



Overview

Traffic Analysis

Quarterly view

Landing page performance

Conversion Analysis

MARKETING PERFORMANCE ANALYSIS DASHBOARD

473K
Total_sessions

32K
Total_orders

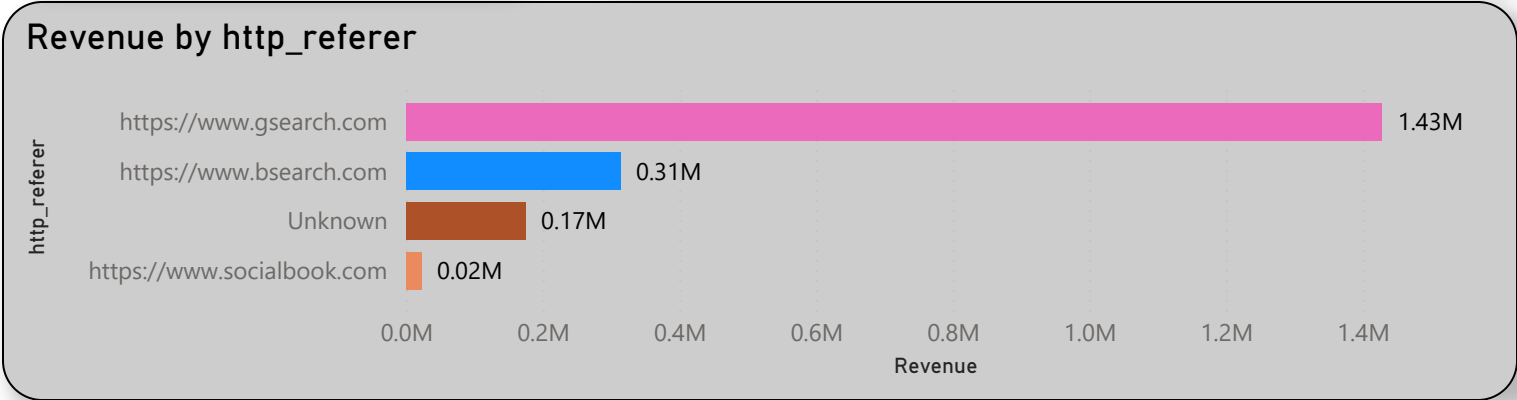
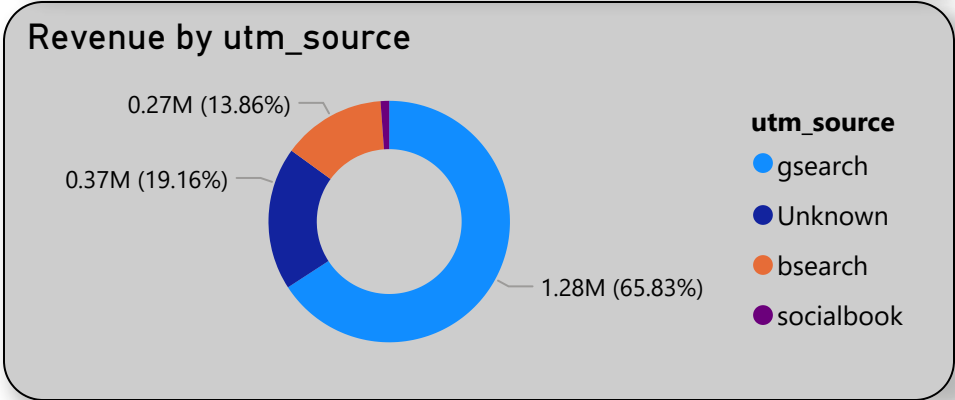
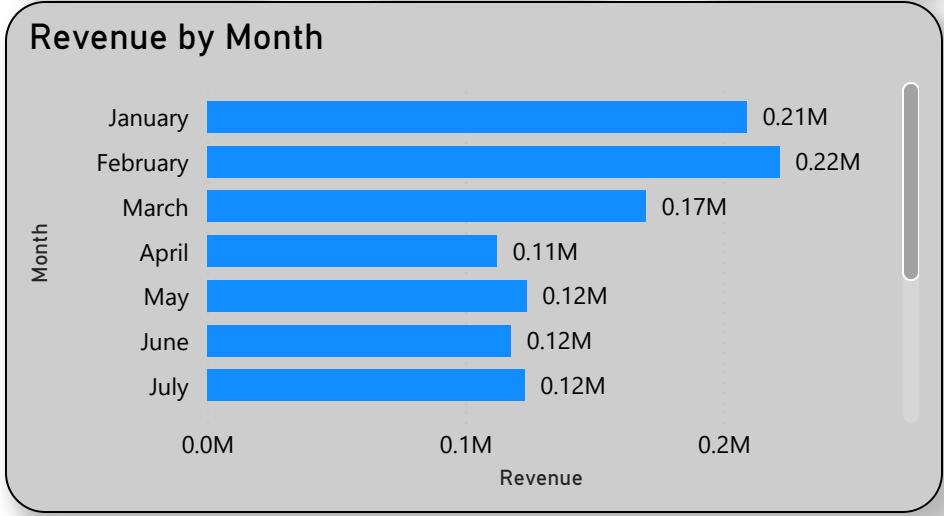
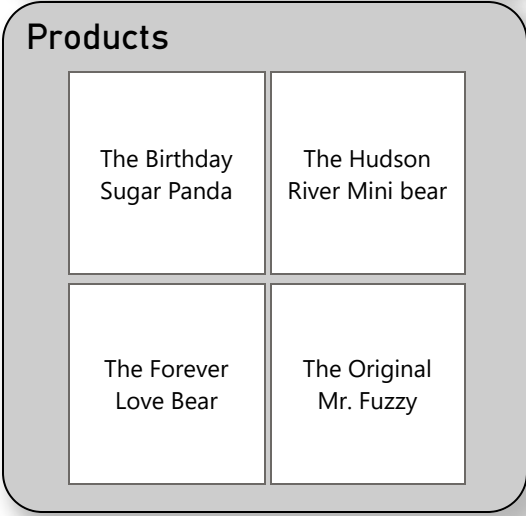
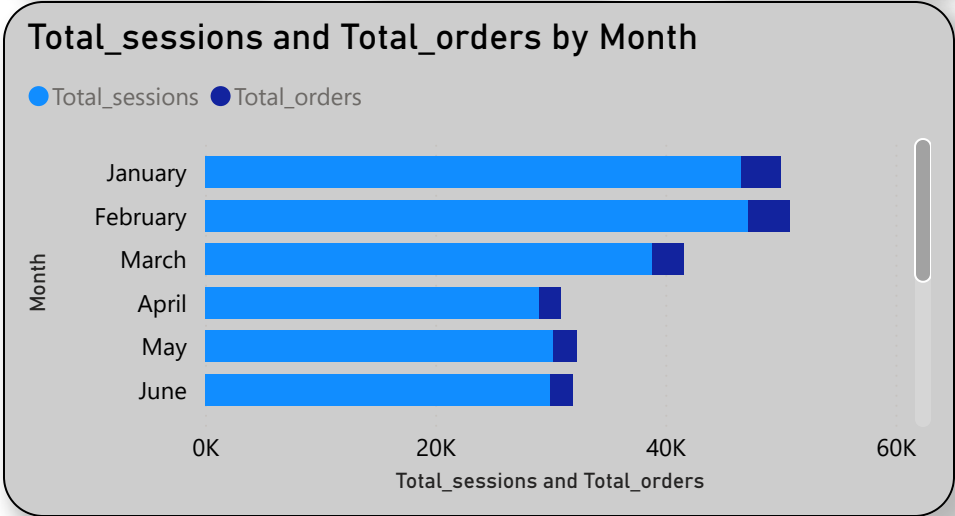
CVR
6.83

