



BigCommerce's Ecommerce Analytics + Insights

The complete guide to what and how
we measure

Table of contents

3	Ecommerce Analytics
5	Store Overview report
10	Real Time report
12	Merchandising report
20	Marketing report
23	Orders report
27	Customer report
30	Purchase Funnel report
32	Abandoned Cart report
35	Abandoned Cart Recovery report
37	In-store Search report
40	Sales Tax report
42	Ecommerce Insights
43	Merchandising insights
45	Customer insights
47	Marketing insights
48	Glossary of Terms

Ecommerce Analytics

BigCommerce's Ecommerce Analytics is a set of tools for:

- Reporting visitor metrics
- Identifying order trends
- Shaping merchandising strategies
- Helping maximize the efficacy of your marketing campaigns

This means brands using BigCommerce have a comprehensive, end-to-end view of customer engagement and revenue across all of their marketing channels in one place.

Ecommerce Analytics is available for all stores on BigCommerce, regardless of plan. They come at no additional cost.

ECOMMERCE ANALYTICS

Here are the reports you get:

- 1 **Store Overview report** — Access a comprehensive view of your entire business across all key metrics, view of your purchase funnel, abandoned carts, top products and sales by marketing channels.
- 2 **Real Time report** — Keep track of revenue, orders and on-site visitors second-by-second. Monitor in real-time the effects of any email campaign or new offer launched across social media channels.
- 3 **Merchandising report** — Keep track of sales by products, all the way down to the SKU level.
- 4 **Marketing report** — Access all of your marketing activity in one place, detailed down to each email campaign you send.
- 5 **Orders report** — View all orders in your business in detail with one-click access to the various aspects of each individual order.
- 6 **Customers report** — View your progress in bringing new versus repeat customers to your business. Click through to view all purchase behavior of any customer across their lifetime with your business.
- 7 **Purchase Funnel report** — Understand the shopping behavior of visitors to your site. Determine if people are getting stuck at various stages of the shopping experience.
- 8 **Abandoned Cart report** — Find the products that people are most often leaving in their shopping carts so you can A/B test with different product images, descriptions and prices.
- 9 **Abandoned Cart Recovery report** — View the details of successfully converted abandoned carts and the total value of the sales that have been saved.
- 10 **In-Store Search report** — Uncover what your shoppers are looking for and tailor their experience when using your in-store search functionality.
- 11 **Sales Tax report** — Keep track of which orders had taxes applied to them, the jurisdiction of those taxes, and the rate that was applied.
- 12 **Insights report** — This report, which is sold separately, analyzes your store data and makes suggestions for improving your conversion rate and customer loyalty. We'll dive into this report later in this guide.

Let's walk through what each report is and how it is measured.

Store Overview report

The Store Overview report will provide you a high-level summary of key metrics making it easy to check in on your business. The Store Overview report can be viewed under [Analytics > Overview](#).



Top line statistics overview

The top line of the dashboard shows all of your store's key metrics. Each window shows the total value and percentage change for the statistic over the selected date range.

METRIC	DESCRIPTION	CALCULATION
Orders	Number of completed orders	Sum of completed orders
Revenue	Sum total of money from completed orders, converted into one currency, minus revenue lost to refunds and returns	Sum (revenue from completed orders) - sum (returns + refunds)
Customers	Number of unique individuals who made an order	Sum customer IDs with at least one order
Visits	Total number of visits (this is <i>*not*</i> unique visitors)	Sum visits
Conversion rate	Percentage of visits that resulted in a complete order	Completed storefront orders / visits
Average order value	Average cart value of each completed order (not including returns + refunds)	Revenue / (completed orders - returns + refunds)

Revenue graph

The Revenue graph charts total revenue over the selected period of time and compares it to revenue from the previous period. To view exact values, hover your mouse over a specific data point. Revenue is displayed in your store's [default currency](#).

METRIC	DESCRIPTION	CALCULATION
Revenue over time	Revenue over a given time period (one day in observed period: hourly) (more than one day in observed period: daily)	Sum (revenue from completed orders) - (returns + refunds)

Purchase funnel

The purchase funnel measures the actions visitors make on your site before making a purchase.

METRIC	DESCRIPTION	CALCULATION
Visited	The total number of visits to your site; visits include each new visit after 30 minutes of inactivity	Sum visits
Shopped	Visits that viewed at least one product page (including quickviews)	Sum visits with a product pageview
Added to cart	Visits where at least one item was added to cart	Sum visits with an add to cart action
Purchased	Visits with a completed order	Sum completed storefront orders
% overall conversion rate	Percentage of visits that resulted in an order	$100 * (\text{completed storefront orders} / \text{visits})$
% looked at a product	Shopped / visits	$100 * (\text{visits with a product pageview} / \text{visits with two or more pageviews})$
% put an item in the cart	Added to cart / shopped	$100 * (\text{visits with an add to cart action} / \text{visits with a product pageview})$
% completed a sale	Purchased / added to cart	$100 * (\text{completed storefront orders} / \text{visits with an add to cart action})$

Abandoned carts

An abandoned cart happens when a visitor adds an item to the cart but does not attempt to pay (i.e. click 'Proceed to Payment'). (To learn more, see [Using the Abandoned Cart Saver](#)). Not to be confused with [incomplete orders](#), which happen when a shopper reached the payment page, but did not complete the transaction.

METRIC	DESCRIPTION	CALCULATION
Abandoned revenue	Sum total of the revenue from all abandoned carts in a given time period	Sum (revenue - [taxes + shipping]) for abandoned carts
Abandoned carts	Sum total of all abandoned carts in a given time period	Sum abandoned carts
Abandonment rate	Percentage of all carts that were abandoned in a given time period	Abandoned carts / carts

Top products

The Top Products window shows the top five grossing products. Each product also links to its respective [merchandising product report](#). The number shown in green or red shows how many ranks the product has moved up or down during the comparison period.

METRIC	DESCRIPTION	CALCULATION
Product ranking	Products ranked according to revenue over a given time period	Sum line item sale price of item for all completed orders that include it (<i>does not include shipping or tax</i>) - (returns of this product + discounts on the product + refunds for the product)
Product revenue	Sum sale price of a given product, minus discounts, returns, and refunds over a given time period	Sum line item sale price of item for all completed orders that include it (<i>does not include shipping or tax</i>) - (returns of this product + discounts on the product + refunds for the product)
Product change in ranking	The change in the products ranking from the observe period to the compare periods	Observe product ranking - compare product ranking

Top visits by origin

Top Visits by Origin tracks which marketing channels are driving the most visits and revenue, and generating the highest conversion rates. Each channel will also link to the [Marketing Report](#).

METRIC	DESCRIPTION	CALCULATION
Visit origin ranking	Visit origins ranked according to visits	Sum visits from visit origin
Visit origin visits	Visits that came from a given visit origin	Sum visits where referrer = a given visit origin
Visit origin conversion rate	Percentage of visits that resulted in an order for a given visit origin	$(\text{Sum orders where referrer} = \text{a given visit origin}) / (\text{sum visits where referrer} = \text{given visit origin})$
Visit origin revenue	Sum of all revenue from visits that came from a given visit origin	Sum (revenue from completed orders where referrer = a given visit origin) - sum (returns and refunds from the same visit origin)

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

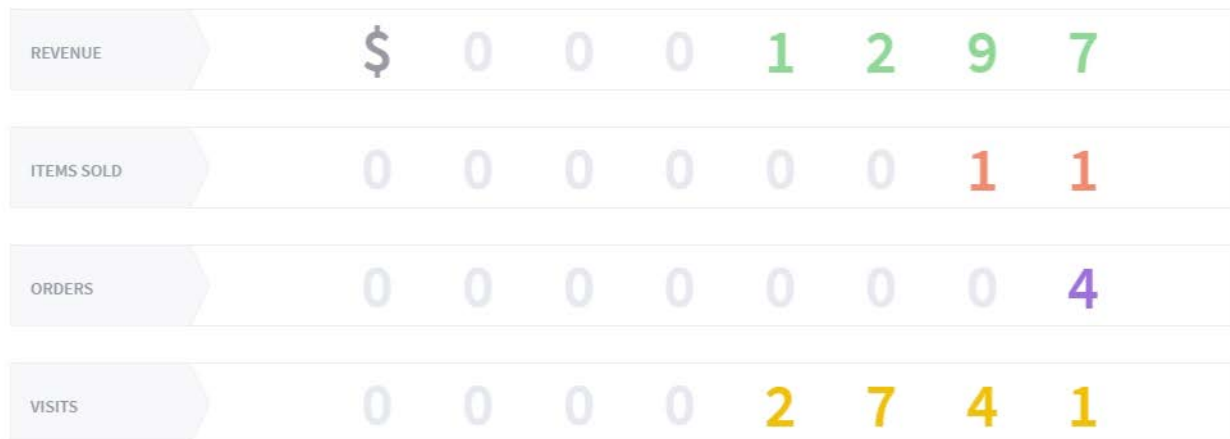
Real Time report

This report gives you instant insight into the revenue of your store, products being sold at that moment in time and a real-time activity stream of what is happening on your store. Additionally, real-time reporting becomes important when applied to other reports within the BigCommerce Analytics suite, including the [Store Overview report](#), the [Abandoned Cart report](#) and the [Merchandising report](#) as it can help shed light on trends.

