

Google Analytics Report — Brew Haven Café

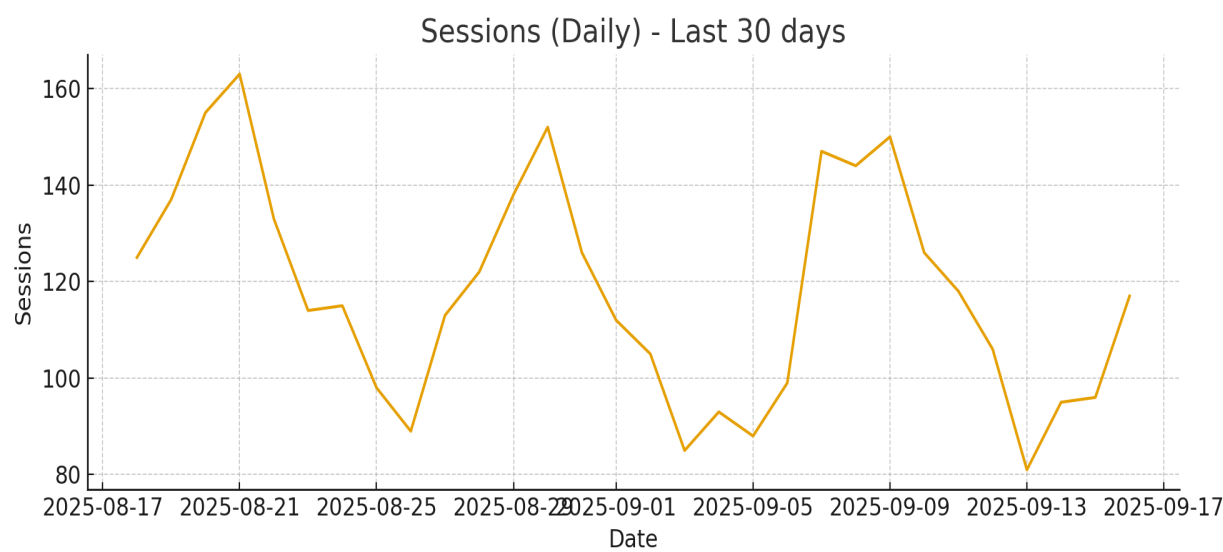
Report period: Aug 18, 2025 - Sep 16, 2025

