

MAVEN FUZZY FACTORY WEBSITE PERFORMANCE PROJECT REPORT

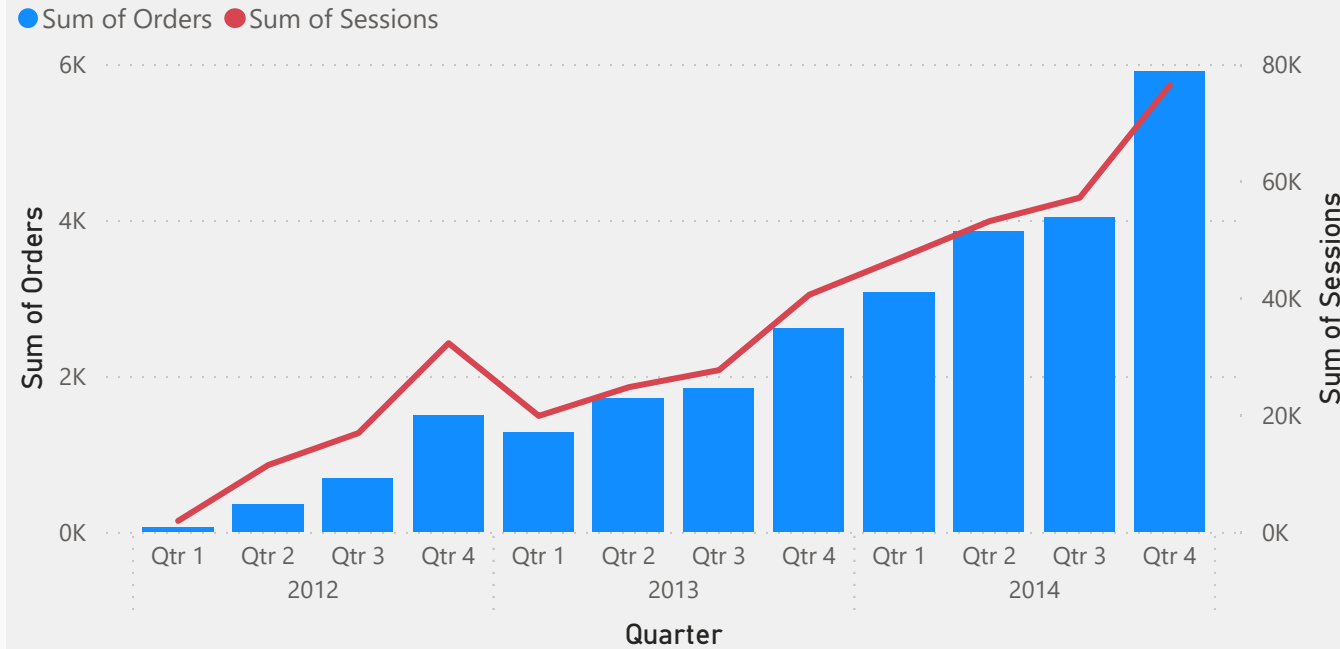
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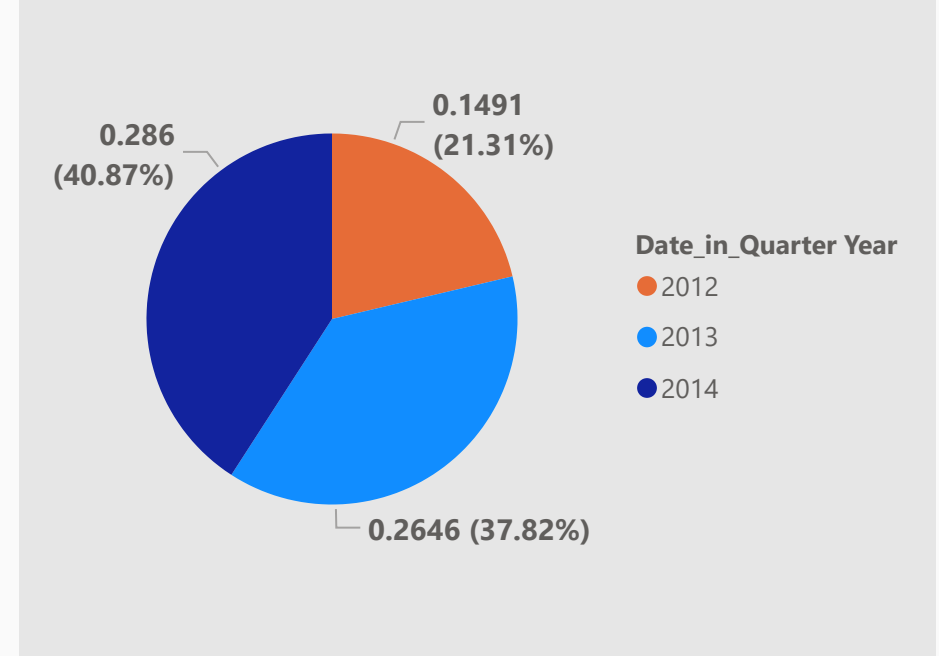


