

Executive Summary Dashboard

Executive Summary

CVR
6.83%

RPS
4.09

Revenue
1938509.75

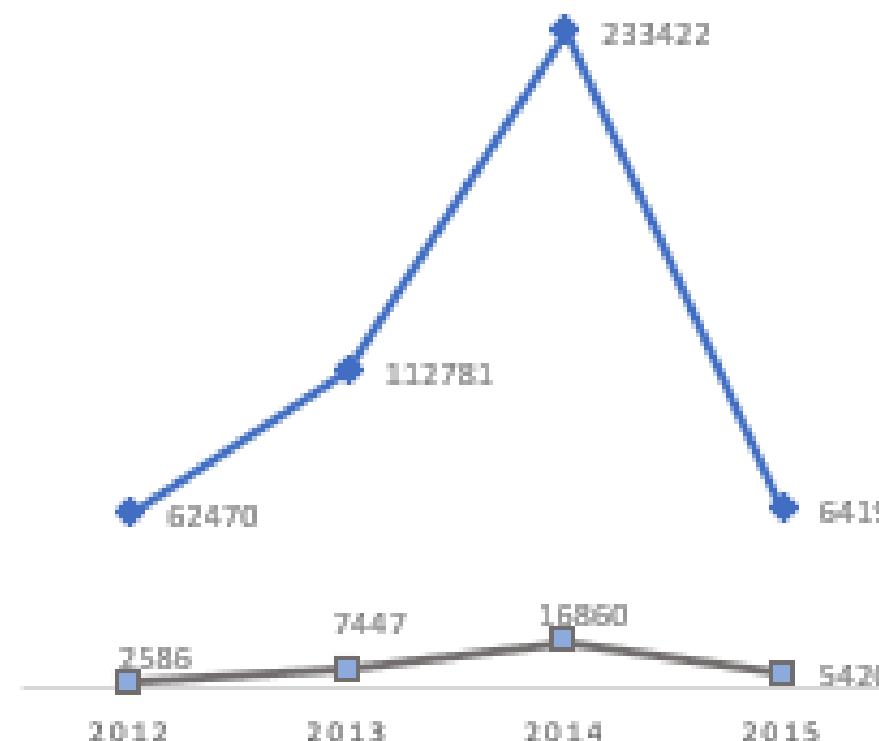
Net-Revenue
1853934.9

total cost
722370.2

Sessions
472871

Orders
32313

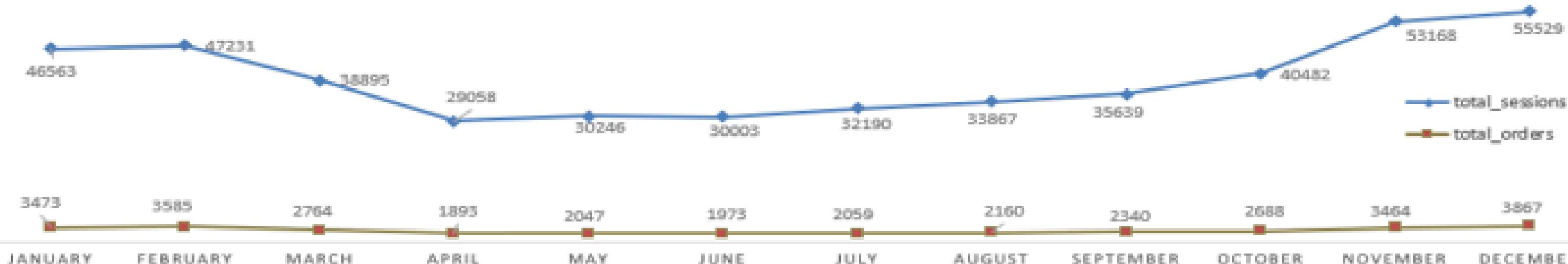
SESSIONS VS ORDERS PER YEAR



Revenue Breakdown



SESSIONS VS ORDERS PER MONTH



Insights

CVR (6.83%)

Well above the industry average (2–3%) → Excellent performance.

Indicates that visitors are highly qualified, meaning marketing is well-targeted and/or the website funnel is very effective.

AOV (\$59.99)

Slightly below the industry average (\$70–\$120). Suggests that customers are purchasing lower-priced items or fewer items per order.

RPS (\$4.09)

Within the normal range (\$2–\$5). Close to the upper bound, driven by the strong CVR.

CVR

6.83%

AOV

59.99

Test Dynamic Pricing or Product Bundles to maximize revenue per session.

RPS

4.09

Recommendations

Increase AOV (Average Order Value):

Implement Cross-sell strategies .

Add Upsells.

Introduce a Free Shipping threshold to encourage larger baskets.

Maintain high CVR:

Avoid changes to the funnel that could reduce conversion efficiency.

Continue focusing on high-quality traffic sources (Direct desktop, gsearch desktop & bsearch desktop).

Further improve RPS:

Raising AOV will directly improve RPS.

Insights

Total Revenue (2012–2015) = \$1.94M, Net Revenue = \$1.85M → Refunds only 4.4% (< industry 5–10%).

Refunds dropped from 6.9% (2012) to 4.5% (2014) → stable, showing strong product quality & service.

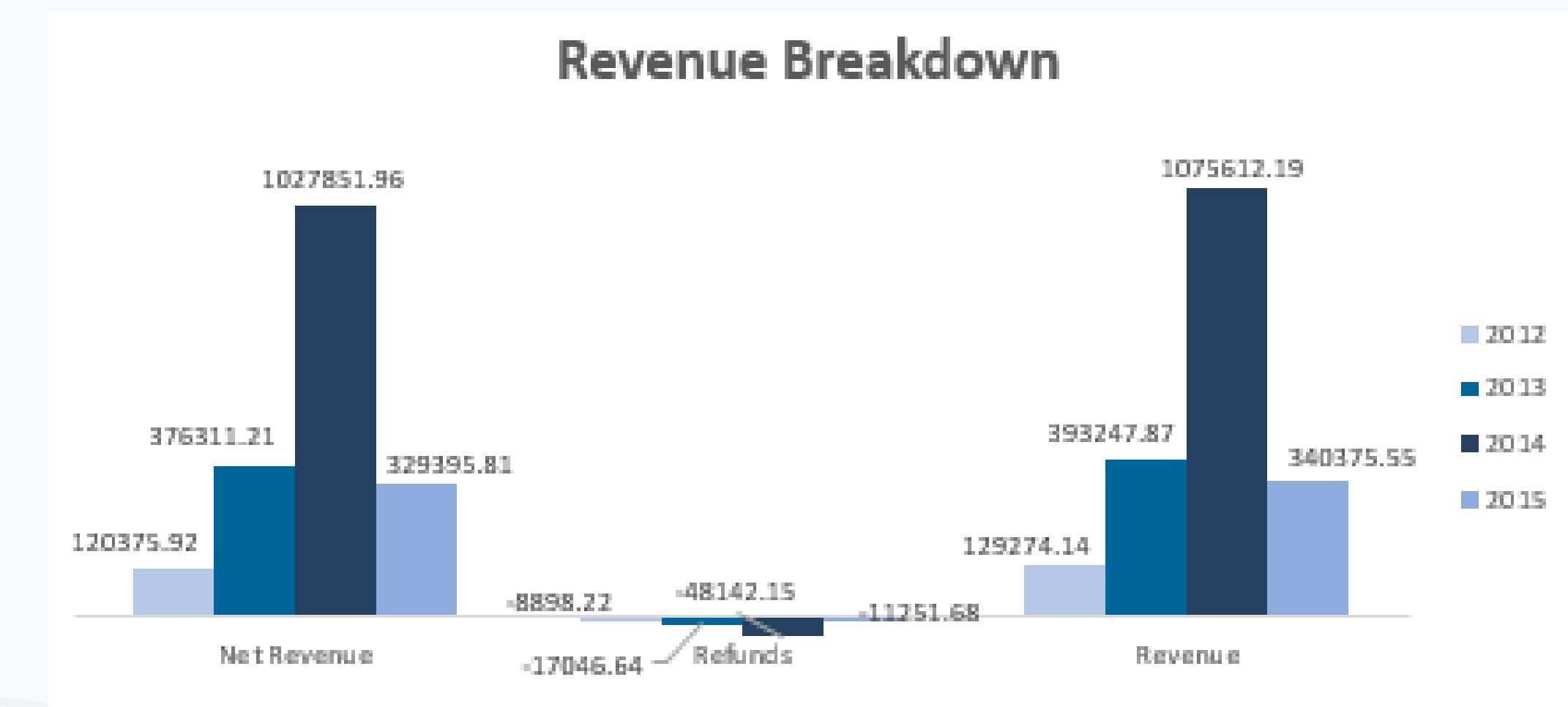
Revenue grew 8x in two years (\$129k → \$1.07M).

2015 looks lower because it includes Q1 only.

Recommendations

Keep refunds low → improve UX & product descriptions.
Invest more in high-quality channels (gsearch, Direct) to sustain growth.

Raise AOV (\$59.99 vs. \$70–\$120 benchmark) via cross-sell, upsell & free shipping thresholds.



Insights

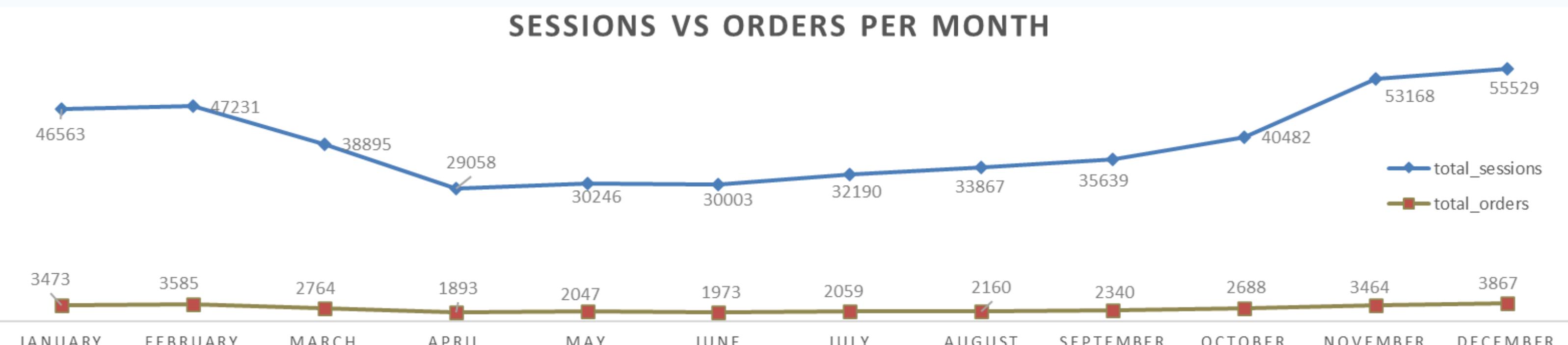
Peak activity in Nov–Dec (holiday season).
Lowest traffic & orders in Apr–Jun.
Q1 (Jan–Feb): strong traffic but weaker conversion.
Orders move in line with sessions → stable conversion rate overall.

Recommendations

Boost Q4 campaigns (Black Friday, Xmas) + prepare inventory & staff.

Run seasonal promos in Q2 to offset weak demand.
Improve Q1 funnel (checkout, promo codes) to raise conversion.

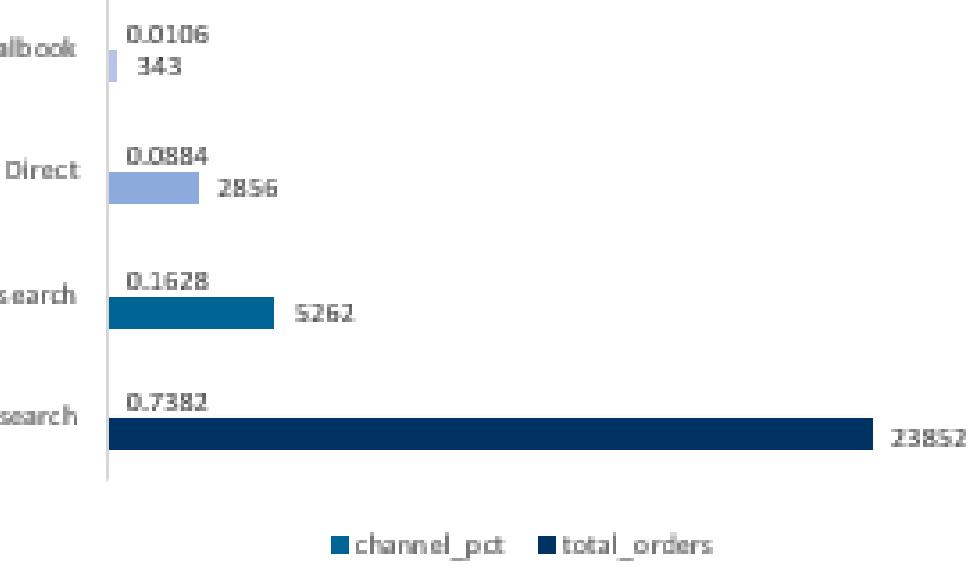
Allocate more marketing budget to Q4 where ROI is highest.



