PILOT PERFORMANCE
Model 2: Performance based on incremental Conversion% & AOV

Model Summary:		
HERO Conv% - Aldo Conv%	= Incre. Conv%	
* #chats	= Incre. #Orders	
* net AOV	= Incre. $Sales	
*ALDO GM%	= Incre. $Profit	
- HERO $cost	= final $Profit	
/HERO $cost	**= ROI**	

Data Source	Color Code
HERO	
Webi	
Contract	
cacluated	

date range: 9/20 - 12/19/2021

#weeks	13
$CA > $US exchange rate:	0.76

Revenue

$Sales - US	
$Sales - CA	
total $Sales (USD)	
HERO return%	
net $Sales (USD)	

#Order - US	
#Order - CA	
total #Orders	
HERO net AOV	

Chats	
HERO Conv%	
ALDO Conv%	
(site search)	
incremental Conv%	

incremental #Orders	
incremental $Sales	

Expenses

ALDO GM%	
Product Cost	
HERO Cost	

Profit

incremental $Profit	
final $Profit	

HERO ROI

Model Summary:		
HERO AOV - Aldo AOV	= Incre. AOV	
* #orders	= Incre. $Sales	
*ALDO GM%	= Incre. $Profit	
- HERO $cost	= final $Profit	
/HERO $cost	= ROI	

Data Source	Color Code
HERO	
Webi	
Contract	
cacluated	

date range: 9/20 - 12/19/2021

#weeks	13
$CA > $US exchange rate:	0.76

Revenue	
$Sales - US	
$Sales - CA	
total $Sales (USD)	
HERO return%	
net $Sales (USD)	

#Order - US	
#Order - CA	
total #Orders	
HERO net AOV	
ALDO net AOV	
incremental AOV	

incremental $Sales

Expenses	
ALDO GM%	
Product Cost	
HERO Cost	

Profit	
incremental $Profit	
final $Profit	

HERO ROI