

KPIs Yesterday Total

Net Rev	Gross Profit	GP%	No. of Orders	AOV	Sessions/Visitors	Conversion Rate	Ad Spend	COS	GP Post Ad Spend	Cont. Pre Mktg	Cost/Session	Rev/Session	New Cust Net Rev	Ret Cust Net Rev	Ret Cust Orders	New Cust AOV	Ret Cust AOV
£15648.00	£12907.00	82.48%	185.00	£84.58	319.00	57.99%	£4398.00	£28.11	£8509.00	£12907.00	£13.79	£49.05	£4723.00	£8039.00	82.00	£45.85	£98.04
£7893.00	£3073.00	76.19%	308.00	£25.63	682.00	45.16%	£5029.00	£63.71	£-1956.00	£3073.00	£7.37	£11.57	£9213.00	£7254.00	49.00	£35.57	£148.04
£4766.00	£7334.00	43.18%	317.00	£15.03	445.00	71.24%	£6734.00	£141.29	£600.00	£7334.00	£15.13	£10.71	£4263.00	£3919.00	46.00	£15.73	£85.20
vs Last Week (49.56%)	Last Week (76.19%)	vs last week (163.52%)	vs Last Week (-66.49%)	vs Last Week (69.70%)	Last Week (-113.79%)	Last Week (22.13%)	Last Week (-14.35%)	Last Week (-126.70%)	Last Week (38.93%)	Last Week (76.19%)	Last Week (46.51%)	Last Week (76.41%)	Last Week (-95.07%)	Last Week (9.76%)	Last Week (40.24%)	Last Week (22.43%)	Last Week (-51.01%)
vs Last Year (69.54%)	Last Year (43.18%)	vs last year (270.81%)	vs Last Year (-71.35%)	vs Last Year (82.23%)	Last Year (-39.50%)	Last Year (-22.83%)	Last Year (-53.12%)	Last Year (-402.72%)	Last Year (153.88%)	Last Year (43.18%)	Last Year (-9.76%)	Last Year (78.17%)	Last Year (9.74%)	Last Year (51.25%)	Last Year (43.90%)	Last Year (65.69%)	Last Year (13.10%)

KPIs Week To Date Total

Net Rev	Gross Profit	GP%	No. of Orders	AOV	Sessions/Visitors	Conversion Rate	Ad Spend	COS	GP Post Ad Spend	Cont. Pre Mktg	Cost/Session	Rev/Session	New Cust Net Rev	Ret Cust Net Rev	Ret Cust Orders	New Cust AOV	Ret Cust AOV
£31537.00	£17585.00	55.76%	988.00	£31.92	687.00	143.81%	£12794.00	£13952.00	£4791.00	£17585.00	£18.62	£45.91	£14028.00	£11867.00	196.00	£67.44	£60.55
£44706.00	£24131.00	53.98%	926.00	£48.28	1642.00	56.39%	£11268.00	£20575.00	£12863.00	£24131.00	£6.86	£27.23	£16919.00	£22720.00	202.00	£89.99	£112.48
£47310.00	£22481.00	47.52%	1177.00	£40.20	1422.00	82.77%	£14021.00	£24829.00	£8460.00	£22481.00	£9.86	£33.27	£11910.00	£16436.00	119.00	£71.32	£138.12
vs Last Week (-41.76%)	Last Week (-37.22%)	vs Last Week (3.20%)	vs Last Week (6.28%)	vs Last Week (-51.25%)	Last Week (-139.01%)	Last Week (60.79%)	Last Week (11.93%)	Last Week (-47.47%)	Last Week (-168.48%)	Last Week (-37.22%)	Last Week (63.15%)	Last Week (40.69%)	Last Week (-20.61%)	Last Week (-91.46%)	Last Week (-3.06%)	Last Week (-33.44%)	Last Week (-85.77%)
vs Last Year (-50.01%)	Last Year (-27.84%)	vs Last Year (14.78%)	vs Last Year (-19.13%)	vs Last Year (-25.93%)	Last Year (-106.99%)	Last Year (42.45%)	Last Year (-9.59%)	Last Year (-77.96%)	Last Year (-76.58%)	Last Year (-27.84%)	Last Year (47.05%)	Last Year (27.52%)	Last Year (15.10%)	Last Year (-38.50%)	Last Year (39.29%)	Last Year (-5.75%)	Last Year (-128.12%)

KPIs Month To Date Total

Net Rev	Gross Profit	GP%	No. of Orders	AOV	Sessions/Visitors	Conversion Rate	Ad Spend	COS	GP Post Ad Spend	Cont. Pre Mktg	Cost/Session	Rev/Session	New Cust Net Rev	Ret Cust Net Rev	Ret Cust Orders	New Cust AOV	Ret Cust AOV
£229336.00	£116443.00	50.77%	5411.00	£42.38	6898.00	78.44%	£77748.00	£112893.00	£38695.00	£116443.00	£11.27	£33.25	£85867.00	£116347.00	1026.00	£93.23	£113.40
£193212.00	£118959.00	61.57%	4581.00	£42.18	5482.00	83.56%	£88652.00	£74253.00	£30307.00	£118959.00	£16.17	£35.24	£87697.00	£92442.00	981.00	£76.66	£94.23
£219005.00	£139731.00	63.80%	4921.00	£44.50	9135.00	53.87%	£85838.00	£79274.00	£53893.00	£139731.00	£9.40	£23.97	£97152.00	£95435.00	827.00	£100.68	£115.40
vs Last Month (15.75%)	Last Month (-2.16%)	vs Last Week (-21.26%)	vs Last Month (15.34%)	vs Last Month (0.49%)	Last Month (20.53%)	Last Month (-6.53%)	Last Month (-14.02%)	Last Month (34.23%)	Last Month (21.68%)	Last Month (-2.16%)	Last Month (-43.48%)	Last Month (-6.01%)	Last Month (-2.13%)	Last Month (20.55%)	Last Month (4.39%)	Last Month (17.78%)	Last Week (17.78%)
vs Last Year (4.50%)	Last Year (-20.00%)	vs Last Year (-25.66%)	vs Last Year (9.06%)	vs Last Year (-5.00%)	Last Year (-32.43%)	Last Year (31.33%)	Last Year (-10.41%)	Last Year (29.78%)	Last Year (-39.28%)	Last Year (-20.00%)	Last Year (16.63%)	Last Year (27.89%)	Last Year (-13.14%)	Last Year (17.97%)	Last Year (19.40%)	Last Year (-7.98%)	Last Year (-7.98%)