



What is your audience lifetime value and revenue generated (p2,8)?

Revenue per User

\$0.1

↓ -42.5%

Revenue

\$4.06K

↓ -48.4%

Avg. Price

\$12.02

↓ -23.6%

Product Adds To Basket

4.3K

↓ -37.4%

User Type



Device Category



Default Channel Grouping



Campaign



Country



How do users behave during the purchase funnel (p3)?

Product Detail Views

50.1K

↓ -13.3%

Transactions

82

↓ -47.1%

Abandoned Funnels

6.0K

↓ -18.2%

Product Detail Views

50,068

↓ -13.3%

Product Checkouts

3,271

↓ -35.2%

How are your products performing (p6)?

Unique Purchases

213.0

↓ -36.2%

Basket-to-Detail Rate

8.6%

↓ -27.8%

Buy-to-Detail Rate

0.4%

↓ -26.4%

Quantity

338

↓ -32.5%

How are your product lists performing (p6)?

Product List CTR

4.0%

↓ -4.0%

Product List Views

1.1M

↓ -18.4%

Product List Clicks

42.9K

↓ -21.6%

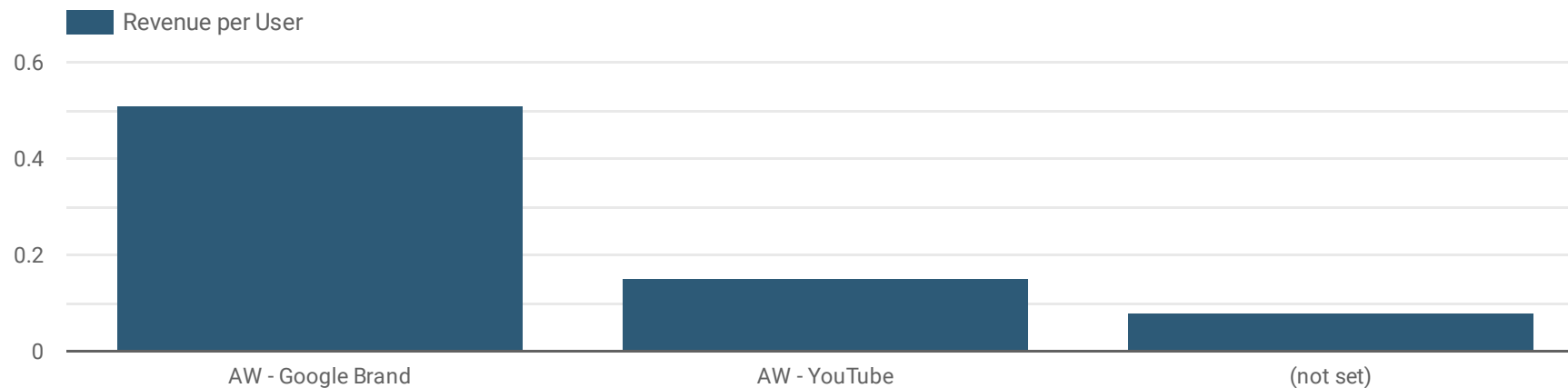
To see Ecommerce data in your Analytics reports, you need to:

1. Enable Ecommerce for each view in which you want to see data.
2. Add tracking code to your site or app to collect the ecommerce data and send it to Analytics. To complete this task, you need to be comfortable editing HTML and coding in JavaScript, or have help from an experienced web developer.

Read more [here](#).

