

Overview

Sessions

1,709

No data

Revenue

\$3,146.00

No data

Ecommerce Conversion Rate

0.94%

No data

Cost per Conversion

\$16.04

No data

Users

Ecommerce Conversion Rate

Revenue

Sessions

New Visitor

Returning Visitor

Product Adds To Cart

127

No data

Product Removes From Cart

No data

No data

Quantity Added To Cart

250.0

No data

Quantity Removed From Cart

No data

No data

Product Checkouts

99

No data

Transactions

16

No data

Cost per Transaction

\$16.04

No data

New Users

1.3K

No data

Transactions per User

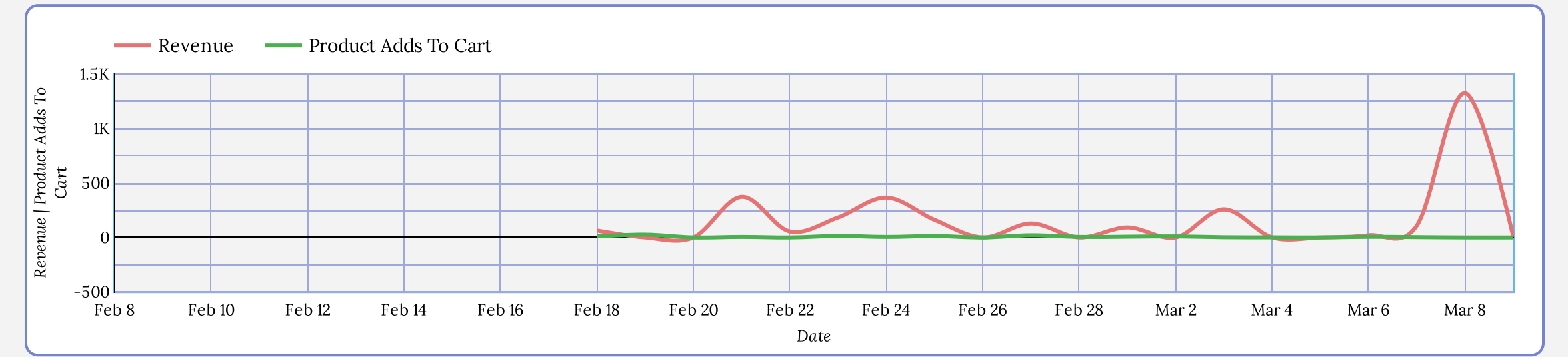
0.01

No data

Avg. Order Value

\$196.63

No data



Most Valuable Traffic Sources

Medium	Sessions	Revenue	Transactions
1. (none)	549	\$1,846.25	6
2. referral	326	\$0	0
3. cpc	316	\$60	1
4. organic	262	\$734.75	5
5. email	131	\$505	4
6. ad	68	\$0	0
7. social	28	\$0	0
8. product_sync	15	\$0	0
Grand total	1,709	\$3,146	16

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Best-Selling Products

Product	Product Checkouts	Product Revenue
1. Bolt Action Pen - Cherry / Blank	7	\$350
2. Bolt Action Pen - Walnut / Engraved	5	\$55
3. Bolt Action Pen - Maple Burl / Engraved	4	\$0
4. Bolt Action Pen - Reclaimed Whiskey Barrel / Blank	4	\$0
5. Bolt Action Pen - Maple Burl / Blank	4	\$55
6. Black Rifle Pen Case	4	\$40
7. Bolt Action Pen - Cedar / Blank	4	\$0
Grand total	99	\$3,281

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Sales Breakdown

Sales by Source/Medium

Medium	Revenue	Users
1. (none)	\$1,846.25	430
2. organic	\$734.75	226
3. email	\$505	96
4. cpc	\$60	245
5. (not set)	\$0	1
6. paid	\$0	6
7. ad	\$0	44
8. Social	\$0	3
9. referral	\$0	257
Grand total	\$3,146	1,318

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Sales by Location

Country	Revenue	Sessions
1. United States	\$3,053.75	1,505
2. Canada	\$92.25	46
3. El Salvador	\$0	3
4. India	\$0	31
5. Serbia	\$0	2
6. Indonesia	\$0	2
7. Nigeria	\$0	3
8. Chile	\$0	2
9. Jordan	\$0	1
Grand total	\$3,146	1,709

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Sales by Devices

Device Category	Revenue	Sessions
1. desktop	\$2,048	759
2. mobile	\$1,098	822
3. tablet	\$0	128
Grand total	\$3,146	1,709

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Sales by Browser

Browser	Revenue	Users
1. Chrome	\$2,382.75	585
2. Safari	\$753.25	372
3. Edge	\$10	47
4. Safari (in-app)	\$0	160
5. Android Webview	\$0	67
6. Amazon Silk	\$0	4
7. UC Browser	\$0	4
8. Samsung Internet	\$0	25
9. Mozilla Compatible	\$0	9
Grand total	\$3,146	1,318

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Sales by Age

Age	Revenue	Sessions
No data		

Sales by Gender

Gender	Revenue	Sessions
No data		

Sales by City

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City	Revenue	Users
1. Boston	\$1,325	9
2. Lafayette	\$367	2
3. (not set)	\$252	89
4. Wendell	\$249	3
5. Dallas	\$237	16
6. Apex	\$184	1
7. Mint Hill	\$162	1
8. Phoenix	\$115	9
9. Regina	\$92.25	1
Grand total	\$3,146	1,318

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Sales by Continent

Continent	Revenue	Sessions
1. Americas	\$3,146	1,593
2. Asia	\$0	66
3. Europe	\$0	18
4. Oceania	\$0	20
5. Africa	\$0	11
6. (not set)	\$0	1
Grand total	\$3,146	1,709

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Sales by Region

Region	Revenue	Sessions
1. Massachusetts	\$1,325	25
2. North Carolina	\$595	51
3. Louisiana	\$367	8
4. Texas	\$247	144
5. New Jersey	\$225.75	43
6. Arizona	\$115	23
7. Saskatchewan	\$92.25	3
8. Illinois	\$64	36
9. (not set)	\$60	38
Grand total	\$3,146	1,709

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