

Overview

Total Sessions

39.4K

↓ -1.3%

Total Users

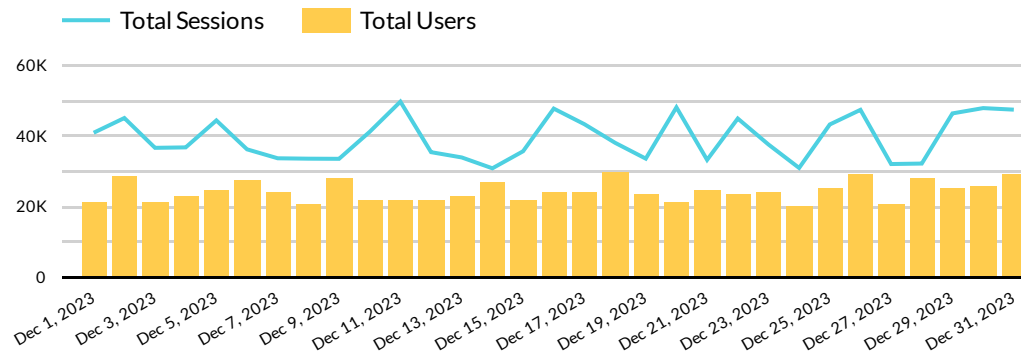
24.5K

↓ -2.0%

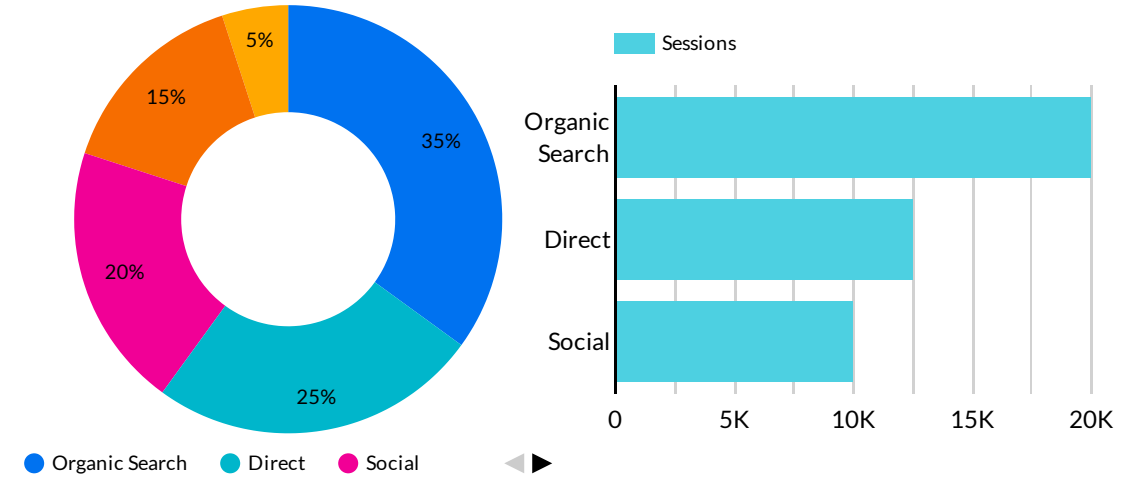
Overall Conversion Rate

4.0%

↑ 7.2%



Top Traffic Sources



User Engagement

Average Session Duration (mins)

