

Average Order Value

63.63

Total Sessions

3M

Total Purchases

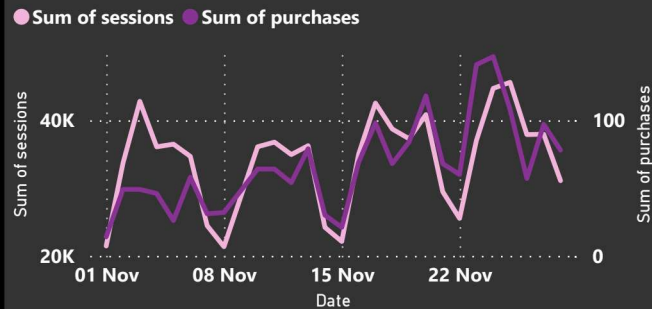
5692

event_date

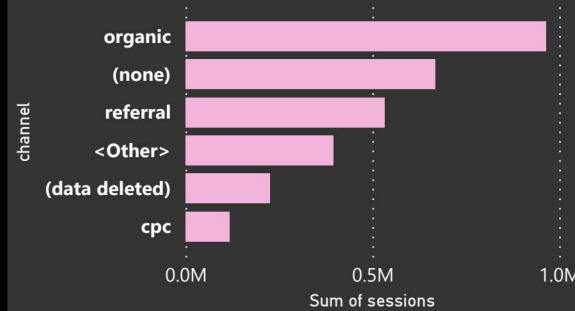
01-11-2020

28-11-2020

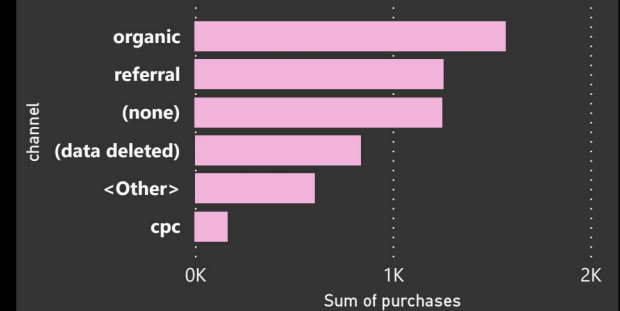
Sessions and Purchases by Date



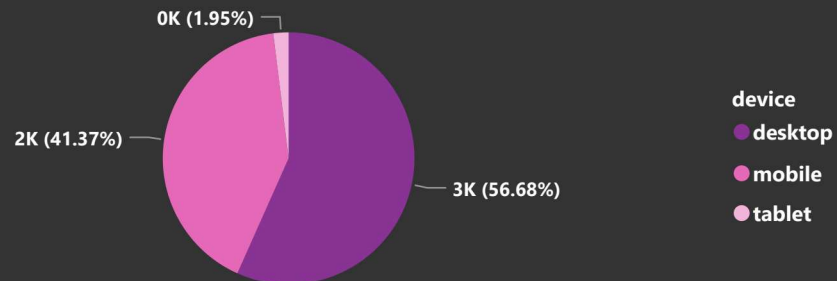
Sessions by Channel



Purchases by Channel



Purchases by Device



Anomalies & Notes:

- Sessions are ~3M, but only 5.6K purchases → overall CR is ~0.19%.
- Desktop drives 57% of purchases; mobile lags behind at 41%, suggesting UX optimization needed.
- Organic channel leads in both sessions and purchases, while CPC is underperforming despite spend.