eCommerce Event Insights

Metric	Trigger	Event	Insights
Activation / Retention	User adds a product to cart	Add to Cart	How many times each product is added?
			Which steps cause problem for users during the purchase process?
			What is the ratio of products added vs products in cart at checkout?
	User views product detail page	View Product	Which products are the most viewed?
			What percentage of the viewed products is being added to cart once they are viewed?
			What percentage is bought once the products are viewed?
			Which categories are the most visited by users?
			Do users visit the product details page recommended by your eCommerce site?
Activation	User wants to make payment	Proceed to Checkout	What percentage of users is transitioned from checkout to purchase?
			Which steps cause problems for users during the purchase process?
	User selects payment method during the check out process	Payment Method Selection	Which steps cause problem for users during the purchase process?
			What are the most popular payment methods?
			Do users with a specific payment types have high cart abandonment rates or not convert at all?
	User hits "Search" button	Search	Do users come to your eCommerce site for a specific product?
			Do they find it? (Is the search successful?)
			Do they buy when they find it? (Is checkout after search successful?)
Conversion	User wants to add products their carts	Continue Shopping	What percentage of users continue shopping versus single item purchase?
			Which steps cause problem for users during the purchase process?
	Users wondering about your campaign on the homepage	Home Page Promotion	Which campaign is more effective than the other promotions on your homepage?
			Which products are viewed the most?
			What percentage is being added to cart once the products are viewed?
			After a product is viewed, what is the percentage of buying?
	User creates account succesfully	Account Created	What's the conversion rate from visitors to users?
			Which steps cause problem for users during the purchase process?
Retention	User delete products on their carts	Cart Abandonded	Are there certain patterns of cart size, value, fees, discount or any other reasons causing users to abandon carts?
			Can I send push notification or e-mail to notify users who have abandonded and get them back to purchase?
Revenue	User complete purchase successfully	Puchase Successful	Which steps cause problem for users during the purchase process?
			What are the different cohorts of users that completed purchase?
			Which products are sold the most?
Referral	User shares a product successfully	Share Products	Which products are suggested the most by users?
			What platforms do users use the most when sharing?