

E-commerce Analysis Dashboard 2012-2015

UTM Content

All

UTM Campaign

All

Product Name

All

Month

All

2012

2015

KPI's

Overview

A/B Testing



Current Month Orders

32.31K

Previous Month Orders 28.99K

3,322 ↑



Current Month Revenue

\$1.86M

Previous Month \$1.73M

\$129,213 ↑



Current Month Profit

\$1.22M

Previous Month \$1.08M

\$132,037 ↑



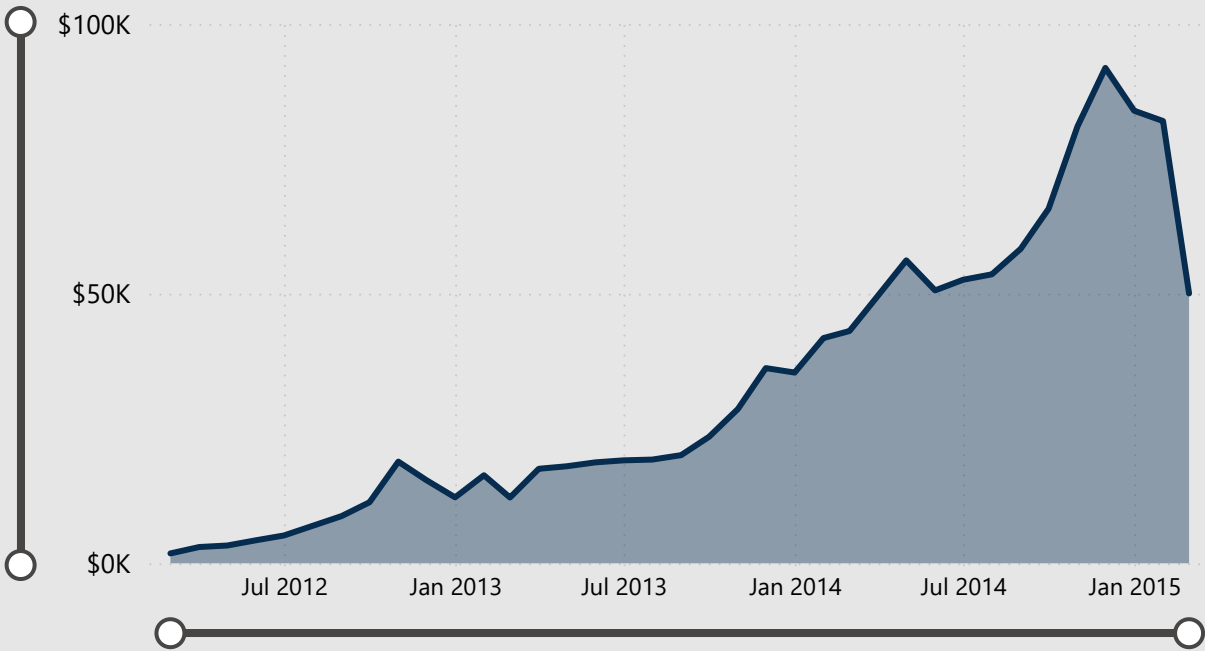
Current Month Refund Rate

5.33%

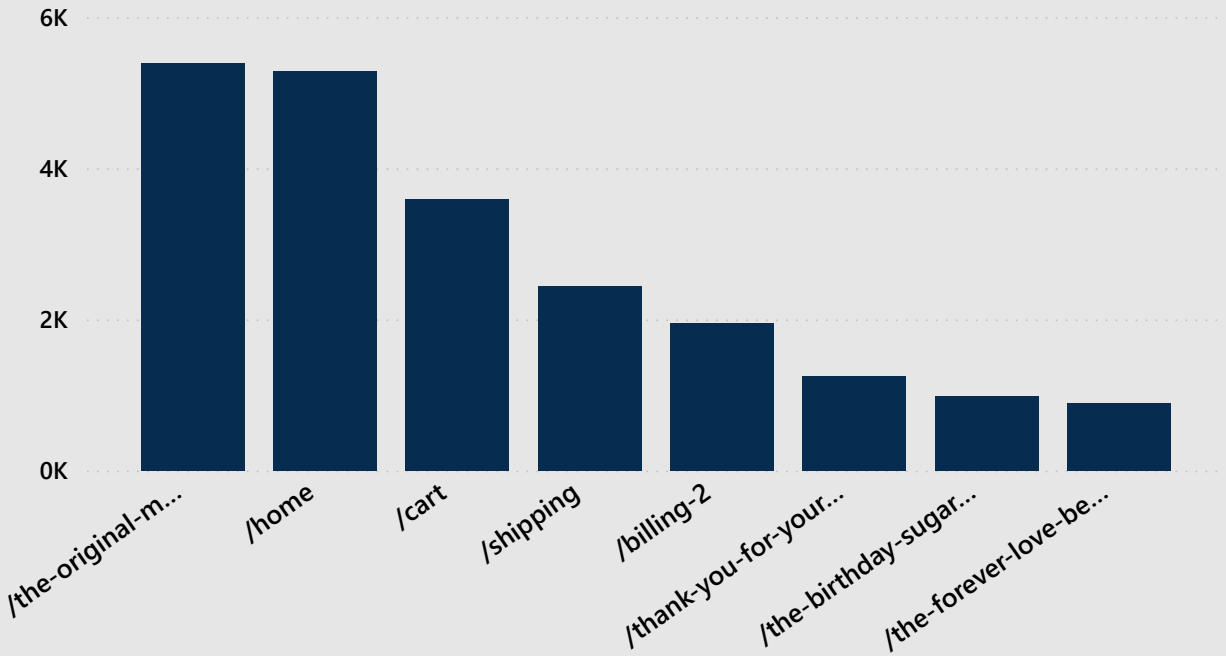
Previous Month Refund 5.08%

0.25% ↑

Profit by Start of The Month



Current Month Most Viewed URL's



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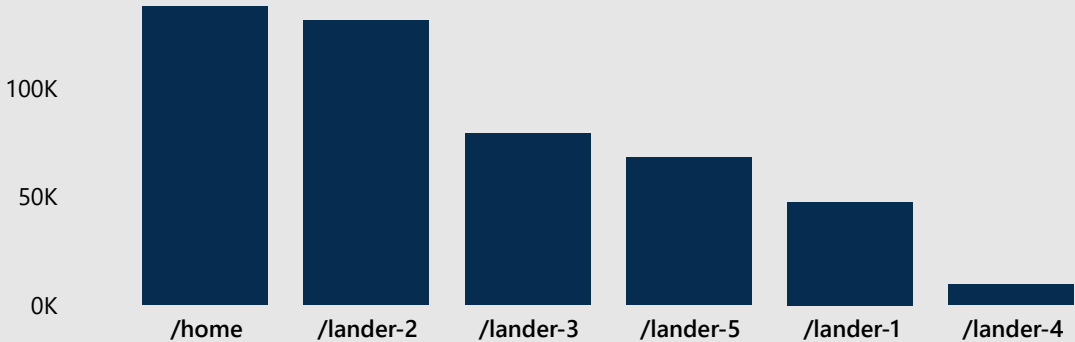
KPI's

