# Gilfoyle

Various examples

# Simple layout, dataframe

| Period | Sessions | Transactions | Conversion Rate | Revenue | AOV |
|--------|----------|--------------|-----------------|---------|-----|
| 201912 | 21,133 | 129 | 0.610 | 18,377.60 | 142.462 |
| 202001 | 25,801 | 241 | 0.934 | 15,019.35 | 62.321 |
| 202002 | 21,712 | 193 | 0.889 | 8,214.80 | 42.564 |
| 202003 | 16,836 | 547 | 3.249 | 34,988.27 | 63.964 |
| 202004 | 27,635 | 692 | 2.504 | 50,703.73 | 73.271 |
| 202005 | 55,834 | 966 | 1.730 | 68,150.07 | 70.549 |
| 202006 | 51,665 | 773 | 1.496 | 47,291.56 | 61.179 |
| 202007 | 46,257 | 596 | 1.288 | 62,172.81 | 104.317 |
| 202008 | 46,016 | 563 | 1.223 | 39,721.21 | 70.553 |
| 202009 | 31,176 | 418 | 1.341 | 33,729.31 | 80.692 |
| 202010 | 27,008 | 499 | 1.848 | 43,778.32 | 87.732 |
| 202011 | 25,318 | 467 | 1.845 | 28,227.67 | 60.445 |
| 202012 | 21,052 | 274 | 1.302 | 18,856.75 | 68.820 |

# Simple layout, dataframe, YoY metrics

| Sessions | Conversion rate | Transactions | AOV | Revenue |
|---|---|---|---|---|
| **21133** | **0.61** | **129** | **142.462** | **18377.6** |
| Up 0% on last year | Down 53% on last year | Down 53% on last year | Up 107% on last year | Down 3% on last year |

| Period | Sessions | Transactions | Conversion rate | Revenue | AOV |
|---|---|---|---|---|---|
| 201912 | 21,133 | 129 | 0.610 | 18,377.60 | 142.462 |
| 202001 | 25,801 | 241 | 0.934 | 15,019.35 | 62.321 |
| 202002 | 21,712 | 193 | 0.889 | 8,214.80 | 42.564 |
| 202003 | 16,836 | 547 | 3.249 | 34,988.27 | 63.964 |
| 202004 | 27,635 | 692 | 2.504 | 50,703.73 | 73.271 |
| 202005 | 55,834 | 966 | 1.730 | 68,150.07 | 70.549 |
| 202006 | 51,665 | 773 | 1.496 | 47,291.56 | 61.179 |
| 202007 | 46,257 | 596 | 1.288 | 62,172.81 | 104.317 |
| 202008 | 46,016 | 563 | 1.223 | 39,721.21 | 70.553 |
| 202009 | 31,176 | 418 | 1.341 | 33,729.31 | 80.692 |
| 202010 | 27,008 | 499 | 1.848 | 43,778.32 | 87.732 |
| 202011 | 25,318 | 467 | 1.845 | 28,227.67 | 60.445 |
| 202012 | 21,052 | 274 | 1.302 | 18,856.75 | 68.820 |

# Simple layout, dataframe, MoM metrics

| Sessions | Conversion rate | Transactions | AOV | Revenue |
|---|---|---|---|---|
| **21133** | **0.61** | **129** | **142.462** | **18377.6** |
| Down 18% on last month | Down 35% on last month | Down 46% on last month | Up 129% on last month | Up 22% on last month |