Prepared for: Priyanka Pathar

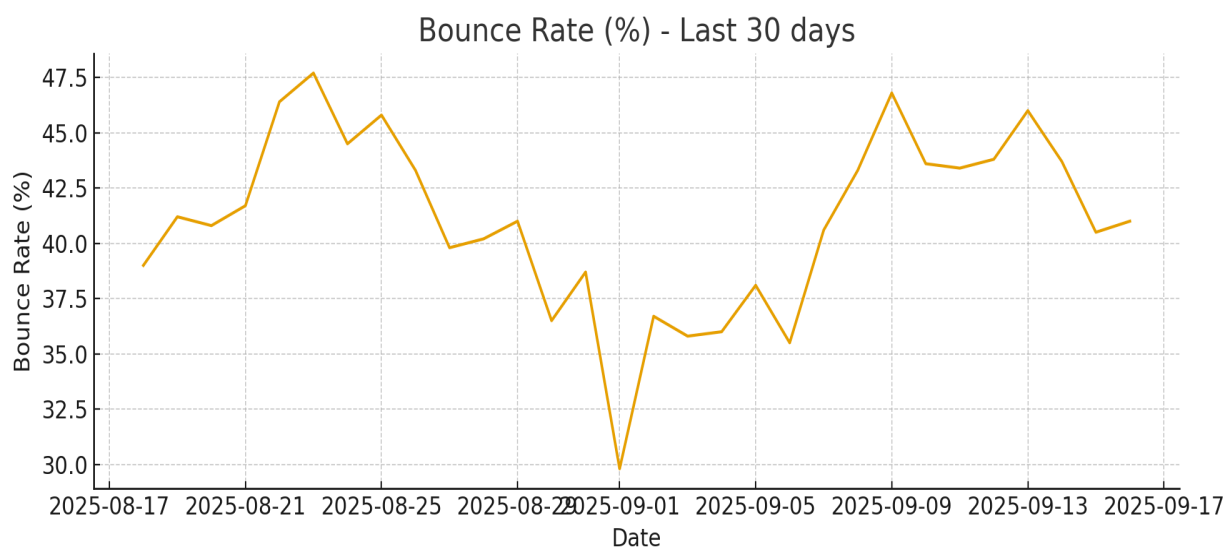
Contact: 79900815126

Executive Summary

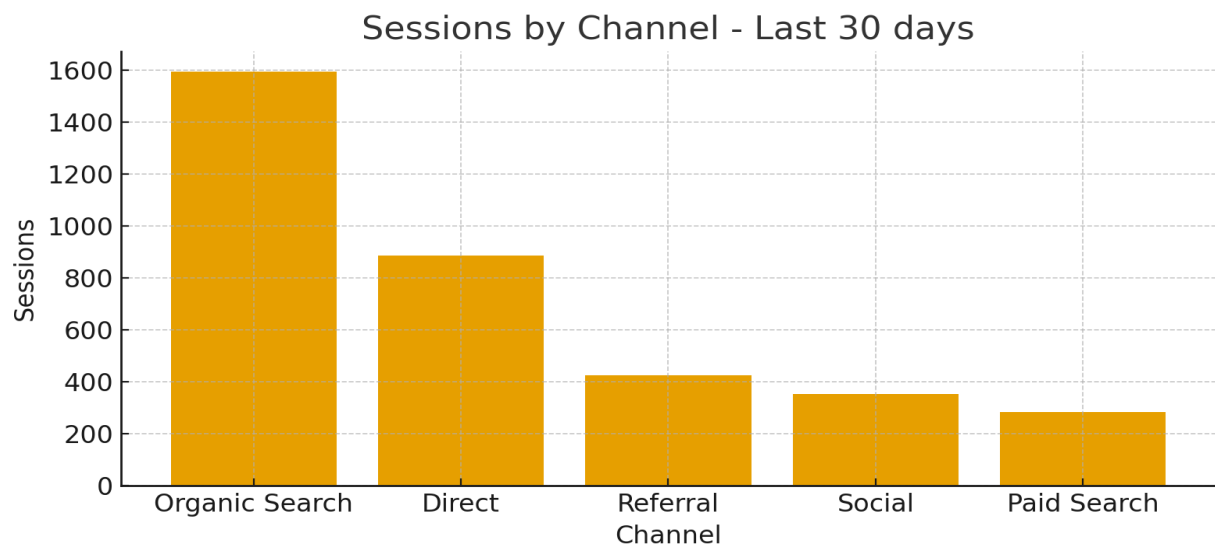
Total Sessions: 3542 | **Total Users:** 2643 | **Avg. Bounce Rate:** 41.0% | **Avg. Session Duration:** 0 days 00:03:00 | **Total Conversions:** 177 | **Top Channel:** Organic Search



