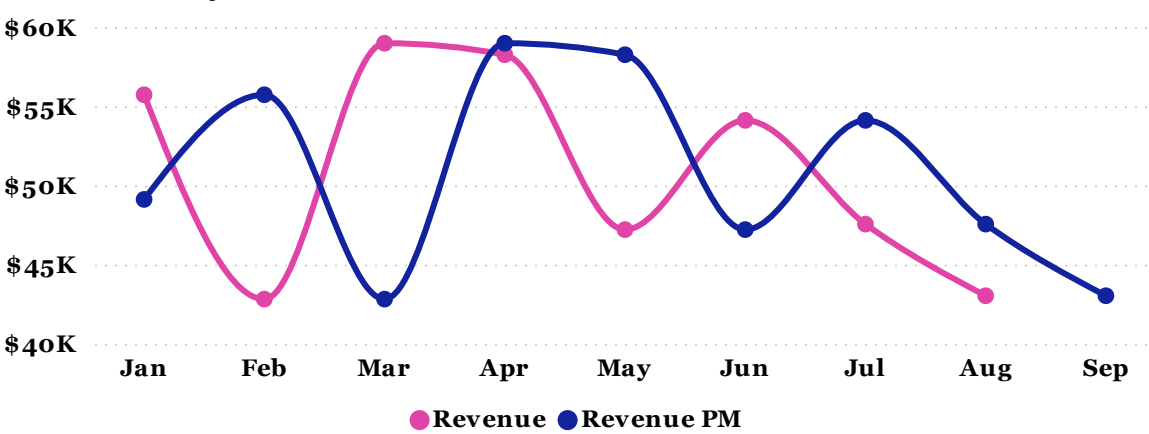
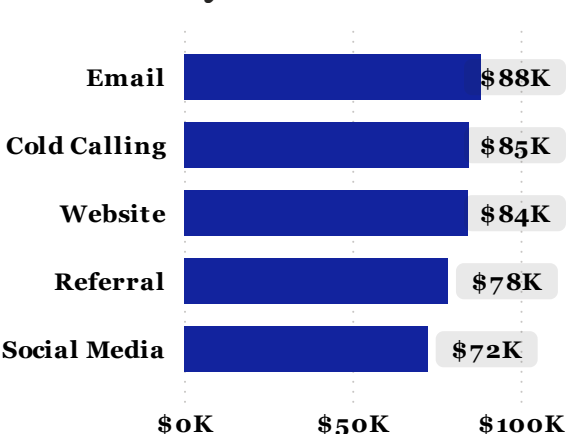


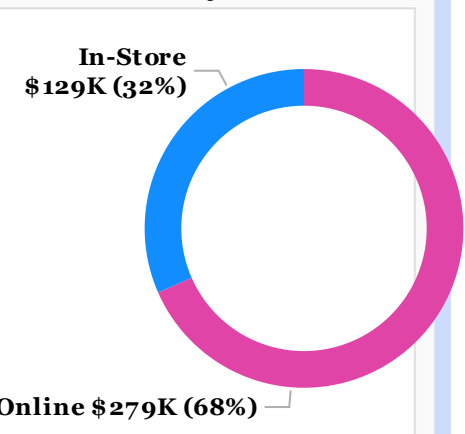
Revenue by Month



Revenue by Lead Source



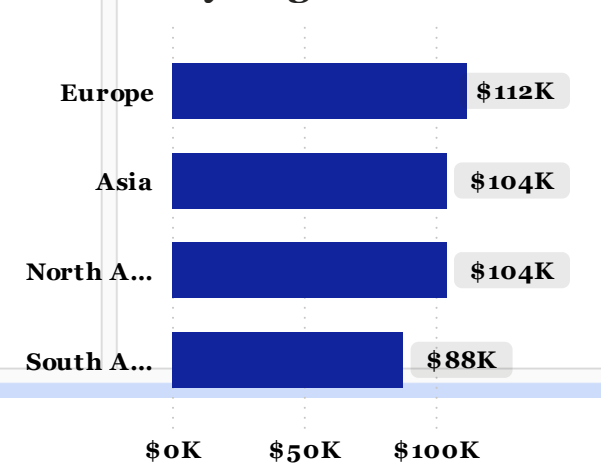
Revenue by Sales Channel

































































Revenue by Marketing



Revenue by Region



Country		Session	Revenue	Revenue Trend	Revenue by Sales Rep	
	France	494	\$33K		Chandler...	\$64K
	Brazil	701	\$44K		Sarah W...	\$55K
	United Kingdom	638	\$44K		Bob Mar...	\$53K
	South Korea	760	\$46K		Monica B...	\$53K
	Japan	691	\$48K		Rachel G...	\$53K
	United States	958	\$63K		Joey Tri...	\$51K
	Germany	932	\$64K		Alice Joh...	\$43K
	Canada	945	\$66K		Robert B...	\$36K

Search 				2022	2023	2024		Overview		Product Details		Recommendations	
ID	Img	Product	Scoring	Quantity	No of Invoices	Views	Avg Price	Revenue	Cost	Profit			
13		Laptop Pro 14	★★★★★	98	18	1185	\$813.39	\$14,641		\$11,572		\$3,069	
3		Camera Pro S	★★★★★	84	30	1998	\$881.40	\$26,442		\$22,119		\$4,323	
11		Fitness Tracker X	★★★★★	152	32	2077	\$816.88	\$26,140		\$21,301		\$4,839	
2		Smartwatch 3	★★★★★	133	30	1896	\$792.43	\$23,773		\$18,693		\$5,080	
12		Monitor HD 24	★★★★★	271	29	1780	\$831.93	\$24,126		\$19,019		\$5,107	
9		VR Headset Pro	★★★★★	151	34	1997	\$949.71	\$32,290		\$27,093		\$5,197	
7		Desktop PC Ultra	★★★★★	266	33	1915	\$870.27	\$28,719		\$23,440		\$5,279	
14		Wireless Speaker	★★★★★	123	27	1632	\$809.85	\$21,866		\$16,514		\$5,352	
1		Tablet Z	★★★★★★	185	32	2145	\$763.09	\$24,419		\$18,830		\$5,589	
10		Headphones Plus	★★★★★★	109	33	2056	\$768.03	\$25,345		\$19,574		\$5,771	
8		Gaming Console Z	★★★★★★	234	33	1915	\$923.55	\$30,477		\$24,640		\$5,837	
5		Smartphone X	★★★★★	138	33	1855	\$873.97	\$28,841		\$22,659		\$6,182	
4		Soundbar 360	★★★★★★	172	33	1974	\$802.12	\$26,470		\$19,874		\$6,596	
6		Smart TV QLED	★★★★★★	78	42	2703	\$829.17	\$34,825		\$28,061		\$6,764	
15		Drone Vision	★★★★★★	261	47	2958	\$836.13	\$39,298		\$31,338		\$7,960	

RECOMMENDATIONS

1. Overall Revenue Decline in 2024

2. Observation:

- Revenue dropped from \$625K in 2023 to \$408K in 2024, a 35% decline.
- Views also declined from 44K to 30K.
- Conversion rate remained flat at 17%, implying no improvement in funnel efficiency despite lower traffic.

Recommendation:

- Boost traffic through targeted ad spend or SEO revamp.
- Evaluate marketing fatigue – experiment with creative refreshes or new campaign channels.
- Consider retargeting past leads who did not convert in 2023–2024.