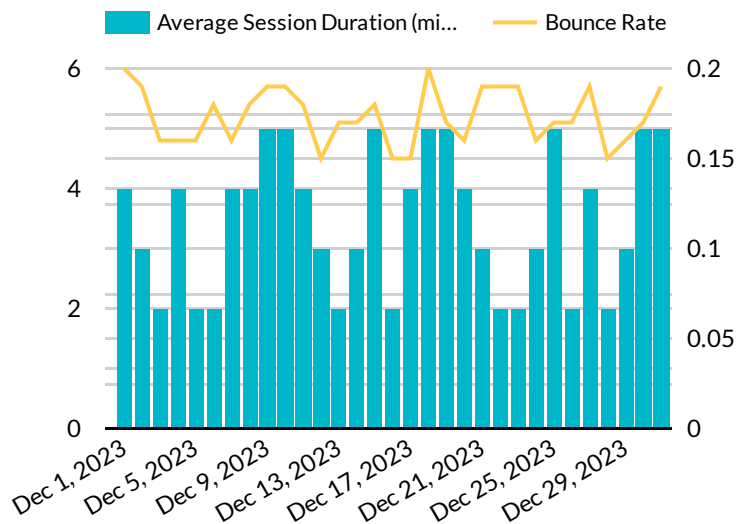
3.5

↓ -2.3%

Bounce Rate

17.4%

↓ -2.5%



Top Pages & Key Events

	Page	Page Views
1.	Home	15,000
2.	Menu	8,000
3.	Reservation Page	5,000

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Reservations Completed

145.1

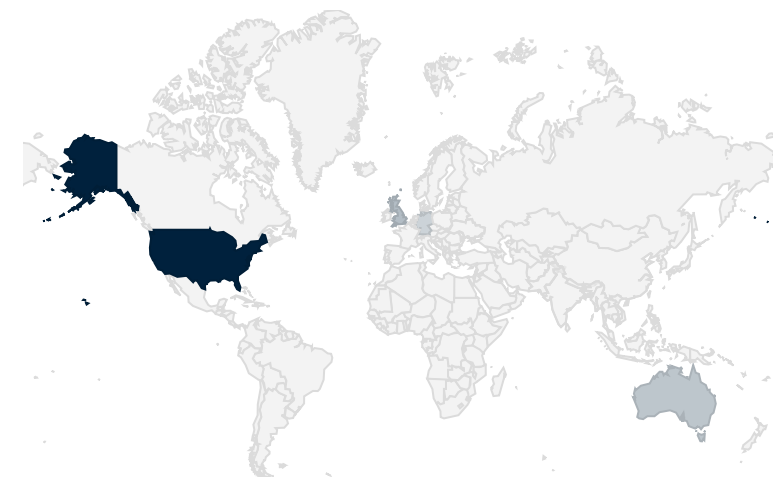
↓ -0.4%

Newsletter Sign-Ups

904.2

↑ 1.5%

Top Countries



0.05 0.45

New Users vs. Returning Users

New Users

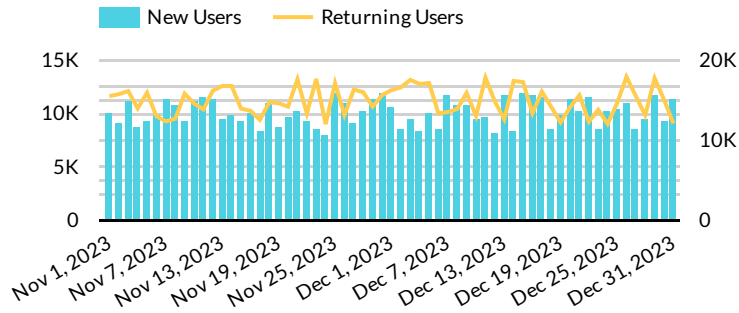
10.2K

↑ 0.7%

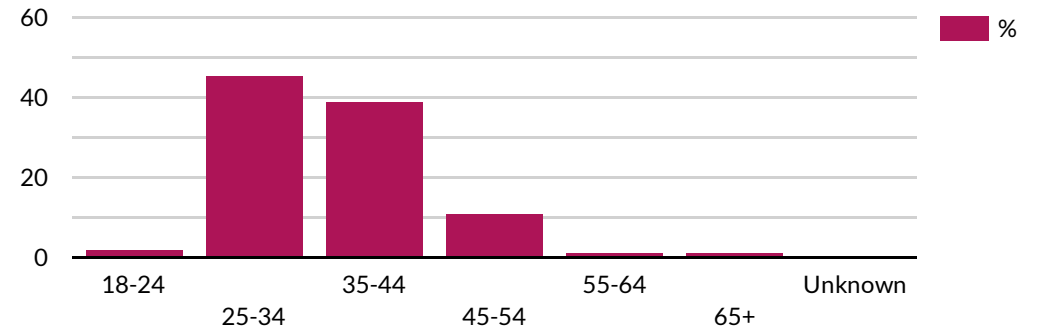
Returning Users

15.0K

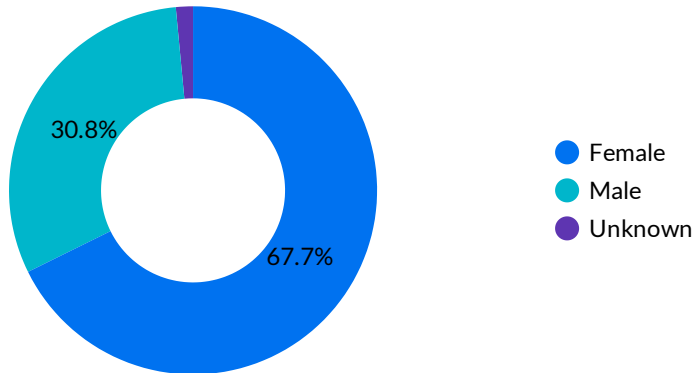
↑ 0.7%



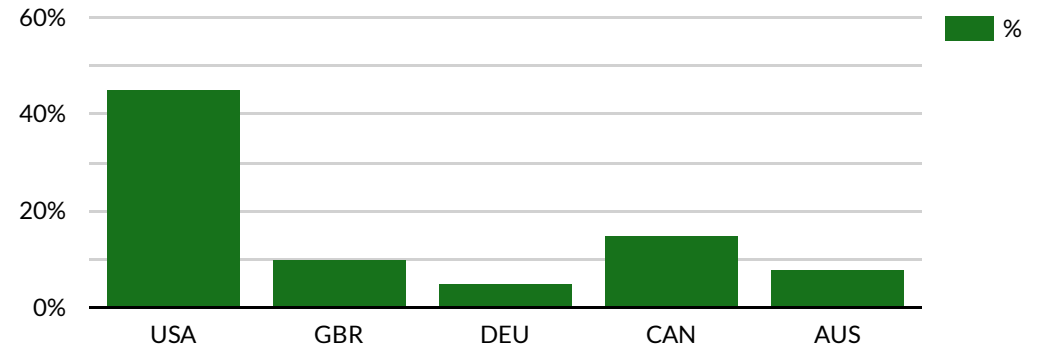
Age Breakdown



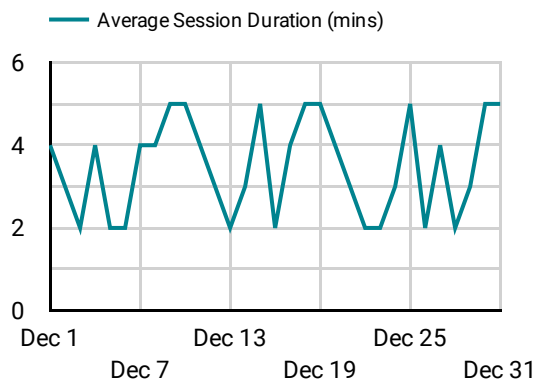
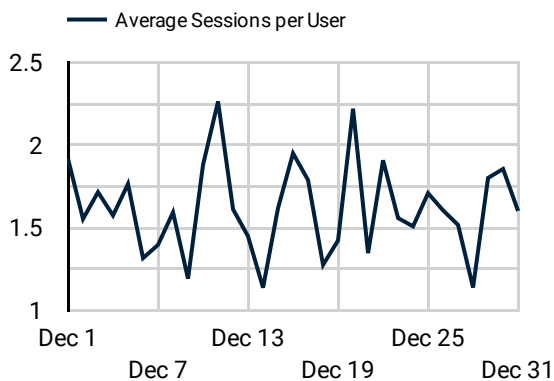
Gender Breakdown



Country Breakdown



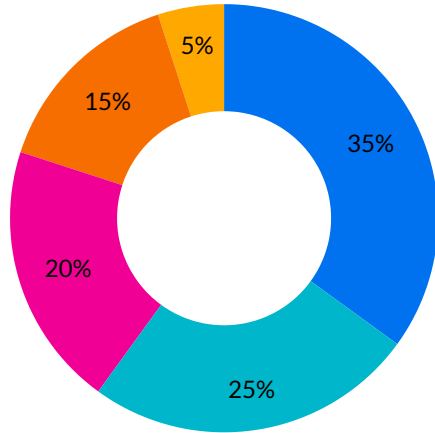
User Engagement



Top Landing Pages for New Users

	Page	Page Views	Bounce Rate (%)
1.	Home	15,000	20
2.	Menu	8,000	15
3.	Reservation Page	5,000	10
4.	About Us	3,000	18

Source/Medium Analysis



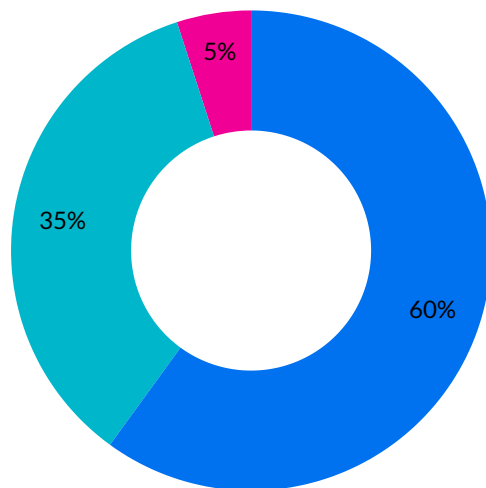
● Organic Search ● Direct ● Social ● Referral ● Paid Search

Top Channels

	Channel	Avg. Session Duration	Sessions	Bounce Rate
1.	Organic Search	2 minutes 30 seconds	20,000	0.18
2.	Direct	2 minutes 15 seconds	12,500	0.2
3.	Social	2 minutes 45 seconds	10,000	0.18
4.	Referral	2 minutes 30 seconds	7,000	0.17
5.	Paid Search	2 minutes 0 seconds	3,000	0.15