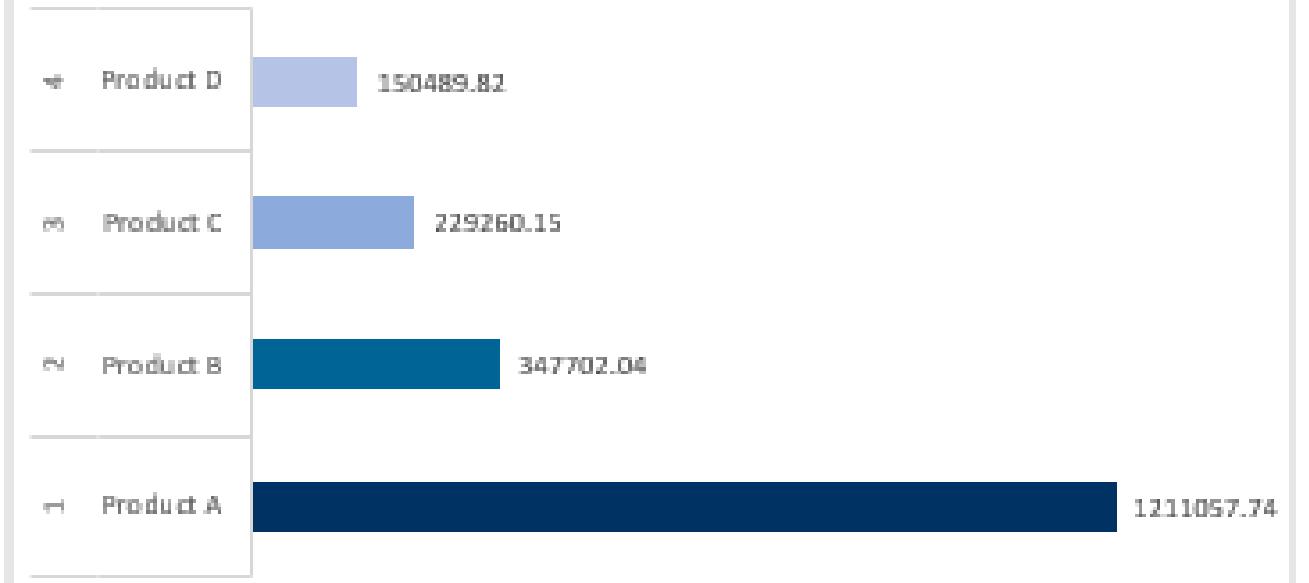
Investor Deck Dashboard

Investor Dash Board

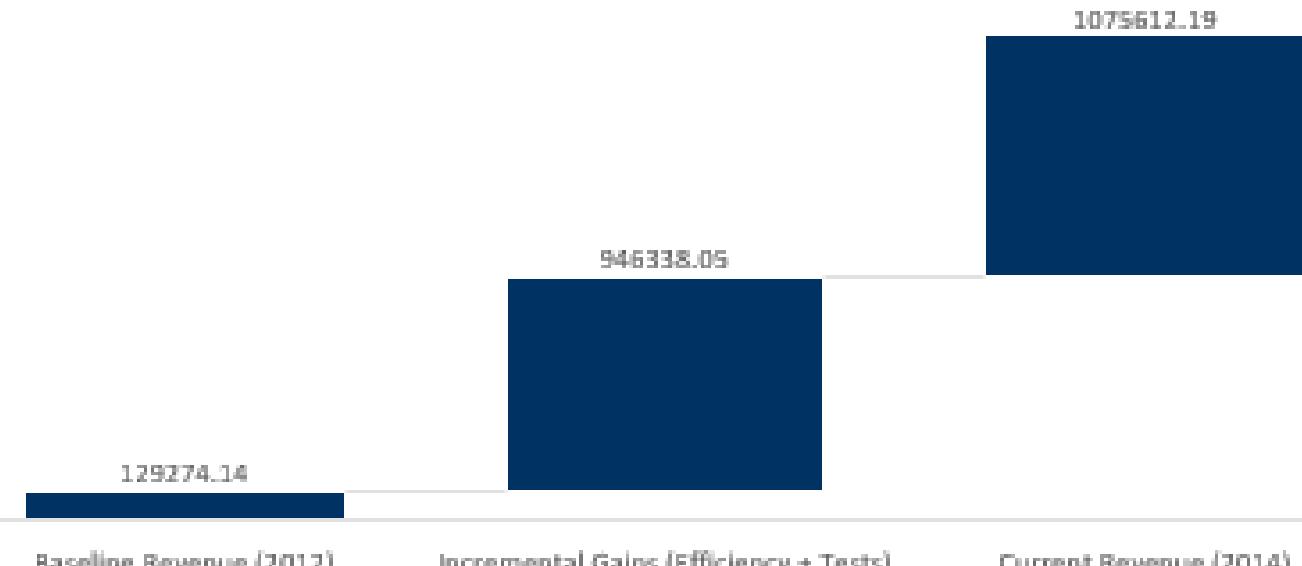
Channel diversification



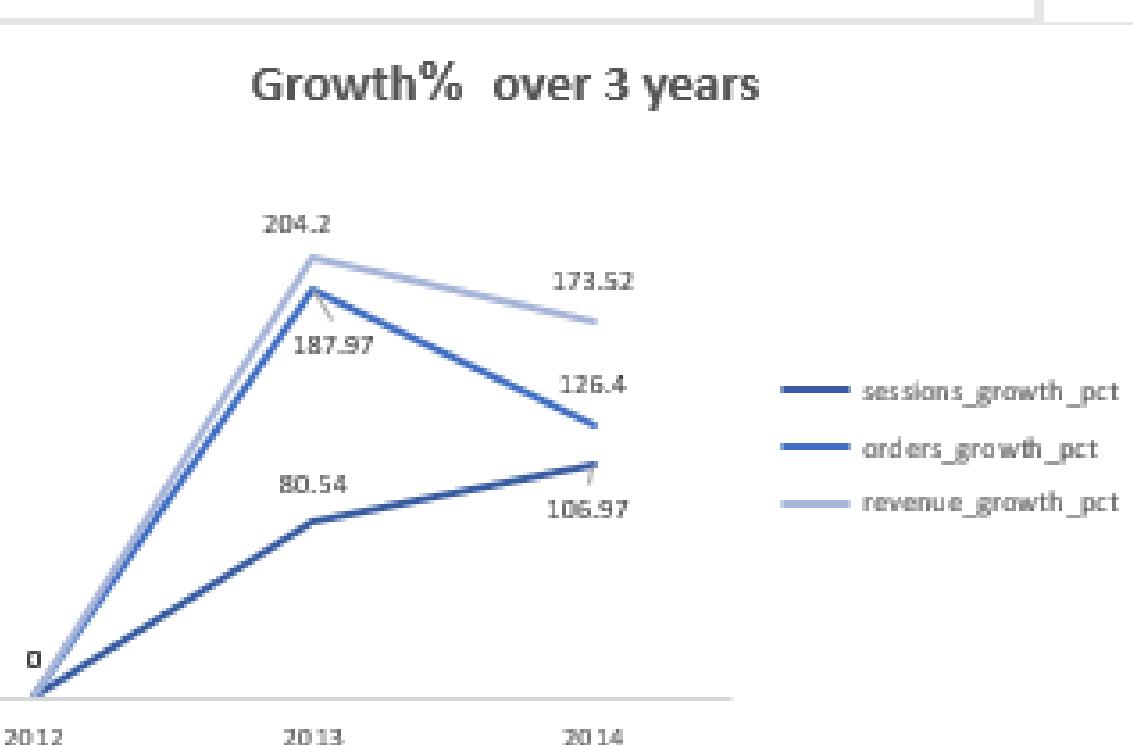
product_profile by revenue



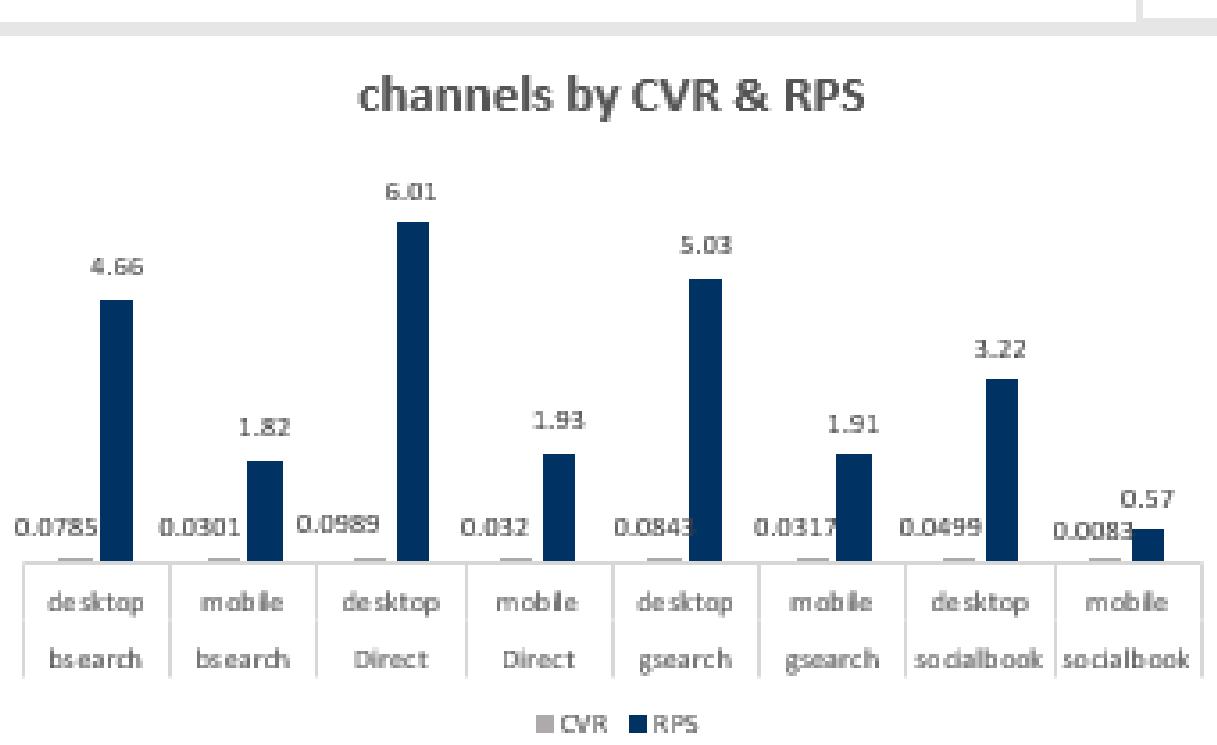
Incremental Gains



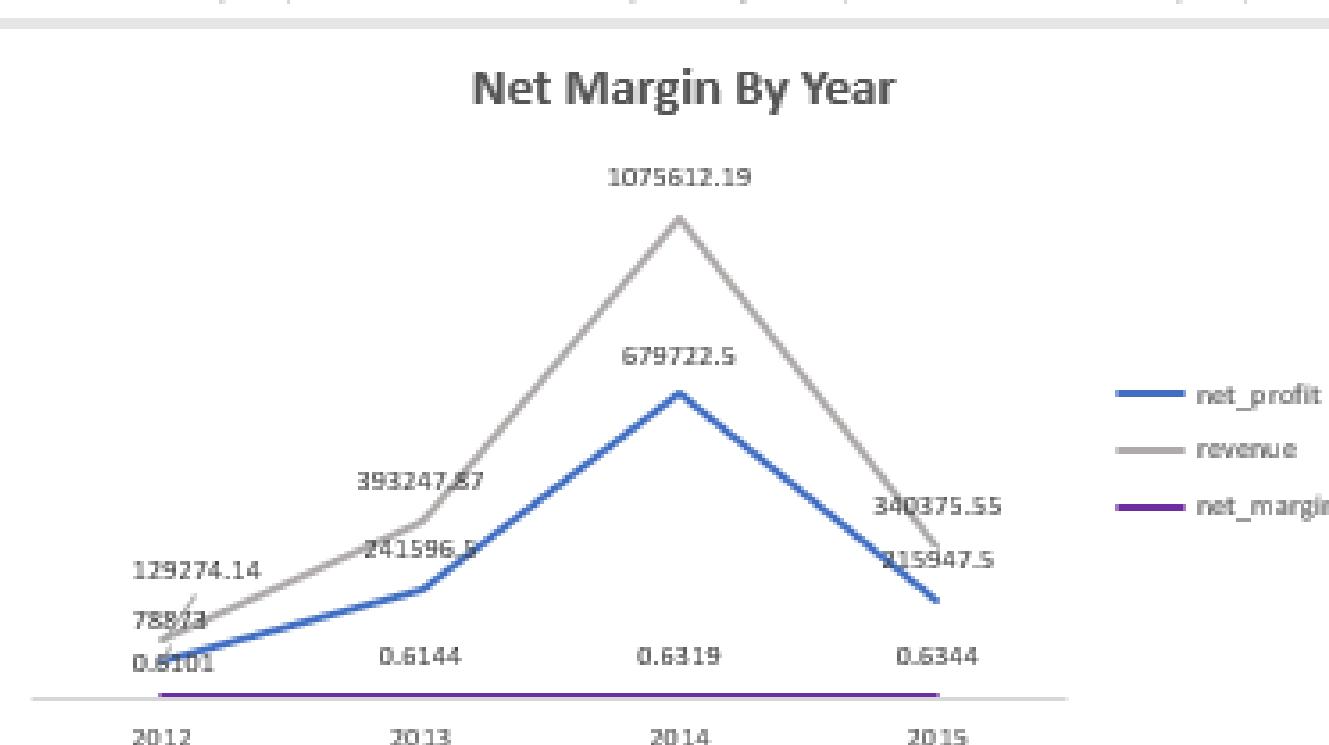
Growth% over 3 years



channels by CVR & RPS

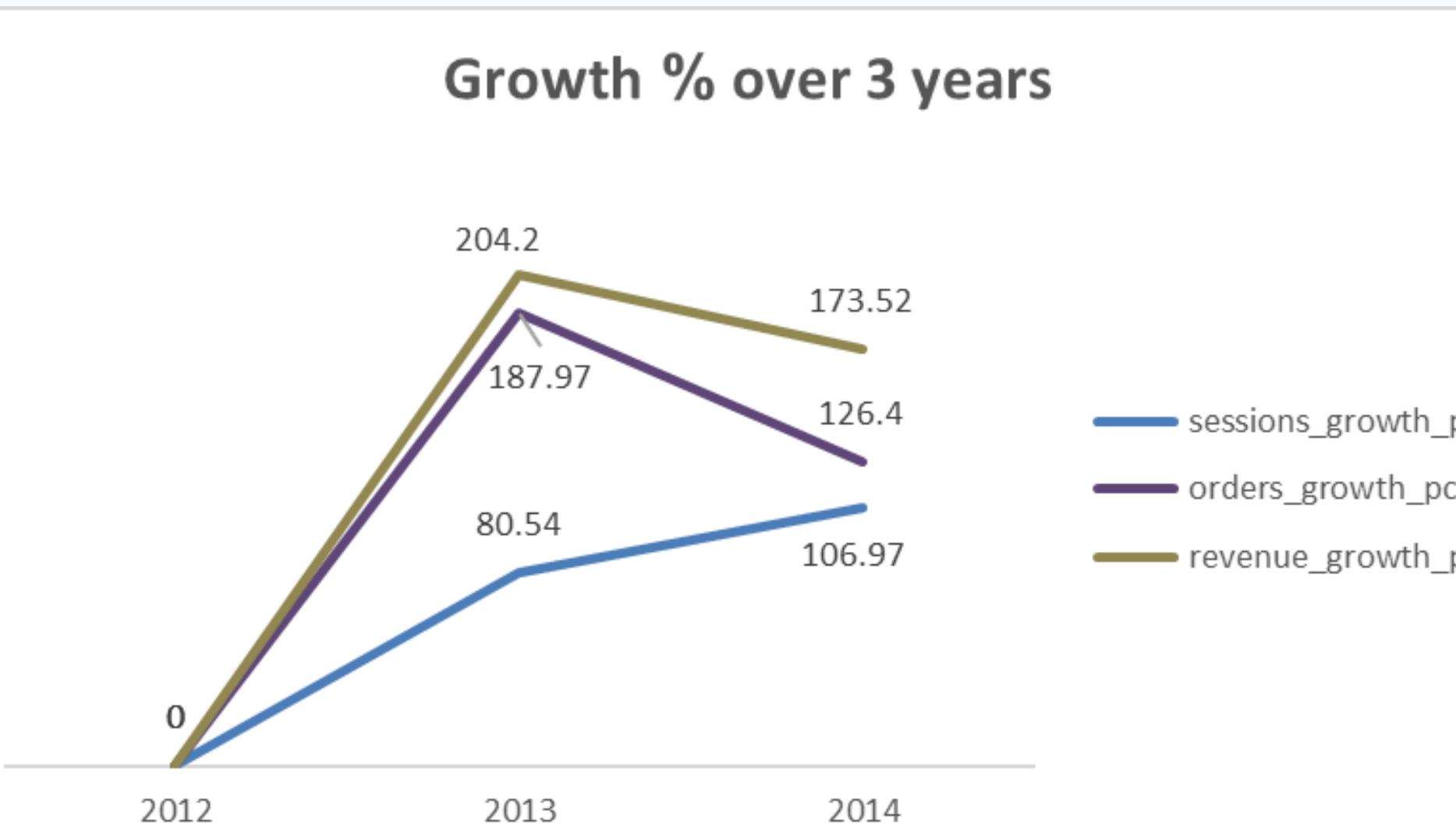


Net Margin By Year



Insights

Sessions nearly doubled YoY: +80% (2013), +107% (2014).
Orders grew faster than sessions: +188% (2013), +126% (2014).
Revenue scaled the most: +204% (2013), +174% (2014).
Overall: ~8x revenue growth in just three years.
Growth is balanced → both traffic and efficiency improved.



Recommendations

Sustain momentum: keep investing in top-performing traffic channels (gsearch, Direct).
Maintain funnel efficiency: protect high conversion rates and low refunds.
Investor messaging: emphasize ~8x revenue growth in 3 years as proof of scalability.
Next lever: increase AOV to boost revenue without relying only on more sessions.

Insights

It's clear that gsearch dominates the channels, accounting for about 74% of total orders. This means the company is heavily reliant on a single channel for customer acquisition.

bsearch contributes 16% → a solid secondary channel but still far behind gsearch.

Direct traffic (~9%) is very positive, showing that customers are coming back to the site organically without ads → a sign of loyalty and brand awareness.

socialbook is very weak (1%), with almost no impact on sales.

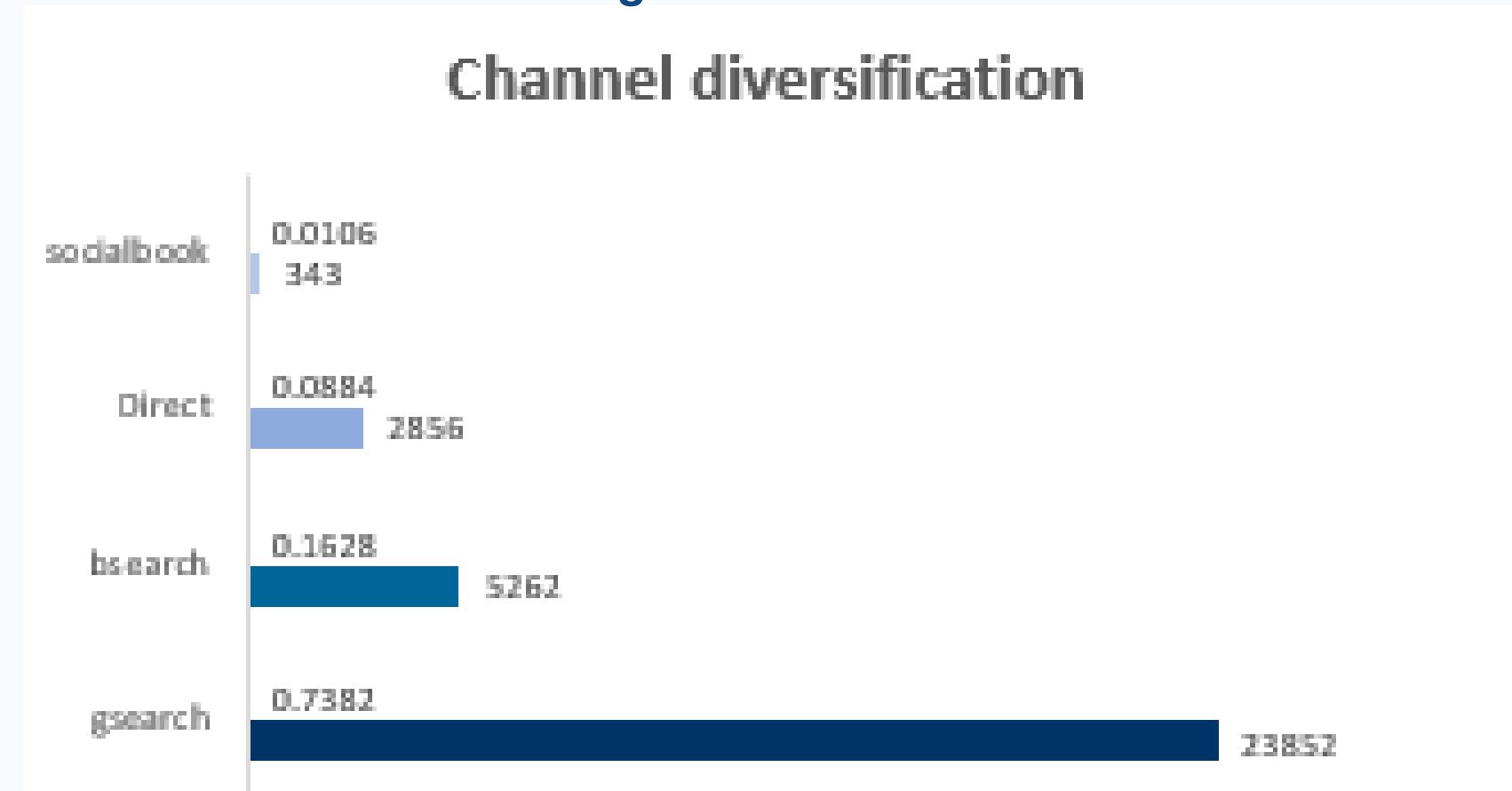
Recommendations

Reduce dependency on gsearch: Over-reliance is risky if costs increase or issues arise with this channel. Traffic needs to be more balanced.

Strengthen bsearch and Direct: Invest in SEO and retargeting campaigns to increase the share of returning/organic customers.

Reassess socialbook: Either develop stronger strategies there (e.g., targeted ads, influencer marketing) or cut back investment if it remains ineffective.

Diversification strategy for investors: Present a clear plan to expand across multiple channels, so growth isn't overly tied to gsearch alone.

