

Digital Analytics Dashboard

2012

2013

2014

2015

desktop

mobile

Total Customers

40.03K

Total Non Refund Orders

38.29K

Total Non Refund Amount

1.85M

Total Products

4

Total Refund Orders

1731

Total Refund Amount

85.34K

Total Web Sessions

472.87K

Total Orders

40.03K

Total Revenue

1.94M

Refund analysis

Product sales

Traffic analysis

Channel analysis

Seasonality



Digital Analytics Dashboard

2012

2013

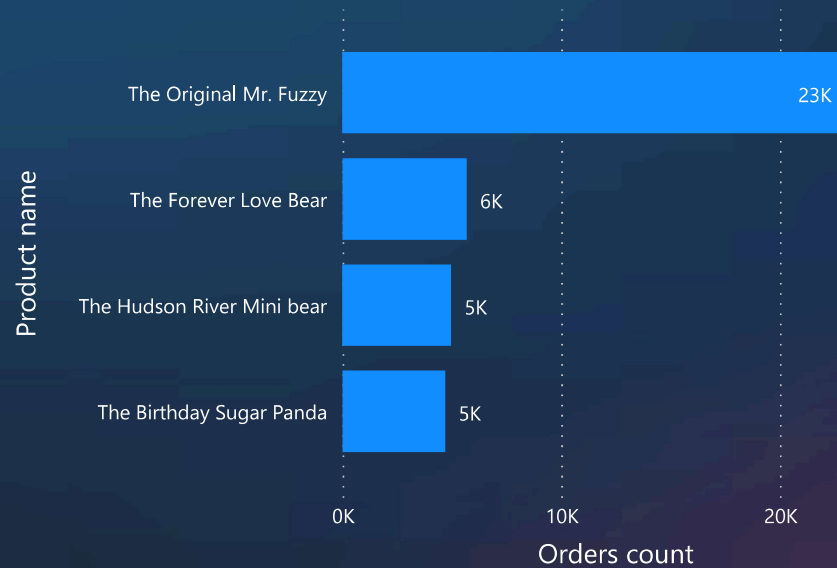
2014

2015

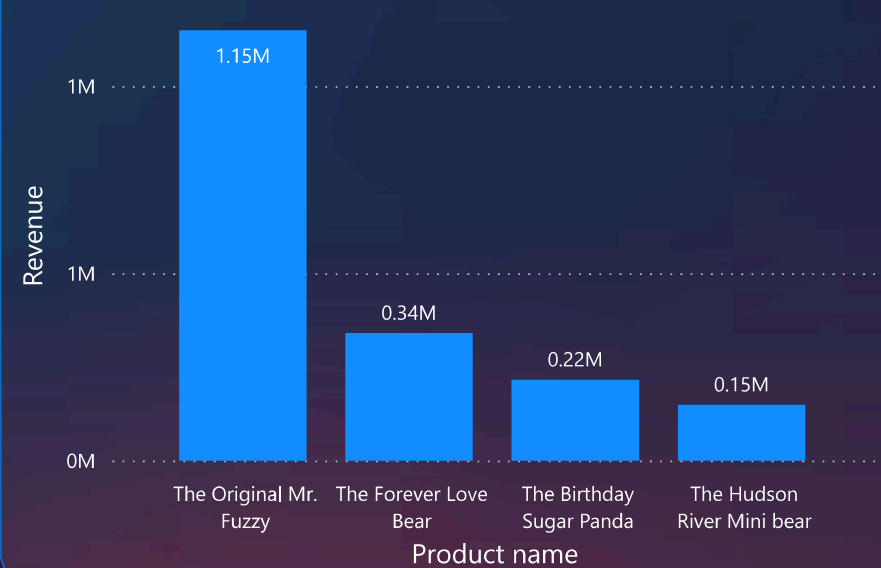
desktop

mobile

Count of orders



Revenue by Product name





Digital Analytics Dashboard

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2012

