

Traffic

Total users
24,176
↑ 13.4%

New users
23,746
↑ 13.4%

Sessions
30,099
↑ 12.3%

Views
133,550
↑ 15.2%

Bounce rate
14.93%
↓ -8.1%

Sessions per user
1.25
↓ -0.9%

Conversions

Transactions
204
↑ 5.7%

Total revenue
\$52,047.51
↓ -4.4%

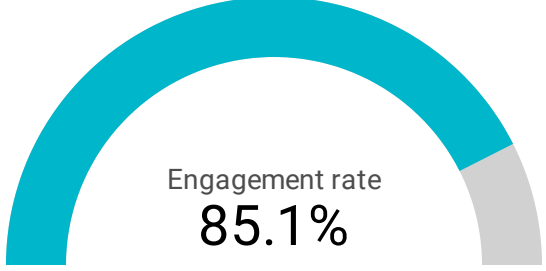
Average purchase revenue
\$255.13
↓ -9.5%

Items viewed
38,339
↑ 12.7%

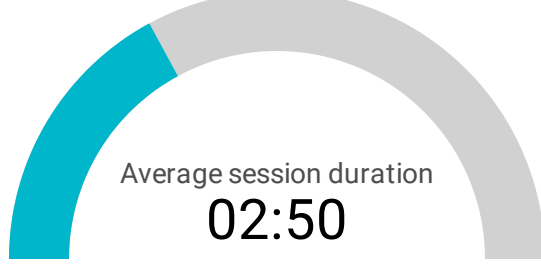
Items checked out
2,486
↑ 33.0%

Items purchased
342
↑ 7.9%

Engagement



Engagement rate
85.1%



Average session duration
02:50

Top Performance by Device Type

Desktop

Bounce rate
16.82%
↑ 11.4%

Sessions
11,233
↑ 14.0%

Total revenue
\$22,851.71
↓ -23.8%

Total users
8,405
↑ 13.5%

Mobile

Bounce rate
14.24%
↓ -12.5%

Sessions
17,880
↑ 9.5%

Total revenue
\$27,993.23
↑ 21.5%

Total users
14,840
↑ 13.3%

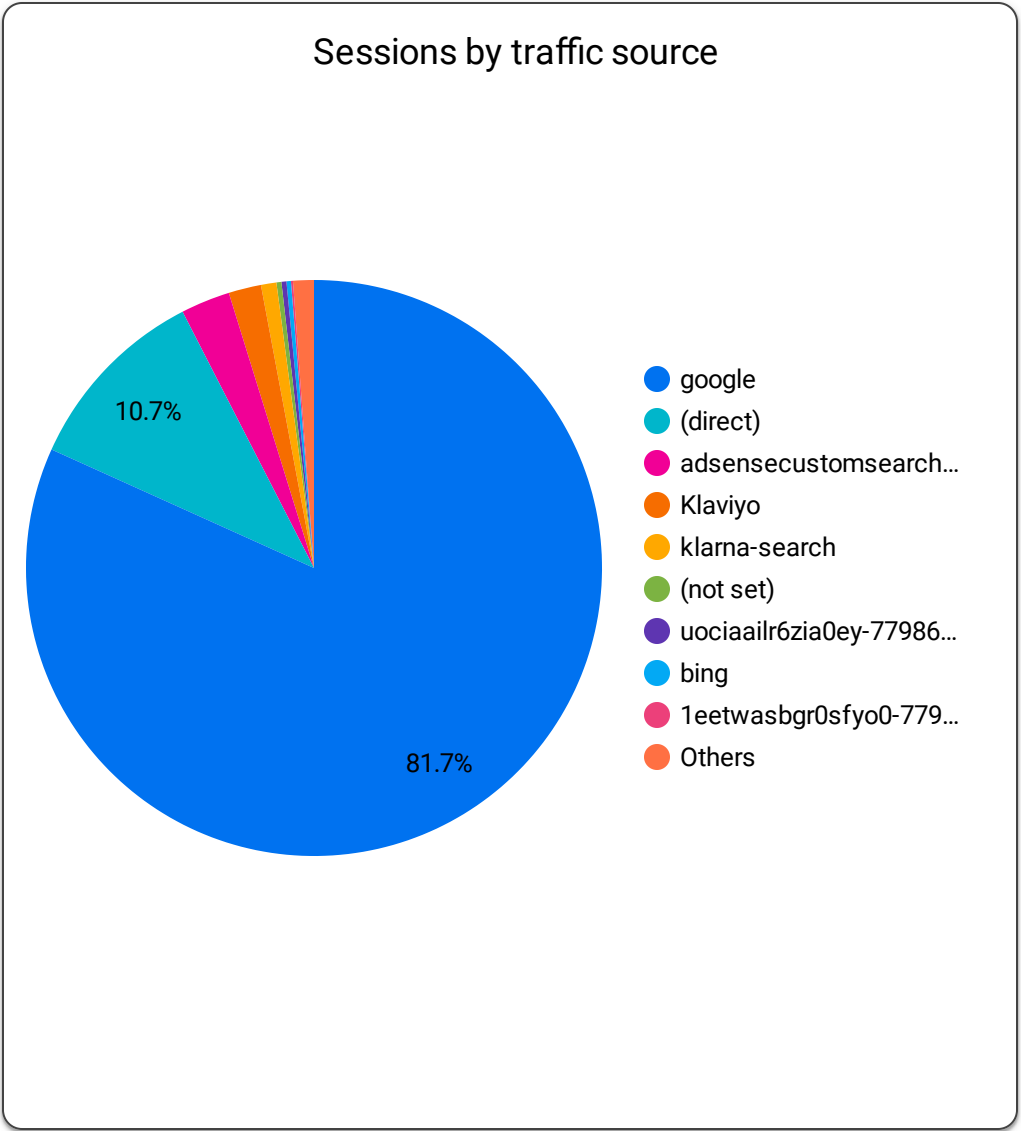
Tablet

Bounce rate
16.24%
↑ 34.3%

Sessions
1,022
↑ 27.4%

Total revenue
\$1,202.58
↓ -14.3%

Total users
906
↑ 29.2%



Top Landing Pages

Landing page	Sessions	% Δ	Total revenue	% Δ
/	1,602	-14.7% ↓	\$3,761.06	-78.2% ↓
(not set)	1,298	18.0% ↑	\$0	-
