

Mixpanel - Logged In Users Behaviour Dashboard

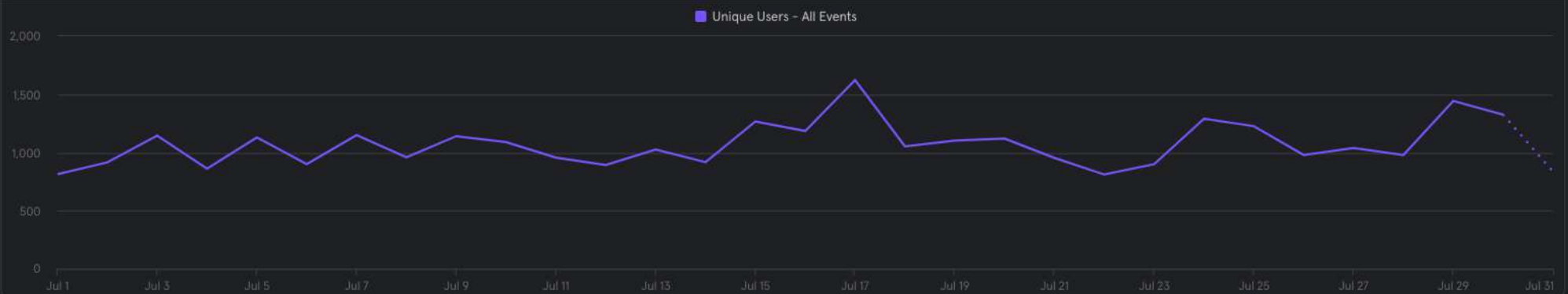
Filter + 2 Share

Note : In Mixpanel, events tracked before a user logs in or signs up use a random `$device_id`. After logging in or signing up, events are tracked with both the original `$device_id` and the new `$user_id`. However, if a user interacts on a new device without logging in, only the `$distinct_id` is recorded.

Here, for Logged-in users, the condition used is the presence of both `$user_id` and `$distinct_id` in the event data.

