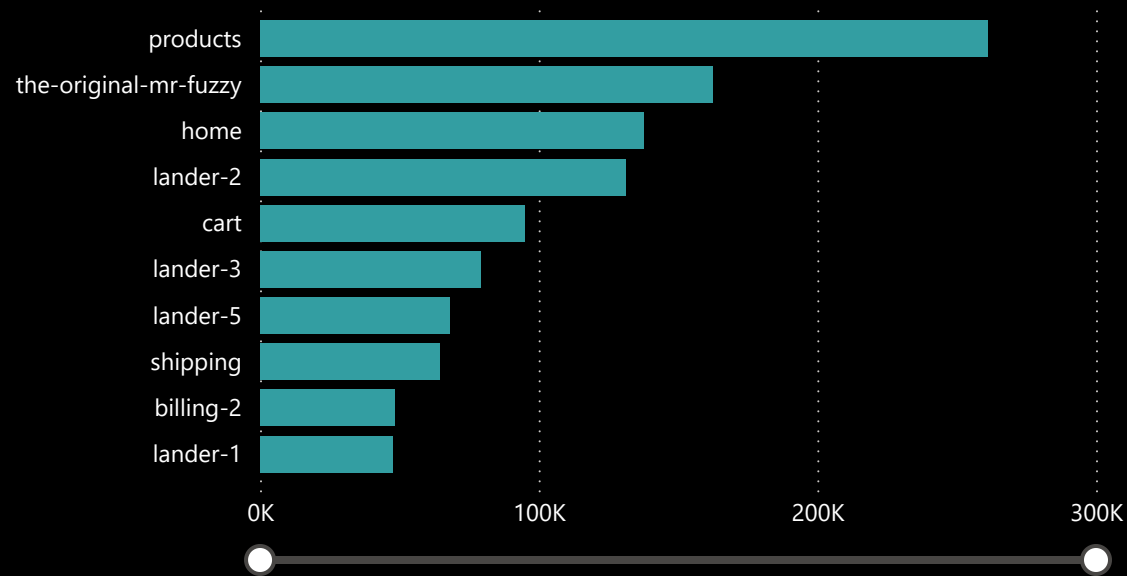
16.61%

Returning Session %

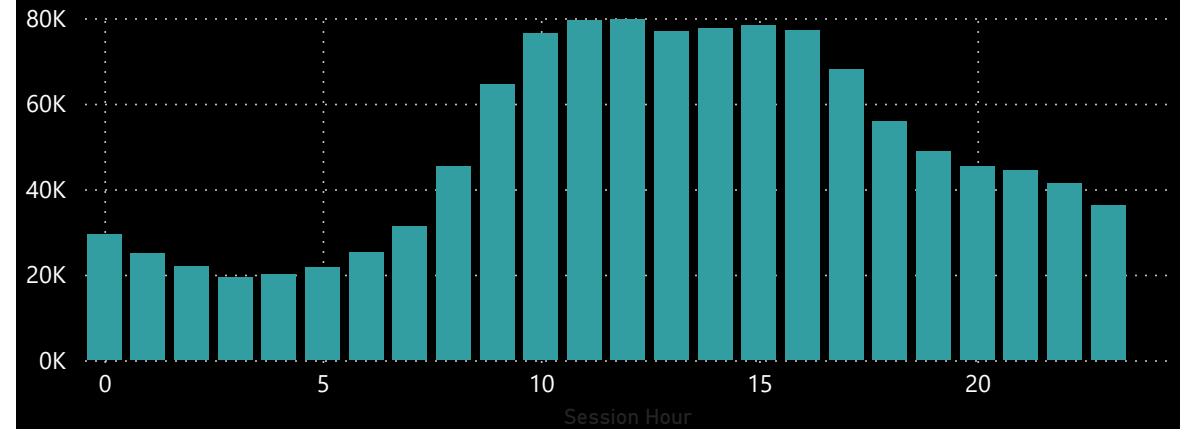
44.76%

Single Page Session %

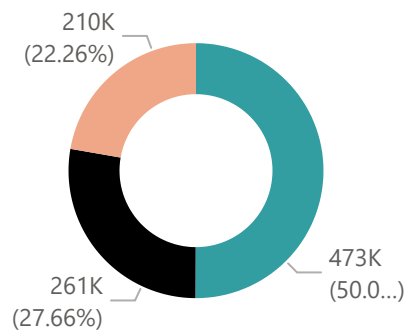