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Traffic by Device



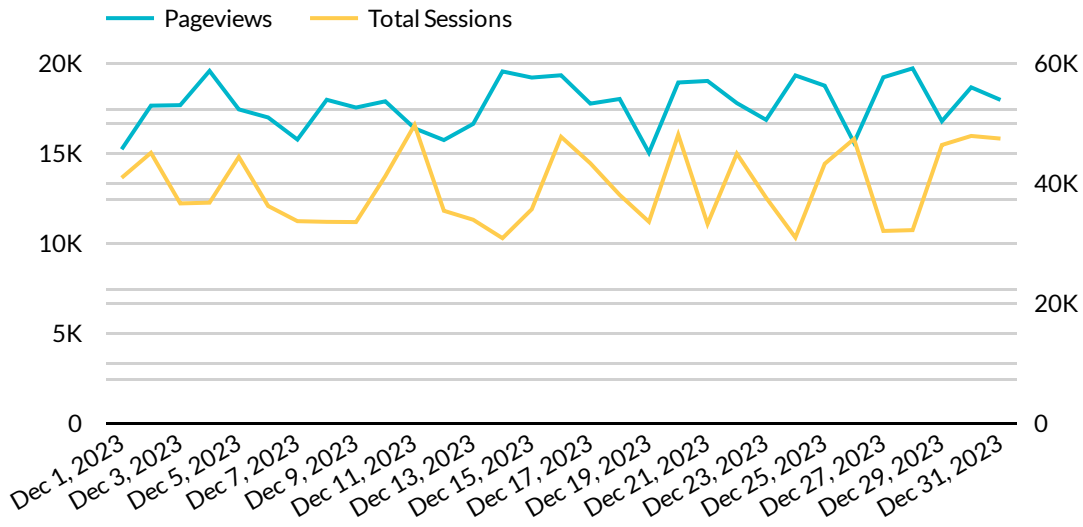
● Mobile ● Desktop ● Tablet

Top Landing Pages by Source

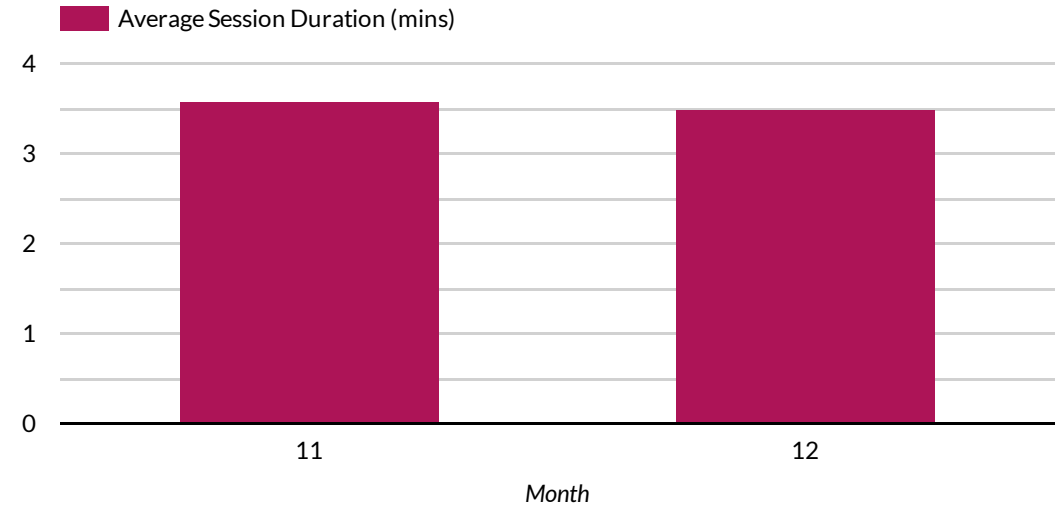
	Traffic Source	Top Landing Page	Sessions	Bounce Rate (%)
1.	Organic Search	Home	5,000	20
2.	Direct	Menu	3,500	18
3.	Social	Reservation Page	2,800	25

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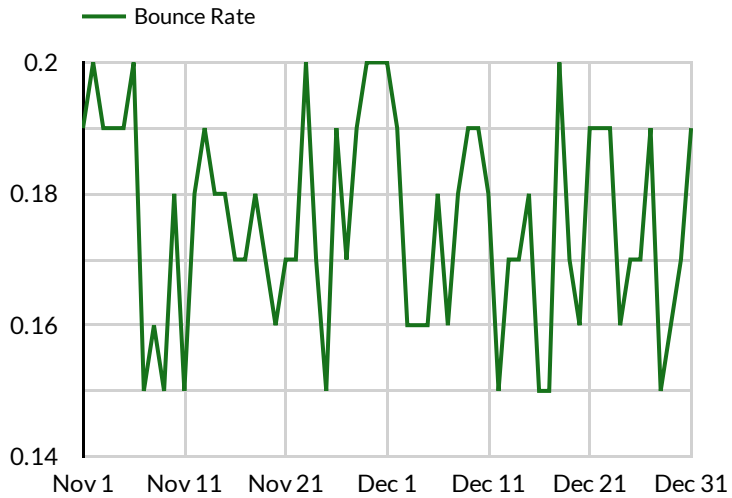
Pageviews and Sessions



