

# Ecommerce Dashboard for 2019 November

\$275,194,890.50

Total Revenue

3696117

Total Unique Users

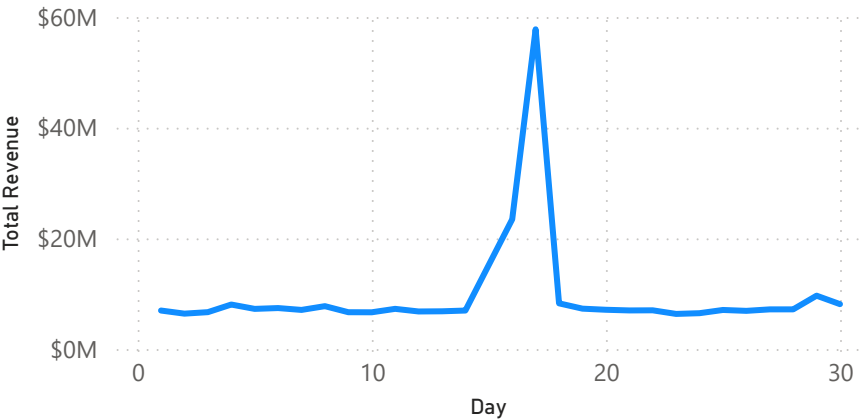
\$74.46

Revenue per User

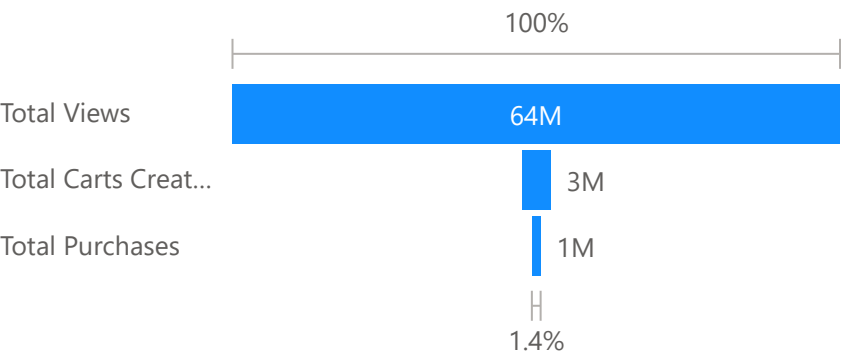
\$5,341.17

LTV per User

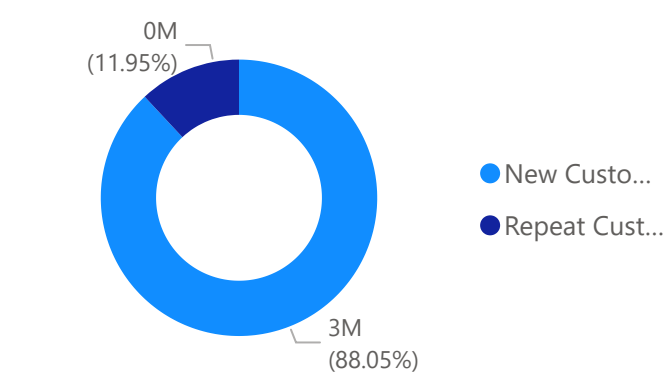
November Revenue Trend



Purchase Funnel



Customer Segmentation



69.73%

Cart Abandonment ...

1.44%

Conversion Rate

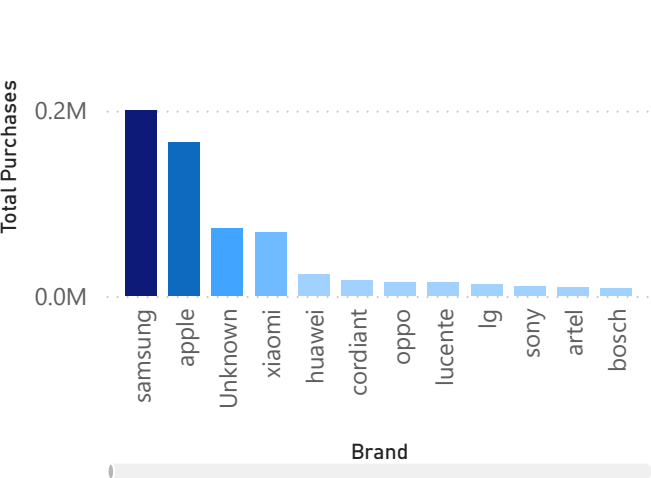
11.95%

Repeat Purchase Rate

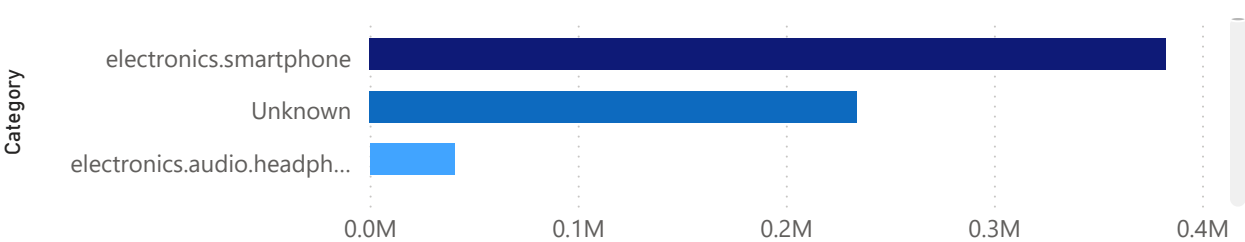
\$300.12

Average Order Value

Total Purchases per Brand



Top Categories Purchased



## Opportunities found for November

- A mid-month promotion or sale to take advantage of the revenue trend.
- Majority of users who purchased were also repeat buyers. Loyalty programs can be implemented to maintain the trend and to grow LTV.
- Within the purchase funnel, only approximately 30% of carts lead to purchases. To grow this discounts or incentives can be offered to users with active carts within 24 hours of leaving the site.