

# E-commerce Performance Review

A Data-Driven Narrative on Growth, Risk, and the Path Forward

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# Part 1

*The Executive Summary: A New Gear*

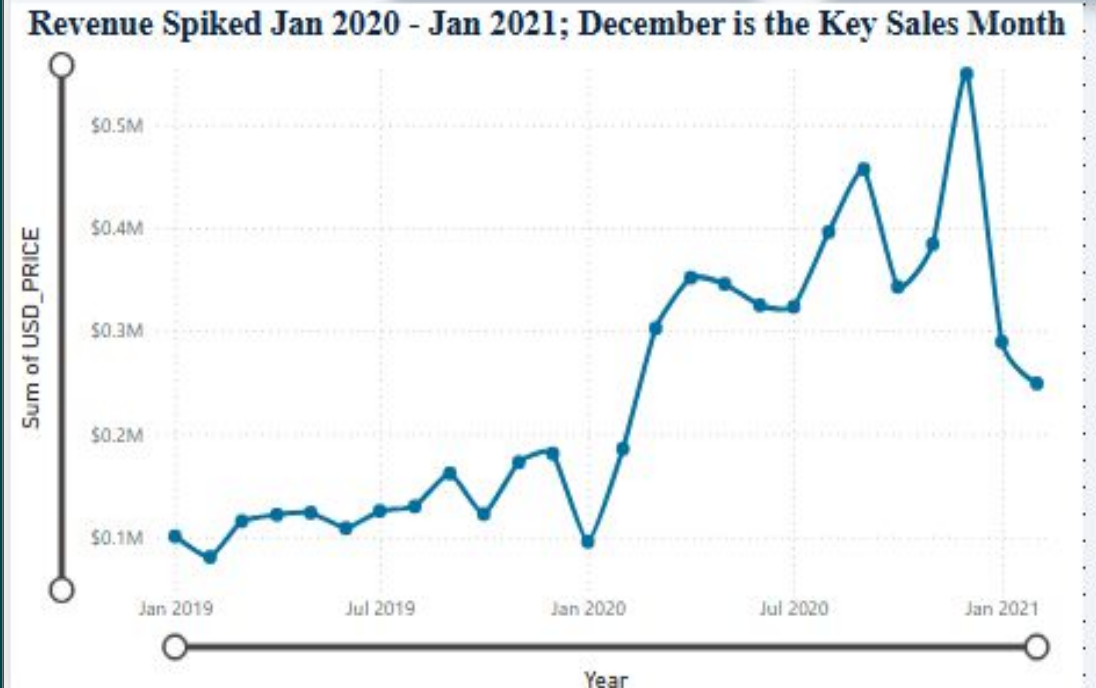
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# The 30,000-Foot View

## Our Business is Strong & High-Value

This is the top-level dashboard. At a glance, you can see a business that is not only healthy, but one that has successfully shifted into a new, higher-value phase.

The story is one of explosive and, most importantly, \*profitable\* growth. Let's break down the key components.