2013

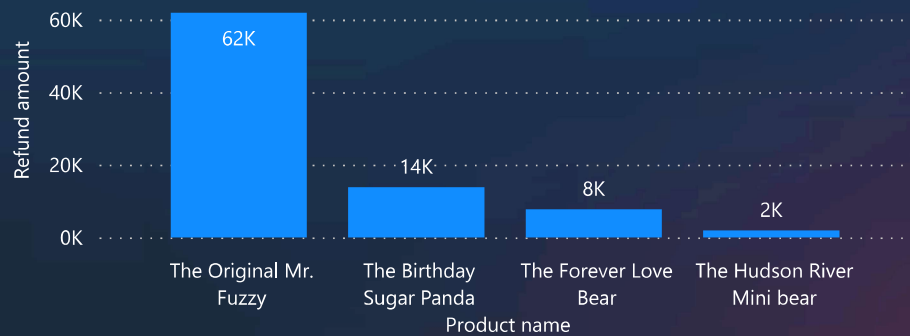
2014

2015

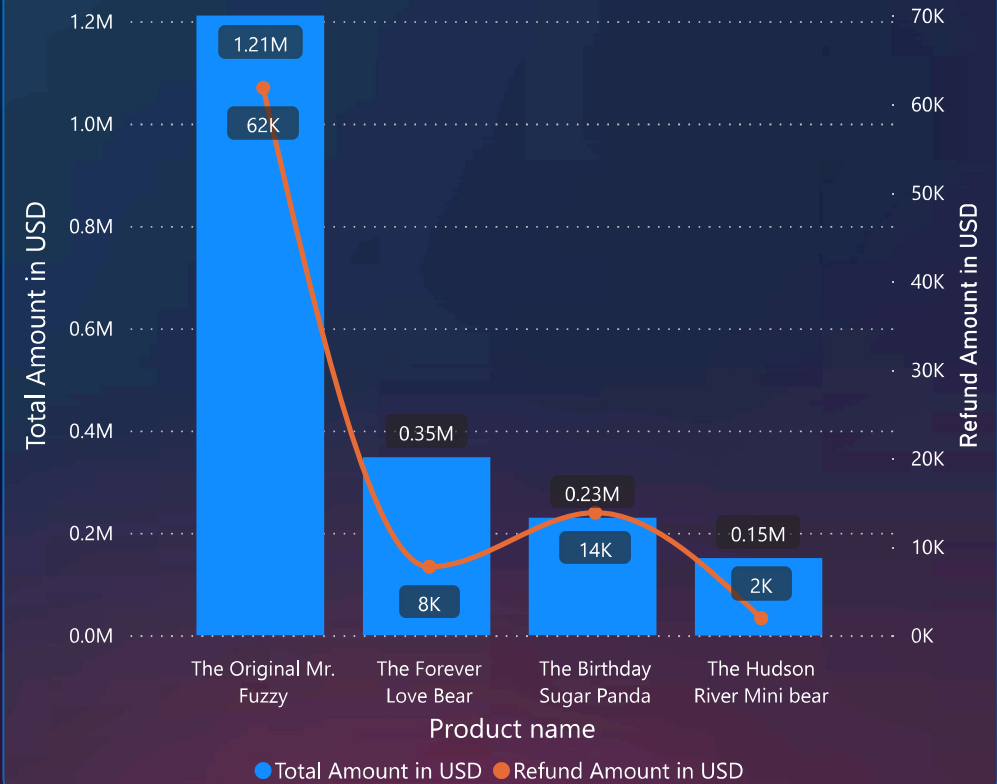
Count of refund orders



Refund amount by Product name



Revenue and Refund Amount by Product name





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2013

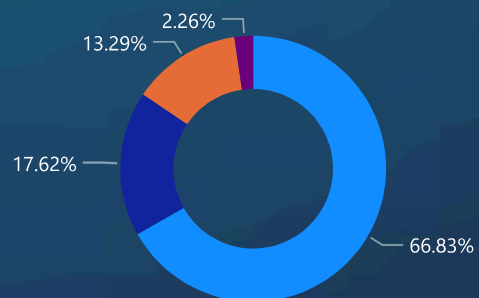
2014

2015

Web sessions by UTM source

utm_source

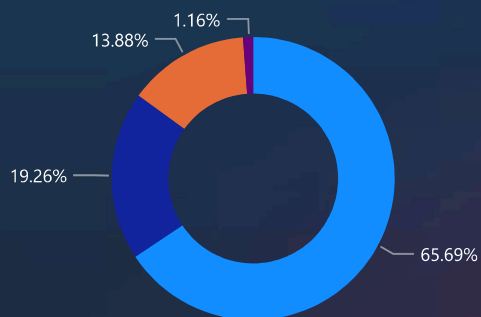
- gsearch
- NULL
- bsearch
- socialbook



Orders by UTM source

utm_source

- gsearch
- NULL
| bsearch |
| socialbook |



Revenue and Profit generated





Digital Analytics Dashboard

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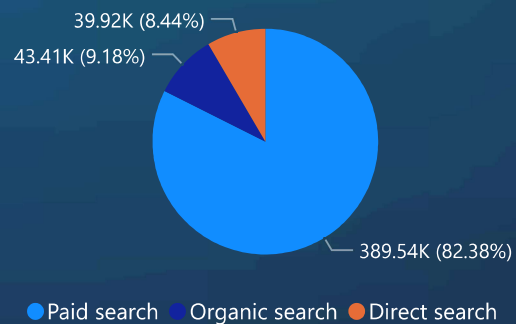
2012

