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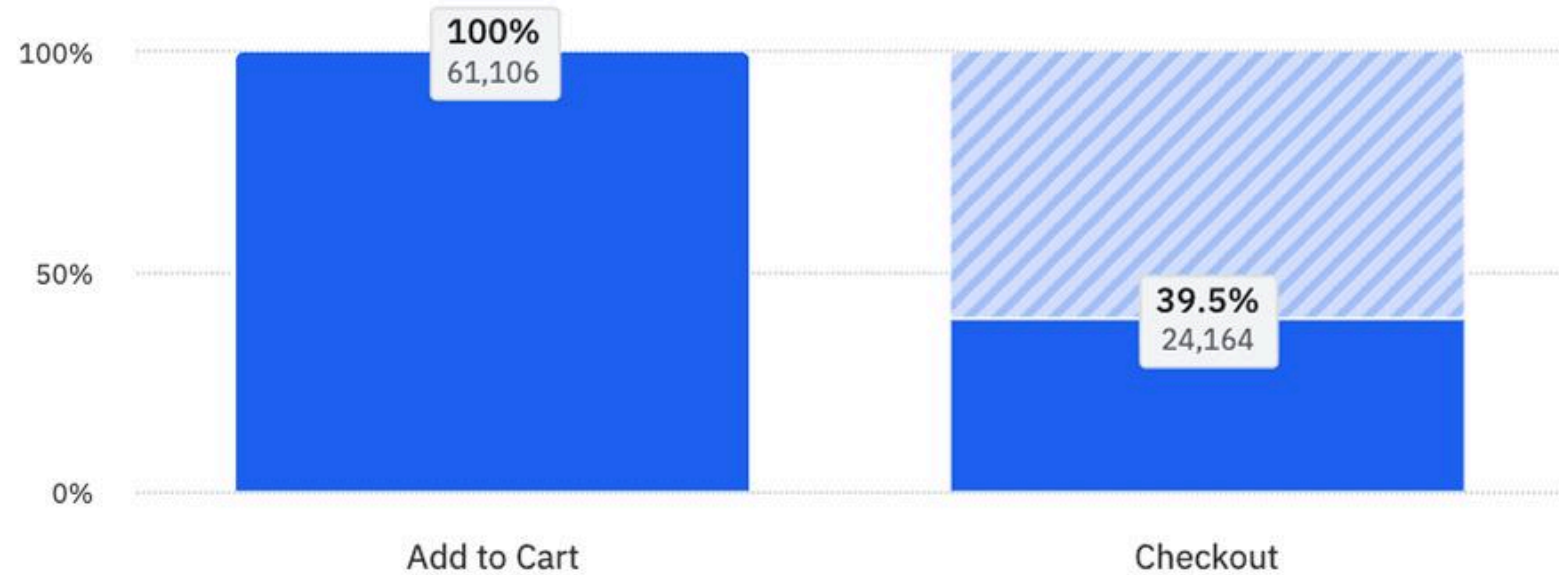
What's the conversion rate from adding an item to the cart to checkout in the US?

✓ Finished working

The conversion rate from adding an item to the cart to checkout for US users is **39.5%** over the last 30 days. This means about 4 in 10 US shoppers who add items to their cart proceed to checkout.

However, there's a concerning downward trend—conversion started at 36.8% on Nov 30 and has dropped to just 15.8% on Dec 30. This sharp decline during the holiday season (when you'd typically expect higher conversion) suggests a potential issue worth investigating, such as checkout friction, payment problems, or technical issues that emerged in mid-December.

**US: Add to Cart → Checkout Funnel**



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