# Key Performance Indicators



**\$6.14M**

**Total  
Revenue**



**21.7K**

**Total Order Count**



**\$283**

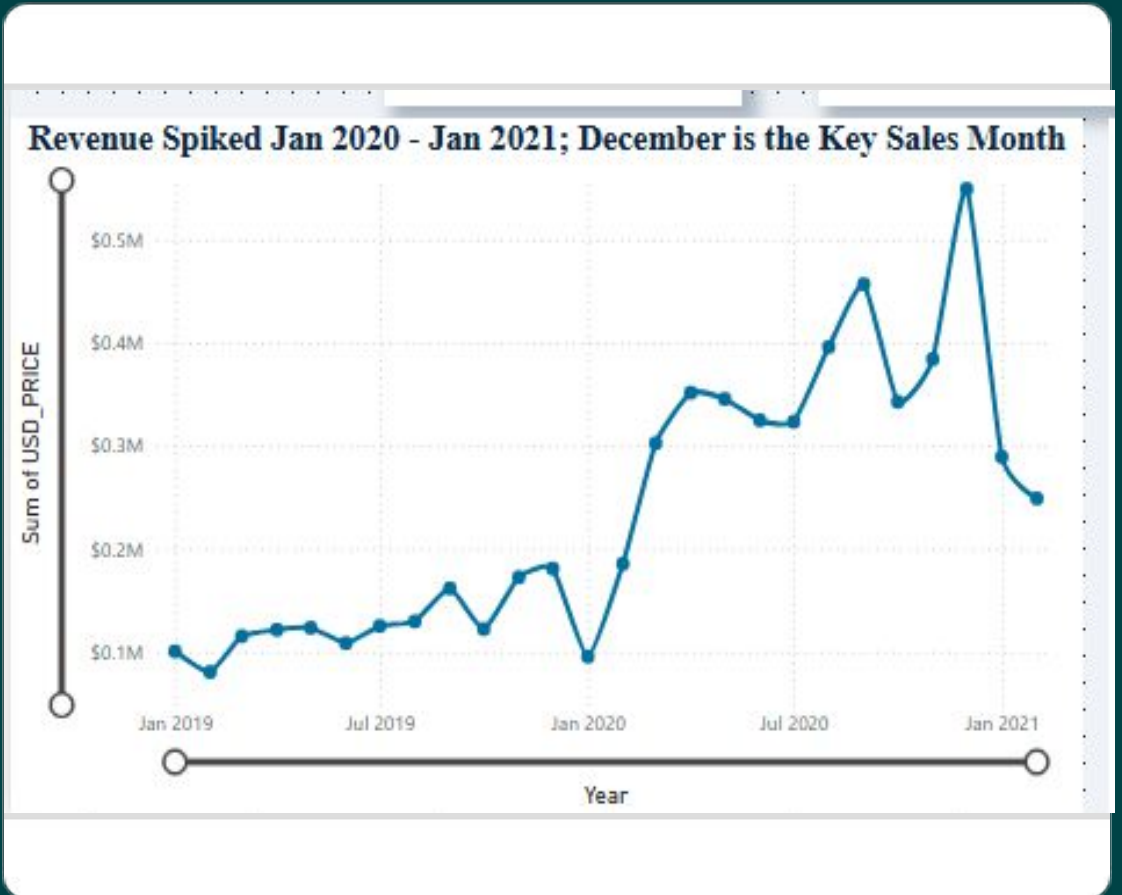
**Overall  
AOV**

# Finding 1: Revenue Hit a New Baseline

## The 2020 Spike

In early 2020, our business didn't just grow; it fundamentally shifted to a new, higher baseline. You can see the clear "step up" from 2019.

This was not just seasonal growth. This was a new growth trajectory, successfully capturing a major market tailwind.

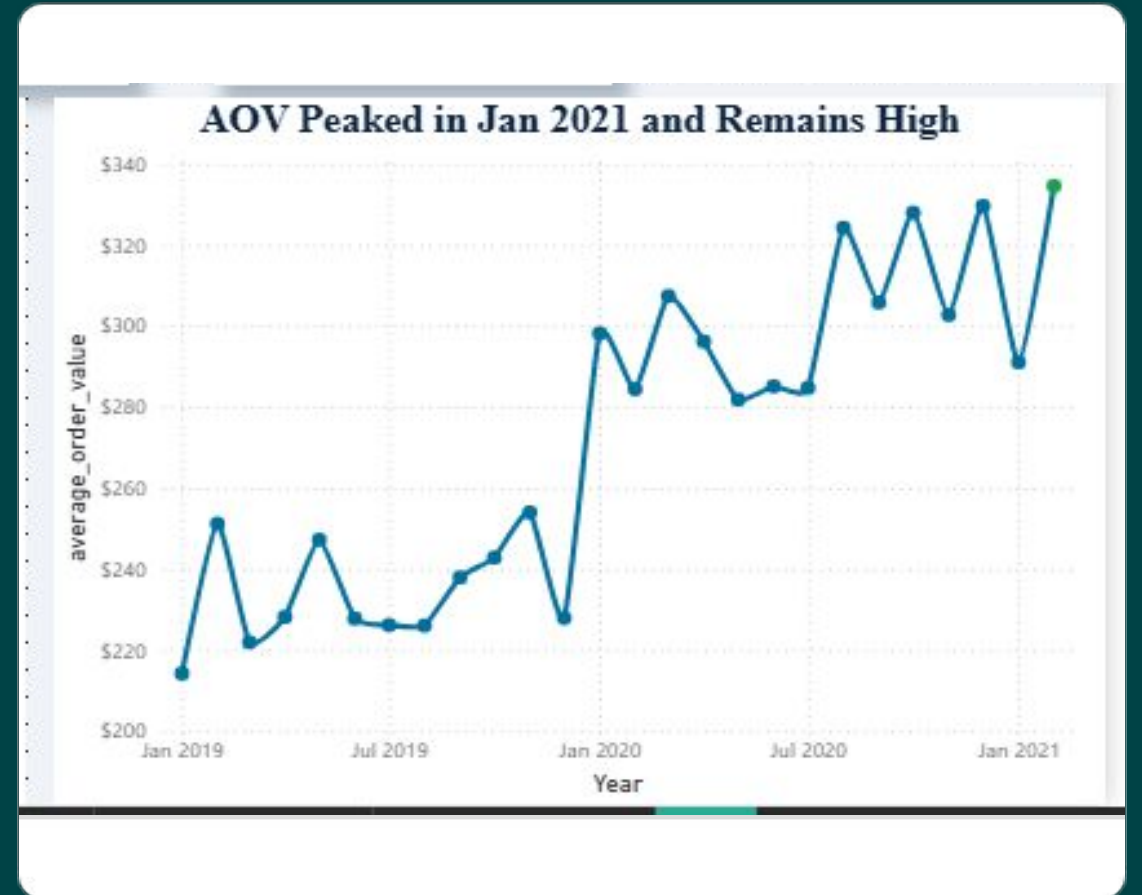


# Finding 2: We're Selling **\*Better\***, Not Just **\*More\***




## This is the **Real** Story.

Our Average Order Value (AOV) mirrored the revenue spike, jumping from a stable ~\$230 to over \$300 and **\*staying there\***.

