

期間指定

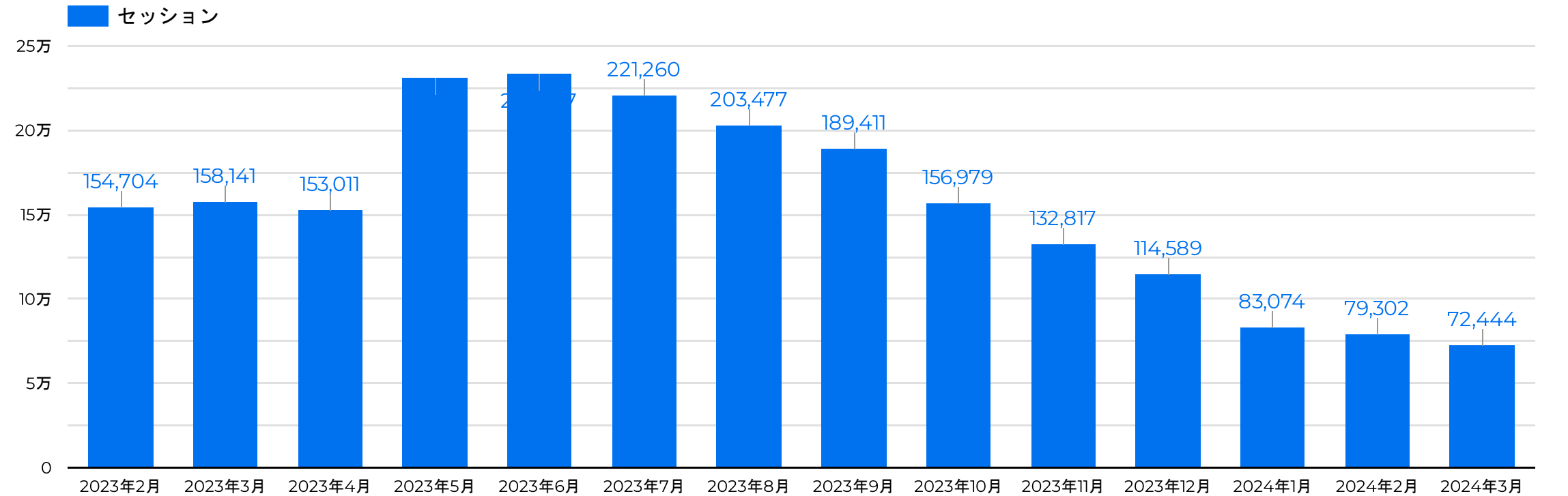
2024/02/28 - 2024/03/28

Summary Statistics

基本データ (前の期間との比較)

セッション 77,267 ↓ -5.7%	ユーザー 32,168 ↓ -4.1%	リピーター率 56.84% ↓ -5.6%	CV 1,924,609 ↑ 2.9%	CVR 2,490.86% ↑ 9.1%	ENG率 90.79% ↓ -0.2%	平均ENG時間 00:04:07 ↑ 2.9%	PV/セッション 19.85 ↑ 10.3%
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月次アクセス推移