Overview

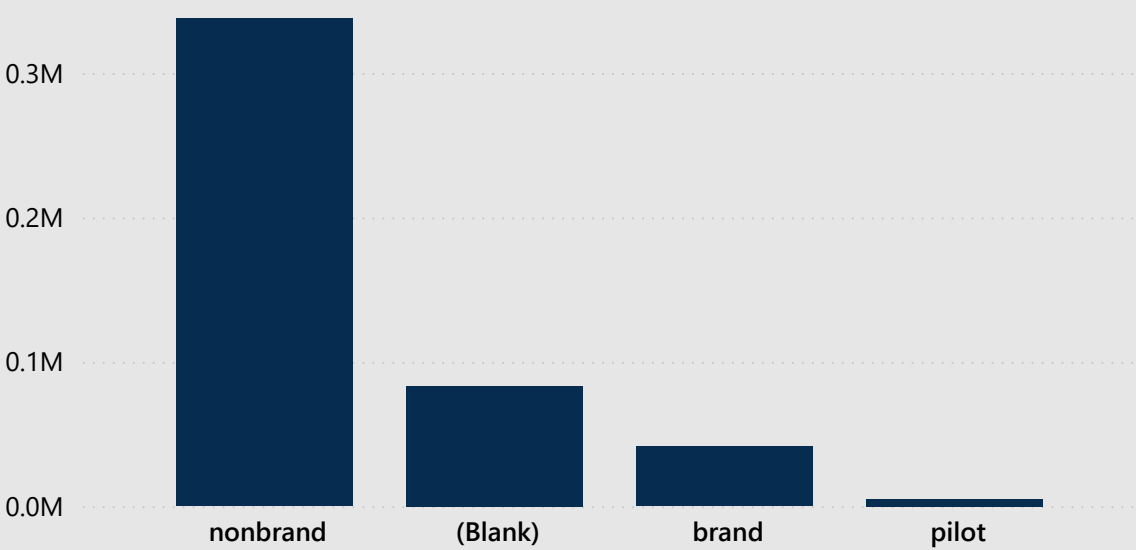
A/B Testing

Product Name	Created at	Orders	Revenue	Refund	Refund Rate
The Original Mr. Fuzzy	3/19/2012	24226	1,211,057.74	1237	3.83%
The Forever Love Bear	1/6/2013	5796	347,702.04	129	0.40%
The Birthday Sugar Panda	12/12/2013	4985	229,260.15	301	0.93%
The Hudson River Mini bear	2/5/2014	5018	150,489.82	64	0.20%

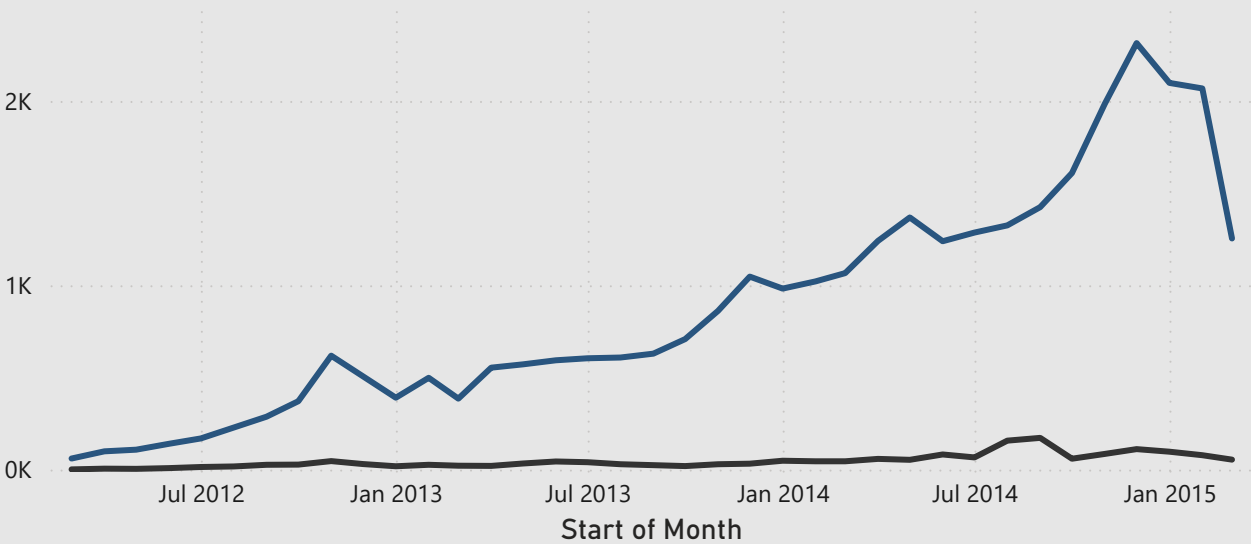
Top Lander Page



Sessions Utm Campaign



● Total Orders ● Total Sessions



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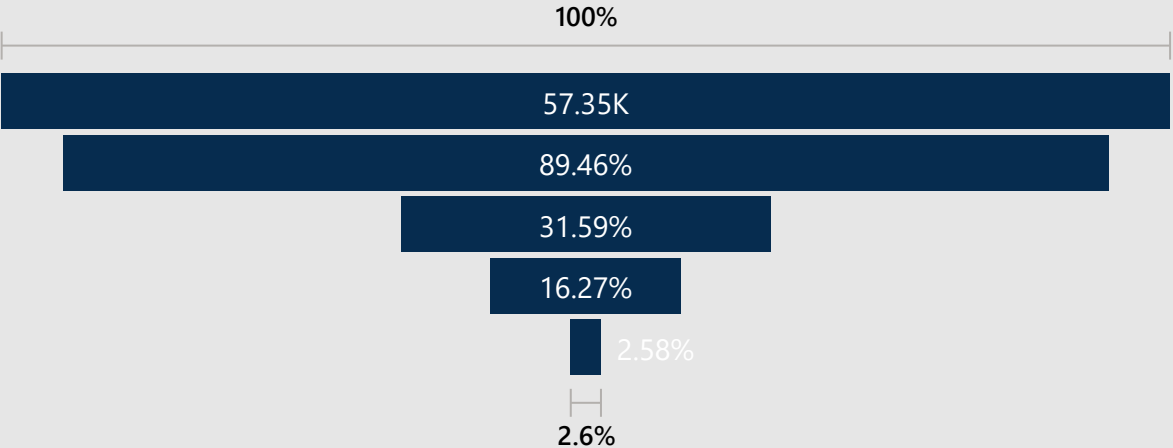
2015