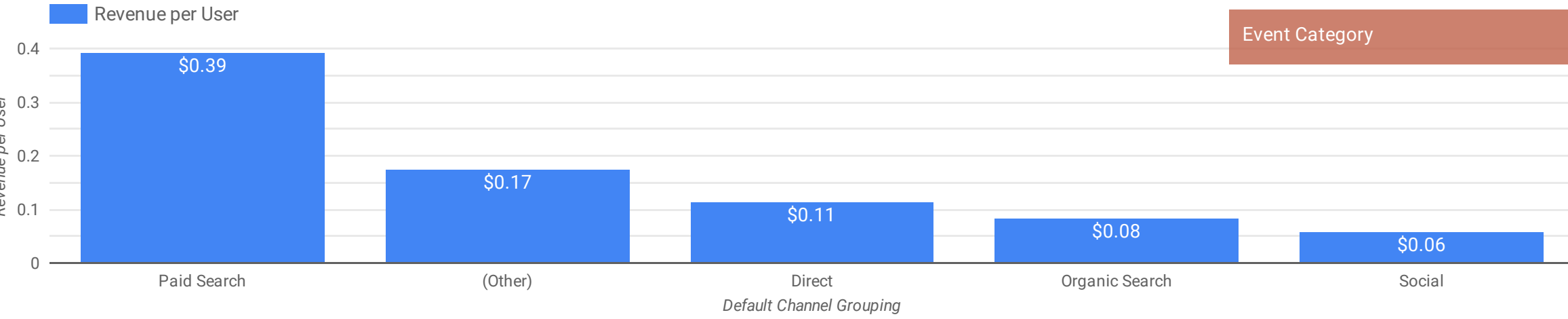


Which campaign brings most revenue per user?



- User Type ▾
- Device Category ▾
- Default Channel Grouping ▾
- Source ▾
- Campaign ▾
- Country ▾
- Event Category ▾

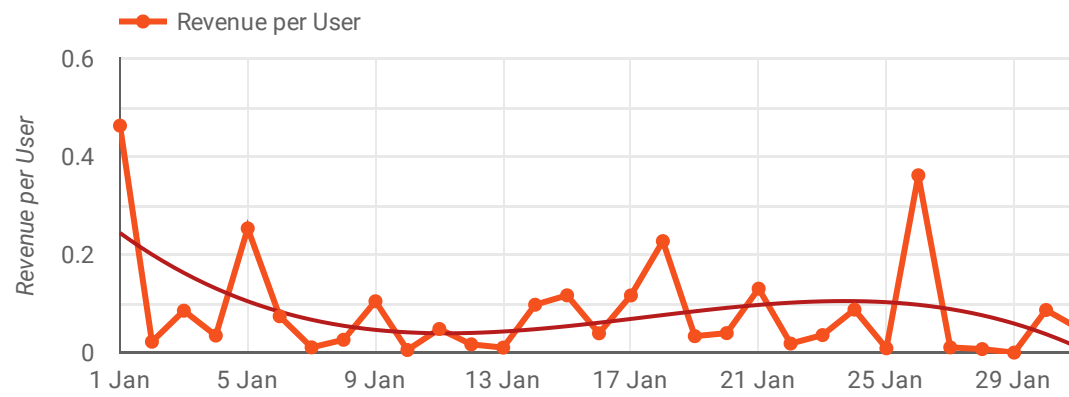
Which channel brings most revenue per user?



	Source/Medium	Users	Revenue per User	Revenue
1.	google / organic	28,047	\$0.09	\$2,402.45
2.	(direct) / (none)	8,681	\$0.11	\$980.35
3.	mall.googleplex.com / refe...	3,650	\$0	\$0
4.	analytics.google.com / ref...	2,531	\$0	\$0
5.	Partners / affiliate	1,395	\$0	\$0
6.	(not set) / (not set)	1,353	\$0.17	\$236.25

1 - 10 / 97 < >

How is revenue per user trending?





Shopping Behavior Ecommerce

1 Jan 2020 - 31 Jan 2020

Product Detail Views
50,068

Product Adds To Basket
4,322

Transactions
82

Abandoned Funnels
6,019

User Type

Device Category

Default Channel Grouping

Source

Campaign

Country

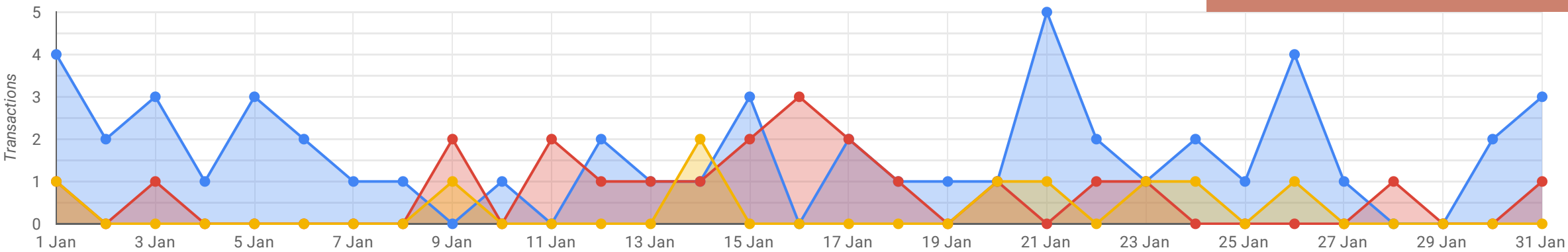
What is the difference between Transactions and User types?