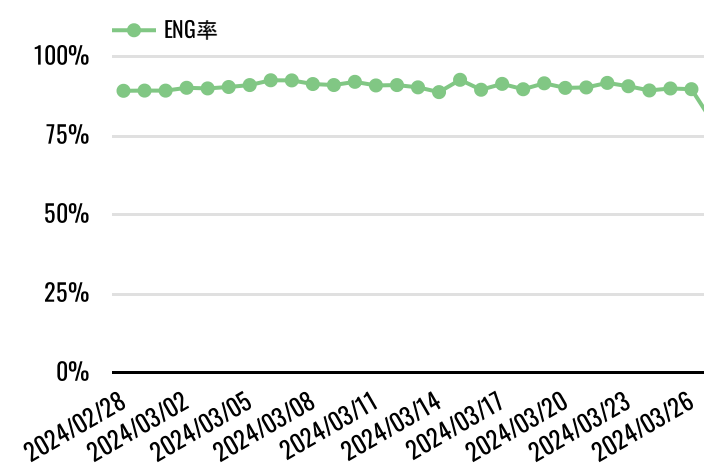
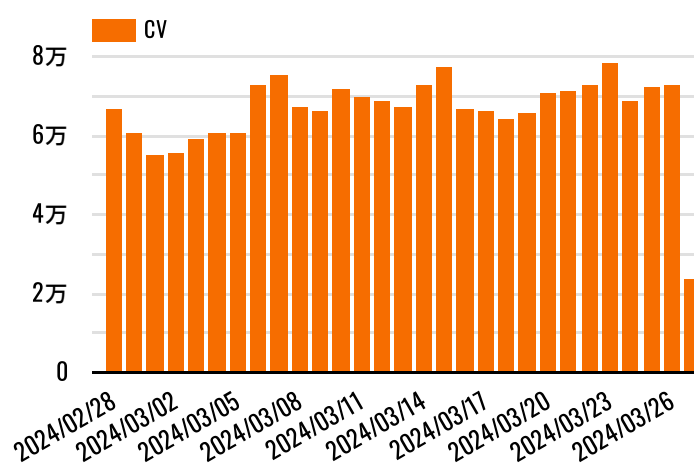
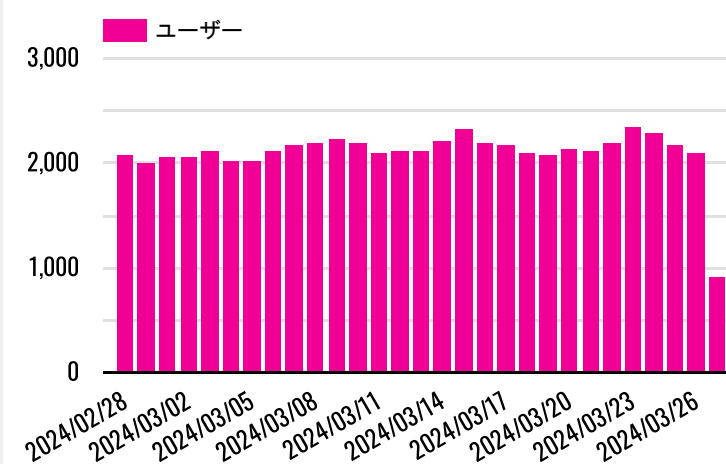




[1] 基本データ (前の期間との比較) [再掲]

セッション 77,267 ↓ -5.7%	ユーザー 32,168 ↓ -4.1%	リピーター率 56.84% ↓ -5.6%	CV 1,924,609 ↑ 2.9%	CVR 2,490.86% ↑ 9.1%	ENG率 90.79% ↓ -0.2%	平均ENG時間 00:04:07 ↑ 2.9%	PV/セッション 19.85 ↑ 10.3%
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[2] ユーザー、CV、ENG率



[3] 参照元別データ

参照元	メディア	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
(direct)	(none)	56,234	21,246	54.18%	1,656,934	2,946.5%	96.57%	00:04:57	23.62
google	cpc	13,320	6,812	67%	181,930	1,365.84%	97.49%	00:01:45	10.29
	organic	521	459	13.07%	897	172.17%	59.5%	00:00:11	2.02
(not set)	(not set)	5,206	5,975	95.77%	30,230	580.68%	0.17%	00:01:19	4.67
google-play	organic	1,973	1,061	26.58%	53,154	2,694.07%	97.31%	00:04:07	20.97
console.fireb...	referral	524	446	14.35%	471	89.89%	68.32%	00:00:05	1.65
bing	organic	49	48	16.67%	44	89.8%	55.1%	00:00:01	1.47
firebase	dynamic_...	38	3	100%	561	1,476.32%	92.11%	00:15:47	10.74
総計		77,267	32,168	56.84%	1,924,609	2,490.86%	90.79%	00:04:07	19.85



