

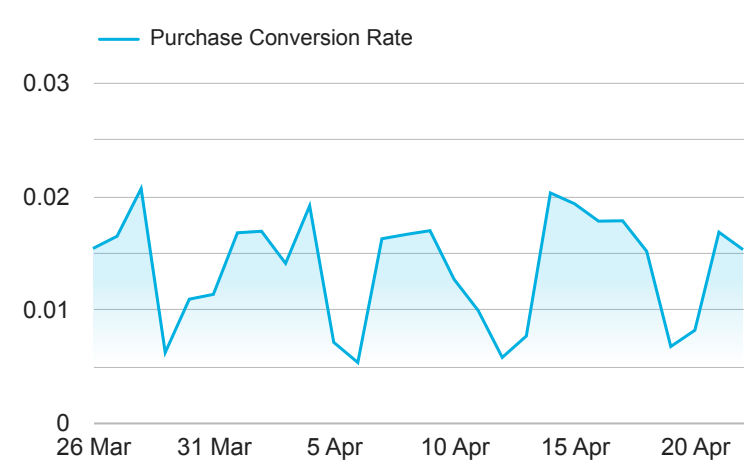
Performance Overview

A snapshot of user activity, sessions, revenue, and conversion trends. This page offers a high-level view of performance over time.

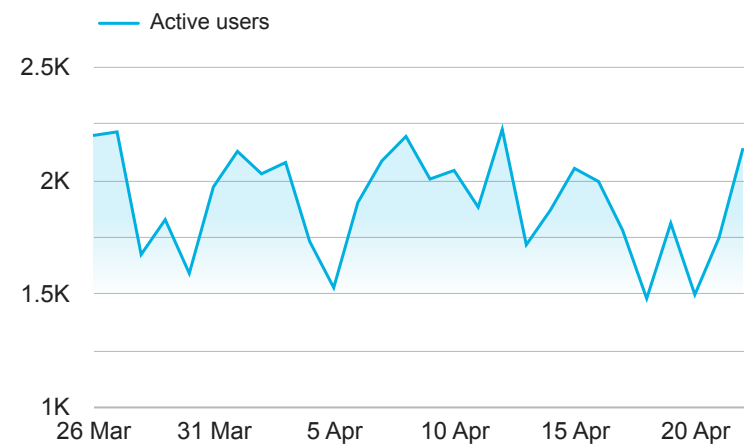
The purchase conversion rate remained stable hovering between 0.01 and 0.02%. The number of active users hovers from 1.5K to 2.25K. Patterns indicate that the days when there were more users visiting, there were more purchases.

Active users	Sessions	Total revenue
46,600	68,379	\$178,540.83

Purchase Conversion Rate over time



Active users over time



Acquisition

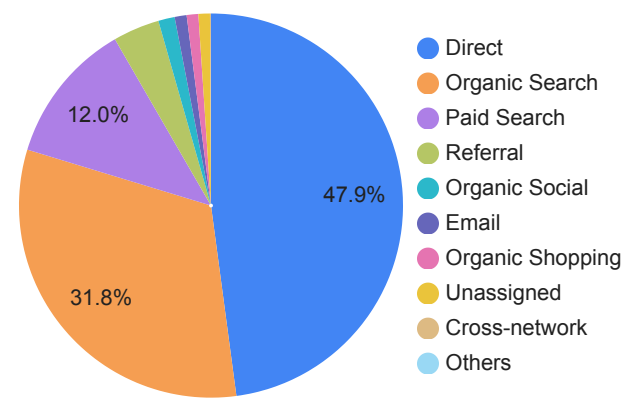
Shows how users arrive at the site. Channel and source breakdowns highlight where traffic comes from and which paths lead to engagement.

