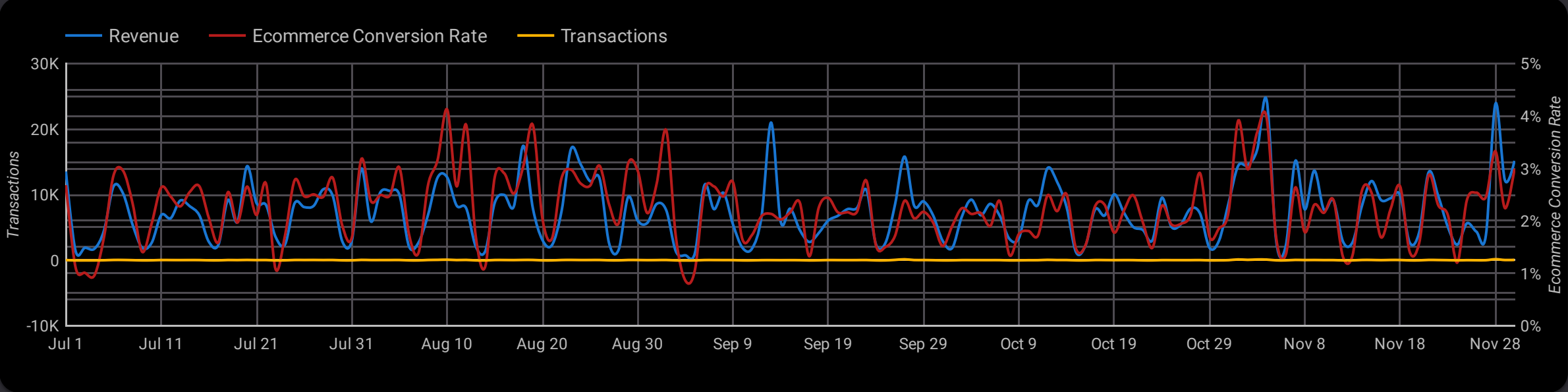


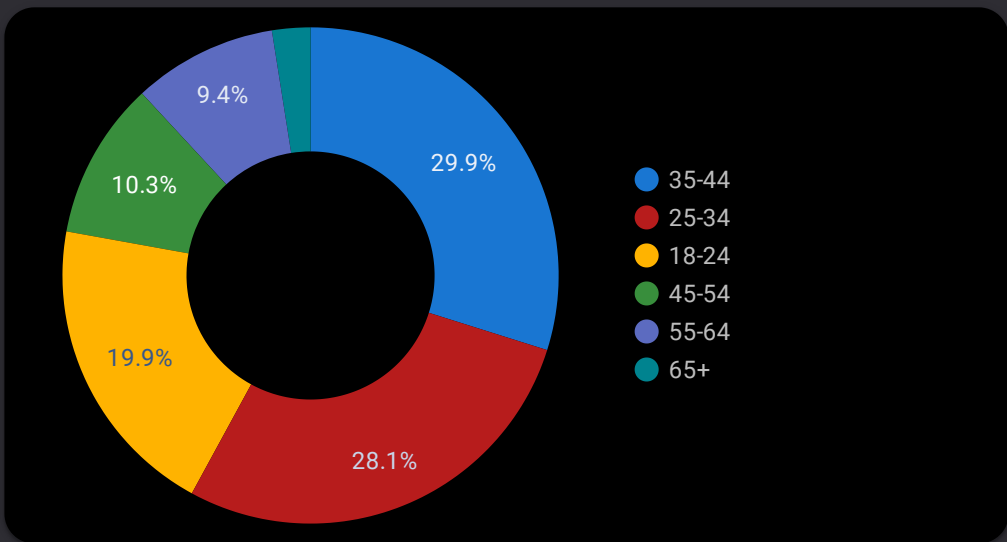
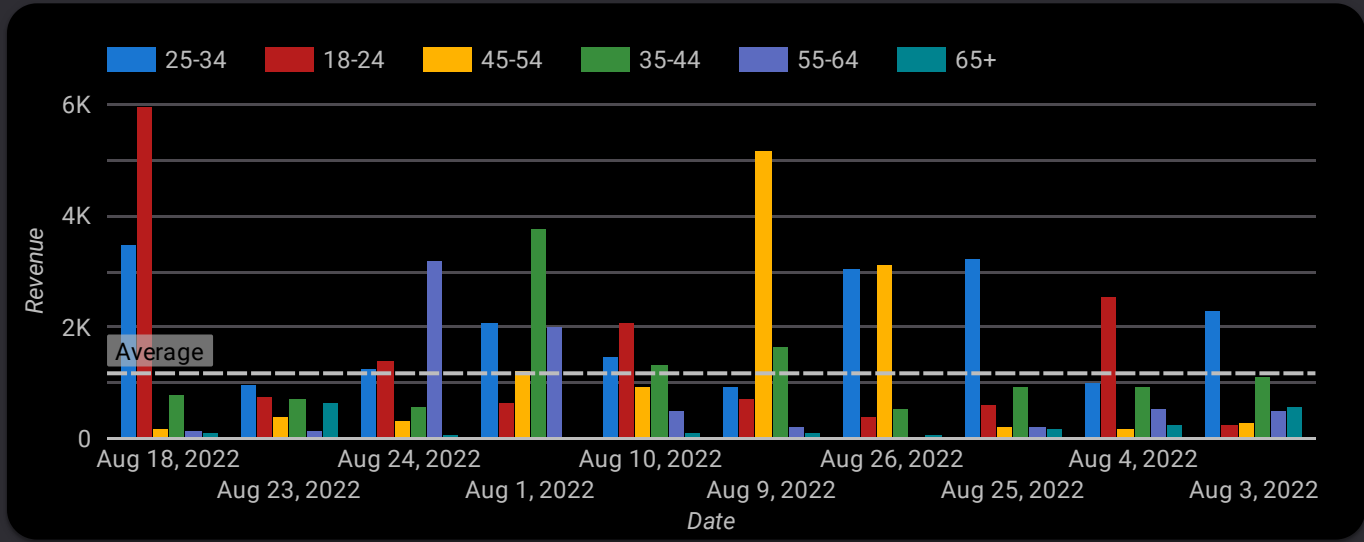
Comparison of transactions, E-Commerce Conversion Rate and revenue for the different channel groups