Average Session Duration



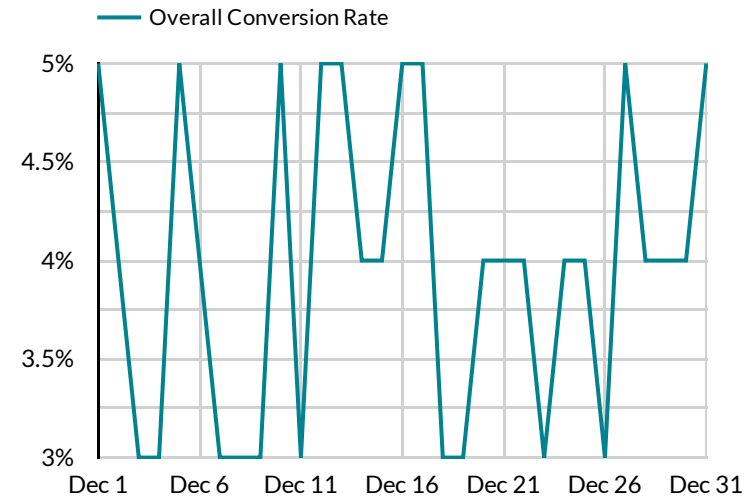
Bounce Rate



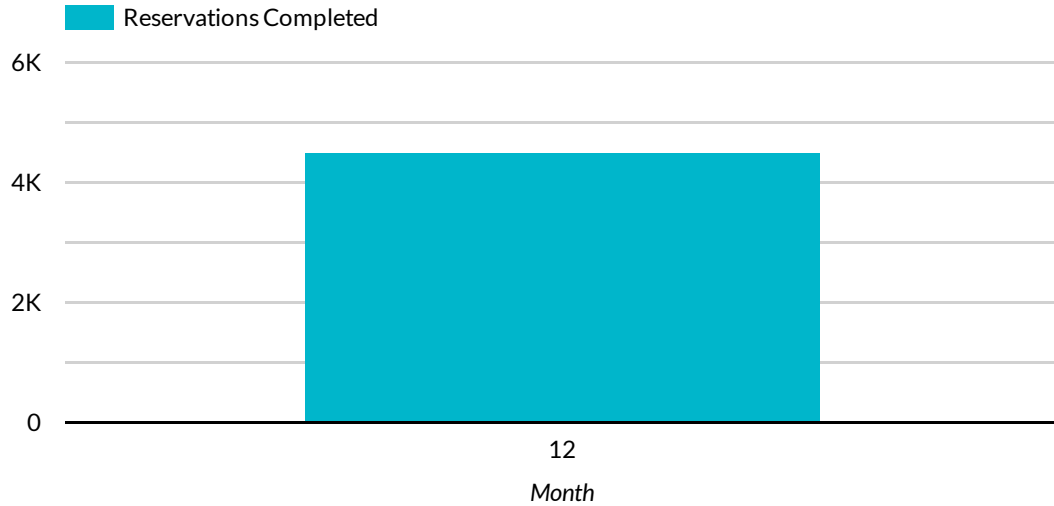
Top Pages Viewed

Page	Avg. Time on Page	Page Views
1. Home	2 minutes	15,000
2. Menu	2 minutes 30 seconds	8,000
3. Reservation Pa...	3 minutes	5,000

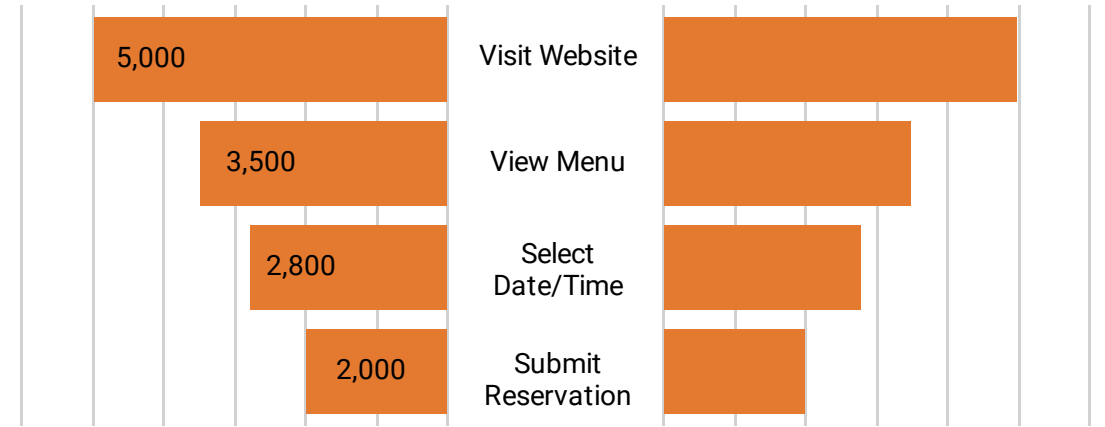
Conversion Rate



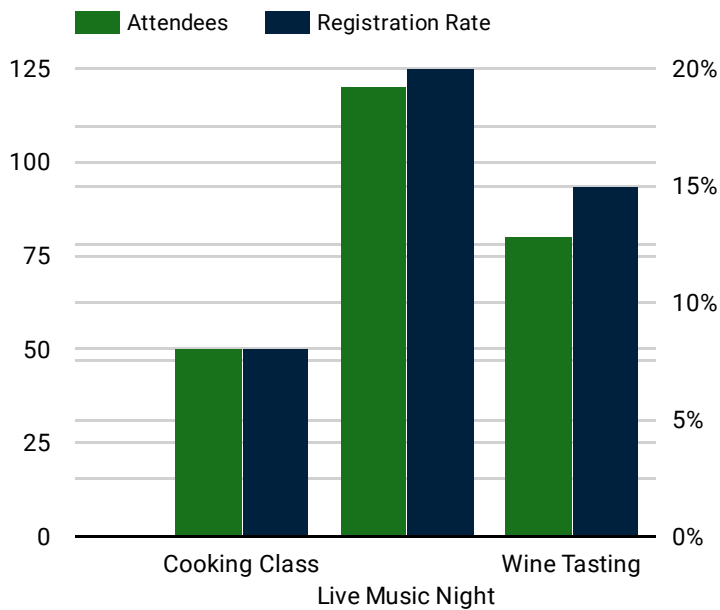
Reservation Completed



Conversion Funnel for Reservations



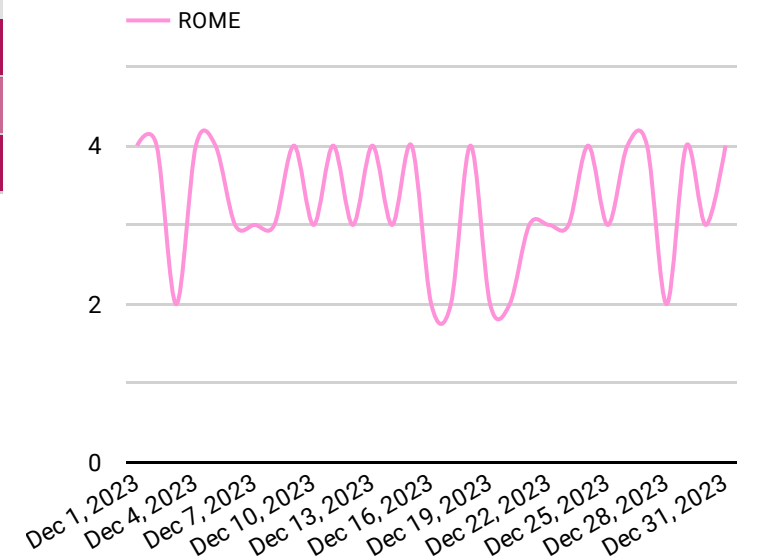
Event Attendance



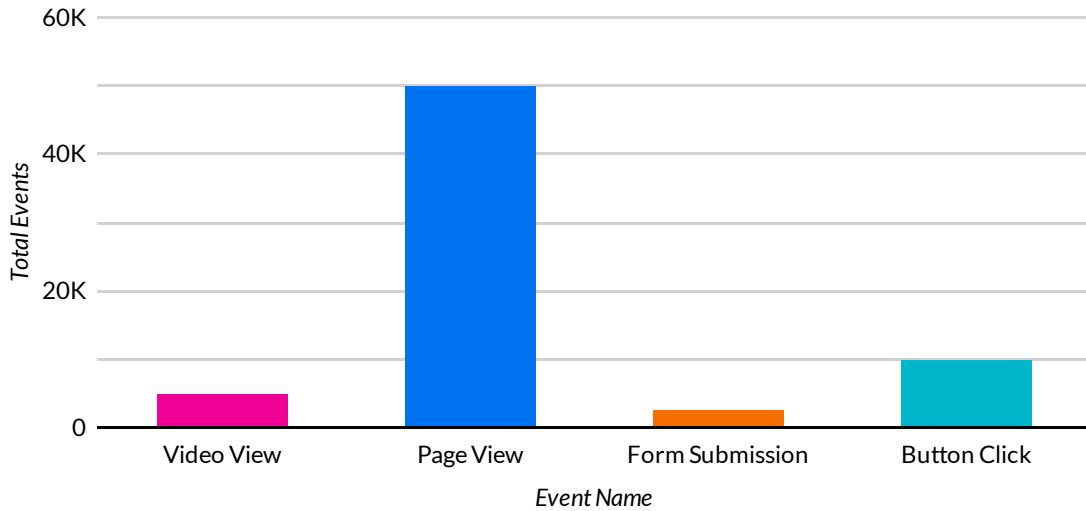
Top Conversion Goals

Goal Name	Completions	Conversion Rate
1. Table Reservation	150	8%
2. Newsletter Sign...	50	5%
3. Event Booking	30	8%