User Type	Sessions	Product Adds To Basket	Product Checkouts	Transactions	Transactions per User	Abandoned Funnels
1. New Visitor	45,399	2,353	1,610	51	0	3,398
2. Returning Visitor	17,012	1,969	1,661	31	0	2,621

From which devices users make most transactions?

1 - 2 / 2 < >

mobile desktop tablet



Which Users Purchase The Most?

User Type	Unique Purchases	Basket-to-Detail Rate	Buy-to-Detail Rate	Avg. QTY	Product Revenue per Purchase	Quantity	Quantity Checked Out
1. New Visitor	119	7.64%	0.39%	1.87	\$18.43	222	3,203
2. Returning Visitor	94	10.22%	0.49%	1.23	\$19.9	116	4,066

1 - 2 / 2 < >

How Users Interact With Product Pages?

User Type	Product List Views	Product List CTR	Product Detail Views
1. New Visitor	735,104	3.52%	30,811
2. Returning Visitor	336,202	5.07%	19,257

1 - 2 / 2 < >



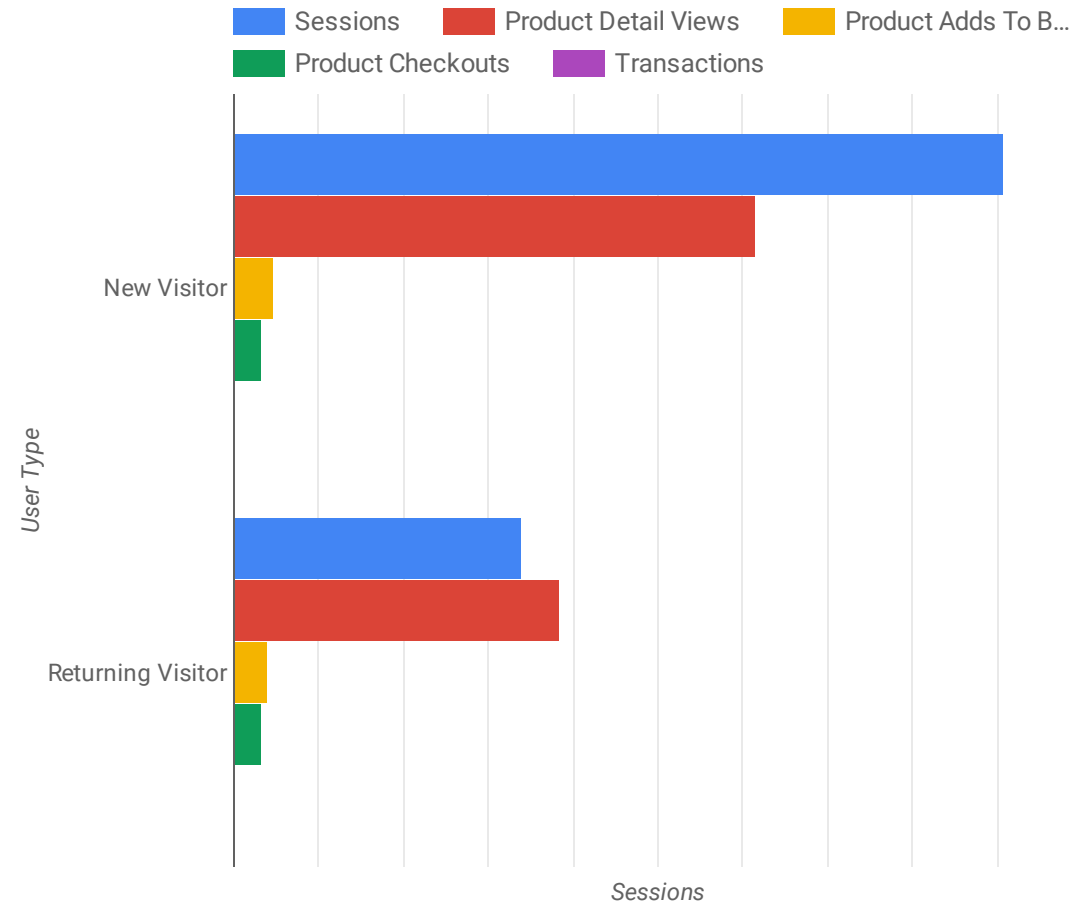
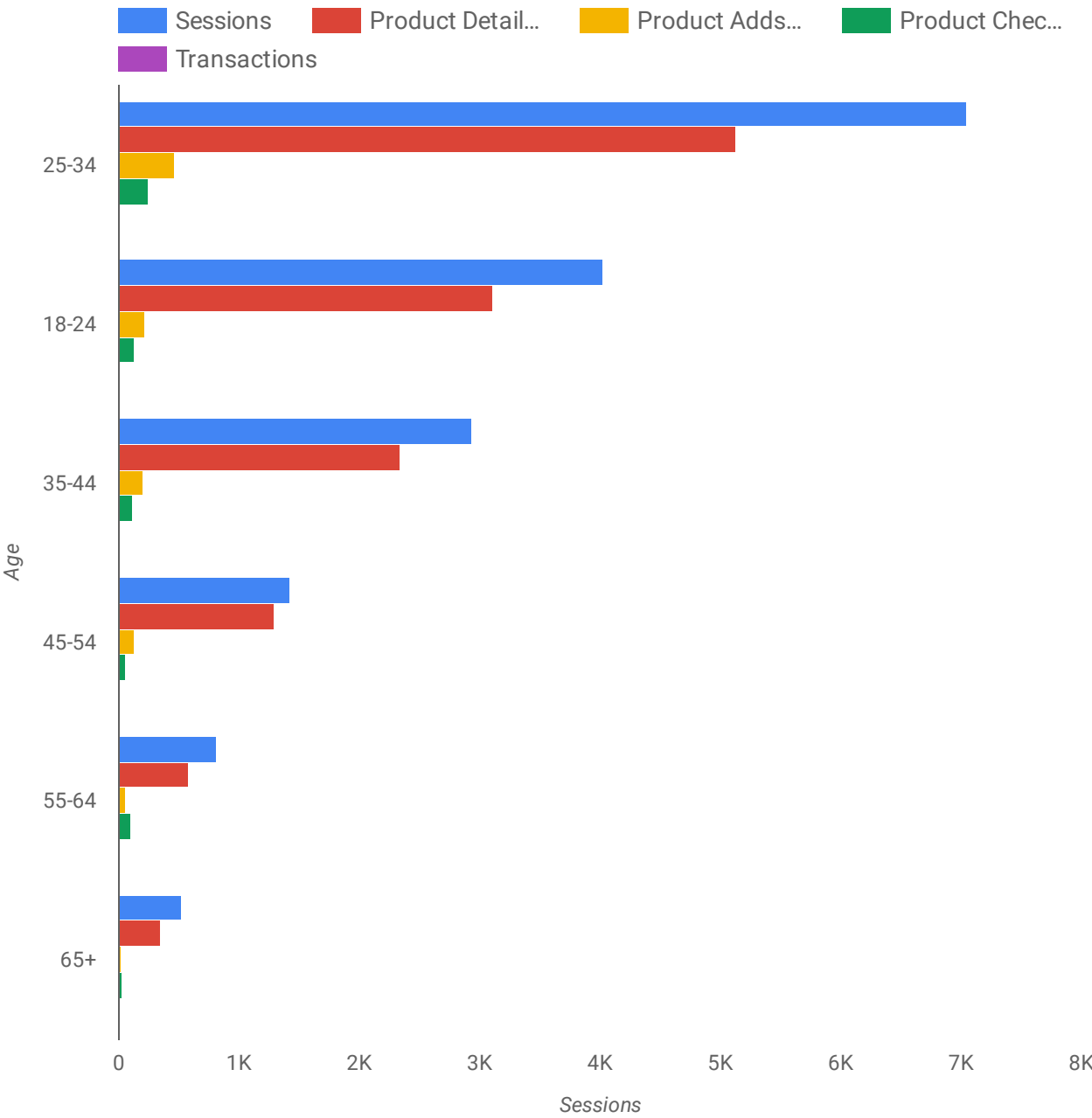
Shopping Behavior Stages

1 Jan 2020 - 31 Jan 2020

What is the performance of your purchase funnel?

