



# Google Analytics - Ecommerce

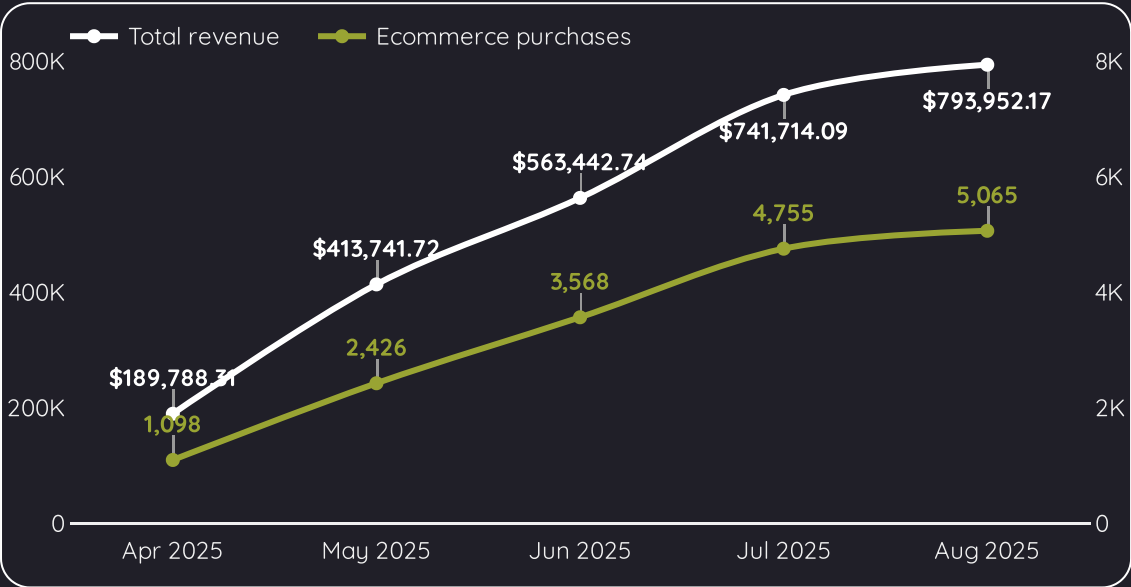
Total revenue  
\$804.34K  
↓ -5.9%

ARPU  
\$2.15  
↓ -38.7%

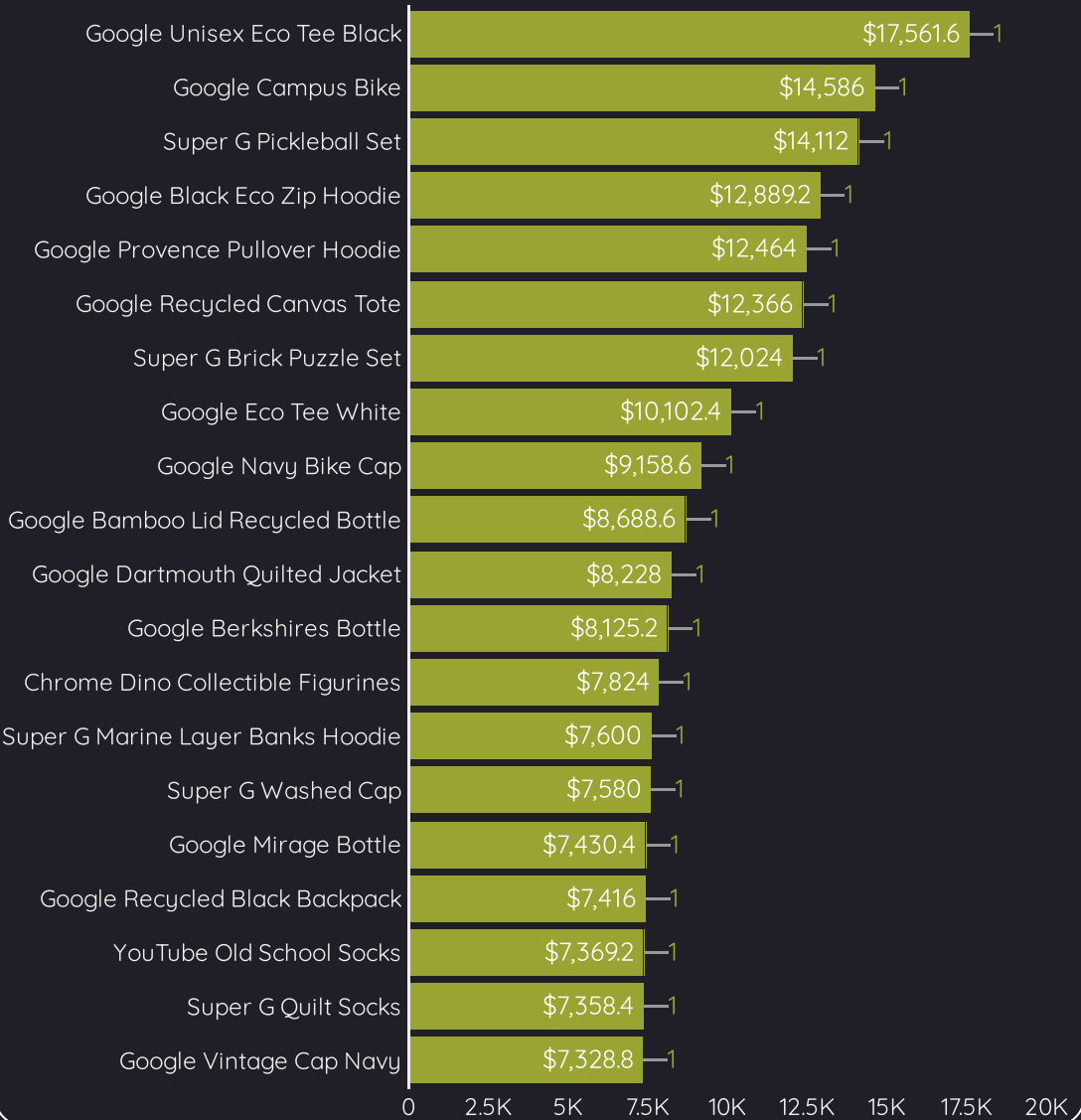
Ecommerce purchases  
5.12K  
↓ -3.4%

Average purchase revenue  
\$157.19  
↓ -2.5%

Revenue / Purchases Overtime



Which products generated the most revenue?



## Filter Panel

Apr 1, 2025 - Aug 8, 2025

Source category

Device category

Event name

## Page Performance

	Landing page	Total revenue	ARPU
1.	/	\$410,150.89	\$1.44
2.	/checkout	\$68,786.4	\$28.96
3.	/shop/new	\$25,152.49	\$5.46
4.	/shop/family-day	\$22,618.01	\$2.18
5.	/shop/clearance	\$11,261.9	\$8.59
6.	/shop/lifestyle/drinkware	\$10,844.58	\$5.21
7.	/shop/apparel/mens	\$9,933.32	\$5.13