The Real Time report can be viewed under [Analytics > Real Time](#).

Statistics

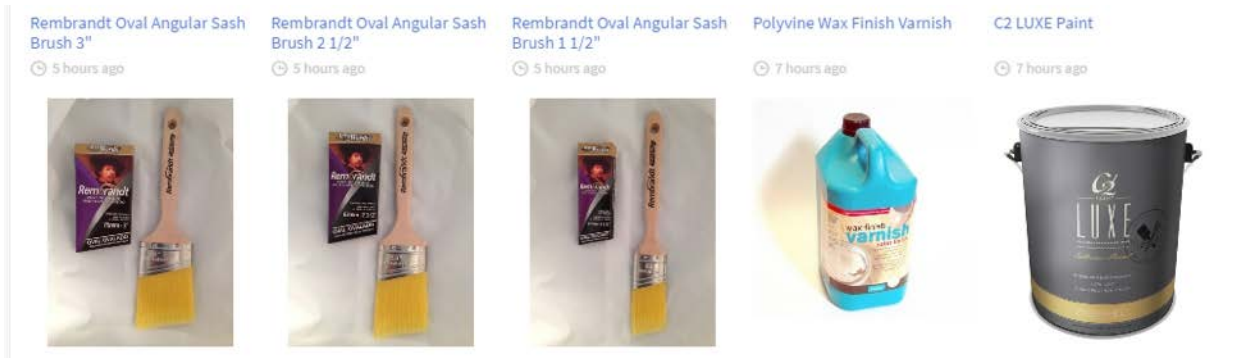
At the top you'll see a summary of your store's purchase and visitor history for that day.



METRIC	DESCRIPTION	CALCULATION
Revenue	Total revenue, up to the minute	Sum (revenue from completed storefront orders) - sum (returns + refunds)
Visits	Total visits to the site, up to the minute	Sum visits
Orders	Total storefront orders, up to the minute	Sum completed storefront orders
Items sold	Total quantity of items sold, up to the minute	Sum (for each order sum (line item * quantity))

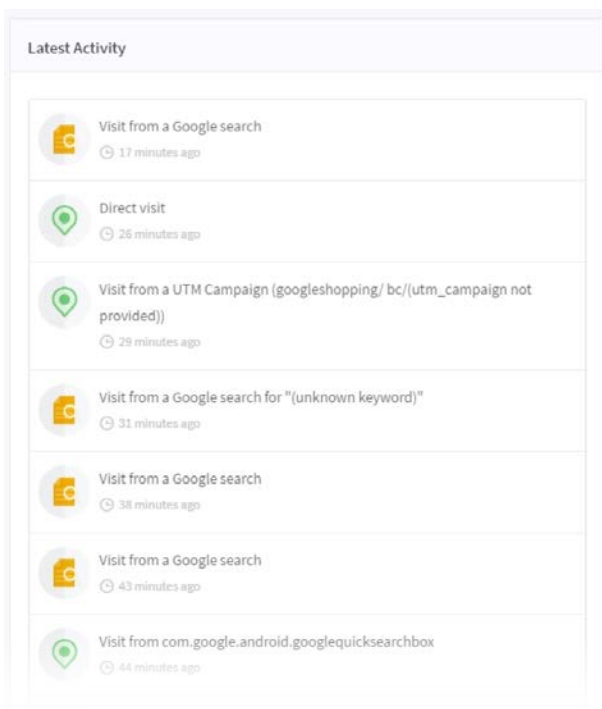
Latest product sold

Below you'll see a list of the five most recently sold products. Click the name of the product to visit that product's [Merchandising Report](#).



Latest activity

You'll also see the Latest Activity feed, which is a live stream of visits to your store. This includes information on the visit origin, any keywords used, and how long ago they visited.



Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Merchandising report

The Merchandising Report is all about diving deeper into your product catalog so you can best understand its performance and make major or minor adjustments to both save and make you money.

This report lets you drill down to see revenue, orders, and quantity sold at both the [product](#) and [variation](#) levels. You'll be able to see your product's strengths and weaknesses so you know where to focus and where to improve.

The Merchandising Report can be viewed under [Analytics > Merchandising](#).

Product Merchandising report

Click on the Products tab to view the Product Merchandising report.

- [Top line statistics](#)
- [Merchandise Revenue graph](#)
- [Products table](#)

Top line statistics

These statistics only take product-level information into account, so will differ from the top line statistics you see on other pages.

For example, the revenue will take product-level discounts into account, but not order-level discounts.

Products Sold	Orders	Merch Revenue	AVG Price	Price Range
130	1,900	\$227,935	\$17.69	\$1 - \$371
-22.62%	+12.69%	+2.35%	+8.46%	\$1 - \$1,820

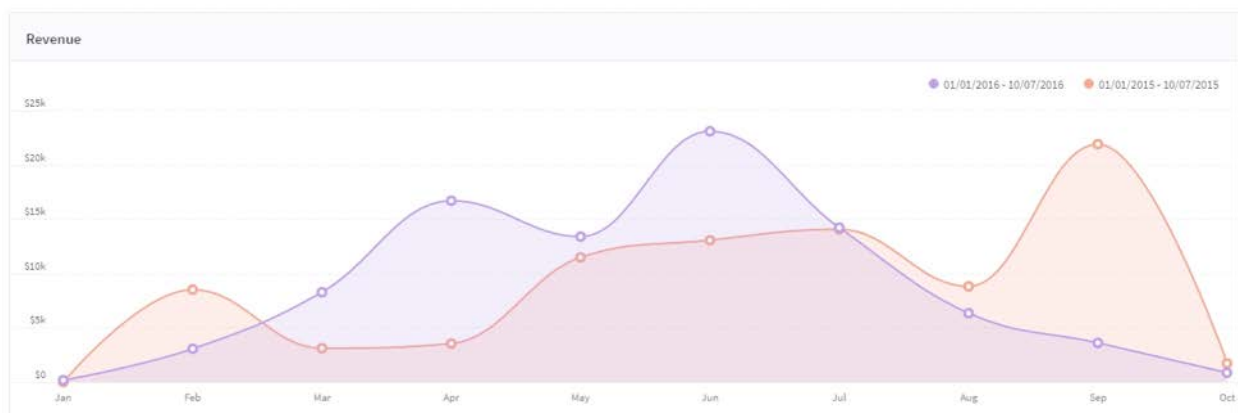
METRIC	DESCRIPTION	CALCULATION
Products sold	The number of products sold in your store during your selected date range	Sum (products included in completed orders)
Orders	The number of orders placed during your selected date range	Sum (orders with at least 1 product)

METRIC	DESCRIPTION	CALCULATION
Merchandise revenue	The total amount of revenue from your merchandise. This amount includes product-level discounts, but does not take shipping, taxes, or order-level discounts into account	$(\text{Sum}(\text{line item sale price} - \text{order level discounts}) * \text{qty})) - (\text{sum}(\text{line item price for returned} + \text{refunded products from orders in the time period}))$
Average price	The average (mean) price of your products that have been ordered.	$(\text{Sum line item prices of products in all completed orders}) / \text{total quantity of products} * \text{qty})$
Price range	The highest and lowest prices of products that have been ordered	Lowest sale price of an item purchased (including discounts), and highest sale price of an item purchased

Merchandise Revenue graph

The Merchandise Revenue graph shows how your merchandise revenue has changed over the course of your selected date range.

The graph in purple shows the revenue for your current date range, and the graph in orange represents the revenue from the date range you are comparing with.



ECOMMERCE ANALYTICS — MERCHANDISING REPORT

If the time period for the whole graph is a single day, the hover will display the hour of the day and the amount of Merchandising Revenue earned in that hour.

If the time period for the whole graph is multiple days, the hover will display the date of the single day you hover over and the amount of Merchandising Revenue earned on that date.

Products table

The products table helps you quickly understand some very important data about the best and worst selling products, the fastest and slowest growing products, and the most and least visited products.

Click on a column name to change how the list is sorted, or click on a product name to see the [individual product report](#).

Products 01/01/2016 - 10/07/2016					
PRODUCTS	BRAND	MERCH REVENUE	ORDERS	QTY SOLD	VISITS
Defy Extreme Wood Stain	DEFY	\$89,371.26	244	1,060	3,674
Cal-Tint II Colorants	Colortrend/Evonik	\$48,585.72	251	2,753	4,410
Seal-Once	Seal-Once	\$21,145.22	76	188	1,369

- **Product** — the product's name. Click to view the [individual product report](#).
- **Brand** — the product's brand, if applicable

METRIC	DESCRIPTION	CALCULATION
Merchandise revenue	The revenue from units of the product sold within the provided date range	(Sum (line item sale price - order level discounts) * qty))
Orders	The total number of orders that include the product within the provided date range	Sum (completed orders that included this product as a line item)
Quantity sold	The quantity of the product sold within the provided date range	Sum (qty of products in completed order)
Visits	The number of page views the product has received within the provided date range	Sum (pageviews of this product page)

SKU Merchandising report

Click on the SKUs tab to view the SKU Merchandising report. In addition to the [top line statistics](#) and [revenue graph](#) provided from the [product report](#), this report shows all of your store's SKUs in a table, sorted by your top revenue producers.