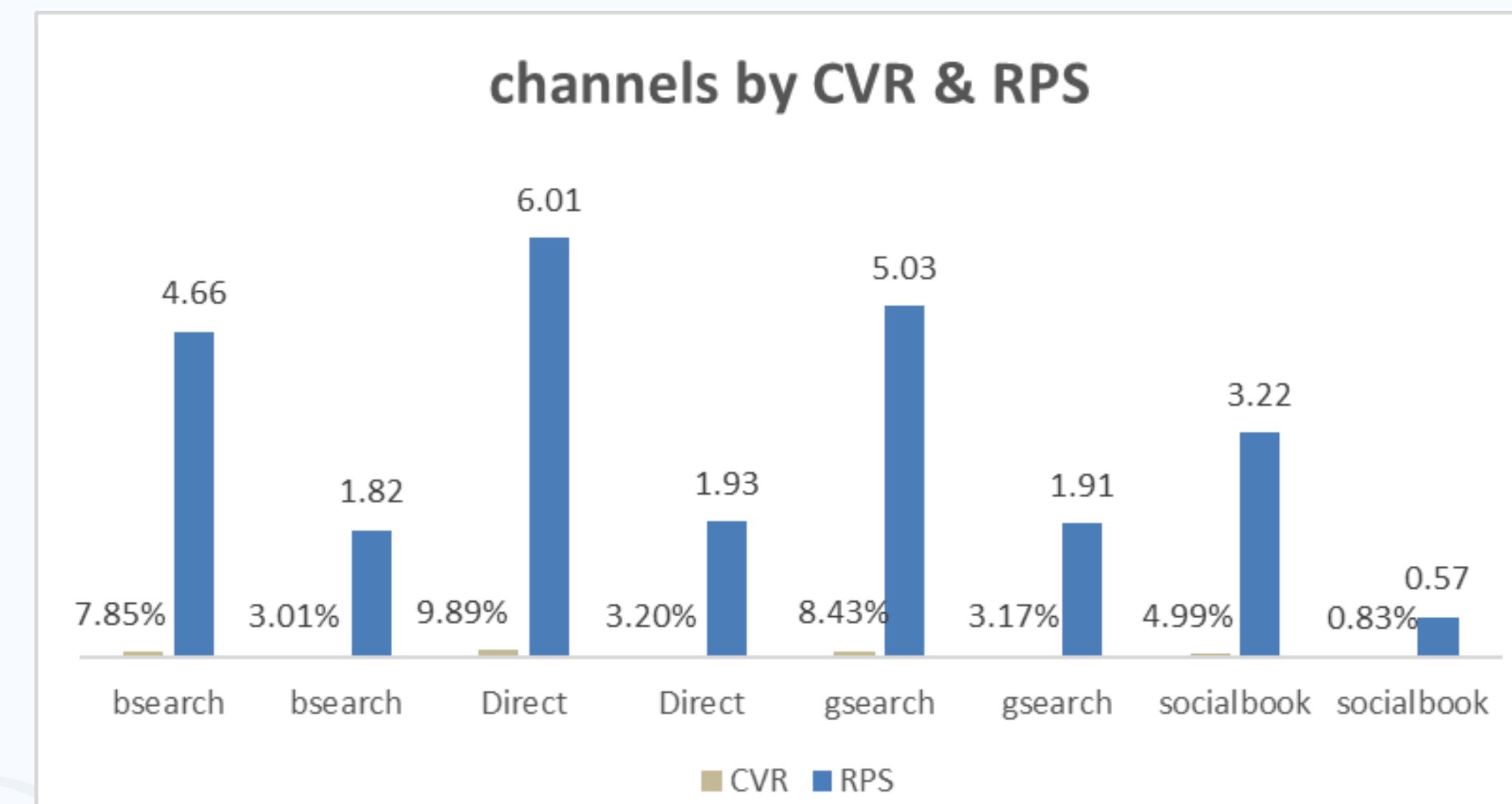


Insights

Direct → Best channel (High CVR & RPS → loyal customers).
bsearch → Strong performance, close to gsearch.
gsearch → Stable but less profitable vs Direct.
socialbook → Weakest, low CVR & RPS.

Recommendations

Boost Direct via loyalty & retargeting.
Invest in bsearch to diversify.
Keep gsearch, but watch ROI.
Reassess socialbook (improve or cut).

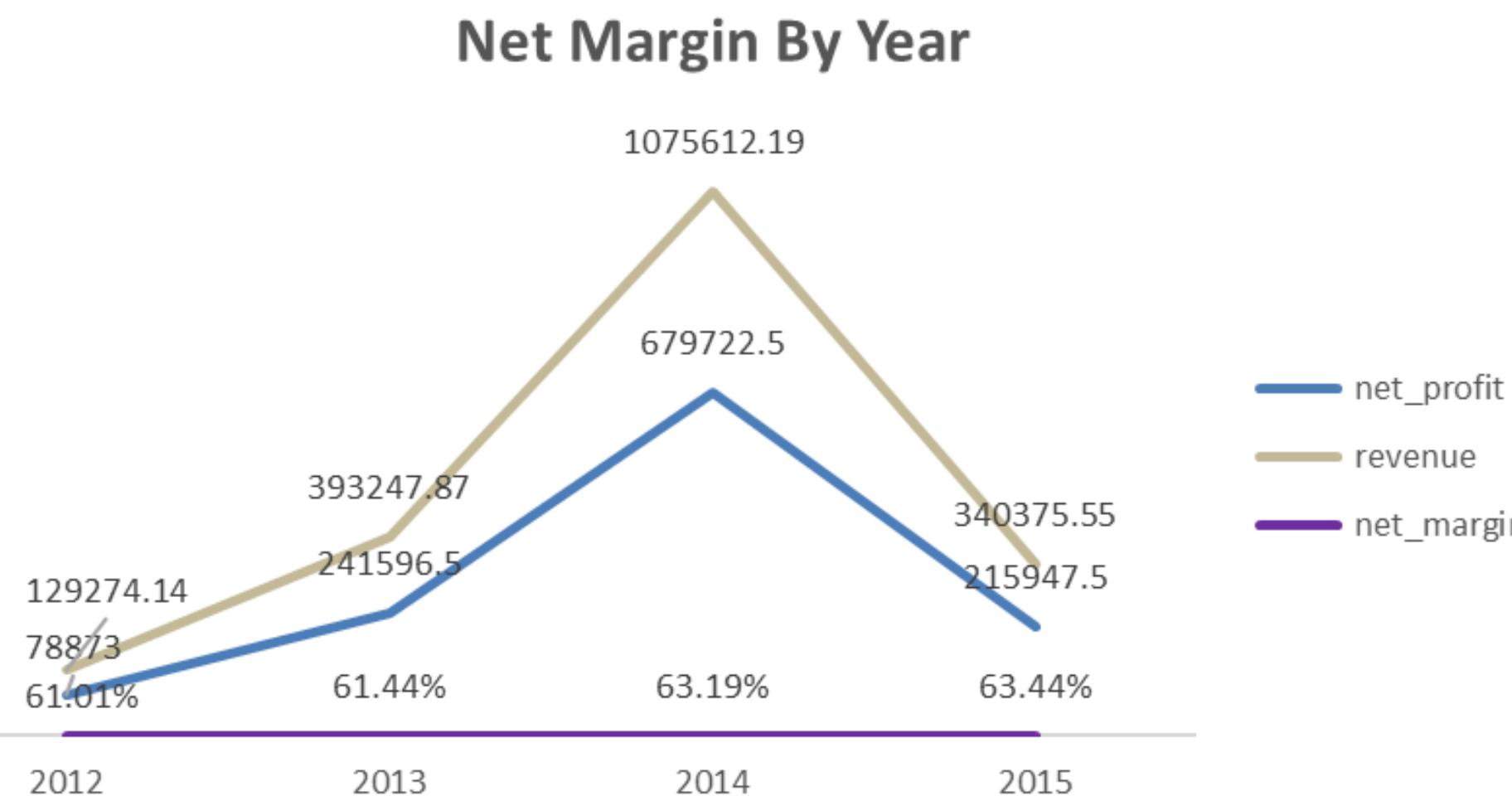


Insights

Net Margin consistently strong: 61% → 63% over 3 years.

Demonstrates high profitability and improved efficiency as revenue scaled.

Even in 2015 Q1, margin stayed strong (63.4%).
Above industry benchmarks (typically 40–60%).



Recommendations

Improve efficiency → reduce COGS, optimize supply chain.

Preserve high margins → dynamic pricing, strict cost control.

Highlight margin stability → strong profitability model.

Emphasize high margins + revenue growth → stronger Investor Deck.

Insights

Product A = \$1.2M → main revenue driver (~60%+).

Products B + C + D = \$727k combined → <40% of revenue.

Heavy reliance on Product A = risk if performance drops.

Product D is weakest contributor (\$150k).

Recommendations

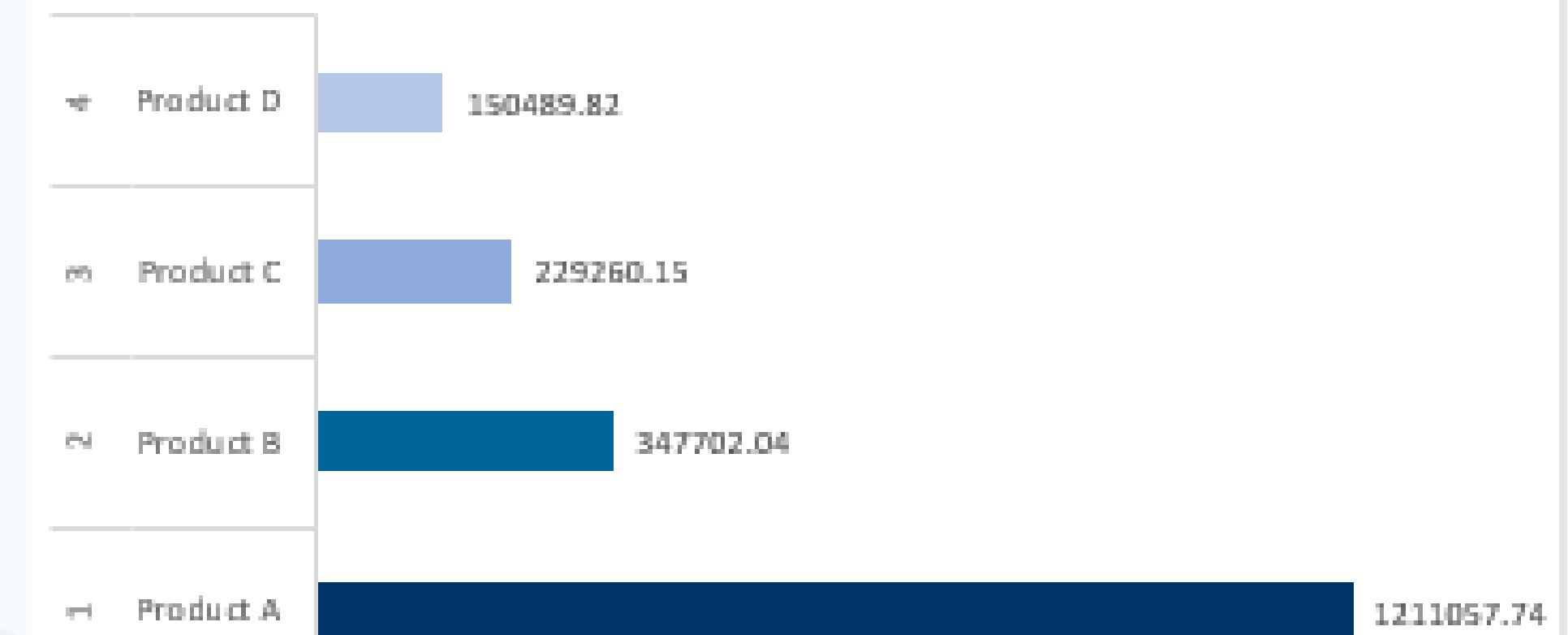
Diversify revenue → boost sales of B & C (bundles, cross-sell).

Upsell premium versions/add-ons for B & C to lift AOV.

Reassess Product D → either reposition or scale down.

For investors: emphasize plan to reduce dependency on Product A.

product_profile by revenue



Insights

Revenue grew almost 8x from 2012 (\$129k) to 2014 (\$1.07M).

The majority of this growth (\$946k) came from efficiency improvements and testing, not just traffic increase.

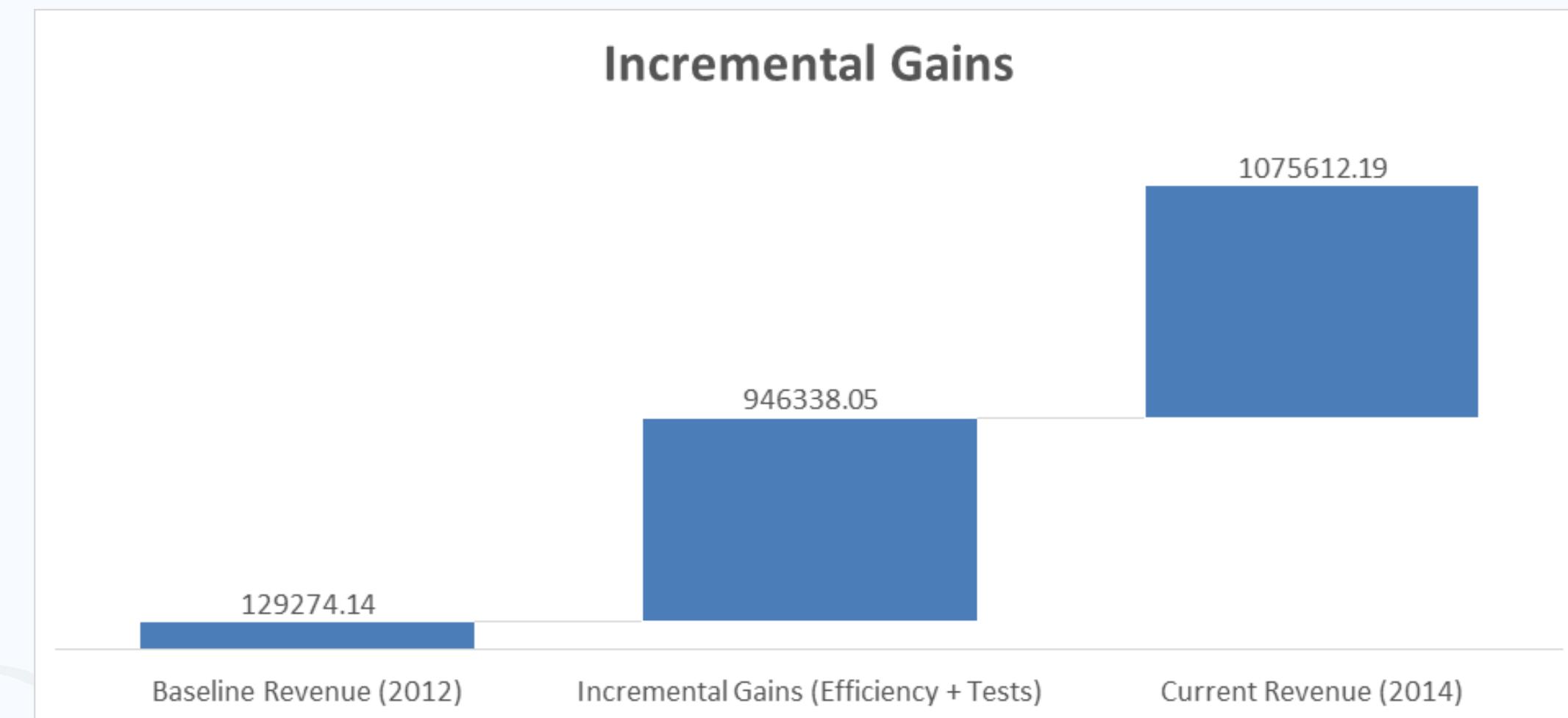
This shows the company is not only attracting visitors but also converting them more effectively and extracting more value per session.

Recommendations

Keep running A/B testing and funnel optimization to capture further gains.

Highlight this success story in the Investor Deck → growth is built on efficiency and sustainability, not only on marketing spend.

focus on increasing AOV to drive additional incremental revenue without relying solely on more sessions.



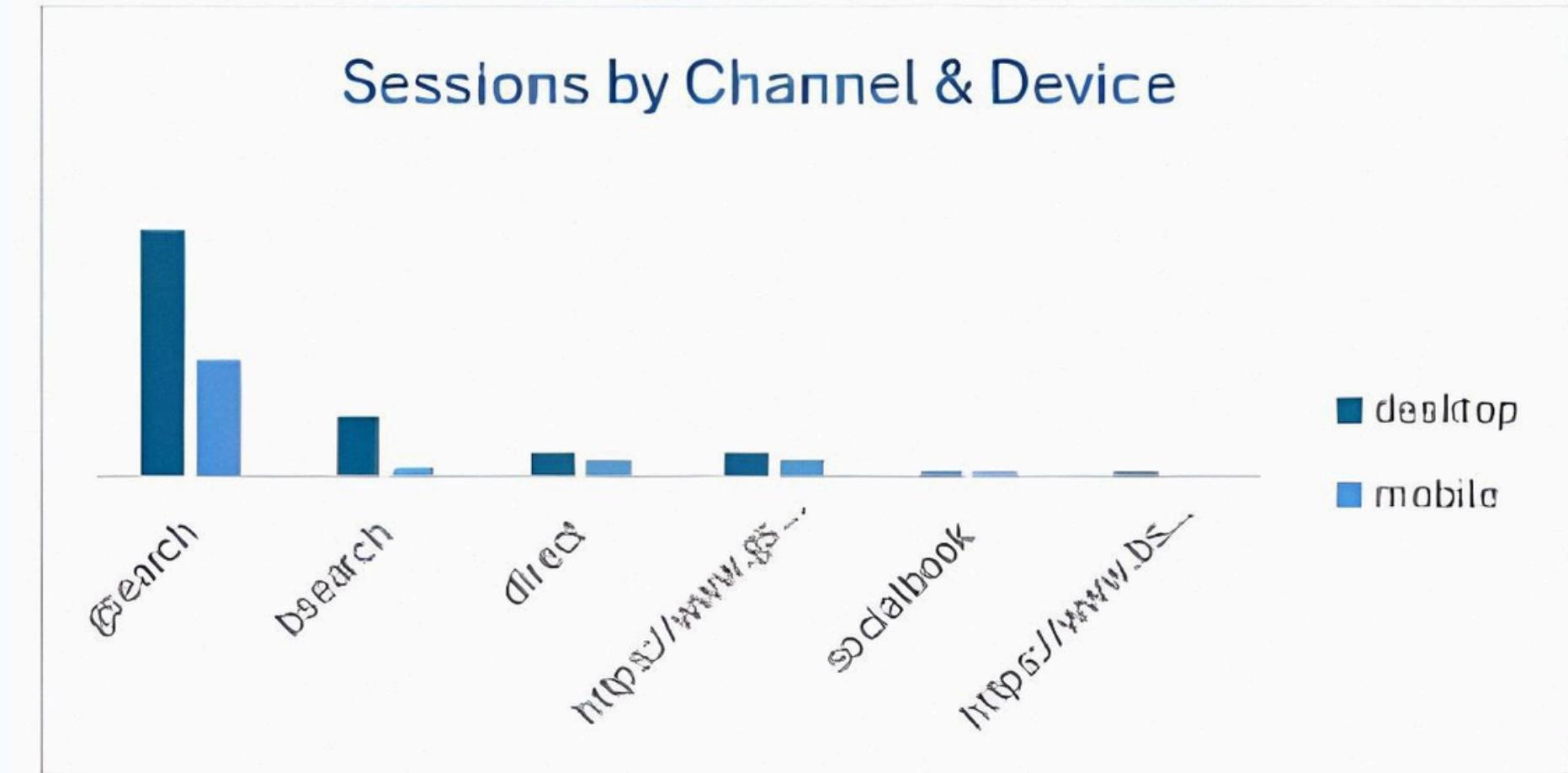
Customers dashboard

Insights

- Paid search (gsearch ads) drives the majority of traffic.
- Organic channels (referral, social) contribute less traffic compared to paid
- Mobile traffic is much lower compared to desktop across all channels.

Recommendations

- Prioritize SEO & ads on gsearch to keep the traffic volume high
- Enhance mobile site performance to capture more mobile users
- Increase visibility of other channels through targeted campaigns to diversify traffic sources and reduce over-reliance on gsearch.