GROWTH VOLUME/CONVERSION RATE

Sum of Orders and Sum of Sessions by Year and Quarter



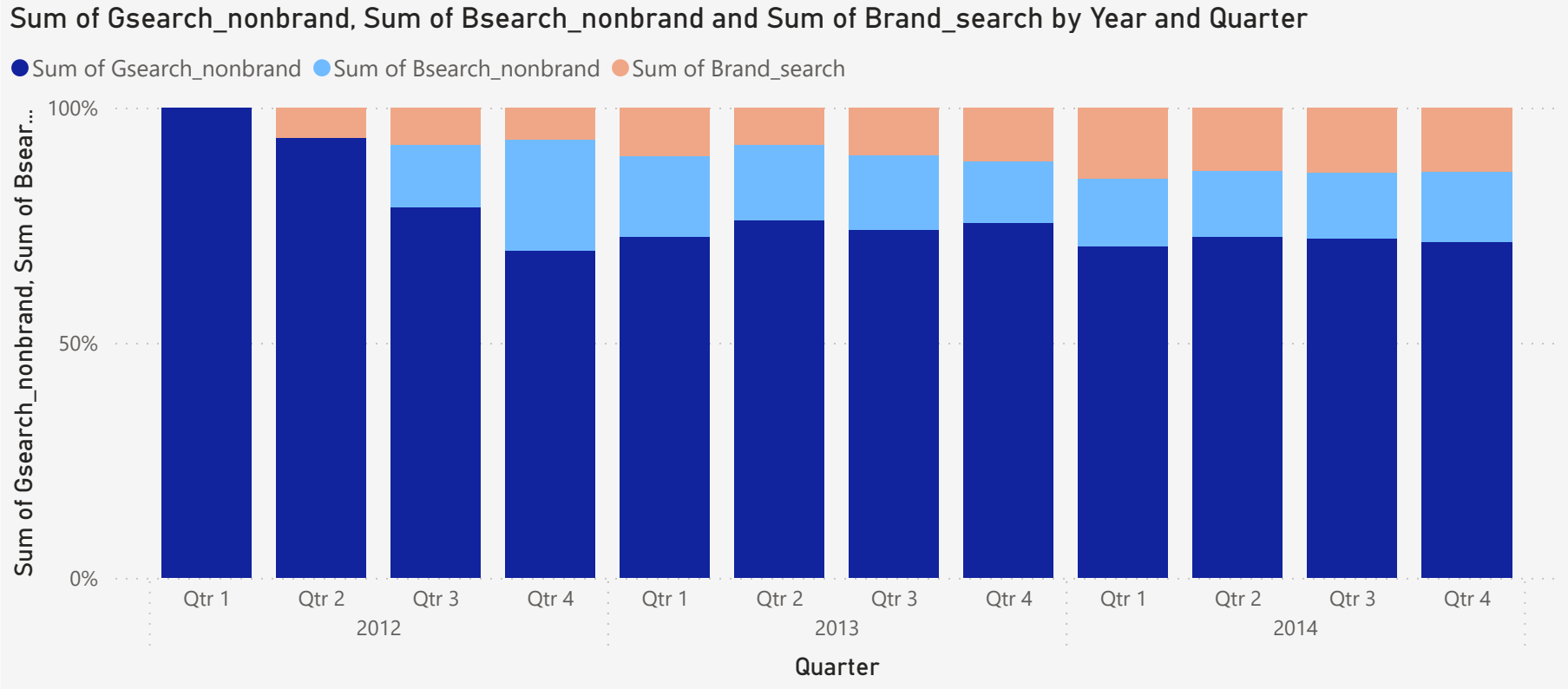
Sum of Sess_to_Order_Convr_rate by Year



Looking into each Year Growth Volume in a Quarterly review:

