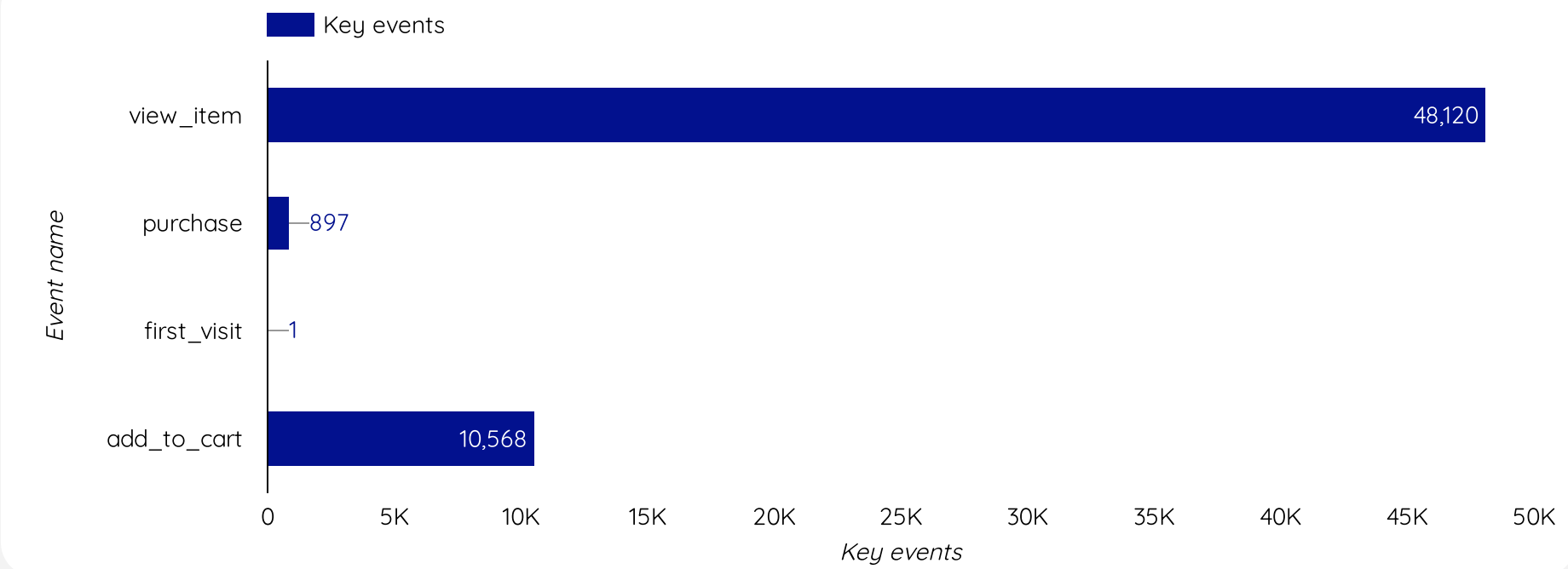


Key Events Performance Overview

Key Events

Event name  
Equals ▾

Key events  
59,586  
↑ 5.4%



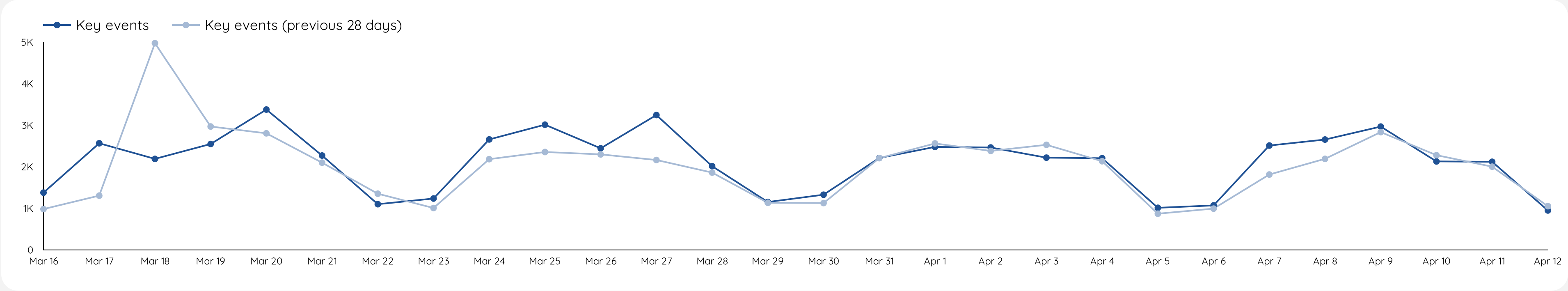
Total users  
50,611  
↓ -0.6%

Sessions  
69,535  
↓ -1.9%

Average session duration  
00:04:48  
↑ 14.6%

Key events  
59,586  
↑ 5.4%

Total revenue  
\$141,146  
↑ 17.6%



Key Events Performance

Key Events		Key Event Total Count	% Δ	Sessions ▾	% Δ	Total users	% Δ
1.	view_item	48,120	3.3% ↑	13,548	0.2% ↑	11,044	2.6% ↑
2.	add_to_cart	10,568	14.8% ↑	4,300	10.0% ↑	3,602	12.2% ↑
3.	purchase	897	17.4% ↑	869	18.2% ↑	804	17.0% ↑
4.	first_visit	1	-	1	-	1	-
Grand total		59,586	5.4% ↑	13,863	-0.5% ↓	11,281	2.1% ↑