

**REPORT FOR
JAN - DEC
2022**

PAGE VISITS

7716
Page views

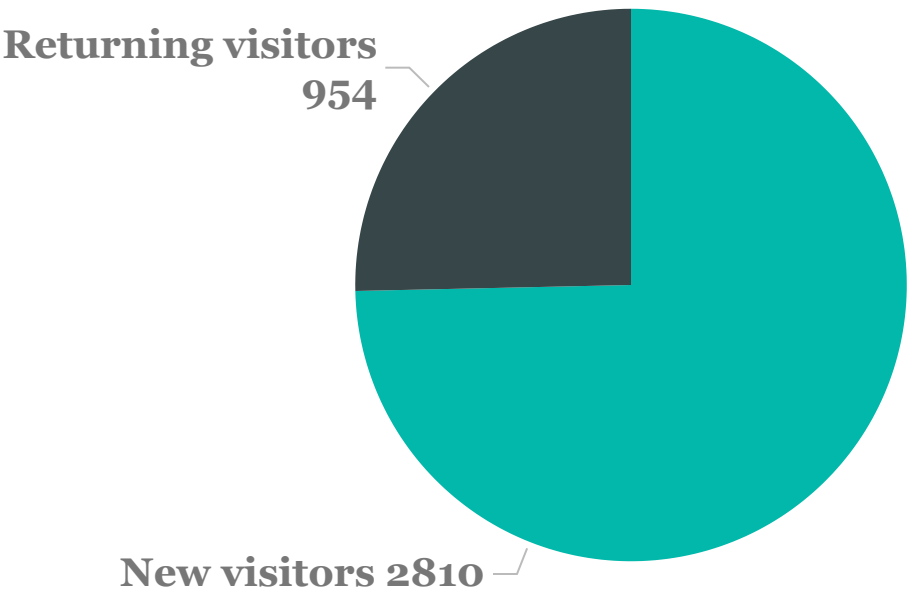
3764
Site sessions

3363
Unique visitors

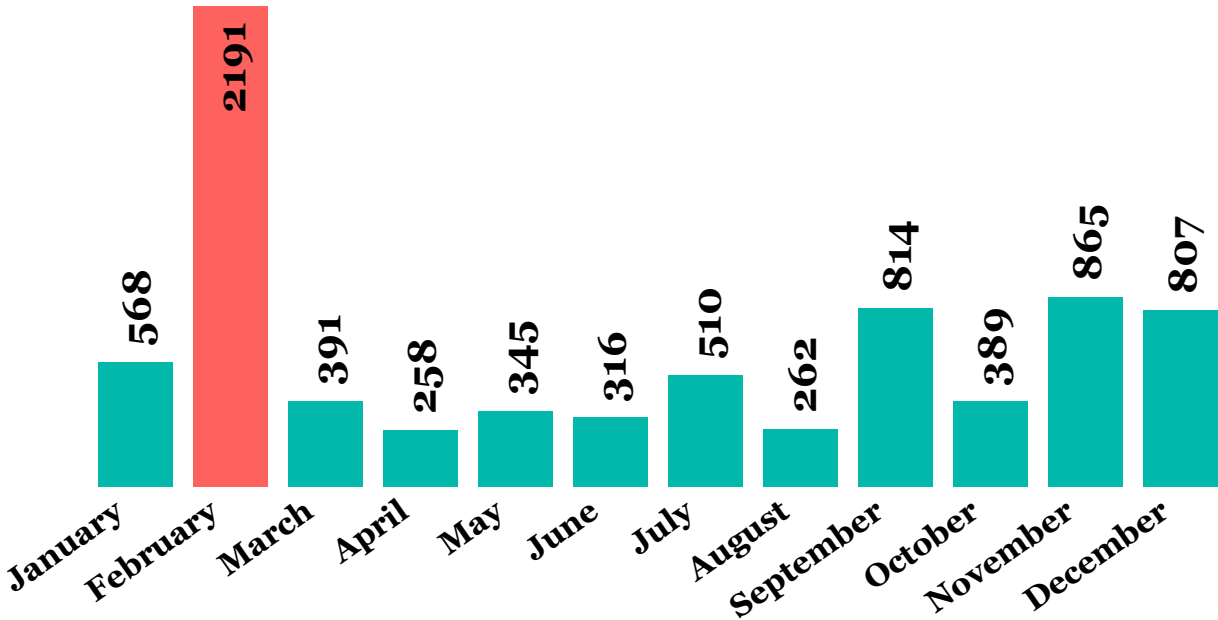
394.36
Bounce rate

954
Page exit rate

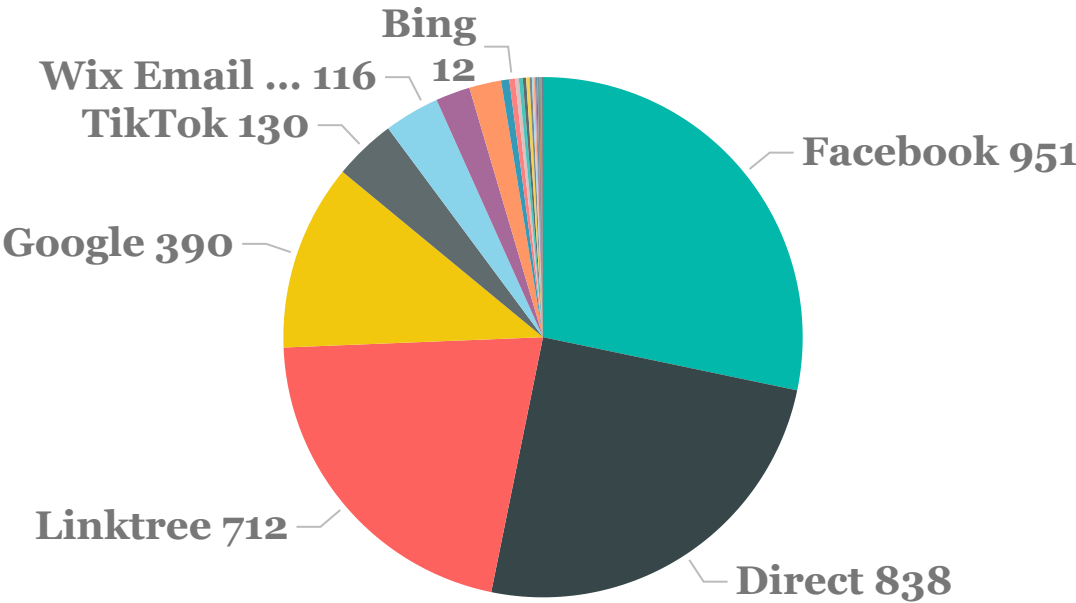
Site sessions by New or returning visitor