期間指定

2024/02/28 - 2024/03/28

[4] 性別・年齢

性別	年齢	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
不明	不明	51,635	18,423	55.82%	1,581,616	3,063.07%	91%	00:05:13	24.75
女性	18-24	1,419	769	70.48%	32,205	2,269.56%	92.25%	00:03:31	17.44
	25-34	2,418	1,555	53.76%	32,582	1,347.48%	92.1%	00:01:25	10.23
	35-44	2,025	1,352	53.85%	28,134	1,389.33%	90.07%	00:01:37	10.27
	45-54	996	479	71.61%	16,101	1,616.57%	93.27%	00:03:04	12.35
	55-64	876	409	64.79%	15,396	1,757.53%	93.04%	00:03:15	12.99
	65+	1,292	468	64.53%	33,510	2,593.65%	94.89%	00:05:58	19.84
	不明	908	537	54.75%	18,285	2,013.77%	93.06%	00:02:46	15.71
男性	18-24	3,489	2,104	56.56%	39,273	1,125.62%	93.61%	00:01:03	8.27
	25-34	3,918	2,328	62.29%	38,229	975.73%	93.8%	00:01:03	7.05
	35-44	2,609	1,657	63.25%	32,510	1,246.07%	92.22%	00:01:36	9.28
	45-54	1,453	879	68.71%	15,029	1,034.34%	93.81%	00:01:19	7.68
	55-64	1,246	757	72.13%	14,292	1,147.03%	93.58%	00:02:06	8.64
	65+	1,071	534	70.97%	9,868	921.38%	93.46%	00:01:46	6.46
	不明	1,578	956	53.77%	17,579	1,114.01%	94.23%	00:01:04	8.08
総計		77,267	32,168	56.84%	1,924,609	2,490.86%	90.79%	00:04:07	19.85

[5] デバイスカテゴリ

デバイス	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
スマートフォン	69,305	28,865	59.23%	1,726,193	2,490.72%	91.32%	00:04:00	19.85
タブレット	6,818	2,153	48.54%	197,182	2,892.08%	94%	00:05:48	22.93
パソコン	1,409	1,213	16.98%	1,231	87.37%	58.48%	00:00:04	1.45
smart tv	1	1	100%	3	300%	100%	00:00:06	2
総計	77,267	32,168	56.84%	1,924,609	2,490.86%	90.79%	00:04:07	19.85