Channels dashboard

Channel Performance Dashboard

Top Channel by Sessions
gsearch 316035

Top Channel by orders
gsearch 21333

Top Channel by CVR
bsearch.com 6.68

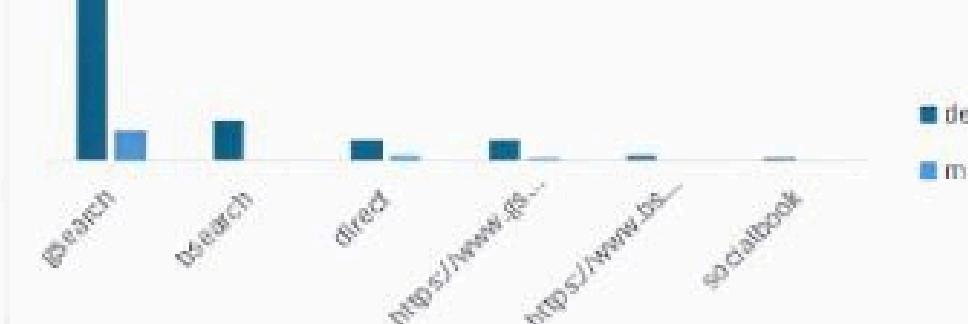
Top Channel by RPS
Socialbook 66.2715

Top Channel by Revenue
gsearch 1276144.89

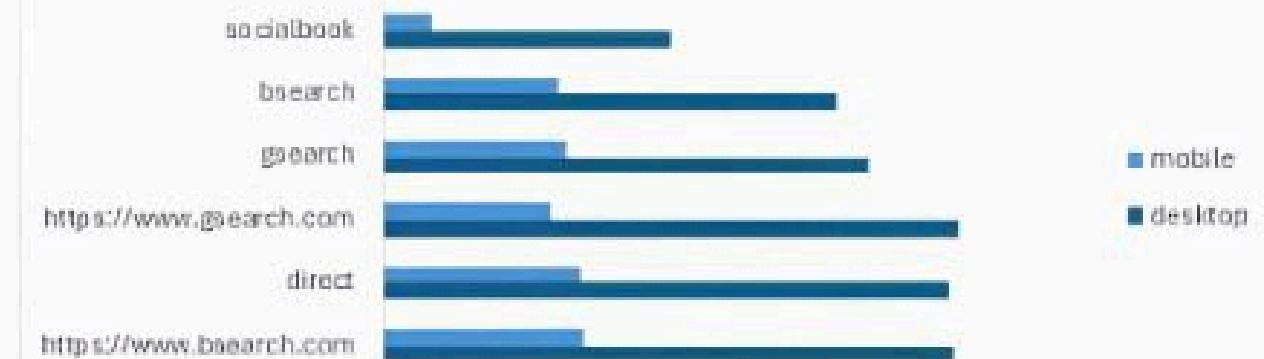
Sessions by Channel & Device



Orders by Channel & Device



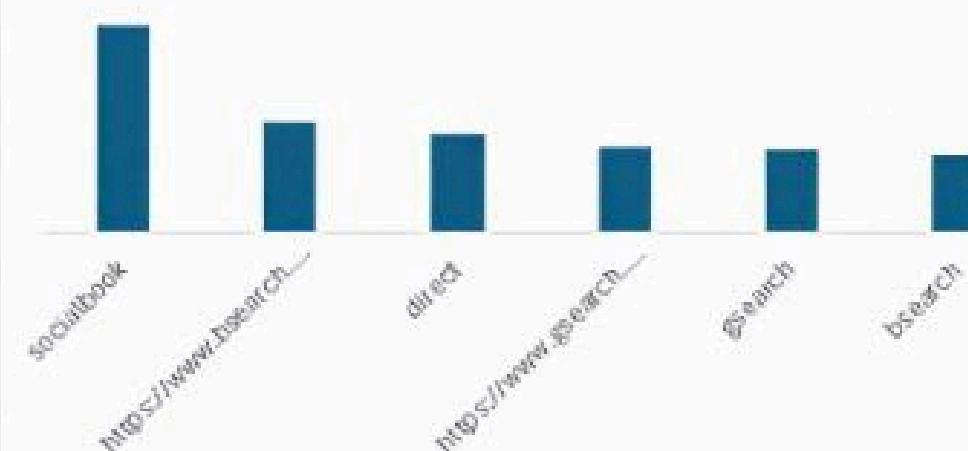
Conversion Rate by Channel & Device



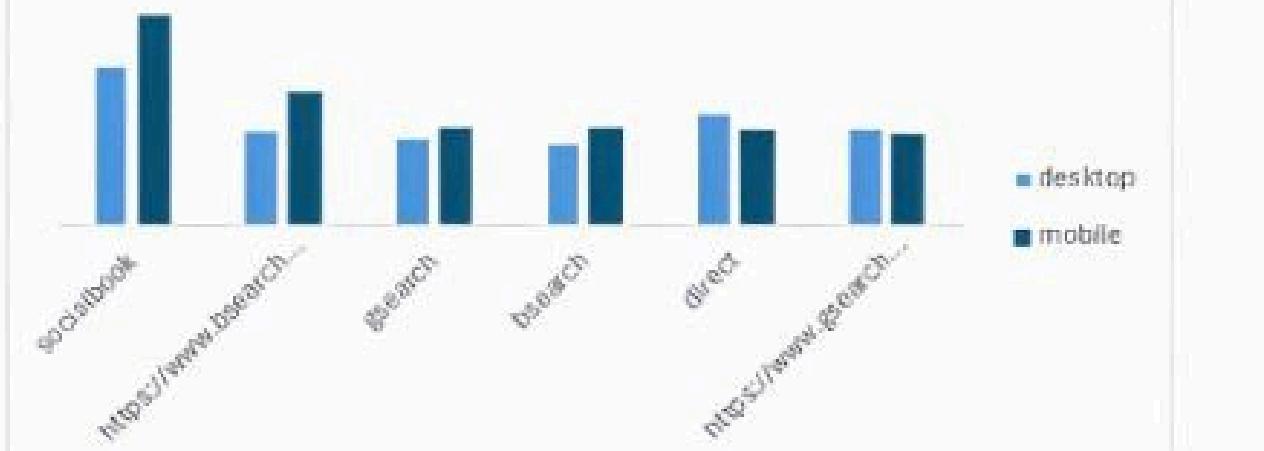
Conversion Rate by Channel



RPS by Channel



RPS by Channel & Device

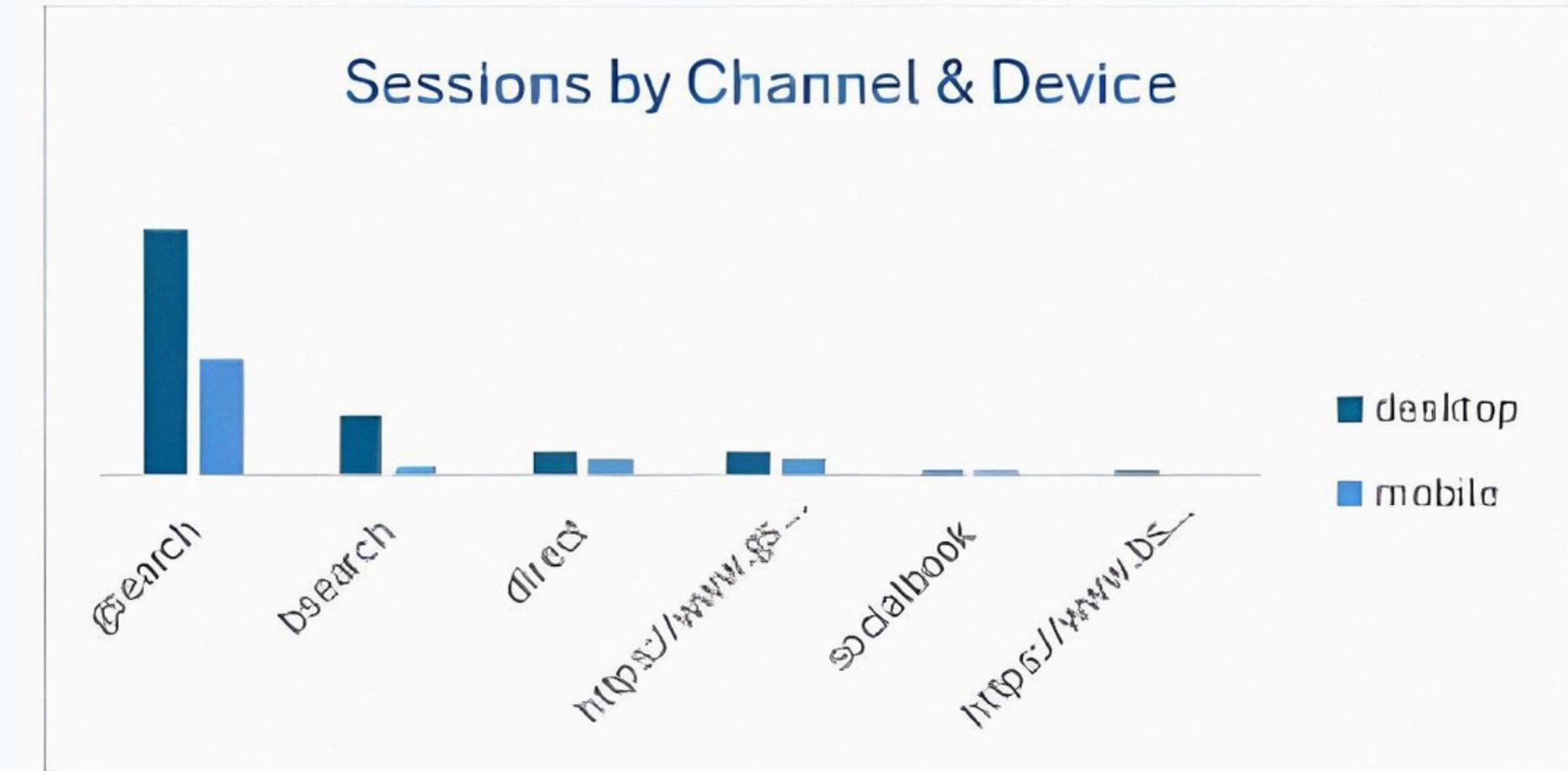


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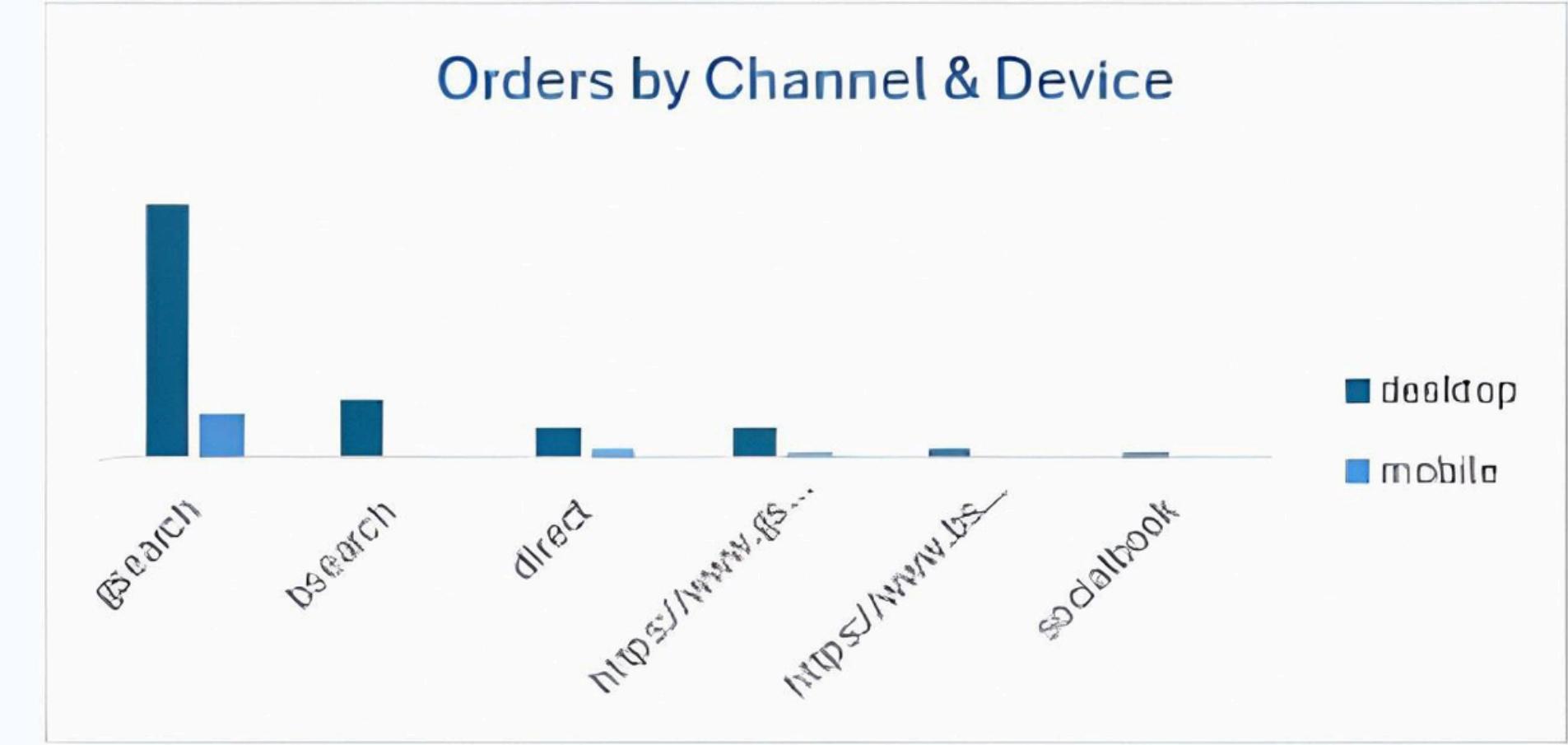


Insights

- Paid gsearch delivers the highest order volume.
- Bing ads (bsearch) contribute fewer orders but with potential to grow.
- Orders are mostly driven by desktop users

Recommendations

- Balance investment across channels to minimize dependency on gsearch and build a sustainable multi- channel strategy.
- Promote bsearch ads with tailored offers to capture new audience segments.
- Increase ad spend on gsearch to maximize ROI, as it already drives the highest order volume.

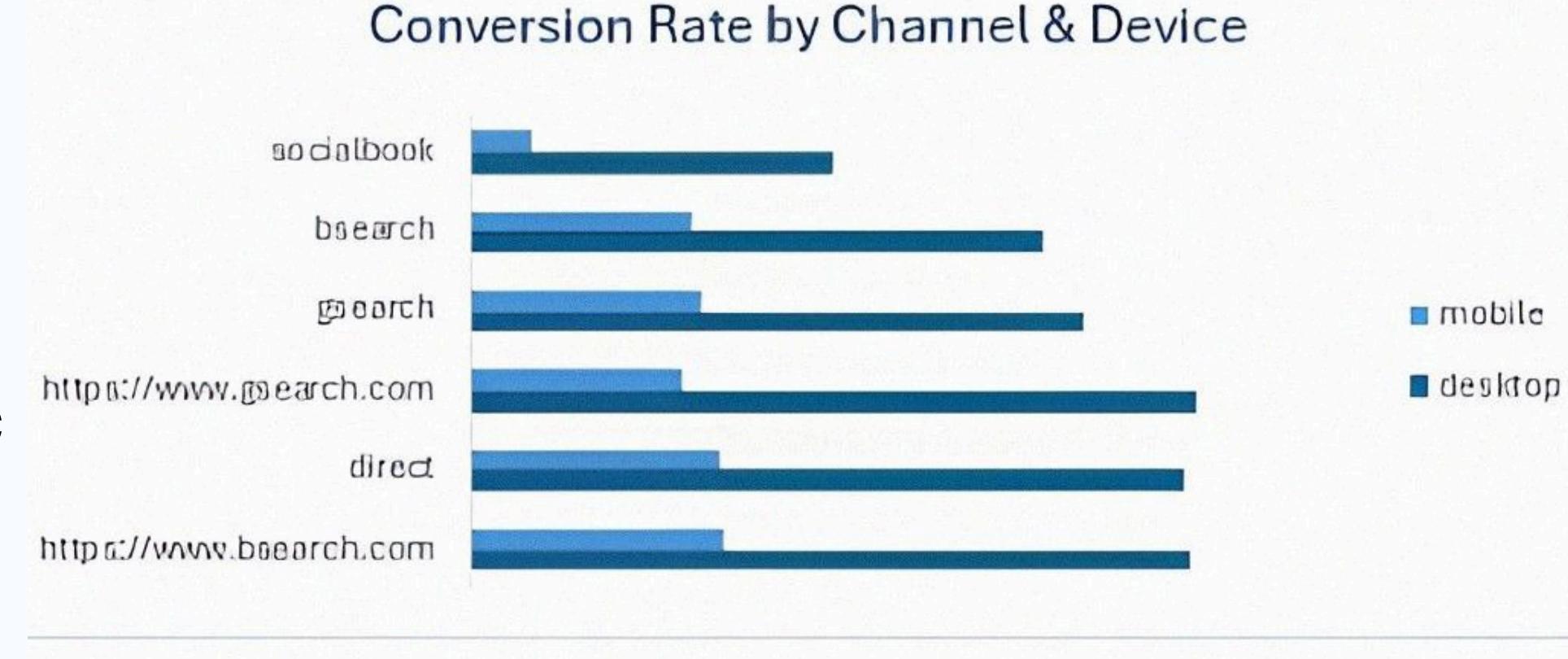


Insights

- Bing ads (bsearch) show the highest conversion rate.
- gsearch has strong traffic but lower conversion efficiency
- Socialbook has traffic but low conversion

Recommendations

- Increase investment in bsearch referral traffic as they deliver higher quality leads.
- Improve gsearch landing pages by enhancing content and user experience to increase conversion rates.
- Leverage remarketing strategies and targeted promotions across all digital marketing channels to.