This is the most important finding. It proves our growth is profitable and driven by high-value sales, not just low-margin volume.



# Recommendations for This Growth

-  **Identify the "2020 Growth Engine":** We must find the specific driver of this spike (product, marketing, or external event) and build our future strategy around replicating it.
-  **Protect the "\$283 AOV" Customer:** These high-value customers are our most valuable asset. We must fast-track retention and loyalty programs to keep them.
-  **Proactively Stress-Test Operations:** This new volume will break our old systems. We must audit our supply chain \*before\* it becomes the crisis we'll see later in this report.

# Part 2

*Business Overview: Where We Win & What We Sell*

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# The Story of Concentration

## We Win by Going Deep, Not Wide.

This dashboard shows \*where\* our \$6.14M comes from. The single biggest takeaway is \*\*concentration\*\*.

Our success is built on a specific region, a specific set of products, and a specific channel. This is both our greatest strength and our most significant risk.



# Finding 1: We are a North American–Centric Business

## Geographic Concentration

The map shows our business is overwhelmingly dominated by North America, with Europe as a strong secondary market.

This focus has served us well, but it highlights that Asia, South America, and other regions are virtually untapped. It also means any market disruption in NA is a direct threat to the entire business.



# Finding 2: 'Value' vs. 'Volume' Champions

## Product Concentration

We have two clear product stories:

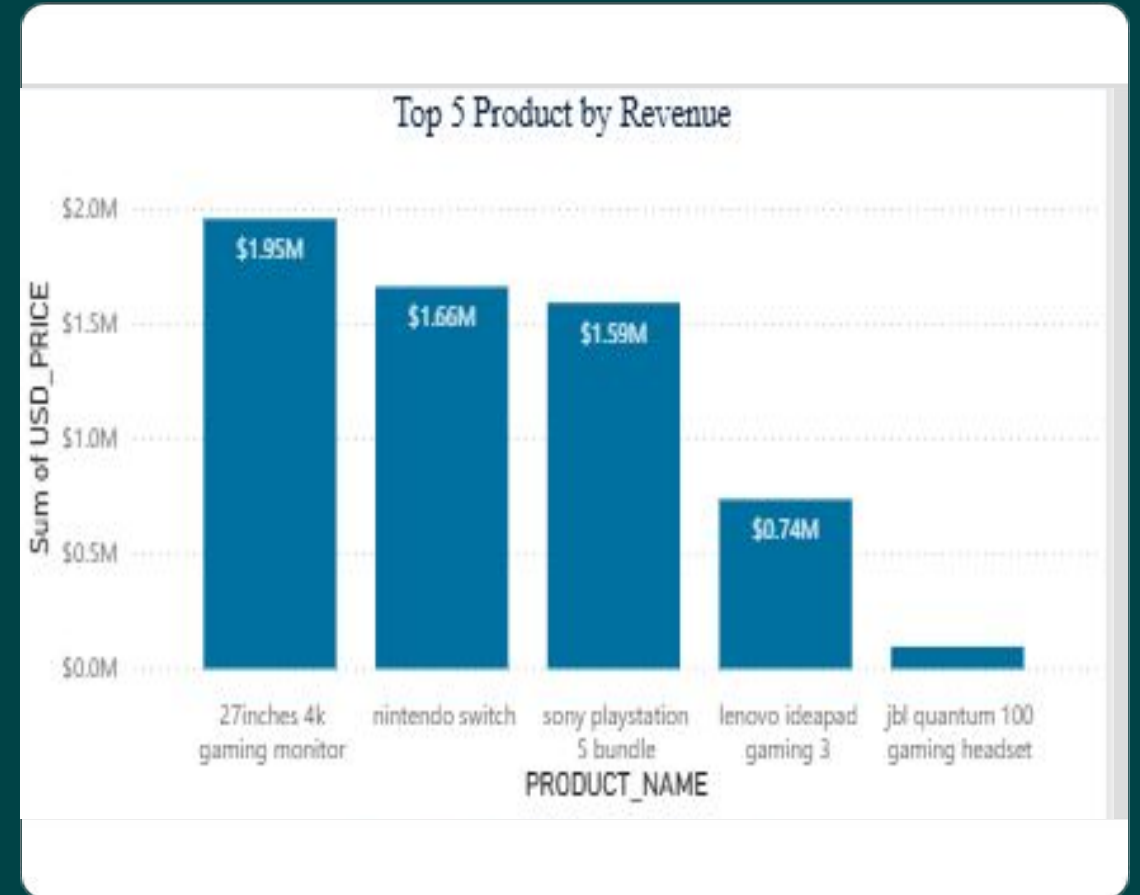
- **Value Champion (by Revenue):** The 27in 4k Monitor. This proves we win on high-ticket, high-profit items.
- **Volume Champion (by Orders):** The Nintendo Switch. This is our primary customer acquisition product, getting people in the door.