Click a column name to change the sort order, or use the icons in the top-right corner to hide columns, restore the table to its original format, or [export this report](#). Clicking on the name of a product will bring you to the [individual product report](#).

SKU CODE	PRODUCT	ATTRIBUTES	MERCH REVENUE	QTY SOLD	ORDERS
300161	Defy Extreme Wood Stain	Finish: Light Walnut, Size: 5 Gallon	\$14,092.72	67	20
8214	Seal-Once	Size: 5 Gallon	\$12,451.83	44	20
300159	Defy Extreme Wood Stain	Finish: Cedar Tone, Size: 5 Gallon	\$12,139.20	57	21

- **SKU code** — the SKU assigned to the product variant
- **Product** — the product's name. Click to view the [individual product report](#)
- **Attributes*** — the product variant (*[product options](#))

METRIC	DESCRIPTION	CALCULATION
Merchandise revenue	The revenue from units of the variant sold within the provided date range	(Sum (line item sale price - order level discounts) * qty))
Quantity sold	The quantity of the variant sold within the provided date range	Sum (qty of variant in completed order)
Orders	The total number of orders that include the variant within the provided date range	Sum (completed orders that included this variant as a line item)

Individual Product report


- [Product statistics](#)
- [Product Revenue graph](#)
- [SKU statistics](#)
- [SKUs table](#)

By selecting an individual product from any table you will be able to review that product’s merchandising report.

This report shows the product’s basic information and statistics, such as its revenue, how often it’s viewed, and its abandonment rate.

Product statistics

HVCLP Adaptor
SKUs



Revenue	Average Price	QTY Sold
\$199.95	\$39.99	5
n/a	n/a	n/a
Orders	Visits	Abandon Rate
2	45	33.33%
n/a	+66.67%	-66.67%

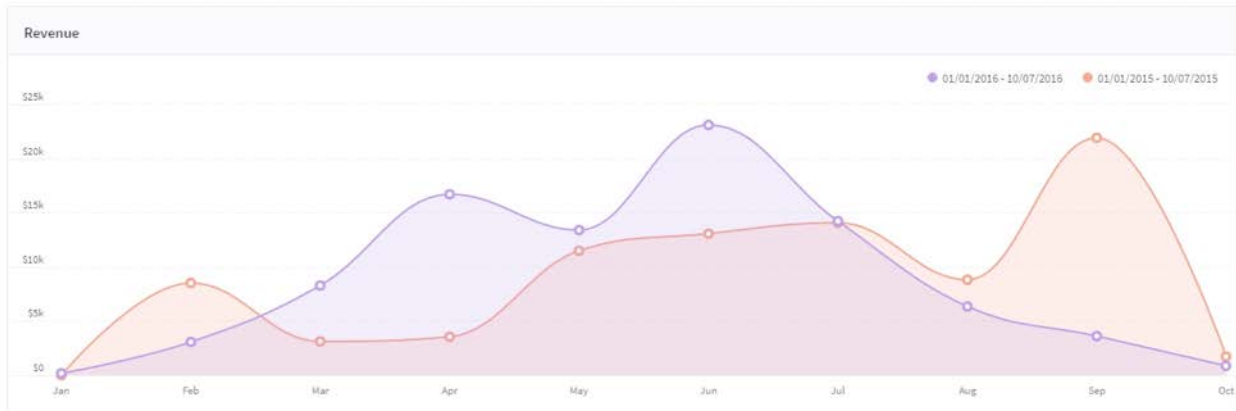
Brand: American Turbine
 Supplier: n/a
 Added: 2014/11/14

METRIC	DESCRIPTION	CALCULATION
Revenue	Revenue from units of the product sold	(Sum (line item sale price - order level discounts) * qty)) - (sum (line item price for returned + refunded products from orders in the time period) * qty))
Average price	The average selling price per unit	(Sum line item prices of product from all completed orders) / total quantity of product included in orders

METRIC	DESCRIPTION	CALCULATION
Quantity sold	The quantity of the product sold	Sum (qty of products in completed order)
Orders	The total number of orders that include the product	Sum completed orders where this product is included as a line item
Visits	The number of pageviews the product has received	Sum (pageviews of this product page)
Abandon rate	The percentage of abandoned carts that include the product	$(\text{Total carts with product} - \text{total orders with product}) / \text{total carts with product}$

Product Revenue graph

This graph shows how your product’s revenue has changed over the course of your selected date range. The graph in purple shows the revenue for your current date range, and the graph in orange represents the revenue from the date range you are comparing with.



SKU statistics

Click on the SKUs tab to view the SKU statistics. This report provides detailed information on each variant of a base product that's been associated with a SKU.

SKUs				
Revenue	Average Price	QTY Sold	Orders	Visits
\$199.95	\$39.99	5	2	45
n/a	n/a	n/a	n/a	+66.67%
Abandon Rate				
33.33%				
-66.67%				

METRIC	DESCRIPTION	CALCULATION
Revenue	Revenue from units of the SKU (including product-level discounts)	(Sum (line item sale price - order level discounts) * qty) - (sum (line item price for returned + refunded units from orders in the time period) * qty)
Average price	Average price of the purchased units (including all discounts)	(Sum line item prices of units from all completed orders) / total quantity of units included in orders
Quantity sold	The number of units of the SKU sold	Sum (qty of units in completed order)
Orders	The total number of orders that include the SKU unit	Sum completed orders where this unit is included as a line item
Visits	The number of visits to the base product page	Sum (pageviews of the base product page)
Abandon rate	The percentage of abandoned carts that include the SKU	(Total carts with this unit - total orders with this unit) / total carts with this unit

SKUs table

The SKUs table helps you quickly understand your product sales down to the variant level by providing important data about the best and worst selling variants. Click on a column name to change how the list is sorted.

SKU CODE	REVENUE	QTY SOLD	ORDERS
22024	\$199.95	5	2

- **SKU Code** — the SKU assigned to the product variant
- **Variants*** — the product variants. (*[product options](#))

METRIC	DESCRIPTION	CALCULATION
Merchandise revenue	The revenue from units of the variant sold within the provided date range	(Sum (line item sale price - order level discounts) * qty))
Quantity sold	The quantity of the variant sold within the provided date range	Sum (qty of variant in completed order)
Orders	All completed orders that included this variant	The total number of orders that include the variant within the provided date range

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

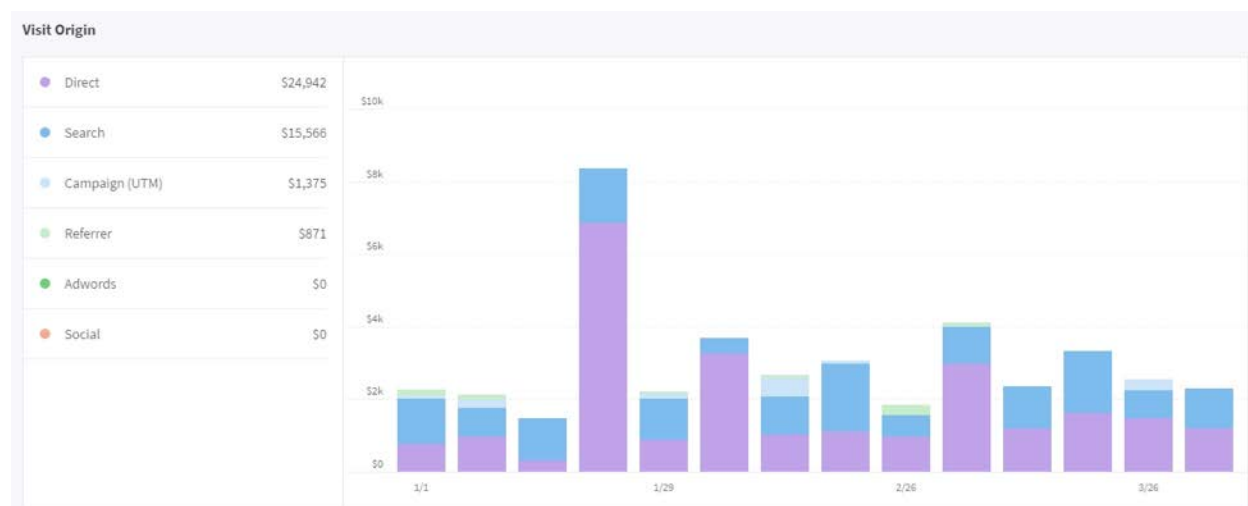
Marketing report

The Marketing report is geared around showing you how your visitors are finding your store. This can help you gauge the effectiveness of a marketing campaign or find a new avenue for advertising. The Marketing Report can be viewed under [Analytics > Marketing](#).