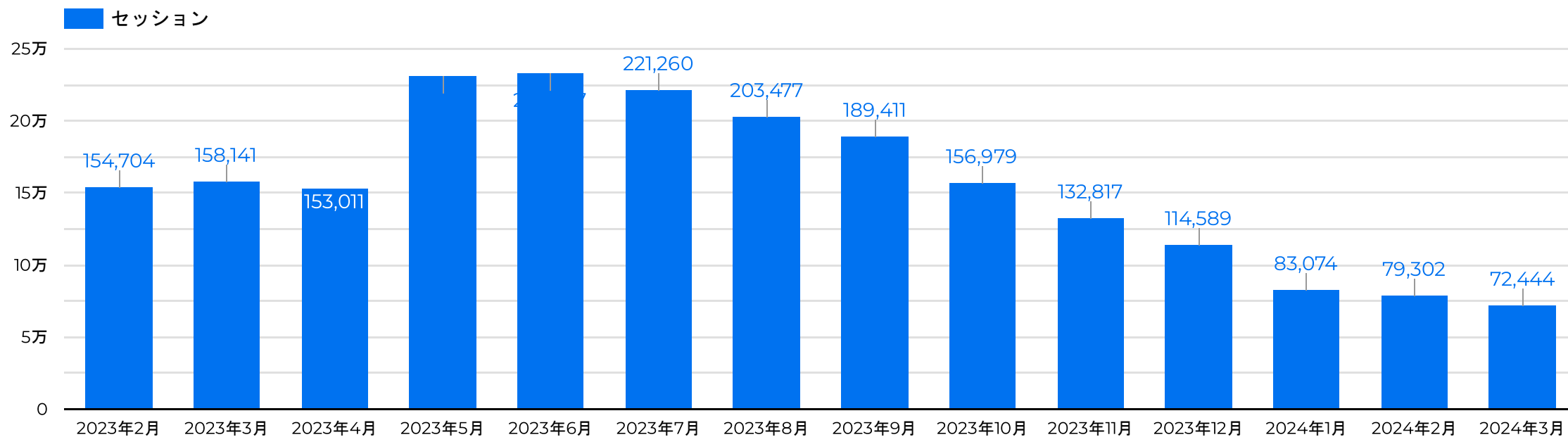
[6] 曜日

曜日	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
日曜日	11,222	7,329	73.41%	265,987	2,370.23%	91.4%	00:03:57	18.92
月曜日	10,934	7,016	72.73%	267,265	2,444.35%	89.71%	00:03:58	19.49
火曜日	10,826	6,926	72.71%	268,134	2,476.76%	91.03%	00:04:09	19.72
水曜日	11,841	7,648	72.15%	302,258	2,552.64%	89.6%	00:04:15	20.37
木曜日	11,170	7,067	72.34%	280,738	2,513.32%	90.99%	00:04:07	19.99
金曜日	11,448	7,398	73.18%	272,713	2,382.19%	90.2%	00:03:57	19.01
土曜日	11,407	7,417	72.2%	267,514	2,345.17%	90.44%	00:03:47	18.66
総計	77,267	32,168	56.84%	1,924,609	2,490.86%	90.79%	00:04:07	19.85

[7] 地域

都道府県	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
(not set)	3,303	1,969	61.91%	51,329	1,554.01%	91.92%	00:01:51	12.14
California	3,036	600	77.17%	80,877	2,663.93%	91.14%	00:06:16	20.94
Texas	2,444	507	80.87%	116,678	4,774.06%	93.62%	00:09:44	38.52
Punjab	1,878	1,070	40%	22,286	1,186.69%	92.71%	00:01:29	8.89
New York	1,803	370	77.03%	47,592	2,639.6%	91.13%	00:06:54	23.41
Dhaka Division	1,567	976	54.2%	16,285	1,039.25%	91.64%	00:00:50	7.56
Nairobi County	1,506	715	81.96%	21,635	1,436.59%	92.56%	00:02:29	10.79
Florida	1,474	342	76.32%	40,462	2,745.05%	91.66%	00:05:19	21.92
Uttar Pradesh	1,323	754	50.27%	22,549	1,704.38%	90.78%	00:03:15	13.01
Maharashtra	1,110	637	53.69%	12,535	1,129.28%	89.28%	00:01:25	8.34
England	1,059	271	61.99%	78,488	7,411.52%	94.71%	00:08:08	62.18
Lagos	983	687	76.42%	8,487	863.38%	87.39%	00:00:55	6.22
総計	77,267	32,168	56.84%	1,924,609	2,490.86%	90.79%	00:04:07	19.85

