

## 55 Gender Insights Dashboard


Feb 1, 2020 - Feb 26, 2020

Some data in this report may have been removed when a threshold was applied. [Learn more](#)

**All Users**  
100.00% Sessions

### Total number of users

**1,277**  
% of Total: 100.00%  
(1,277)



### Users included in data for thi...

**335**  
% of Total: 26.23% (1,277)



### Average value of a FEMALE ...

**\$0.00**  
Avg for View: \$0.00  
(0.00%)

### Top traffic sources of FEMA...

Source / Medium	Users	Per Session Goal Value
google / organic	96	\$0.00
m.facebook.com / referral	76	\$0.00
(direct) / (none)	25	\$0.00
l.facebook.com / referral	21	\$0.00
paypal.com / referral	20	\$0.00
bing / organic	11	\$0.00

### Age of FEMALE users

Age	Users	Per Session Goal Value
25-34	54	\$0.00
45-54	48	\$0.00
55-64	48	\$0.00
35-44	37	\$0.00
65+	26	\$0.00
18-24	18	\$0.00

### Top 10 content among WO...

Page	Users	Bounce Rate
/	210	60.66%
/lodging/	63	59.09%
/2020/01/10/2020-romp/	39	0.00%

### Average value of a MALE user

**\$0.00**  
Avg for View: \$0.00 (0.00%)

### Top traffic sources of MALE ...

Source / Medium	Users	Per Session Goal Value
google / organic	51	\$0.00
(direct) / (none)	19	\$0.00
paypal.com / referral	11	\$0.00
m.facebook.com / referral	10	\$0.00

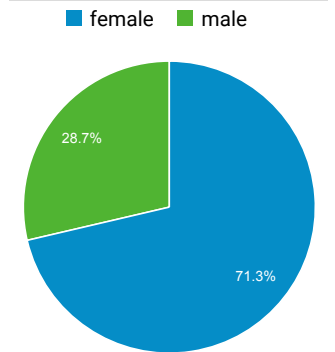
### Age of MALE users

Age	Users	Per Session Goal Value
45-54	20	\$0.00
55-64	20	\$0.00
25-34	18	\$0.00
35-44	18	\$0.00
65+	15	\$0.00

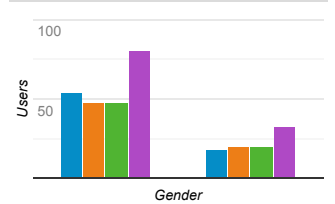
### Top 10 content among MEN

Page	Users	Bounce Rate
/	91	53.85%
/lodging/	28	50.00%
/2020/01/10/2020-romp/	17	0.00%
/blog/	14	0.00%
/faq/	13	0.00%
/2020/01/10/lodging/	10	0.00%

### Split between male and fem...



### Age split - Men and women



p/		
/blog/	27	0.00%
/2020/01/10/lodging/	24	0.00%
/faq/	22	0.00%
/confirmation/	18	38.89%