Direct traffic brought in the most users. A referral link brought in the most conversions. Despite high traffic coming in from direct traffic, organic traffic, click ads they did not convert as well as referral and email traffic. Organic traffic brought in awareness but did not convert

User Sessions vs. Engagement Rates vs Conversion Rates by Source

	Source/Medium	28-day active users ▾	Engagement rate	conversion_rate
1.	(direct) / (none)	223,311	93.12%	0
2.	google / organic	132,035	97.08%	0
3.	google / cpc	52,649	97.56%	0
4.	art-analytics.appspot.com / referral	17,180	97.98%	0
5.	bing / organic	5,537	92.64%	0
6.	sites.google.com / referral	4,916	96.64%	0
7.	Newsletter_February_2025 / email	4,256	95.58%	0.01
8.	(not set)	4,096	97.06%	0.01
9.	t.co / referral	923	100%	0.05
10.	(not set) / email	655	81.48%	0.04

User Percentage by Channel



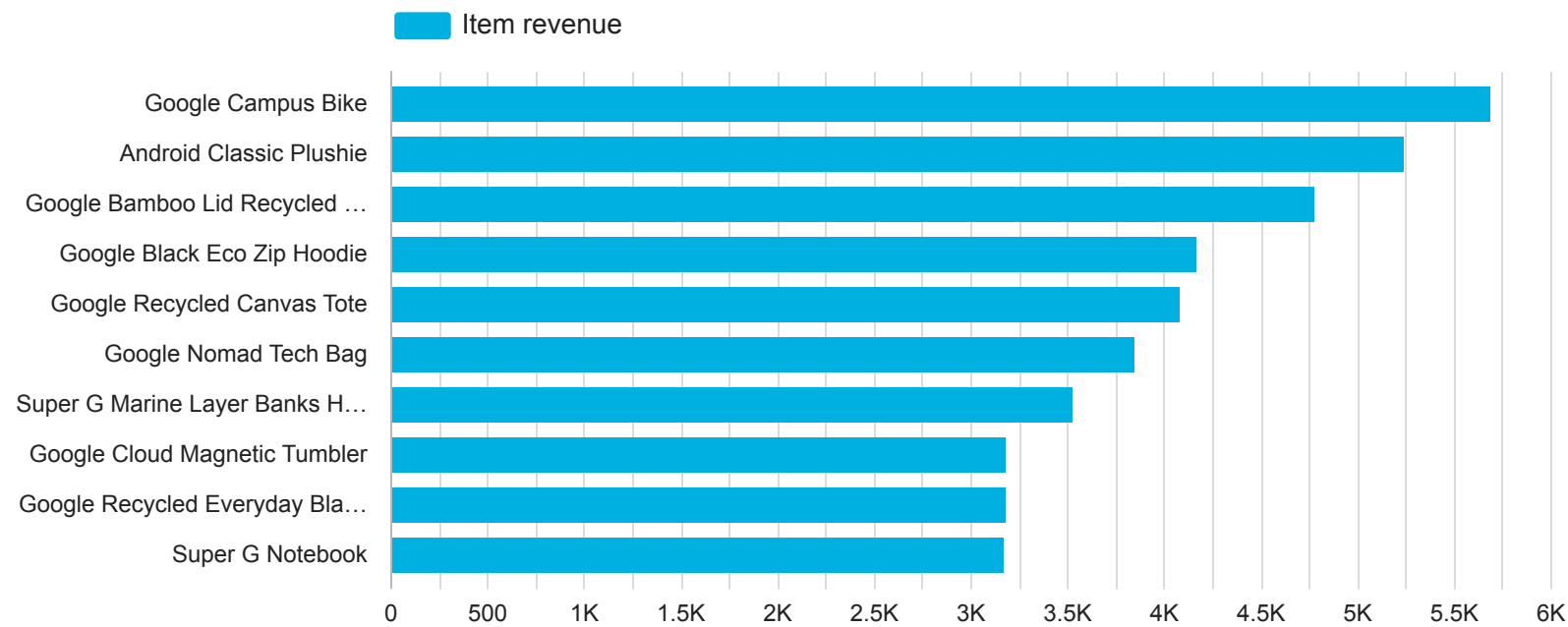
Ecommerce Performance

Focuses on product performance and purchase behavior. Key metrics and funnel steps reveal how users interact with the storefront.

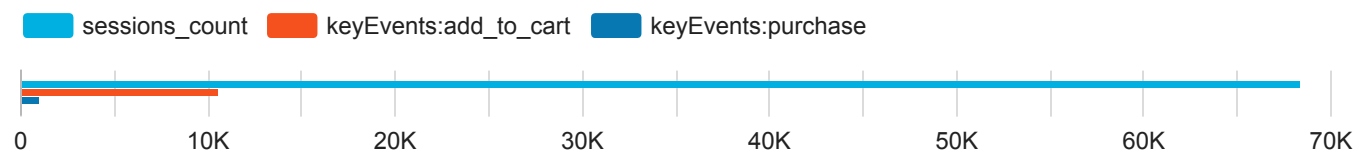
The Google campus bike, the Android Classic Plushie, and the Google Bamboo Lid Recycled Bottle brought in the most revenue. Item revenue is fairly distributed across items. A high add to cart rate compared with low checkout rate, suggests that checkout process should be simplified