Default Channel Grouping		Revenue	% Δ	Sessions	% Δ	Ecommerce Con...	% Δ	Transactions	% Δ
1.	Direct	\$191,988.68	-7.5% ↓	69,090	-6.9% ↓	2.4%	12.5% ↑	1,661	4.8% ↑
2.	Paid Search	\$10,797.34	-26.2% ↓	9,996	-4.7% ↓	1.37%	-6.0% ↓	137	-10.5% ↓
3.	Affiliates	\$0	-	218	6.9% ↑	0%	-	0	-
4.	(Other)	\$0	-	3	0.0%	0%	-	0	-
5.	Display	\$0	-	332	-89.1% ↓	0%	-	0	-
Grand total		\$202,786.02	-8.7% ↓	79,639	-9.4% ↓	2.26%	14.2% ↑	1,798	3.5% ↑

1 - 5 / 5<>

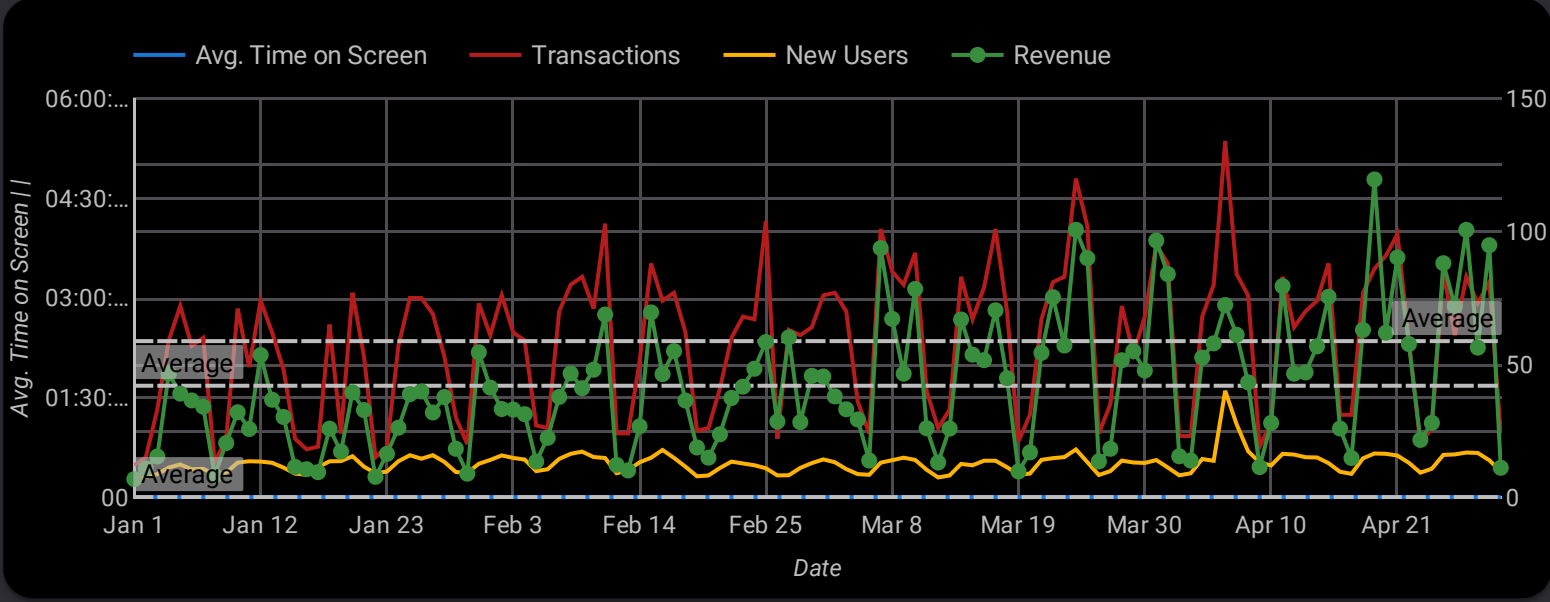
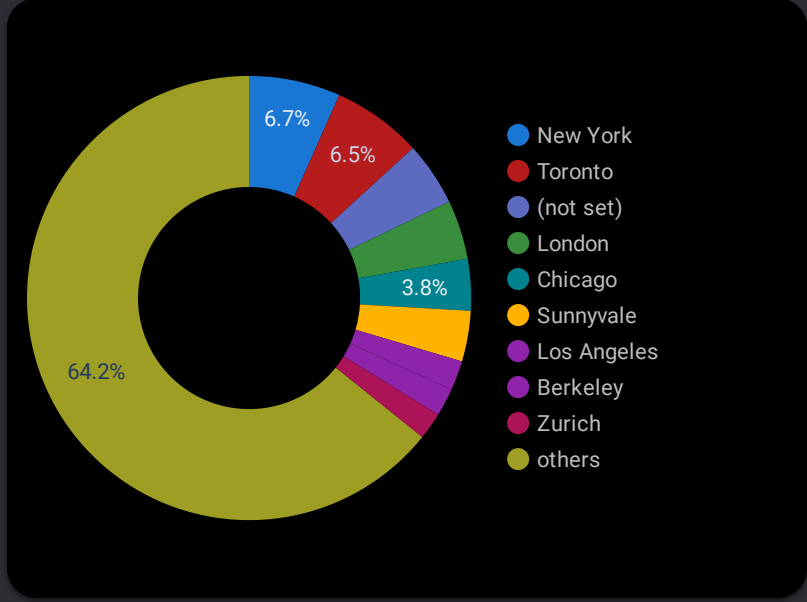
Revenue generation from different age groups of people

