Onsite Funnel for a webshop in electronics

Date range: 2017-12
Service: On Site
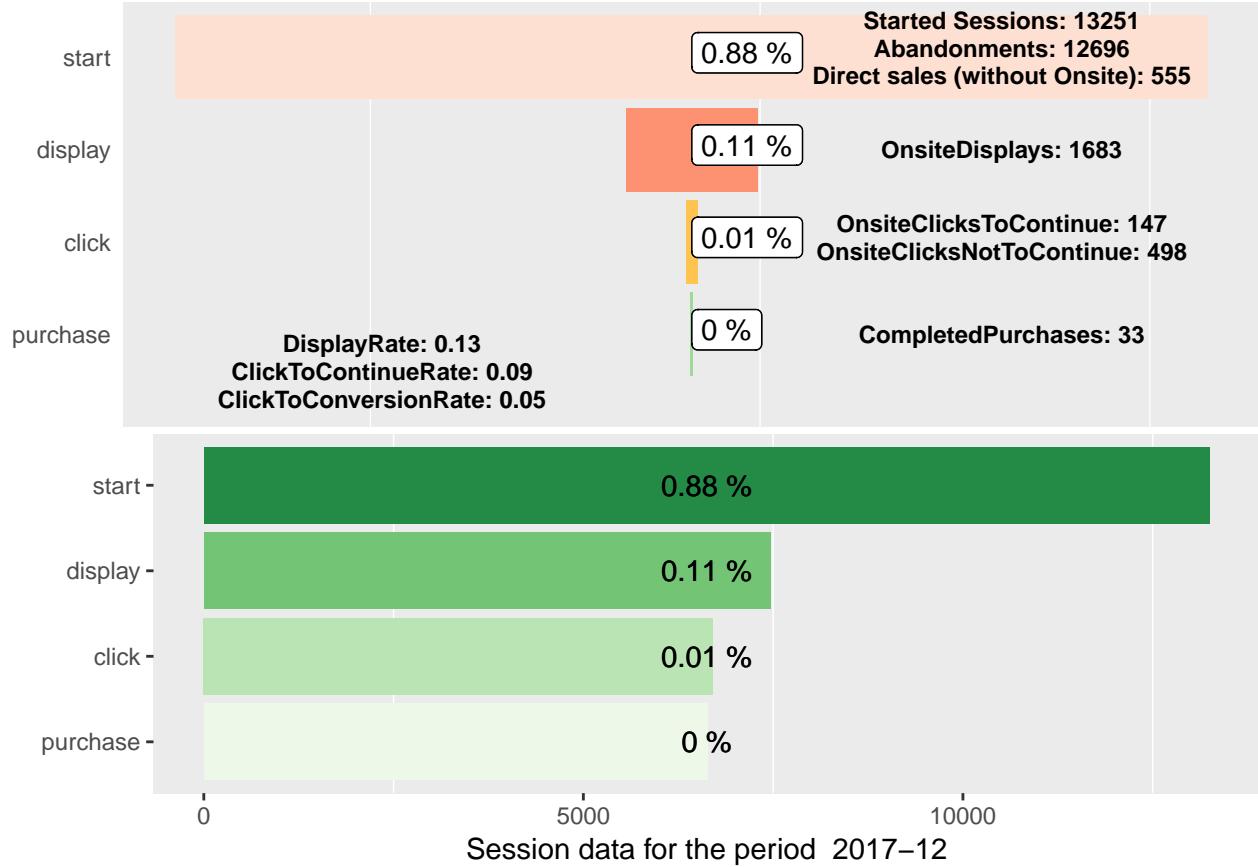

Session data for the period 2017–12

Table 1: Details for the 2017-09 - 2017-12

Details	2017-09	2017-10	2017-11	2017-12
StartedSessions	12738	13372	13120	13251
Abandonments	11869	12383	12153	12696
DirectSales	869	989	967	555
OnsiteDisplays	2856	2791	2661	1683
OnsiteClicksToContinue	575	380	270	147
OnsiteClicksNotToContinue	1462	898	757	498
CompletedPurchases	225	148	100	33
CompletedPurchases_value	9121375	5741000	5662000	4230000

KPI analysis	2017-09	2017-10	2017-11	2017-12
DisplayRate	0.22	0.21	0.2	0.13
ClickToContinueRate	0.20	0.14	0.1	0.09
ClickToConversionRate	0.11	0.12	0.1	0.05