A screenshot of a graph

AI-generated content may be incorrect.

 **Insight:** Mobile CR (0.5%) is 6× lower than desktop (3.4%).

 **Action:** Investigate mobile checkout flow, UX or bug fixes.

KPIs

* **Session:**

46,219

total visits at the top of funnel

* **Purchase:**

1,070

total completed orders

* **Conversion rate:**

2.31506523291

Purchases ÷ Sessions

* **Average Order Value (AOV) =**

213650.34 / 1070 =

199.673214953

Revenue ÷ Purchases

**Insight:** Overall CR is **2.3%** with an AOV of ~€200, but **mobile conversion (0.5%) is 6× lower than desktop (3.4%)**, dragging down performance.

**Impact:** This gap suggests mobile users face friction in the checkout flow, causing lost sales despite healthy traffic.

**Action:** Prioritize a review of the **mobile checkout UX and technical bugs**, then run A/B tests to improve CR and align mobile closer to desktop.

Overall conversion is 2.3% with an AOV of about €200. But mobile converts 6× worse than desktop, which points to issues in the mobile checkout flow that need urgent review.