Year
2012 2013 2014 2015

AOV
59.99

1.94M
Revenue

1.22M
Gross_profit



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Month

Qtr 1

Qtr 2

Qtr 3

Qtr 4

Year

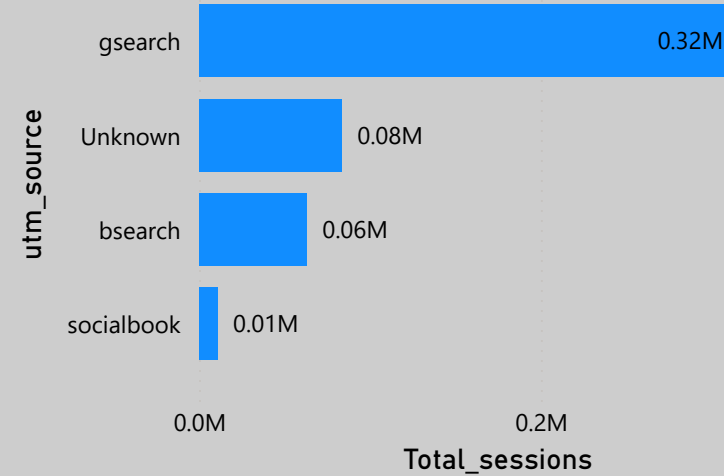
2012

2014

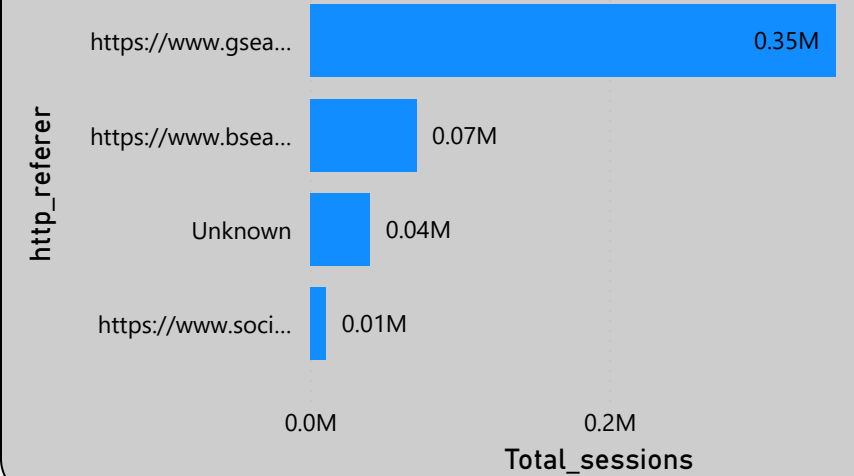
2013

2015

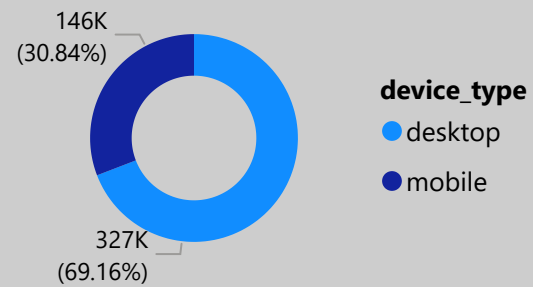
Total_sessions by utm_source



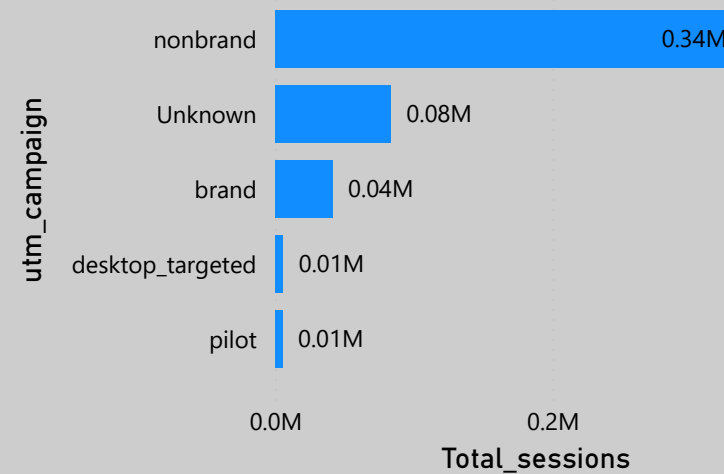
Total_sessions by http_referer



