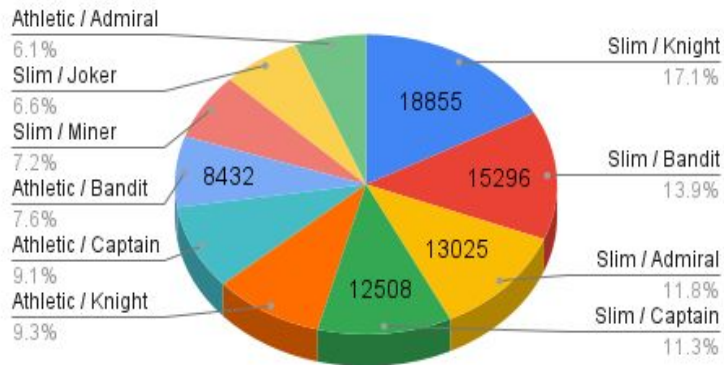


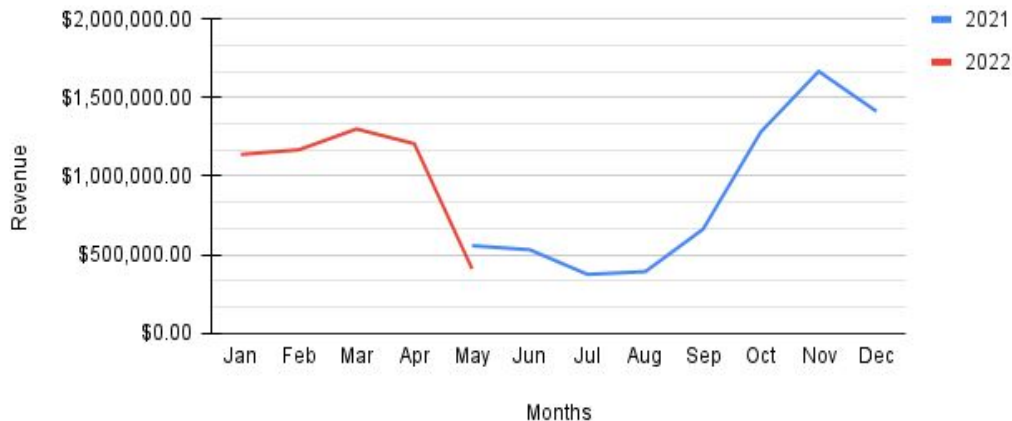
Lifecycle Program Data Analysis

Revenue

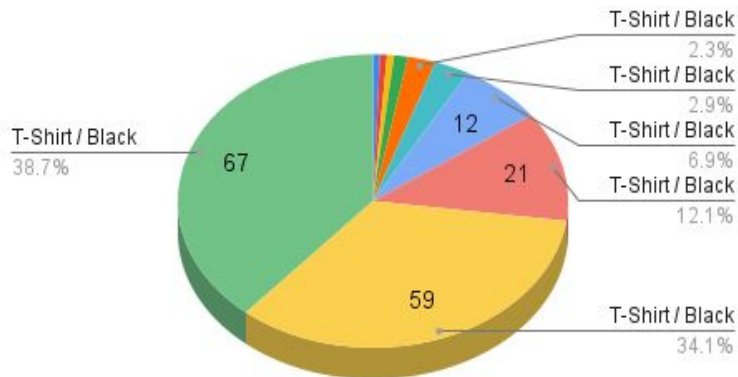
Top 10 Products by Order



Monthly Revenue Over Last 12 Months



Bottom 10 Products by Orders

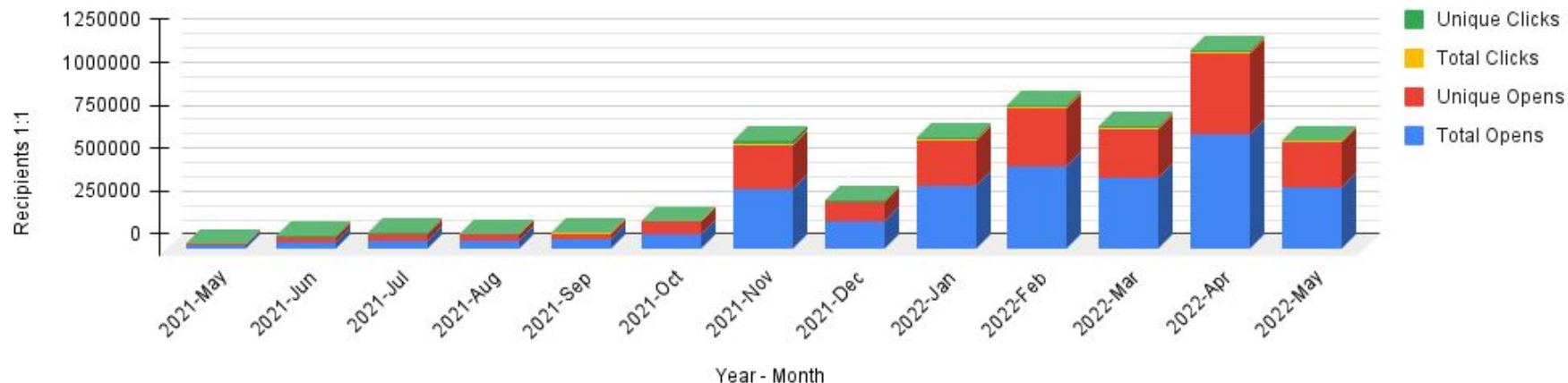


Average Order Value (AOV) Over Last 12 Months

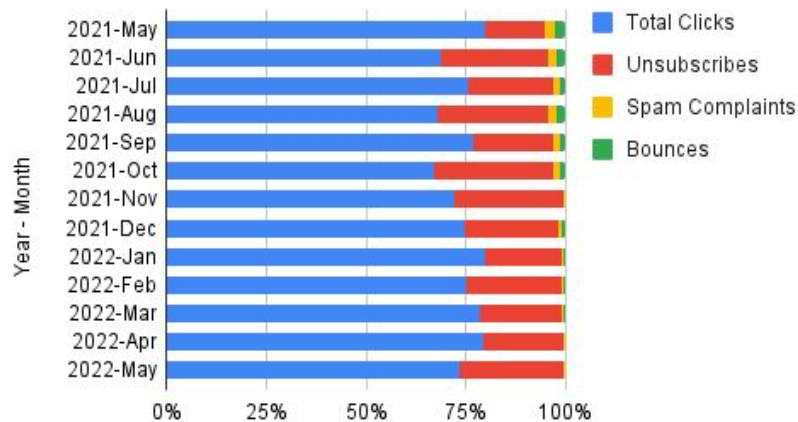


Campaign Performance