Sessions **62.4K** > Product Detail Views **50.1K** > Product Adds To Basket **4.3K** > Transactions **82.0** > Product Checkouts **3.3K**

- User Type ▾
- Device Category ▾
- Default Channel Grouping ▾
- Source ▾
- Campaign ▾
- Country ▾





Ecommerce Product Performance

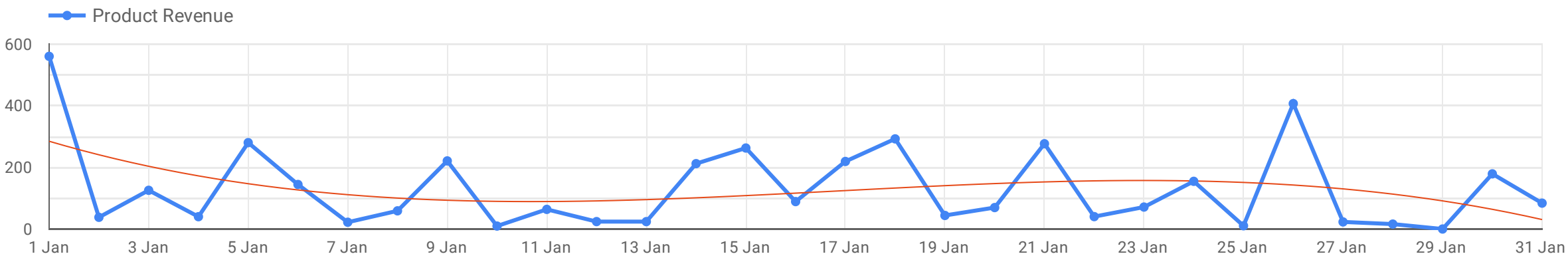
1 Jan 2020 - 31 Jan 2020

Which products are driving revenue?

	Product	Product Revenue	Unique Purchases	Quantity	Avg. Price	Avg. QTY
1.	Google Laptop and Cell Phone Stickers	\$21	7	7	\$3	1
2.	Google F/C Longsleeve Charcoal	\$210	7	7	\$30	1
3.	Google Sunglasses	\$31.5	6	9	\$3.5	1.5
4.	Google Clear Pen 4-Pack	\$24	5	5	\$4.8	1
5.	Google Magnet	\$80	4	10	\$8	2.5
6.	Google Zip Hoodie F/C	\$240	4	4	\$60	1
7.	YouTube Tee Black	\$26.4	4	4	\$6.6	1

- User Type
- Device Category
- Default Channel Grouping
- Source
- Campaign
- Country

1 - 10 / 125



	Product	Product Detail Views	Product Adds To Basket	Product Removes From Basket	Product Checkouts	Unique Purchases	Basket-to-Detail Rate	Buy-to-Detail Rate
1.	Google Laptop and Cell Phone Stickers	228	16	9	66	7	7.02%	3.07%
2.	Google F/C Longsleeve Charcoal	217	11	30	105	7	5.07%	3.23%
3.	Google Sunglasses	264	18	10	30	6	6.82%	2.27%
4.	Google Clear Pen 4-Pack	72	6	6	34	5	8.33%	6.94%
5.	Google Magnet	100	6	7	39	4	6%	4%
6.	Google Zip Hoodie F/C	1,372	220	19	57	4	16.03%	0.29%
7.	Google Pride Sticker	90	5	4	18	4	5.56%	4.44%