/products/apple-macbo...	589	16.2% ↑	\$482.07	35.8% ↑
/products/iphone-14-pro...	486	144.2% ↑	\$819	-
/products/apple-imac-2...	371	851.3% ↑	\$340.99	-
/products/apple-macbo...	364	108.0% ↑	\$0	-100.0% ↓
/products/apple-iphone...	312	267.1% ↑	\$853.98	-
/products/apple-iphone...	222	258.1% ↑	\$736	-
/products/27-apple-cine...	220	100.0% ↑	\$902.96	268.6% ↑
/products/2021-apple-ip...	206	104.0% ↑	\$0	-
/products/apple-iphone...	204	36.9% ↑	\$0	-
/products/apple-iphone...	164	97.6% ↑	\$0	-
/products/mustang-neo...	164	54.7% ↑	\$0	-

Top Performing Region

Region	Sessions	% Δ	Total revenue	% Δ
Ontario	3,631	24.9% ↑	\$6,655.95	162.9% ↑
England	2,551	43.4% ↑	\$9,273.43	786.9% ↑
Quebec	2,460	18.7% ↑	\$4,376.7	71.3% ↑
British Columbia	2,143	3.0% ↑	\$1,745.68	-49.3% ↓
California	1,367	-16.5% ↓	\$3,253.51	-10.4% ↓
Lombardy	1,012	902.0% ↑	\$181.65	-94.7% ↓
Florida	887	-14.1% ↓	\$1,693.15	-61.2% ↓
New York	804	-11.1% ↓	\$1,395.33	-68.2% ↓
Alberta	791	19.3% ↑	\$1,201.83	4,851.9% ↑
Texas	761	-17.3% ↓	\$1,605.18	-29.6% ↓
Greater Accra Region	717	9.6% ↑	\$0	-
Lazio	577	603.7% ↑	\$354.5	382.5% ↑
Georgia	464	-16.1% ↓	\$389.55	-35.7% ↓