Visitor Analysis Based on Session Duration

Session Duration Group

Session Duration Group
- Null
- Extremely Long
- Long
- Medium
- Short
- Very Long

Conversion Rate

0.22
0.20
0.18
0.16
0.14
0.12
0.10
0.08
0.06
0.04
0.02
0.00

0.0206 0.2060 0.0725 0.0532 0.0479 0.0742

Null Extremely Long Long Medium Short Very Long
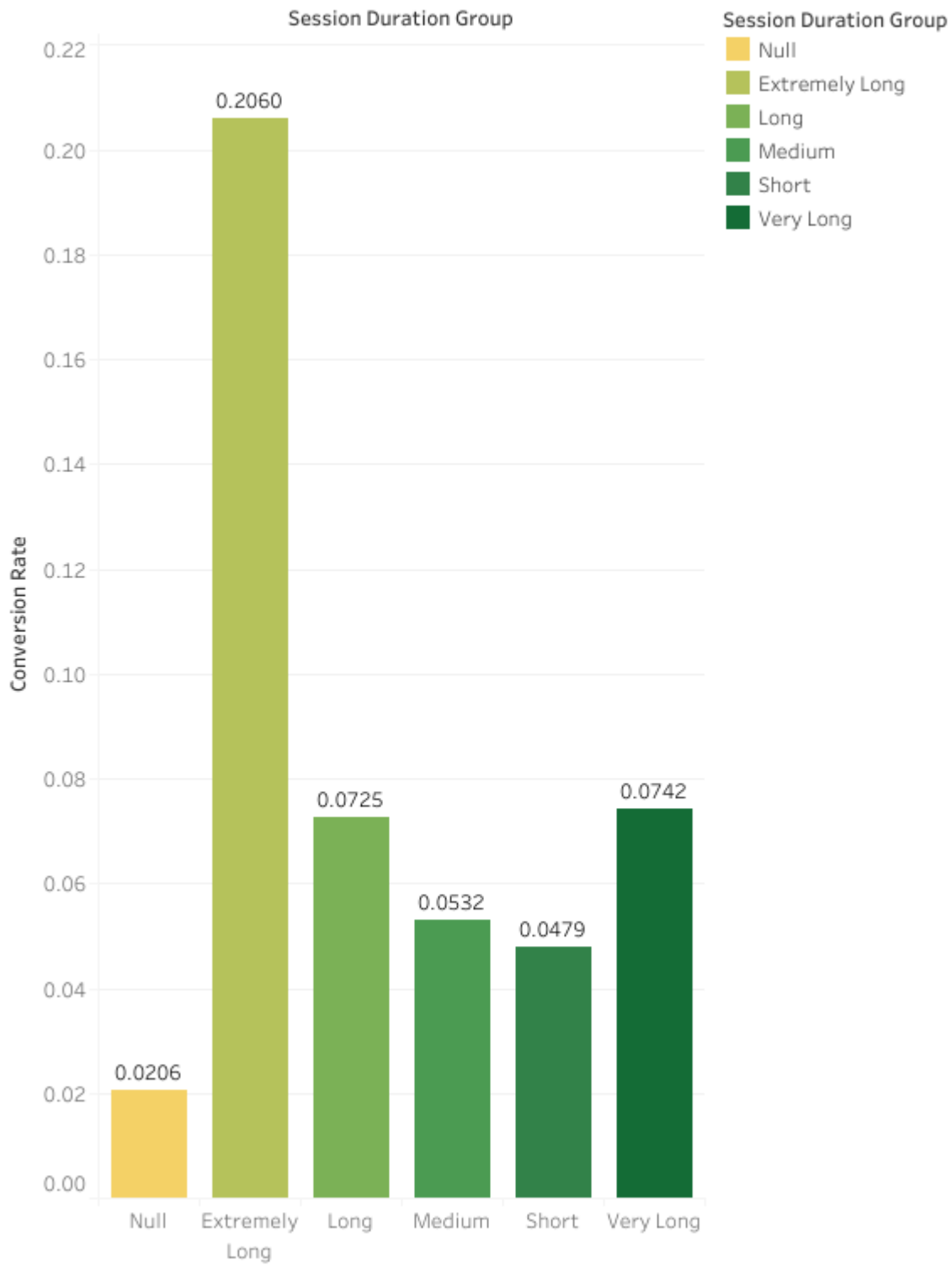
Seasonal or Time-Based Analysis