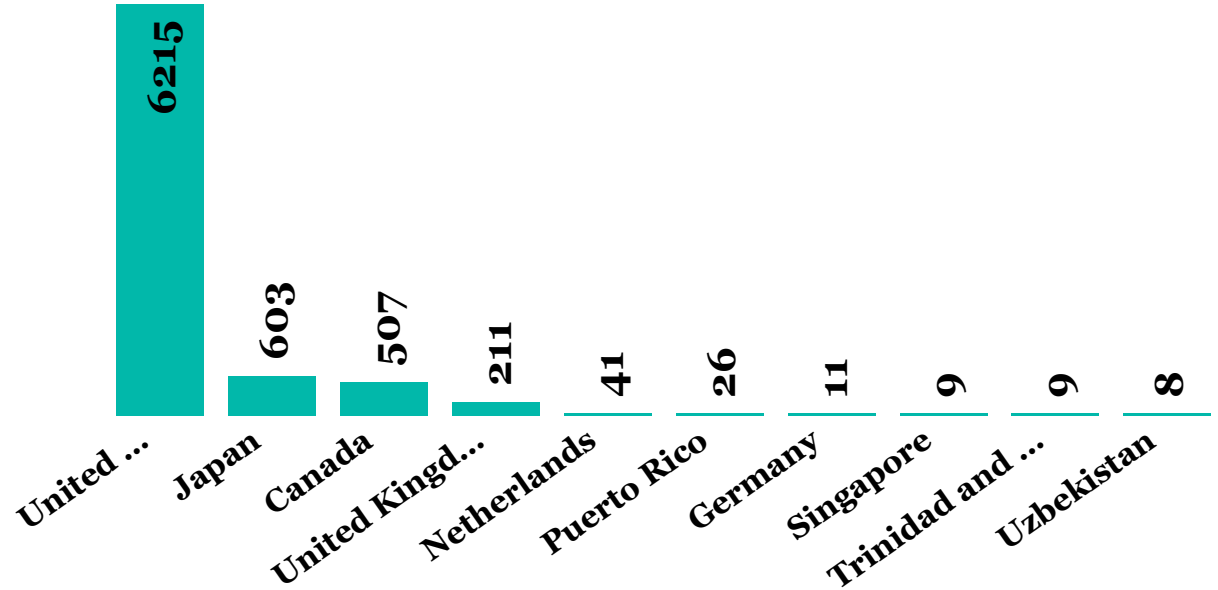
Page views by Month



Unique visitors by Traffic source



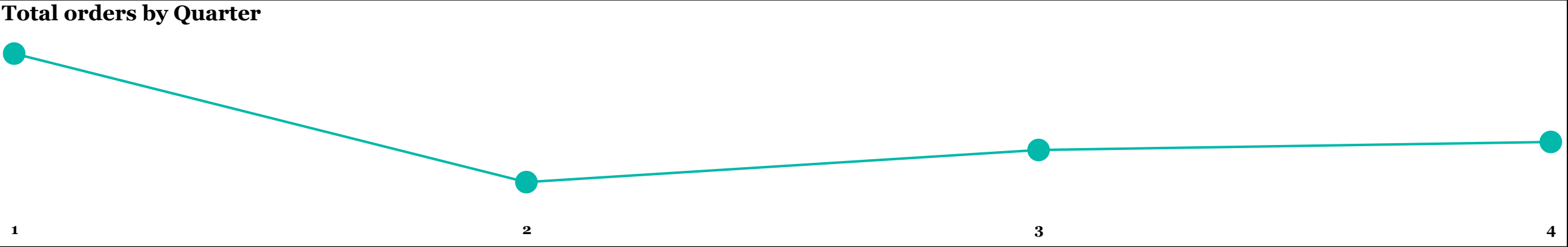
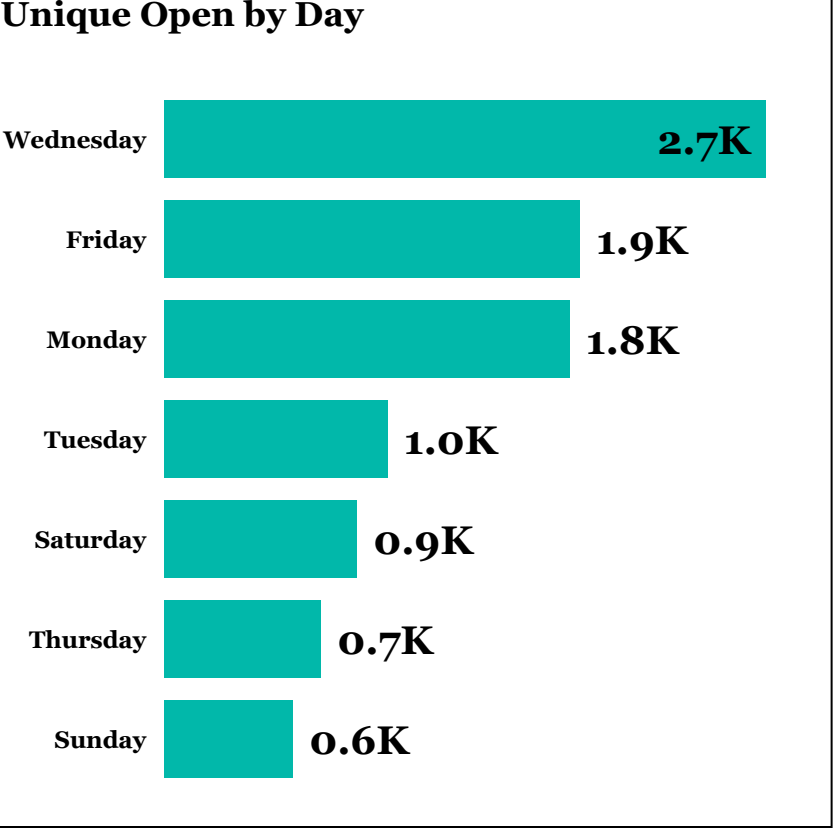
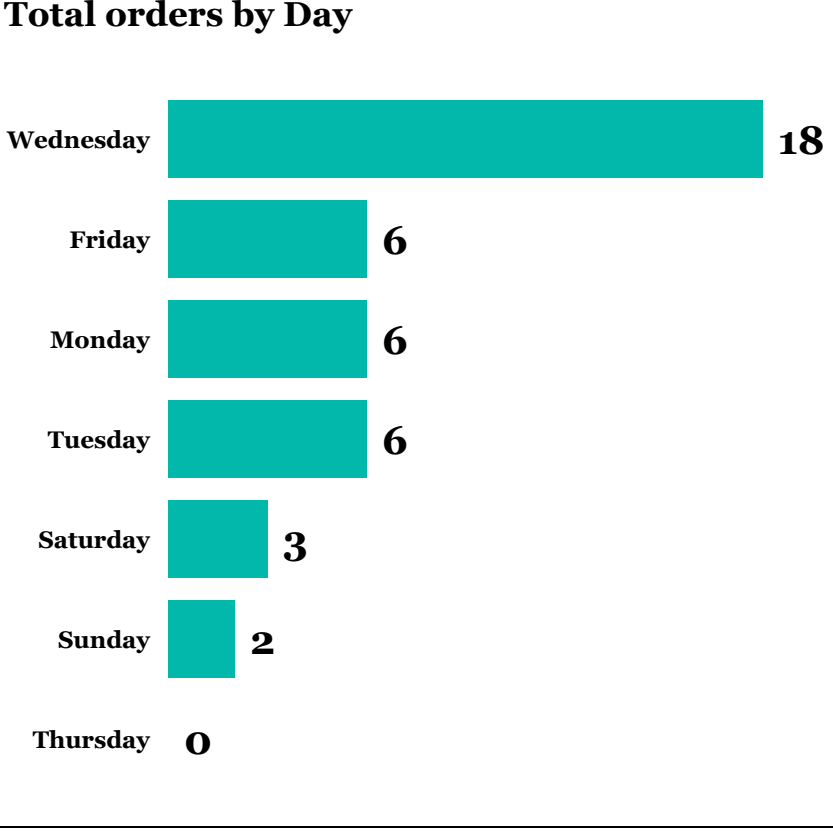