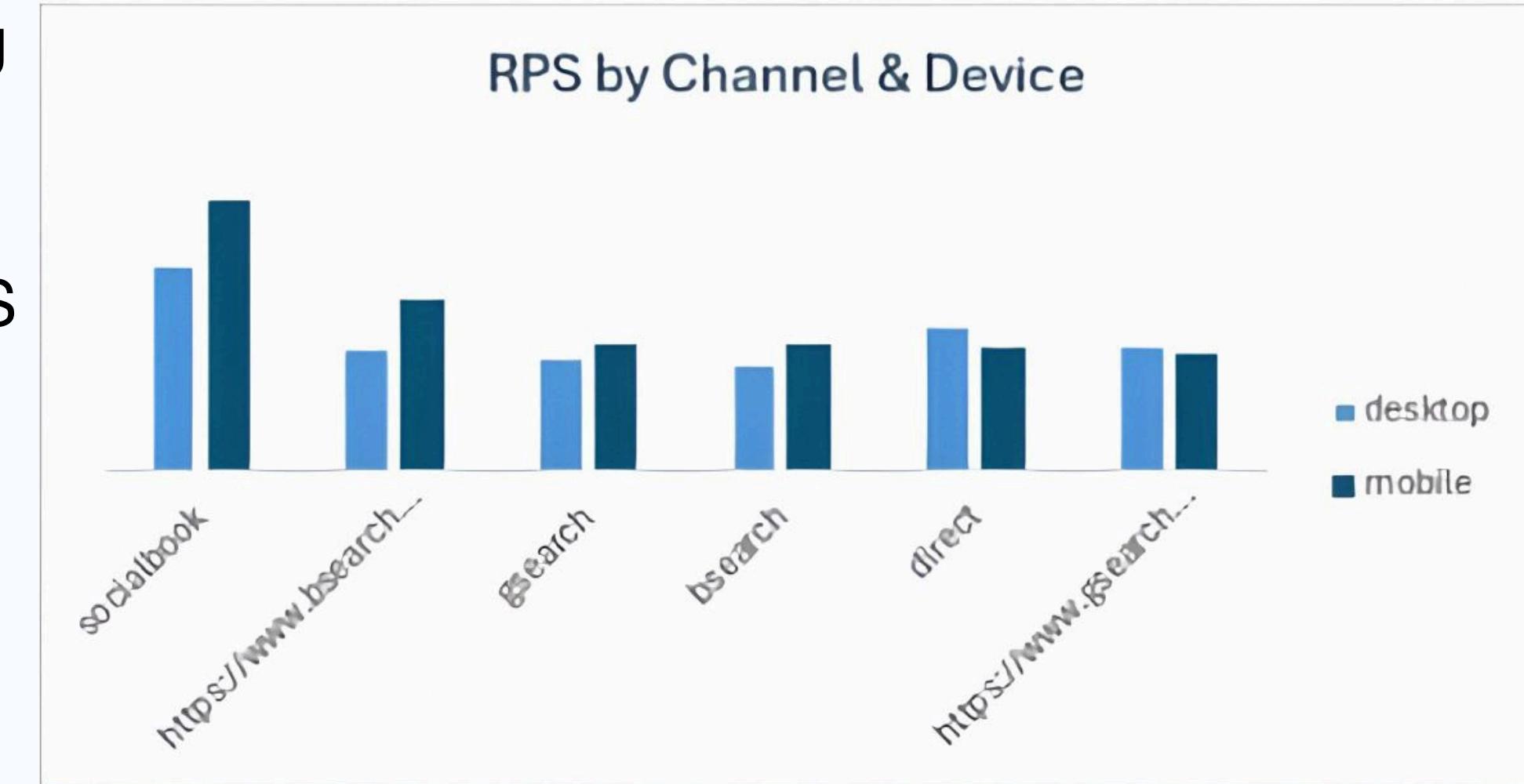


Insights

- Socialbook (referral traffic) delivers the highest revenue per session (RPS), showing stronger efficiency despite lower session volume.
- gsearch generates high traffic but lower RPS compared to bsearch.

Recommendations

- Increase focus on Socialbook Campaigns since it provides high-quality users with strong purchasing power
- Re-evaluate gsearch campaigns to see if they can be scaled profitably or require better targeting.

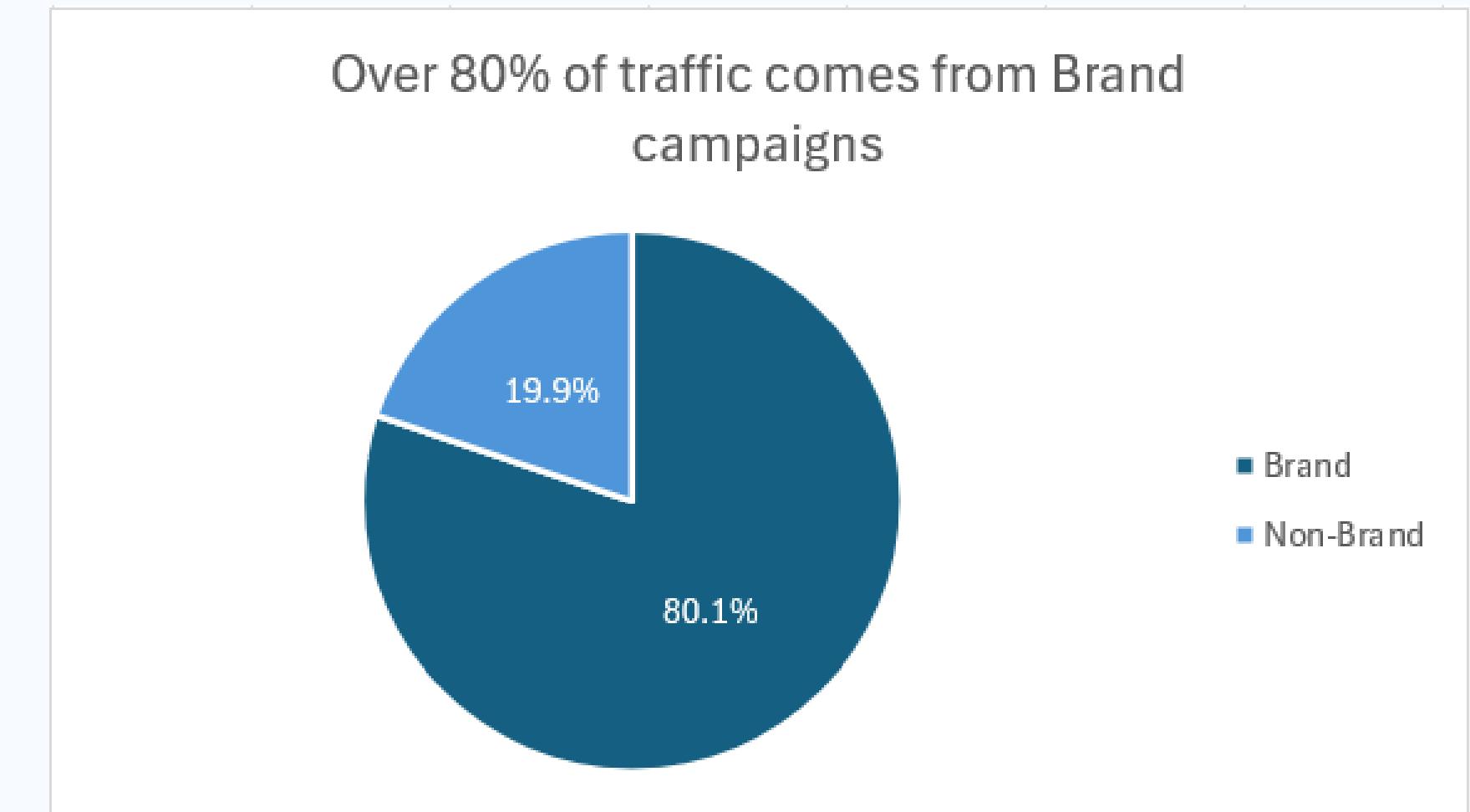


Insights

- The majority of sessions (~80%) come from Brand channels, while Non-Brand channels account for only ~20%
- This indicates that users mainly arrive through brand-specific searches or channels, whereas acquiring new users via Non-Brand sources is currently less significant

Recommendations

- Increase Non-Brand traffic by improving SEO (optimizing for generic search terms) and running targeted promotions.
- Regularly monitor Non-Brand performance to optimize growth and ROI.



Products dashboard

Products portfolio

Product A accounts for 73% of total sales.

Product A has highest Total orders
23869

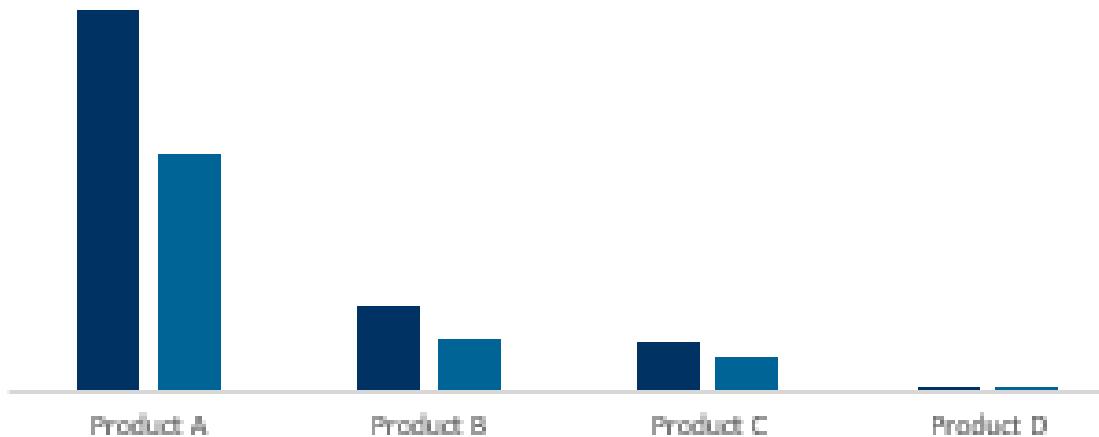
Order count closely mirrors
revenue share.

gross margin
62.74%

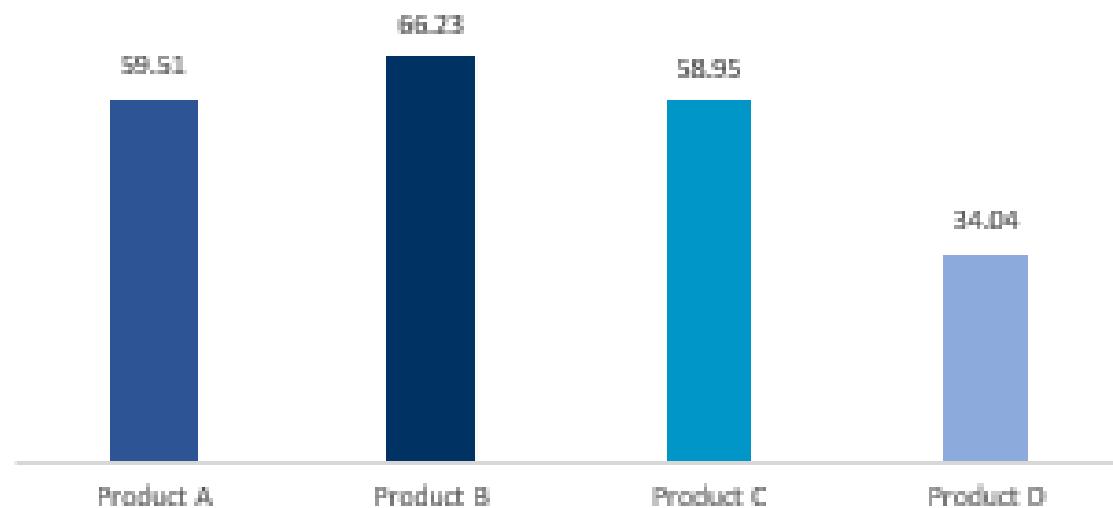
AOV
59.99

total refund rate
5.36

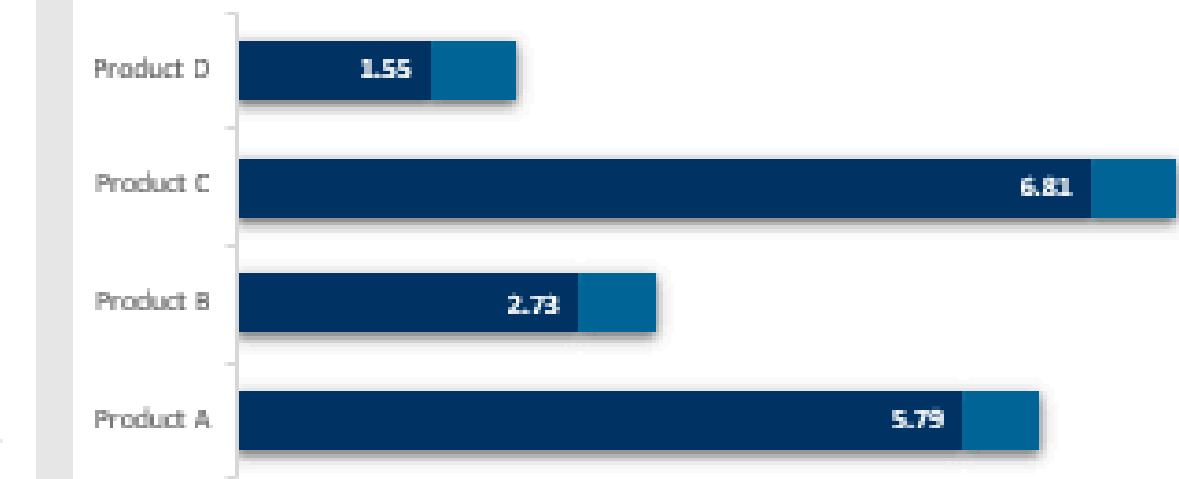
Product C has Best Profit Margin 68% but
lowest volume 9.3% share.



Product B maximizes basket size which has
66.23 AOV; product D acts as low-value filler.



Product C has the highest overall refund rate
(6.81%) by far.



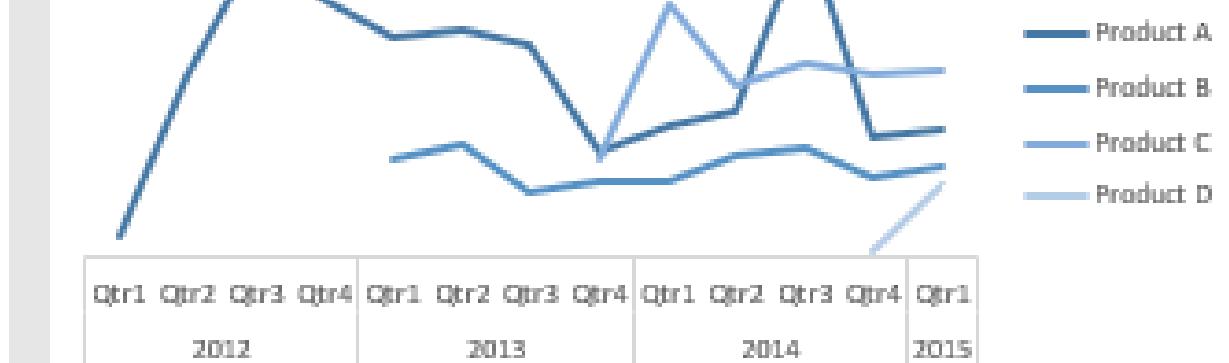
Product A drives scale; watch B and C
seasonal growth.



Sustained high order volume since the 2014
expansion.



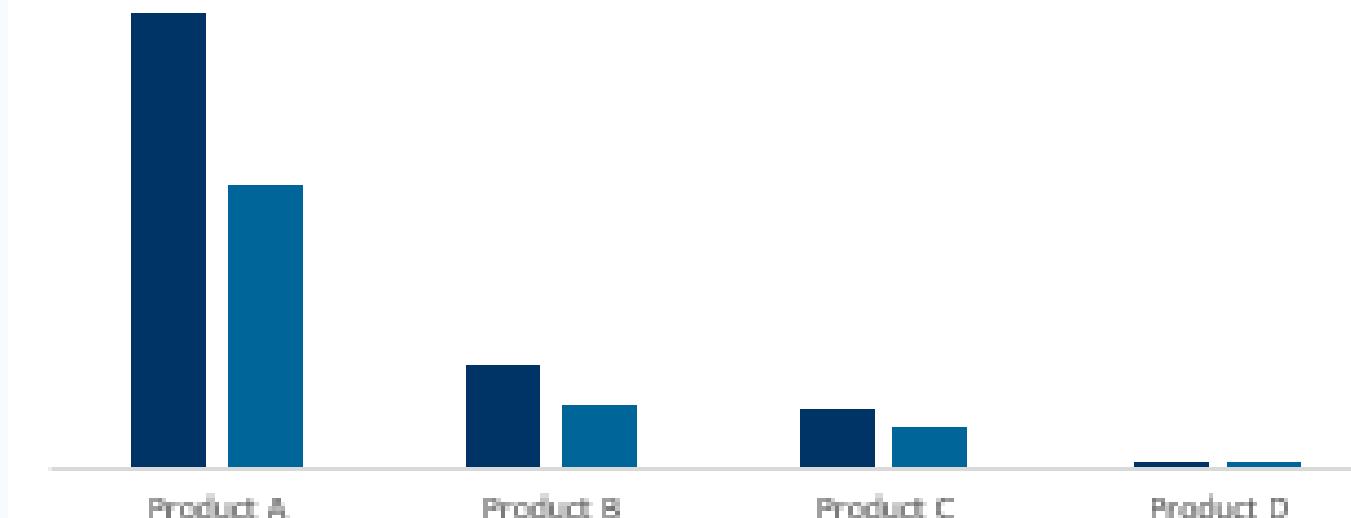
Product A drives high volatility; Product C
shows persistent high risk



Insights

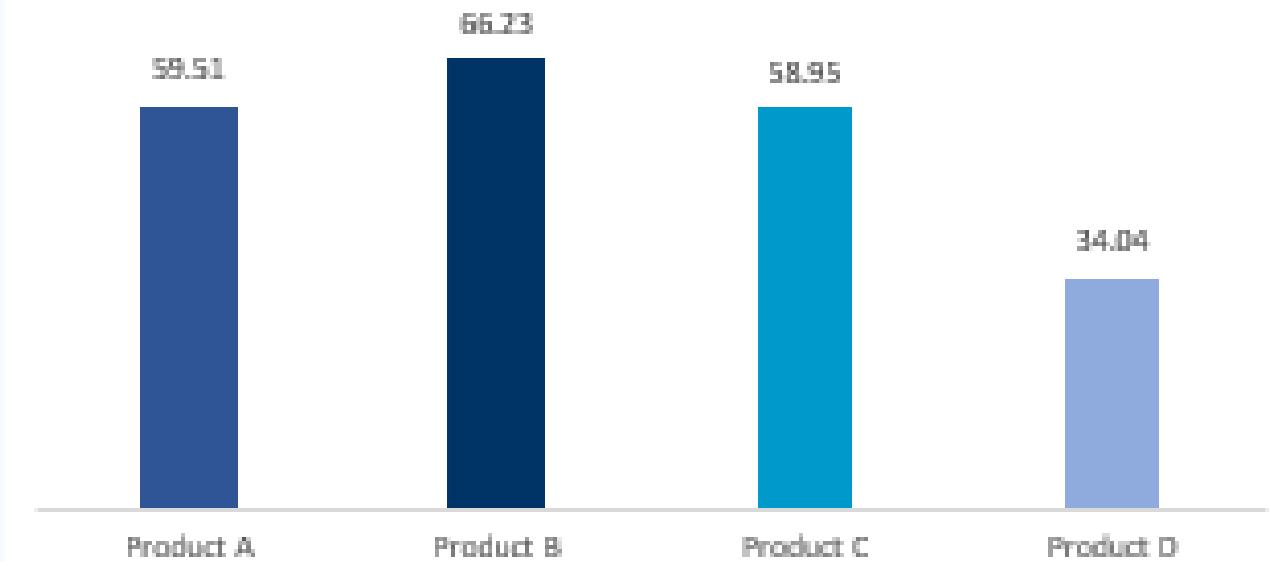
- Product C has the best profit margin (68%) but lowest sales volume (9.3% share).
- Product A drives sales volume but with lower margin efficiency.

