

INFORMATION AND METHODOLOGICAL PART

LITERATURE

Primary

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Supplementary

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20. 7 Most Important Ecommerce Business Metrics Every Online Store Owner Needs to Track / <https://dinarys.com/blog/7-most-important-ecommerce-business-metrics>

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24. Web Analytics Analysis: How to Find Business Growth Opportunities / <https://cxl.com/blog/web-analytics-analysis/>
25. Web Analytics – Introduction / https://www.tutorialspoint.com/web_analytics/web_analytics_introduction.htm
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