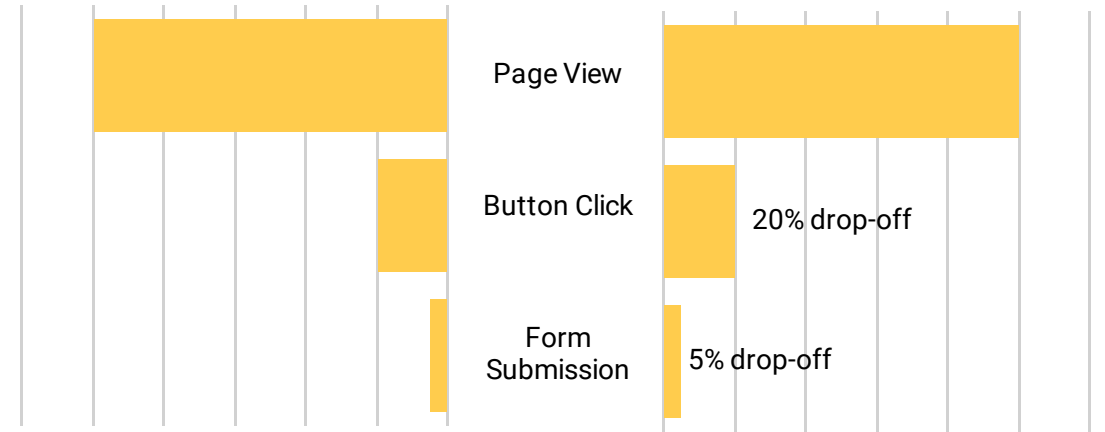
Return on Marketing Efforts (ROME)



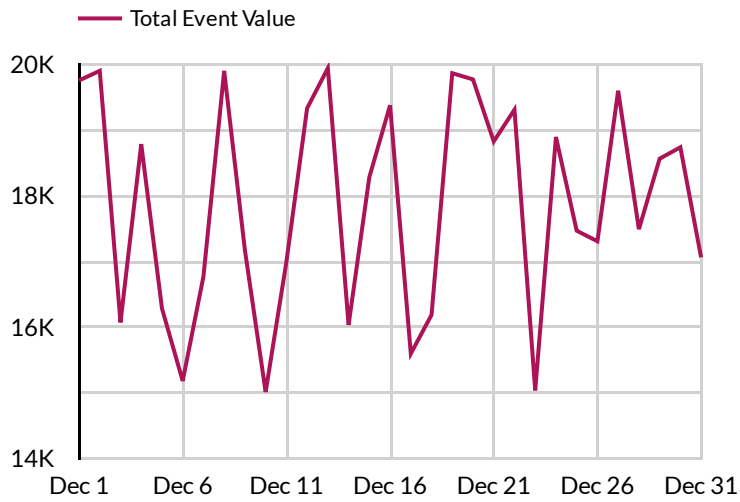
Key Events Overview



Event-based Conversion Funnel



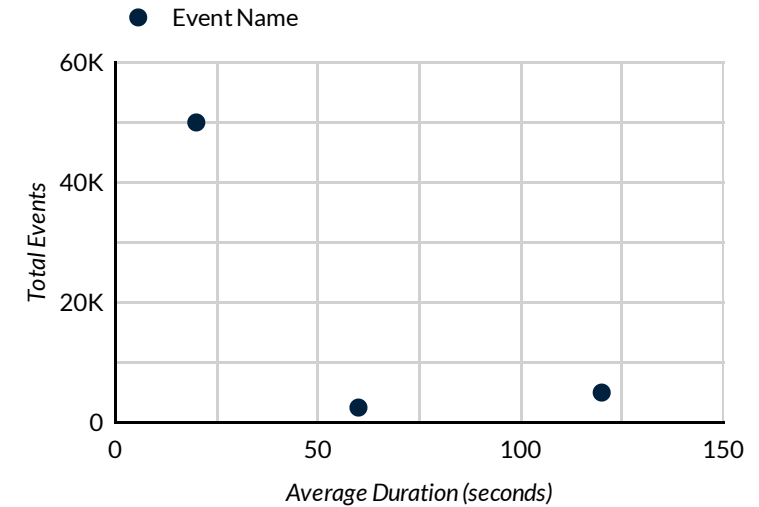
Event Value Analysis



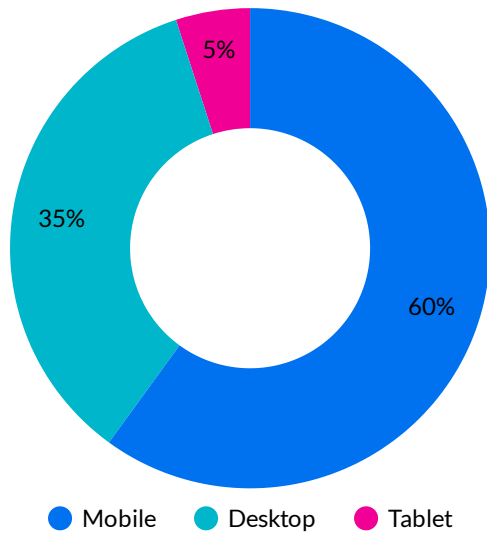
Top Events by Category

	Event Name	Event Category	Total Events
1.	Page View	Content Interacti...	50,000
2.	Button Click	Engagement	10,000
3.	Form Submission	Conversion	2,500