1 - 10 / 379



Product List Performance

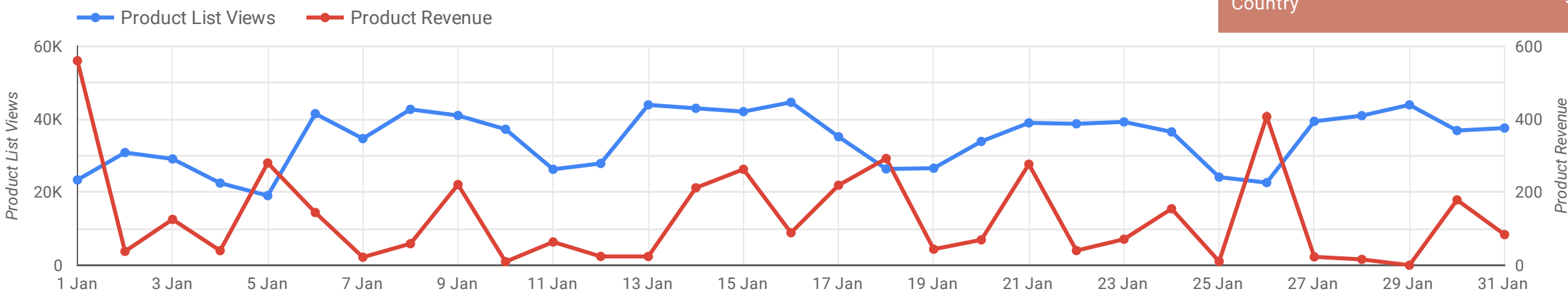
1 Jan 2020 - 31 Jan 2020

How are product lists trending?

- User Type
- Device Category
- Default Channel Grouping
- Source
- Campaign
- Country

Product List Name	Product List Views	Product List Clicks	Product List CTR	Product Adds To Basket	Product Checkouts	Unique Purchases	Product Revenue
1. Google Soft Modal Scar...	123,870	0	0%	0	0	0	\$0
2. Google Duffel Bag, Goo...	98,948	0	0%	0	0	0	\$0
3. YouTube Transmission ...	77,722	0	0%	0	0	0	\$0
4. Google Crew Socks, Go...	63,982	0	0%	0	0	0	\$0
5. Google Packable Bag B...	55,700	0	0%	0	0	0	\$0
6. Google Super G Tumble...	54,222	0	0%	0	0	0	\$0

1 - 10 / 502



Product List Position

Product List Position	Product List Views	Product List Clicks	Product List CTR	Product Adds To Basket	Product Checkouts	Unique Purchases	Product Revenue
1	90,299	982	1.09%	324	103	3	\$49
2	89,905	980	1.09%	342	91	5	\$58
3	89,386	788	0.88%	272	50	4	\$147
4	88,480	627	0.71%	248	40	2	\$33.5
5	87,797	533	0.61%	216	46	3	\$73.25
6	86,789	561	0.65%	220	42	3	\$57

1 - 10 / 143



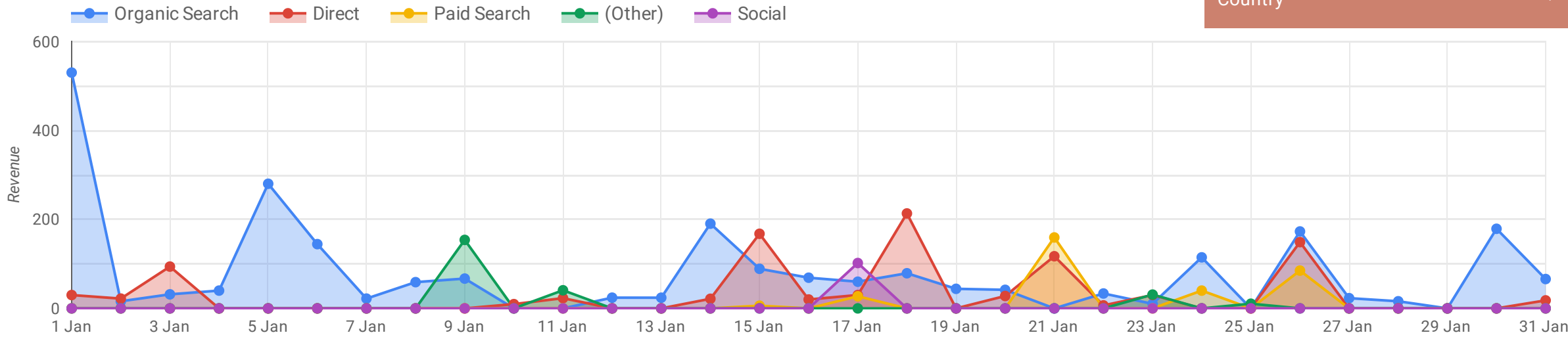
Which Channel Drives Most Purchases?

	Default Channel Grouping	Unique Purchases	Basket-to-Detail Rate	Buy-to-Detail Rate	Avg. QTY	Product Revenue per Purchase	Quantity	Quantity Checked Out
1.	Organic Search	114	7.23%	0.47%	1.4	\$21.29	160	2,063
2.	Direct	64	9.37%	0.64%	2.13	\$15.32	136	2,324
3.	Paid Search	17	14.54%	1.32%	1.12	\$18.69	19	85
4.	(Other)	14	5.69%	1.17%	1.14	\$16.88	16	56
5.	Social	4	3.81%	0.23%	1.75	\$25.5	7	53

1 - 8 / 8 < >

- User Type
- Device Category
- Default Channel Grouping
- Source
- Campaign
- Country

Which Channel Brings Most Revenue?