- Evidently, there was a concurrent increase in the number of Sessions resulting to the same with Sales in each quarter of the years.
- Looking deeper into the quarterly view; the visualization points more directly to the significant turn over rate in the 4th quarter of every year(perhaps as a result of festive/end of the year sales. This then creates awareness for the Company to prepare for this particular period sales in each respective areas like:
 - i. checking out which product(s) gets sold more in order to make room for enough of availability accordingly
 - ii. checking out for and maintaining a stable website navigations as the period attracts more traffic to the website.
 - iii. checking out and providence of adequate online sales and support representatives to attend to all attention demanding issue

PAID CHANNEL TRAFFIC COMPARISON



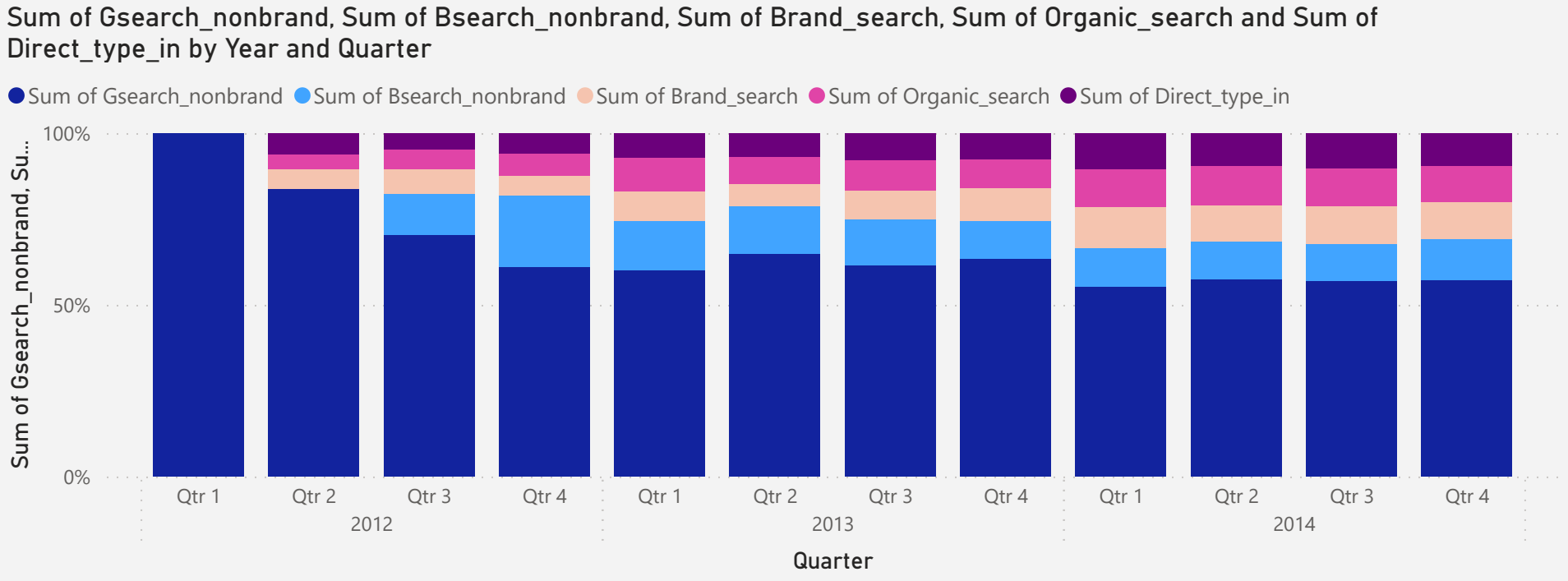
Sum of Brand Search	Sum of Bsearch nonrand	Sum of Gsearch nonbrand
2590	3237	15797

Taking a deep dive into the Paid Channel traffic:

- It appears that the Gsearch nonbrand has been most productive generating 15,797 sales (with Bsearch-nonbrand 3,237, and Gsearch/Bsearch brand 2,590) over the years. This, thus, presents the commendation, and Recommendation of reinvestment, perhaps even more in Gsearch nonbrand while less on the other paid channels when considering the renewal of paid channel subscription.



