

Summary

Product

Trend

Product ID

All

Month

All

Quarter

14

Year

20122015

\$727.71

Revenue Per Order

\$44.88

Revenue Per Session

Website Performance

Revenue Per Session	Brand Search	Non Brand Search	Direct Type In	Gsearch	Organic Search
\$5.30					
\$5.30	5.31%	0.0497	5.37%	4.36%	0.05
\$5.30	6.02%	0.0408	4.43%	3.84%	0.05
\$5.30	6.79%	0.0690	7.35%	6.85%	0.08
\$5.30	7.03%	0.0693	6.14%	6.12%	0.08
\$5.30	7.03%	0.0697	7.19%	6.39%	0.07
\$5.30				71.26%	0.79

\$15K

Clicked to Next Page

85.60%

Click Through Rate

Conversion Rate

Order Id	Product to Order Rate	Session to Product Page
108	6.82%	\$1,584
99	6.84%	\$1,447
228	7.57%	\$3,012
140	7.99%	\$1,752
60	8.08%	\$743
169	8.37%	\$2,018
618	8.17%	\$6,742

Organic Search - Brand Vs Non Brand



Summary

Product

Trend

Product Id

All

Month

All

Quarter

1

4

Year

2012

2015

80.82%

Brand Search Conversion %

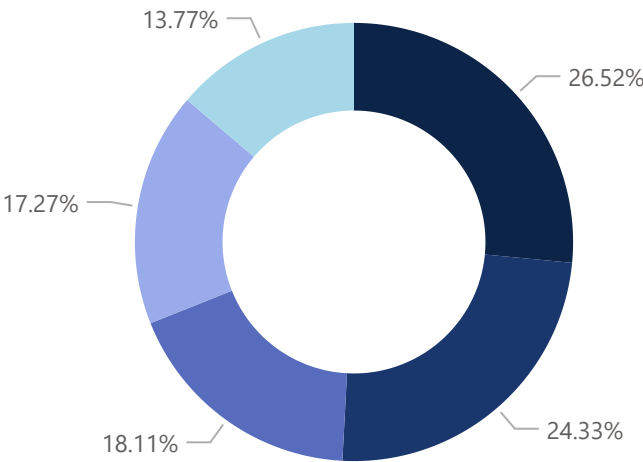
71.26%

Non Brand Search Conversio...