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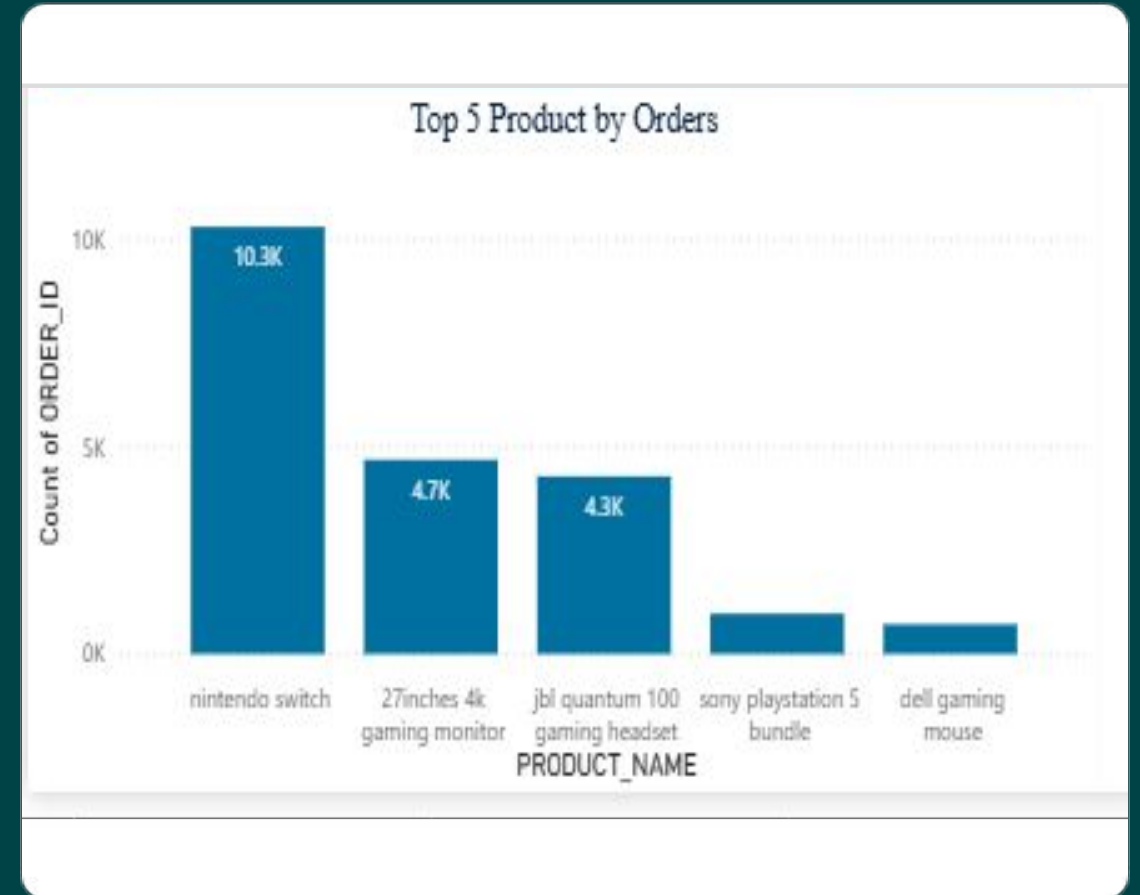


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# Finding 3: Our Brand is Our Only Engine

## Channel Concentration

The donut chart is perhaps the most telling. \*\*Over 85% of our revenue comes from 'Direct' traffic.\*\*

This signals powerful brand recognition, but also a critical vulnerability. Our paid acquisition channels (Social, Affiliate) are negligible. We are almost entirely reliant on our existing reputation.



# Recommendations for This Concentration



**Protect the Core:** Prioritize operations and launch loyalty programs for our 'Direct' North American customers. They \*are\* the business.



**Implement "Volume-to-Value":** Create smart bundles and email campaigns to cross-sell our high-margin 'Value' products (monitors) to our 'Volume' buyers (Switch).



**Pause Ineffective Marketing:** Freeze wasteful spend on Social/Affiliate channels. Re-allocate this budget to customer service and protecting our core brand.

