

# 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

21133

Up 0% on last year

Conversion rate

0.61%

Down 53% on last year

Transactions

129

Down 53% on last year

AOV

£142.46

Up 107% on last year

Revenue

£18377.6

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

21133

Down 18% on last month

Conversion rate

0.61%

Down 35% on last month

Transactions

129

Down 46% on last month

AOV

£142.46

Up 129% on last month

Revenue

£18377.6

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

Simple layout, dataframe, metrics (no comparison)

Sessions  
21133

Conversion rate  
0.61%

Transactions  
129

AOV  
£142.46

Revenue  
£18377.6

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

This is a page 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.