【10】 月次アクセス推移（グラフ）【再掲】



【11】 月次アクセス推移（表）

年、月	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
2023年2月	154,704	75,127	30.92%	238,948	154.45%	65.16%	00:03:21	15.98
2023年3月	158,141	73,757	35.42%	242,513	153.35%	71.05%	00:03:07	15.17
2023年4月	153,011	73,468	37.06%	248,142	162.17%	72.69%	00:03:25	16.44
2023年5月	231,517	107,311	40.32%	372,818	161.03%	73.72%	00:03:46	19.49
2023年6月	233,427	104,009	41.55%	366,775	157.13%	75.31%	00:03:41	18.78
2023年7月	221,260	125,229	53.47%	357,691	161.66%	76.33%	00:03:42	18.62
2023年8月	203,477	98,128	43.34%	324,378	159.42%	73.19%	00:03:29	17.08
2023年9月	189,411	84,854	45.21%	397,622	209.93%	73.97%	00:03:37	17.3
2023年10月	156,979	73,192	50.47%	430,404	274.18%	74.23%	00:03:42	17.12
2023年11月	132,817	62,317	51.51%	1,989,865	1,498.2%	85.24%	00:03:46	17.65
2023年12月	114,589	51,730	51.15%	2,632,612	2,297.44%	88.09%	00:03:56	17.97
2024年1月	83,074	36,641	60.53%	2,018,117	2,429.3%	90.28%	00:04:23	19.05
2024年2月	79,302	32,732	60.71%	1,811,401	2,284.18%	90.65%	00:03:57	18.01
2024年3月	72,444	30,359	57.03%	1,797,125	2,480.71%	90.8%	00:04:06	19.78
総計	2,160,133	631,355	10.81%	13,228,411	612.39%	77.58%	00:03:42	17.91

[12] 先月のデータ

日付	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
2024/02/01	2,815	2,240	78.62%	62,060	2,204.62%	91.23%	00:03:56	17.29
2024/02/02	2,922	2,266	80.32%	63,710	2,180.36%	91.14%	00:04:02	17.29
2024/02/03	2,951	2,328	79.55%	57,920	1,962.72%	89.22%	00:03:25	15.35
2024/02/04	2,965	2,347	80.1%	58,894	1,986.31%	91.57%	00:03:32	15.38
2024/02/05	2,772	2,139	79.85%	59,061	2,130.63%	90.48%	00:03:52	16.82
2024/02/06	2,756	2,107	80.83%	59,754	2,168.14%	90.57%	00:03:59	17.05
2024/02/07	2,829	2,202	76.98%	61,296	2,166.7%	91.83%	00:04:02	16.86
2024/02/08	3,158	2,522	69.83%	64,504	2,042.56%	91.7%	00:03:25	16.03
2024/02/09	2,965	2,310	77.58%	60,694	2,047.02%	89.75%	00:03:44	16.2
2024/02/10	2,814	2,254	79.81%	62,710	2,228.5%	91.51%	00:03:43	17.53
2024/02/11	2,772	2,194	82.5%	61,341	2,212.88%	90.84%	00:03:50	17.5
2024/02/12	2,757	2,133	81.43%	65,058	2,359.74%	90.21%	00:04:16	18.55
2024/02/13	2,746	2,103	79.32%	57,470	2,092.86%	90.31%	00:03:54	16.22
2024/02/14	2,700	2,022	83.09%	61,528	2,278.81%	91%	00:03:49	17.95
2024/02/15	2,667	2,034	81.86%	66,704	2,501.09%	90.48%	00:04:21	19.94
2024/02/16	2,745	2,131	80.99%	64,765	2,359.38%	90.56%	00:04:03	19.08
2024/02/17	2,724	2,143	83.06%	57,027	2,093.5%	89.61%	00:03:40	16.54
2024/02/18	2,671	2,060	84.37%	63,631	2,382.29%	90.57%	00:04:08	18.79
2024/02/19	2,625	1,978	81.8%	64,290	2,449.14%	90.06%	00:04:16	19.3
2024/02/20	2,664	1,981	80.31%	64,856	2,434.53%	89.45%	00:04:10	19.29
2024/02/21	2,639	2,003	84.87%	63,060	2,389.54%	89.16%	00:04:20	18.99
2024/02/22	2,562	1,977	82.2%	66,757	2,605.66%	89.62%	00:04:25	20.84
2024/02/23	2,608	1,989	83.66%	57,480	2,203.99%	89.92%	00:03:43	17.32
2024/02/24	2,597	1,980	83.03%	56,824	2,188.06%	90.22%	00:03:24	17.19
2024/02/25	2,692	2,011	81.7%	65,252	2,423.92%	89.75%	00:04:12	19.12
2024/02/26	2,875	2,221	71.41%	64,272	2,235.55%	91.55%	00:03:31	17.48
2024/02/27	3,211	2,542	60.94%	72,999	2,273.4%	91.19%	00:03:31	17.72
2024/02/28	2,681	2,084	78.65%	66,788	2,491.16%	89.07%	00:04:13	19.81
2024/02/29	2,606	2,012	80.52%	60,696	2,329.09%	89.14%	00:03:42	18.35

