2022 Q3 Performance
& Comparison to 2022 Q2

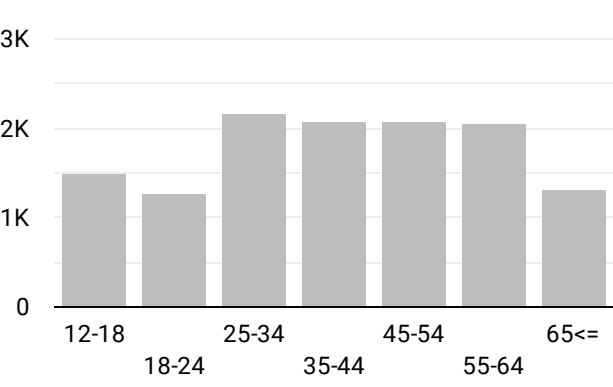## At a glance

	Gross Profit	Revenue	Orders	Converted users	Avg. order value
	$452.66K	$870.50K	13,466	12,404	$86
Percentage change	⬆ 20.3%	⬆ 20%	⬆ 19.9%	⬆ 19.3%	⬇ -0.6%
Absolute change	⬆ $76K	⬆ $145K	⬆ 2,341	⬆ 2,008	⬇ $-0.5

User analytics

Customer gender
- Men
- Women

50.2% — 49.8%

Customer age

(bar chart: 12-18, 18-24, 25-34, 35-44, 45-54, 55-64, 65<=)
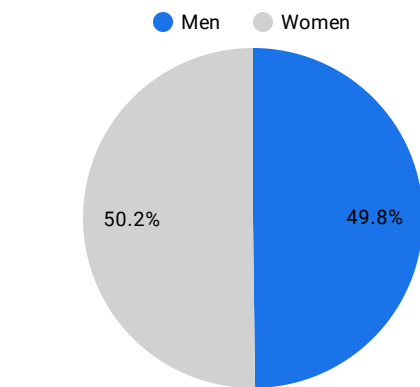
Customer geographical distribution

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User source (all landing pages)

- Email
- Adwords
- YouTube
- Facebook
- Organic
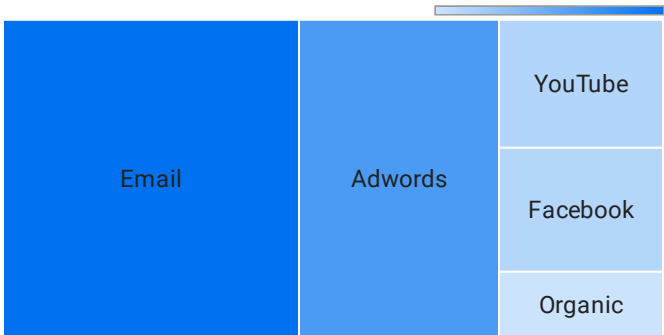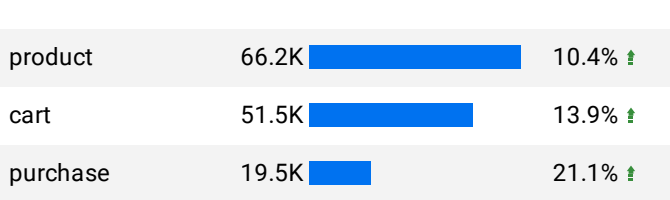
Cohort retention table

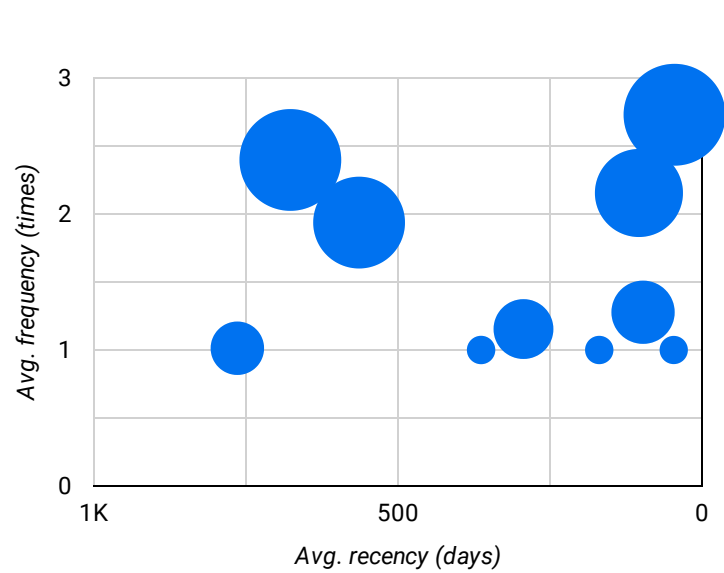| Cohort*	Month 0	Month 1	Month 2	Month 3
Jan 2022	100.0%	2.6%	0.8%	1.6%
Feb 2022	100.0%	2.7%	1.3%	1.3%
Mar 2022	100.0%	3.5%	0.7%	0.8%
Apr 2022	100.0%	2.7%	2.1%	1.2%
May 2022	100.0%	3.6%	1.9%	1.0%
Jun 2022	100.0%	3.5%	1.0%	1.2%
Jul 2022	100.0%	4.7%	1.6%	1.4%
Aug 2022	100.0%	4.0%	2.3%	
Sep 2022	100.0%	4.1%		

