

1. Gsearch seems to be the biggest driver of our business. Could you pull monthly trends for Gsearch sessions and orders so that we can showcase the growth there?
2. it would be great to see a similar monthly trend for Gsearch, but this time splitting out nonbrand and brand campaigns separately. I am wondering if brand is picking up at all. If so, this is a good story to tell.
3. While we're on Gsearch, could you dive into nonbrand, and pull monthly sessions and orders split by device type? I want to flex out analytical muscles a little and show the board we really know our traffic sources.
4. I'm worried that one of our more pessimistic board members may be concerned about the large % of traffic from Gsearch. Can you pull monthly trends for Gsearch, alongside monthly trends for each of our other channels?
5. I'd like to tell the story of website performance improvements over the course of the first 8 months. Could you pull session to order conversion rates, by month?
6. I would like to request an analysis to identify which product has the highest success rate. Specifically, could you provide insights into the total revenue generated and the total refund amounts for each product? This will allow us to determine which product demonstrates the most favorable performance metrics.
7. For the landing page test you analyzed previously, it would be great to show a full conversions funnel from each of the two orders. You can use the same time period you analyzed last time (Jun 19-Jul 28).
8. I'd love for you to quantify the impact of our billing test, as well. Please analyze the lift generated from the test (SEP 10 - NOV 10), in terms of revenue per billing page session, and then pull the number of billing page sessions for the past month to understand monthly impact.
9. In addition to telling investors about what we've already achieved, let's show them that we still have plenty of gas in the tank. Based on all the analysis you've done, could you share some recommendations and opportunities for us going forward? No right or wrong answer here – I'd just like to hear your perspective!

You can build the dashboard if you believe it's beneficial for you