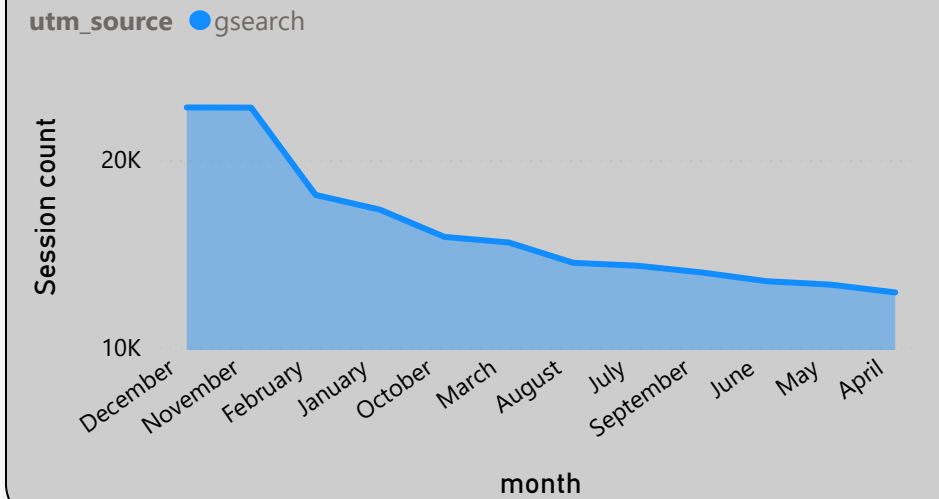
Total_sessions by device_type



Total_sessions by utm_campaign



Session count for top utm source



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59.99

Average_order_value

9.22

Average of Quat_inc

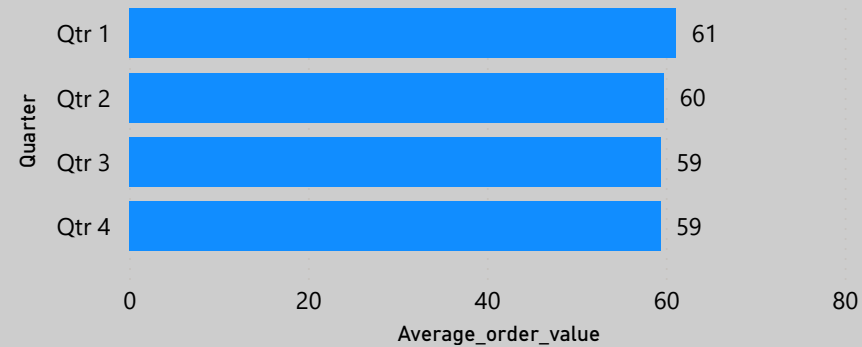
2012

2013

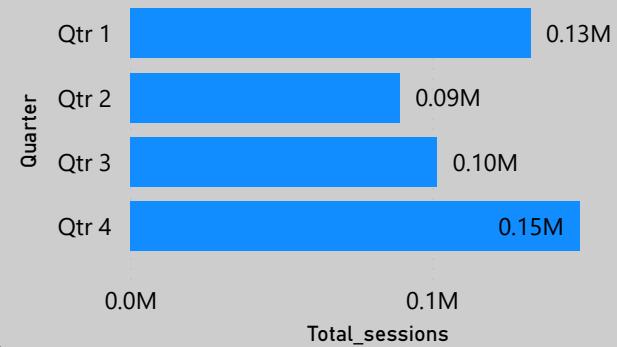
2014

2015

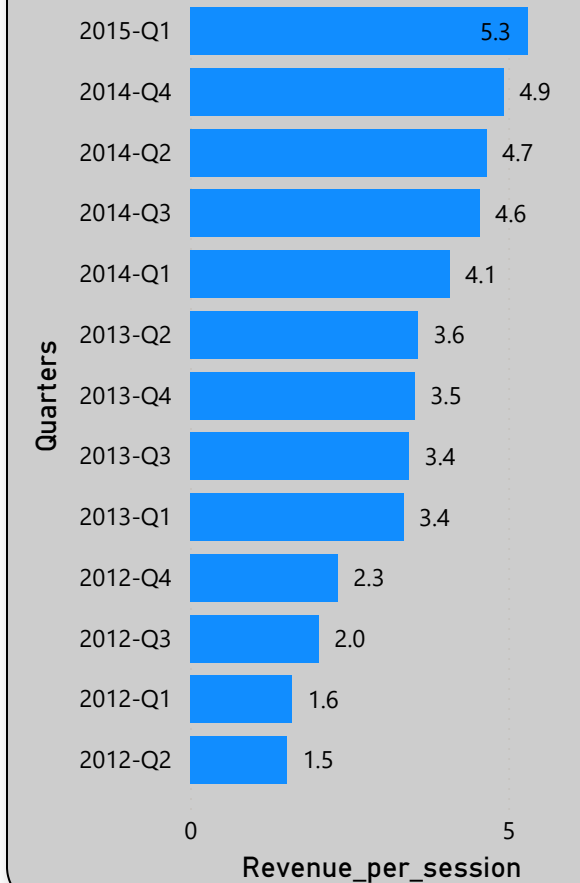
Average_order_value by Quarter



