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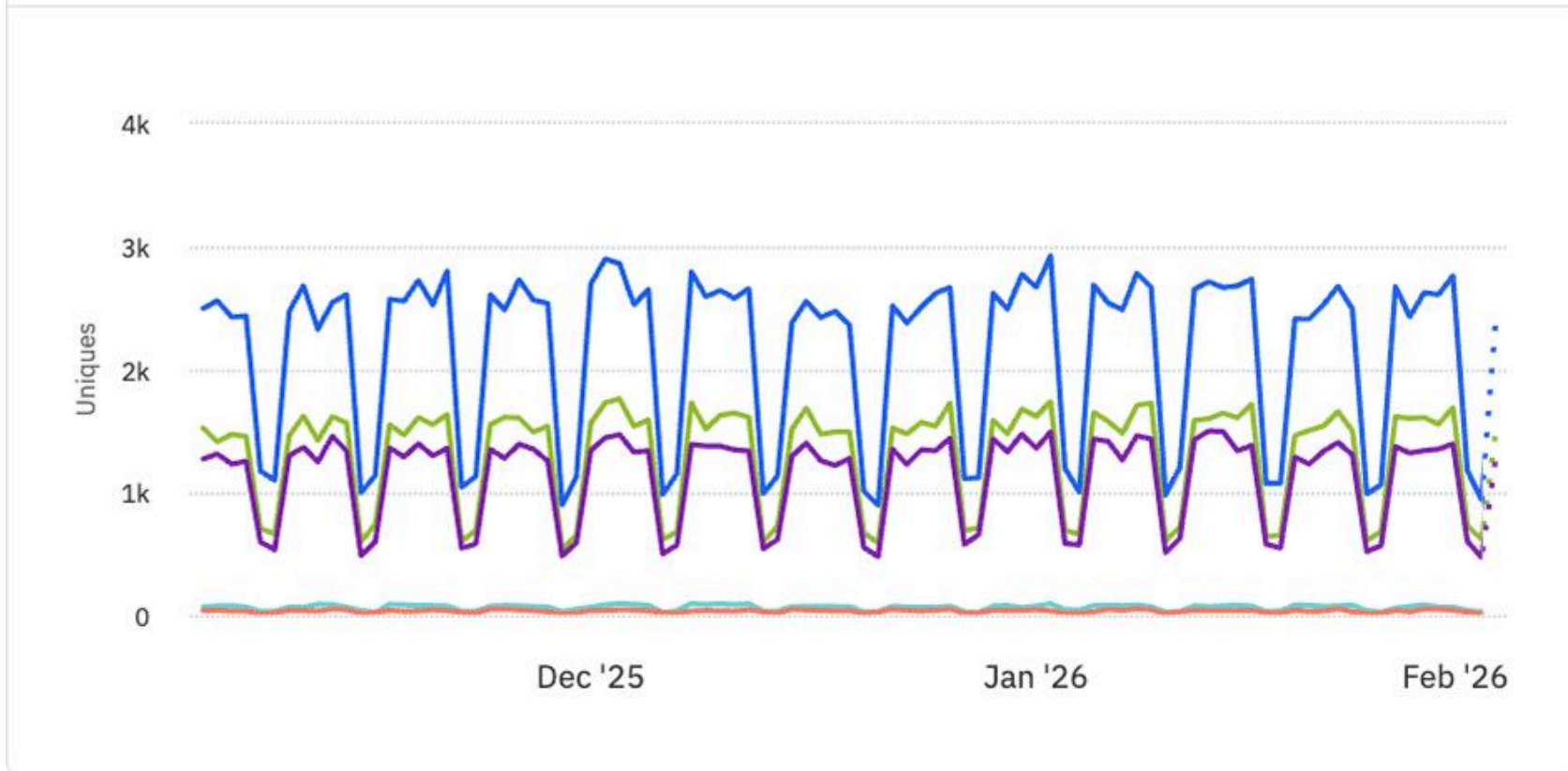
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How do mobile vs. web users differ in purchase behavior?

✓ Finished working

Web users drive the most purchases, with ~2.4k–2.9k daily unique purchasers compared to iOS (~1.4k–1.7k) and Android (~1.2k–1.5k). All platforms show consistent weekend dips, suggesting similar shopping patterns across devices. Web accounts for roughly 50% more purchase volume than either mobile platform individually.

Complete Purchase (Unique Users) by Platform — Last 90 Days



Logical next question: Would you like to see conversion rates by platform to understand if mobile users browse more but convert less, or if the volume difference reflects traffic distribution?



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Ask anything



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