

# Diagnose Friction in Your Path to Purchase

Conduct the analyses recommended in this worksheet to uncover and prioritize where shoppers are getting stuck in their customer journey. [See how to do this in Amplitude.](#)

Analysis time frame (circle): Last 30 days | Last 90 days | Other:

## Top-level Metrics

Total purchases

Total revenue

New customers

Returning customers

Total revenue for all purchases in the selected time frame

New customers who have made their first purchase in this time period

Returning customers in this time period who have purchased before

## Conversion and Cart Metrics

Overall conversion rate

Shopping cart abandonment rate

Average basket size/ item count

Average order value

Divide total purchases by total web or app visitors

Divide the number of carts abandoned by the number of carts initiated

Divide the number of items sold by number of purchases

Divide revenue by the number of purchases

Add to cart rate

Add to cart to purchase rate

Average time to purchase

Average items viewed before first purchase

Divide the number of visitors who add at least one item to cart by the total number of website or app visitors

Divide the number of visitors who initiate a cart by number of purchases

Divide total time from initial visit to purchase completed by number of purchases

Divide the number of items viewed by number of purchases, segmented for first-time customers

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## Conversion and Cart Metrics continued

### Conversion rate by acquisition channel

Divide total purchases by total visitors sourced from a given channel

Organic:	<input type="text"/>	Direct:	<input type="text"/>
Social:	<input type="text"/>	Other:	<input type="text"/>
Paid:	<input type="text"/>		<input type="text"/>

### Conversion rate by platform or device

Divide total purchases by total visitors sourced from a given platform or device

iOS app:	<input type="text"/>	Mobile web:	<input type="text"/>
Android app:	<input type="text"/>	Other:	<input type="text"/>
Desktop web:	<input type="text"/>		<input type="text"/>

### Conversion rate by product category (or other attribute)

Category	Rate
1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>
4.	<input type="text"/>
5.	<input type="text"/>

### Conversion rate by campaign

Campaign name	Rate
1.	<input type="text"/>
2.	<input type="text"/>
3.	<input type="text"/>
4.	<input type="text"/>
5.	<input type="text"/>

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**Map your top paths to conversion:** Understand the main steps your shoppers go through on their way to completing a transaction.

Step in funnel	Conversion from previous step	Overall conversion

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Notes: What are the biggest areas of drop-off?

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**Next steps:** Now that you've uncovered sources of friction in your checkout, use this simple exercise to brainstorm and prioritize possible solutions.

Where is there friction? What is holding customers back?				
	↓	↓	↓	↓
We can address this by...				
	↓	↓	↓	↓
The effort level involved would be...				
	↓	↓	↓	↓
... and if successful, the outcome will be...				