

E-Commerce Sales Performance Dashboard

Total Revenue

\$55M

Total Units Sold

13M

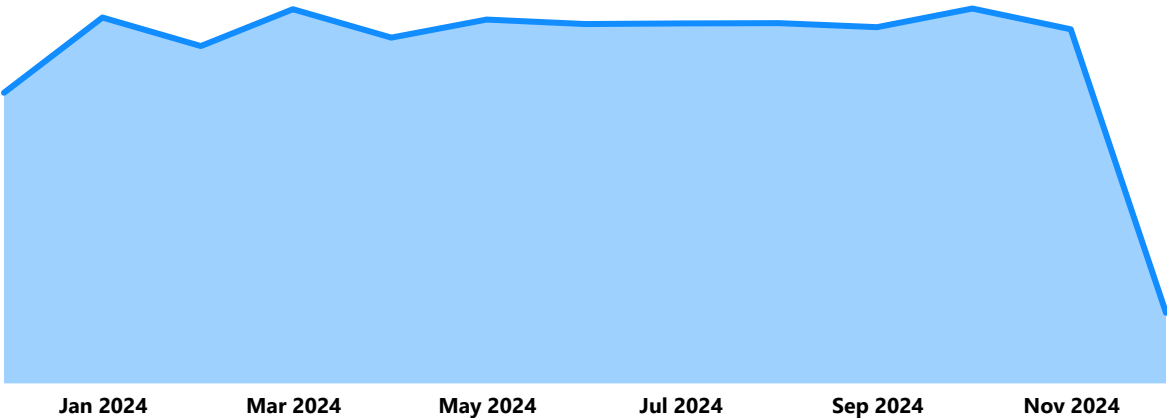
MoM Growth %

1.7%

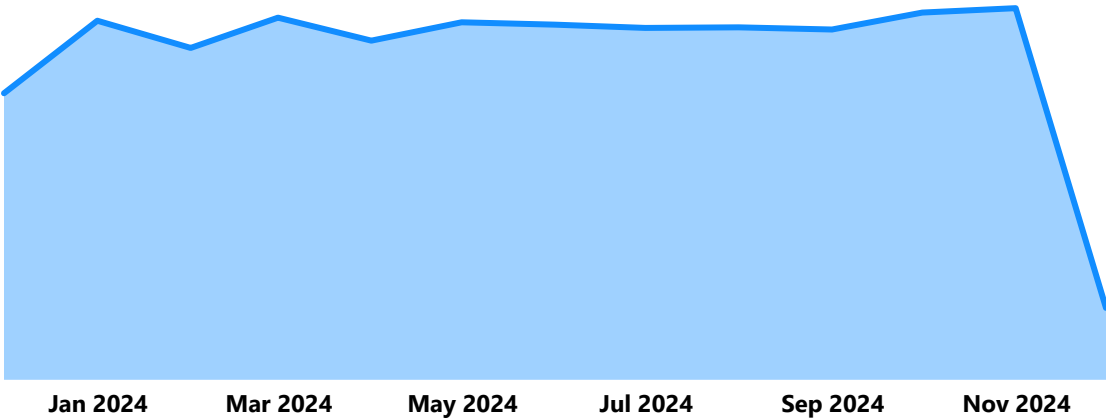
Customer Count

20K

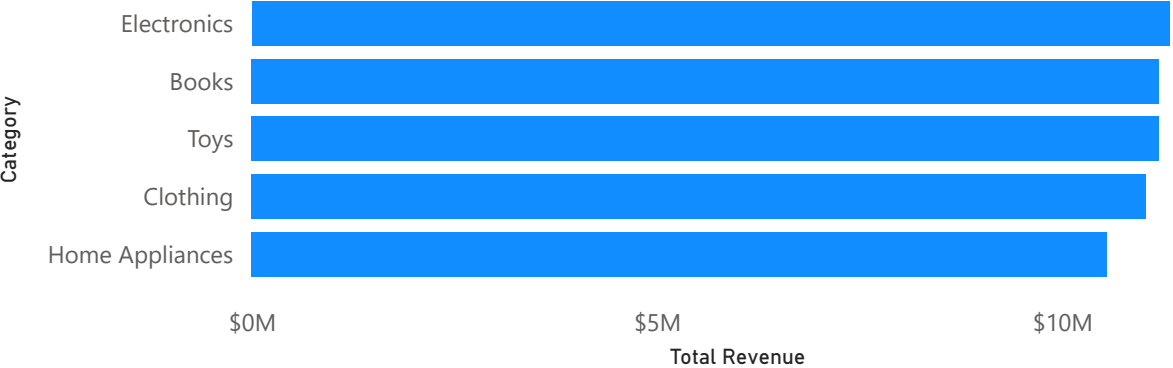
Monthly Ads spend



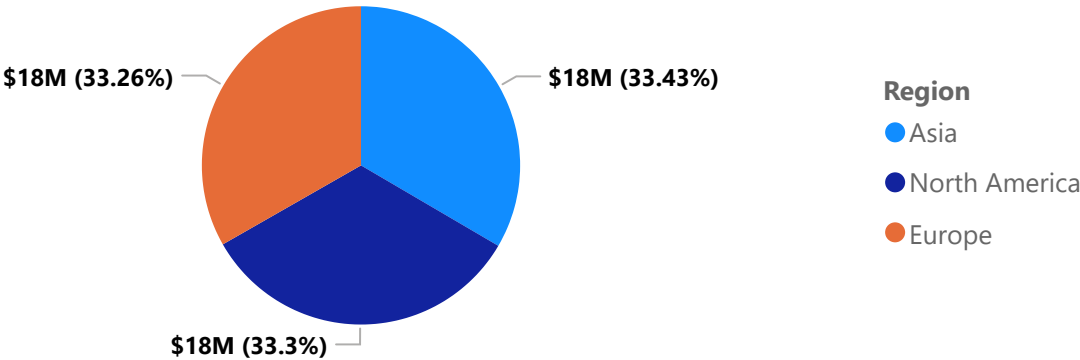
Monthly Revenue



Total Revenue by Category



Total Revenue by Region



Digital Marketing Performance Dashboard

Ad CTR

9.6%

Average CPC (Cost per Click)

