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Subject: eCommerce Conversion 4.2% (17%) - 12/27/25-01/02/26
Date: Friday, January 2, 2026 11:04:51 AM
Attachments: [Summary.csv](#)
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eCommerce (https://*****.***) Conversion Rate was 4% last week (12/27 - 1/2/26) , a 0% decrease compared with the week before.

Summary

Highlights	Vaue	Comp w/ Last Week
Conversion Rate	+4%	0%
Orders	341	+100%
Revenue	USD 44309.9	+100%
Purchased Products	512	N/A%
Traffic (Visitors)	6647	+100%
Traffic (Sessions)	7396	+100%
Landing-to-Dropoff (avg, p90)	16 min, 55 min	N/A
Landing-to-Purchased (avg, p90)	278 min, 1192 min	N/A
Checkout Start-to-Purchased (avg, p90)	5 min, 12 min	N/A
Checkout Start-to-Dropoff (avg, p90)	23 min, 67 min	N/A
Frictions	3910	N/A
Visitors impacted by Frictions	538	N/A
Chats	65	N/A

Conversion Funnel

Step	Visitors	Conversion vs Previous Step	Top Frictions
Landing	5,032	100%	2514 Dead Clicks
Collection View	1,616	32%	118 Errors
Product View	1,934	120%	141 Empty Searches
Add to Cart	370	19%	29 Bad Chats

Begin Checkout	255	69%	N/A
Purchase	202	79%	N/A

Last Friction Before Dropoff

The last friction event encountered by the user before they dropped off

Friction	Count
Dead Click	2,479
Slow Click / Loss Productivity	641
Errors (Others)	510
Browser Freeze	111
No Search Results	66
Rage Clicks	63
Errors (User-Facing)	38
Slow Page	35
Chat (Bad conversation)	29
Coming Soon / Sold Out	22
Bad Feedback (Thumb Down, Negative Comment)	12
Popup Alerts	0

Cart Abandonment Phase

This shows at which point the carts were abandoned

Day	#Aband. Carts	#Aband. Carts (ATC)	#Aband. Carts (R- Checkout)	#Aband. Carts (Shipping Info Submitted)	#Aband. Carts (Payment Info Submitted)	#Aband. Carts (Address Info Submitted)	#Aband. Carts (Contact Info Submitted)
12/29	18	12 (67%)	5 (28%)	0	1 (6%)	0	0
12/30	16	10 (63%)	2 (13%)	1 (6%)	1 (6%)	2 (13%)	0
12/31	62	40 (65%)	5 (8%)	4 (6%)	10 (16%)	2 (3%)	1 (2%)
1/1	93	67 (72%)	7 (8%)	7 (8%)	9 (10%)	3 (3%)	0
1/2	67	48 (72%)	4 (6%)	10 (15%)	3 (4%)	2 (3%)	0
Total							

(12/27-1/2)	256	177 (69%)	23 (9%)	22 (9%)	24 (9%)	9 (4%)	1
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Frictions (Before Cart Abandonment)

Frictions that occurred right before carts were abandoned

Day	#Frictions Aband. Carts	#Frictions (Aband. Carts ATC)	#Frictions (Aband. Carts R-Checkout)	#Frictions (Aband. Carts Shipping Info Submitted)	#Frictions (Aband. Carts Payment Info Submitted)	#Frictions (Aband. Carts Address Info Submitted)	#Frictions (Aband. Carts Contact Info Submitted)
12/29	18	12 (67%)	5 (28%)	0	1 (6%)	0	0
12/30	16	10 (63%)	2 (13%)	1 (6%)	1 (6%)	2 (13%)	0
12/31	60	40 (67%)	5 (8%)	4 (7%)	10 (17%)	1 (2%)	0
1/1	89	65 (73%)	6 (7%)	7 (8%)	8 (9%)	3 (3%)	0
1/2	63	44 (70%)	4 (6%)	10 (16%)	3 (5%)	2 (3%)	0
Total (12/27-1/2)	246	171 (70%)	22 (9%)	22 (9%)	23 (9%)	8 (3%)	0

Recommendations

General Category	Specific Description
Analytics & Tracking	Consolidate pixel calls, use session-based or event-based tracking, and remove duplicate or unused trackers that do not contribute to key metrics.
Security & Trust	Clearly label security badges and Recaptcha placements; avoid "security" elements that appear on non-interactive pages to maintain user confidence.
Data-Driven Iteration	Instrument page-timing metrics (TTFB, TTI) and correlate them with conversion events to continuously validate friction-removal impact.
Recaptcha Usage	Load Recaptcha only on pages that contain user-input forms (checkout, contact) and implement invisible or "no-captcha" options for passive browsing pages.
Navigation & UX Flow	Add prominent "Shop Now" or "View Products" CTAs on collection pages, and provide clear breadcrumbs or "Continue Shopping" links to reduce rapid exit.
Accessibility	Ensure that Recaptcha and heavy scripts do not interfere with keyboard navigation or screen readers, and test page load on slower networks.

Performance Optimization	Lazy-load third-party scripts, defer non-essential analytics, and bundle tracking pixels to reduce page weight and improve first-content-ful-paint (FCP).
Error Handling	Replace 404 pages with friendly redirects or contextual help, and audit broken links to ensure smooth journey to terms, FAQs, and support.

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