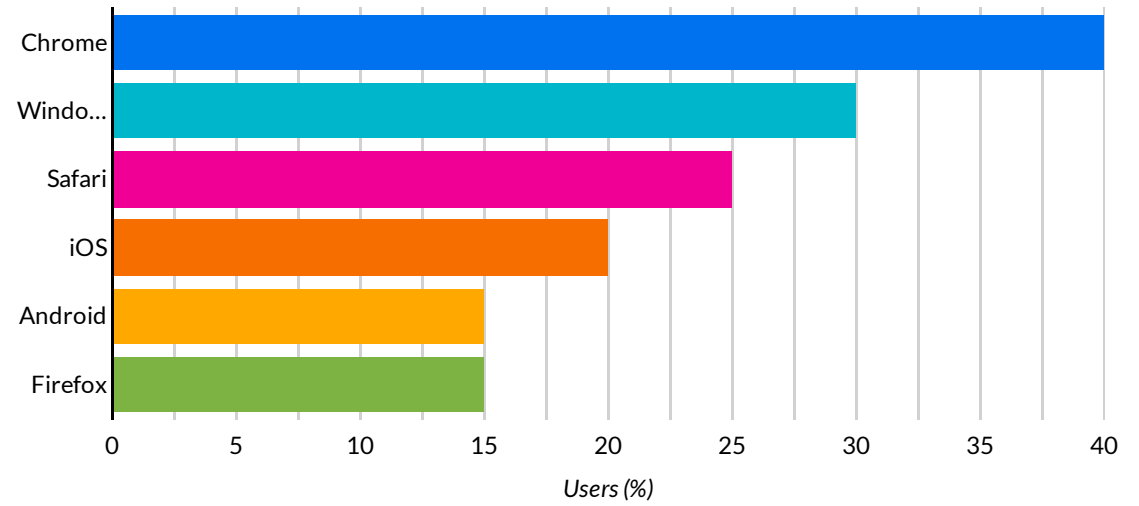
Event Duration Analysis



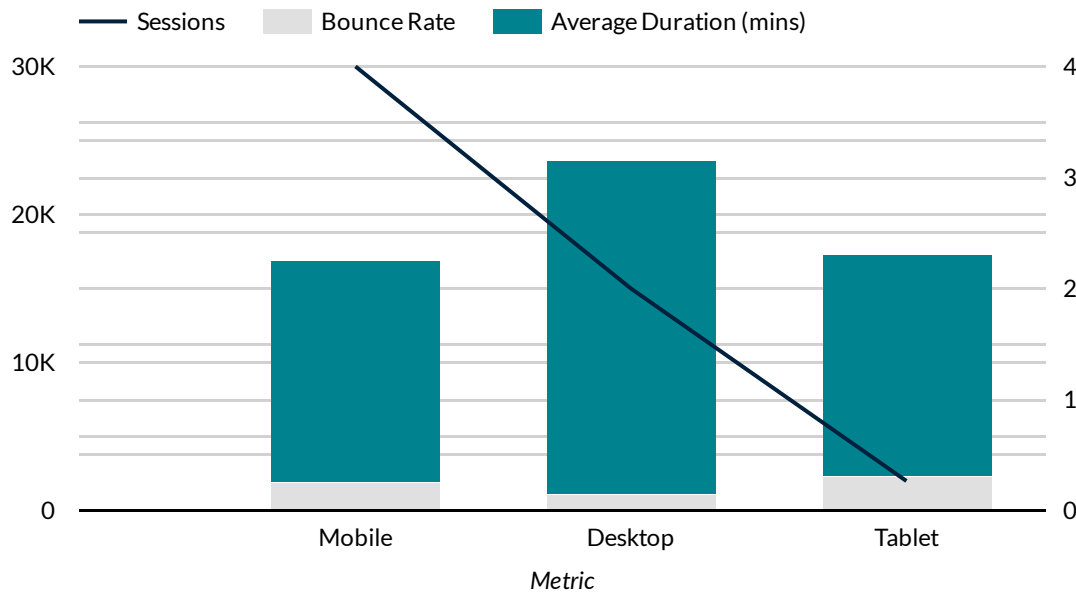
Device Usage Breakdown



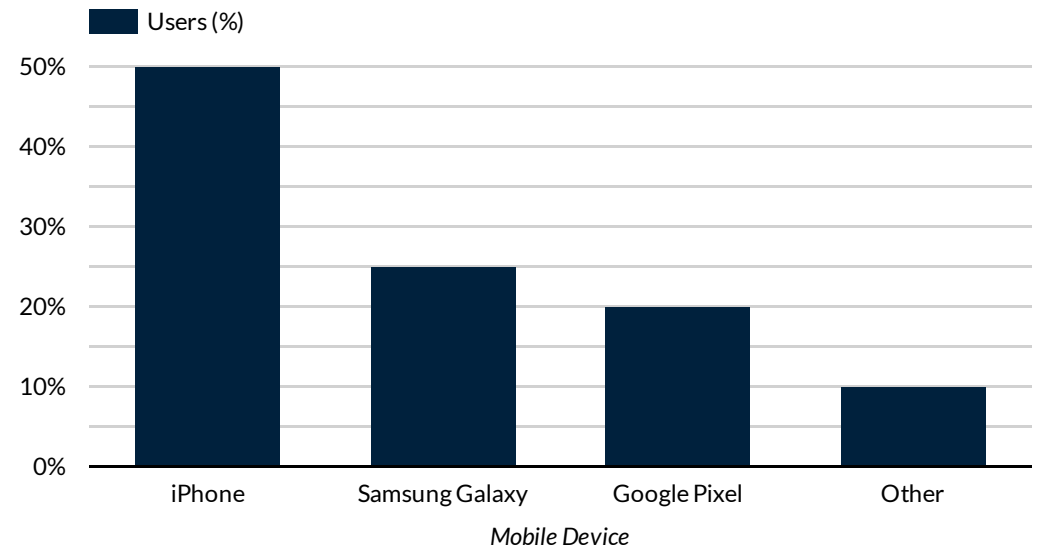
Browser & Operating System Analysis



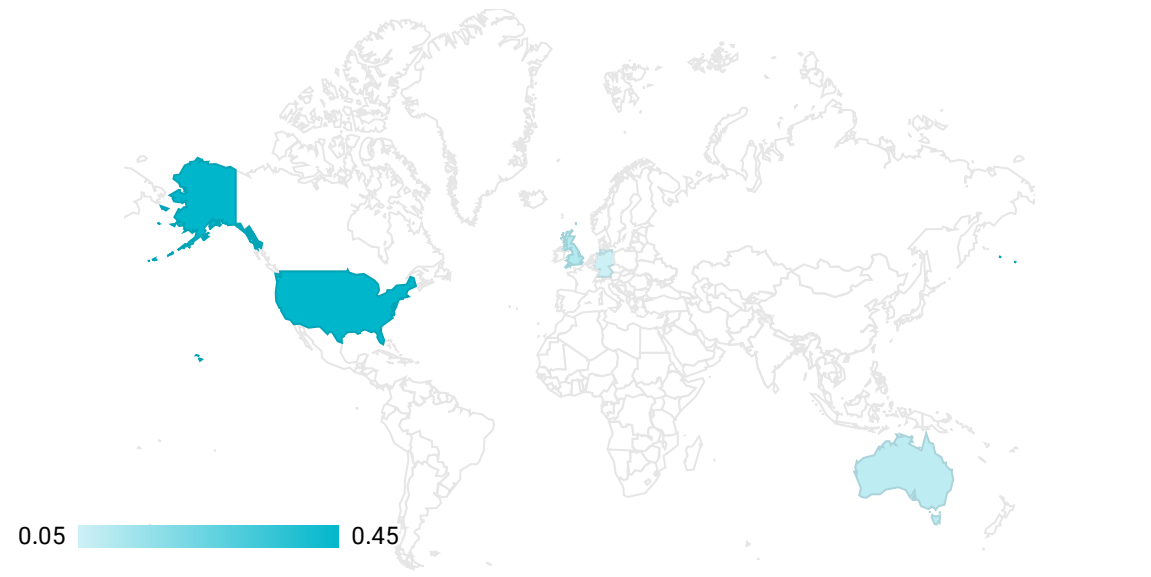
Device & Platform Performance



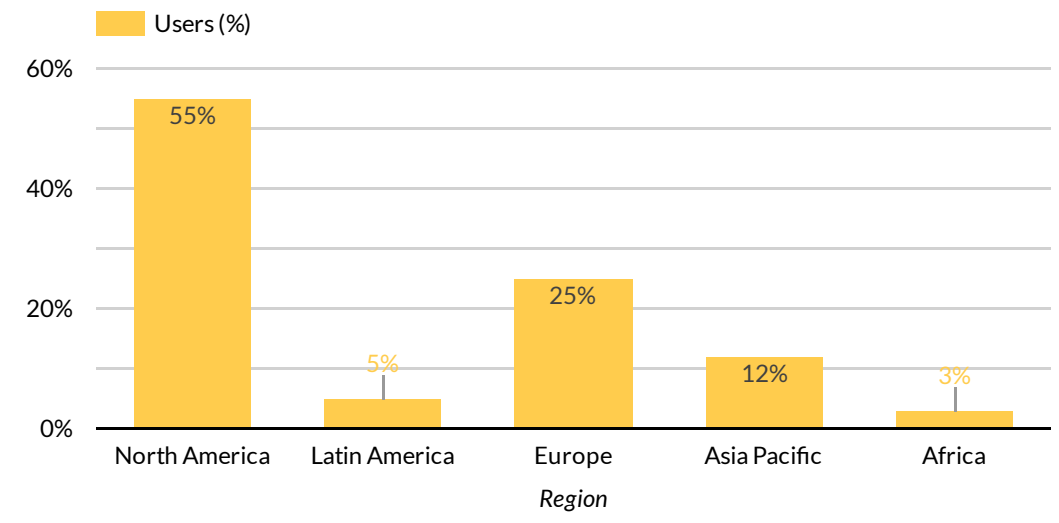
Mobile Device Breakdown



Top Countries Overview



Regional Breakdown

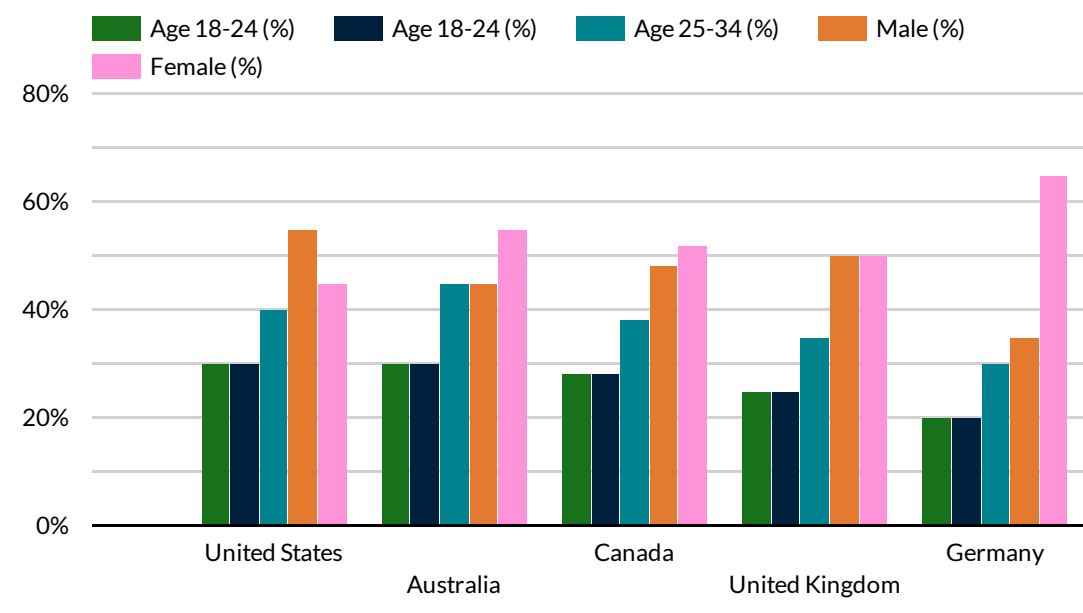


City-level Analysis

	City	Users (%)