| Period | Sessions | Transactions | Conversion rate | Revenue | AOV |
|---|---|---|---|---|---|
| 201912 | 21,133 | 129 | 0.610 | 18,377.60 | 142.462 |
| 202001 | 25,801 | 241 | 0.934 | 15,019.35 | 62.321 |
| 202002 | 21,712 | 193 | 0.889 | 8,214.80 | 42.564 |
| 202003 | 16,836 | 547 | 3.249 | 34,988.27 | 63.964 |
| 202004 | 27,635 | 692 | 2.504 | 50,703.73 | 73.271 |
| 202005 | 55,834 | 966 | 1.730 | 68,150.07 | 70.549 |
| 202006 | 51,665 | 773 | 1.496 | 47,291.56 | 61.179 |
| 202007 | 46,257 | 596 | 1.288 | 62,172.81 | 104.317 |
| 202008 | 46,016 | 563 | 1.223 | 39,721.21 | 70.553 |
| 202009 | 31,176 | 418 | 1.341 | 33,729.31 | 80.692 |
| 202010 | 27,008 | 499 | 1.848 | 43,778.32 | 87.732 |
| 202011 | 25,318 | 467 | 1.845 | 28,227.67 | 60.445 |
| 202012 | 21,052 | 274 | 1.302 | 18,856.75 | 68.820 |

# Left-commentary layout, dataframe, commentary, notification, warning message

To add a commentary section to your report you need to define a block of text and use HTML to add markup.

There's quite a bit of room in the left-commentary layout to support adding lengthy commentary and also adding a notification message to alert readers to specific points.

This is a page message

This is a notification

| Period | Sessions | Transactions | Conversion Rate | Revenue | AOV |
|--------|----------|--------------|-----------------|---------|-----|
| 201912 | 21,133 | 129 | 0.610 | 18,377.60 | 142.462 |
| 202001 | 25,801 | 241 | 0.934 | 15,019.35 | 62.321 |
| 202002 | 21,712 | 193 | 0.889 | 8,214.80 | 42.564 |
| 202003 | 16,836 | 547 | 3.249 | 34,988.27 | 63.964 |
| 202004 | 27,635 | 692 | 2.504 | 50,703.73 | 73.271 |
| 202005 | 55,834 | 966 | 1.730 | 68,150.07 | 70.549 |
| 202006 | 51,665 | 773 | 1.496 | 47,291.56 | 61.179 |
| 202007 | 46,257 | 596 | 1.288 | 62,172.81 | 104.317 |
| 202008 | 46,016 | 563 | 1.223 | 39,721.21 | 70.553 |
| 202009 | 31,176 | 418 | 1.341 | 33,729.31 | 80.692 |
| 202010 | 27,008 | 499 | 1.848 | 43,778.32 | 87.732 |
| 202011 | 25,318 | 467 | 1.845 | 28,227.67 | 60.445 |
| 202012 | 21,052 | 274 | 1.302 | 18,856.75 | 68.820 |

# Simple layout, dataframe, danger message

| Period | Sessions | Transactions | Conversion Rate | Revenue | AOV |
|---|---|---|---|---|---|
| 201912 | 21,133 | 129 | 0.610 | 18,377.60 | 142.462 |
| 202001 | 25,801 | 241 | 0.934 | 15,019.35 | 62.321 |
| 202002 | 21,712 | 193 | 0.889 | 8,214.80 | 42.564 |
| 202003 | 16,836 | 547 | 3.249 | 34,988.27 | 63.964 |
| 202004 | 27,635 | 692 | 2.504 | 50,703.73 | 73.271 |
| 202005 | 55,834 | 966 | 1.730 | 68,150.07 | 70.549 |
| 202006 | 51,665 | 773 | 1.496 | 47,291.56 | 61.179 |
| 202007 | 46,257 | 596 | 1.288 | 62,172.81 | 104.317 |
| 202008 | 46,016 | 563 | 1.223 | 39,721.21 | 70.553 |
| 202009 | 31,176 | 418 | 1.341 | 33,729.31 | 80.692 |
| 202010 | 27,008 | 499 | 1.848 | 43,778.32 | 87.732 |
| 202011 | 25,318 | 467 | 1.845 | 28,227.67 | 60.445 |
| 202012 | 21,052 | 274 | 1.302 | 18,856.75 | 68.820 |

# Plot layout, visualisation, commentary

To add a visualisation you need to use either the "plot" or "left-commentary" layouts, save the image to a file and pass in the filename to the "page_visualisation" argument. You will want to tweak the image size so it sits perfectly on your report page.