



Guest Behavior

90 百萬
PV Count

9.39%
Rate PV to FavCart

23.94%
Rate FavCart to Buy

Guest Behavior

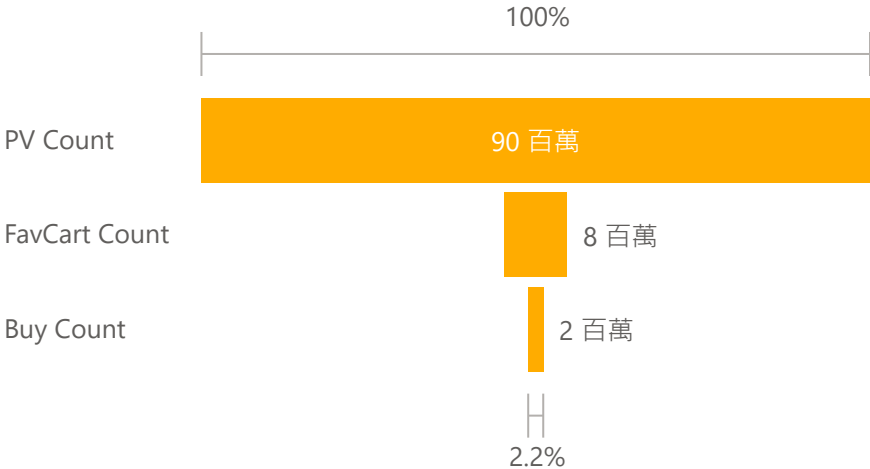
Conversion Rate & Bounce Rate

Are the product categories ranked consistently for views and purchases?

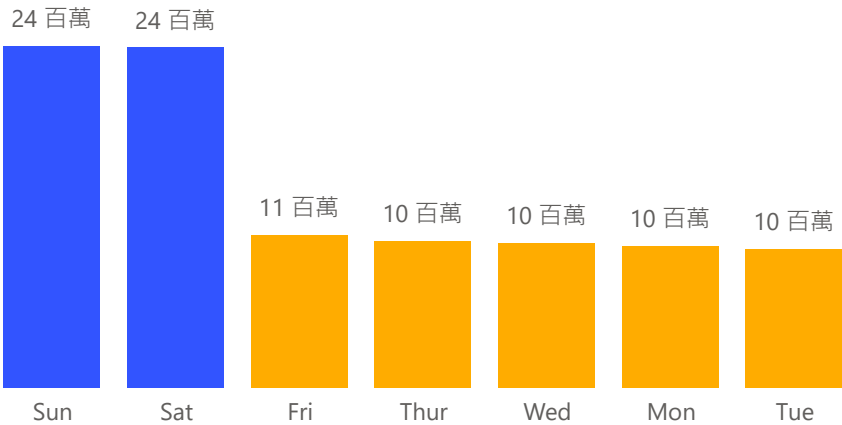
Repeat rate and single purchase

月	buy	cart	fav	pV	總計
December					
1	210016	623346	307115	9718959	10859436
3	257757	774905	392197	12237300	13662159
2	257907	793569	396749	12329644	13777869
November					
28	212000	534157	289100	8842933	9878190
27	226835	541904	291221	9041187	10101147
29	223072	551593	298587	9210821	10284073
25	201145	563376	302071	9353423	10420015
30	221463	565015	302264	9358998	10447740
26	205644	582581	308954	9567423	10664602