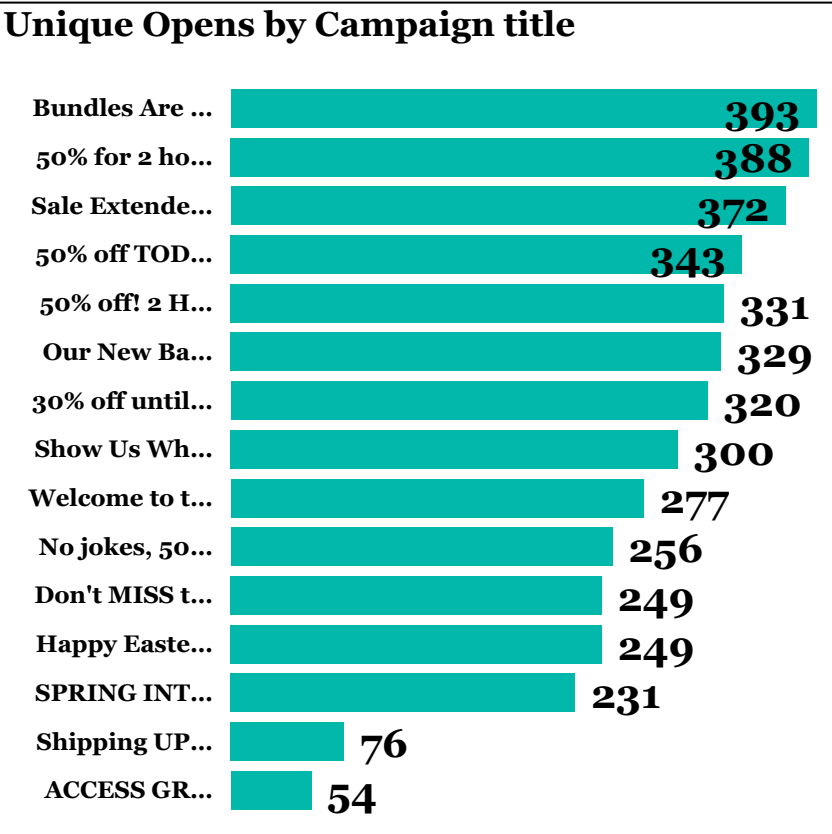
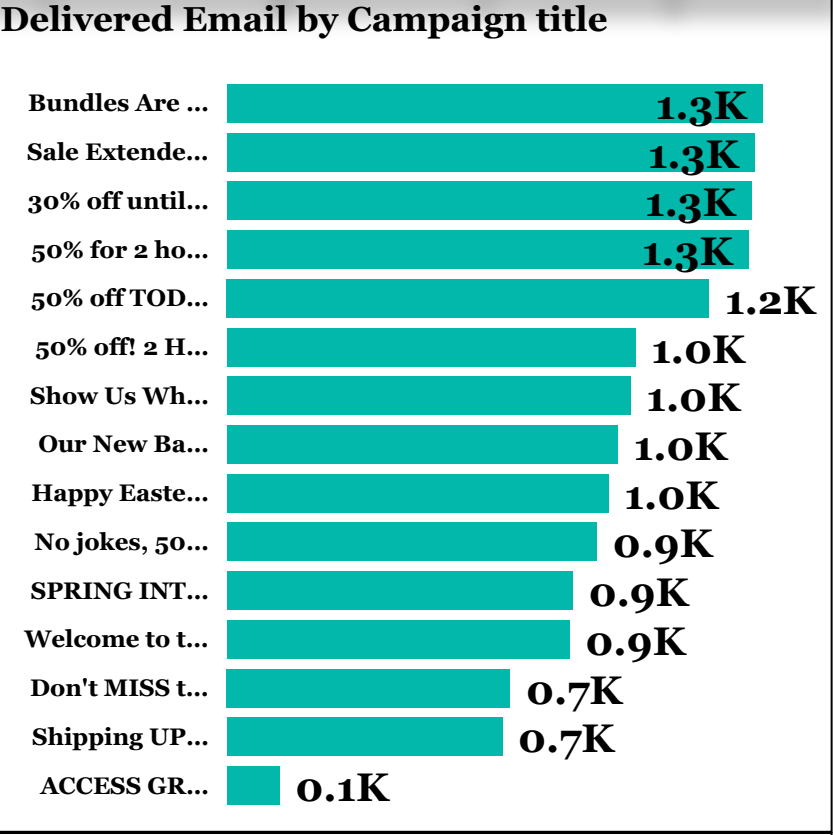
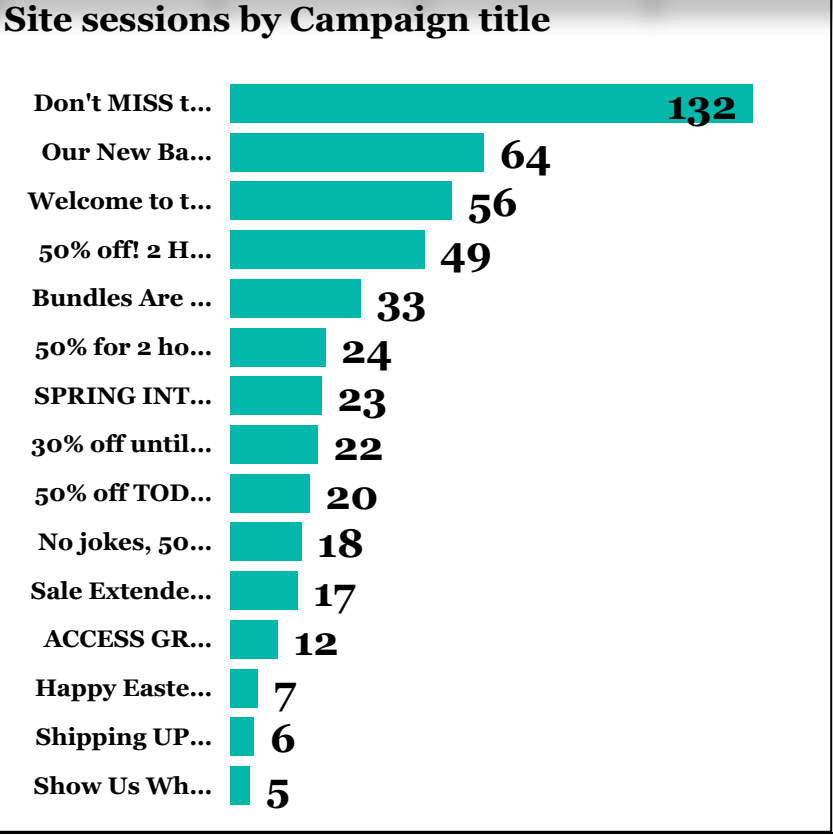
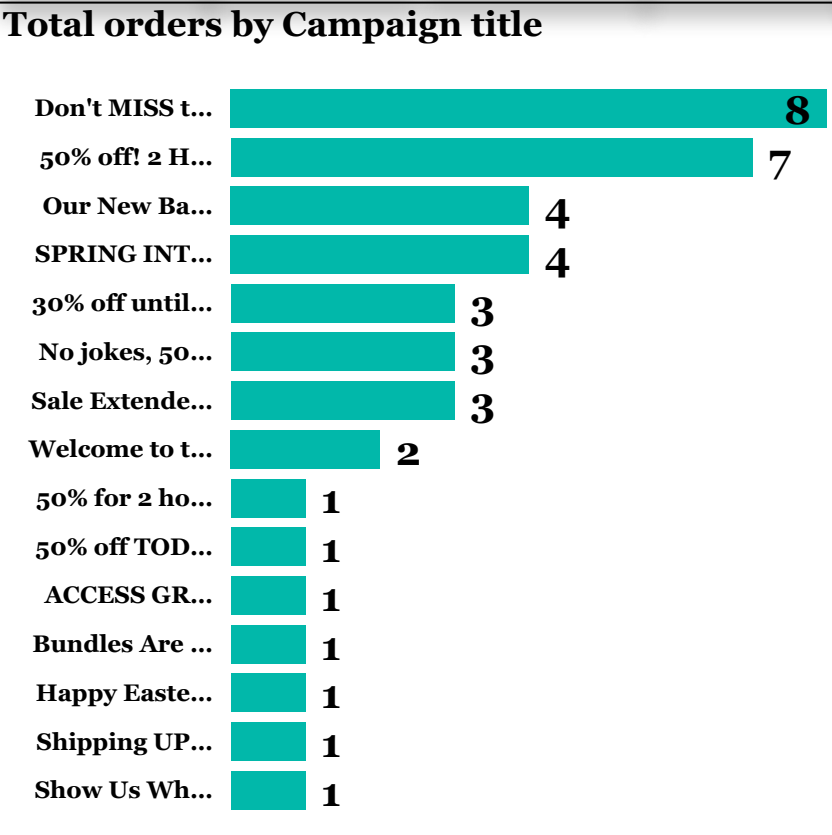
Page views by Country



