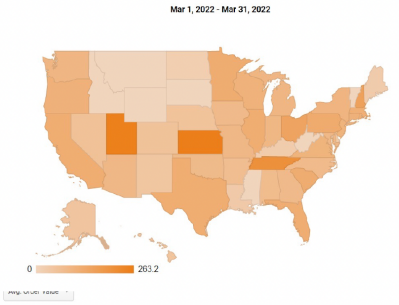
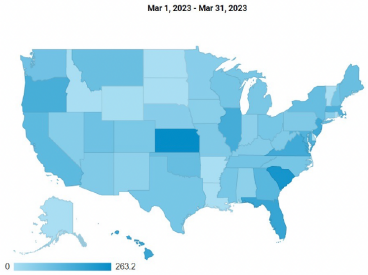
Average Order Value



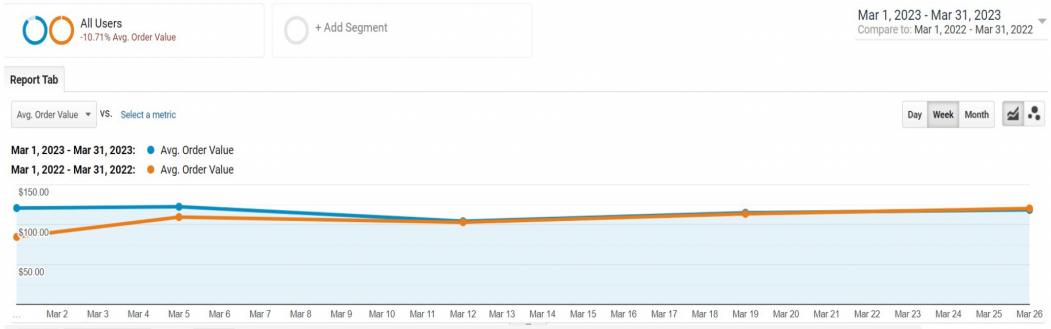


REGION	AOV 2022	AOV 2023	% CHANGE
TEXAS	$118.39	$78.12	-34.02%
FLORIDA	$118.31	$182.80	54.51%
NEW JERSEY	$100.70	$170.49	69.31%
PENNSYLVANIA	$124.94	$67.34	-46.10%
OHIO	$145.38	$78.00	-46.35%
TENNESSEE	$204.45	$85.38	-58.24%
SOUTH CAROLINA	$120.90	$235.42	94.72%
UTAH	$255.35	$94.67	-62.92%
NEW HAMPSHIRE	$154.73	$85.60	-44.68%
HAWAII	$48.75	$180.00	269.23%

Alarming drops in: Texas, Pennsylvania, Ohio, Tennessee, Utah, New Hampshire

Notable increase in: Florida, New Jersey, South Carolina and Hawaii

Average Order Value



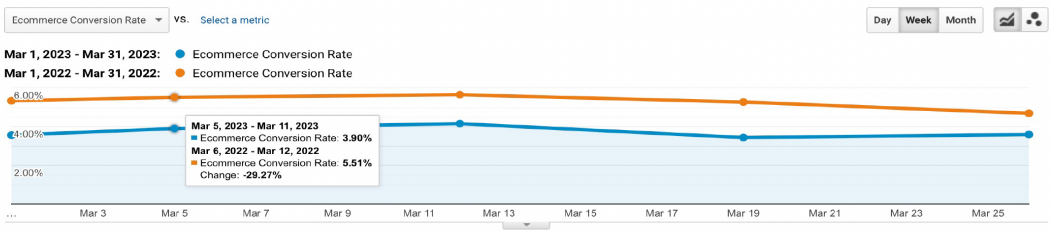
Year	Avg. Order Value
	8.19% $115.58 vs $106.82
1. 2023	
Mar 1, 2023 - Mar 31, 2023	$115.58
Mar 1, 2022 - Mar 31, 2022	$0.00
% Change	-%
2. 2022	
Mar 1, 2023 - Mar 31, 2023	$0.00
Mar 1, 2022 - Mar 31, 2022	$106.82
% Change	-100.00%

Average Order Value has **gone up by 8.19%** compared to March 2023. Even though it seemed like the AOV was dropping in the second week of March 2023, it ultimately stays a little higher at $115.

Conversion Rate

Default Channel Grouping	User Type	Ecommerce Conversion Rate
		29.47% ↓ 3.74% vs 5.30%
. Direct	Returning Visitor	
Mar 1, 2023 - Mar 31, 2023		6.44%
Mar 1, 2022 - Mar 31, 2022		9.77%
% Change		-34.09%
2. Paid Search	Returning Visitor	
Mar 1, 2023 - Mar 31, 2023		5.02%
Mar 1, 2022 - Mar 31, 2022		10.72%
% Change		-53.15%
3. Direct	New Visitor	
Mar 1, 2023 - Mar 31, 2023		2.65%
Mar 1, 2022 - Mar 31, 2022		3.53%
% Change		-24.84%

Conversion Rate



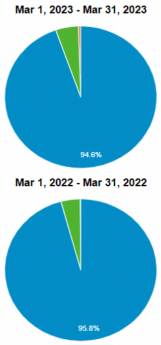
Default Channel Grouping	Country	Users	Ecommerce Conversion Rate
		23.20% ↓ 20,401 vs 26,564	29.47% ↓ 3.74% vs 5.30%
Direct	United States		
Mar 1, 2023 - Mar 31, 2023		15,684 (76.18%)	4.06%
Mar 1, 2022 - Mar 31, 2022		20,005 (75.53%)	6.06%
% Change		-21.60%	-33.00%
Paid Search	United States		
Mar 1, 2023 - Mar 31, 2023		4,844 (23.53%)	2.75%
Mar 1, 2022 - Mar 31, 2022		3,357 (12.67%)	4.52%
% Change		44.30%	-39.20%

Conversion rate has gone down by **29.47%** in 2023.