Product C has Best Profit Margin 68% but lowest volume 9.3% share.



- Product B customers are higher-spending (AOV 66.23) → a premium customer segment exists.
- Product D acts as a low-value filler with minimal contribution.

Product B maximizes basket size which has 66.23 AOV; product D acts as low-value filler.



Insights

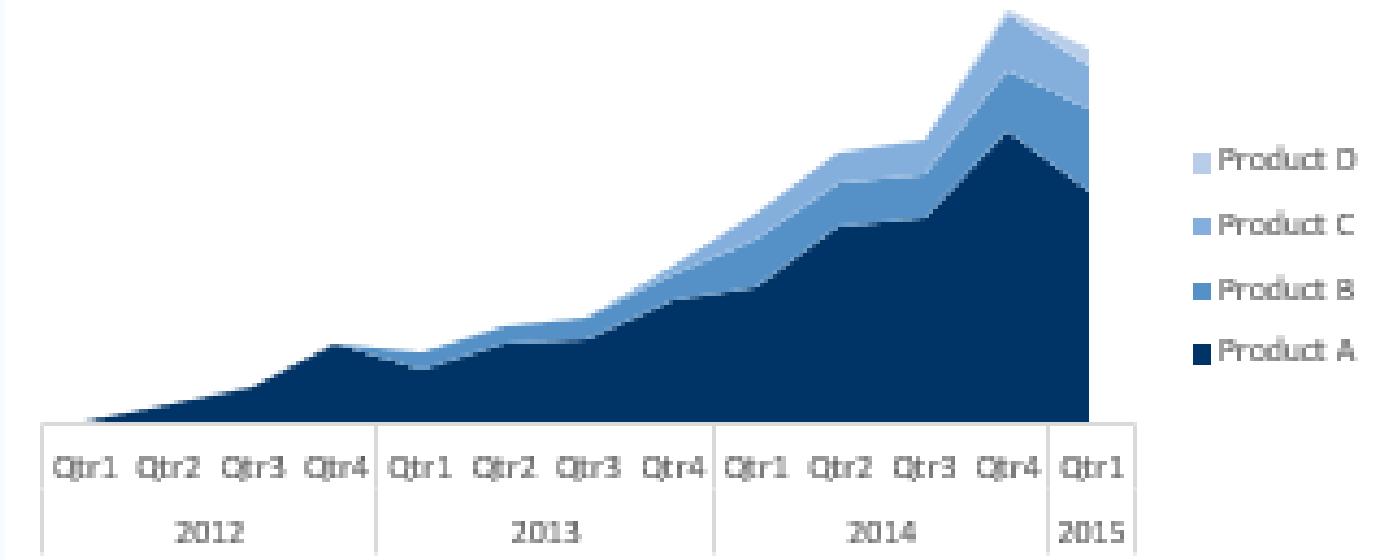
- Product C shows the highest refund rate (6.81%), raising risk concerns.
- Product A's refund rate (5.79%) combined with its massive order volume creates operational pressure on returns management.

Product C has the highest overall refund rate (6.81%) by far.



- Products B, C, D only started contributing meaningfully after 2014 → portfolio diversification came late.
- Heavy dependence on A in early years

Product A drives scale; watch B and C seasonal growth.

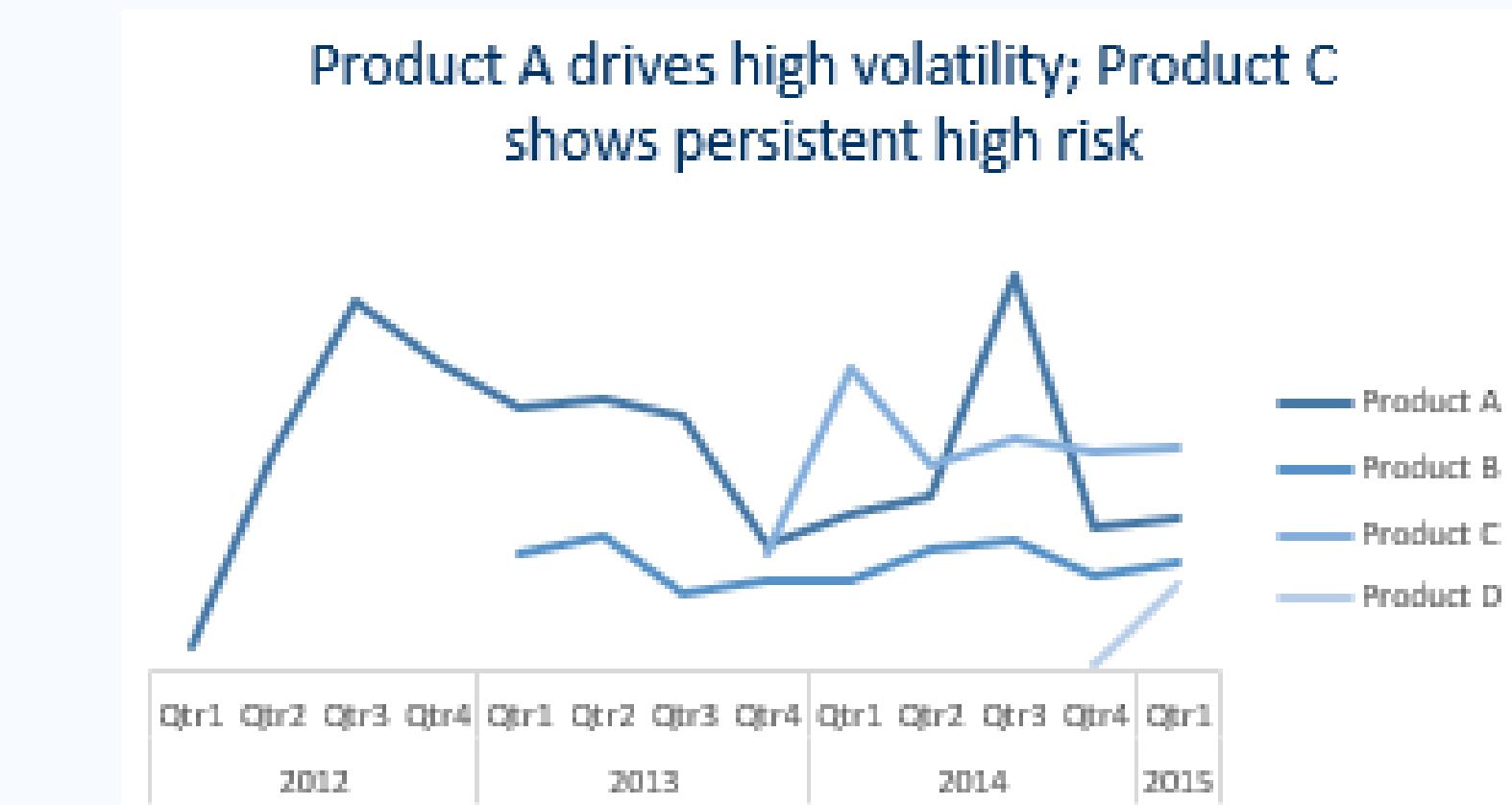


Insights

- Strong post-2014 order growth → a clear scalability signal showing successful go-to-market strategy.
- Seasonality visible with recurring peaks.

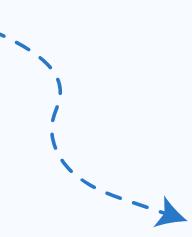


- Product A is volatile → operational risk.
- Product C shows persistent high risk from refunds.



Extra Business Layer Insights

- Customer Segmentation: Product B's higher AOV indicates a premium segment worth focusing on.
- Operational Pressure: A's high refunds + volume strain costs.
- Strategic Timing: Late start of B, C, D shows delayed diversification → earlier expansion would've reduced reliance on A.
- Scalability Signal: Post-2014 growth proves strong strategy execution, but balance between profitability and growth is required.

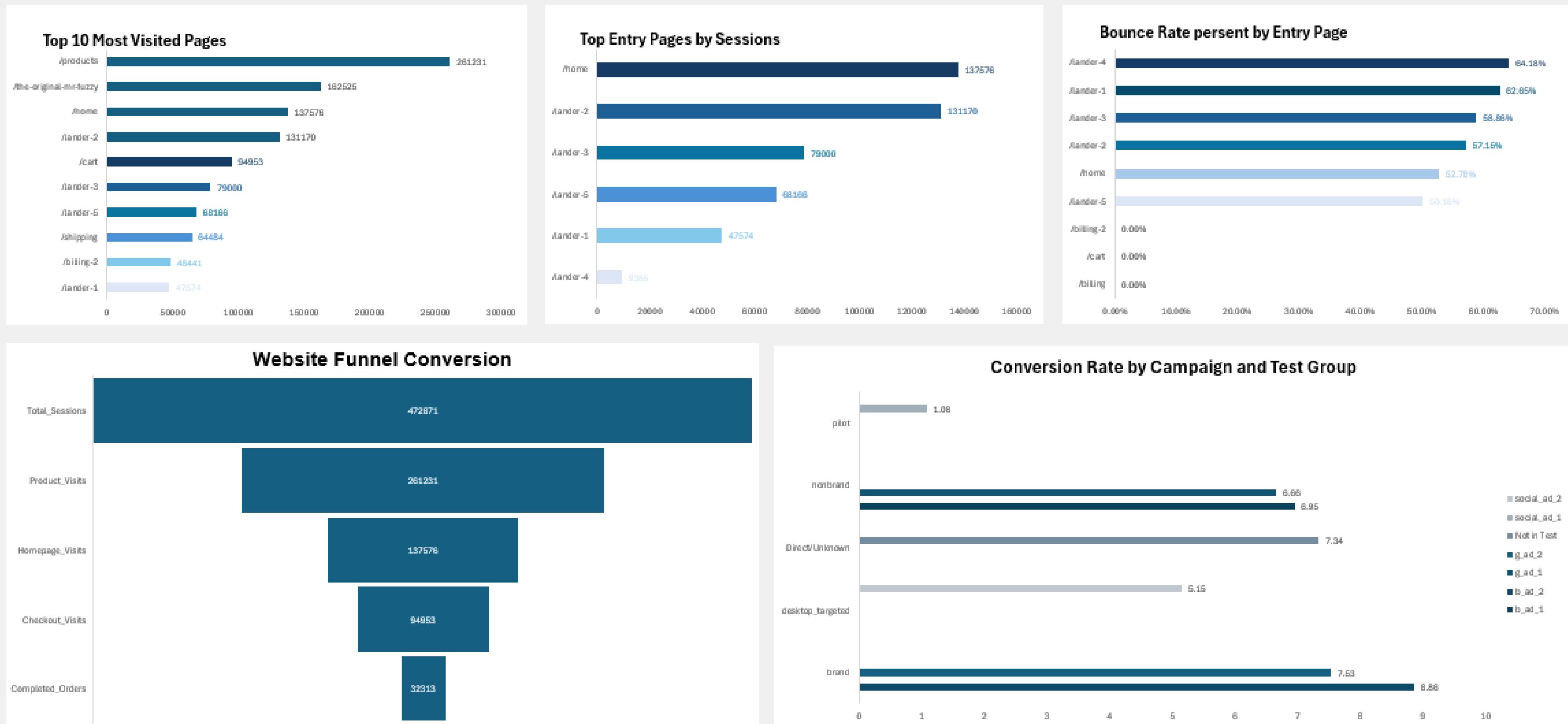


Recommendations

- Diversify revenue sources: Reduce reliance on Product A by scaling Product B & C and accelerating new product launches.
- Target premium customers: Build loyalty programs and upselling strategies around high-spending Product B buyers.
- Strengthen return management: Improve quality control, product descriptions, and customer service to cut refund costs.
- Leverage seasonality: Run targeted campaigns and optimize resources during peak demand months.
- Balance growth with profitability: Maintain scale while protecting margins by controlling costs and focusing on efficiency.

Website Funnel & Tests Dashboard

Website Funnel & Tests

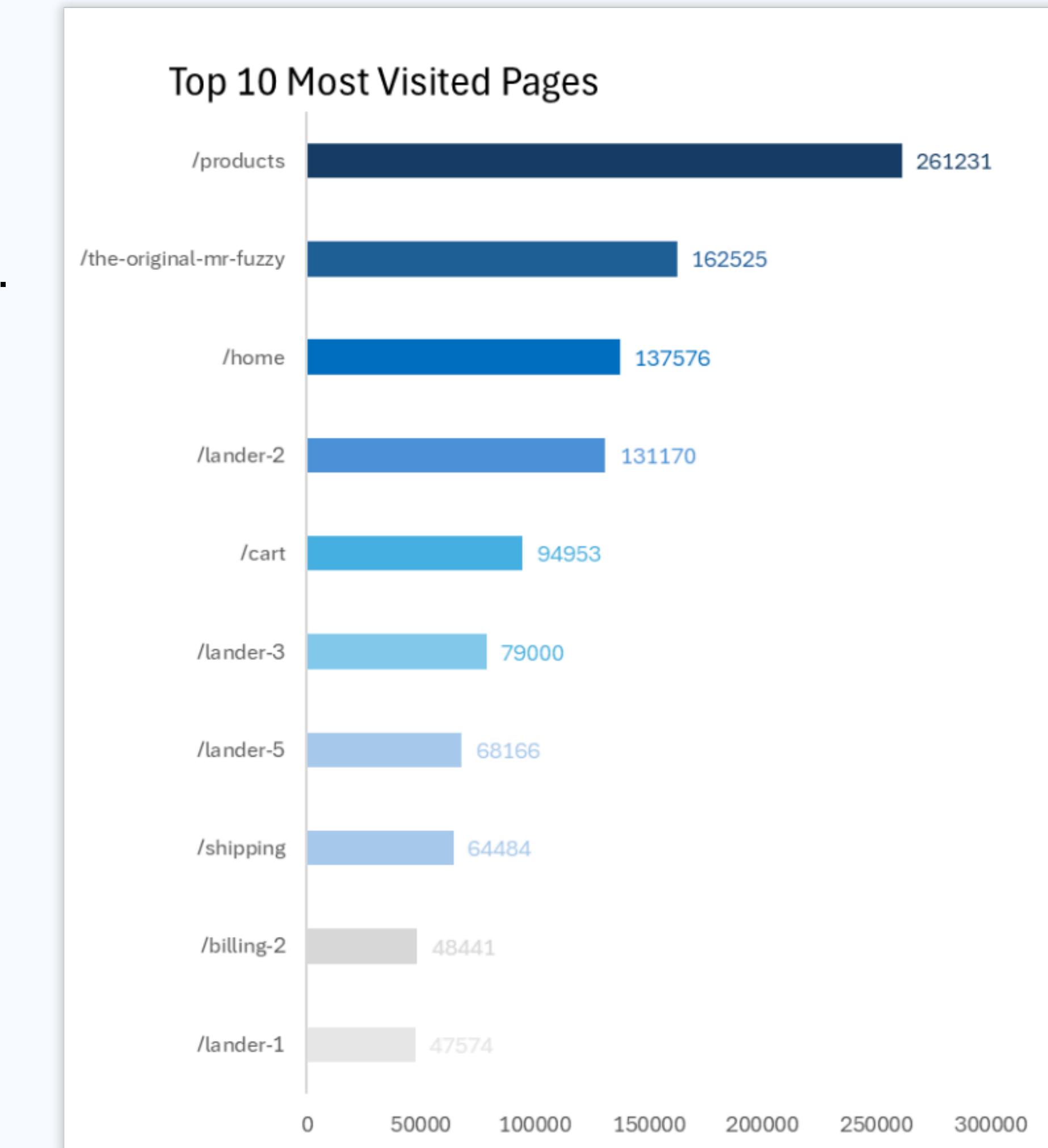


Insights

- [/products](#) has the highest traffic → visitors are highly interested in the product catalog.
- Product pages like [/the-original-mr-fuzzy](#) attract strong engagement.
- [/shipping](#) being among the top 10 pages shows many users advance deep into the funnel.

Recommendations

- Optimize [SEO](#) and [ads](#) for the most visited product pages to maximize revenue.
- Implement [cross-selling](#) on top product pages to increase Average Order Value.



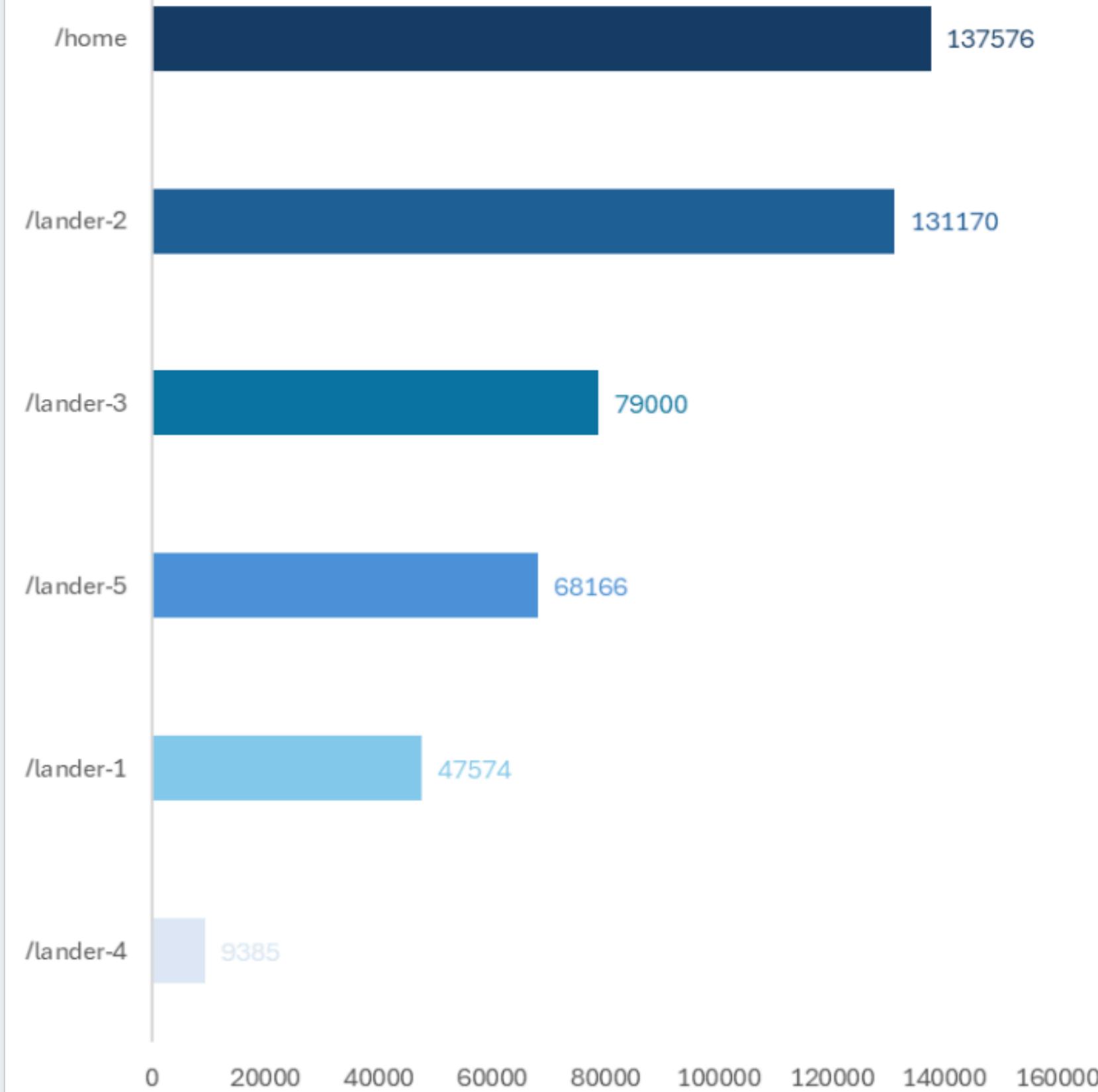
Insights

- Most sessions begin at [/home](#).
- Landing pages like [/lander-2](#) and [/lander-3](#) are key acquisition points from campaigns.