Top 10 Pages by Pageviews



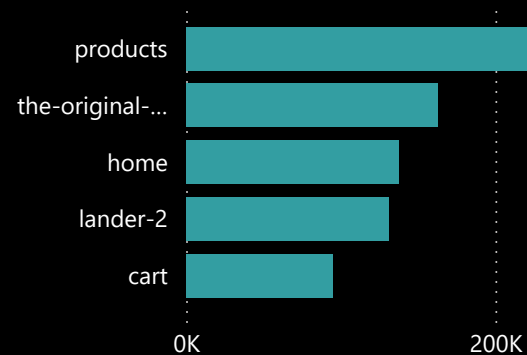
User Engagement by Hour



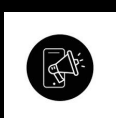
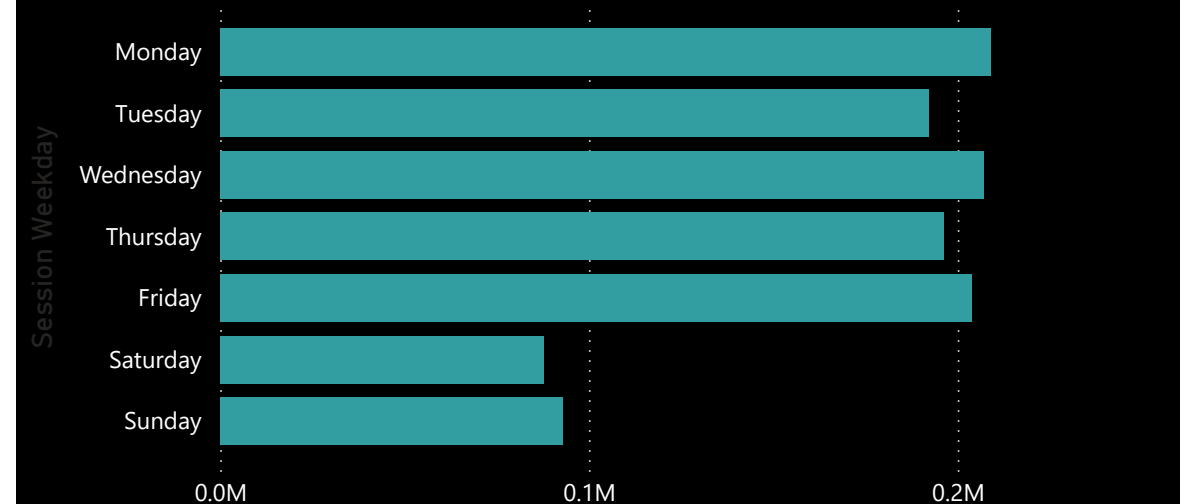
Pageviews by Page Type