Visit Origin by Revenue graph

The report begins with a graph of your revenue over time, color-coded by the origin of the visit.

The key to the left shows which color represents each origin, as well as the total revenue associated with that origin in the given time frame.



METRIC	DESCRIPTION	CALCULATION
Direct	Visits that came to the site by typing the website address directly	Sum (revenue from orders where referrer = direct)
Search	Visits that came to the site due to search engine traffic (e.g. Google)	Sum (revenue from orders where referrer = Search)
Social	Visits sourced from social media channels such as Facebook, Twitter, Pinterest, LinkedIn, Instagram, or Tumblr	Sum (revenue from orders where referrer = Social)

METRIC	DESCRIPTION	CALCULATION
Campaign (UTM)	Revenue from visits that resulted as a click through from an ad placement tagged with UTM	Sum (revenue from orders where referrer = Campaign (UTM))
AdWords	Revenue from visits from an AdWords ad, tagged with GCLID	Sum (revenue from orders where referrer = AdWords)
Referrer	Revenue from visitors that came as a result of a referral from another website	Sum (revenue from orders where referrer = Referrer)

Visit Origin Report

The visit origin report aggregates six metrics (revenue, visits, orders, conversion rate, average order value, and revenue per visit) by the visit origin type.

You can sort each metric to identify the most productive channels.

VISIT ORIGIN	REVENUE	VISITS	ORDERS	CONV RATE	AOV	RPV
Search	\$107,599.37	38,344	944	2.46%	\$113.98	2.81
Direct	\$82,505.80	18,368	565	3.08%	\$146.03	4.49
Adwords	\$17,984.35	4,915	189	3.85%	\$95.16	3.66
Referrer	\$7,326.55	2,827	77	2.72%	\$95.15	2.59
Campaign (UTM)	\$3,191.36	1,278	42	3.29%	\$75.98	2.50
Social	\$100.48	181	1	0.55%	\$100.48	0.56
Price	\$0.00	1	0	0%	\$0.00	0.00

METRIC	DESCRIPTION	CALCULATION
Revenue	Revenue from orders where the visit originated from a given referrer for a given time period	Sum (revenue from orders where the visit originated with the given referrer)
Visits	Visits for a given referrer over a given time period	Sum (visits that came from the referrer)
Orders	Orders where the visit originated from a given referrer for a given time period	Sum (orders where the visit originated with the given referrer)

METRIC	DESCRIPTION	CALCULATION
Conversion rate (CVR)	Percentage of visits that resulted in orders for a given referrer for a given time period	Sum (orders where the visit originated with the given referrer) / sum (visits that came from the referrer)
Average order value (AOV)	Average order value for all storefront orders from a given referrer for a given time period	Sum (revenue from orders where the visit originated with the given referrer) / sum (orders where the visit originated with the given referrer)
Revenue per visit (RPV)	Revenue per visit for a given referrer for a given time period	Sum (revenue from orders where the visit originated with the given referrer) / sum (visits that came from the referrer)

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Orders report

The Orders report provides a snapshot of all orders placed on your site. It can help you gain a better understanding of how your orders break down into products, how they're discounted, and the overall average order value (AOV).

Monitoring these key statistics regularly and tracking any sudden drops or increases over time will help you understand how total orders are impacting sales growth.

The Orders Report can be viewed under [Analytics > Orders](#).

Top Line Statistics

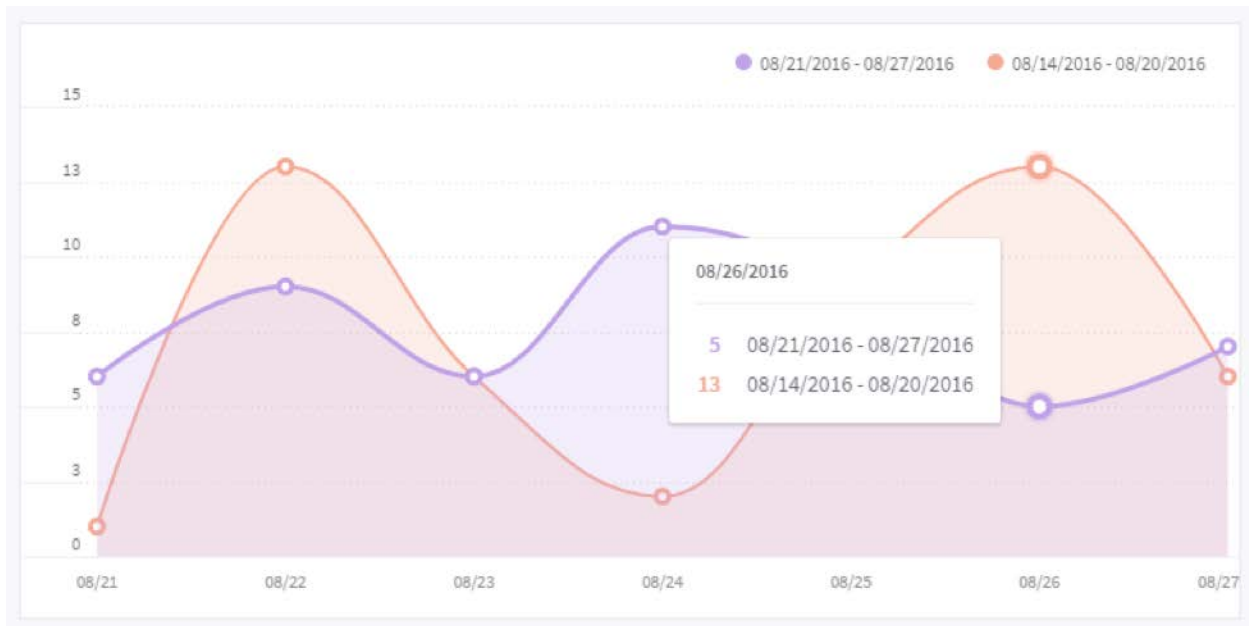
Total Orders	Units Sold	Revenue	% Orders Discounted	AOV
53	176	\$6,642	0%	\$125.32
+6%	-4.86%	+11.52%	-100%	+5.2%

METRIC	DESCRIPTION	CALCULATION
Total orders	Total number of completed orders in a given time period	Sum (completed orders)
Units sold	Total number of units of products sold	Sum (unique products across all completed orders)
Revenue	Sale price minus order discounts, item returns and item refunds. These are returns from orders that happened in the given time period, rather than only returns that happened in the time period	(Sum (line item sale price - order level discounts) * qty)) - (sum (line item price for returned + refunded products from orders in the time period) * qty))
% orders discounted	Percentage of all orders that were discounted at the order level	Sum (completed orders discounted at order level) / sum (completed orders))
Average order value (AOV)	The average amount of revenue from each completed order, not including returned and refunded orders	Revenue / (completed orders - returned and refunded orders)

Orders Over Time graph

The Orders graph charts completed orders over the selected period of time. The graph in purple shows the completed orders for your current date range, and the graph in orange represents the completed orders from the date range you are comparing with.

Use your mouse to hover over a data point to view exact values.




If the graph is showing Today, the orders will be hourly and each calculation will be for the sum total of completed orders from one hour (e.g. 2–3pm, 3–4pm).

If the graph is showing more than one day in the observed period, the orders will be daily and each calculation will be for the sum total of completed orders from one day.

Orders table

The Orders table lists all orders from your store and can be sorted by clicking the arrows next to any column heading. Clicking the order number will take you to the [Order Details Report](#), where you can find more granular information about that specific order.

ORDER #	ORDERED 	ORDER CH...	SUBTOTAL	DISCOUNTS	SHIPPING	TAX	TOTAL
5997	2016-08-27	Search	\$26.99	\$0.00	\$10.00	\$0.00	\$36.99
5996	2016-08-27	Adwords	\$72.99	\$0.00	\$10.00	\$0.00	\$82.99
5995	2016-08-27	Direct	\$216.00	\$0.00	\$0.00	\$0.00	\$216.00

- **Order #** — the unique order ID in BigCommerce
- **Ordered** — the date the order was created
- **Order Channel Attribution** — the [channel](#) through which the order originated
- **Subtotal** — the order subtotal excluding tax
- **Discounts** — the order discount dollar value
- **Shipping** — the amount charged for shipping, excluding tax
- **Tax** — the total tax for the order
- **Total** — the order total, including shipping and tax

Orders Details report

This report shows you the product summary for a specific order, as well as who the customer was, how many items were ordered or the discount dollar value applied at the order level. You can use this chart to dig deeper into how individual items are selling and to monitor daily orders.

All guest orders are lumped into an Anonymous placeholder customer.

ORDER INFO	
Order #:	166
Placed By:	Anonymous
Placed On:	September 23, 2016 at 12:17 PM
Items Ordered:	5
ORDER SUMMARY	
Item(s) Subtotal	\$110.00
Promotions & Discounts	\$0.00
Shipping & Handling	\$0.00
Tax Collected	\$0.00
Order Total	\$110.00

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Customer report

The Customers Report helps you better understand and analyze customer behavior. This report will show you where your customers are coming from, the percentage of new versus returning customers, their total spend and when they last placed an order. You'll also have access to individual customer profiles that details every order a customer has placed, and every product they've purchased.

