

# Data Whispers

Your Data, Your Way —  
Tailored Insights That Evolve With Your Business.

# Market Opportunity



The E-commerce market has seen an increase in activity with a better integration of social media. These small to medium sized companies have a need for analytical insights that is not currently being fulfilled.

- Business models that operate through Shopify & BigCommerce, may use analytics, but they are surface level and don't offer much insight.
- With access to more relevant analytics and paired with an understanding of them, companies would see an increase in efficiency & revenue.

# Why Current Analytics Fail

The Current State of E-commerce Analytics is Inefficient and has three major problems

## Too Generic

- Standard dashboards don't fit unique business needs.

## Too Expensive

- Enterprise BI tools are priced out of reach for small to medium sized businesses.

## Too Complex

- Setup and integration take too much time and expertise.

# Our Solution

## Our Product Takes the Best of Both Worlds

- Offering the customization and service of high-end analytics for a fraction of the price.
- We give clients the options to choose what's useful to them with a seamless setup process.

### Lower Cost

Affordable compared to high-end BI tools.

### High Customization

Tailored dashboards that adapt to client needs.

### Streamlined Setup & Integration

Quick, simple onboarding process.



# Product Overview

At Data Whispers we want our clients to understand and be able to act on their insights. Through Data Whispers we offer a streamlined and seamless solution to visualize your data. Along with this we offer monthly consulting /training included in our service to make sure you understand what you see.

## Ecommerce Overview



Our Dashboards use Data Whispers' KPI library to tailor your products to your business. Our clients can be a part of the designing process by choosing what is useful or how we should format it. Along with this we offer countless filter options and alternative views from Y/Y (year over year), to M/M (month over month), and more.

# Product Overview (Dashboard Demo)

# Product Overview (KPI Library)

Category	Subcategory	KPI Name
Sales & Revenue	Performance	Total Revenue
Sales & Revenue	Performance	Average Order Value (AOV)
Sales & Revenue	Performance	Refund/Return Rate
Sales & Revenue	Performance	Orders Count
Sales & Revenue	Performance	Conversion Rate
Sales & Revenue	Performance	Revenue Growth %
Sales & Revenue	Profitability	Gross Margin %
Sales & Revenue	Profitability	Net Profit %
Sales & Revenue	Profitability	Profit per Order
Sales & Revenue	Profitability	Discount % of Sales
Customer Insights	Acquisition	Customer Acquisition Cost (CAC)
Customer Insights	Acquisition	New vs Returning Customers
Customer Insights	Behavior	Customer Engagement Frequency
Customer Insights	Behavior	Customer Lifetime Value (CLV)
Customer Insights	Behavior	Repeat Purchase Rate
Customer Insights	Behavior	First Purchase Conversion Time
Customer Insights	Retention	Churn %
Customer Insights	Retention	Retention Rate
Customer Insights	Retention	Cohort Retention Curves
Customer Insights	Loyalty	Net Promoter Score (NPS)
Marketing & Channels	Performance	Return on Ad Spend (ROAS)
Marketing & Channels	Performance	Marketing ROI
Marketing & Channels	Performance	CTR (Click-through Rate)
Marketing & Channels	Performance	Cost per Acquisition (CPA)
Marketing & Channels	Performance	Cost per Click (CPC)
Marketing & Channels	Performance	Conversion Rate by Campaign
Marketing & Channels	Performance	Incremental Revenue per Channel
Marketing & Channels	Channels	Paid Social ROAS
Marketing & Channels	Channels	Paid Search ROAS
Marketing & Channels	Channels	Email Open Rate
Marketing & Channels	Channels	Email Click Rate
Marketing & Channels	Channels	Referral % of Customers
Inventory & Fulfillment	Stock	Inventory Turnover
Inventory & Fulfillment	Stock	Stockout Rate

Our KPI library gives us a baseline and understanding for a variety of key E-commerce metrics. Through the KPI library we can offer our clients tailored suggestions based on your direct needs. This also gives us the ability to quickly create any alternative KPI's for our clients.

Client Revenue	BigCommerce Plan	Typical Monthly Spend on BigCommerce	Sensitivity to Your Tableau Dashboard Pricing	Sweet Spot Service Pricing (per month)	Notes
\$100k–\$500k	Standard / Plus	\$39–\$105	● High — very price sensitive; still scrappy	\$50–\$200 (entry package, maybe quarterly reporting)	These are “testers.” Not ideal but useful for testimonials.
\$500k–\$1M	Pro (\$399)	~\$400	● Medium — will buy if ROI is very clear	\$200–\$500	At this level, they want automation & time savings.
\$1M–\$5M	Enterprise (low end)	\$1k–\$1.5k	○ Lower — they expect to spend on analytics	\$500–\$1,500	Best mid-market targets. Can handle Tableau costs.
\$5M–\$50M+	Enterprise (high end)	\$2k–\$2.5k+	● Low — Tableau fee is negligible	\$1,500–\$5,000+	Prime targets if you can get in the door.
<b>Preferability</b>					
Best Option					
2'nd Best					
3'rd Best					
4'th Best					

Our target audience are going to be small sized clients to start, with plans to scale bigger as we gain market traction. Data Whispers' service will create tailored dashboards for our clients followed with consulting to make sure they understand them. We currently plan on running trials with potential clients as a test for free. After we prove our concept Data Whispers' service will profit from a set-up cost and monthly subscriptions.

# Business Model Rough Draft



# Our Competitive Landscape

## Potential Conflicts of Interest

- Shopify makes money not just from subscriptions, but also from Shopify Payments, Shopify Ads, Shopify Capital, etc.

## “Leveling the Playing Field”

- Every Shopify merchant sees the same dashboards.
- That means you have no competitive edge in insights — you and your rivals are reading the same shallow metrics.

# Our Competitive Landscape

## Lack of Advanced KPIs

- Shopify doesn't offer advanced metrics like:
  - Customer Lifetime Value by acquisition channel
  - Incremental ROI per campaign
  - Inventory forecasting & stockout risk
  - Contribution margin by product line
- These are often the exact levers that determine whether a brand scales profitably. Competitors using custom BI have these; Shopify-only merchants don't.

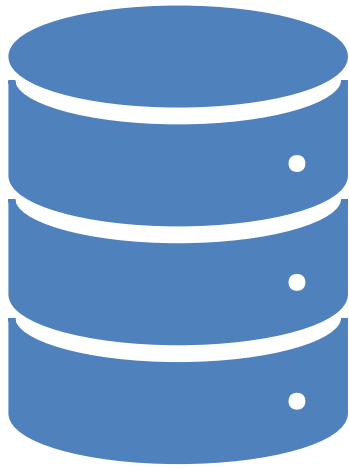
# Data Whispers Future



## Next Step's Going Forward

Currently gaining market traction without results is our biggest focus. Our current plan is to personally reach out to clients and pitch our solution. Initially we may offer a free trial /integration for the first few clients to gain a platform we can build off.

# Traction



**Right Now, We Have Developed Our –**

- Customizable Dashboard demo
- KPI Library With 70+ KPI's and their formulas
- Our Understanding of the Importance for E-Commerce Metrics

# How You Can Help

Thank you for giving the time to look over Data Whispers' pitch deck. Currently we are launching our soft pitch to flush out our business model and any potential kinks we may find.

If there is anything that stood out in the presentation good or bad, please reach out to the contact below. All feedback is greatly appreciated!

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