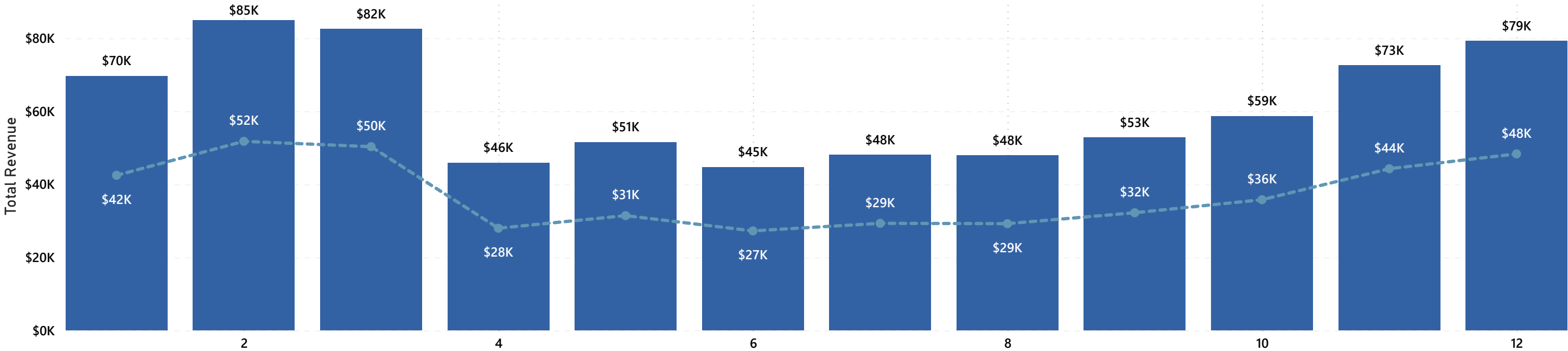
Marginal Cost

Birthday Bear	Love Bear	Mini Bear	Mr. Fuzzy
11592.00	10650.00	7728.50	\$35,776.5
12757.50	24150.00	11152.00	\$33,946.5
13387.50	14137.50	9204.50	\$44,255.5
14175.00	14775.00	12505.00	\$42,456
16978.50	14512.50	12054.00	\$48,312
6646.50	13162.50	4141.00	\$17,812
Total			\$450,210.5

Top 5 Order Sessions



Monthly Revenue & Profit Margin



Product ID

All

Month

All

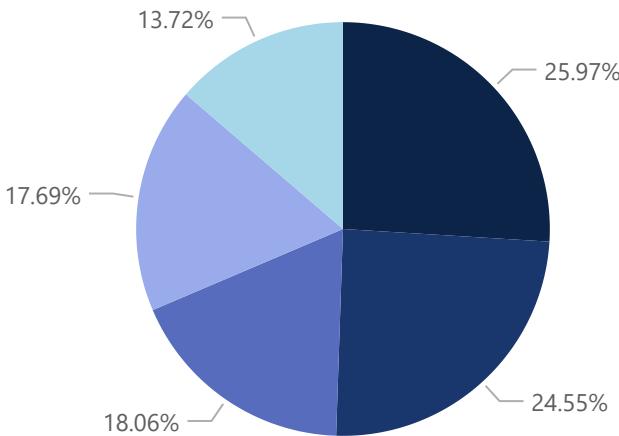
Quarter

14

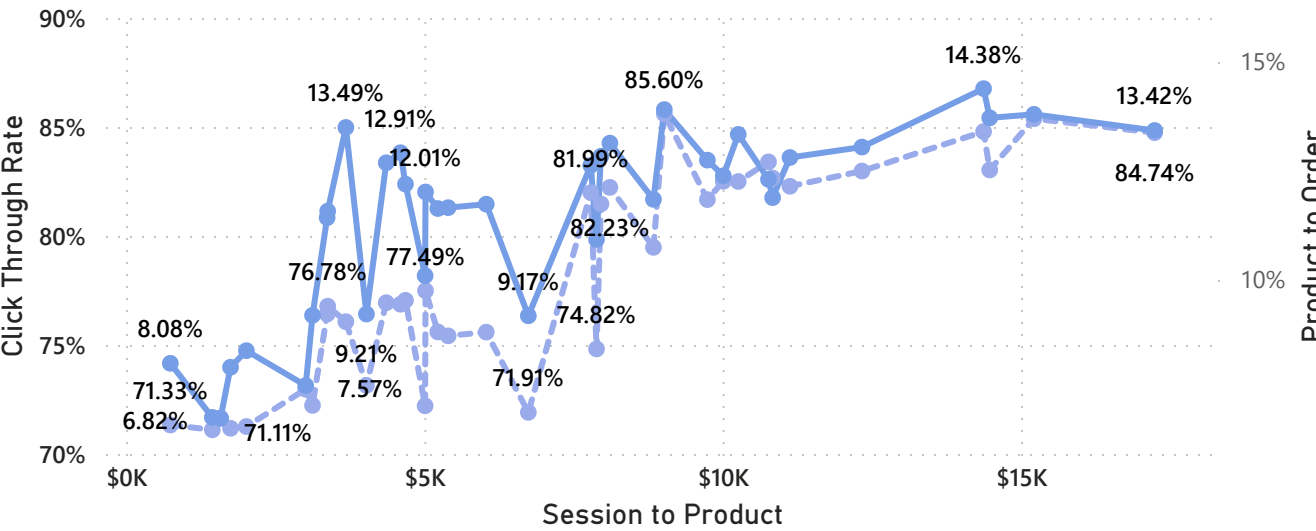
Year

20122015

G Search Vs Organic Search



Product Click Rate



Trend Analysis