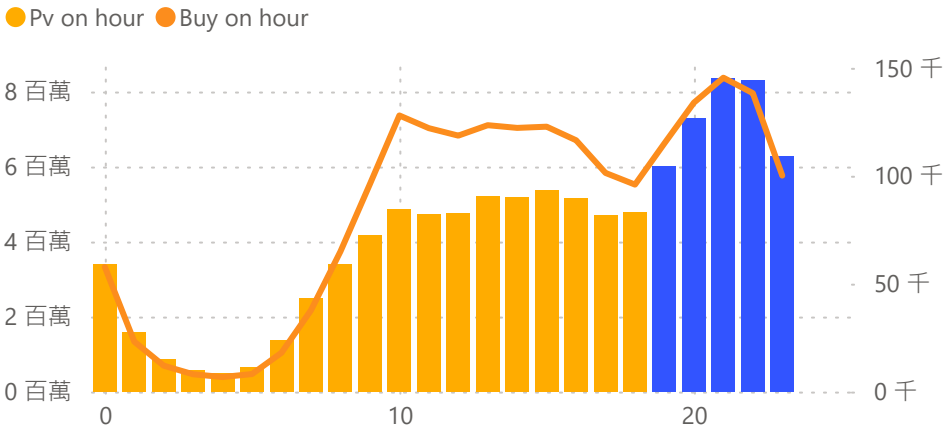
PV>FavCart> Buy >Conversion Rates



Week pattern analysis of behavior



Hour pattern analysis of Pv & Buy



90 百萬

Total PVs

98.98%

Bounce Rate

0.92%

cart Include Buy Conversion Rate