1.	New York	10%
2.	London	8%
3.	Toronto	5%
4.	Sydney	4%
5.	Berlin	3%

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User Demographics by Country

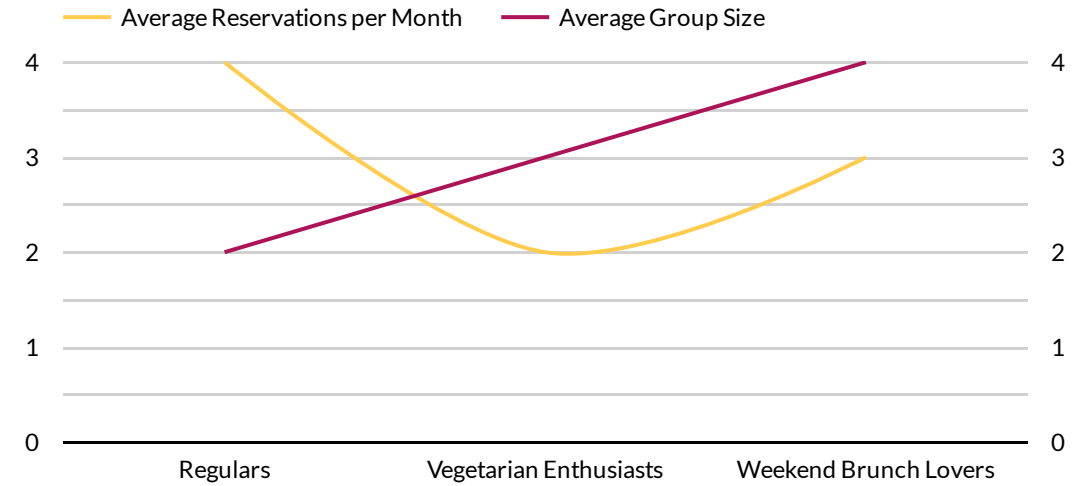


Segmented Customer Preferences

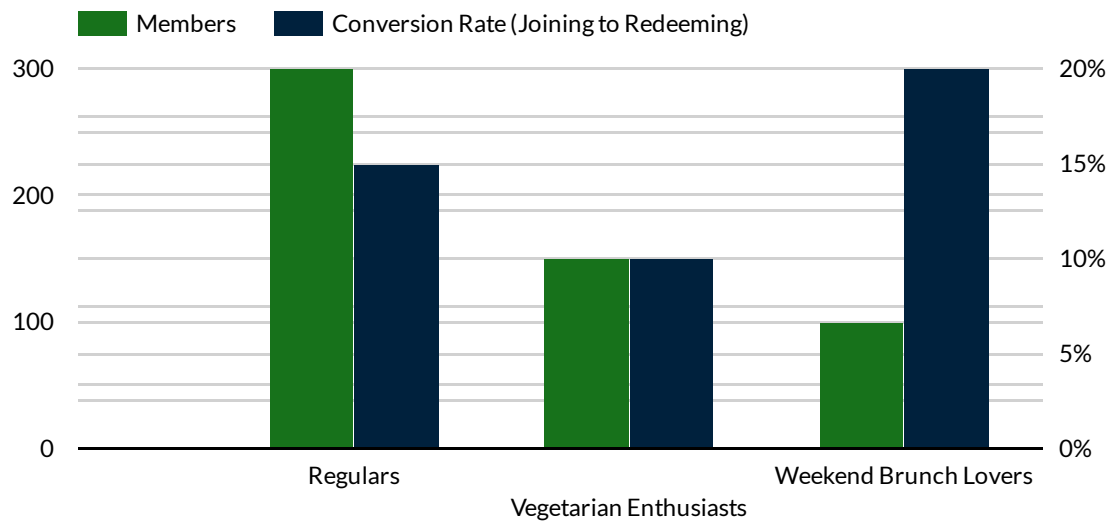
Segment	Favourite Dish	Avg. Dining Freq...	Customers
1. Regulars	Signature Pasta	3 times a month	500
2. Vegetarian Enthusiasts	Veggie Delight	2 times a month	300
3. Weekend Brunch Lo...	Brunch Special	Once a week	200