総計	79,302	32,732	60.71%	1,811,401	2,284.18%	90.65%	00:03:57	18.01
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[13] 今月のデータ

日付	セッション	ユーザー	リピーター率	CV	CVR	ENG率	平均ENG時間	PV/セッション
2024/03/01	2,649	2,060	80.39%	54,975	2,075.31%	89.13%	00:03:35	16.36
2024/03/02	2,646	2,059	80.82%	55,796	2,108.69%	90.02%	00:03:50	16.69
2024/03/03	2,723	2,129	80.27%	59,187	2,173.6%	89.83%	00:03:45	16.98
2024/03/04	2,612	2,018	79.78%	60,597	2,319.95%	90.28%	00:03:55	18.36
2024/03/05	2,623	2,016	78.52%	60,927	2,322.8%	90.89%	00:03:59	18.43
2024/03/06	2,831	2,125	75.44%	72,935	2,576.3%	92.41%	00:04:17	20.74
2024/03/07	2,855	2,180	77.66%	75,440	2,642.38%	92.36%	00:04:23	21.07
2024/03/08	2,891	2,207	79.43%	67,293	2,327.67%	91.21%	00:03:51	18.66
2024/03/09	2,845	2,229	75.59%	66,510	2,337.79%	90.9%	00:03:31	18.59
2024/03/10	2,855	2,202	77.79%	71,769	2,513.8%	91.91%	00:04:01	20.13
2024/03/11	2,816	2,095	77.18%	69,896	2,482.1%	90.77%	00:03:53	19.92
2024/03/12	2,787	2,129	77.17%	68,727	2,465.98%	90.89%	00:04:06	19.53
2024/03/13	2,745	2,121	76.66%	67,500	2,459.02%	90.16%	00:04:02	19.51
2024/03/14	2,936	2,209	75.78%	73,034	2,487.53%	88.66%	00:04:07	19.77
2024/03/15	3,007	2,324	75.99%	77,302	2,570.73%	92.55%	00:04:07	20.53
2024/03/16	2,889	2,205	77.32%	66,797	2,312.11%	89.41%	00:03:42	18.3
2024/03/17	2,816	2,170	79.08%	66,178	2,350.07%	91.26%	00:03:58	18.85
2024/03/18	2,770	2,102	76.59%	64,410	2,325.27%	89.57%	00:03:48	18.53
2024/03/19	2,747	2,090	78.13%	65,778	2,394.54%	91.45%	00:04:06	19.04
2024/03/20	2,809	2,135	77.61%	71,031	2,528.69%	90%	00:04:17	20.28
2024/03/21	2,757	2,117	74.44%	71,568	2,595.87%	90.13%	00:04:16	20.78
2024/03/22	2,825	2,194	74.11%	73,143	2,589.13%	91.58%	00:04:20	20.75
2024/03/23	2,996	2,342	73.4%	78,411	2,617.19%	90.52%	00:04:08	21.02
2024/03/24	3,042	2,288	74.39%	68,853	2,263.41%	89.18%	00:03:48	18.25
2024/03/25	2,885	2,177	75.42%	72,362	2,508.21%	89.81%	00:04:02	20.01
2024/03/26	2,833	2,095	75.47%	72,702	2,566.25%	89.59%	00:04:10	20.63
2024/03/27	1,071	908	79.07%	24,004	2,241.27%	79.27%	00:03:32	17.65
総計	72,444	30,359	57.03%	1,797,125	2,480.71%	90.8%	00:04:06	19.78