

Made By Buse
Şara Acınan

Device category

Platform

Session source / medium

Select date range

Sessions

69,535

-1.9%

Engaged sessions

38,731

-4.3%

Average session duration

00:04:48

14.6%

Key events

59,586

5.4%

Total users

50,611

-0.6%

New users

48,804

-3.8%

Transactions

897

17.4%

Total revenue

\$141,145.95

17.6%

Average purchase revenue

\$157.35

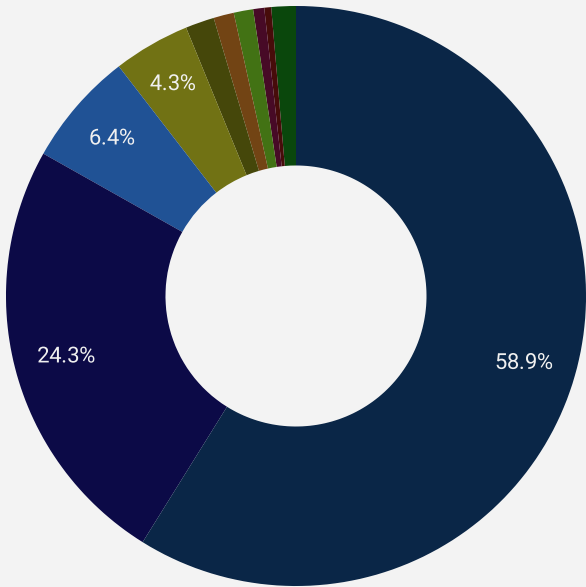
0.1%

Total purchasers

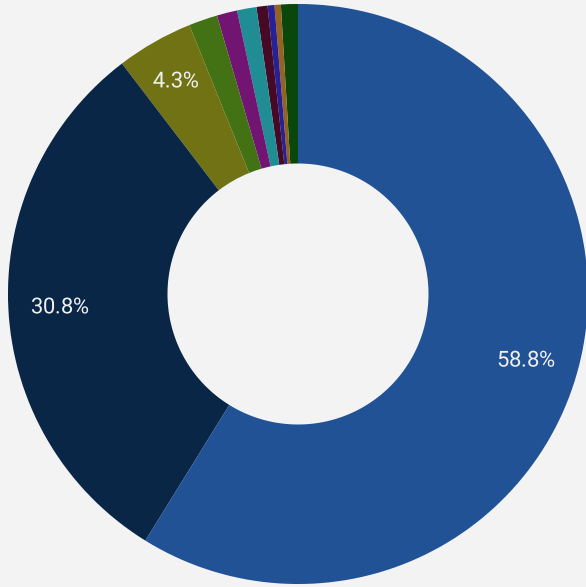
804

17.0%

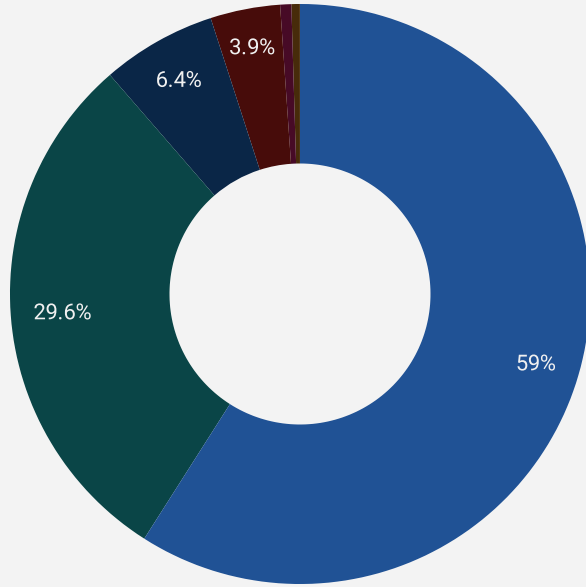
Sessions by Session Source / Medium



Sessions by Session Source



Sessions by Session Medium



KPI Metrics by Session Source / Medium

Session source / medium	Sessions	% Δ	Total users	% Δ	Bounce rate	% Δ	Transactions	% Δ	Total revenue ▾	% Δ
1. (direct) / (none)	39,789	-0.9% ↓	27,899	-3.6% ↓	46.81%	-2.7% ↓	548	24.5% ↑	\$75,738.89	16.4% ↑
2. google / organic	16,423	9.8% ↑	11,477	12.1% ↑	39.3%	3.8% ↑	157	9.0% ↑	\$36,218.73	33.8% ↑
3. art-analytics.appspot.com / referral	1,085	-67.2% ↓	553	-75.2% ↓	23.32%	-0.5% ↓	45	-13.5% ↓	\$9,538.23	43.8% ↑
4. google / cpc	4,308	6.4% ↑	3,028	5.0% ↑	29.62%	-3.5% ↓	60	15.4% ↑	\$8,314.94	-27.4% ↓
5. (data not available)	417	-	409	-	11.75%	-	22	-	\$4,263.94	-
6. sites.google.com / referral	239	-3.2% ↓	147	14.0% ↑	23.85%	-17.0% ↓	13	116.7% ↑	\$1,453.15	131.7% ↑
7. Newsletter_February_2025 / email	259	-87.2% ↓	122	-90.8% ↓	24.32%	-0.9% ↓	6	-82.4% ↓	\$1,103.93	-69.9% ↓
8. euc-excel.officeapps.live.com / referral	3	-	1	-	0%	-	1	-	\$741.26	-
Grand total	66,833	-3.3% ↓	46,400	-3.7% ↓	42.48%	1.9% ↑	861	16.0% ↑	\$138,119.21	18.4% ↑

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KPI Metrics by Item Name

Item name	Items added to cart	% Δ	Items checked out	% Δ	Items purchased ▾	% Δ	Item revenue	% Δ
1. Google Pen White	1,682	-0.4% ↓	2,768	211% ↑	929	-29.5% ↓	\$1,505.2	-28.8% ↓
2. Google Cloud Sticker	2,128	79.3% ↑	1,800	35.1% ↑	627	9.2% ↑	\$783.6	11.8% ↑
3. Google Ombre Purple Pen	435	-44.1% ↓	490	-42.8% ↓	318	42.0% ↑	\$511.6	42.6% ↑
4. Google Sticker	2,007	400.5% ↑	1,238	134.0% ↑	263	132.7% ↑	\$355.2	147.7% ↑
5. YouTube Icon Sticker	784	94.1% ↑	595	105.2% ↑	254	-10.6% ↓	\$406.4	-10.6% ↓
6. Google Recycled Gray Notebook	508	-	279	-	243	-	\$1,555.2	-
7. Google Ombre Lime Pen	330	-61.6% ↓	305	-42.8% ↓	234	-8.2% ↓	\$375.6	-8.9% ↓
8. Google Black Wheat Pen	610	65.31% ↑	604	959.6% ↑	230	820.0% ↑	\$400	861.5% ↑
Grand total	37,539	15.6% ↑	28,800	0.5% ↑	11,462	-5.0% ↓	\$124,884.64	-6.1% ↓

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