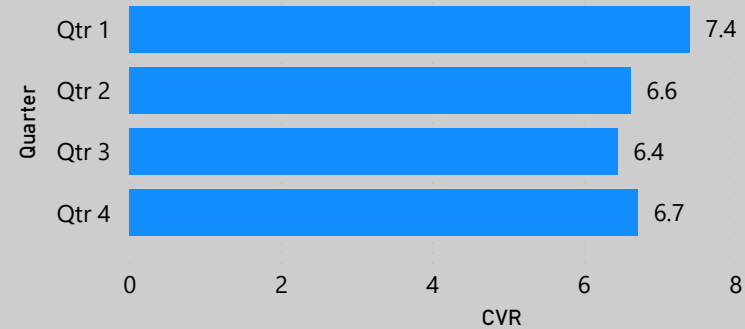
Total_sessions by Quarter



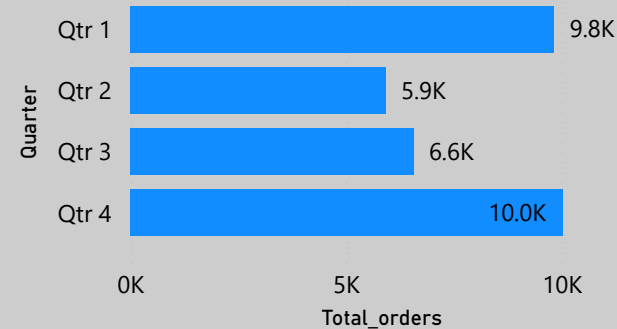
Revenue_per_Session by Quarters



CVR by Quarter



Total_orders by Quarter



Overview

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Conversion Analysis

Total Sessions

473K

Total Bounces

211.64K

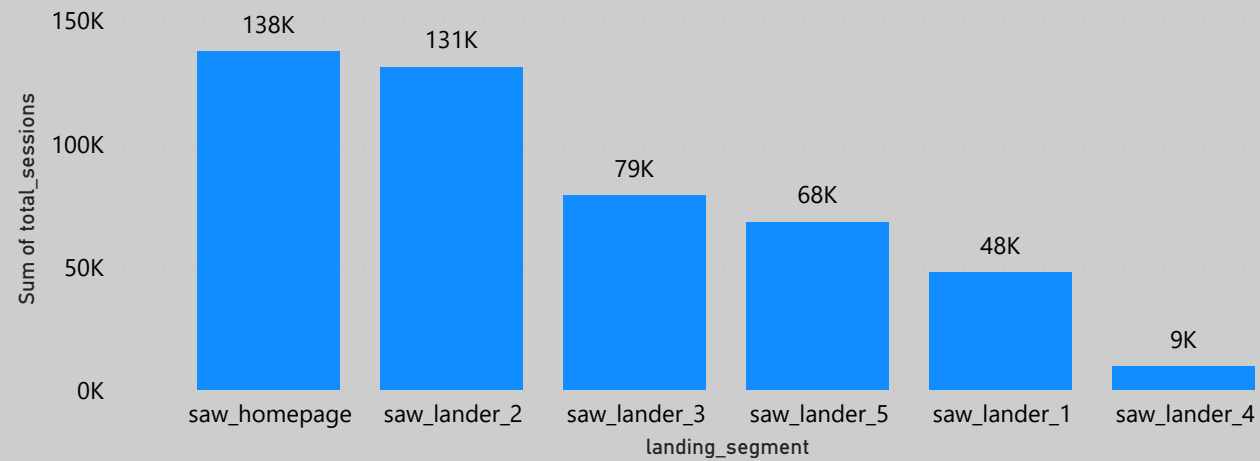
CVR

6.83

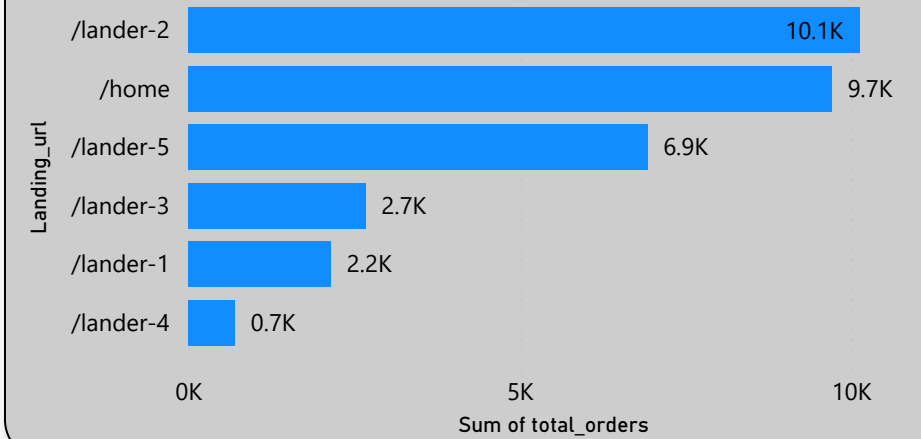
AVG Bounce rate