1.11%

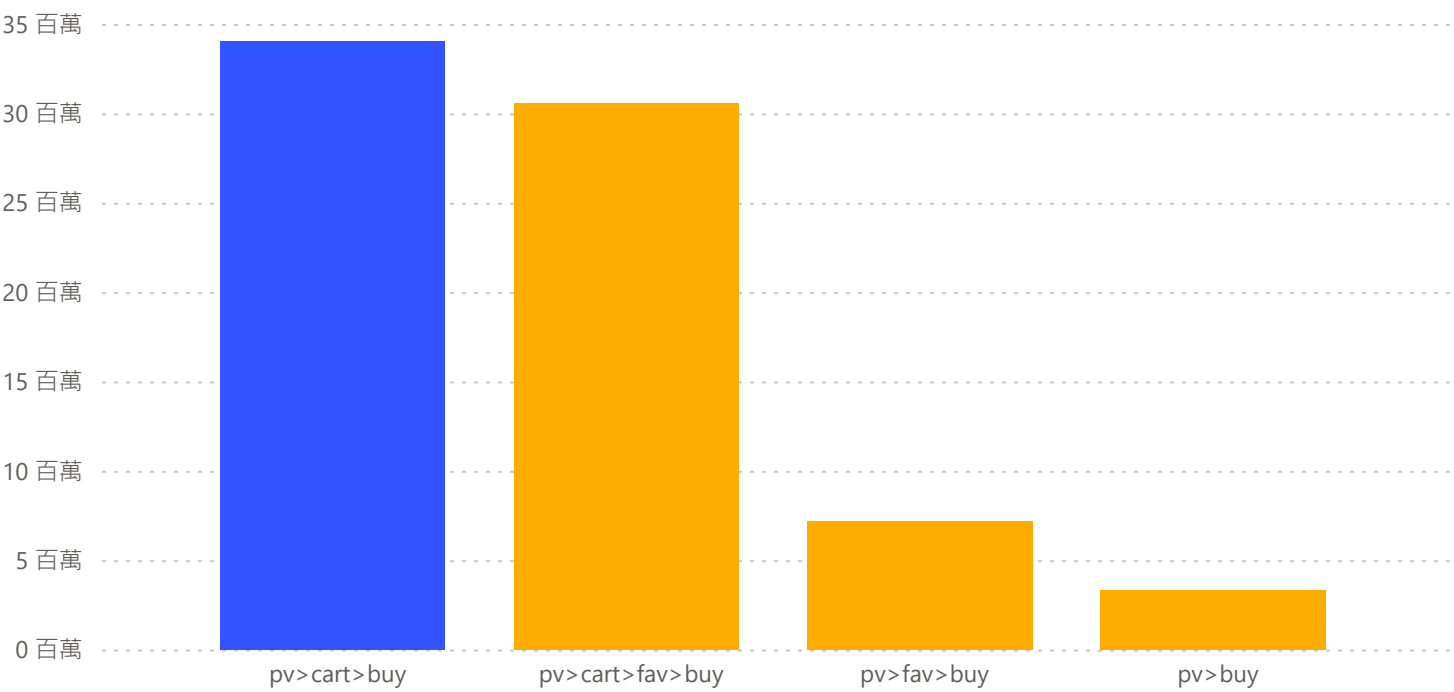
fav Include Buy Conversion Rate

2.16%

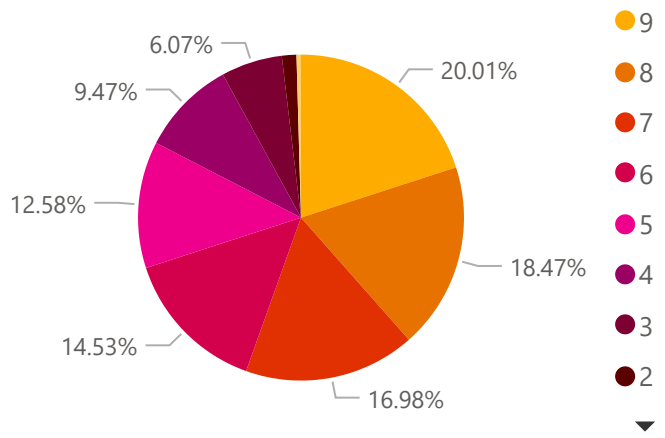
Buy Conversion Rate

Conversion Rate & Bounce Rate

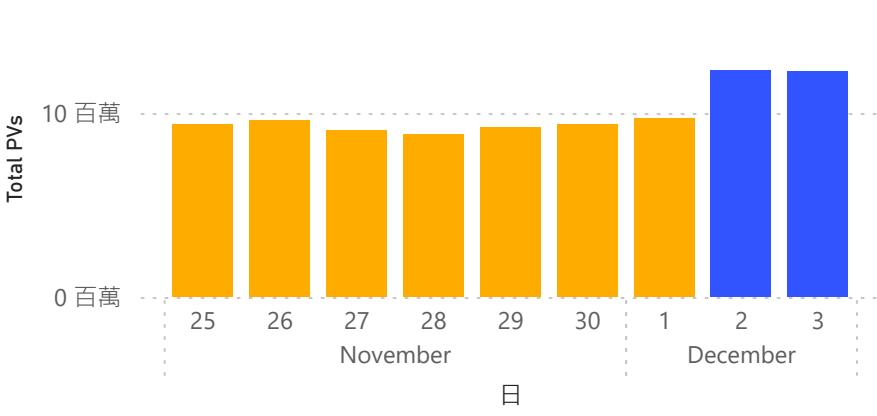
User Path