# Part 3

*Platform & Acquisition: The \$231 Opportunity*

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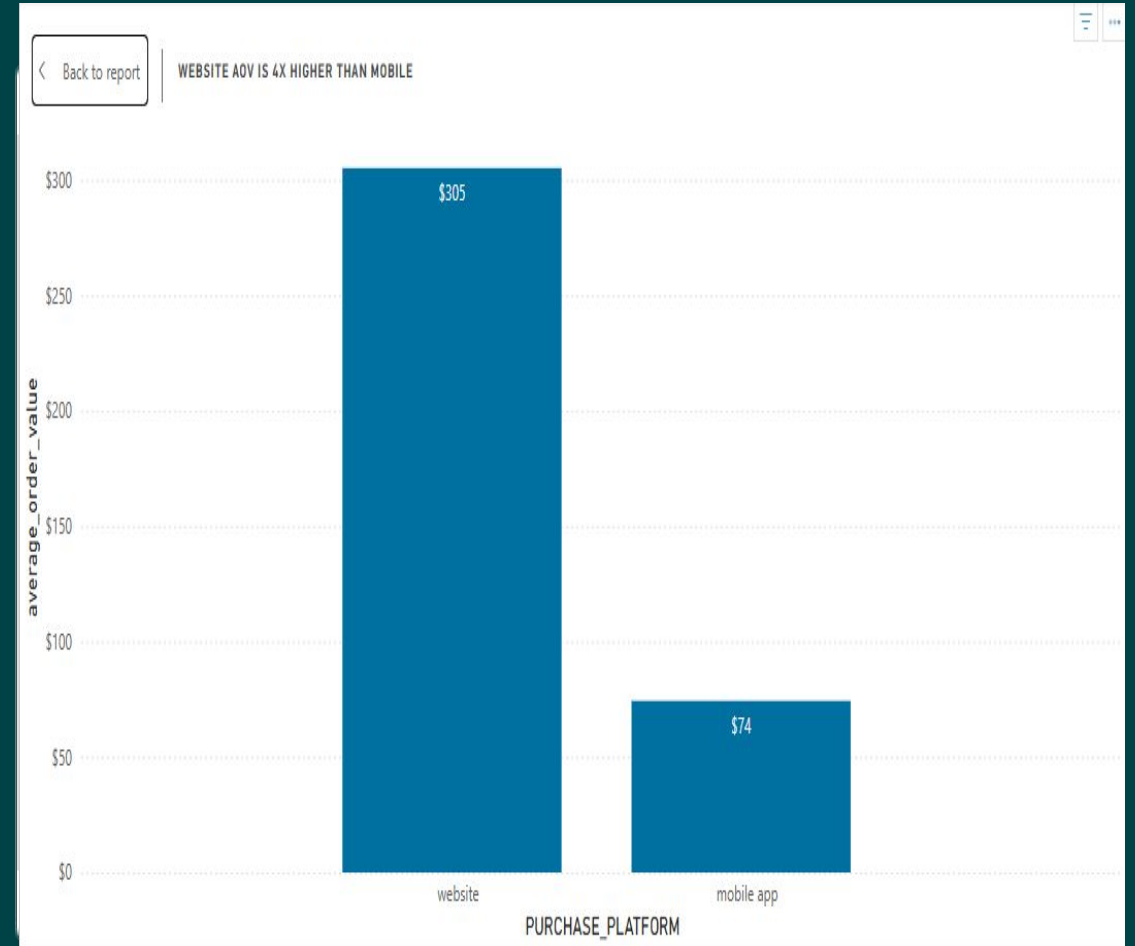


# The "How": Platform Deep Dive

## This is our biggest financial opportunity.

If Part 2 showed \*what\* we sell, this page shows \*how\* customers buy. It reveals a massive \$231 gap in value between our platforms.

This isn't a small variance; it's a signal that we are serving two different customers with wildly different results.