Page path	Page views	Site sessions	Unique visitors	Page exit rate	Bounce rate
/shop	2423	1224	1104	282	113.08
/	1565	840	742	274	146.69
/cart-page	1192	432	393	47	20.81
/product-page/black-girl-magic-bamboo-suction-plate	454	239	181	64	31.13
/product-page/girl	264	133	117	26	11.17
/blackfriday	220	114	107	61	11.67
/product-page/black-boy-joy-bamboo-suction-plate	210	98	83	26	8.84
/checkout	179	68	63	11	1.00
/product-page/boy	140	72	64	19	8.50
/product-page/africa	137	68	63	14	3.67
/qr	92	89	80	15	14.47
/product-page/africa-plate	67	30	26	6	1.50
/bundles	55	33	32	8	1.00
Total	7640	3726	3327	943	391.36

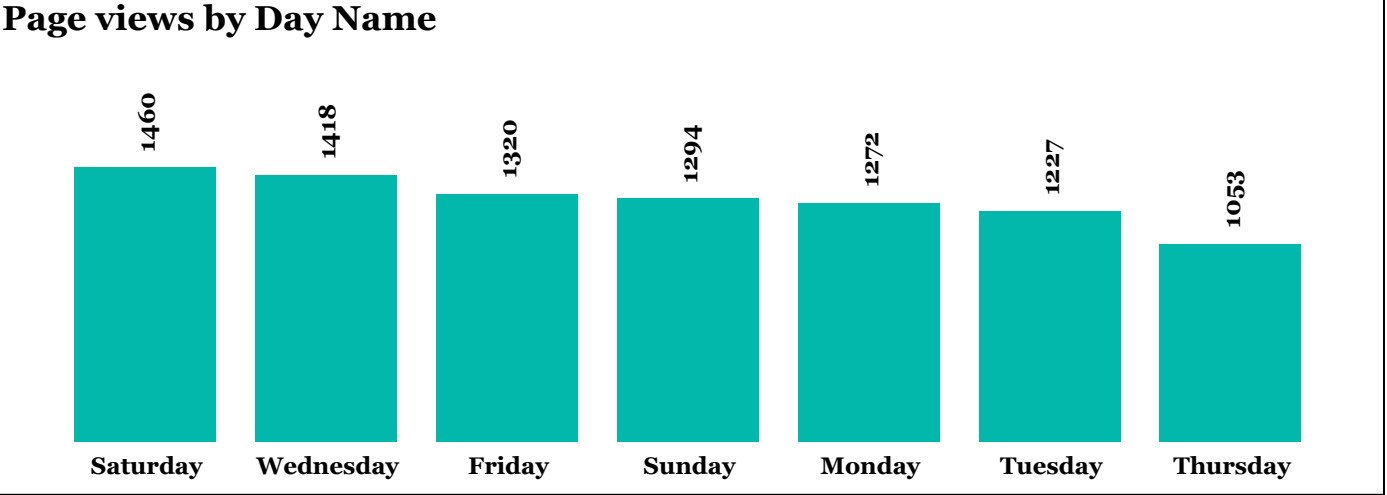
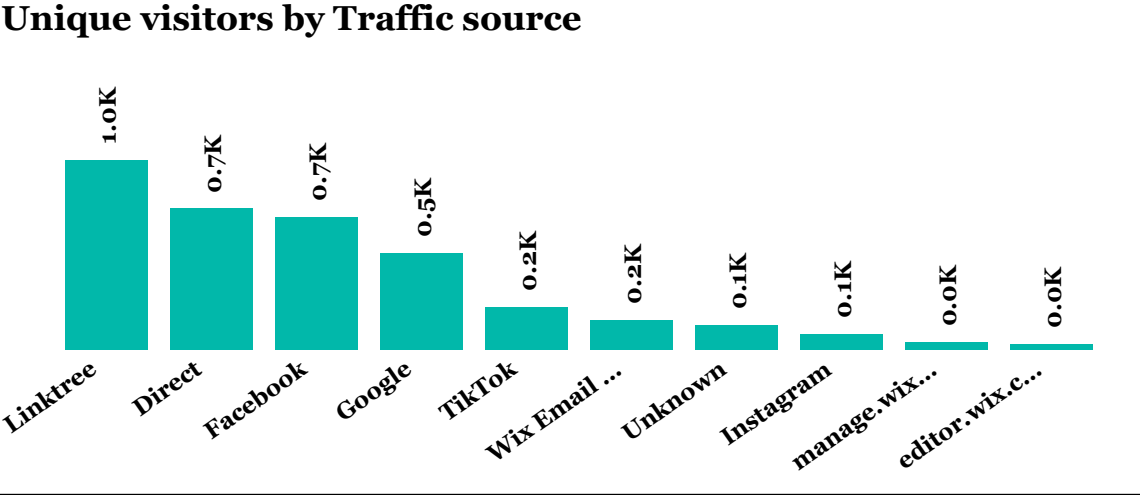
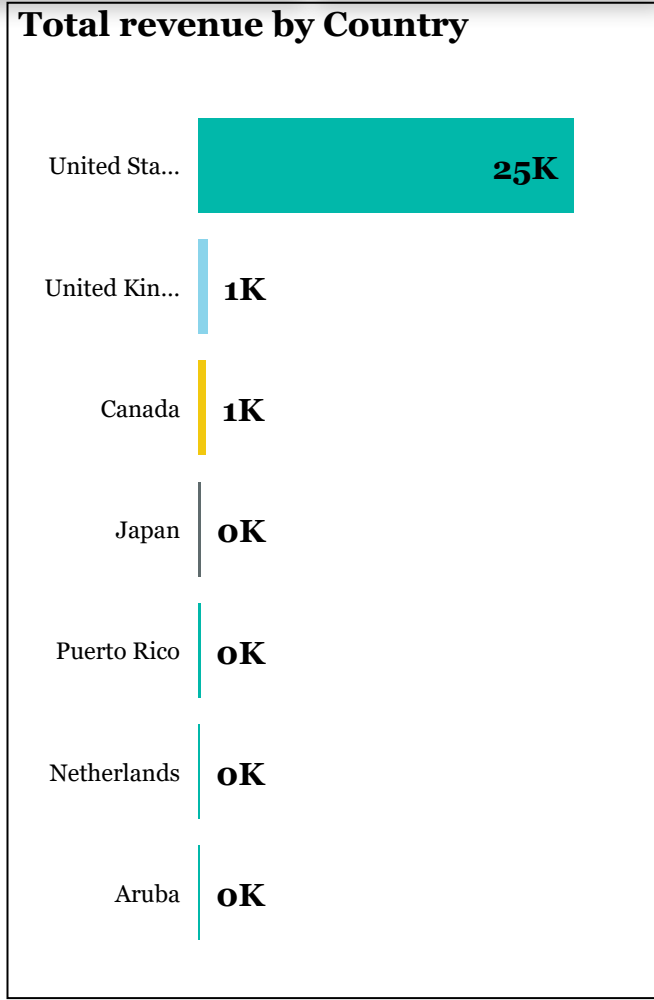
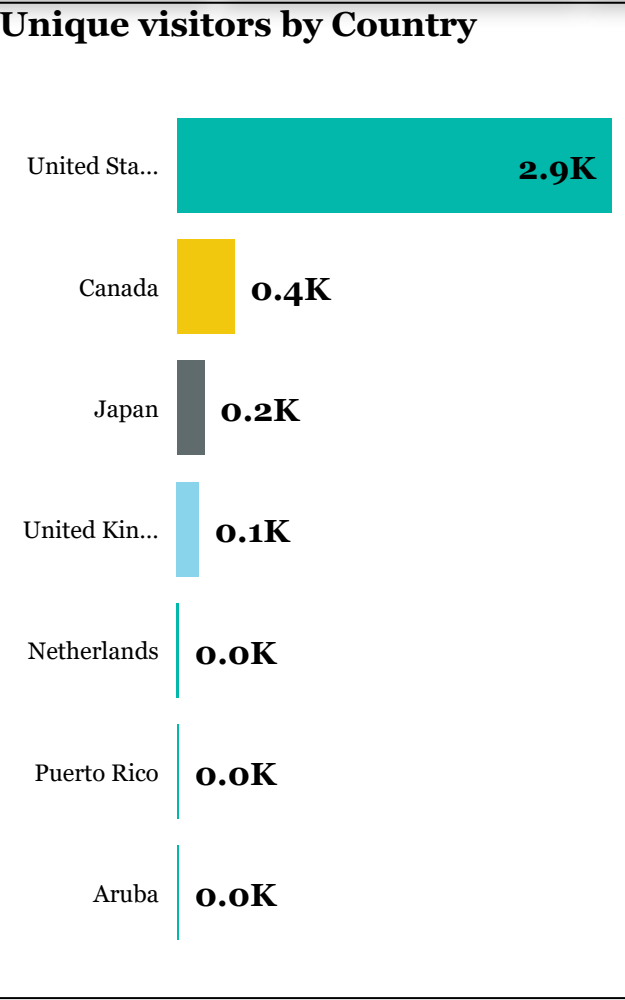
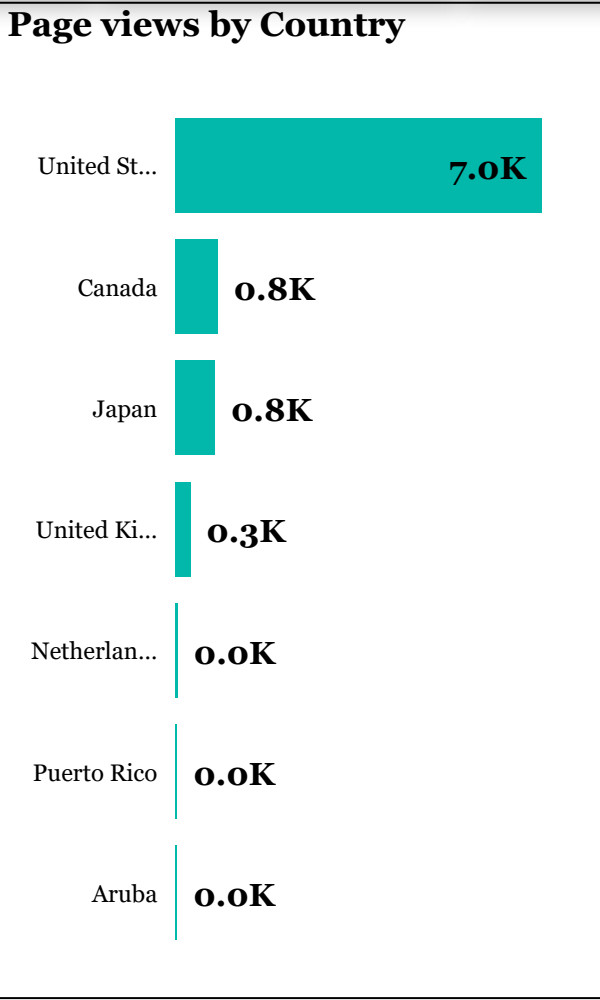
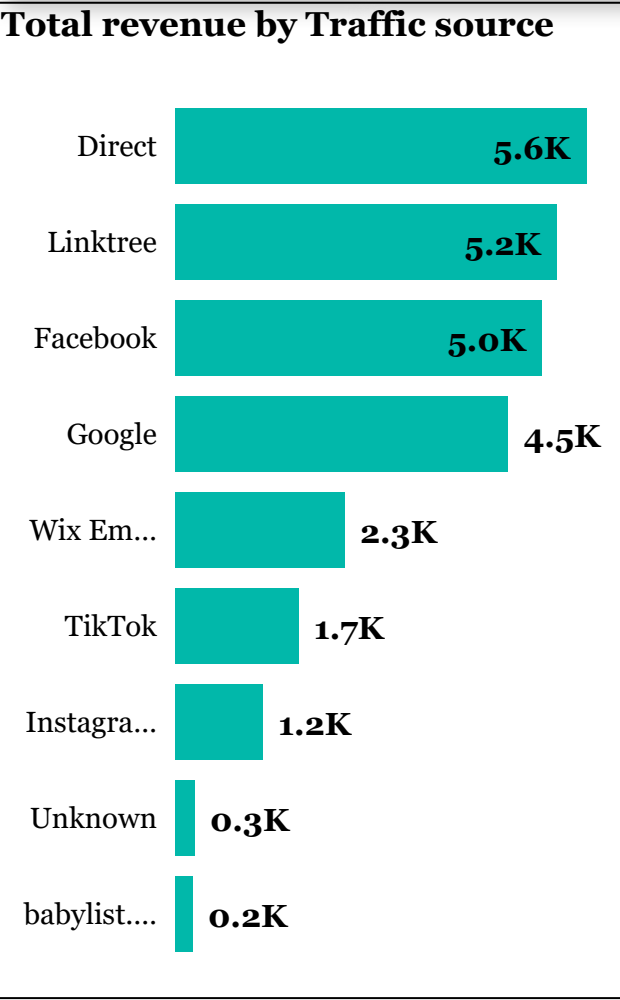
EMAIL CAMPAIGN