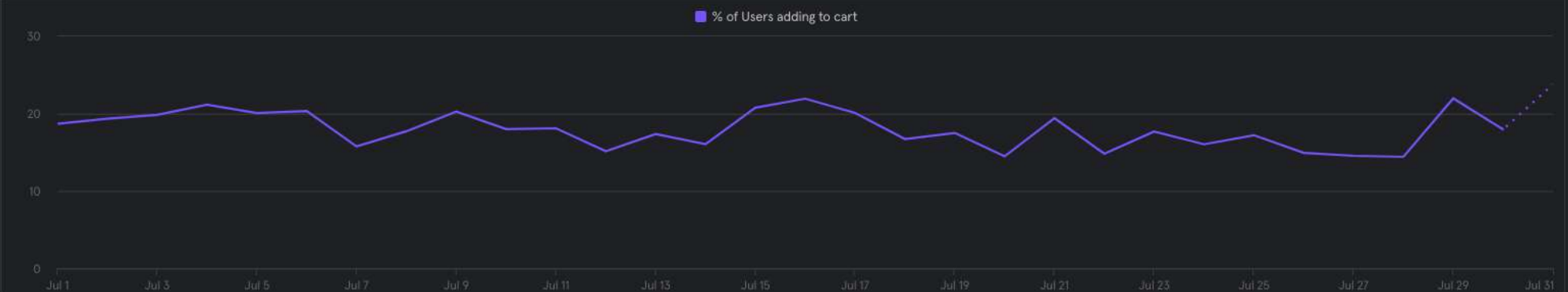
Number of Unique Users

Linear, unique, last 30 days



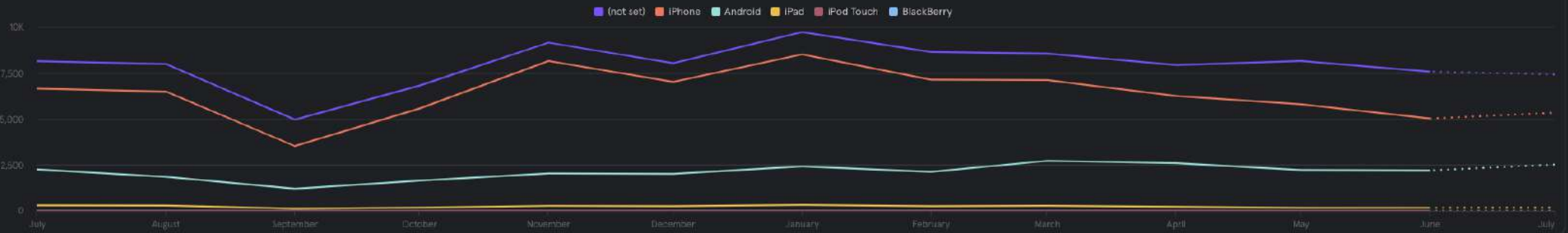
% of Users adding to Cart

Linear, unique, last 30 days



Active Users - Monthly

Linear, mau, last 12 months



User Conversion Journey - All pages

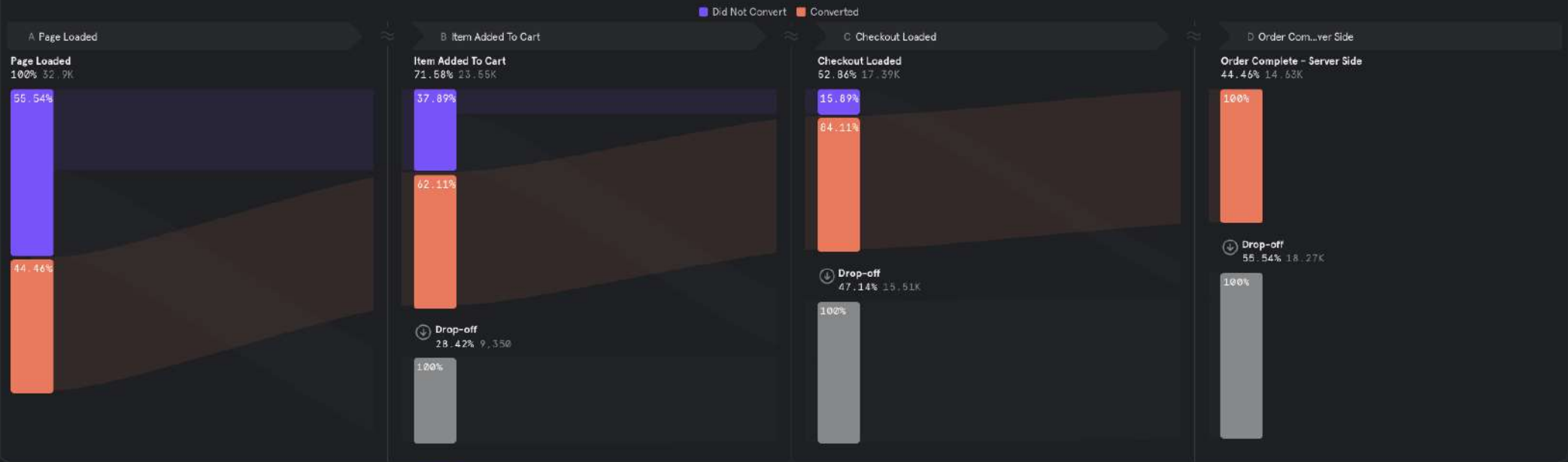
User Funnel - Any Page View -> Add to Cart -> Checkout -> Purchase