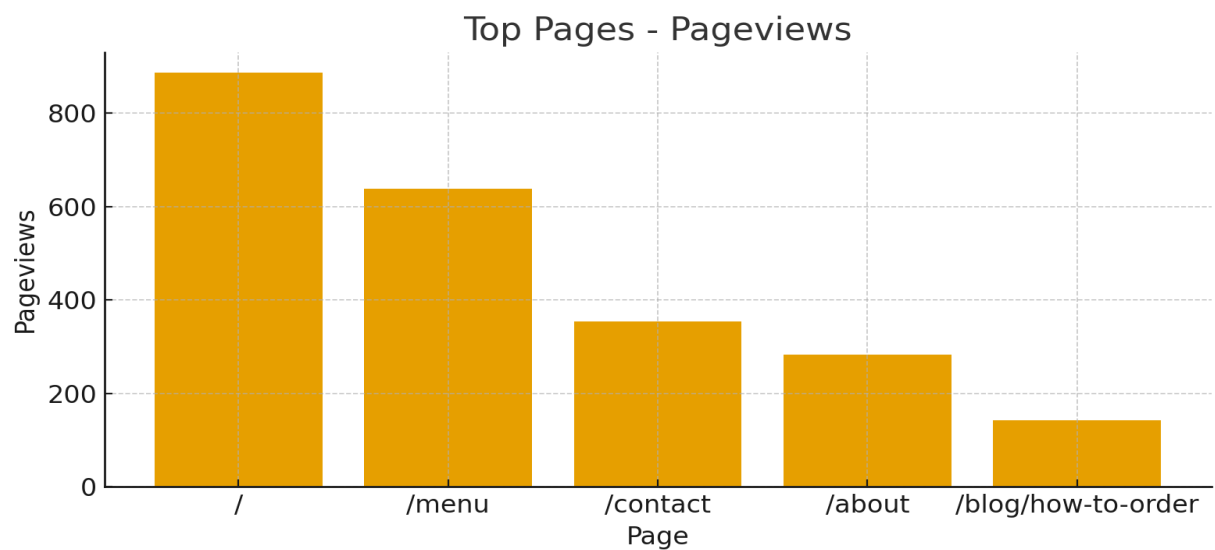
Sessions by day (Last 30 days)



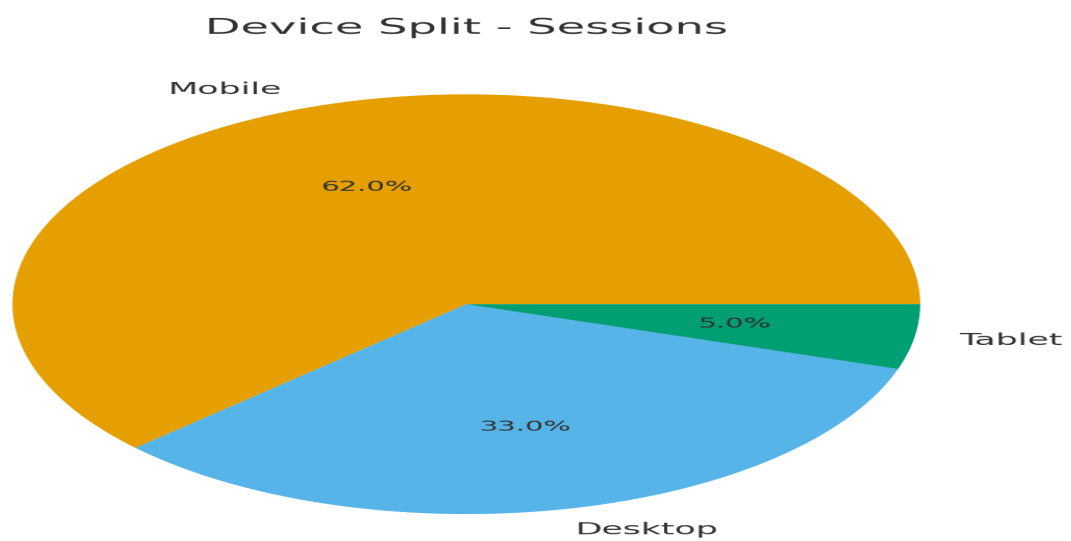
Bounce rate trend over the period



Sessions by channel



Top pages by pageviews



Device split (sessions)

Conversions & Goals

Summary of goal completions observed in the period.

Contact Form Submit: 35 completions — Conversion Rate: 0.99%

Newsletter Signup: 120 completions — Conversion Rate: 3.39%

Online Order: 22 completions — Conversion Rate: 0.62%

Notes & Recommendations

1. Organic Search is the strongest channel — invest in content and local SEO to amplify this further.
2. Mobile sessions are the majority (~62%) — ensure website is optimized for mobile conversions.
3. Bounce rate is moderate; consider improving landing page content and speed.
4. Promote signature offers through Social and Referral channels to diversify traffic sources.