41	1.67K	36K	34K	38.26	35.89%	147.00%	584	9662	355	190	2
Total orders	Total sales	Sent	Delivered	Delivery rate	Bounce rate	Click rate	Site sessions	Unique opens	Bounced	Unsubscribed	Spam



MARKETING_SEO

9044 Page views	4255 Site sessions	3710 Unique visitors	24.73K Total sales	26.56K Total revenue	461 Total orders	1854 Refunds
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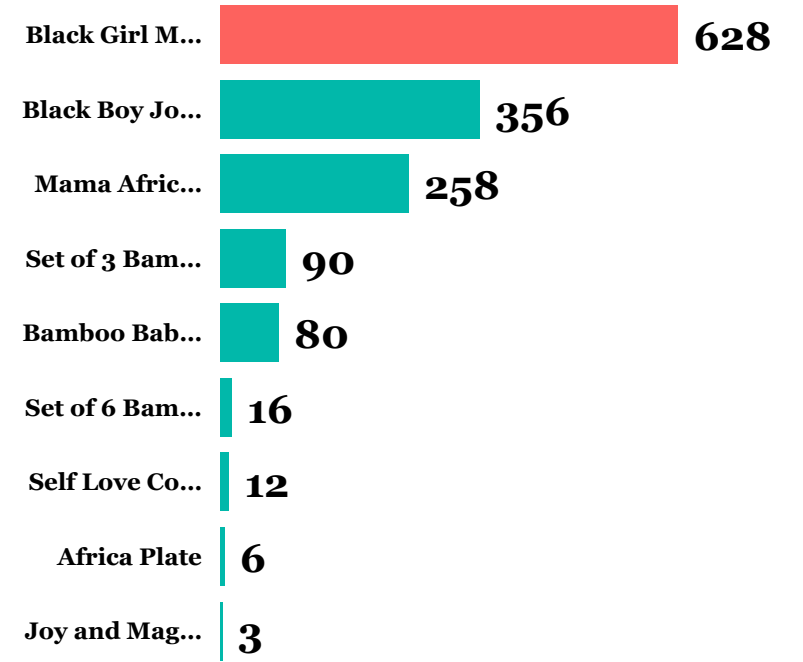


Traffic source URL	Sum of Total orders	Sum of Total revenue	Sum of Site sessions	Sum of Page views	Sum of Net revenue	Sum of Unique visitors
Unknown	187	10,436.76	1745	3430	7,994.34	1455
https://linktr.ee/	77	4,876.33	899	1852	3,832.25	873
https://google.com/	61	2,980.19	480	1013	2,174.24	351
http://m.facebook.com/	42	2,572.37	225	500	2,031.98	222
https://tiktok.com/	24	1,680.42	228	565	1,358.46	219
https://l.facebook.com/	13	680.04	71	182	532.21	64
http://instagram.com/	10	659.39	31	87	529.55	31
android-app://com.google.android.gm/	7	252.52	12	37	176.37	12
https://google.co.uk/	6	426.78	17	41	263.88	15
https://linktr.ee	6	334.16	79	174	263.88	76
https://google.com	5	412.95	42	77	329.85	29
https://m.facebook.com/	5	278.10	35	64	219.90	23
https://babylist.com/	4	225.26	5	12	187.04	5
Total	461	26,555.79	4255	9044	20,444.38	3710