PAID AND UNPAID CHANNEL TRAFFIC COMPARISON



Sum of Gsearch nonbrand	Sum of Bsearch nonrand	Sum of Brand Search	Sum of Organic search	Sum of Direct type-in
15797	3237	2590	2622	2304

Further observation and juxtaposition of the Paid Channels and the Free Channels activity:

- The above chart presents the relationship between the Paid(Gsearch and Bsearch nonbrand/brand) and Free(Organic search and Direct type-in) traffic source channels; establishing the positive development in the free channels over the years as they increase; taking more points in the overall percentage of the traffic channels at each quarter of the year.
- The Brand search on the other hand does not seem to be doing so much well over the years. Thus would gain less attention as regards further investment, rather consideration for a rebranding and relaunch.

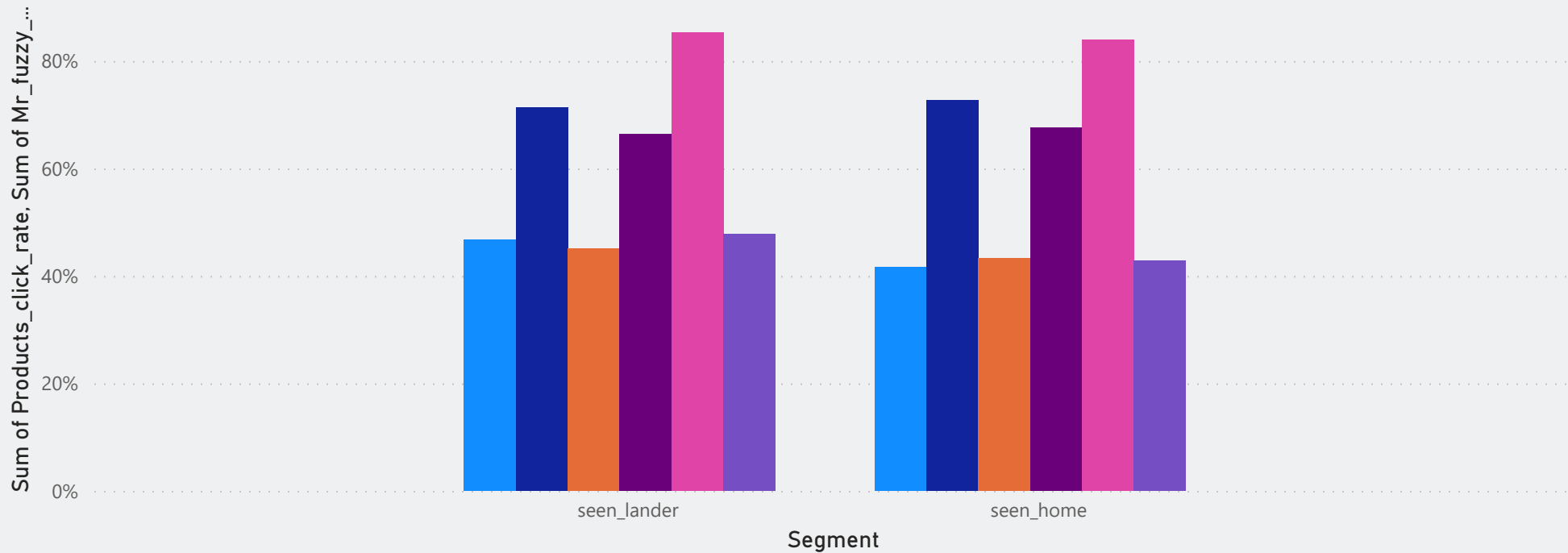


LANDER TEST(SALES CONVERSION)

Simple Charts comparison demonstrating the yielded Positive development in the website pageviews traffic conversion resulting from launching an alternative website homepage(lander) to test and discover the customers' best choice of interface in order to further attract, and most importantly sustain the website activities leading to sales development.