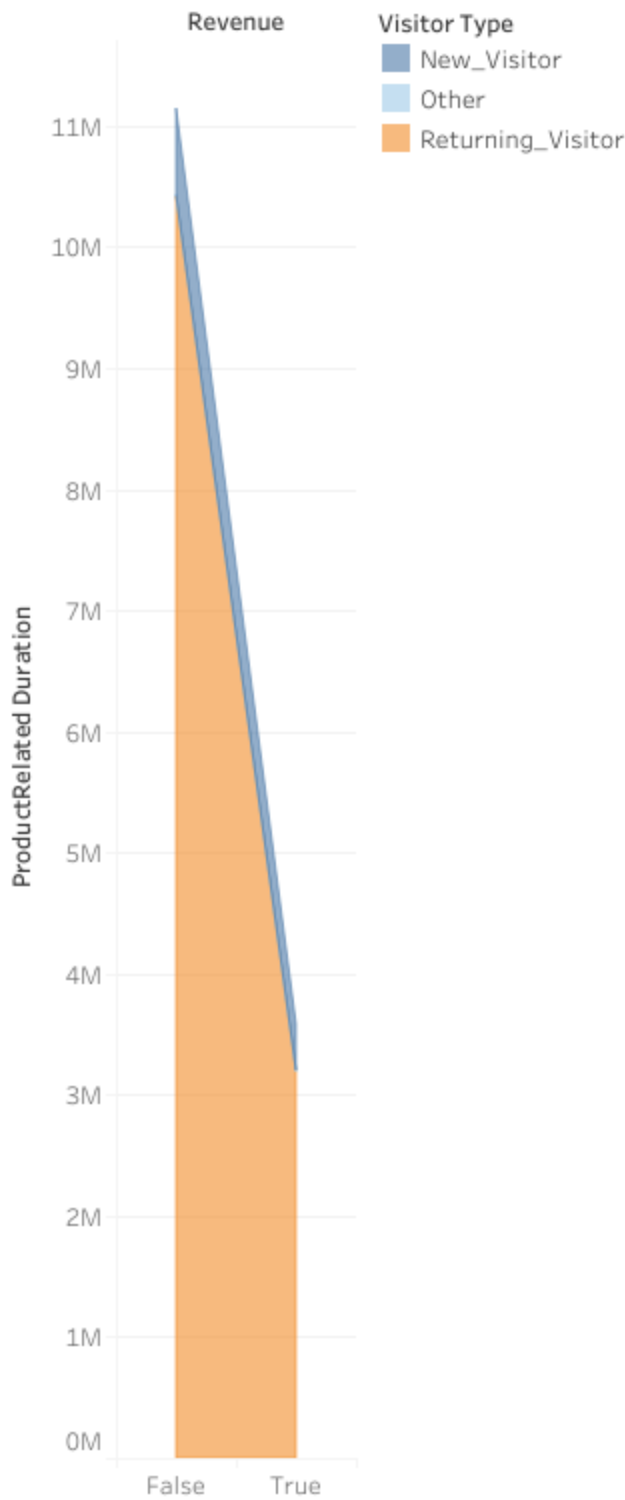| Month	Sum of Revenue (copy)
Nov	760.0
May	365.0
Dec	216.0
Mar	192.0
Oct	115.0
Sep	86.0
Aug	76.0
Jul	66.0
June	29.0
Feb	3.0

Sum of Revenue (copy)

3.0   760.0
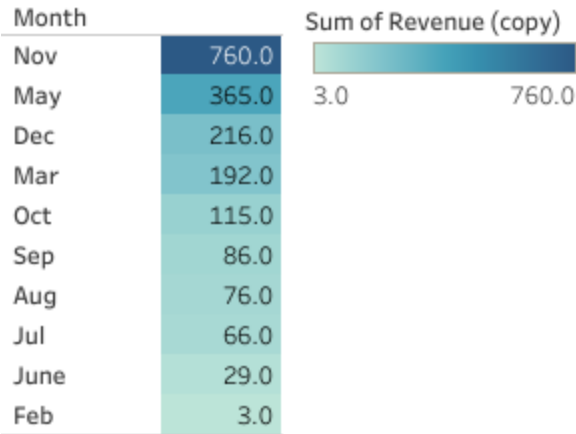
Visitor Segmentation pie chart
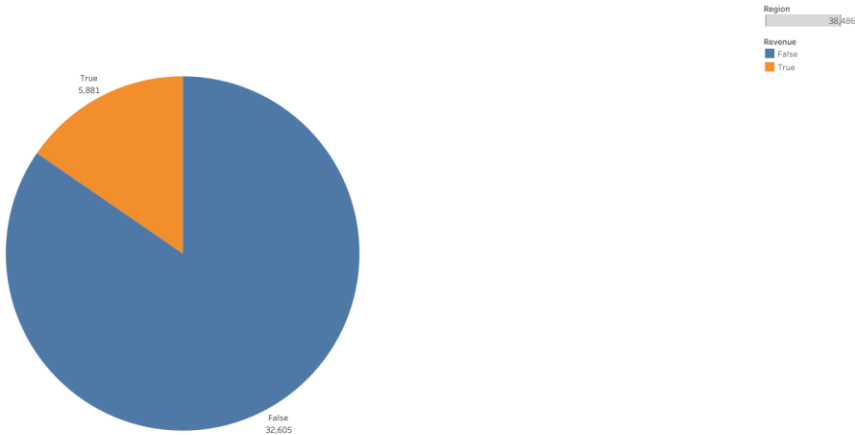
True
5,881