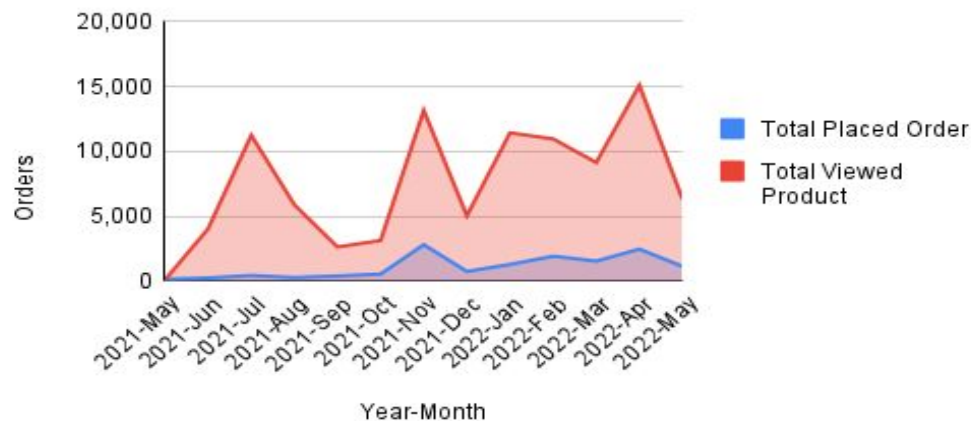
Campaign Engagement



Campaign Deliverability



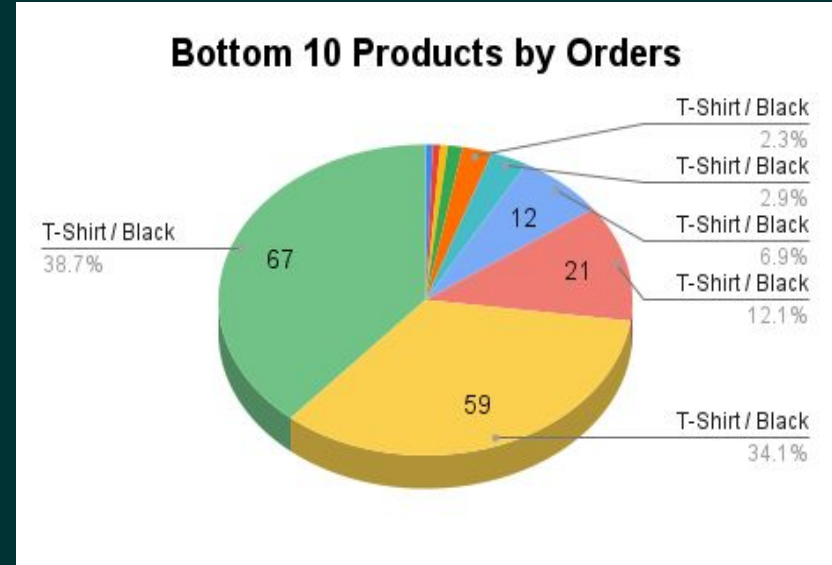
Orders Generated from Campaign



Insights

Product

- Bottom 10 products are very similar in style and colour.
- Since they are difficult to sell on their own, use as add on items during checkout to maximize upsell opportunity.
- Style top 10 items with black t-shirts as complete outfits to promote upsell.