*Users divided based on date of 1st purchase

34.46% of converted users purchase more than once (overall)

Purchase revenue by customer type

- New customers
- Returning customers

22Q1	
22Q2	
22Q3	

0% 20% 40% 60% 80% 100%

Revenue does not include inflows from returned products

Product funnel

product	66.2K	10.4% ⬆
cart	51.5K	13.9% ⬆
purchase	19.5K	21.1% ⬆
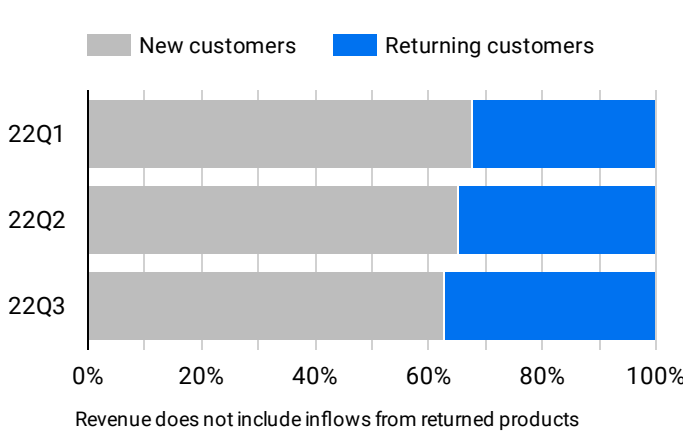
RFM segments by purchase behavior overall (left) and during 2022 Q3 (right)

Avg. frequency (times) vs Avg. recency (days)

	RFM segment	Revenue ▼	% Δ	Customers	% Δ	Avg. order val...	% Δ
1.	Champions	$408K	169.6% ⬆	2.9K	148.2% ⬆	$114	4.0% ⬆
2.	Loyal Customers	$371K	30.1% ⬆	2.8K	15.1% ⬆	$118	15.2% ⬆
3.	Potential Loyalists	$318K	12.0% ⬆	4.0K	79.3% ⬆	$79	-33.4% ⬇
4.	Recent Customers	$57K	1,035.4...	2.5K	1,040.1...	$23	-0.4% ⬇

Champions - frequent & high-value purchases
Loyal cust. - relatively frequent & valuable purchases
Potential loyalists - moderately frequent & valuable purchases
Recent customers - just had their first purchases
Needing attention - not very frequent or valuable purchases
**Promising** - joined relatively recently, low frequency & value
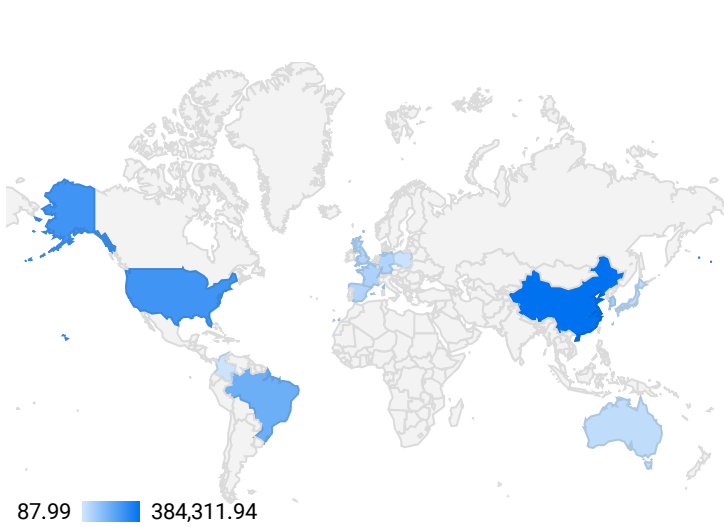
Product analytics