Top 5 Entry Pages



User Engagement by Weekday





MARKETING OVERVIEW

473K

Total Website Sessions

1M

Total Pageviews

2.51

Avg Pageviews per Session

16.61%

Returning Session %

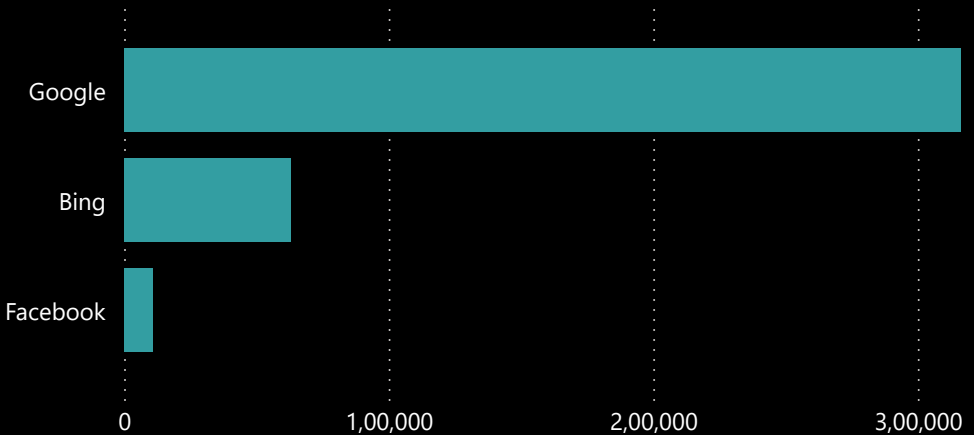
44.76%

Single Page Session %

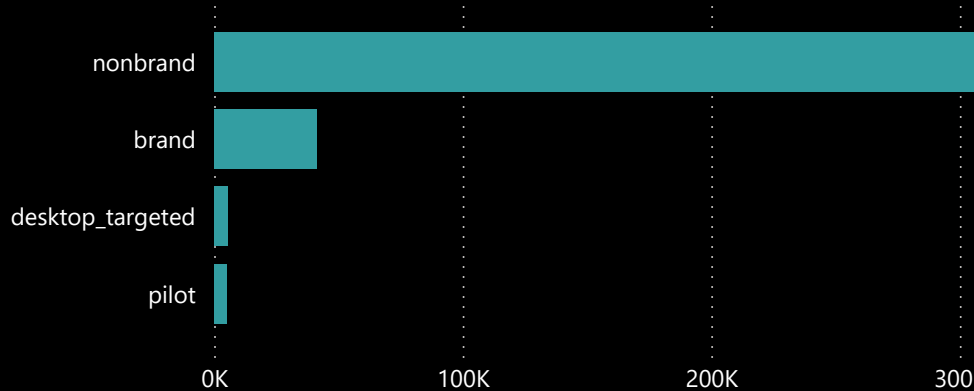
Session

User Engagement

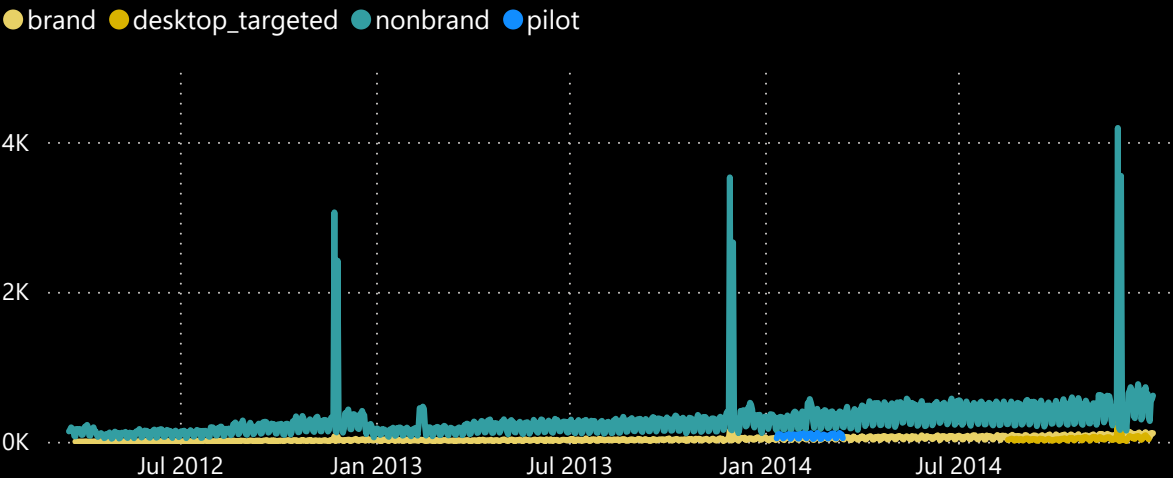
Session



Sessions by Campaign



Campaign Performance Trend

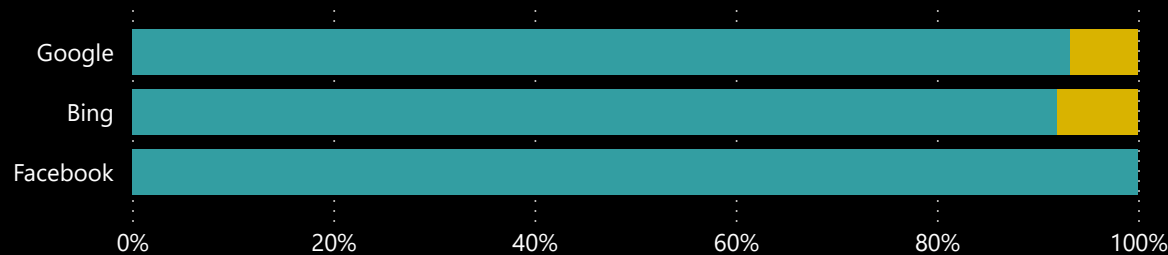


Device Type

Session Type

Session Type

Session Type ● New Session ● Return Session





FUNNEL DASHBOARD

473K

Total Website Sessions

1M

Total Pageviews

32K

Total Orders

\$1.85M

Total Revenue

6.83%

Conversion Rate %

Funnel Value by Stage

100%

Pageviews

1188.12K

Sessions

472.87K

Orders

32.31K

2.7%

Conversion Rate by Traffic Source

Bing

Google

Facebook

0% 2% 4% 6% 8%

Orders by Device Type

desktop

mobile

0K 20K

Revenue by Traffic Source

Google

Bing

Facebook

\$0K \$1,000K