Recommendations

- Run [A/B tests](#) on [/home](#) to improve first impression and user engagement.
- Optimize landing pages ([faster load speed](#), [stronger offer visibility](#)) to capture ad-driven visitors.

Top Entry Pages by Sessions

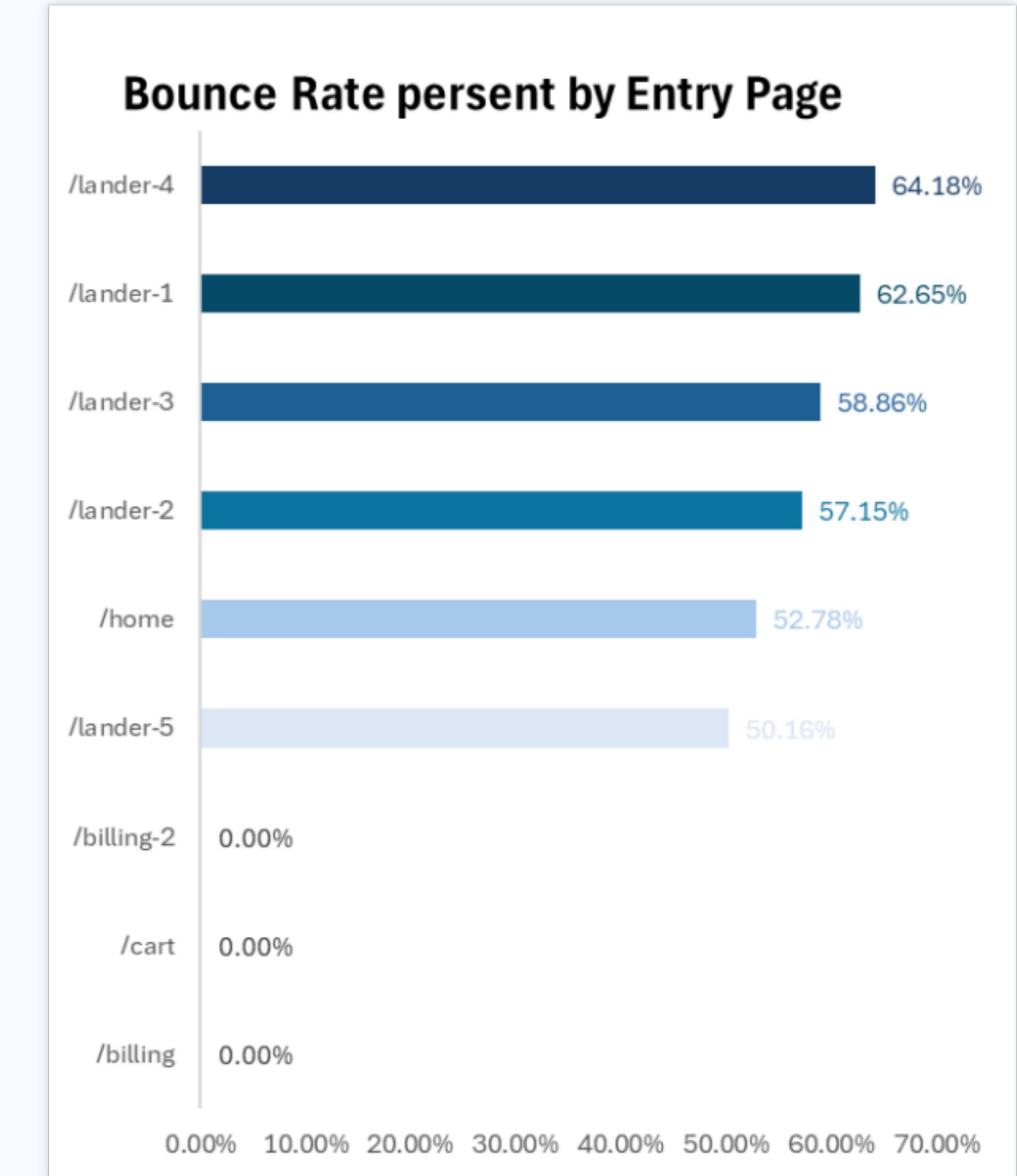


Insights

- Highest bounce rates: [/lander-4](#) (64%) and [/lander-1](#) (63%).
- [/home](#) bounce rate is 53% → half of visitors leave immediately.
- [/cart](#) and [/billing](#) show 0% bounce.

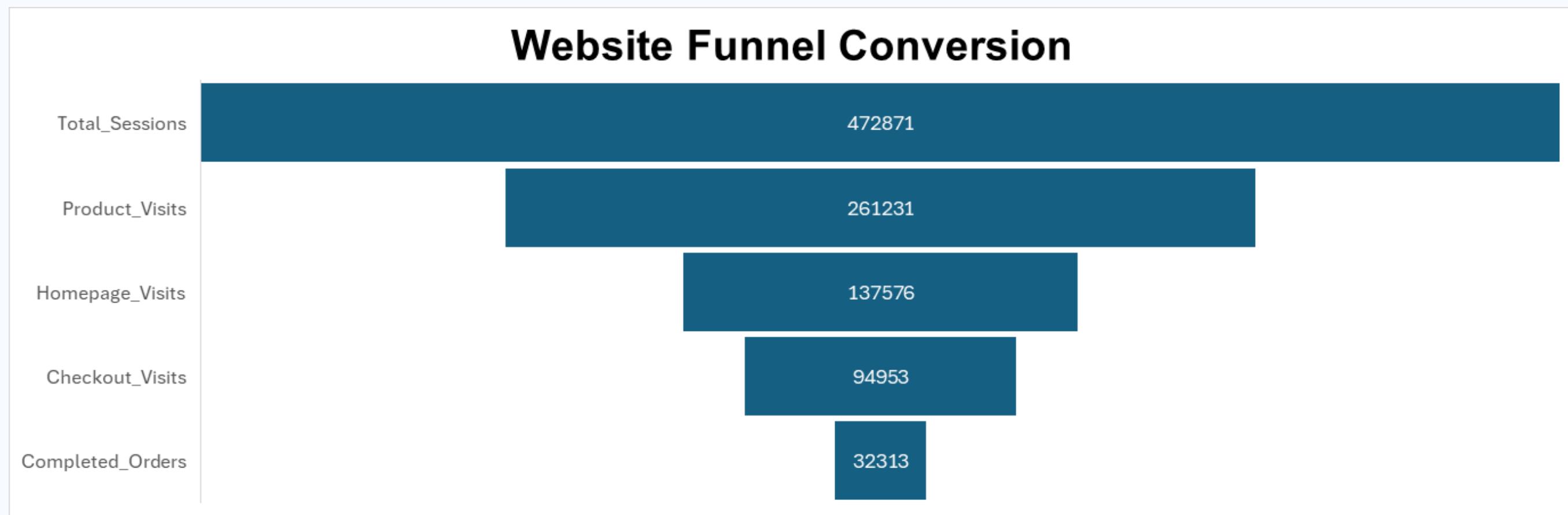
Recommendations

- Redesign high-bounce landing pages ([clearer value proposition + stronger CTAs](#)).
- Reduce bounce on [/home](#) by simplifying navigation and highlighting best offers above the fold.



Insights

- Only 30% of sessions reach the homepage → possible tracking gap or acquisition issue.
- Large drop-off between Homepage → Product Pages.
- Checkout → Order conversion is 20%.
- Overall session-to-order conversion = 6.8%.

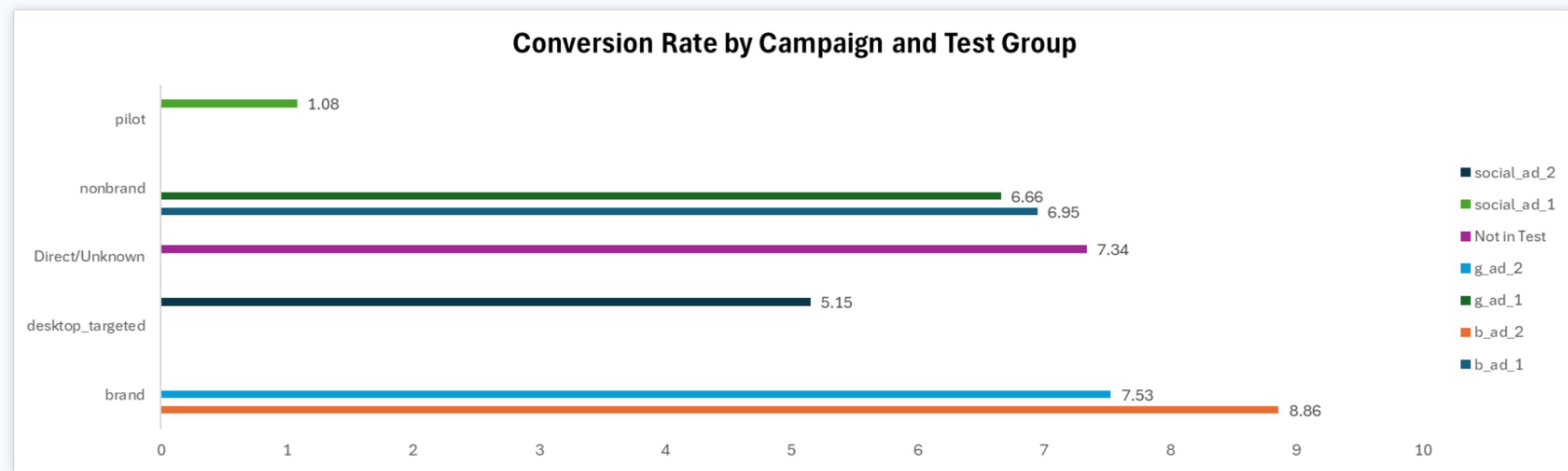


Recommendations

- Improve Homepage → Product flow ([strong CTAs](#)).
- Simplify Checkout ([guest option, fewer steps](#)).

Insights

- Best performing group: [brand b_ad_2](#) with 8.86% conversion rate.
- Weakest performance: [pilot social_ad_1](#) at 1.08% → not effective.
- [Brand campaigns](#) outperform [Nonbrand campaigns](#) overall.
- [Social ads](#) underperform compared to [Google/Brand ads](#).



Recommendations

- Increase budget allocation to high-performing [Brand Ads](#) (especially [b_ad_2](#)).
- Reevaluate or discontinue [social_ad_1](#) (review messaging, audience targeting).
- Shift ad spend toward campaigns with [higher ROI](#) (reduce budget for low performers).