\$4.5

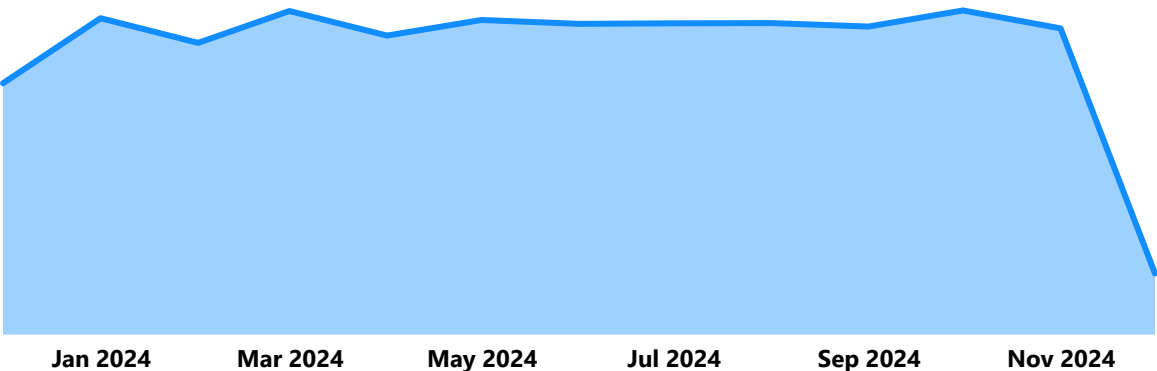
Sum of Ad_Spend

\$11M

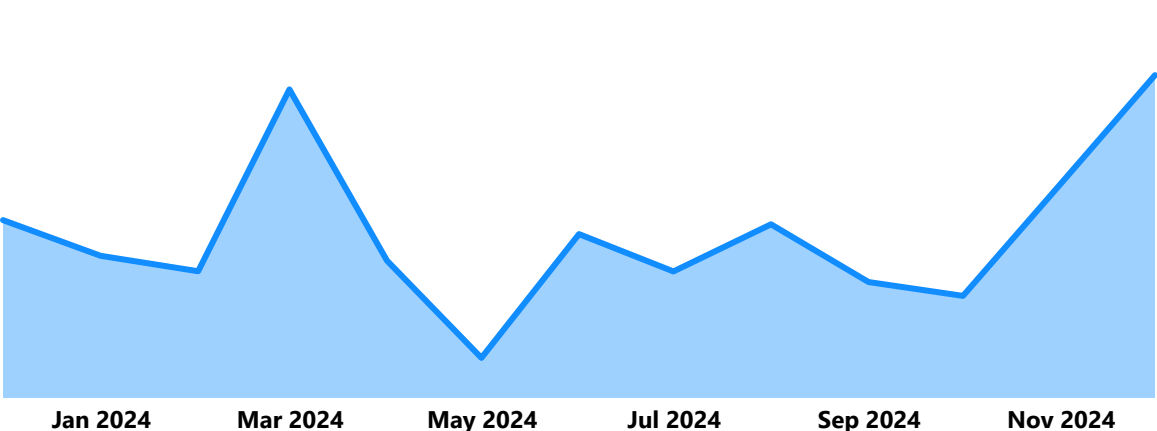
CPA (Cost per Acquisition)

\$16.9

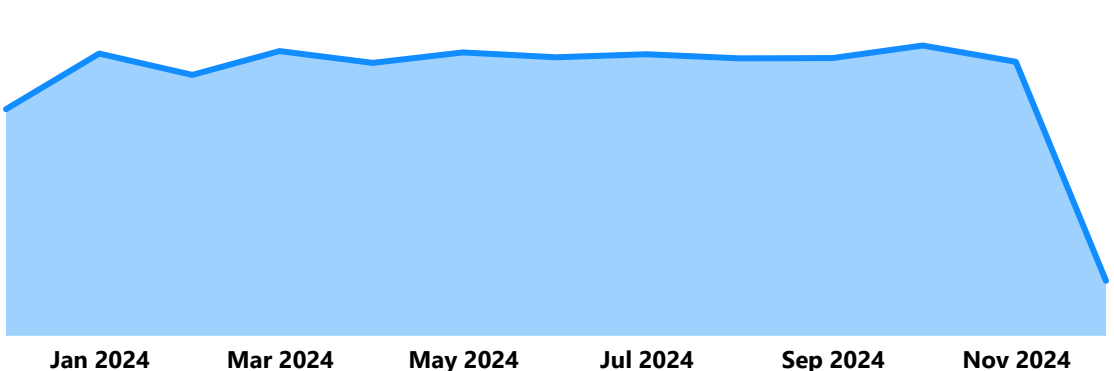
Monthly Ads Spend



Average Ad CTR



Monthly Total Clicks



Monthly Conversion Rate vs CTR