46.49%

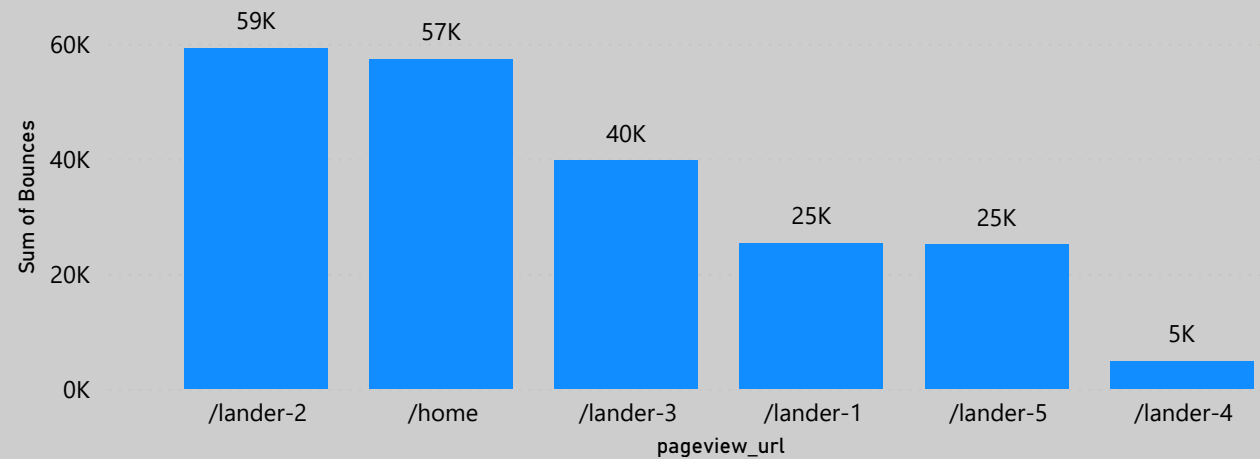
Total_sessions by Landing_page



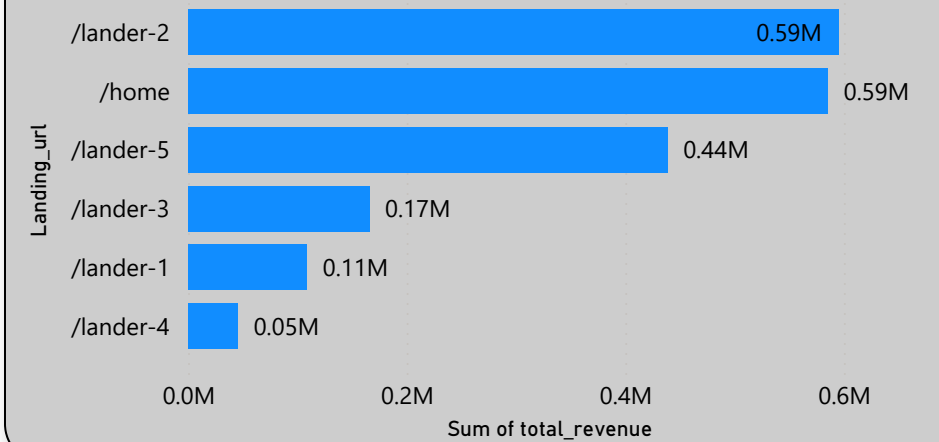
Total_orders by Landing_page



Total_Bounces by Landing_page



Total_revenue by Landing_page





Overview

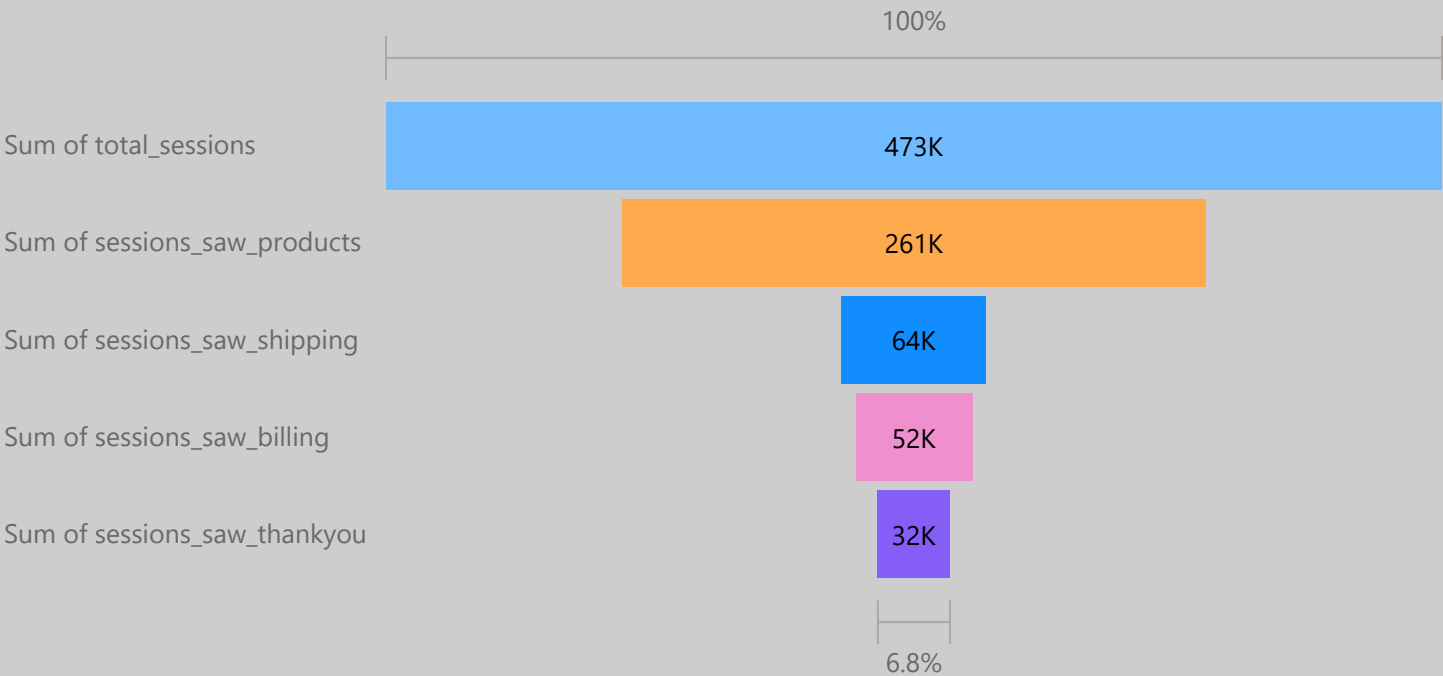
Traffic Analysis

Quarterly view

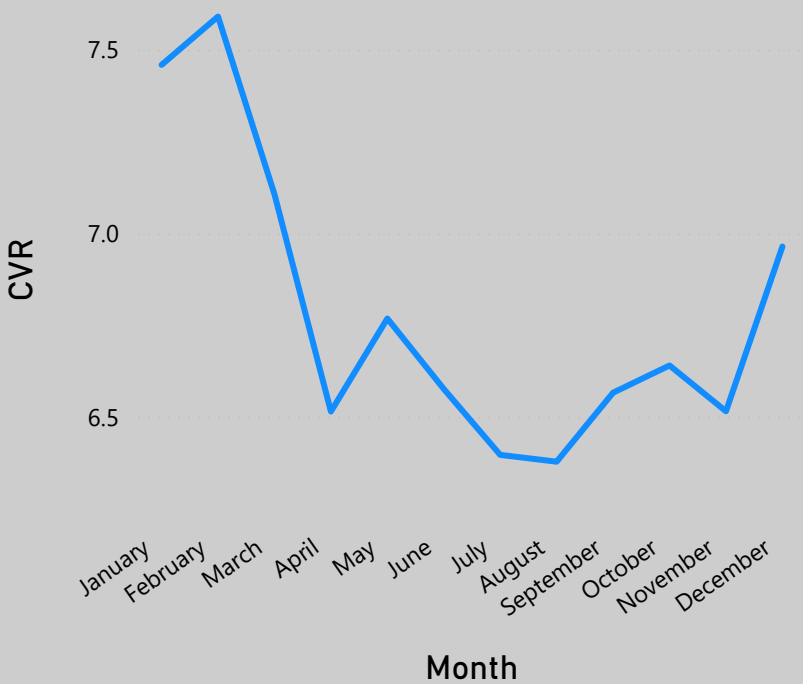
Landing page performance

Conversion Analysis

Conversion Funnel



CVR by Month



Conversion Analysis

| landing_segment | Sum of total_sessions | Sum of sessions_saw_products | Sum of sessions_saw_cart | Sum of sessions_saw_shipping | Sum of sessions_saw_billing | Sum of sessions_saw_thankyou |
|-----------------|-----------------------|------------------------------|--------------------------|------------------------------|-----------------------------|------------------------------|
| saw_lander_4 | 9385 | 4534 | 1827 | 1283 | 1066 | 708 |
| saw_lander_1 | 47574 | 22244 | 7146 | 4922 | 4029 | 2157 |
| saw_lander_3 | 79000 | 39267 | 11494 | 6790 | 4806 | 2679 |
| saw_lander_5 | 68166 | 43035 | 18060 | 12749 | 10557 | 6930 |
| saw_lander_2 | 131170 | 71921 | 27497 | 19140 | 15841 | 10128 |
| saw_homepage | 137576 | 80230 | 28929 | 19600 | 15759 | 9711 |
| Total | 472871 | 261231 | 94953 | 64484 | 52058 | 32313 |