

# Executive Summary

## 1. Key Takeaways

1. **Mobile-first audience:** More than half of events come from mobile, primarily Safari. Consider optimizing mobile UX and checkout flow.
2. **Funnel drop-off exists:** Only 0.64% of page views result in purchases, but 35% of checkouts are completed — focus on **encouraging checkout starts**.
3. **Traffic source efficiency varies:**
  - Affiliates & Bing lead in final conversions.
  - Meta and organic traffic require further investigation for improvement. With Meta being a big channel and showing considerably low returns, there is room for optimization and growth.
4. **Bot traffic is minimal** (~8.5%) and mostly Chrome crawlers — not a major concern.

## 2. Traffic Overview

- **Total events:** 49,963
- **By platform:**
  - Mobile: 28,879 (57.8%)
  - Web (desktop/tablet): 16,813 (33.7%)
  - Bots: 4,271 (8.5%)

**Observation:** Mobile dominates traffic, while bot traffic is relatively low (~8.5%).

## 3. Platform & Browser Breakdown

Platform	Browser	Event Count	% of Platform
Bot	Chrome	4,209	98.40%
Bot	Other	62	1.60%
Mobile	Chrome	9,231	32.00%
Mobile	Edge	127	0.40%
Mobile	Firefox	109	0.40%
Mobile	Other	1,294	4.50%
Mobile	Safari	18,118	62.70%
Web	Chrome	8,324	49.50%
Web	Edge	2,714	16.10%
Web	Firefox	700	4.20%
Web	Other	1,830	10.90%
Web	Safari	3,245	19.30%

## Observation:

- Mobile Safari is the single largest source of events.
- Chrome dominates both desktop and mobile.
- Bot traffic is almost exclusively Chrome-based crawlers.

## 4. Conversion Performance

### Overall

- **View → Purchase:** 0.64%
- **Checkout Started → Purchase:** 35.2%

### By Traffic Channel

Traffic Channel	View → Purchase	Checkout Started → Purchase
Affiliates	0.87%	70.45%
Bing	1.35%	63.64%
Google	0.63%	50.83%
Meta	0.06%	25.00%
Organic	0.65%	27.59%
Other – Investigate	1.28%	40.54%

### Observations:

- **Affiliate traffic** shows the highest efficiency in converting checkouts (70.5%).
- **Meta traffic** is low volume and low conversion — potential area for optimization.
- **Organic traffic** has decent volume but lower conversion after checkout starts.
- **Bing and Google** perform well in checkout conversion relative to view-to-purchase rate.