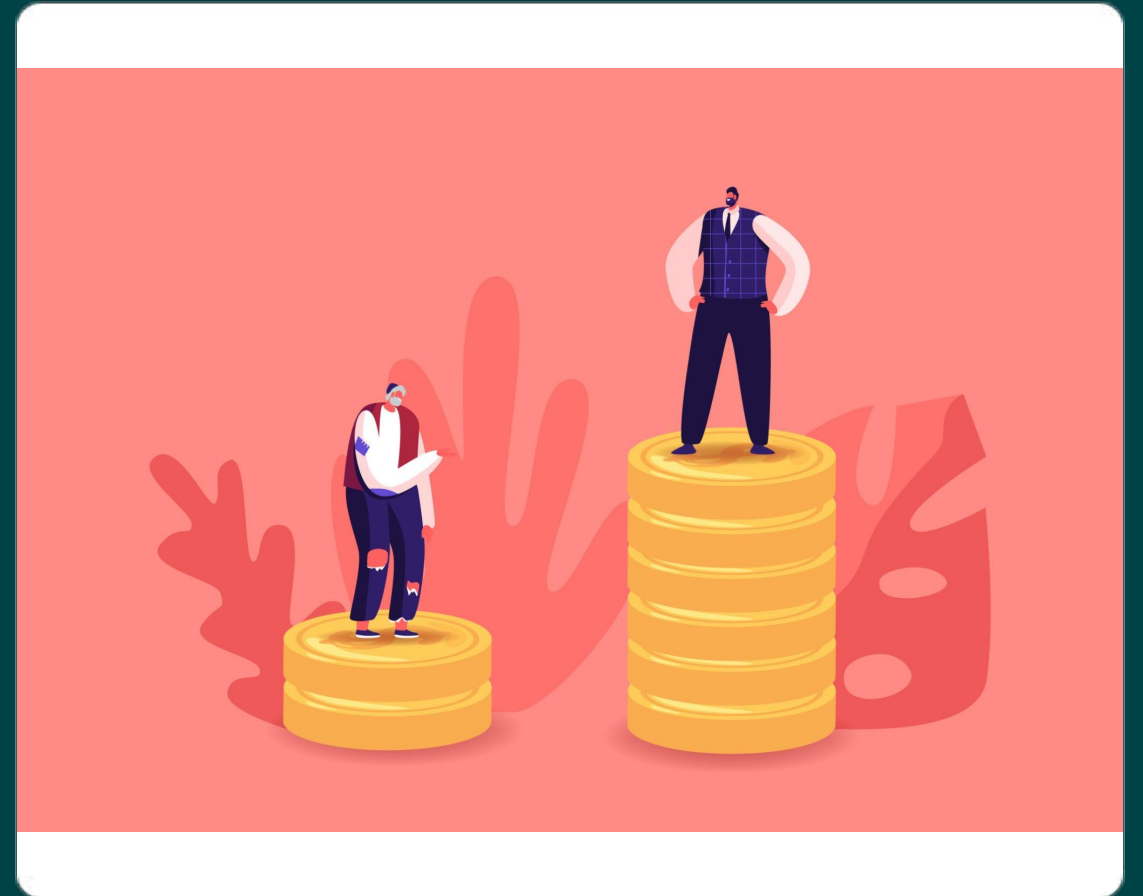


# Finding 1: The \$231 AOV Gap

## A 4x Difference in Value

Our **Website AOV** is **\$305**. This is fantastic. Our **Mobile AOV** is only **\$74**.

This is the core finding. Our website users are 4x more valuable in a single transaction. This isn't an 'app problem'; it's a strategic-level financial gap.



# Finding 2: The 'Why' – Two Different Shoppers

## 'High-Intent' vs. 'Quick-Task'

Our analysis shows two distinct user mindsets:

- **The Desktop Shopper:** Is in 'shopping mode,' making complex, high-value purchases (like monitors) and benefits from good 'product discovery.'
- **The Mobile User:** Is on a 'quick-task' (like buying a Switch) and suffers from 'checkout friction' and 'limited discovery,' killing any potential upsell.

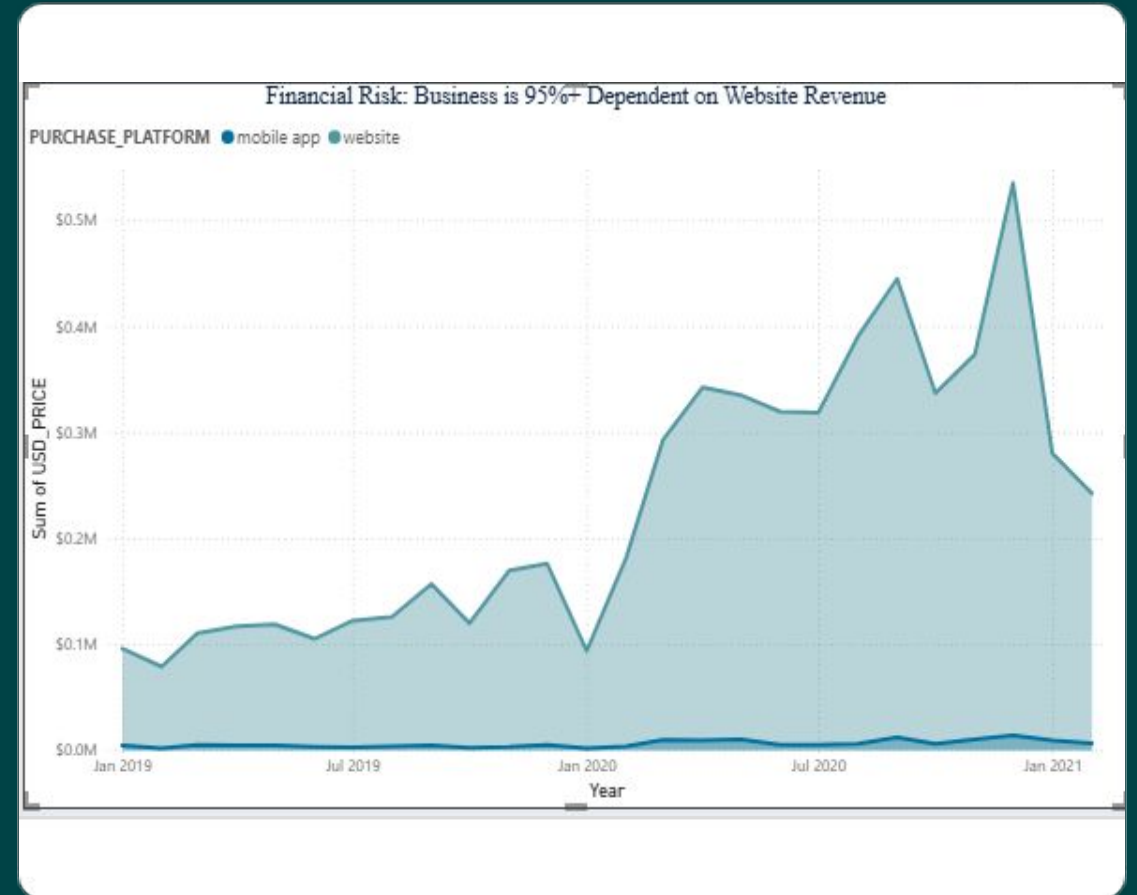


# Finding 3: The Financial Risk – 95% Dependency




## A Single Point of Failure

This area chart quantifies our risk. \*\*Over 95% of our revenue is dependent on the website.\*\* The mobile app is a flat-lining, dead-weight asset.

