



eCommerce Advisory Report

Analytics Report

Page View and View Duration Section

nan has the most popular page view of 671 .

(not set) is the least popular page view of 1 .

SHOP |E-Commerce has the highest view duration of Average Time on Page 3 . 5 minutes.

(not set) has the lowest view duration of Average Time on Page 0 . 1 minutes.

8 . 41 minutes is the sum of average time across all the pages for the E-Commerce website.

For all information regarding each page title, please see the below content.

SHOP |E-Commerce has a page view of 313 and a bounce rate of 27.83% .

User stay at the page with an average time of 3 . 5 minutes.

CART |E-Commerce has a page view of 199 and a bounce rate of 37.50% .

User stay at the page with an average time of 0 . 39 minutes.

Payment |E-Commerce has a page view of 94 and a bounce rate of 66.67% .

User stay at the page with an average time of 0 . 58 minutes.

ABOUT |E-Commerce has a page view of 44 and a bounce rate of 33.33% .

User stay at the page with an average time of 1 . 55 minutes.

Thank You |E-Commerce has a page view of 20 and a bounce rate of 100.00% .

User stay at the page with an average time of 0 . 16 minutes.

(not set) has a page view of 1 and a bounce rate of 0.00% .

User stay at the page with an average time of 0 . 1 minutes.

nan has a page view of 671 and a bounce rate of 29.32% .

User stay at the page with an average time of 1 . 46 minutes.

Conversion Rate Section

100.0 % is the highest percentage of conversion rate.

20211110 has the highest conversion rate of 100.0 %.

20211120 has the highest conversion rate of 100.0 %.

20211126 has the highest conversion rate of 100.0 %.

20211212 has the highest conversion rate of 100.0 %.

Users Location Section

The highest number of users is from Singapore which has 30 users that has initiated at least one session on the website.

The lowest number of users is from United States which has 1 users that has initiated at least one



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session on the website.

For Singapore , the number of user who have initiated at least one session on the website is 30 .

The average session duration whereby user have spent on the page is 7 . 20 minutes.

The total number of session for Singapore is 130 .

For Indonesia , the number of user who have initiated at least one session on the website is 2 .

The average session duration whereby user have spent on the page is 12 . 37 minutes.

The total number of session for Indonesia is 3 .

For United States , the number of user who have initiated at least one session on the website is 1 .

The average session duration whereby user have spent on the page is 0 . 0 minutes.

The total number of session for United States is 1 .

12:37 minutes is the highest average session duration for this website.

Traffic Sources Section

Direct has both the highest users of 30 and new users of 31 . Therefore it is a better performing channel in driving more users.

Referral has either the lowest users of 5 or new users of 1 .Therefore it is a not quite effective in driving more users.

Social has either the lowest users of 3 or new users of 3 .Therefore it is a not quite effective in driving more users.

For traffic source from Direct it has drive 30 users and 31 new users to the website. It has the total session of 81 and at the same time pageviews per session of 5.6 .

For traffic source from Referral it has drive 5 users and 1 new users to the website. It has the total session of 59 and at the same time pageviews per session of 3.86 .

For traffic source from Social it has drive 3 users and 3 new users to the website. It has the total session of 3 and at the same time pageviews per session of 2.0 .

Social Network Traffic Section

	Social Network	Sessions	Pageviews	Avg. Session Duration	Pages / Session
0	Instagram	2	5	164.0	2.5
1	Facebook	1	1	0.0	1.0

The highest sessions for social network is from Instagram which has 66.67 % of sessions where by users are actively engaged with the website.

The lowest sessions for social network is from Facebook which has 33.33 % of sessions where by users are actively engaged with the website.

Instagram has a percentage of 66.67 % of sessions where by users are actively engaged with



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the website. The average session duration for Instagram is 2 . 44 minutes.

Facebook has a percentage of 33.33 % of sessions where by users are actively engaged with the website. The average session duration for Facebook is 0 . 0 minutes.

User Retention Section

Nov 28, 2021 - Dec 4, 2021 has the highest user retention of 23 .

From Nov 7, 2021 - Nov 13, 2021 has a user retention of 3 which is more than 0 compared to the other periods.

From Nov 14, 2021 - Nov 20, 2021 has a user retention of 2 which is more than 0 compared to the other periods.

From Nov 21, 2021 - Nov 27, 2021 has a user retention of 2 which is more than 0 compared to the other periods.

From Nov 28, 2021 - Dec 4, 2021 has a user retention of 23 which is more than 0 compared to the other periods.

From Dec 5, 2021 - Dec 11, 2021 has a user retention of 3 which is more than 0 compared to the other periods.

New and Returning Visitors Section

New Visitor has both the highest number of users of 34 and new users of 35 visiting the website.

Even though the session is 35 which is lower compared to Returning Visitors, it has a higher pages/sessions view of 7.29 . For the average session duration, it is 7 . 49 minutes.

Returning Visitor has of users of 16 and new users of 0 visiting the website.

Even though the session is 109 which is higher compared to New Visitors, it has a lower pages/sessions view of 3.98 . For the average session duration, it is 6 . 46 minutes.

Technology details of browsers used

Chrome is the most popular browser as such the website or mobile application should be well-tested for Chrome . Chrome manage to drive 19 users and 20 new users to the website which is the highest compared to other browsers.The session for Chrome is 113 which is also the highest sessions.

Firefox is the least popular browser as such the website or mobile application is less likely for users to use it on Firefox . Firefox manage to drive 1 users and 1 new users to the website which is the lowest compared to other browsers.The session for Firefox is 2 .

Internet Explorer is the least popular browser as such the website or mobile application is less likely for users to use it on Internet Explorer . Internet Explorer manage to drive 1 users and 1 new users to the website which is the lowest compared to other browsers.



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The session for Internet Explorer is 1 which is also the lowest sessions.



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Conclusion