4-step Funnel - Last 6 Months



User Flow - Any page View -> Add to Cart -> Checkout -> Purchase

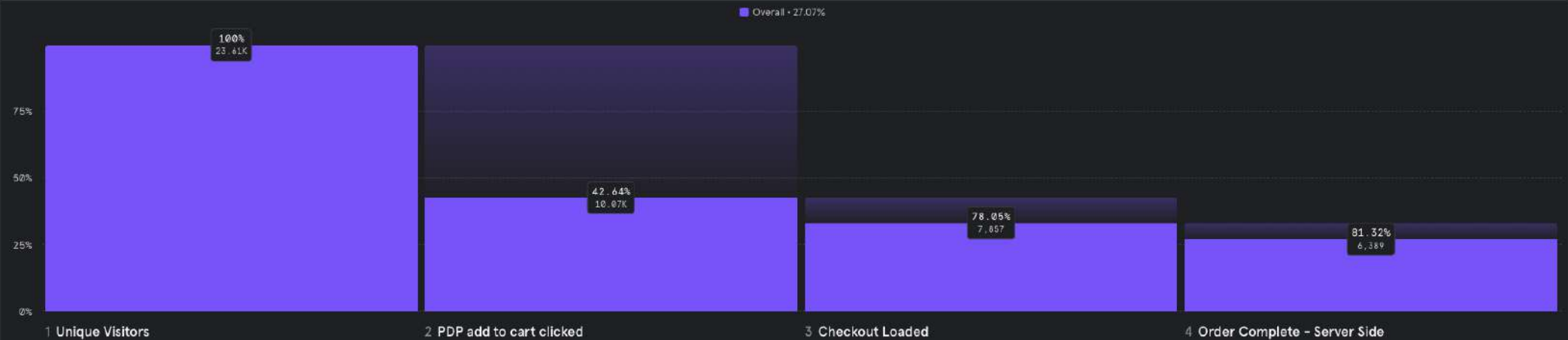
4-step Flow - Last 6 months



User Conversion Journey - "/Products" page

User Funnel - Product View -> Add to Cart -> Checkout -> Purchase

4-step Funnel - Last 6 Months



User Flow - Product View -> Add to Cart -> Checkout -> Purchase

4-step Flow - Last 6 months

Did Not Convert (Blue) | Converted (Orange)