Which Channel Has Best Marketing Strategy?

	Source/Medium	Sessions	Revenue	Transactions	Avg. Order Value	E-commerce Conversion Rate	Per Session Value
1.	google / organic	33,674	\$2,402.45	48	\$50.05	0.14%	\$0.07
2.	(direct) / (none)	10,717	\$980.35	22	\$44.56	0.21%	\$0.09
3.	google / cpc	1,032	\$317.7	6	\$52.95	0.58%	\$0.31
4.	(not set) / (not set)	1,564	\$236.25	4	\$59.06	0.26%	\$0.15
5.	lm.facebook.com / referral	6	\$102	1	\$102	16.67%	\$17

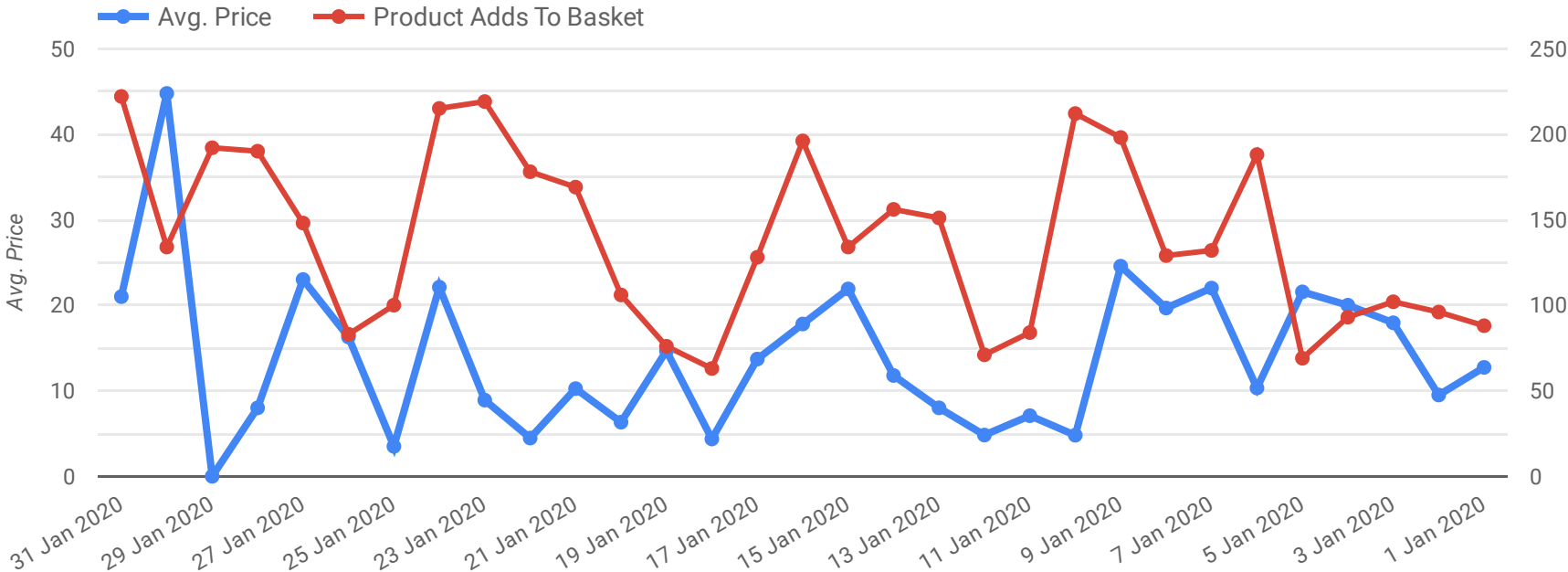
1 - 5 / 97 < >



Revenue

1 Jan 2020 - 31 Jan 2020

What is the average eCommerce Revenue per product vs. Products added to cart?



- User Type ▼
- Device Category ▼
- Default Channel Grouping ▼
- Source ▼
- Campaign ▼
- Country ▼

Cumulative session duration vs revenue