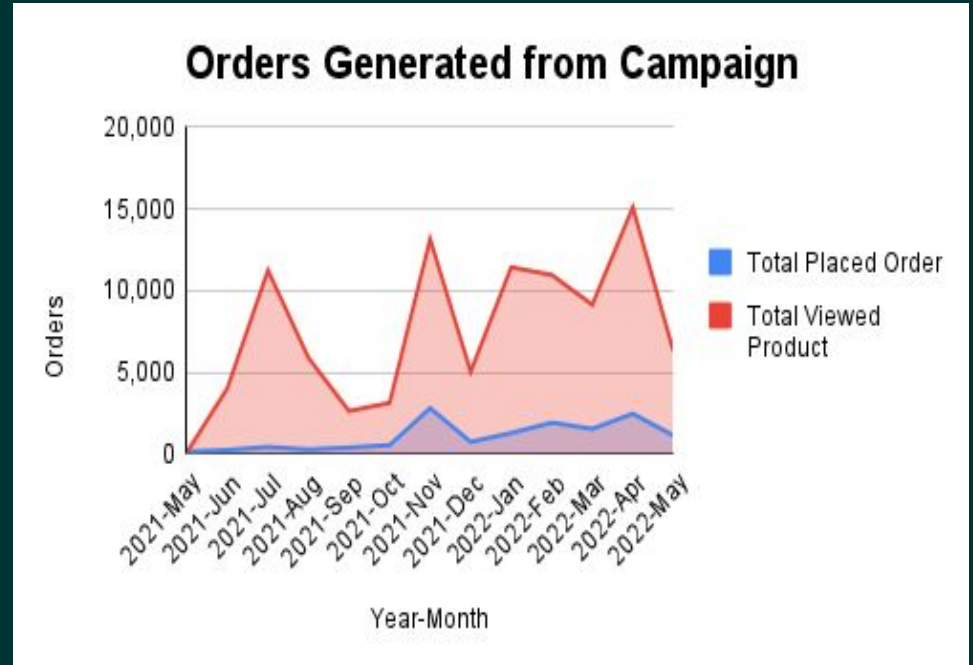
Revenue



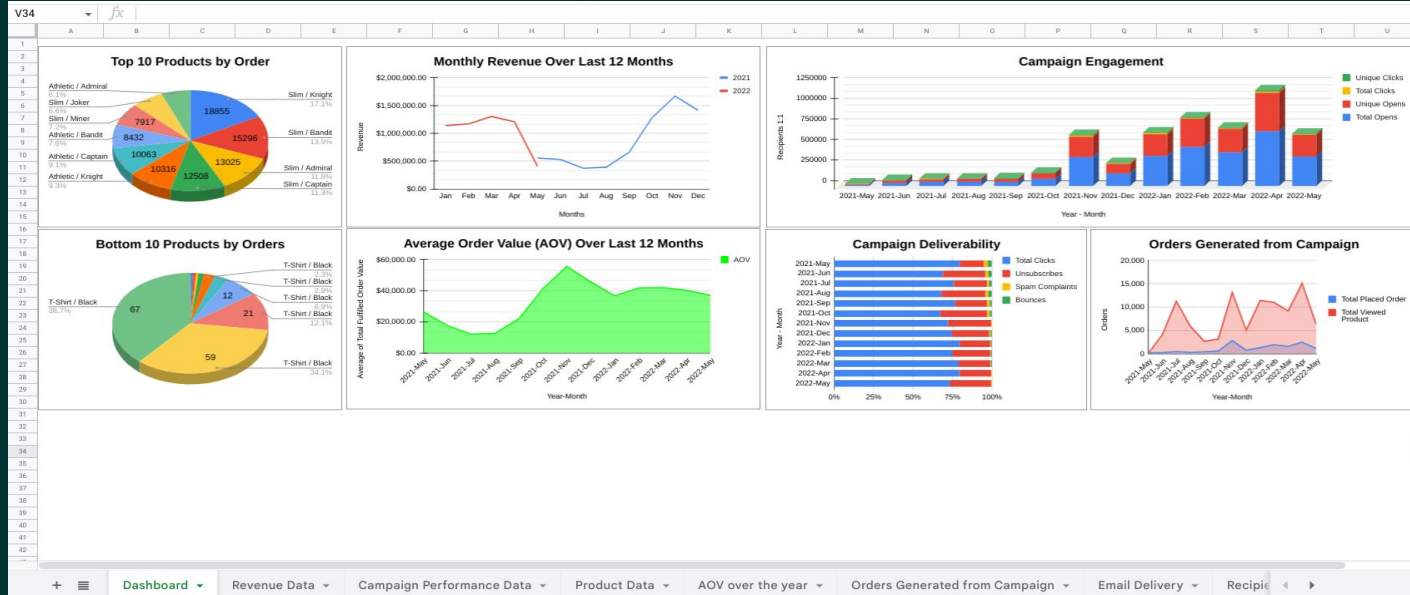
- Sales during the spring/summer experience a significant drop.
- Increase marketing to students (highschool, university, or college) and parents.
- Promote end of school and back to school products to increase revenue.

Campaign

- Campaign generated a significant amount of views but much less orders.
- To capture more revenue from viewed items you can add exclusive promotional codes or coupons to campaign.



Access full dashboard to update data



Contact for further questions