

New Users
58.9K
↑ 8.5%

Google Market Analytics

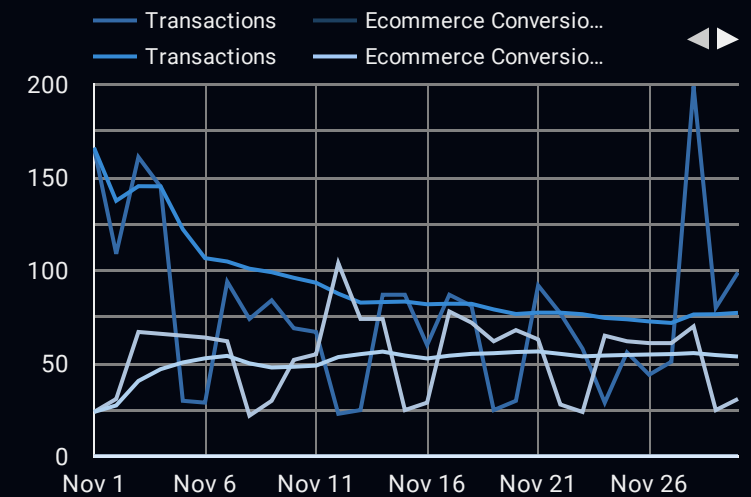
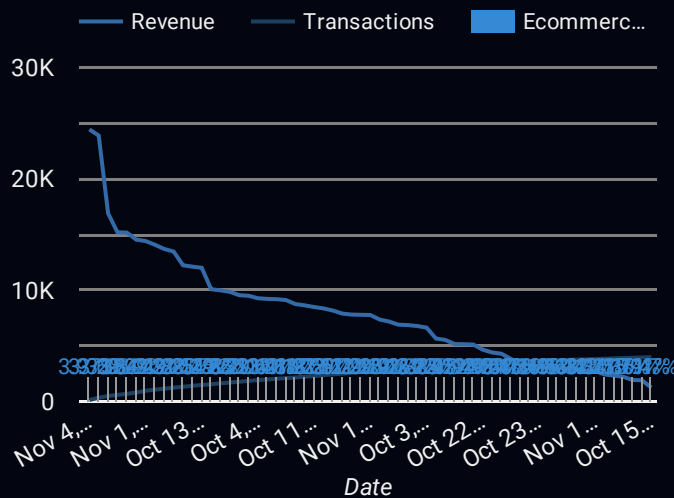
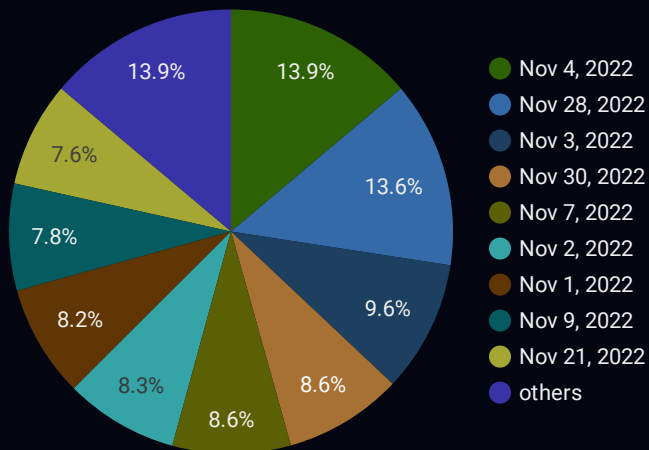
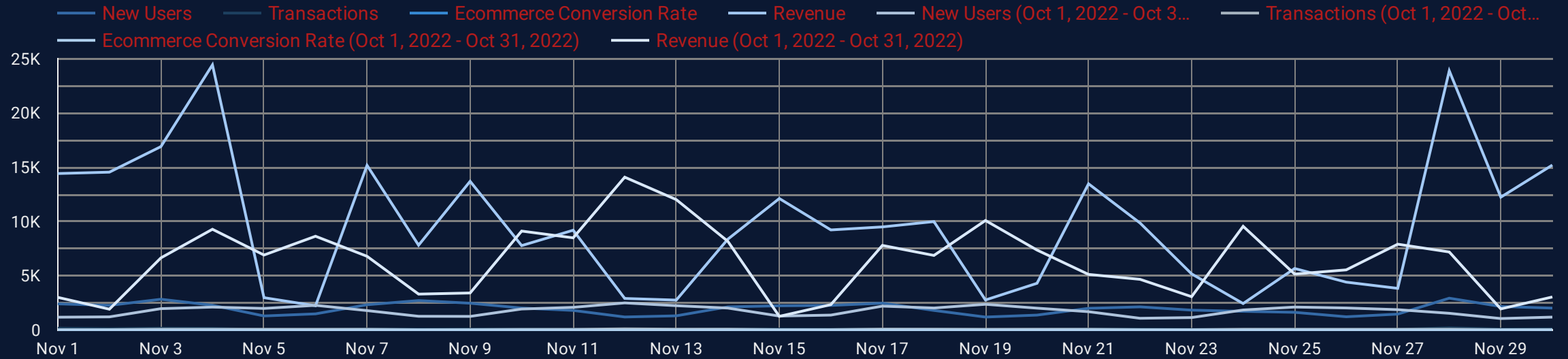
Nov 1, 2022 - Nov 30, 2022