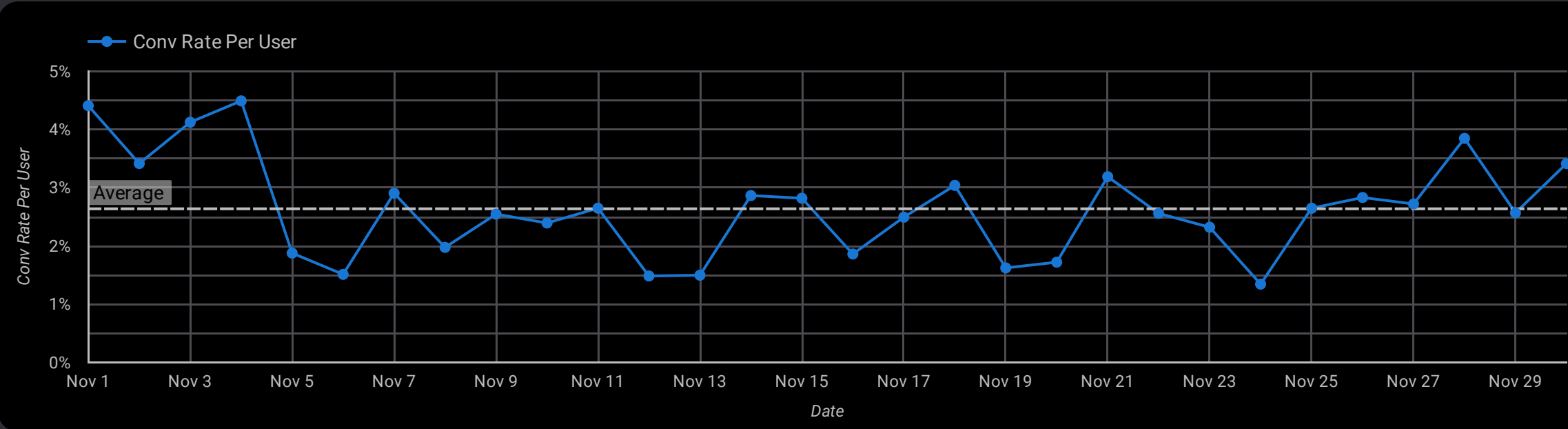


	Landing Page	Transactions ▾	Ecommerce Conver...	Revenue	Sessions
1.	/basket.html	153	10.85%	\$26,877.23	1,410
2.	/signin.html	134	7.21%	\$19,477.88	1,859
3.	/home	127	0.44%	\$16,706.64	28,877
4.	/google+redesign/apparel/mens	98	4.28%	\$9,471.4	2,292
5.	/store.html	80	4.58%	\$10,831.04	1,745
6.	/google+redesign/apparel	78	1.69%	\$10,376.93	4,604
7.	/google+redesign/apparel/womens	46	5.96%	\$4,582	772
8.	/google+redesign/new	39	2.37%	\$4,810.71	1,649
9.	/google+redesign/apparel/kids	33	7.71%	\$2,903.56	428
10.	/aoogle+redesian/lifestyle/drinkware	32	2.56%	\$6,031.56	1,250
Grand total		1,049	1.76%	\$140,602.47	59,578