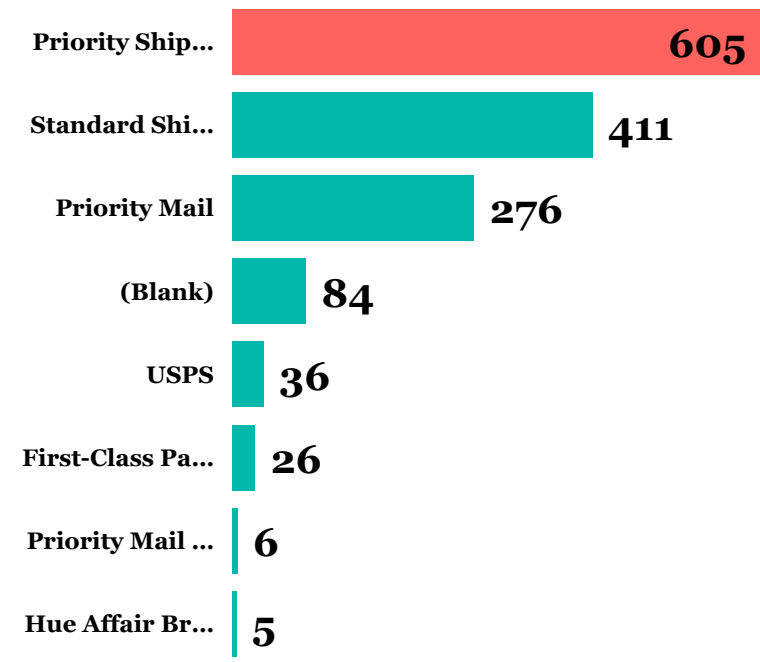
SALES VARIANT

1470 Customers	30.87K Gross sales	28.17K Product revenue	1449 Quantity	158.93 Product refund	1.41K Discount	1.61K Tax
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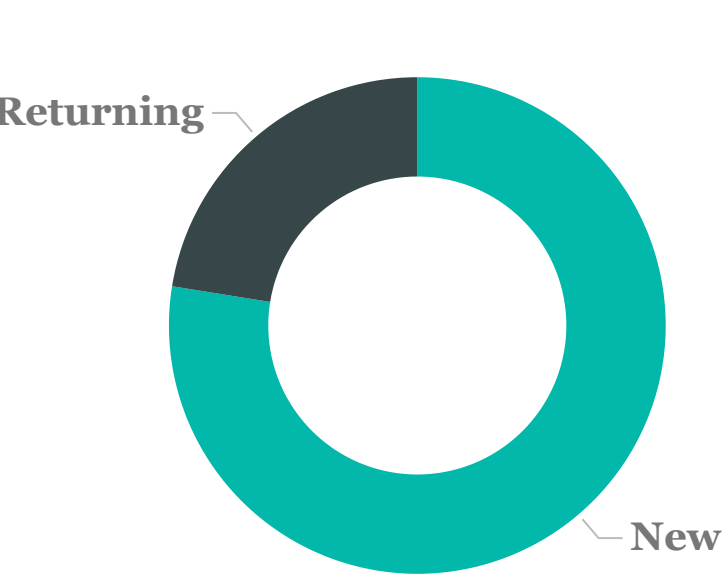
Quantity by Product name