Seasonality & Staffing Dashboard

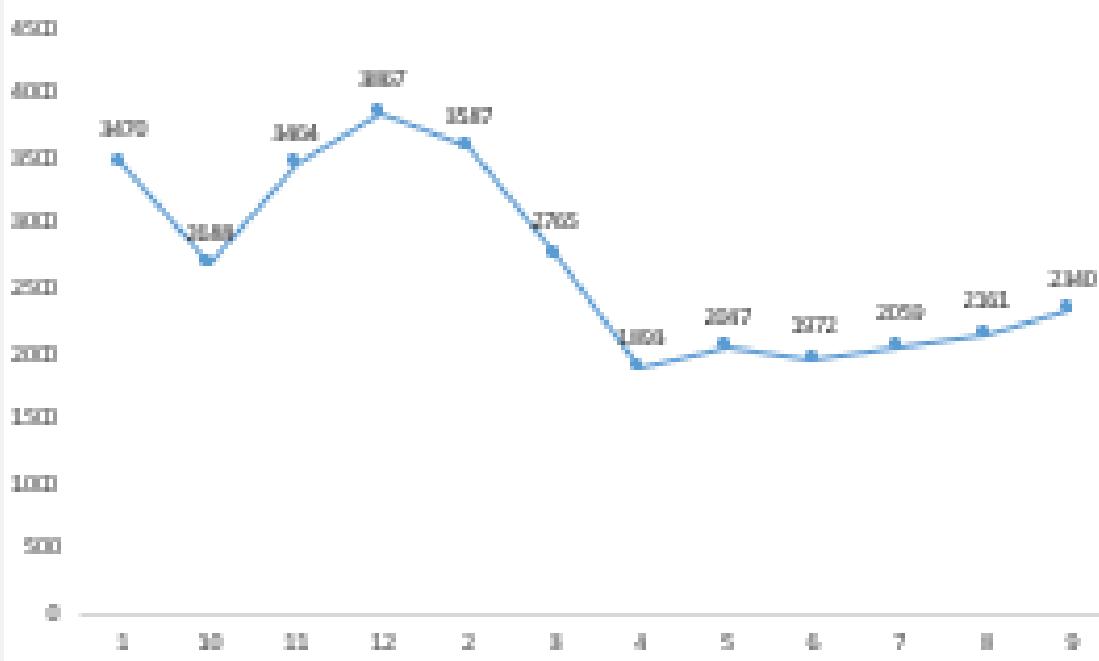
Seasonality & Staffing

PEAK HOUR TRAFFIC
4pm
88 sessions

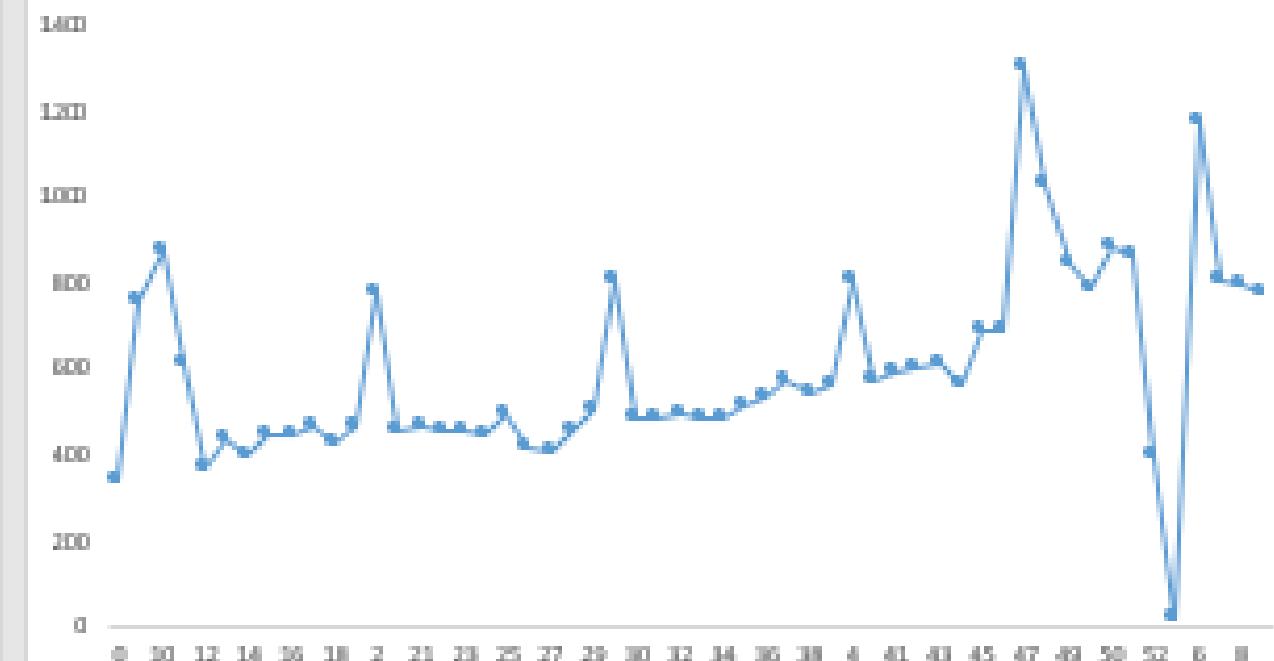
Avg Refund Rate
4.22%

Total Orders
32313

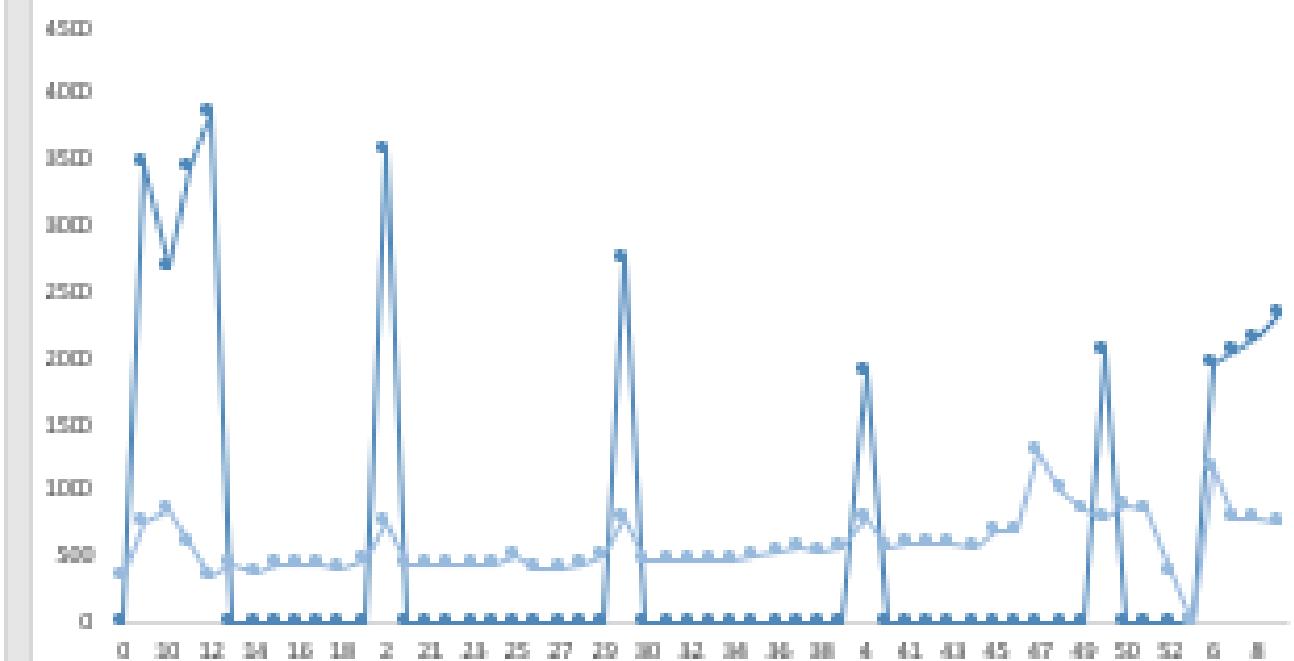
MONTHLY ORDERS



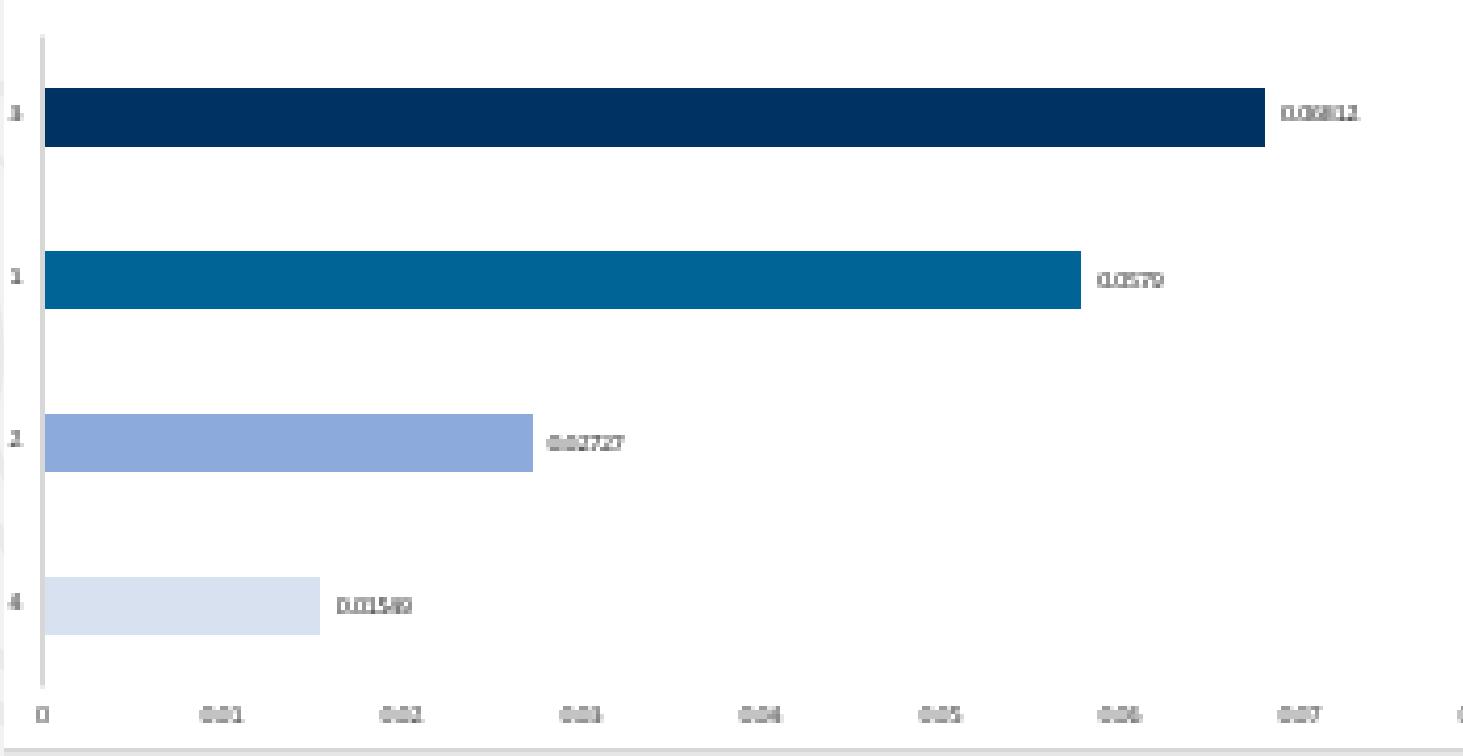
WEEKLY ORDERS



WEEK / MONTH ORDERS



REFUND RATE BY PRODUCT



TRAFFIC HEATMAP

Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23
Sunday	1	3	1	1	2	1	2	1	5	5	4	2	7	6	4	5	4	6	4	10	5	7	9	6
Monday	6	4	1	4	3	4	3	9	7	13	13	10	10	15	20	14	11	17	11	3	4	7	3	
Tuesday	7	2	5	1	5	8	7	3	15	14	14	14	16	15	20	7	8	11	8	12	7	5	7	
Wednesday	4	5	2	4	3	5	3	8	11	9	18	16	21	17	7	17	13	17	10	7	8	6	5	
Thursday	6	5	4	3	4	4	5	4	6	10	16	10	6	14	14	13	19	12	7	12	9	10	5	
Friday	5	2	3		4	5	8	2	3	2	12	14	14	11	20	7	11	8	8	7	5	6	3	
Saturday	2	2	3	6	2		2	1	2	5	1	3	5	9	6	6	7	6	5	4	8	3	4	7

Insights

Monthly Orders

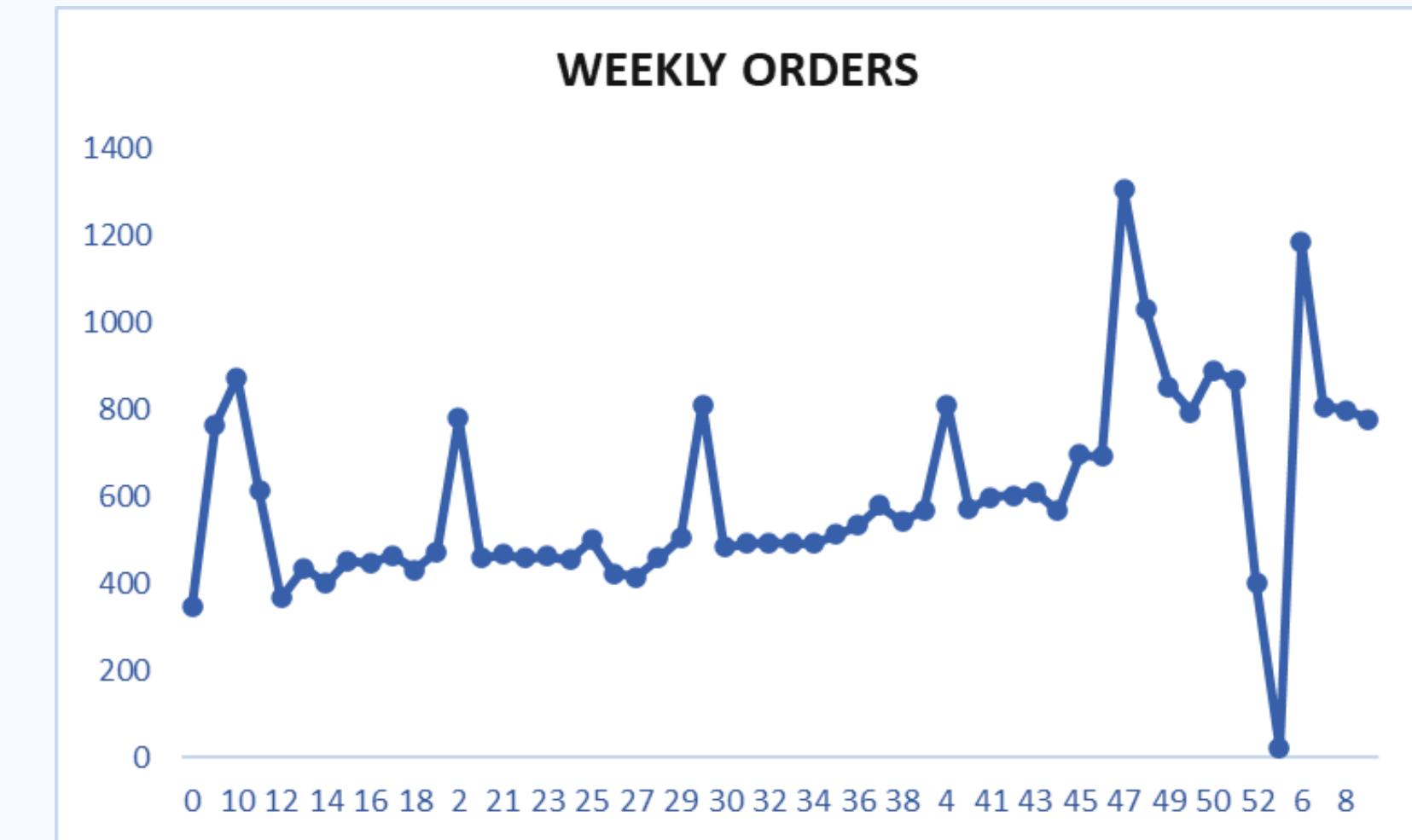
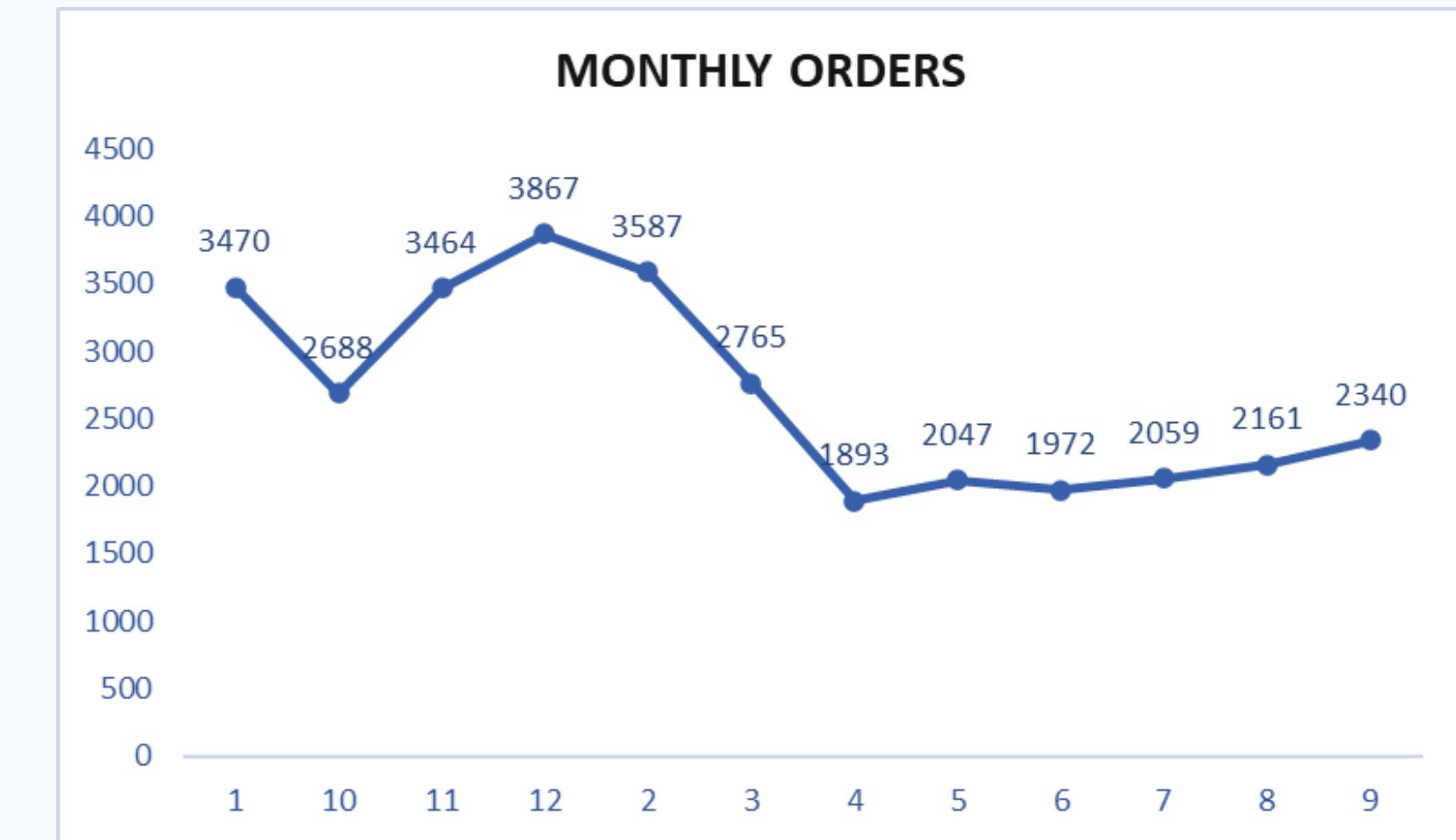
- Highest orders in months 10–12 (strong season).
- Lowest in months 3–6 (slow period).

Weekly Orders

- Overall trend is stable.
- Some weeks show big jumps (maybe promotions or season).
- Week 50 shows a big drop (possible issue)

Recommendations

- Prepare more stock and staff in months 10–12.
- Check why orders are low in 3–6 and try promotions.
- Investigate the drop in week 50.
- Use weeks with high orders as a guide for future campaigns



Insights

- Peak day: Wednesday (224 sessions) and Thursday (210 sessions).
- Peak hour: 16:00 (4 PM) with 88 sessions → busiest traffic time.
- Strong activity window: 11 AM – 7 PM across weekdays, especially Tue–Thu.
- Lowest traffic: Early morning (0–6 AM) and late night (21–23 PM).
- Weekends (Saturday & Sunday): Much lower sessions (≈ 100 each).

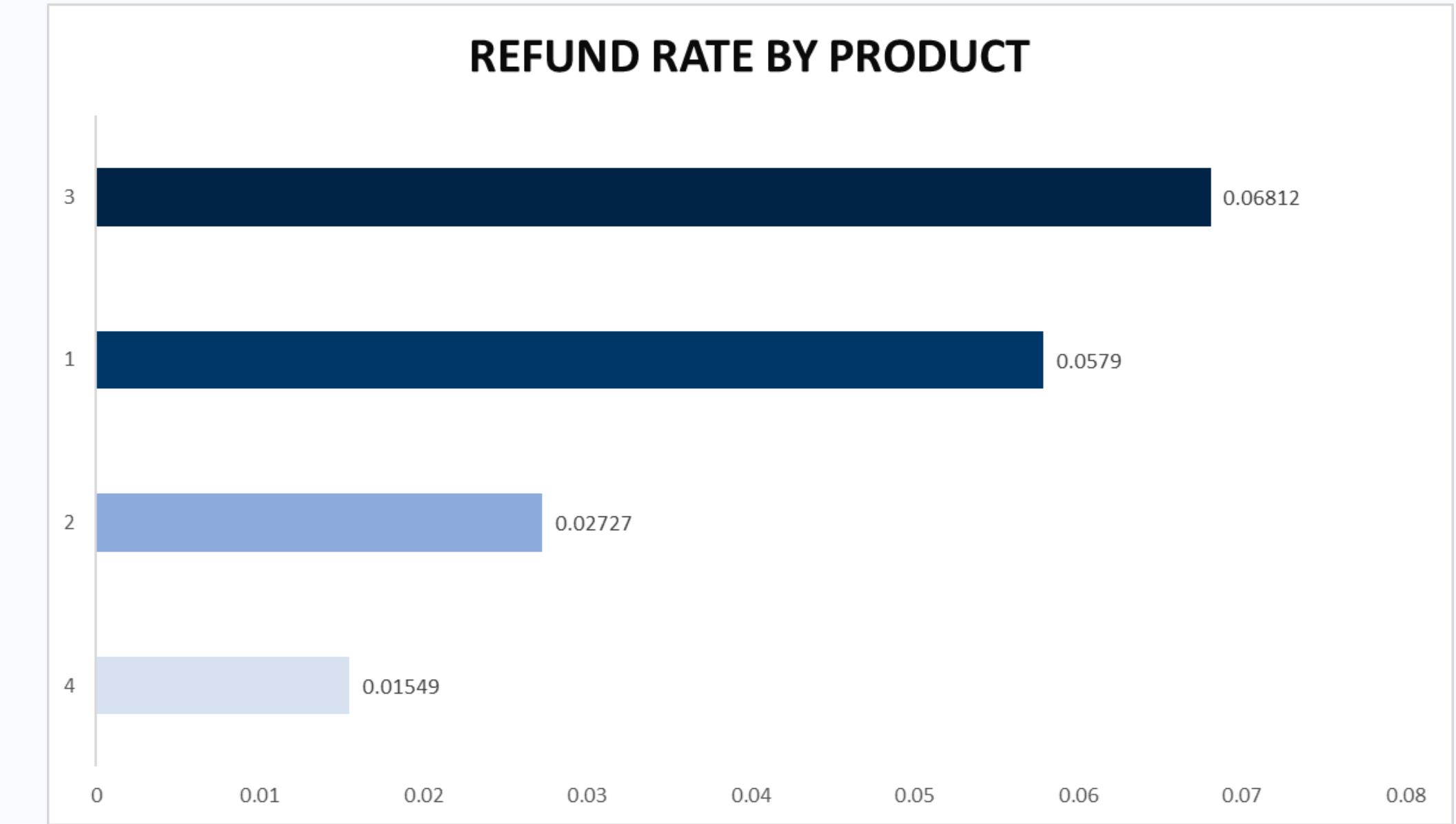
Row Labels	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	
Sunday	1	3	1	1	2	1	2	1	5	5	4	2	7	6	4	5	4	6	4	10	5	7	9	6	
Monday	6	4	1	4		3	4	3	9	7	13	13	10	10	15	20	14	11	17	11	3	4	7	3	
Tuesday	7		2	5	1	5	8		7	3	15	14	14	14	16	15	20	7	8	11	8	12	7	5	
Wednesday	4	5	2	4	3	5	3	8	11	9	18	16	21	17	7	17	13	17	10	7	8	6	8	5	
Thursday	6	5	4	3	4	4	5	4	6	10	16	10	6	14	14	13	19	12	7	12	9	10	12	5	
Friday	5	2	3		4	5	8	2	3	2	12	14	14	11	20	7	11	8	8	7	5	6	3	4	
Saturday	2	2	3	6	2		2	1	2	5	1	3	5	9	6	6	6	7	6	5	4	8	3	4	7

Recommendations

- Add more staff and system capacity around 4 PM (peak hour) to handle load.
- Focus marketing campaigns on Wednesday–Thursday afternoons (highest demand).
- Consider offering weekend promotions to increase low traffic on Saturday & Sunday.
- Use early mornings/late nights for maintenance since demand is minimal.

Insights

- Some products show much higher refund rates than others.
- A few products are consistently low refund rate → customers are satisfied with these.
- Refunds may be concentrated in specific products (possible quality or expectation issues).



Recommendations

- Investigate high refund products → check quality, supplier, or product description.
- Provide clearer product information (size, features, images) to reduce mismatched expectations.
- Work closely with suppliers of high-refund products to improve quality.
- Promote or cross-sell low refund products (customers trust them more)