Revenue
\$287.26K
↑ 44.0%

Transactions
2.3K
↑ 38.6%

Ecommerce Conversion Rate
2.51%
↑ 21.1%

Sessions
92.3K
↑ 14.5%



Different Channel groups

Nov 1, 2022 - Nov 30, ▼

	Default Chann...	Transactions	Reven...	Ecommer...
1.	Direct	2,139	\$265,80...	2.61%
2.	Paid Search	179	\$21,454....	2.15%
3.	Affiliates	0	\$0	0%
4.	(Other)	0	\$0	0%
5.	Display	0	\$0	0%

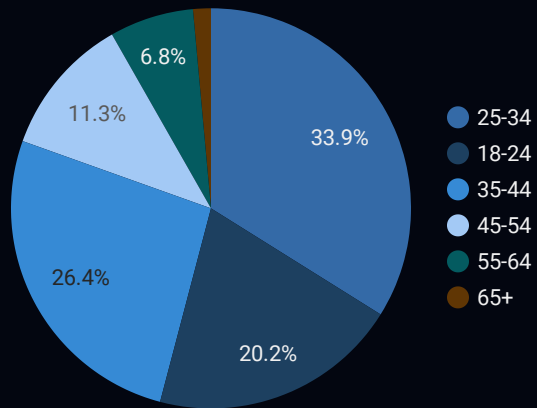
1 - 5 / 5 < >

	Default Channel Grou...	Sessions ▼
1.	Affiliates	218

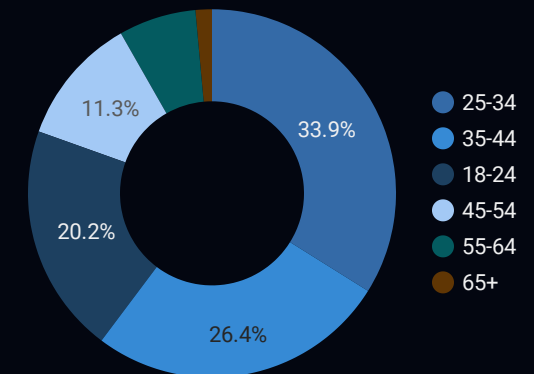
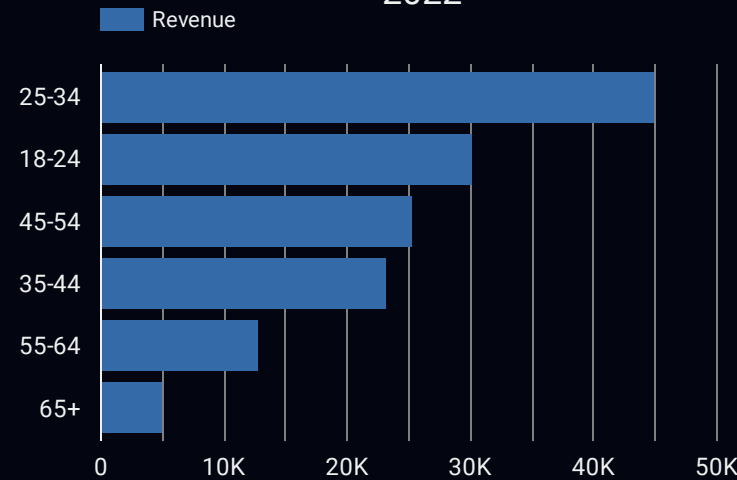
Revenue
\$13.52K
↑ 23.6%