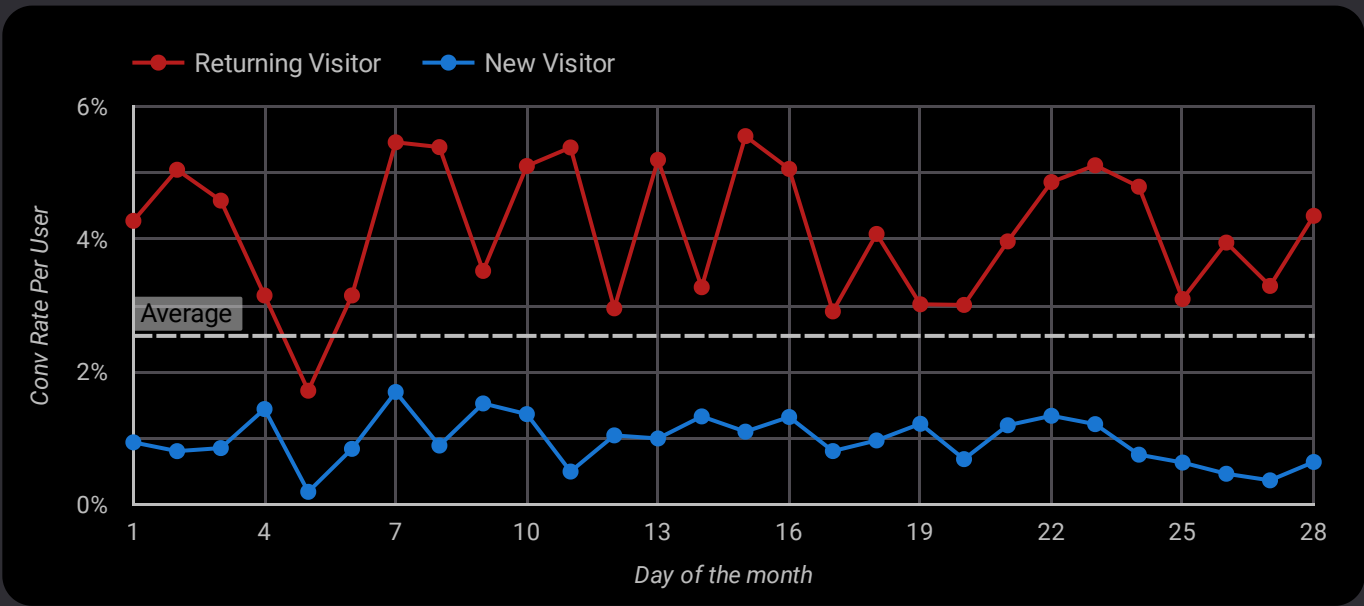
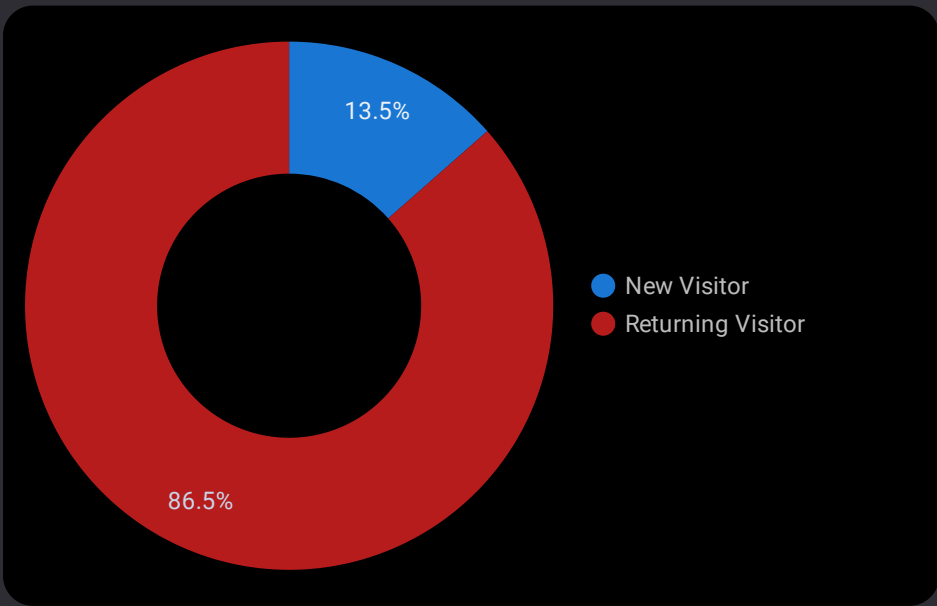
1 - 100 / 389<>