Statistics on the number of days of activity

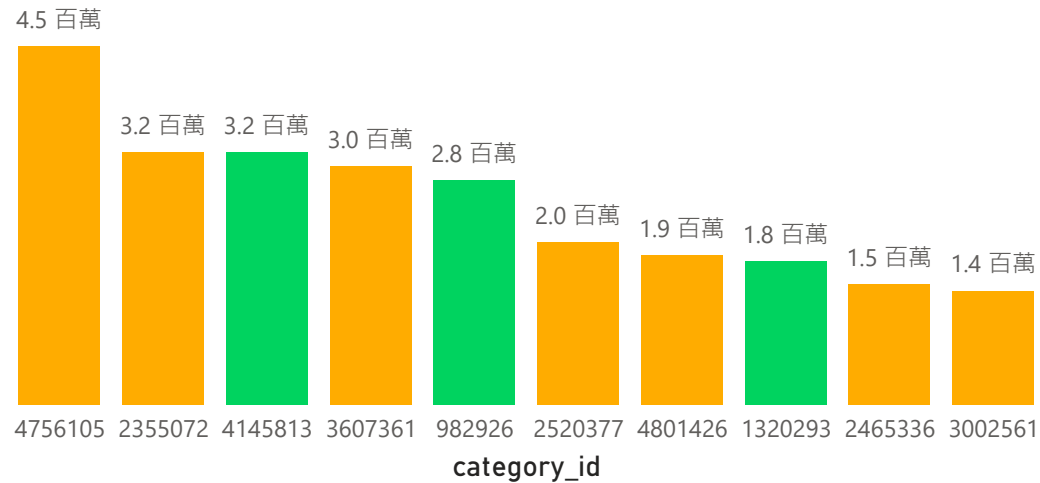


PV on month & day

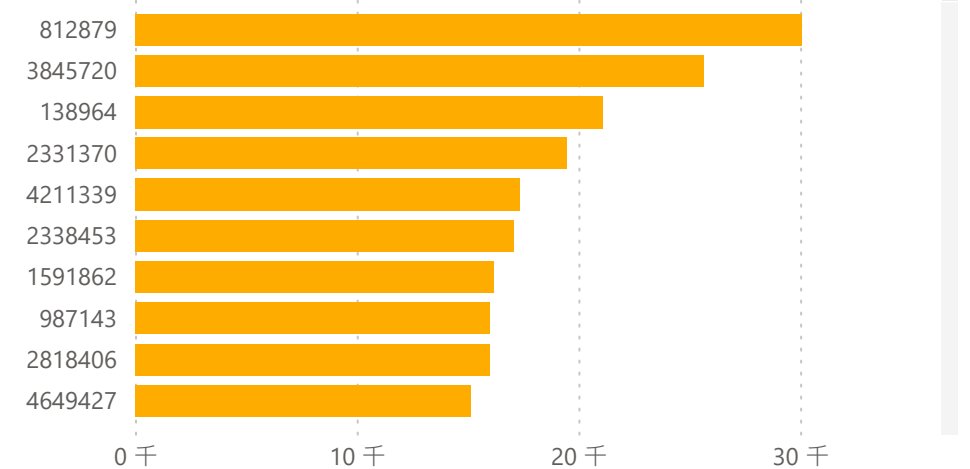


Are the product categories ranked consistently for views and purchases?