1 - 1 / 1 < >

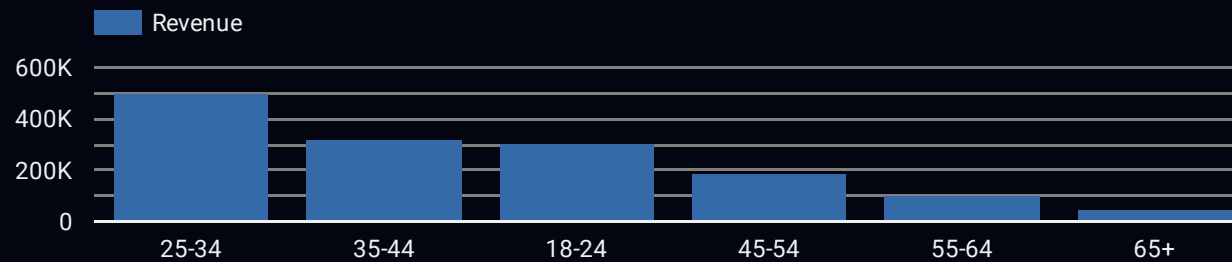
Revenue from age groups



Highest Revenue for age group in August 2022



Lowest Revenue age group in 2022



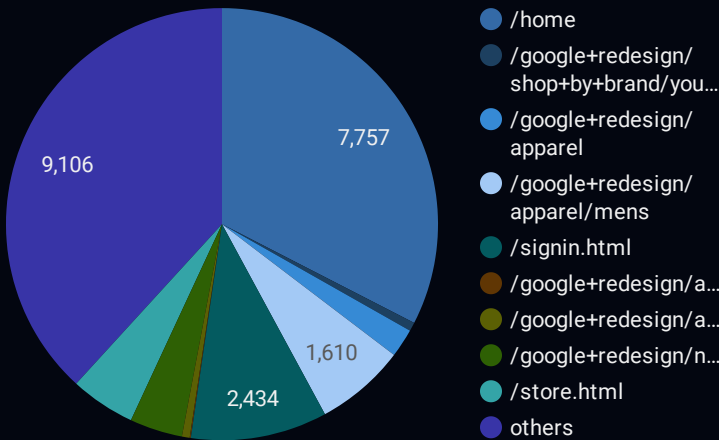
Number of Transactions, conversion rates and revenues for different landing pages

Nov 1, 2022 - Nov 30, 2022

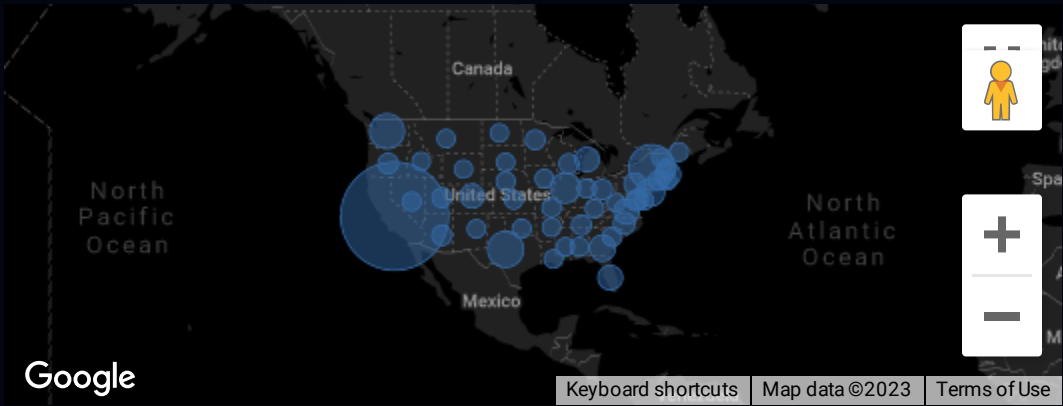
Landing Page	Transaction...	Ecommerce ...	Revenue	Sessions
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No data