Landing Page
389
↑ 2.6%



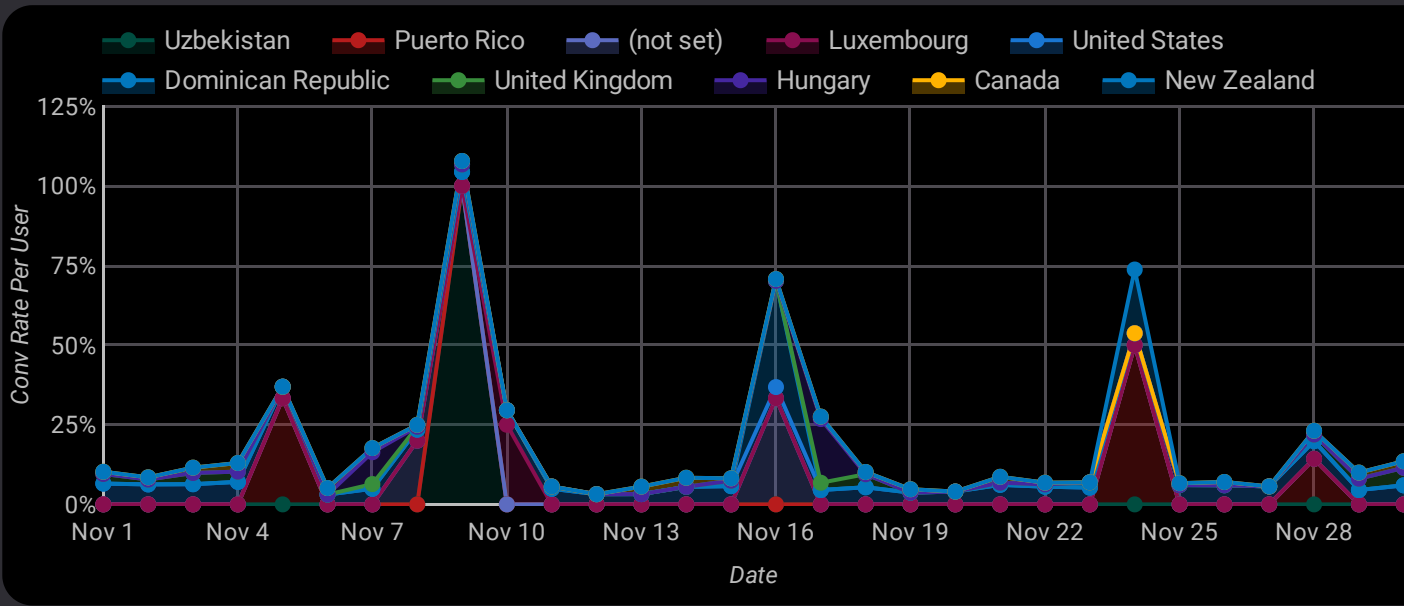
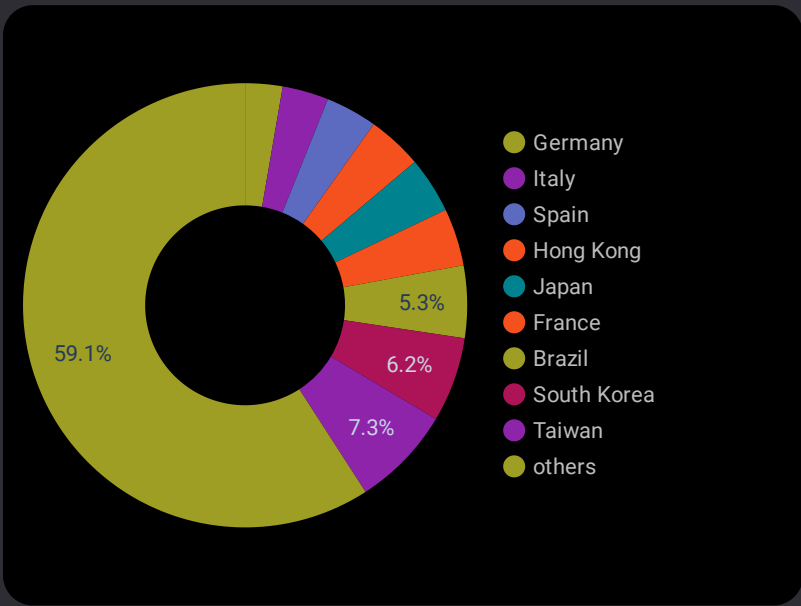


Day Index / Conv Rate Per User										
User Type	Date	0003	0000	0002	0027	0001	0029	0020	0017	(Grand total
Returning Visi...	Nov 30, 2022	-	-	-	-	-	219.77%	-	-	219.77%
	Nov 29, 2022	-	-	-	-	-	-	-	-	141.62%
	Nov 28, 2022	-	-	-	142.62%	-	-	-	-	142.62%
	Nov 27, 2022	-	-	-	-	-	-	-	-	208.8%
	Nov 26, 2022	-	-	-	-	-	-	-	-	234.17%
	Nov 25, 2022	-	-	-	-	-	-	-	-	152.09%
	Nov 24, 2022	-	-	-	-	-	-	-	-	88.88%
Grand total		128.62%	126.26%	118.1%	110.16%	97.78%	97.74%	91.3%	87.02%	8 100%