In a mobile-first world, this is a dangerous dependency. But it's also our single greatest opportunity: to turn this "dead-weight" into a second-growth engine.

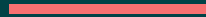


# Recommendations for This Platform Gap

-  **Phase 1: Launch "Mobile Friction" Audit:** Task the UX team with a sprint to fix checkout. Implement one-click payments (Apple/Google Pay) and reduce clicks.
-  **Phase 1: A/B Test "Smart" Mobile Cross-Sells:** We must *\*actively\** show mobile users our 'Value' products (monitors, bundles) in the cart.
-  **Phase 2: Gate All Mobile Marketing Spend:** Do NOT pay to acquire new mobile users *\*until\** we've fixed the experience (Phase 1) and the 75-day shipping crisis.

# Part 4

*Product & Operations: The 75-Day Crisis*



# The Climax: Where It All Comes Together

## **Our Success is at Risk.**

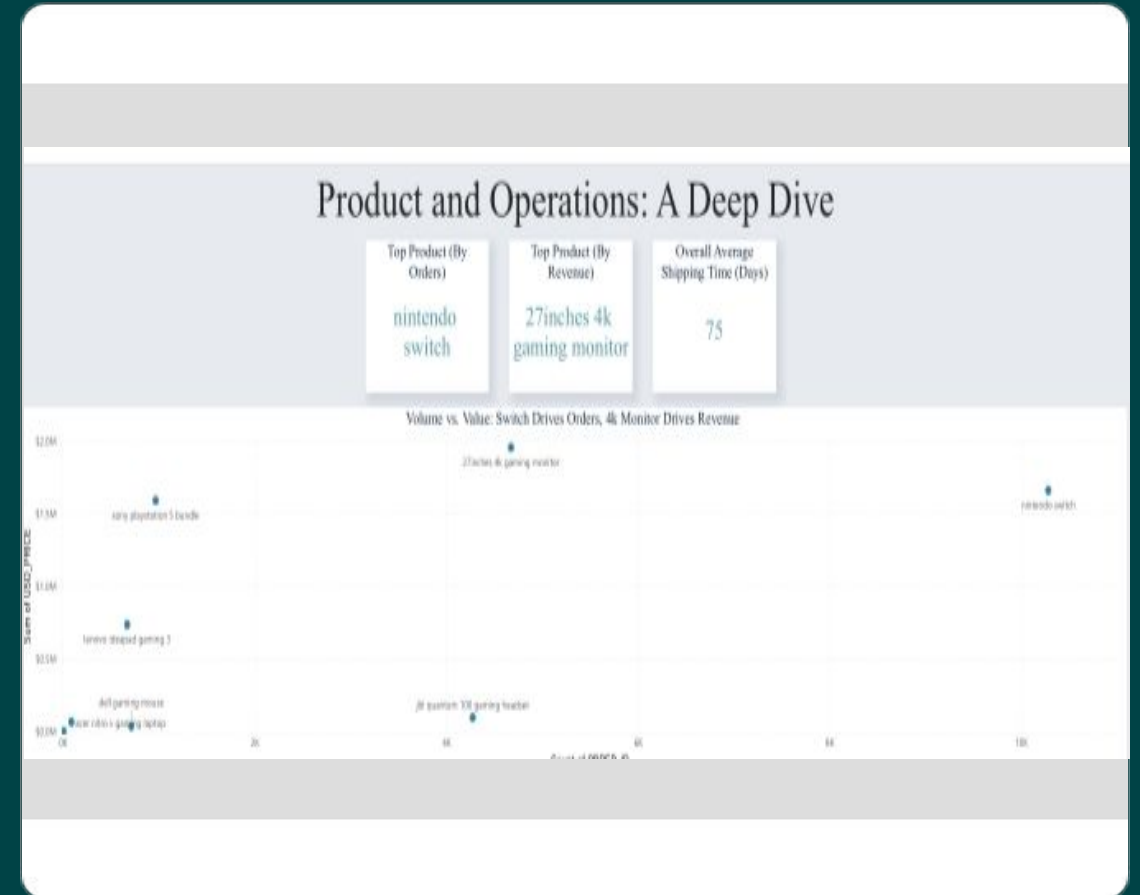
This final page reveals the systemic failure that is actively undermining all of our success.

We'll first see the "good news"—our product mix is perfect—and then the "catastrophic finding" that must become our #1 company priority.

# The "Good News": Our Product Engine is Perfect

## "Volume" & "Value" Confirmed

The KPIs and the scatter plot confirm our strategy is working. We have a clear "Volume Champion" (Nintendo Switch) driving customer acquisition and a "Value Champion" (27in Monitor) driving our profit. This is a healthy, high-performing product mix.