This information will help you build effective customer loyalty programs and create tailored marketing campaigns based on customer history so you can tap your existing customers rather than constantly trying to acquire new shoppers. The Customers Report can be viewed under [Analytics > Customers](#).

Top Line Statistics

Customer Summary			
		Search	Jan 01, 2016 - Sep 07, 2016
Customers	New Customers	% New	% Returning
3 +200%	1 0%	33.33% -66.67%	66.67% n/a

Your Customer Summary starts with top line statistics including:

- **Customers** — unique customers in the selected time period
- **New Customers** — unique customers that purchase for first time in the selected time period
- **% New** — % of customers that have purchased for the first time
- **% Returning** — % of repeat customers

Customers table

The Customers table lists all customers from your store and can be sorted by clicking the arrows next to any column heading. Clicking on a customer's email address or name will take you to the [Customer Details Report](#), where you can find more granular information about that specific customer.

Clicking the order number will take you to the [Order Details Report](#). All guest orders are lumped into an Anonymous placeholder customer.

Customers 01/01/2016 - 08/24/2016								
EMAIL	NAME	TYPE	COHORT	1ST ORDER CHAN...	LAST ORDER #	LAST ORDER DATE	LAST ORDER AMO...	TOTAL SPENT

- **Email** — the email address of the customer
- **Name** — the name of the customer
- **Type** — new or returning? Determined by whether the order placed within the selected date range was there first, second, etc.
- **Cohort** — a group of clients based on their lifetime with the store. Calculated as the date range between the client's first and most recent order.
- **1st Order Channel Attribution** — the channel through which the customer found the store and made their first purchase
- **Last Order Number** — the order number of the client's most recent order within the given range
- **Last Order Amount** — the amount of the client's most recent order within the given range
- **Total Spent** — the lifetime spend of the customer

Customers Details report

Here you can see the total amount the customer has spent at your store, their total number of orders, last purchase date, AOV (Average Order Value), and the price range of the products in their orders.

Additionally, there are statistics for the percentage of discounted orders or products that particular customer has ordered. The customer's full order history is available at the bottom of the report.

Total Spent	Orders	Last Purchase	AOV	Item Price Range
\$34.98	2	45 days ago	\$17.49	\$8 - \$9
0th Decile	0th Decile	0th Decile	0th Decile	

- **Total Spent** — lifetime spend of customer
- **Orders** — lifetime orders of customer
- **Last Purchased** — days since last purchase
- **AOV** — average order value of customer
- **Item Price Range** — range of price of item purchased by customer (exclude tax, shipping)

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Purchase Funnel report

The purchase funnel measures the actions visitors make on your site before making a purchase. You can use this report to determine where customers are getting stopped in the purchase flow and work towards improving the experience in that area.

The Purchase Funnel Report can be viewed under [Analytics > Purchase Funnel](#).

Purchase Funnel bar graph

The Purchase Funnel graph maps the actions taken by visitors into four different steps: Visited, Shopped, Added to Cart and Purchased.

Each step moving toward the right in the funnel is one more action closer to purchase. The percentage on the bottom row shows the percentage change for that step from the previous period.

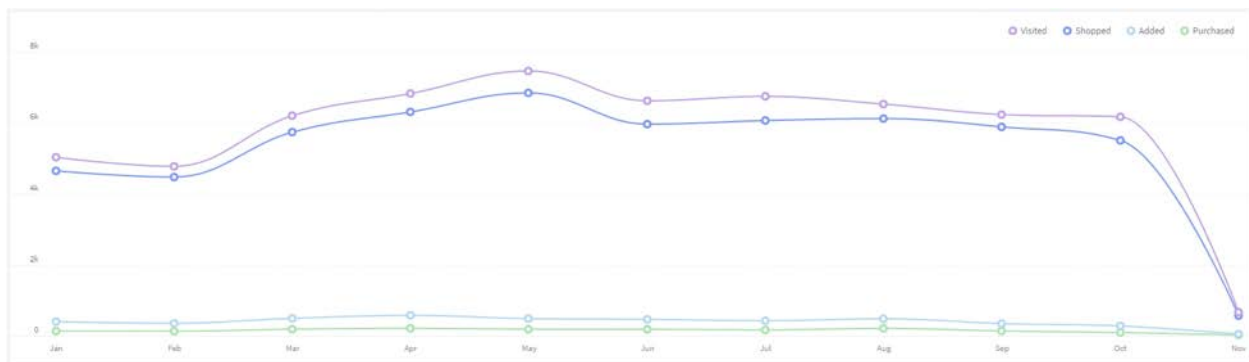


METRIC	DESCRIPTION	CALCULATION
Visited	The total number of visits to your site; visits include each new visit after 30 minutes of inactivity	Sum visits
Shopped	Visits that viewed at least one product page (including Quickviews)	Sum visits with product pageview
Added to cart	Visits where at least one item was added to cart	Sum visits with add to cart action
Purchased	Visits with a completed storefront order	Sum completed storefront orders

METRIC	DESCRIPTION	CALCULATION
Conversion rate	Percentage of visits that resulted in an order	$100 * (\text{completed storefront orders} / \text{visits})$
% looked at a product	The number of visits (sessions) that included looking at a product page divided by the total number of visits (sessions)	$100 * (\text{visits with a product pageview} / \text{visits with two or more pageviews})$
% put an item in cart	Added to cart / shopped	$100 * (\text{visits with an add to cart action} / \text{visits with a product pageview})$
% completed sale	Purchased / added to cart	$100 * (\text{completed storefront orders} / \text{visits with an add to cart action})$

Purchase Funnel Over Time graph

The Purchase Funnel graph charts each step in the funnel over the selected period of time. Hover over a data point to view exact values.



Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Abandoned Cart report

The Abandoned Carts Report shows you statistics on carts that were abandoned— a customer added items to their cart but left before completing an order. This report includes statistics on all abandoned carts from all users, including guests.

If a cart is abandoned by customers who were logged in or provided their contact information during the checkout process, those customers can be sent an email inviting them to complete checkout. This feature is called the [Abandoned Cart Saver](#).

To see statistics on the Abandoned Cart Saver, take a look at the [Abandoned Cart Recovery Report](#).

The Abandoned Cart Report can be viewed under [Analytics > Abandoned Carts](#).

Top Line Statistics

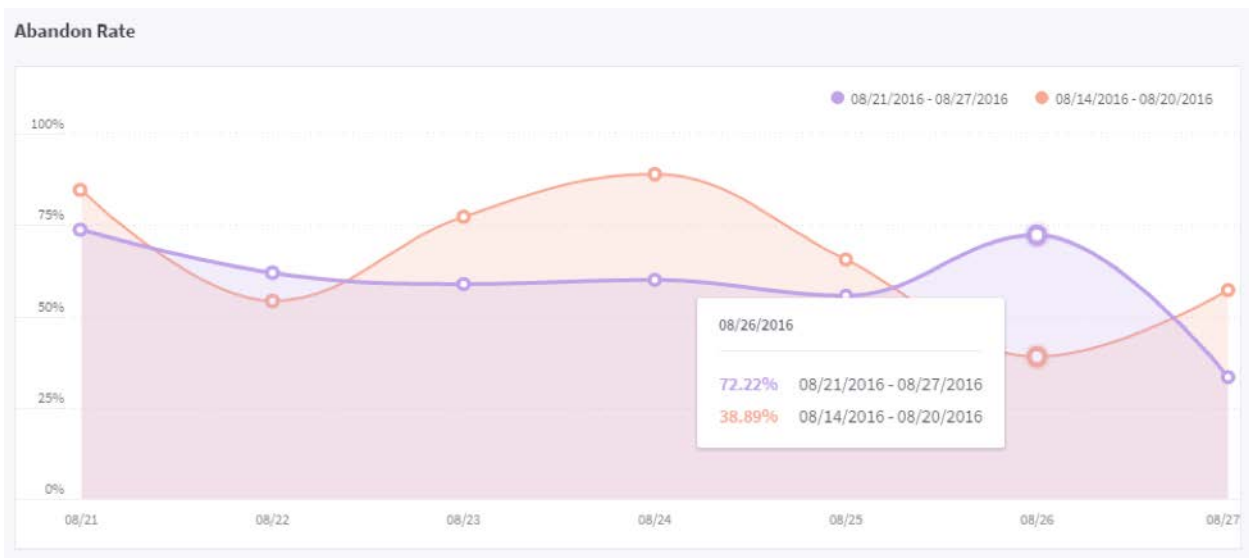
Abandoned Revenue	Abandoned Carts	Abandon Rate	Total Revenue	Orders
\$7,383	78	61.42%	\$6,642	53
-31.87%	-14.29%	-6.85%	+11.52%	+6%

METRIC	DESCRIPTION	CALCULATION
Abandoned revenue	Sum total of the revenue from all abandoned carts in a given time period	Sum (revenue) for abandoned carts
Abandoned carts	Sum total of carts that did not result in an order. This includes guest checkouts for which no email address was provided	Sum abandoned carts
Abandon rate	Percentage of all carts that were abandoned in a given time period	Abandoned carts / carts
Total revenue	Sum total of the revenue from completed orders minus revenue lost to refunds and returns	Sum (revenue from completed orders) - sum (returns + refunds)
Orders	Number of unique completed orders	Sum completed orders

Abandoned Rate graph

The abandonment rate graph charts the abandonment rate metric over the selected period of time. If the graph is showing a single day, the abandonment rate will be hourly and each calculation will be for the abandonment rate for one hour (e.g. 2–3pm, 3–4pm).