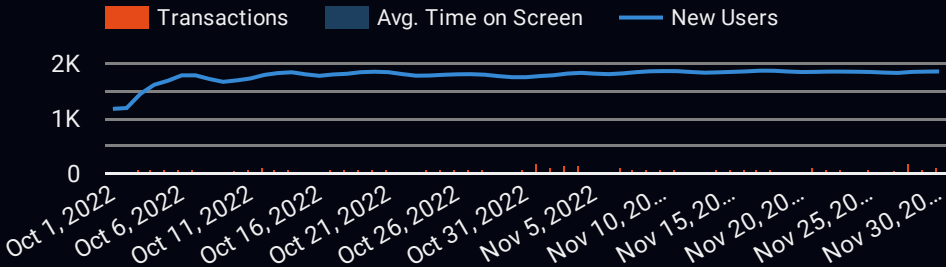
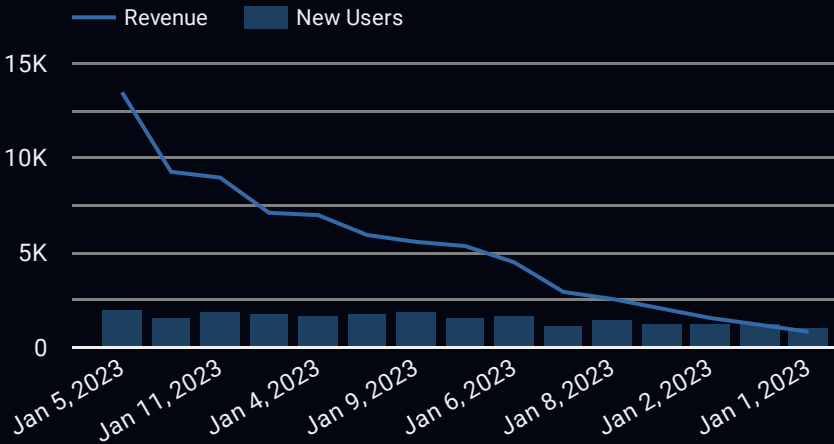
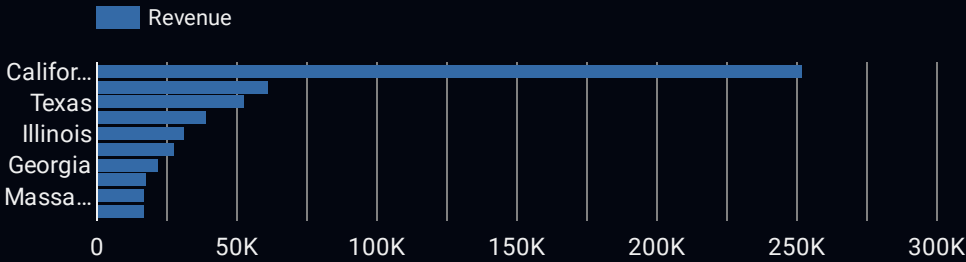
Highest Transactions for landing page in 2021