	Country	Users	New Users	Bounce R...	Conv Rate...	AdX View...	Time on S...	Avg. Time ...	Avg. Price	Avg. Order...	Total Value	Total Uniq...
1.	United States	19,276	16,377	41.28%	5.01%	0%	00:00:00	00:00:00	\$11.93	\$118.87	\$114,825.29	0
2.	India	4,509	4,224	56.56%	0%	0%	00:00:00	00:00:00	\$0	\$0	\$0	0
3.	United King...	2,204	1,978	45.79%	0.59%	0%	00:00:00	00:00:00	\$13.23	\$473.24	\$6,152.12	0
4.	Canada	2,146	1,945	53.09%	1.72%	0%	00:00:00	00:00:00	\$13.05	\$324.36	\$12,001.5	0
5.	Spain	1,170	1,075	46.38%	0.17%	0%	00:00:00	00:00:00	\$17.6	\$35.2	\$70.4	0
6.	Japan	1,069	999	52.35%	0.19%	0%	00:00:00	00:00:00	\$13.7	\$109.6	\$219.2	0
7.	France	1,052	968	59.08%	0.19%	0%	00:00:00	00:00:00	\$43.13	\$64.7	\$129.4	0
8.	Germany	809	752	49.63%	0.12%	0%	00:00:00	00:00:00	\$4.45	\$182.4	\$182.4	0
9.	South Korea	710	670	50.18%	0.28%	0%	00:00:00	00:00:00	\$42.5	\$42.5	\$85	0
10.	Italv	652	629	50.38%	0.15%	0%	00:00:00	00:00:00	\$20.8	\$62.4	\$62.4	0
	Grand total	45,355	41,048	47.09%	2.31%	0%	00:00:00	00:00:00	\$12.26	\$134.03	\$140,602.47	0

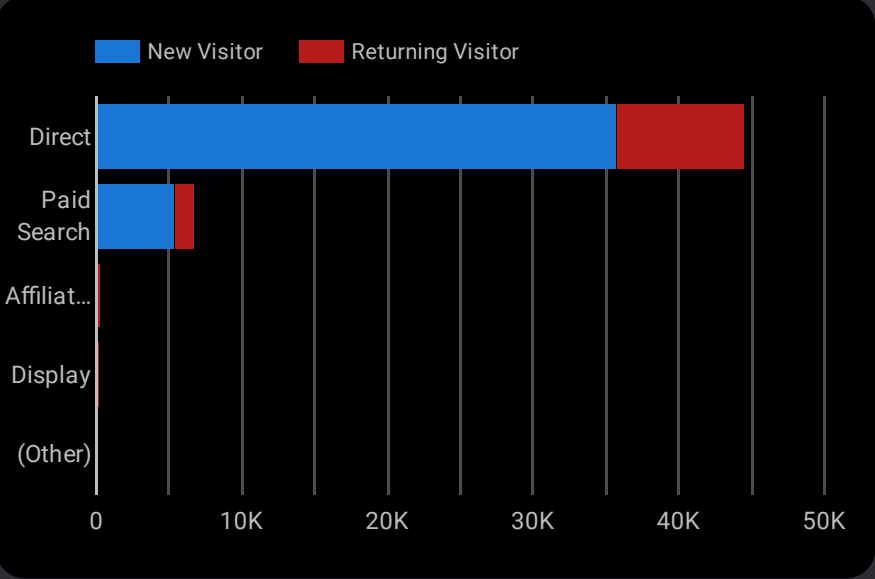
1 - 100 / 182



Acquisition

Default Channel Grouping		Sessions	Bounc...
1.	Direct	51,294	46.1%
2.	Paid Search	7,988	52.44%
3.	Affiliates	157	77.71%
4.	Display	136	70.59%
5.	(Other)	3	66.67%