False
32,605

Region
                38,486
Revenue
■ False
■ True

Optimizing Marketing and Conversion Area

Revenue

Visitor Type
- New_Visitor
- Other
- Returning_Visitor

Optimizing Marketing
and Conversion

Visitor Type

Region
549   32,395
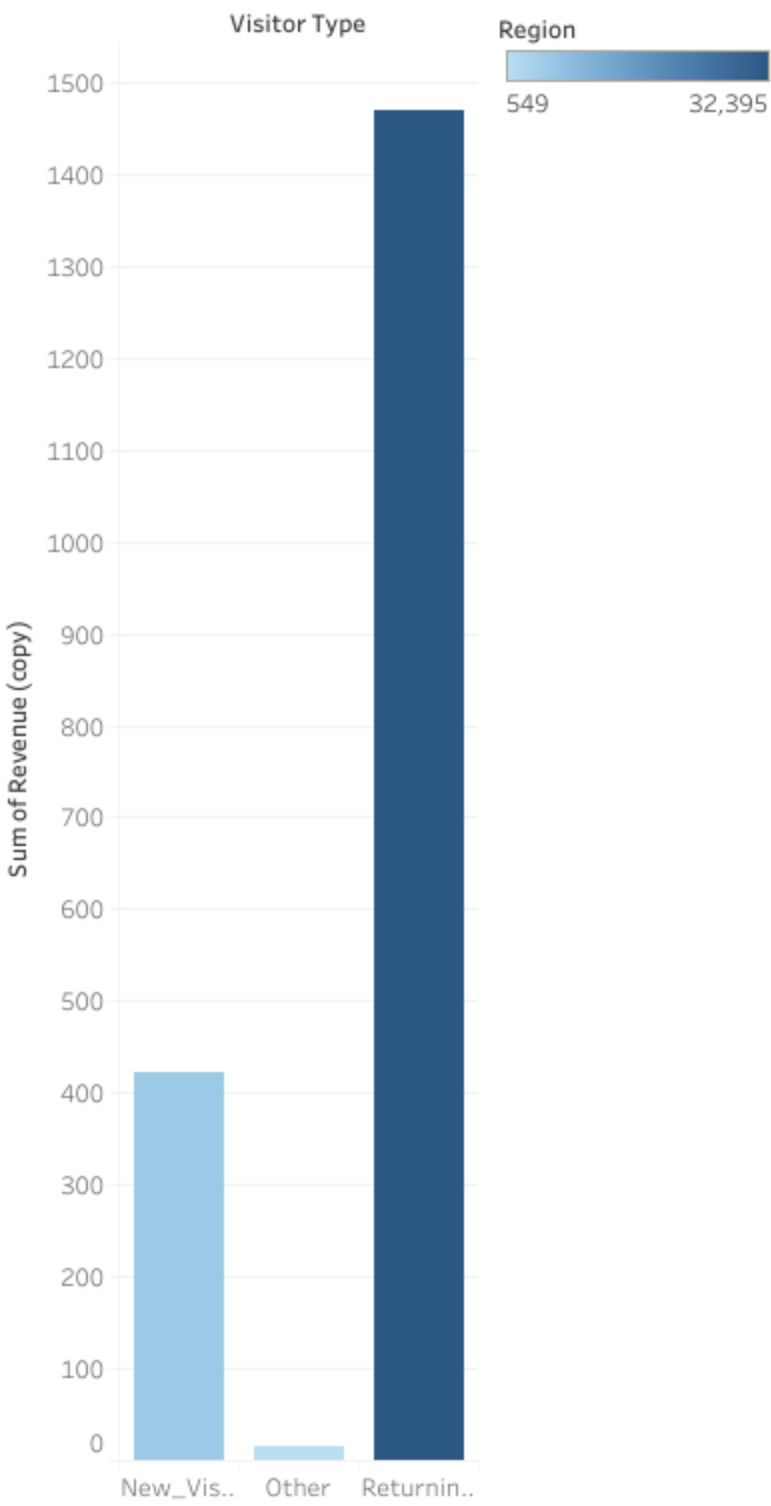
User Experience Bar Chart

Session Duration Group

Exit Rates

Visitor Type
- New_Visitor
- Other
- Returning_Visitor

Null · Extremely Long · Long · Medium · Short · Very Long

User Experience line chart

Session Duration Group