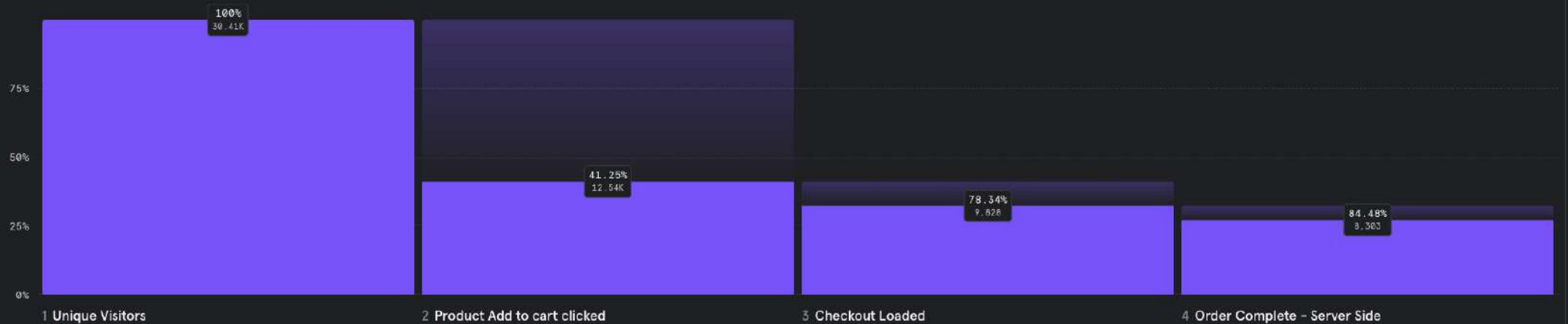


User Conversion Journey - "/Collections" page

User Funnel - Collection View -> Add to Cart -> Checkout -> Purchase

4-step Funnel - Last 6 Months

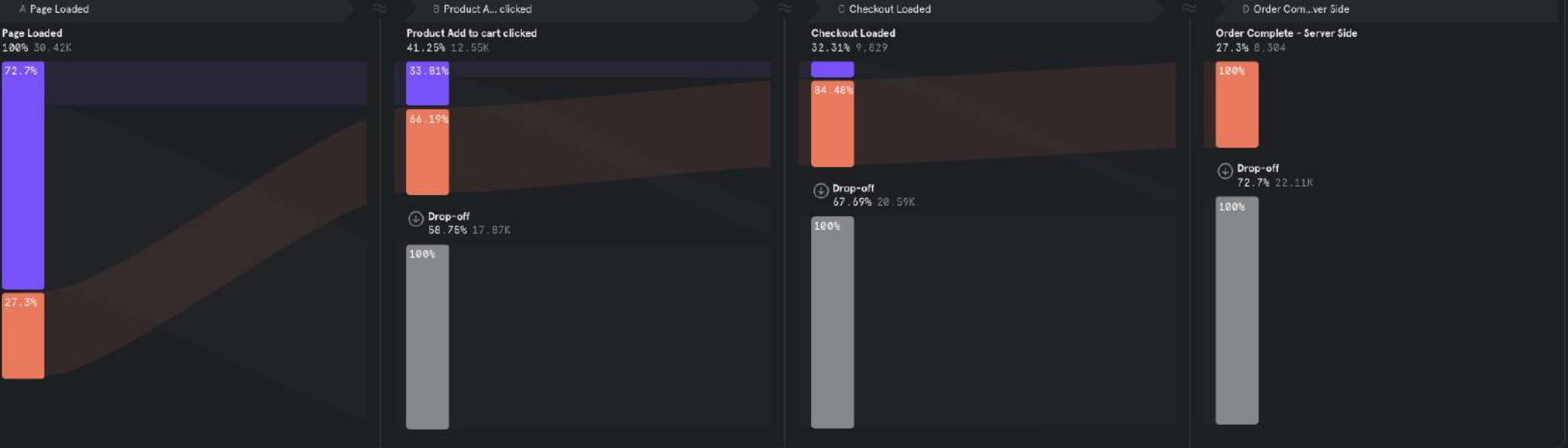
Overall - 27.3%



User Flow - Collection View -> Add to Cart -> Checkout -> Purchase

4-step Flow · Last 6 months

Did Not Convert (Blue) | Converted (Orange)

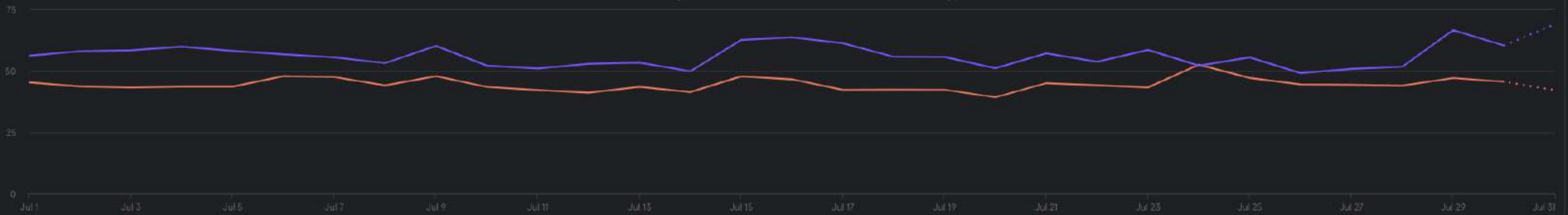


Product Engagement Comparison: PDP vs. Collections

% of Users viewing product

Linear, dau, last 30 days

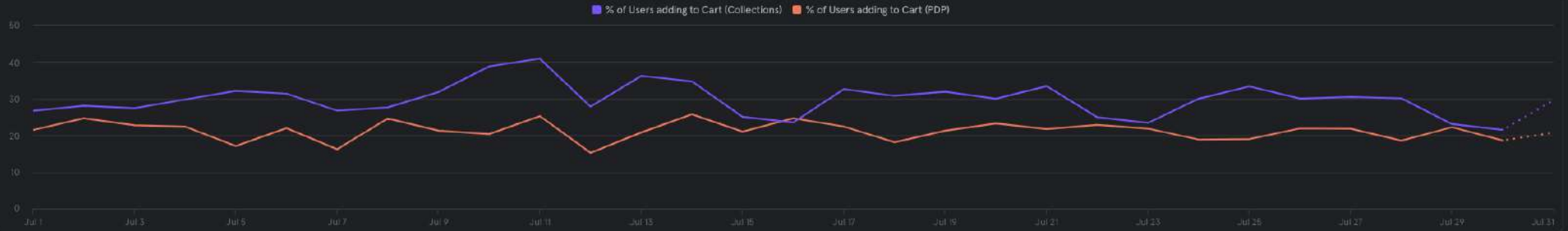
% of total Users who are viewing product (Collections) | % of total Users who are viewing product (PDP)



