

Google Analytics Visualisation 2021 By Adam Yang

Total Revenue

\$1,842,344

Total Orders

22,621

Average Conv Rate (CVR)

3.63%

Average Order Value (AOV)

\$81.44

Key Findings

In 2021, the ecommerce business brought **\$1.8 million total revenue** from 22.6K orders.

California is it's most profitable state (*West Region*), as it **makes up 40.51% of total revenue** and 40.8% of total orders. Because of that, the west region is the largest contributor to top-line sales for 2021.

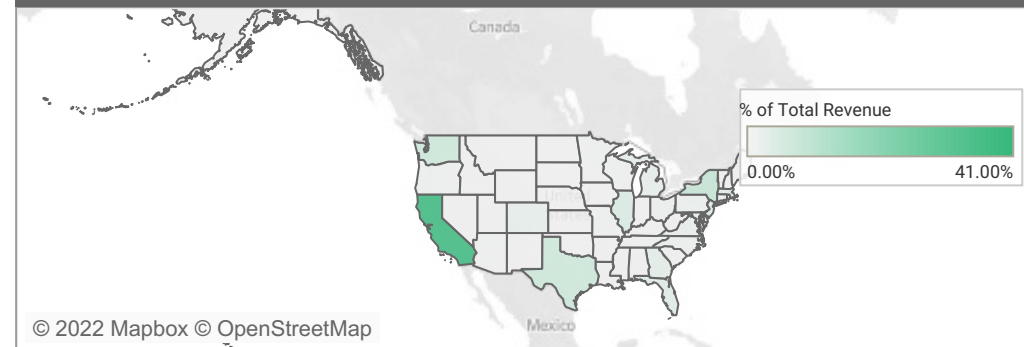
Next, it's **average CVR stood at 3.64%**, which shows how effective the business was at turning site visitors (*or users*) into customers. This is well above 2021's global average of 2.96% for ecommerce businesses.

Diving further in, the top five states with the highest conversion rates are shown in the column chart (*bottom left*), alongside the total website sessions for each state in 2021.

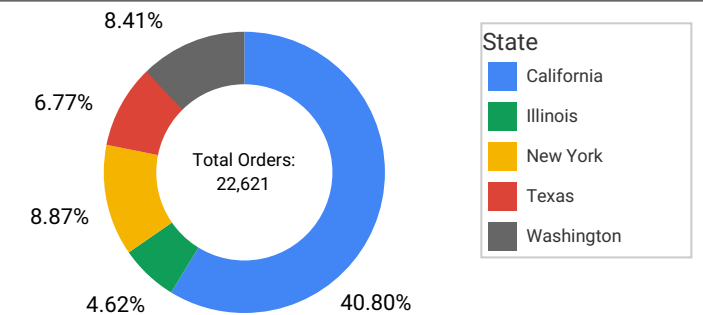
Lastly, the entire business has an **AOV of \$81.44**, which indicates how much a customer spends on average whenever an order was placed.

The top five contributors for this are shown in the donut chart, with **California leading the way at 9,230 orders**.

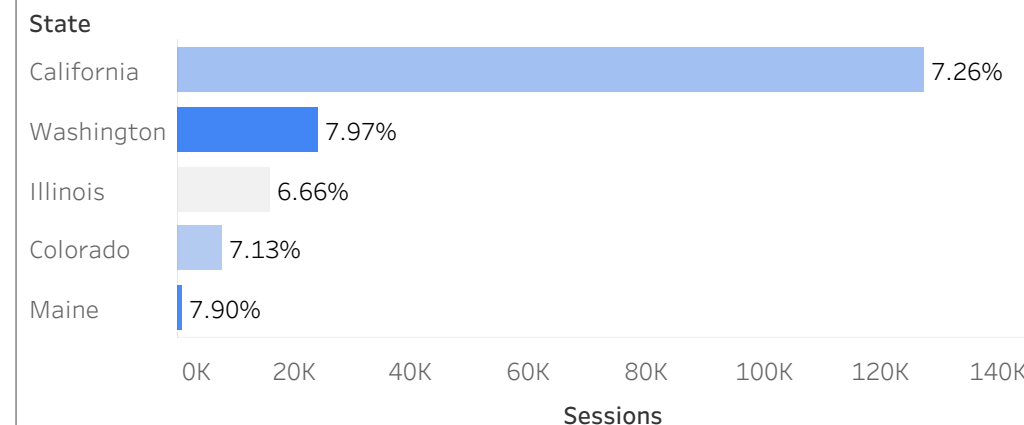
Revenue By State



Top 5 Highest Order % By State



Top 5 Sessions & CVR by State



Revenue % By Country Region

