



SYNTHETIXMIND
IT SOLUTIONS LTD
Automate the ordinary. Focus on the extraordinary.

DataPulse Full Report

ecoshop-example.com — March 2026 Analytics Intelligence Report

Version: 1.0 — Datum: 5. April 2026

ecoshop-example.com

Reported Website

DataPulse Full

Report Tier

Jane Miller

Client Contact — Marketing Manager

SYNTHETIXMIND IT SOLUTIONS LTD
Evagora Pallikaridi 38, 8010, Paphos, Cyprus
<https://synthetixmind.com>

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Example Report — for illustration purposes only. This is a sample DataPulse Full report produced for a fictional e-commerce website. All data is illustrative.

1 Executive Summary

March 2026 was a breakout month for EcoShop. Organic traffic grew 18%, conversions increased 22%, and average engagement time climbed to 2m 14s. The email channel delivered the highest month-over-month growth (+24.6%). The site's core conversion problem — a low homepage conversion rate of 0.8% vs 3-4% on product pages — remains the primary revenue opportunity.

Priority action this month: Add the bamboo-set product (highest converter at 4.1%) to the homepage hero. Estimated impact: +15-25 additional conversions/month based on current homepage traffic.

2 Traffic Overview

2.1 Period vs Prior Period

Metric	Mar 2026	Feb 2026	Change
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2.2 Traffic by Channel — Full Breakdown

Channel	Sessions	Share	Conv. Rate	Revenue
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Key insight: Email has the highest conversion rate (3.21%) and delivers EUR 1.42 revenue per session — 4x more efficient than Paid Search (EUR 0.17/session). Current email frequency is 1x/month. Testing 2x/month is the highest-ROI action available.

3 Content Performance

3.1 Top 10 Pages by Sessions

Page	Sessions	Avg. Time	Conv. Rate	Exits
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3.2 Blog Content Performance

Post	Sessions	Avg. Time	Organic Entry %
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Observation: Blog posts drive primarily organic traffic with long engagement, but low conversion (0.3%). Adding product recommendation blocks at the end of each post could capture this engaged audience — estimated +5-10 conversions/month.

4 Conversion Funnel Analysis

Funnel Stage	Sessions	Drop-off
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Critical drop-off: Homepage to Collection (-45.5%). The homepage has 589 sessions but only 321 proceed to a category page. This is a navigation/UX issue. Recommendation: replace text navigation with visual category tiles (images + category name) to make the path to products obvious.

Secondary drop-off: Product page to Cart (-42.7%). A/B test: add a sticky “Add to Cart” button that remains visible while scrolling product descriptions.

5 Google Search Console — Organic Intelligence

5.1 Performance Summary

Metric	Mar 2026	Feb 2026	Change
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5.2 Top Keywords by Clicks

Keyword	Clicks	Impressions	Position
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5.3 Keyword Opportunities — Quick Wins (Positions 11-20)

Keyword	Impressions	Position	Action
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6 Competitor Organic Benchmark

Competitor	Est. Organic Traffic	Domain Authority	Keyword Overlap
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Gap analysis: Your top competitors rank for 340–500 keywords; you currently rank for 87. The content gap is the primary growth lever — producing 2 targeted blog posts/month would close this gap within 12 months.

7 Prioritised Recommendations

P	Area	Action	Est. Impact
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8 Report Summary

Revenue this month: EUR 3,828 (+28.4% vs Feb) **Top channel by revenue:** Direct (EUR 1,317) **Top channel by efficiency:** Email (EUR 1.42/session)
Biggest opportunity: Homepage UX — fixing the 45.5% Homepage→Collection drop-off is worth more than any ad spend increase. **Next report:** 5 May 2026



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 Evagora Pallikaridi 38, 8010, Paphos, Cyprus
<https://synthetixmind.com>

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