If the graph is showing more than one day in the selected period, the abandonment rate will be daily and each calculation will be for the average abandonment rate from one day.



Abandoned Carts

The bottom of the report shows you your top abandoned products and corresponding metrics around how often they've been abandoned, how much revenue they represent, the abandon rate, and the number of visits that product receives.

Click on the product name to go to the [Individual Product Report](#).

Abandoned Carts 08/21/2016 - 08/27/2016				
PRODUCT	ABANDONED CARTS	ABANDONED REVENUE	ABANDON RATE	VISITS
Widgets	12	\$664.61	60%	120
Cogs	11	\$1,517.40	52.38%	18

METRIC	DESCRIPTION	CALCULATION
Abandoned carts	Total number of carts that included the product that didn't become orders	Sum (carts that included the product that were abandoned)
Abandoned revenue	Revenue lost when this item was abandoned	Sum (line item price of product * qty) from ab carts that include the product
Abandon rate	Percentage of all carts that included the product that were abandoned in a given time period	Sum (carts that included the product that were abandoned) / sum (carts that included the product)
Visits	Visits	Sum visits

FAQ

Why is the number of abandoned carts different than how many abandoned cart emails were sent?

This number will differ since this report includes all abandoned carts (including guests who haven't provided an email address), whereas the [Abandoned Cart Saver](#) can only send emails to carts associated with an email address (logged in customers and guests who started checkout).

Why do I have a huge amount of abandoned carts than normal?

On occasion, your store may be visited by a bot which will add items to the cart with no intention of buying them. Don't be alarmed. These guest carts are not real opportunities that were lost.

How can there be multiple abandoned carts of a product without it actually having a visit?

If '[Show Add to Cart Link?](#)' is enabled, shoppers can add products to their cart from the storefront or from a category page.

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Abandoned Cart Recovery report

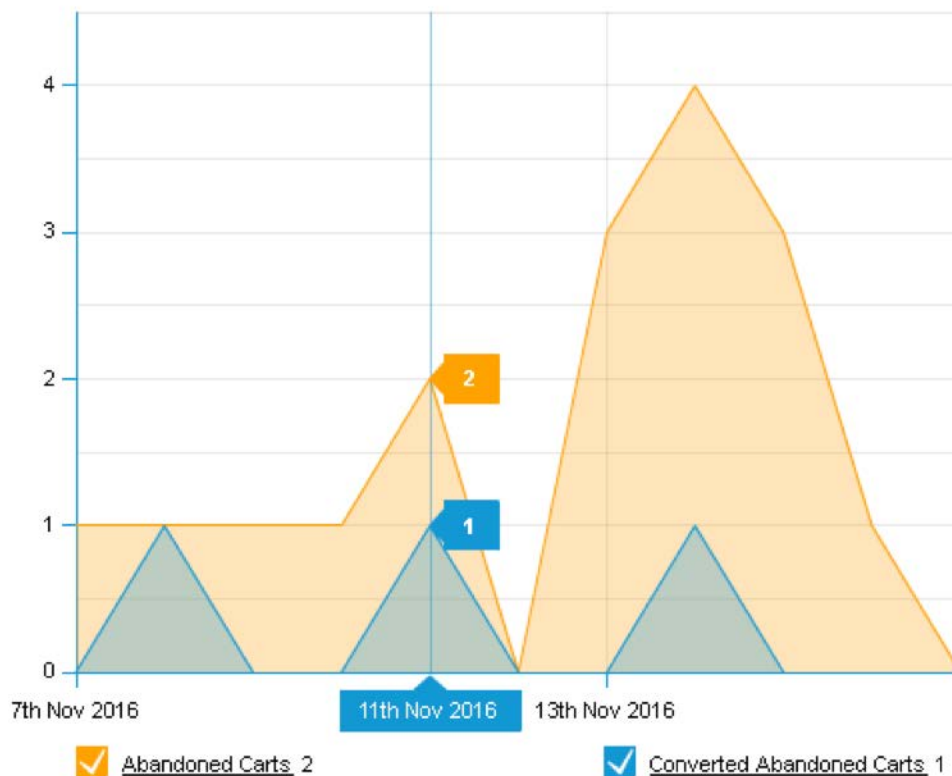
For store owners with the [Abandoned Cart Saver](#) feature enabled, the Abandoned Cart Recovery report will show you the details of successful recoveries. You will see the number of Abandoned Carts, the number of Abandoned Carts that have been converted, and the total value of the sales that has been saved by the Abandoned Cart Saver.

The Abandoned Cart Recovery Report can be viewed under [Analytics > Abandoned Cart Recovery](#).

Abandoned Cart Recovery graph

The Recovery graph shows you a visual representation of the number of abandoned carts (in orange) versus the number of abandoned carts that were recovered (in blue) with the [Abandoned Cart Saver](#).

On average, the Abandoned Cart Saver can recover 15% of lost orders.



Summary of Abandoned Carts and Revenue

Beneath the graph, you'll see a report of the number of abandoned carts and how much lost revenue they represented. Beside that is a summary of the number of recovered carts (with a percentage), and how much of that lost revenue you were able to regain.

During the selected date range, **15248** carts totalling **\$1,502,235.05** were abandoned. We were able to recover **3012** of them (or 19.75%), which led to an extra **\$432,923.39** in sales that you otherwise would have lost!

Recovered Orders

Details of the recovered orders are listed, including the customer and the total amount recovered. To view the entire order, click Action > View Order.

Note: At this time there is not a way to view unrecovered abandoned order details.

Order ID	Customer	Date	Total	Action
6144	leigh brown	14th Sep 2016	\$42.98	...
6186	jennifer wally	19th Sep 2016	\$81.2	View Order
6196	jocelyn martinez	19th Sep 2016	\$174.24	...

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

In-Store Search report

Your In-Store Search report details your shoppers experience and success rate when using your in-store search function that's available on your storefront. Depending on your specific, online business, the in-store search function can greatly impact your conversion rate.

If it is not functioning accurately, it can lead to shoppers leaving your store in droves. However, if optimized well, you will not only see a boost to your bottom line, but you can begin to uncover your shoppers intent and tailor search results for maximum results.

The In-Store Search Report can be viewed under [Analytics > In-Store Search](#).

Search overview

This report contains a summary of all of the searches performed within a selected date range.

Date Range:

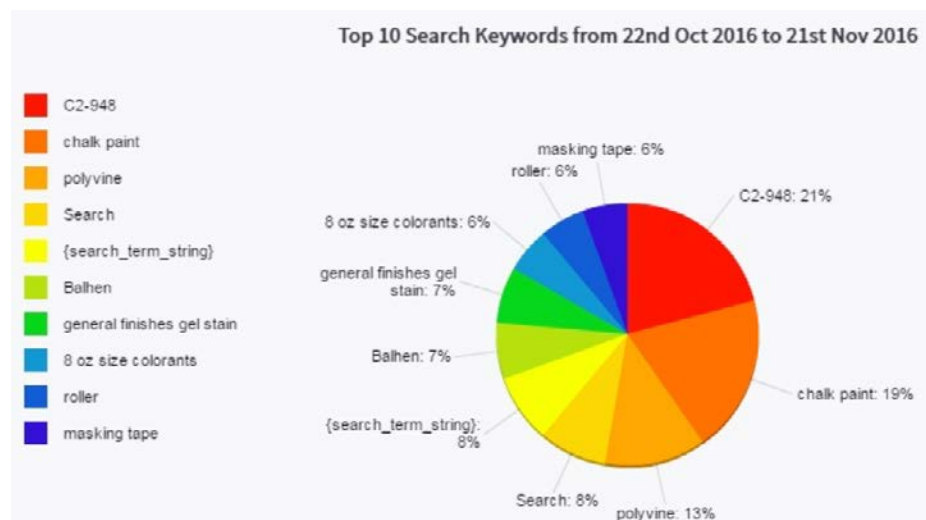
Last 30 days

▼
Go

Search Summary

- Number of Searches: 465
- Most Searches in a Day: 37
- Average Searches Per Day: 15
- Most Popular Term with Results: 800 grit
- Most Popular Term without Results: Teal

You can see a visual break down in the pie chart below.



Keywords With Results

This report lists every search that had one or more results come up. You can use this report to see which products your customers are searching for, and use that information to make future purchasing and marketing decisions.

