

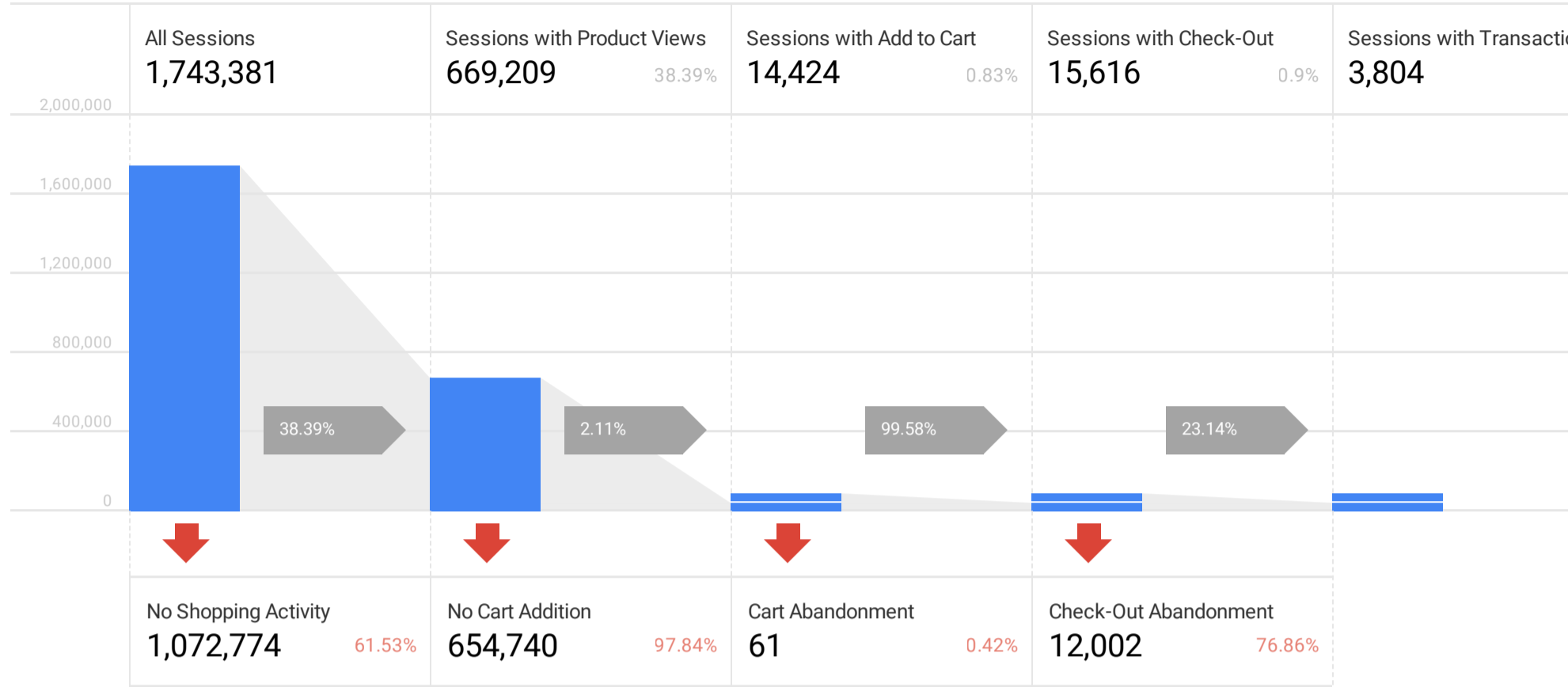
Shopping Behavior Analysis

All Users

100.00% Sessions

Apr 1, 2019

Sessions Shopping Progression Abandonments



Sessions		Abandonments		% Completion rate						Search	
User Type		All Sessions		Sessions with Product Views	%	Sessions with Add to Cart	%	Sessions with Check-Out	%	Sessions with Transaction	
1	New Visitor	1,180,614		459,328	38.91%	9,040	0.77%	9,065	0.77%	1,992	
2	Returning Visitor	562,767		209,881	37.29%	5,384	0.96%	6,551	1.16%	1,812	
Show rows:										10	Go to: 1