Product Engagement and Add to Cart Analysis: PDP vs. Collection Pages

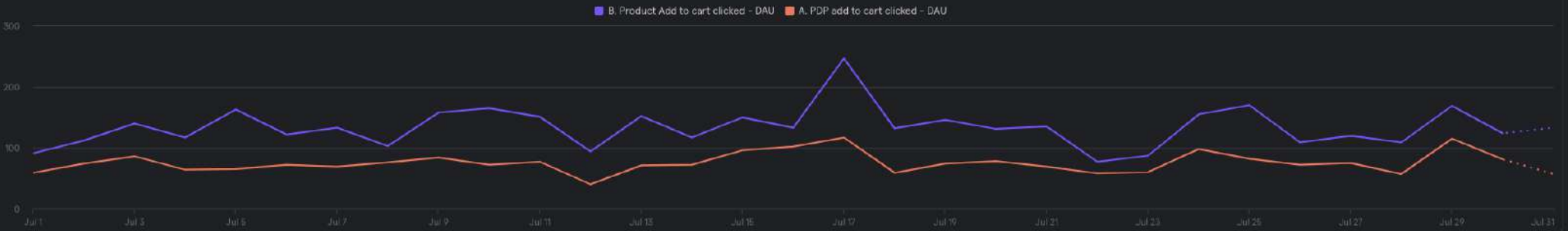
% of Users adding to Cart who views product

