

Example Baseline Conversion Picture

A sample 30-day funnel readout showing how to separate traffic, product-page, cart, and checkout issues.

Sessions	42,500	+18%	Traffic grew, but quality needs review by channel.
Conversion rate	1.42%	-0.31 pts	Blended conversion declined despite more sessions.
Add-to-cart rate	4.8%	-1.2 pts	Primary issue appears before cart.
Reached checkout	42%	+3 pts	Cart-to-checkout movement is acceptable.
Checkout completion	61%	-2 pts	Secondary friction, not the first constraint.
Revenue / session	\$1.84	-16%	Traffic growth did not translate into efficient revenue.

Decision quality note

Example diagnosis: the first constraint is product-page confidence and traffic-to-offer match, not checkout.