Sum of Products_click_rate, Sum of Mr_fuzzy_click_rate, Sum of Cart_click_rate, Sum of Shipping_click, Sum of Billing_click_rate and Sum of To_thank_you by Segment

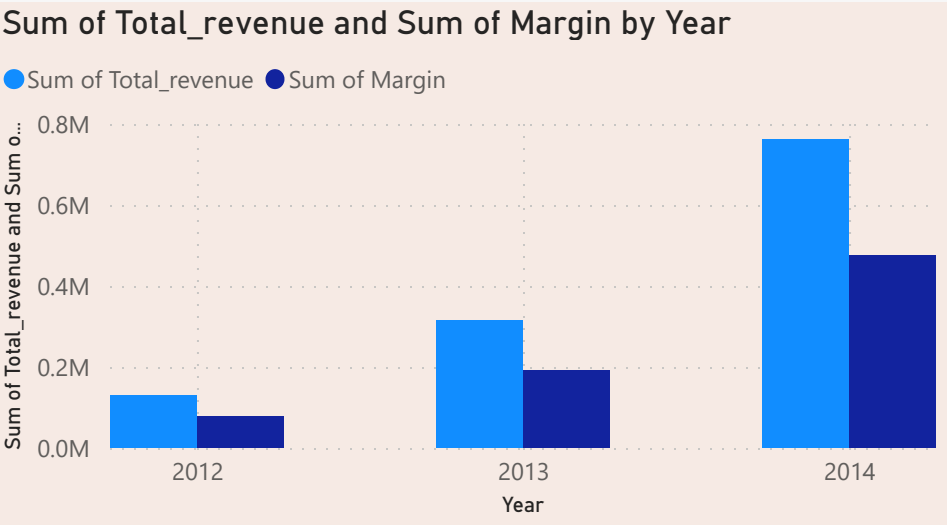
Sum of Products_click_rate Sum of Mr_fuzzy_click_rate Sum of Cart_click_rate Sum of Shipping_click Sum of Billing_click_rate Sum of To_thank_you



PRODUCTS LAUNCH VARIANCE BY REVENUE

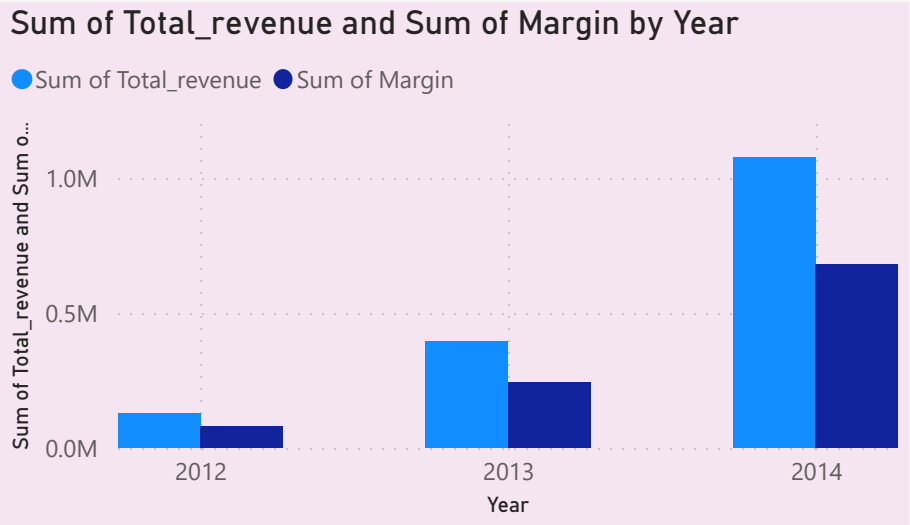


A. First Product launch (sum in 0.2M)



Year	Sum of Total_revenue	Sum of Margin
2012	129,274.14	78,873.00
2013	314,709.23	192,234.50
2014	762,859.83	475,865.50
Total	1,206,843.20	746,973.00

B. Overall Products launch (sum in 0.5M)



Year	Sum of Total_revenue	Sum of Margin
2012	129,274.14	78,873.00
2013	393,247.87	241,596.50
2014	1,075,612.19	679,722.50
Total	1,598,134.20	1,000,192.00