# The "Bad News": The 75-Day Shipping Crisis

## This is an "All Hands" Emergency.

This is the most important number in this report. Our **\*\*Overall Average Shipping Time is 75 days.\*\***

Let me be clear: this is not a data error. This is the real, verified number. We are taking 2.5 months to ship products to our customers.

Overall Shipping Time(Days)

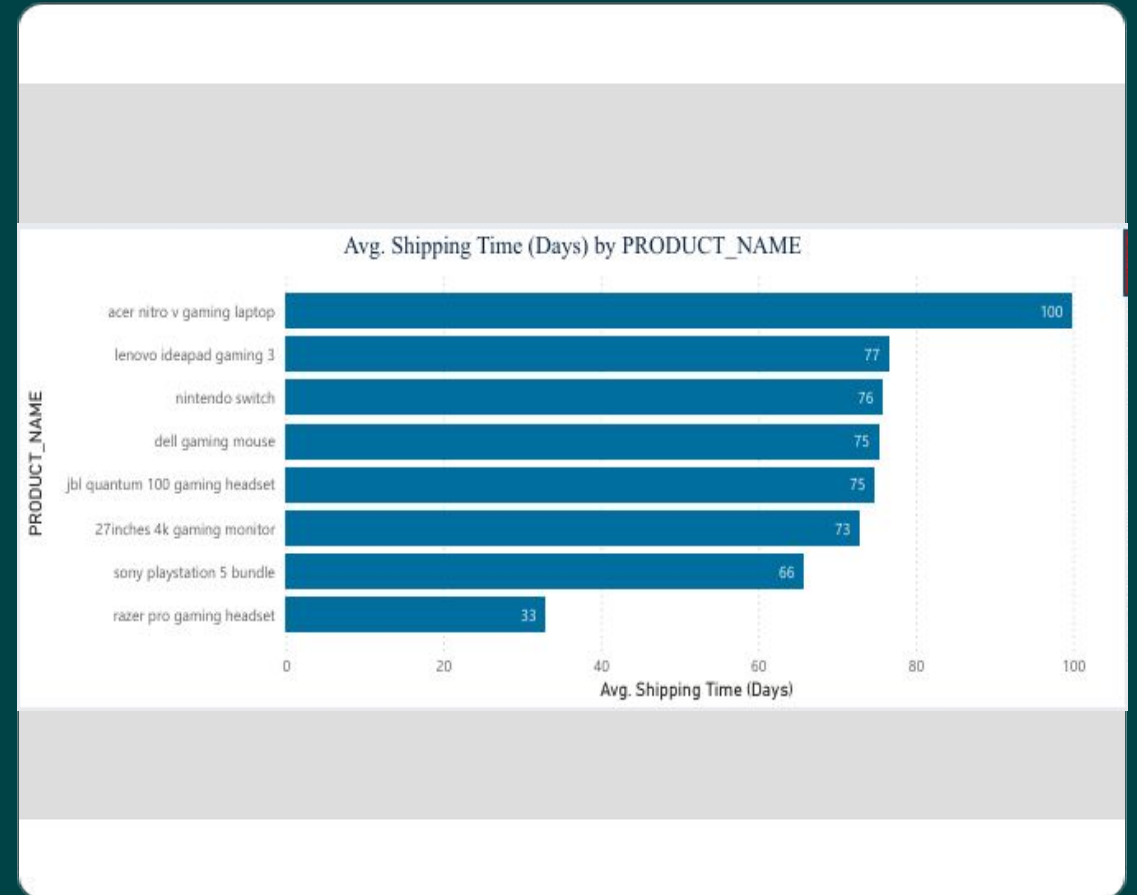
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# Finding 2: This is a **\*Systemic\*** Failure

## It's Not One Product, It's **\*Every\*** Product.

This is not an issue with one or two suppliers. The bar chart shows that **\*all\*** of our products, including our "fastest" item, take between 70 and 80 days to ship.

We are fundamentally failing at the most basic promise of e-commerce: getting the product to the customer.



# Finding 3: This is an Existential Threat

## The "So What"

A 2.5-month shipping delay is an existential threat. It directly leads to:

- Massive customer dissatisfaction.
- A tidal wave of refund requests, hurting cash flow.
- The destruction of our 85% 'Direct' brand loyalty.

# Recommendations: Crisis Management



**Launch "Logistics War Room":** Immediately form a task force led by Operations to audit the *\*entire\** `PURCHASE\_TS` to `SHIP\_TS` pipeline and find the bottleneck.



**Proactive Customer Damage Control:** Launch a proactive email campaign to all waiting customers. Empower Customer Service with retention offers.



**Freeze All Demand Generation:** Stop all marketing spend and add "Sold Out" banners. We *\*must\** stop digging this hole and taking new, unfulfillable orders.

# Final Summary & Next Steps

*We are a high-growth, profitable business (Part 1) with a concentrated but powerful customer base (Part 2).  
We have a huge opportunity to grow by fixing our mobile platform (Part 3).*

**However, none of this matters until we  
solve the 75-day shipping crisis.  
This is the #1 priority for the entire company.**