Top categories by revenue

- Revenue ($)
- % of Total Revenue

(Categories: Outerwear & Coats, Sweaters, Fashion Hoodies & Sweats..., Sleep & Lounge, Tops & Tees, Intimates, Active, Blazers & Jackets, Underwear, Plus, Socks, Leggings, Jumpsuits & Rompers)
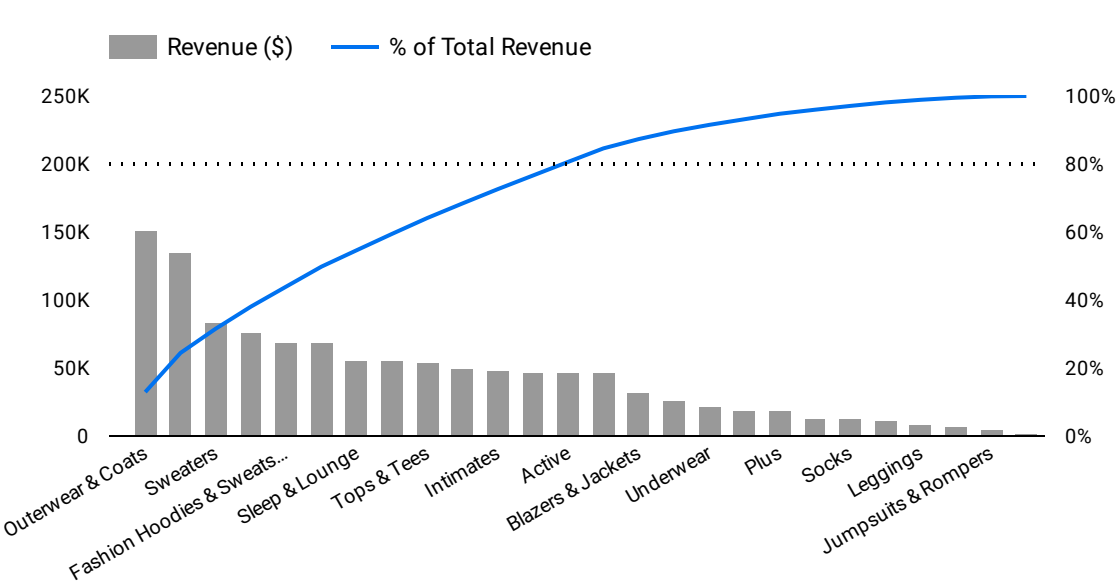
	Category	Revenue ▼	% Δ	Units sold	% Δ
1.	Outerwear & Coats	$151K	21.2% ⬆	1.0K	18.7% ⬆
2.	Jeans	$135K	17.6% ⬆	1.4K	18.1% ⬆
3.	Sweaters	$83K	4.8% ⬆	1.1K	12.1% ⬆
4.	Suits & Sport Coats	$76K	53.3% ⬆	559.0	35.4% ⬆
5.	Fashion Hoodies &...	$69K	17.6% ⬆	1.3K	17.9% ⬆
6.	Swim	$69K	21.0% ⬆	1.2K	22.0% ⬆
7.	Sleep & Lounge	$57K	9.6% ⬆	1.1K	9.5% ⬆
	Grand total	**$1M**	**20.8% ⬆**	**19.5K**	**21.1% ⬆**

Top 5 brands by units sold

(Allegra K, Calvin Klein, Carhartt, Hanes, Volcom — scale 0 to 800)
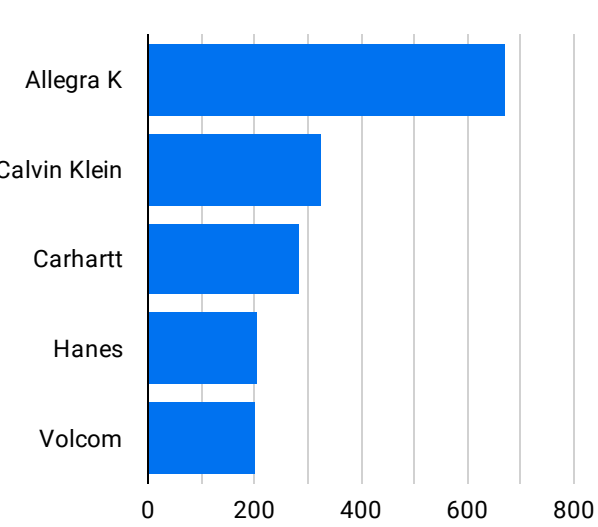
Top geographies by revenue

87.99 — 384,311.94

Top returns by category

	Category	Units ▼	Lost revenue
1.	Tops & Tees	142	$6K
2.	Intimates	140	$5K
3.	Jeans	122	$12K
4.	Shorts	121	$6K
5.	Swim	117	$7K
6.	Fashion Hoodies &...	114	$7K
7.	Accessories	111	$5K
	Grand total	**1,913**	**$114K**