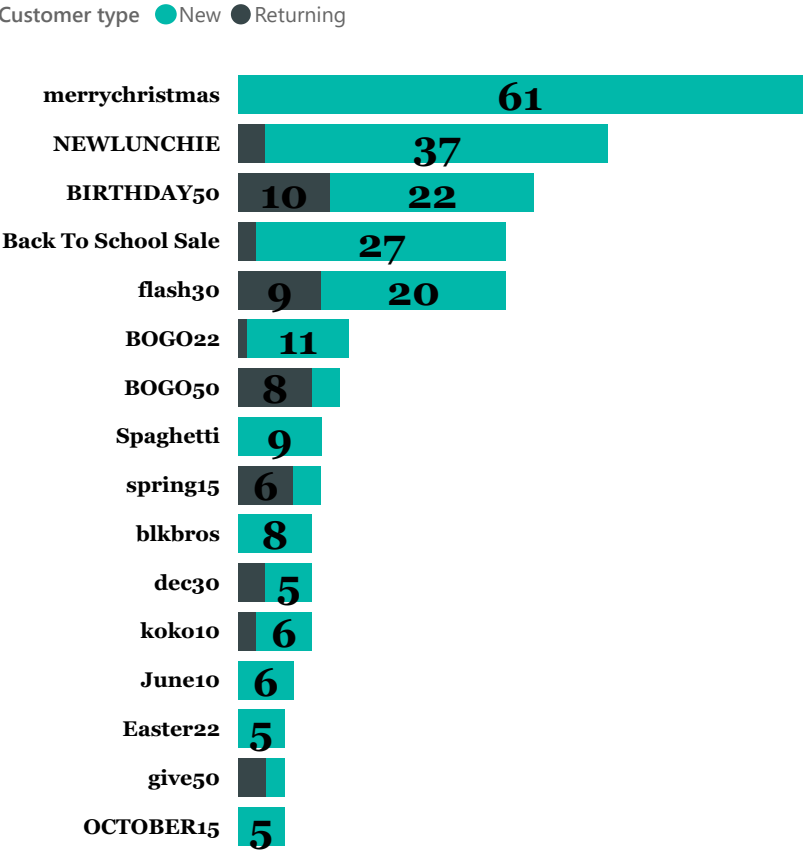
Quantity by Shipping method



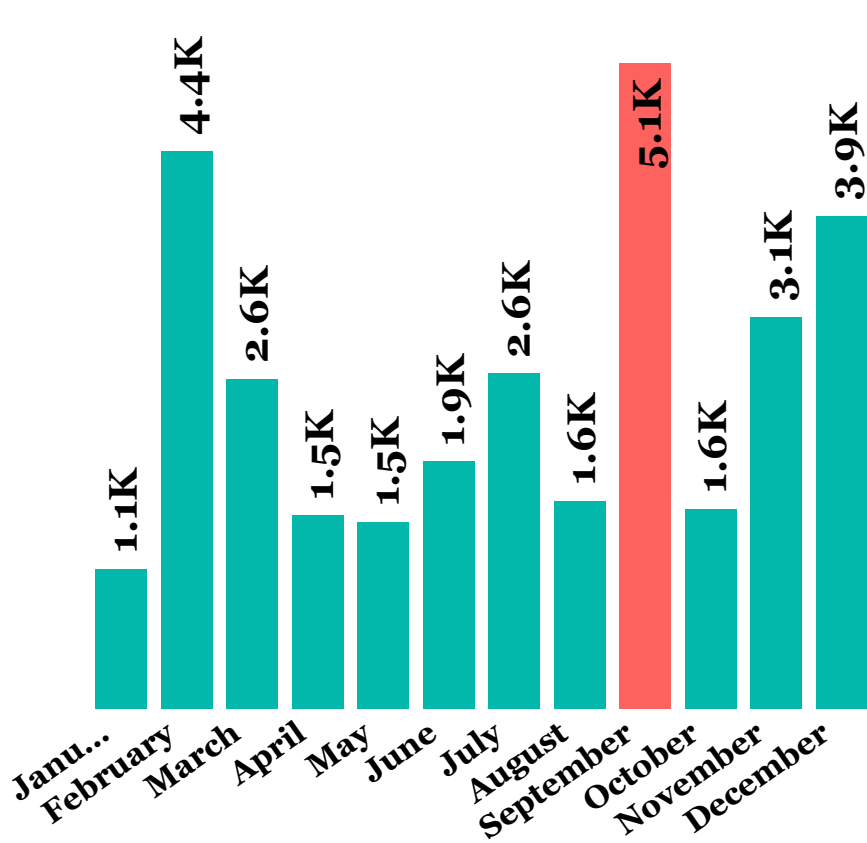
Discount by Customer type



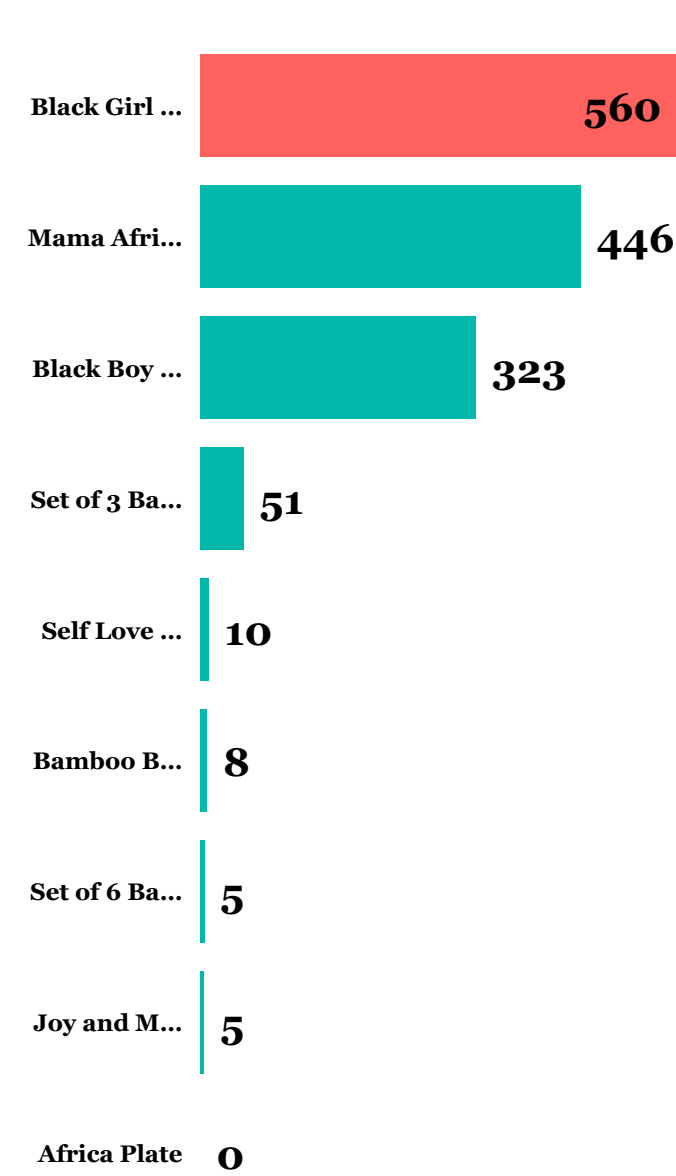
Quantity by Coupon name and Customer type



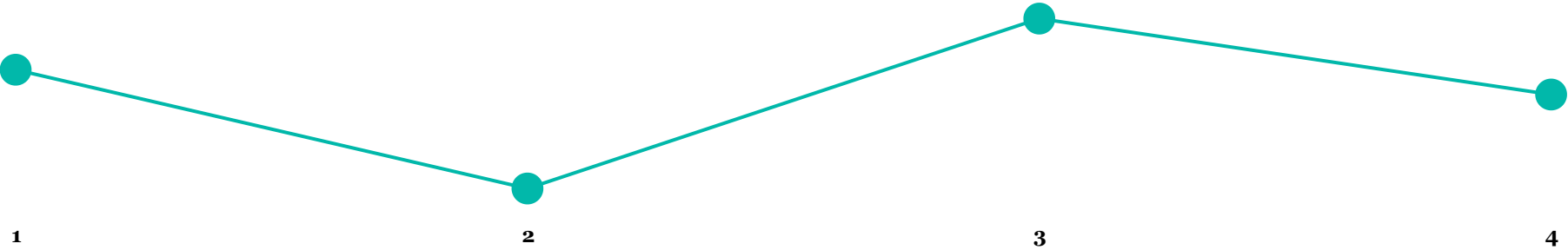
Gross sales by Month Name



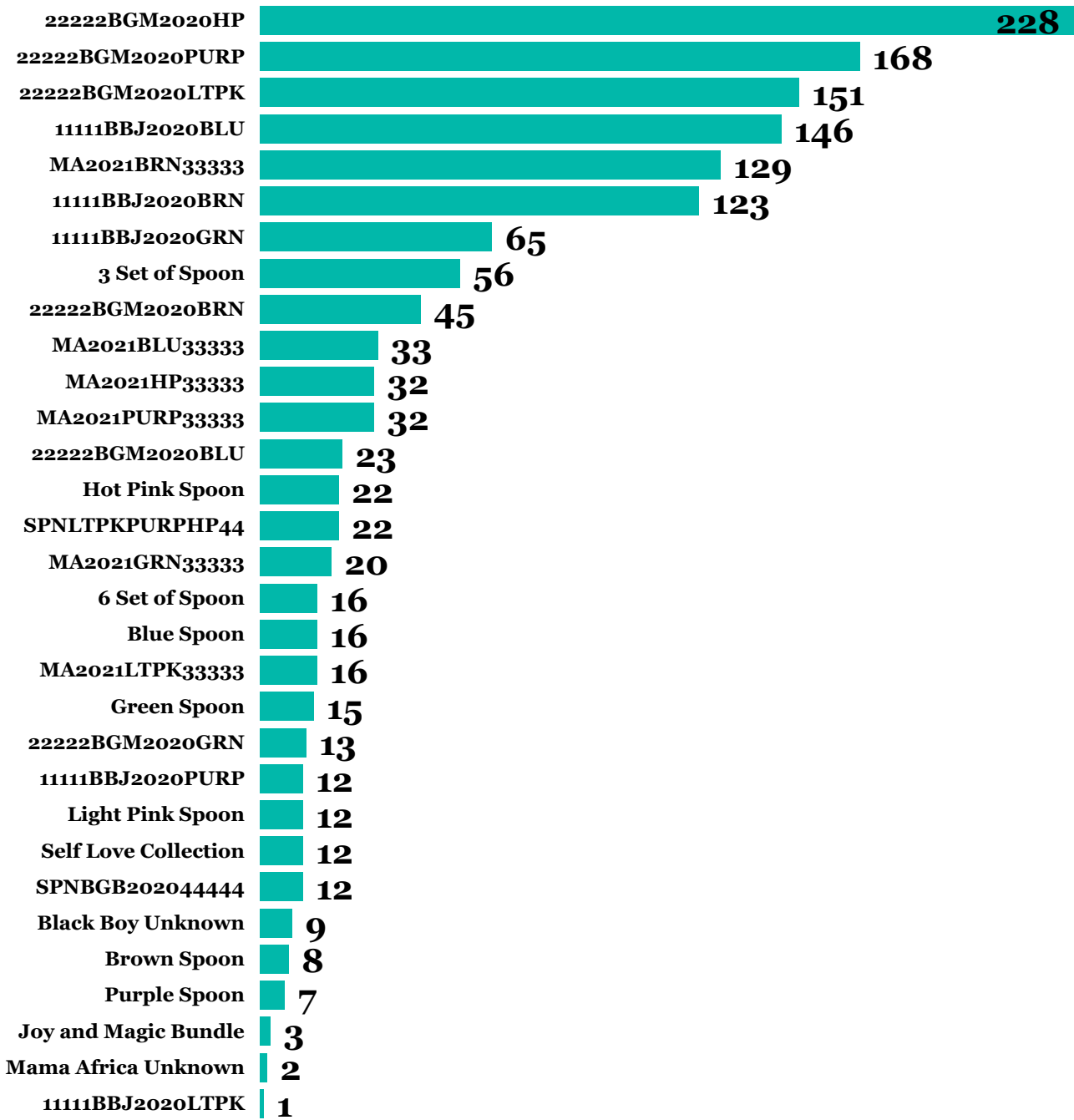
Discount by Product name



Quantity by Quarter



Quantity by SKU



Gross sales by SKU