KPI's

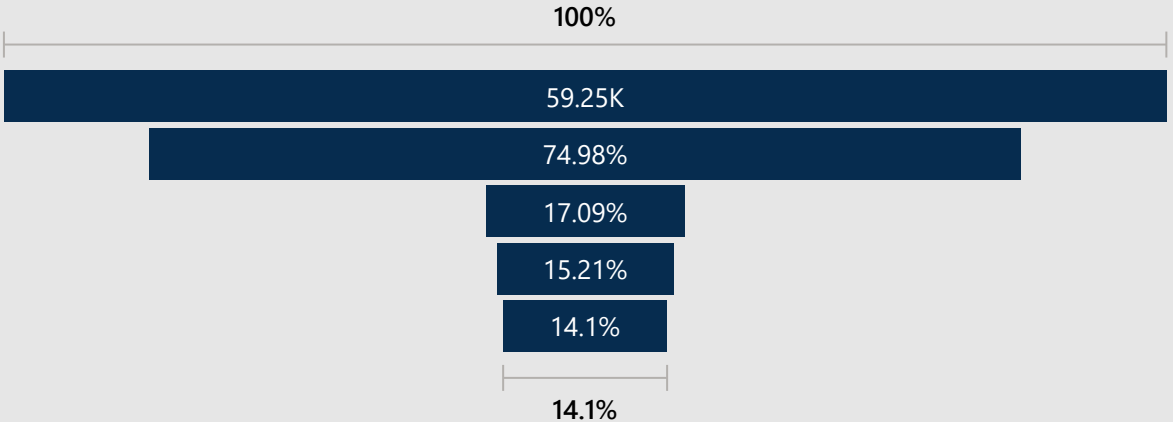
Overview

A/B Testing

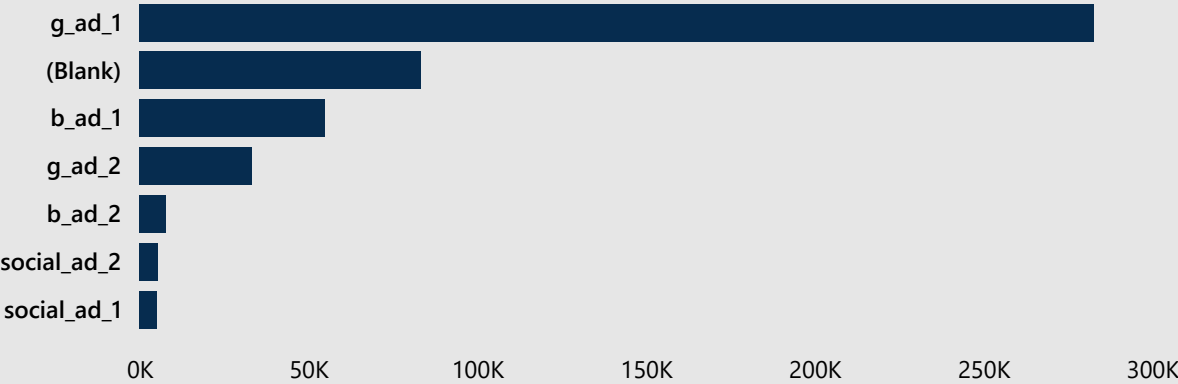
Home Page Conversion Funnel To Thank You for Your Order Page



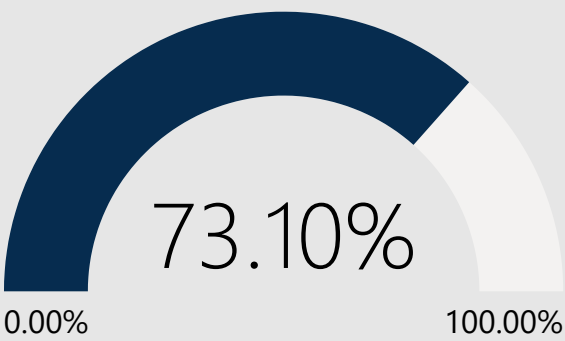
Lander 2 Conversion Funnel To Thank You for Your Order Page



Sessions by Utm Content



Billing-1 To Orders



Billing-2 To Orders