Landing Page
448

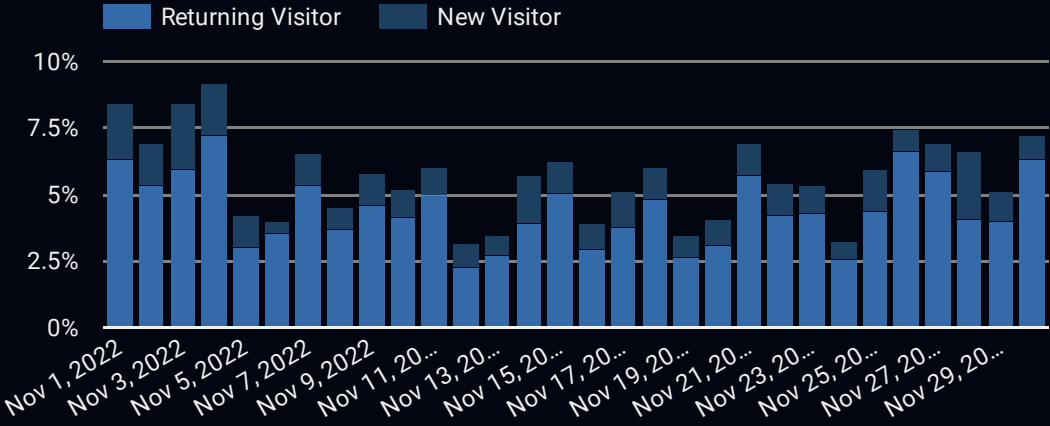
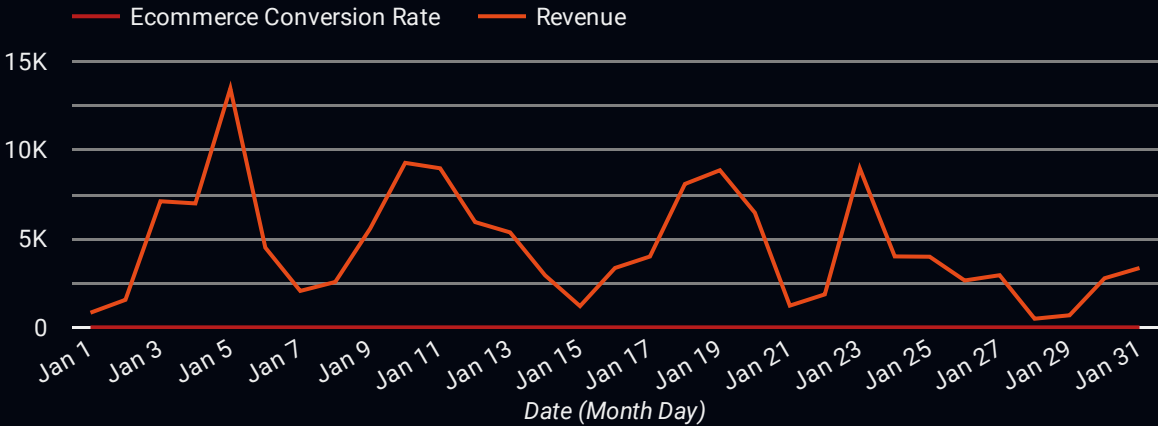
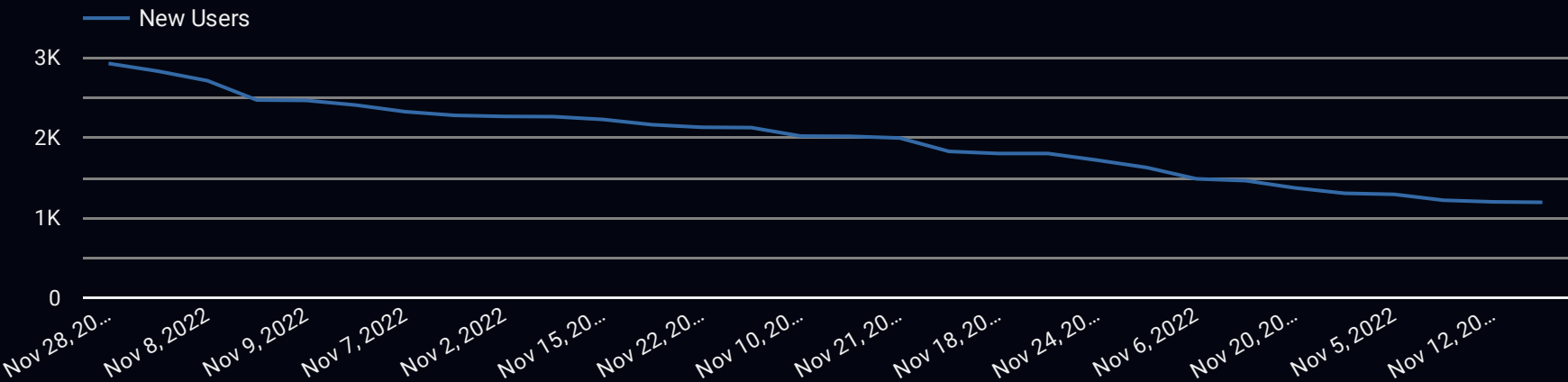


