

Overview KPIs and metrics

UNIQUE VIEWS

 987 views

TOTAL SALES

 53,467 \$

PRODUCT VIEWS

 1,362 views

NEW CUSTOMERS

 321

RETURNING CUSTOMERS

 98

BOUNCE RATE

 0.89 %

Electronics product category

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CLICK THROUGH RATE

 5 %

IMPRESSIONS

 1,364 views

TOTAL SALES

 3,567 \$

PRODUCT VIEWS

 1,018 views

Key performing pages

| URL | Page title | Views |
|--------------------------|--------------------------|-------|
| /products/arduino | Arduino accessories | 9,342 |
| /products/raspberry-pi | Raspberry Pi accessories | 5,674 |
| /products/keyboards | Keyboards | 2,248 |
| /products/graphics-cards | Graphics cards | 973 |

Top performing referrers

| Referrer | URL | Count |
|----------|----------------------------------|--------|
| Google | google.com/search?s=raspberry+pi | 13,934 |
| Bing | bing.com/search?s=raspberry+pi | 9,231 |
| Facebook | facebook.com | 3,673 |
| Twitter | twitter.com | 2,190 |