A further breakdown reveals that direct search, which accounts for most visits has seen less decline in conversion rate compared to paid search

Revenue – Device Category

Device Category	Revenue	Revenue	Contribution to total: Revenue
	41.83% $121,355.26 vs $208,624.77	41.83% $121,355.26 vs $208,624.77	
1. desktop			
Mar 1, 2023 - Mar 31, 2023	**$114,861.06**	94.65%	
Mar 1, 2022 - Mar 31, 2022	**$199,855.64**	95.80%	
2. mobile			
Mar 1, 2023 - Mar 31, 2023	**$5,917.20**	4.88%	
Mar 1, 2022 - Mar 31, 2022	**$8,533.65**	4.09%	
3. tablet			
Mar 1, 2023 - Mar 31, 2023	**$577.00**	0.48%	
Mar 1, 2022 - Mar 31, 2022	**$235.48**	0.11%	



- Revenue from **Desktop traffic** was much greater for both years than from Mobile and Tablet traffic. It consumed almost **95%** of the entire revenue.
- **Mobile and Tablet traffic** dramatically underperformed Desktop in terms of revenue. Especially, Tablet had a **negligible income** for year 2022 than 2023.

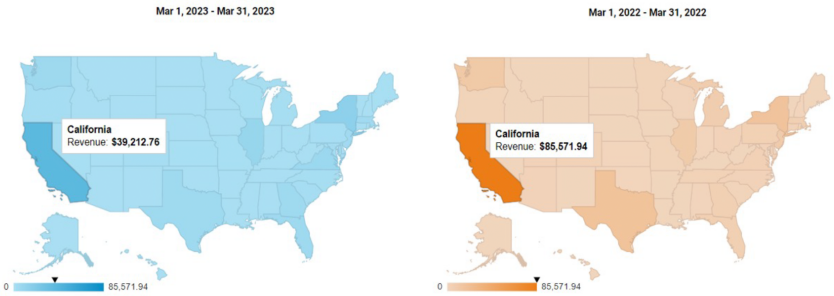
Revenue – Channel Grouping

	Total
Default Channel Grouping	**Revenue**
1. Direct	
Mar 1, 2023 - Mar 31, 2023	**$103,655.14**
Mar 1, 2022 - Mar 31, 2022	**$183,425.28**
% Change	**-43.49%**
2. Paid Search	
Mar 1, 2023 - Mar 31, 2023	**$17,643.32**
Mar 1, 2022 - Mar 31, 2022	**$21,791.49**
% Change	**-19.04%**
3. Display	
Mar 1, 2023 - Mar 31, 2023	**$56.80**
Mar 1, 2022 - Mar 31, 2022	**$0.00**
% Change	**∞%**
4. Affiliates	
Mar 1, 2023 - Mar 31, 2023	**$0.00**
Mar 1, 2022 - Mar 31, 2022	**$3,408.00**
% Change	**-100.00%**

Default Channel Grouping	Revenue	Revenue
	41.83% $121,355.26 vs $208,624.77	41.83% $121,355.26 vs $208,624.77
1. Direct		
Mar 1, 2023 - Mar 31, 2023	$103,655.14	85.41%
Mar 1, 2022 - Mar 31, 2022	$183,425.28	87.92%
2. Paid Search		
Mar 1, 2023 - Mar 31, 2023	$17,643.32	14.54%
Mar 1, 2022 - Mar 31, 2022	$21,791.49	10.45%
3. Display		
Mar 1, 2023 - Mar 31, 2023	$56.80	0.05%
Mar 1, 2022 - Mar 31, 2022	$0.00	0.00%
4. Affiliates		
Mar 1, 2023 - Mar 31, 2023	$0.00	0.00%
Mar 1, 2022 - Mar 31, 2022	$3,408.00	1.63%

- Direct channel is the primary driver of revenue for the website, as it consistently generates the most revenue in both March 2022 and March 2023
- Paid Search generates a smaller portion of the revenue, but it still plays an important role in driving traffic to the website.
- Display and Affiliates channels generated minimal revenue in both March 2022 and March 2023. This suggests that the website may not be putting enough resources into these channels.

Revenue – Overall Analysis



- **California** has retained its top spot as the state with the highest revenue for the month of March in year 2022 and 2023.
- According to the line graph, the United States' overall revenue was around **41% lower** in 2023 than it was in 2022 for March.
- There was a significant change in revenue difference ratio after a first fortnight and at the conclusion of month, it retained the original ratio.

Waterfall Table

	Mar-23	Mar-22	% Change vs LY	# Change vs LY
Revenue	$ 121,355	$ 208,625	-41.83%	$ (87,269.51)
Visits	28065	36815	-23.77%	-8750
AOV	$ 115.58	$ 106.82	8.20%	$ 8.76
Conv	3.74%	5.30%	-29.43%	-0.016

	Impact on Revenue	Ratio	Adjusted Impact on Revenue
Visits	$ (49,537.78)	0.53	$ (46,092.06)
AOV	$ 17,092.47	-0.18	$ 15,903.56
Conv	$ (61,348.22)	0.65	$ (57,081.01)
	$ (93,793.53)		

- **Decrease in conversion rate** has been the biggest driver of decrease in revenue with an adjusted impact of approximately ($57k)
- **Increase in AOV** had a positive impact on revenue with adjusted impact of approximately $15k
- **Decrease in number of visits** had a negative impact on revenue with adjusted impact of approximately ($46k)