

Gilfoyle

Various examples

This is a page message

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

Conversion rate

0.61%

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
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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	Conversion rate	Transactions	AOV	Revenue
21133	0.61%	129	£142.46	£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
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202012	21,052	274	1.302	18,856.75	68.820

Simple layout, dataframe, metrics (no comparison)

This is a page message

Sessions		Conversion rate		Transactions		AOV		Revenue	
21133		0.61%		129		£142.46		£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	
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202011	25,318	467		1.845		28,227.67		60.445	

Period	Sessions	Transactions	Conversion rate	Revenue	AOV
202012	21,052	274	1.302	18,856.75	68.820

Left-commentary layout, dataframe, commentary, notification, warning message

Sessions	Conversion rate	Transactions	AOV	Revenue
21133	0.61%	129	£142.46	£18377.6

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

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201912	21,133	129	0.610	18,377.60	142.462
202001	25,801	241	0.934	15,019.35	62.321
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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
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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.