Linear, dau, last 30 days



Number of Users adding to Cart

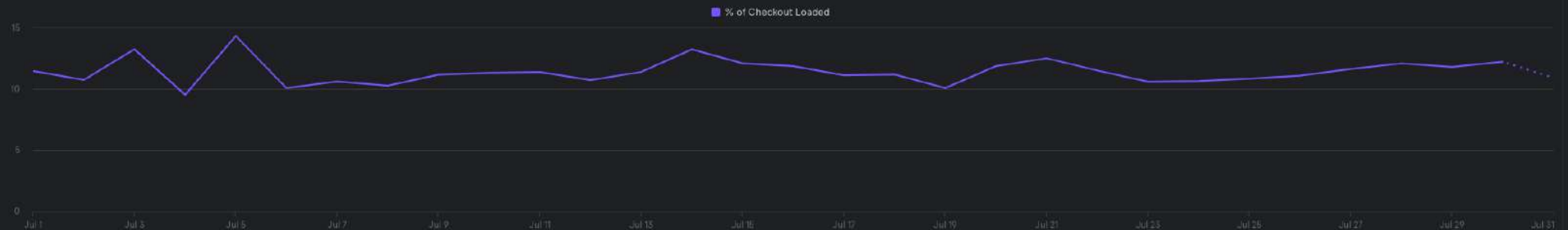
Linear, dau, last 30 days



Checkout Loaded Performance - Daily

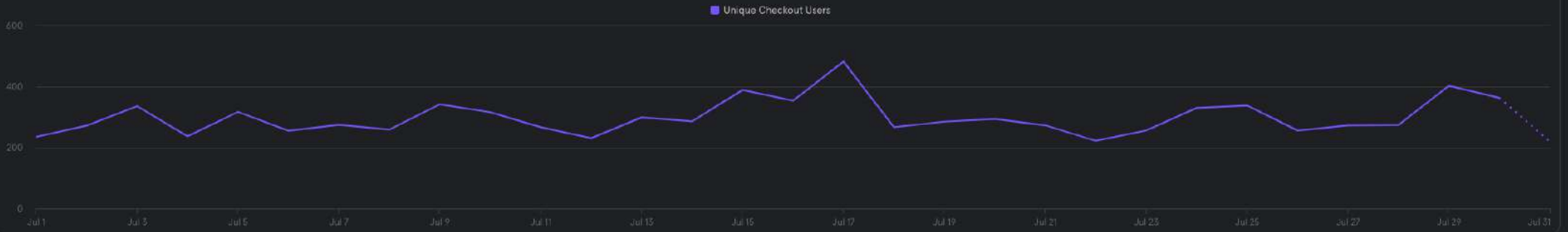
% of Checkout Loaded

Linear, total, last 30 days



Number of Unique Users Checked out

Linear, unique, last 30 days



Number of Unique Users successfully Checked out

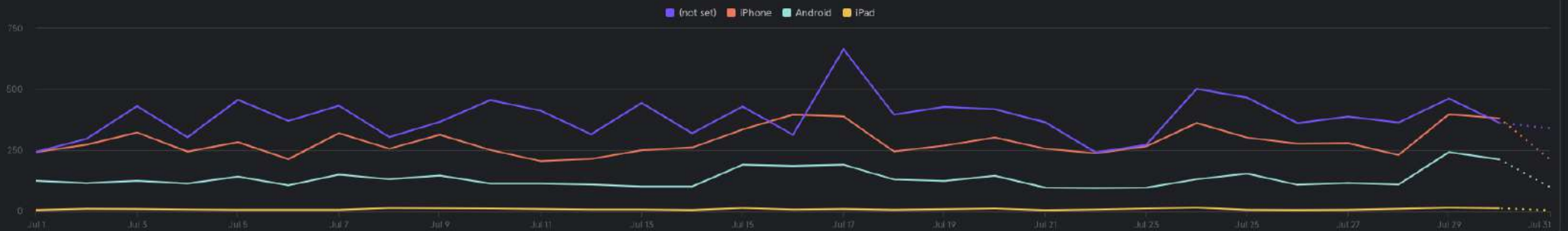
Linear, unique, last 30 days



Daily and monthly Active Users - Any user who did a Page-Loaded event (breakdown by device type)

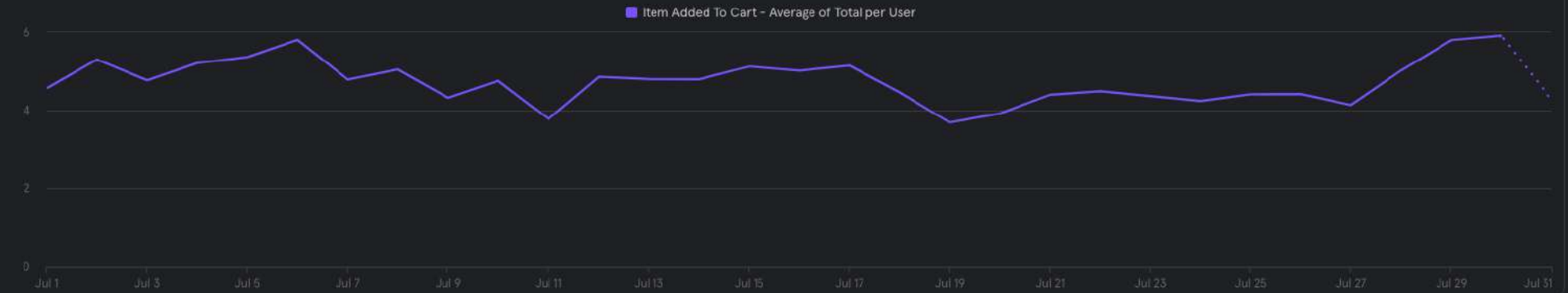
Active Users - Daily

Linear, dau, last 30 days



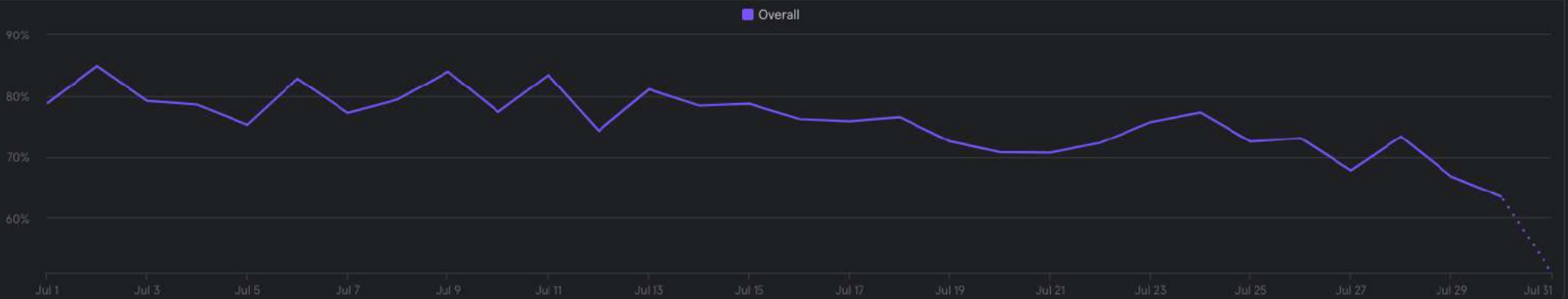
Number of Add to Carts per Add to Cart User

Linear, average, last 30 days



% of Add to Cart users who reach Checkout

2-step Funnel · Conversion · Last 30 Days



% of Add to Cart users who actually successfully Checkout

2-step Funnel · Conversion · Last 30 Days