Search Terms	Number of Searches	Number of Results	Search Last Performed
C2-948	15	519	6th Nov 2016
chalk paint	14	557	31st Oct 2016
polyvine	9	10	14th Nov 2016

Keywords Without Results

This report shows you searches that your customers performed within a selected date range that did not have any results. You can use this information to figure out what your customers are hoping to find in your store and make future purchasing decisions with this in mind.

Search Terms	Number of Searches	Search Last Performed
goldcraft	2	8th Nov 2016
bent fitch	2	9th Nov 2016
2070	2	10th Nov 2016

Best Performing Keywords

This report shows your store's best performing keywords. This is calculated by looking at when shoppers actually clicked on a result after performing the search. You can use these search terms in your product descriptions and titles to boost your products' search engine ranking.

Search Terms	Number of Searches	Number of Results	Search Last Performed
fossil	2	1	11th Nov 2016
purdy ox hair brush	2	53	14th Nov 2016
ceramithane	2	1	16th Nov 2016

Worst Performing Keywords

This report shows you keywords that your customers used without clicking on any of the search results. This indicates that your shoppers did not find the results helpful.

This can be the result of the keyword being used inaccurately or in too many products to result in a useful search. It may also indicate a problem with the keyword itself, such as an incorrect spelling.

Search Terms	Number of Searches	Number of Results	Search Last Performed
C2-948	15	519	6th Nov 2016
chalk paint	13	557	31st Oct 2016
polyvine	8	10	14th Nov 2016

Search Term Corrections

This report shows any searches for which a shopper clicked on a search suggestion or related search. In some cases, this could indicate a misspelling or inaccurate word in your product, although in other cases the shopper may have just wished to see additional results.

Search Terms	Results Shown Before	Corrected Search Terms	Results Shown After	Number of Corrections	Type
C2-3086-ML8	522	c2 308 ml8	522	1	Correction
Order status	2	order state	9	1	Correction

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Sales Tax report

One of the most often overlooked costs of doing business is managing the collection and reporting of [sales tax](#).

By using the Sales Tax Report, you can easily balance your accounting throughout the year or simply during tax season.

Sales Tax report

The Sales Tax Report can be viewed under [Analytics > Sales Tax Report](#).

This report provides a summary of sales tax collected for the date specified in the Date Range field.

Period	Tax Type	Tax Rate	Number of Orders	Tax Amount
10th Sep 2016	<i>(No Tax was collected for this period)</i>		0	\$0.00
11th Sep 2016	IL SPECIAL TAX - REGIONAL TRANSPORT. AUTHORITY (RTA) - Automatic Tax	1%	1	\$0.25
	IL STATE TAX - ILLINOIS - Automatic Shipping Tax	6.25%	1	\$0.63
	IL STATE TAX - ILLINOIS - Automatic Tax	6.25%	1	\$1.56

You will find the following details:

- **Period** — The time period for the row listed as a date, a month, or a year. This is determined by the List by field.
- **Tax Type** — This is the tax jurisdiction you need to remit taxes too.
- **Tax Rate** — This is the tax rate, expressed as a percentage.
- **Number of Orders** — This is the number of orders the tax rate was applied to within the selected date range.
- **Tax Amount** — This is a sum of the taxable amount

Selecting a date range

There are a number of preset date ranges you can choose from in the Date Range field. You can also summarize the report by day, month or year in the List by field.

Click Go after making your selections. You can select Custom to enter a date range that falls outside the preset ranges.

The screenshot shows a user interface for selecting a date range and list by field. The 'Date Range' dropdown is open, showing options: today, Yesterday, Last 24 Hours, Last 7 Days, Last 30 days (highlighted), This Month, Last Month, All Time, and Custom. The 'List by' dropdown is set to 'Day'. A 'Go' button is visible to the right. Below the dropdowns, a table header is partially visible with columns for 'Period' and 'Automatic Tax'.

Exporting your report

To export this report to a [CSV](#) file, click Export. The exported file will show the collection period, the type of tax, the tax rate applied, the number of orders in that period, and the amount of tax collected.

11th Sep 2016	IL SPECIAL TAX - REGIONAL TRANSPORT. AUTHORITY (RTA) - Automatic Shipping Tax	1%	1	0.1
11th Sep 2016	IL SPECIAL TAX - REGIONAL TRANSPORT. AUTHORITY (RTA) - Automatic Tax	1%	1	0.25
11th Sep 2016	IL STATE TAX - ILLINOIS - Automatic Shipping Tax	6.25%	1	0.63

Have a question? Learn more in [BigCommerce's Support Articles](#) and check out the [Reports & Analytics](#) section of [BigCommerce's Community Answers](#).

Ecommerce Insights

BigCommerce’s Ecommerce Insights provides merchants the ability to drill down on information, such as what products should get top placement on your site, and which marketing channels bring you customers that spend the most over the lifetime of their relationship with your brand with minimal legwork on your part.

In a few clicks, users can view information on repeat purchase rates, cohort performance, and product performance without having to sift through data, create reports, deal with Excel, or any cloud-based reporting solutions.

Ecommerce Insights is available for merchants to add on separately in addition to the reports that come with their plan. Pricing is an additional monthly fee, following the structure below:

PLAN	PRICING
Standard	\$49
Plus	\$49
Pro	\$99
Enterprise	\$249

To purchase Insights, go to Analytics › Insights and follow the purchase prompt. To cancel Insights, please [contact](#) our Account Services team.

Merchandising Insights

Here are the eight Merchandising Insights reports you'll receive.

- 1 **Products to Improve** — Among your most visited products, these are your worst converters. These are calculated by taking the top 10% most viewed products and sorting them by conversion rate from worst to best.
- 2 **Rockstar Products** — These are your most visited, best converting products. These are calculated by taking the top 10% most visited products and sorting them by conversion rate from best to worst.
- 3 **Non-sellers** — These products are not selling at all. Products with 0 orders, sorted by most visited from most to least.
- 4 **Most Discounted Products** — See the performance of your discounted products. These are calculated by sorting discounted products by average discount applied, from lowest to highest.
- 5 **Hot Products** — These products had the most revenue growth from the week prior. These are calculated by sorting products by revenue growth in absolute terms (i.e. dollar growth, not percentage growth).
- 6 **Cold Products** — These products had the largest revenue drop from the week prior. These are calculated by sorting products by revenue loss in absolute terms (i.e. dollar loss, not percentage loss).
- 7 **Products Purchased Together** — For each of your top-selling products, here is the related product with which it is most frequently sold.
- 8 **Customer LTV by product, first/90th/180th day** — Which product had the highest first order value, and how many customers. This averages the first order value average for new customers from the past month.

Report	Updated weekly	Updated monthly
Products to Improve	✓	
Rockstar Products	✓	
Non-sellers	✓	
Most Discounted Products	✓	
Hot Products	✓	
Cold Products	✓	
Products Purchased Together	✓	
Customer LTV by product, first/90th/180th day		✓

METRIC	CRITERIA	SORTED BY
Products to Improve	Top 10% most viewed products with at least one visit	Conversion rate (ascending)
Rockstar Products	Top 10% most visited products with at least one visit	Conversion rate (descending)
Non-sellers	Products with zero orders	Visits (descending)
Most Discounted Products	% of products sold at discount	Average discount for all qty (including qty sold at full price) (descending)
Hot Products	Products that had the most revenue growth from the week prior	Revenue change (descending)
Cold Products	Products that had the most revenue drop from the week prior	Revenue change (ascending)
Products Purchased Together	Product that is most often sold with the top-selling product in the relevant week	Revenue (descending)
Customer LTV by Product, 1st/90th/180th Day	Products that had the highest final order value by the Nth day	Revenue (ascending)

Customer Insights

Here are the eight Customer Insights reports you'll receive.

- 1 **Best Customers** — These recent customers purchase often and spend the most. Customers who meet this criteria have purchased within the last 30 days, are in the top 20% of customers in terms of number of orders, and are in the top 20% of customers in terms of total spending. All guest orders are lumped into an Anonymous placeholder customer.
- 2 **Customers At Risk** — These are high-value customers who last ordered between 30-365 days ago. They are in the top 20% customers for total spending.
- 3 **Repeat Purchase Rate** — The percentage of customers who made a repeat purchase, and how long in between orders repeat purchases take place.
- 4 **Best Products for Repeat Purchase** — Customers who purchased these products were most likely to purchase again. The repeat purchase % is the percentage of customers who made a repeat order. This report is restricted to products purchased by at least 5 customers within the same cohort.
- 5 **Viewed But Did Not Purchase** — These customers viewed the same product more than once but didn't purchase. This is calculated by looking at the number of page views, unique visits, and unique days visited. The higher these values, the more interest is shown.
- 6 **Customer Lifetime Value (LTV) by 30/90/180/360th Day** — This is the average the customer has spent by a certain point after registering. This is calculated by taking the weight average of Revenue Per User for your five most recent monthly cohorts. Only monthly cohorts with at least 30 days of lifetime are used.
- 7 **Best Full Price Customers** — These are your best customers that buy even without discounts. Customers that meet these criteria buy all products at full price, have purchased within the last 30 days, and are in the top 20% of customers in terms of number of orders place and total spending.
- 8 **Low AOV Customers** — These are customers who are in the top 20% for orders but lowest 20% for spending. Customers that meet these criteria must have purchased within the last 30 days.