Revenue \$92.90 - \$851,206.08



Cohort Analytics

Nov 1, 2022 - Nov 30,



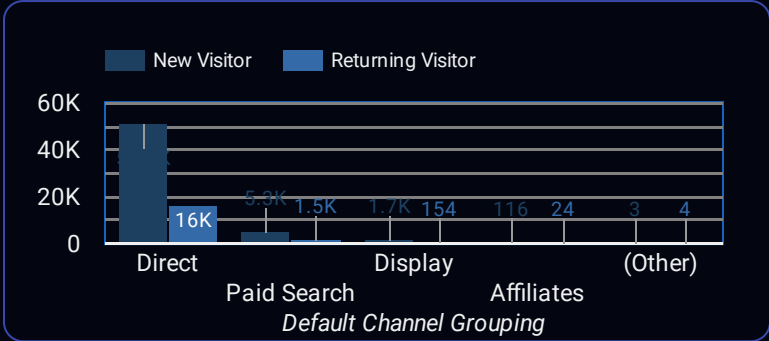
	Country	Revenue ▾	Bounc...	New Us...	Users	Time on Screen	Avg. Price	Avg. Order Value	Conv Rate Per User
1.	United States	\$268,587.37	35.11%	26,425	32,340	00:00:00	\$14.36	\$124.29	6.68%
2.	United Kingdom	\$7,213.32	43.91%	3,234	3,946	00:00:00	\$16.97	\$98.81	1.85%
3.	Canada	\$4,225.35	48.55%	3,146	3,448	00:00:00	\$22.01	\$105.63	1.16%
4.	Spain	\$1,310	56.08%	1,205	1,256	00:00:00	\$7.94	\$655	0.16%
5.	Indonesia	\$833	46.69%	407	435	00:00:00	\$30.85	\$833	0.23%
6.	Malaysia	\$736	52.69%	203	222	00:00:00	\$3.68	\$736	0.45%
7.	Singapore	\$596.08	41.5%	759	871	00:00:00	\$23.84	\$119.22	0.57%
	Grand total	\$287,261.07	42.23%	58,871	66,415	00:00:00	\$14.37	\$123.93	3.49%

Acquisition

	Default Channel G...	Bounce Rate ▾	Sessions
1.	Display	87.97%	1.9K
2.	(Other)	85.71%	7
3.	Affiliates	71.79%	156
4.	Paid Search	49.96%	8.3K
			1 - 5 / 5 < >

Users
66.4K
↑ 10.7%

Sessions
92.3K
↑ 16.7%



Activation

Bounce Rate
42.2%
↓ -2.9%

Pages / Session
5.2
↑ 5.7%

Avg. Session Duration
03:35
↑ 3.9%

Registrations (Goal 3 Conversion Rate)
3.7%
↑ 2.2%

Engaged Users (Goal 2 Conversion Rate)
12.1%
↑ 7.5%

Goal Conversion Rate
24.3%
↑ 9.1%

Retention

Users
66.4K
↑ 10.7%

Bounce Rate
42.2%
↓ -2.9%

Horizontal bar chart showing Count of Sessions (Y-axis, 1 to 9) vs Transactions (X-axis, 0 to 800). The chart displays a single data series for Transactions, represented by blue bars.

Transactions
2.3K
↑ 40.6%

Revenue
\$287.26K
↑ 46.2%

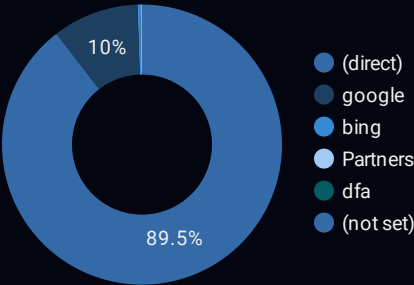
Revenue Per User
\$4.33
↑ 32.2%

Ecommerce Conversion Rate
2.5%
↑ 20.4%

Product Revenue
\$287.26K
↑ 47.3%

Referral

	Full Referrer	Bounce Rate ▾	Sessions
1.	dfa	86.67%	15
2.	(not set)	83.33%	6
3.	Partners	71.97%	157
4.	google	56.67%	9,195
5.	bing	46.2%	303
			1 - 6 / 6 < >



	Product	Quantity ▾
1.	Google Black Wheat Pen	1,076
2.	Google Recycled Memo Notebook Set	619
3.	Google Recycled Gray Notebook	588
4.	Google Sticker	488
5.	Google Cloud Sticker	436
		1 - 100 / 392 < >

Funnel Visualization