2013

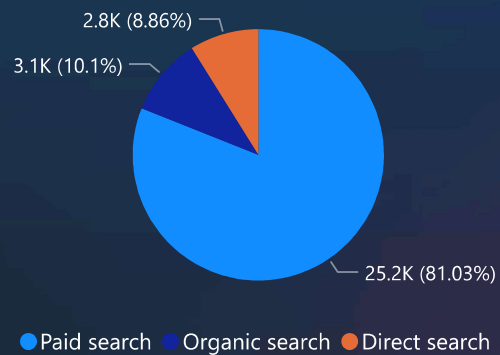
2014

2015

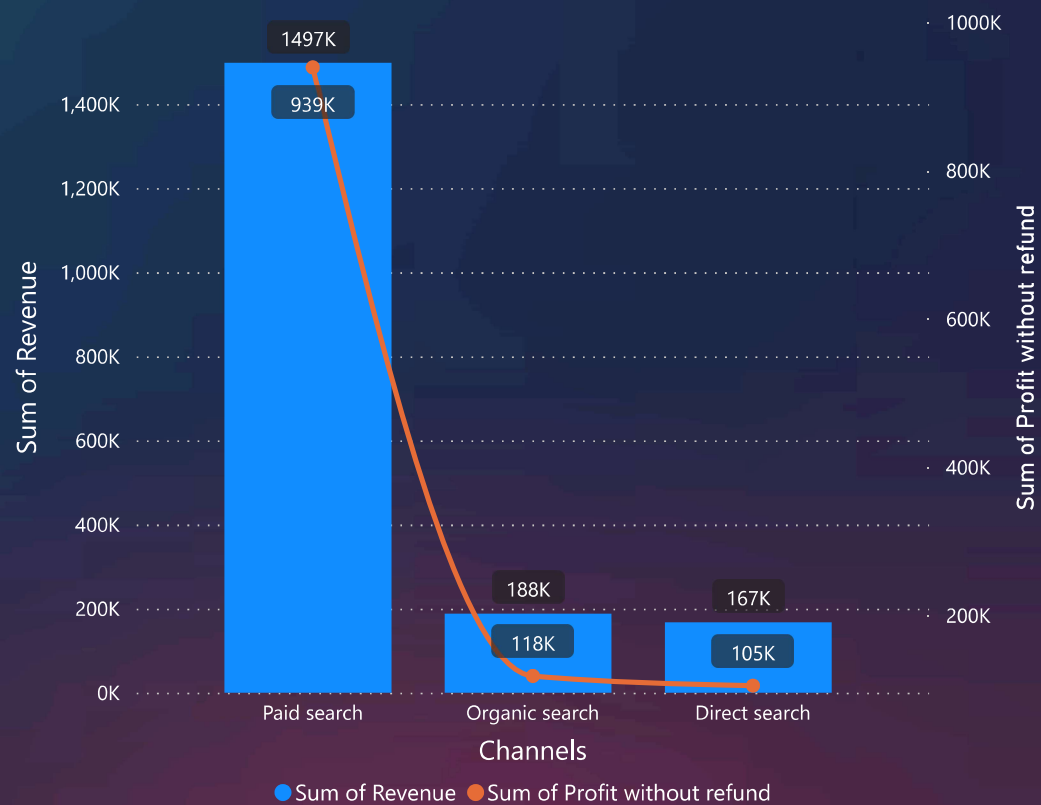
website session by Channels



Orders by Channels



Revenue and Profit by Channel





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2012

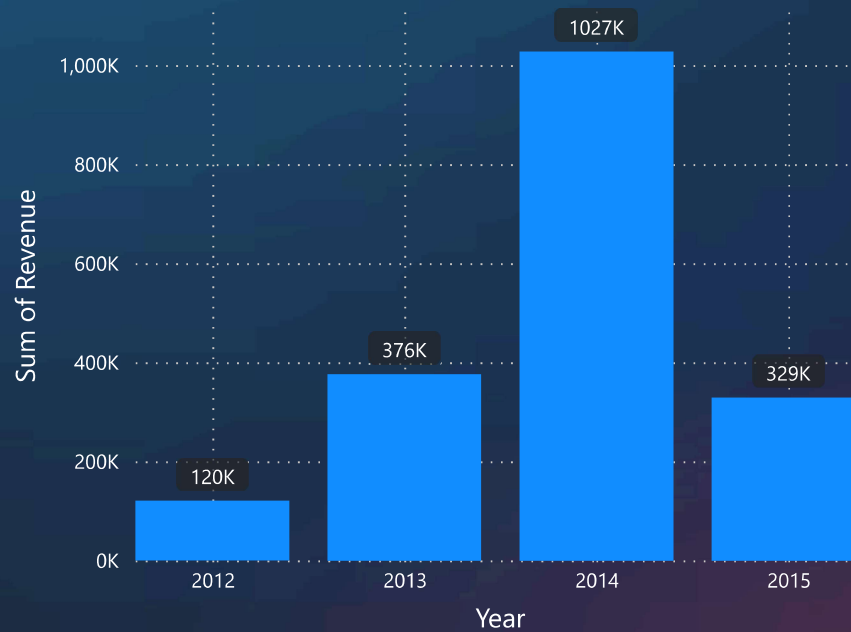
2013

2014

2015

- X Axis
- ☒ Year
 - ☐ Quarter
 - ☐ Month
 - ☐ utm_source
 - ☐ Channels
 - ☐ utm_cam...

Revenue



Profit