ECOMMERCE INSIGHTS — CUSTOMER INSIGHTS

Report	Updated weekly	Updated monthly
Best Customers	✓	
Customers At Risk		✓
Repeat Purchase Rate		✓
Best Products for Repeat Purchase		✓
Viewed But Did Not Purchase	✓	
Customer LTV by 30/90/180/360th day		✓
Best Full Price Customers	✓	✓
Low AOV Customers		✓

METRIC	CRITERIA	SORTED BY
Best Customers	Customers who have purchased the most and the most often within the last 30 days	Revenue (descending)
Customers At Risk	High value customers that have not purchased between 30-365 days ago	Revenue (descending)
Repeat Purchase Rate	% of customers who made a second order by the Nth day	Day (descending)
Best Products for Repeat Purchase	Products that when purchased are associated with customers making another order	Repeat purchases % (descending)
Viewed But Did Not Purchase	Products that were visited but not purchased in the relevant week	Pageviews (descending)
Customer LTV by 30/90/180/360th day	Average value of a customer, Nth days after their first order	Cohort (descending)
Best Full Price Customers	Customers that purchase the most often at full price	Revenue (descending)
Low AOV Customers	Customers who purchase frequently but spend the least	Orders (descending)

Marketing Insights

Here is the additional Marketing Insights report you'll receive.

- **Customer LTV by channel, 1st/90th/180th day** — Which marketing channel had the highest first order value, and how many customers. This averages the first order value average for new customers from the past month.

Report	Updated weekly	Updated monthly
Customer LTV by Channel, 1st/90th/180th Day		✓

METRIC	CRITERIA	SORTED BY
Customer LTV by Channel, 1st/90th/180th Day	Channel that had the highest first order value by the Nth day	First Order Value (descending)

Glossary of terms

Various analytics tools define terms in various ways. We have synced our usage of terms with industry best practices to make BigCommerce's Ecommerce Analytics and Insights as useful as possible, without any confusion.

Here is how we define every term our Ecommerce Analytics and Insights use.

A

Abandoned Cart — An abandoned cart is a cart that has items in it, but was not purchased. This happens when a visitor comes to your store, adds an item to cart, and then leaves without purchasing.

**Note: A cart is considered abandoned 30 minutes after the visitor leaves the site without purchasing the items placed in his or her cart.*

Abandoned Revenue — The abandoned revenue is the sum dollar value of the item prices of all of the abandoned carts in a given time period. Your in-store analytics are looking at visit_id for this metric on the cart events we receive.

As an example, a shopper would...

- visit a store in the morning and add an item to their cart
- log off for several hours
- visits again in the evening and adds a different item to their cart
- does not buy anything

Abandon Rate — The abandon rate is the percentage of total carts that are abandoned carts. It is derived by dividing the abandoned carts by the total carts.

Average Cart Value — Cart value is based on items that were added and removed during the cart's visit. Any persistent cart items added during previous visits would not be counted.

Average Order Value (AOV) — The average order value is the average value of a store's orders over a given period of time. In other words, this is the average amount each customer has paid per order. It is derived by dividing revenue by orders.

Average Price — The sum of the line item prices of the product divided by the total quantity sold.

- The calculation takes the quantity of the product sold at each price into account. For example, if an order includes a quantity of three of a certain product, the price at which that product was sold will be counted 3 times (Order Quantity*Price/Total Quantity = $3 * \text{Price}/3$).
- If an item is included in two orders, one with three of the product at \$5 each, and one with two of the product sold at a discount for \$2 each, the calculation for average price will be $((3*5)+(2*2))/5$.

B

BigCommerce Ecommerce Analytics — A product that gives merchant's unparalleled insight into their online stores.

BigCommerce Ecommerce Insights — A premium BigCommerce Ecommerce Analytics report that automatically analyzes your store's data and delivers valuable advice to grow your business. [Ecommerce Insights](#) has helped merchants increase revenue by up to 25% within the first three months of using it. You may learn more about Ecommerce Insights by going to Analytics > Insights in your BigCommerce control panel.

Bounce — A visitor bounces if he or she does not view more than one page on a your website in a given 30 minute session. If more page views come in within 30 minutes, the number would be reverted, meaning you analytics will re-calculate.

C

Cart — A cart is the place where a visitor stores the items from a merchant's website that he or she is considering purchasing.

**Note: A cart is considered abandoned 30 minutes after the visitor leaves the site without purchasing the items placed in his or her cart.*

Cohort — A group of subjects who have shared a particular event together during a particular time span.

Conversion — A conversion is when a visitor purchases an order.

Conversion Rate — Conversion rate is the percentage of visitors that are customers on your website. In other words, it is the percentage of visits that result in an order: total orders / total visits.

Customer — A customer is any visitor who makes an order. A visitor who makes multiple orders is still only one customer.

D

Dashboard — The dashboard is the home screen of the your BigCommerce store. This is where you can see your Orders, Products, Categories, and Customers at a glance. Your dashboard can show data for one website at a time.

I

In-Store Search — The search function available on the front-end of your BigCommerce website that enables your shoppers to enter keywords to locate specific items within your online store.

N

Number of Carts — In this scenario, there are two different carts, or two different opportunities to complete a purchase.

O

Order — An order is a purchased cart. Whenever a visitor purchases an item(s) it is considered an order. Orders returned or cancelled after they have been processed are not included in this statistic.

P

Path Analysis — The practice of reviewing website behavior relating to browsing tendencies, in an effort to better understand the effectiveness of copy, content and information architecture.

Percentage of Orders Discounted — The percentage of all orders that were discounted at the order level.

Price Range — Lowest sale price of a purchased item (including discounts), and highest sale price of a purchased item.

Product Ranking — Products ranked according to revenue over a given time period.

Product Revenue — Sum sale price of a given product, minus discounts, returns, and refunds over a given period of time.

Purchase Funnel — The [purchase funnel](#) can be found on the [Store Overview](#). It displays the number of visitors over a given period of time who: visited more than one page, looked at a product, put an item in a cart, and completed a sale. The purchase funnel is used best to understand which parts of the sales process visitors drop.

Q

Quantity — The quantity of the product sold. If a customer purchased two black hats and one white hat, there would be a quantity of two black hats, and a quantity of one white hat.

R

Referrer — A referring website is any website that links to a merchant's website and from which a visitor arrives at a merchant's website.

Return Rate — The percentage of all items from orders in the time period that were returned again. These are returns from orders that happened in the given time period, rather than only returns that happened in the time period.

Return Visitor — Visitors who have returned after at least 30 minutes of inactivity for another visit to the same website.

Revenue — Revenue is the total dollar amount that a store has received from orders over a given period of time, but depending on what report you are viewing, you may see revenue two different ways:

1. **Orders Revenue** — This revenue number is available on the [Store Overview](#) and includes shipping, all discounts, and taxes.
2. **Merchandising Revenue** — This revenue number displayed in the [Merchandising Report](#). The reason this revenue amount is defined differently is because merchandisers have a very specific way they would like to view product revenue. The revenue on your Merchandising Report includes item level discounts but does not include shipping, taxes or order level discounts.

Revenue per Visit (RPV) — Revenue per visit for a given visit for a given time period. The revenue is divided by the number of visits.

S

Shopped (in Purchase Funnel) — A visitor is considered to have shopped when he or she has viewed a product on a merchant's store.

U

UTM — A simple code that you can attach to a custom URL in order to track a source, medium, and campaign name.

V

Visitor — A visitor is a person who has visited a merchant's store. Visitors can be people who have purchased something (customers), or people just browsing through.

Visit — A visit is any time a person sees at least one page on a merchant's store. All page views from the same person that occur within 30 minutes of each other count as the same visit.

Visit Origin — The visit origin describes how a visitor arrived at the site. Although you will see specific visit origin like; "Visit from an Adwords campaign," the main visit origins will include:

- **Direct Origin** — A direct visit origin is when a visitor arrives at your store by entering the website's address in their browser. In other words, the visitor did not arrive at your store by clicking a link to it.
- **Search Origin** — The search visit origin indicates a visitor arrived at your store by clicking on a link from a search engine, such as Google, Yahoo, or Bing.
- **Social Origin** — The social visit origin indicates that a visitor arrived at your store by clicking on a link from a social network, such as Facebook, Twitter, Google+, or Pinterest.
- **Campaign Origin (UTM)** — Revenue over a given time period from visitors who made an order and arrived at the store from a link that included a UTM code in the URL. These are links that were tagged by the merchant, so we know it's from a specific campaign.
- **Referral Website Origin** — The referral website origin indicates visits who arrived at your store from any website that is not already included in the other visit origins.

Additional resources

For more information on how to use BigCommerce's Ecommerce Analytics + Insights, follow these links:

- [How to use BigCommerce's Ecommerce Analytics](#)
- [KB and Support articles](#)