1 - 3/3 < >

Segmented Reservation Patterns



Segmented Loyalty Program Impact

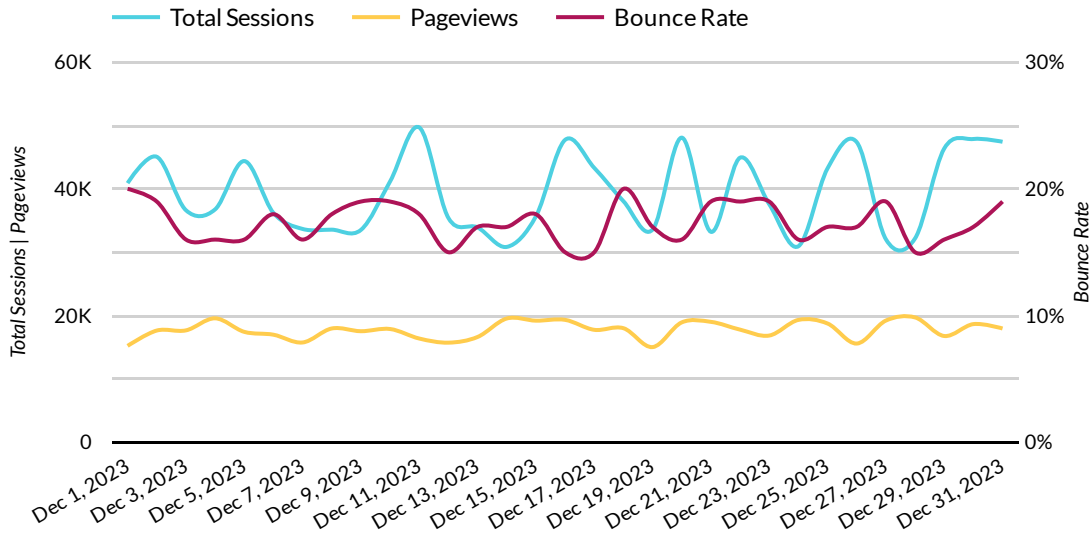


Segmented Event Participation

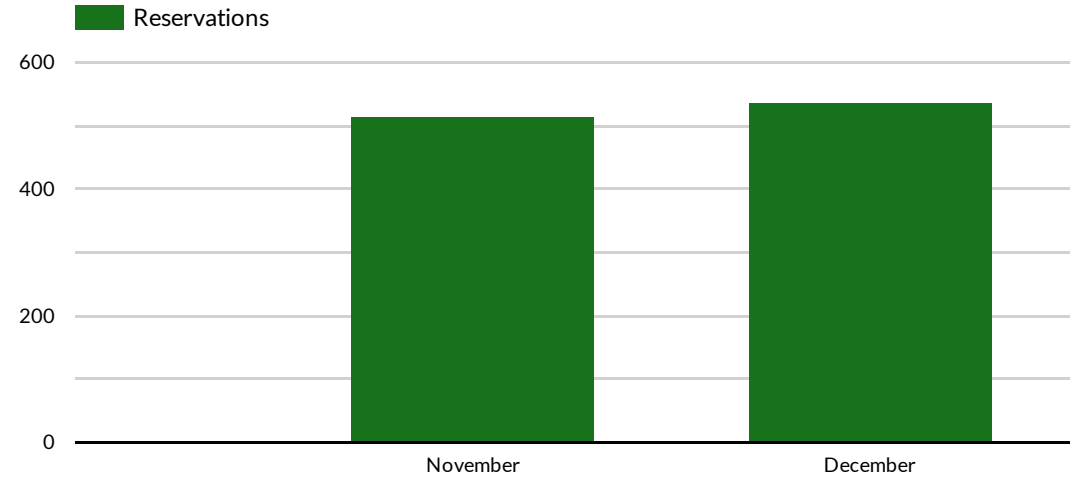
Segment	Top Event	Favourite Aspect	Attendance
1. Regulars	Wine Tasting Night	Wine Pairing Sessions	80
2. Vegetarian Enthusiasts	Plant-Based Worksh...	Cooking Demos	50
3. Weekend Brunch Lo...	Sunday Jazz Brunch	Live Music Atmosph...	40

1 - 3/3 < >

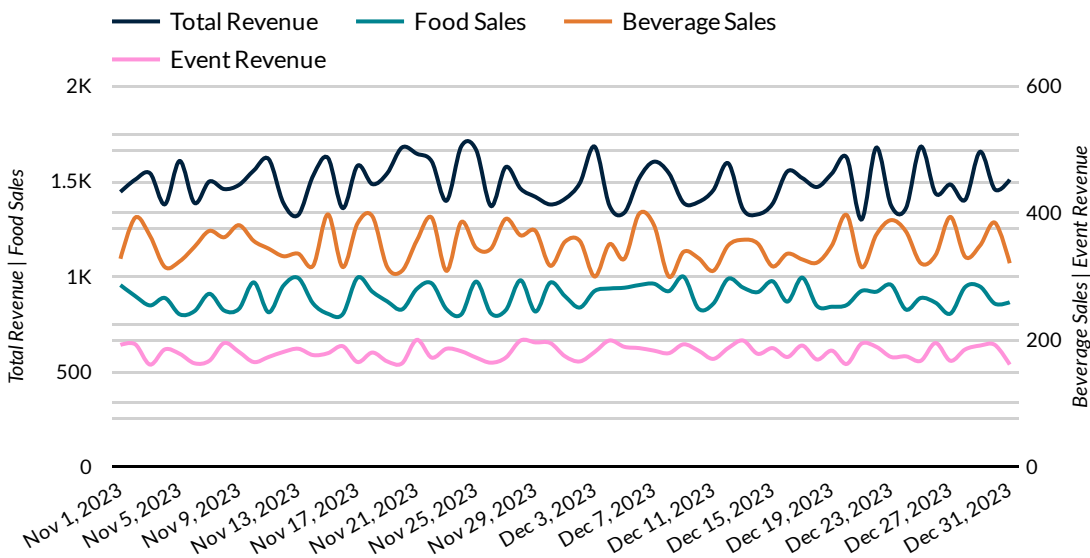
Overall Website Metrics



Reservation Trends



Revenue Trends



Menu Engagement Trends