Average purchase revenue	Transactions	Purchase Conversion Rate
\$186.95	955	0.01

Item revenue by Item name



Funnel Chart Showing Frequency of Sessions vs. Add to cart Event vs Purchases



Behavior

This section tracks key user actions across the site. Events are sorted by frequency to reveal what users interact with most—from browsing and adding items to cart, to completing a purchase. Dividing them across three tables keeps the data clear and scannable.

The most common events were page views and category page views. A high number of users select items after viewing item. There is a sharp dropoff between users adding item to cart and completing purchase. Further analysis shows users hesitate to add their payment and shipping info. Suggestions include simplifying the payment and shipping adding process by adding in options such as Paypal checkout.

Most Common Events(1-10)

Event name	Event count ▾
page_view	257,314
view_item_list	243,062
session_start	73,225
user_engagement	54,079
view_promotion	50,877
first_visit	48,310
view_item	47,190
scroll	41,840
select_item	40,359
predicted_top_spenders	33,393

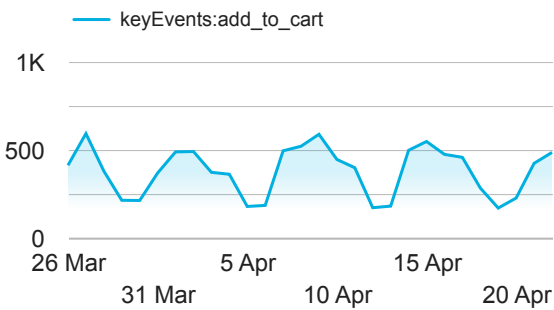
Mid-Tier Engagement(11-20)

Event name	Event count ▾
top_spenders	33,393
new_recent_active_user	28,691
select_promotion	10,903
add_to_cart	10,578
new_engaged_user	9,668
view_cart	5,020
non_purchasers	3,412
add_payment_info	3,338
add_shipping_info	3,307
begin_checkout	3,240

Low Frequency Events(21-26)

Event name	Event count ▾
remove_from_cart	2,139
purchase	962
add_to_wishlist	637
view_search_results	605
san_francisco_users	598
errors	5

Add to Cart Event Frequency Over 28 Days

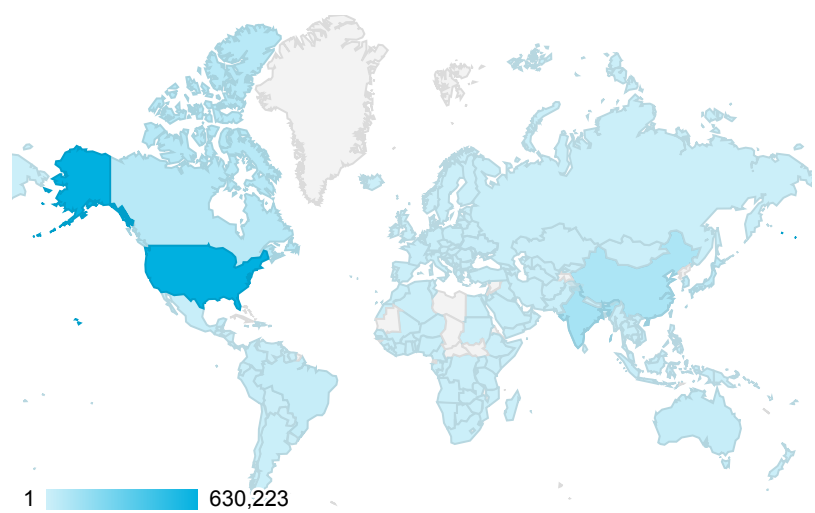


Device and Geo

This page shows where users are coming from and what devices they use. The geo map highlights top regions by user count, while the device chart reveals how people access the site. These patterns guide responsive design and regional focus.

The bulk of users come in from the United States, followed by China and India. Desktop users more than double the mobile users. As this is not a common industry trend, it is suggested that we look for design flaws on the mobile website.

Country by 28-day active users



28-day active users by Device category