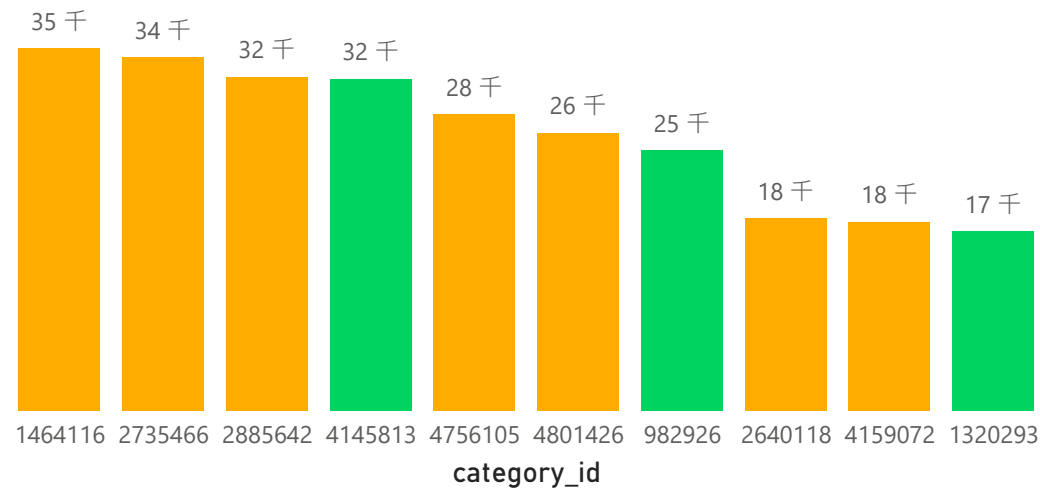
hit category_id in Pv



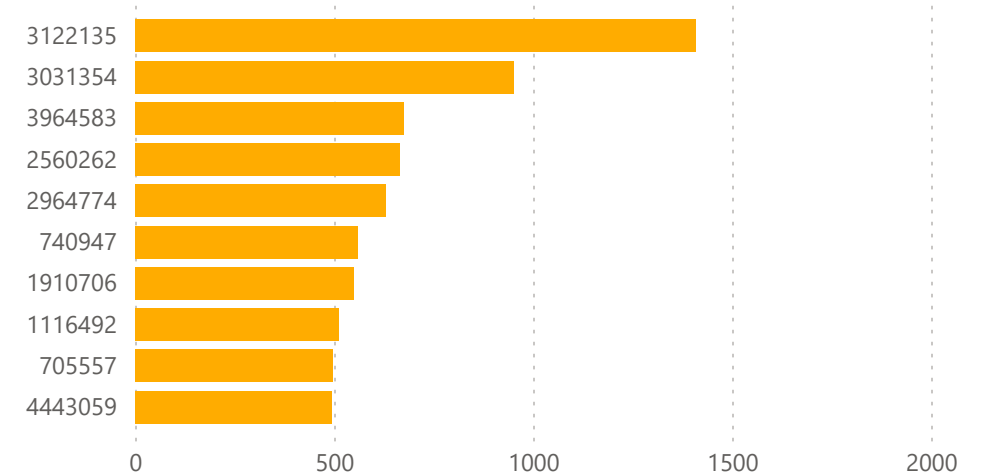
hit item_id in Pv



hit category_id in Buy

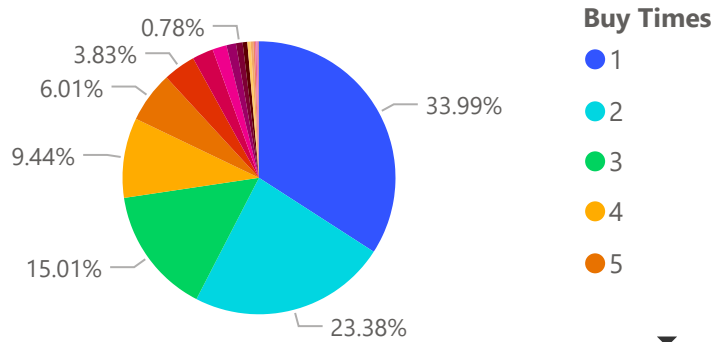


hit item_id in Buy



Repeat rate and single purchase

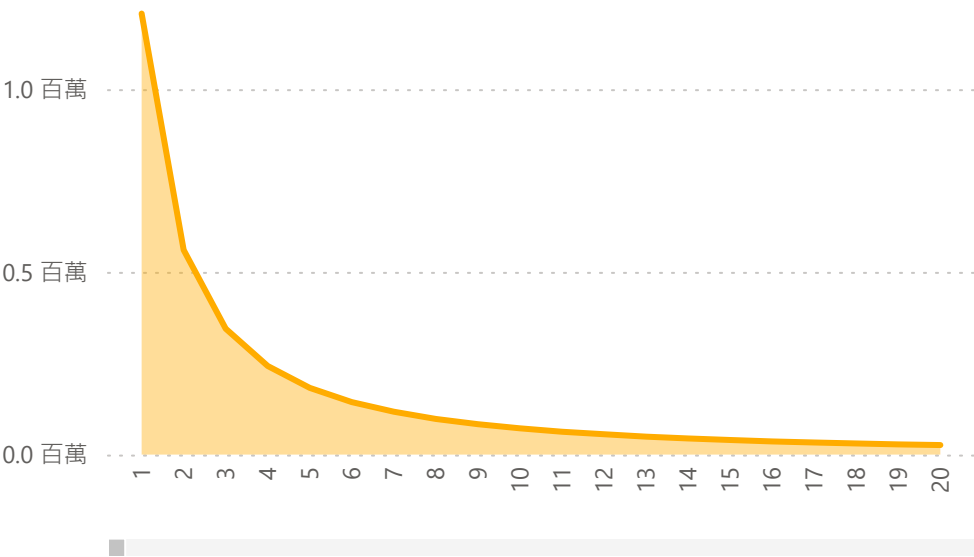
Number of guest buy products %



672404

Number of guest

How many products guest buy in one time?



repurchase rate