1 - 5 / 5<>



Users
45.4K
-9.6%

Sessions
59.6K
-9.0%

Activation

Bounce Rate
47.09%
-5.0%

Pages / Session
4.03
7.5%

Avg. Session Duration
00:03:06
10.5%

Completions

All Goals
8.8K
-10.0%

Engaged Users
5.0K
5.9%

Registrations
306
-84.3%

Conversation Rate

All Goals
14.69%
-5.0%

Engaged Users
8.40%
11.7%

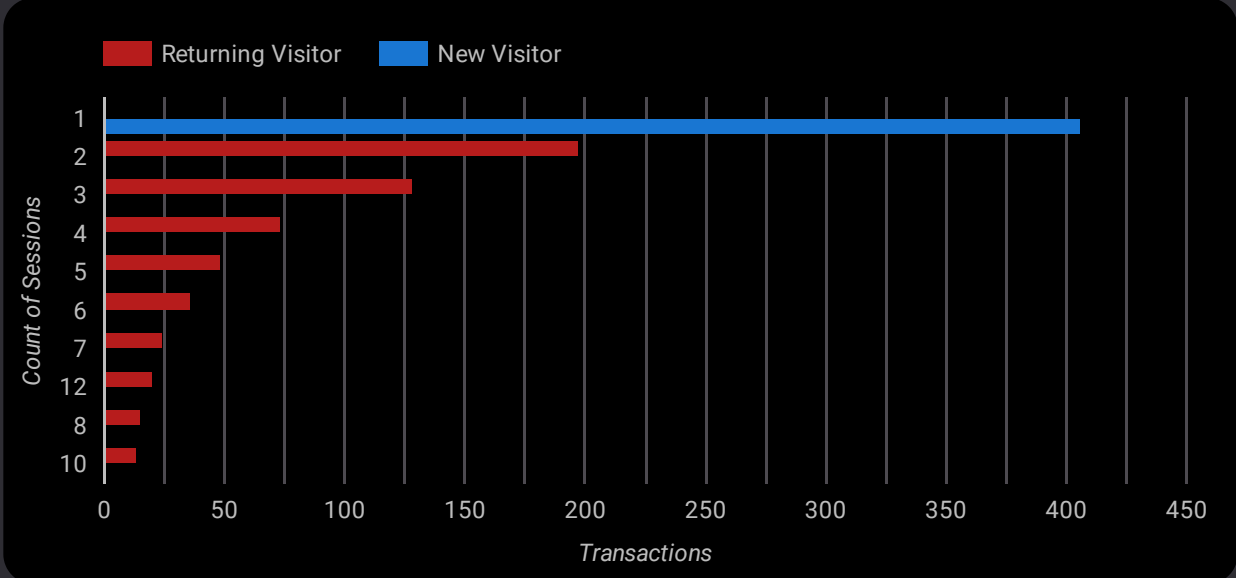
Registrations
0.51%
-83.4%

Retention

Visitors

Users
45,355

Bounces
28,058



Revenue

Revenue
\$140.60K
36.5%

Transactions
1.0K
18.9%

Revenue Per User
\$3.10
49.3%

Ecommerce Conversion Rate
1.76%
25.4%

Product Revenue per Purchase
\$41.48
5.9%

	Product	Quantity
1.	Google Ombre Lime Pen	100
2.	Google Ombre Purple Pen	90
3.	Google Sticker	70
4.	Google Cloud Sticker	65
5.	Google Ombre Yellow Pen	50
6.	Google Perk Thermal Tumbler	45
7.	Google Pen Red	40
8.	Google Inspired Red Notebook	35

1 - 100 / 388<>

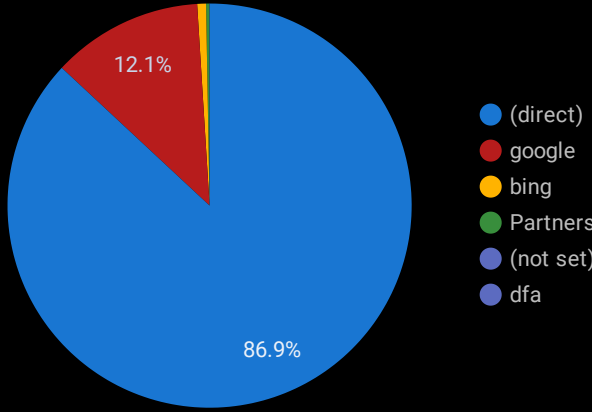
Referral

Sessions
59.6K
-5.2%

Bounce Rate
47.09%
-5.0%

	Full Referrer	Sessions
1.	(direct)	51,796
2.	google	7,197
3.	bing	418
4.	(not set)	2
5.	dfa	6
6.	Partners	159

1 - 6 / 6<>



Funnel Visualization

Here is the Funnel Visualization, we can see going from top to bottom we can see there are 100% Engage users in goal 2 completions

