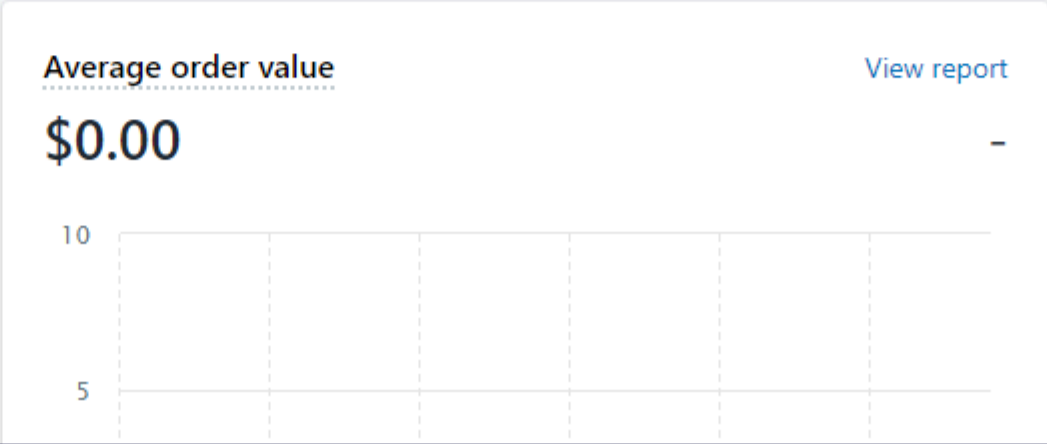
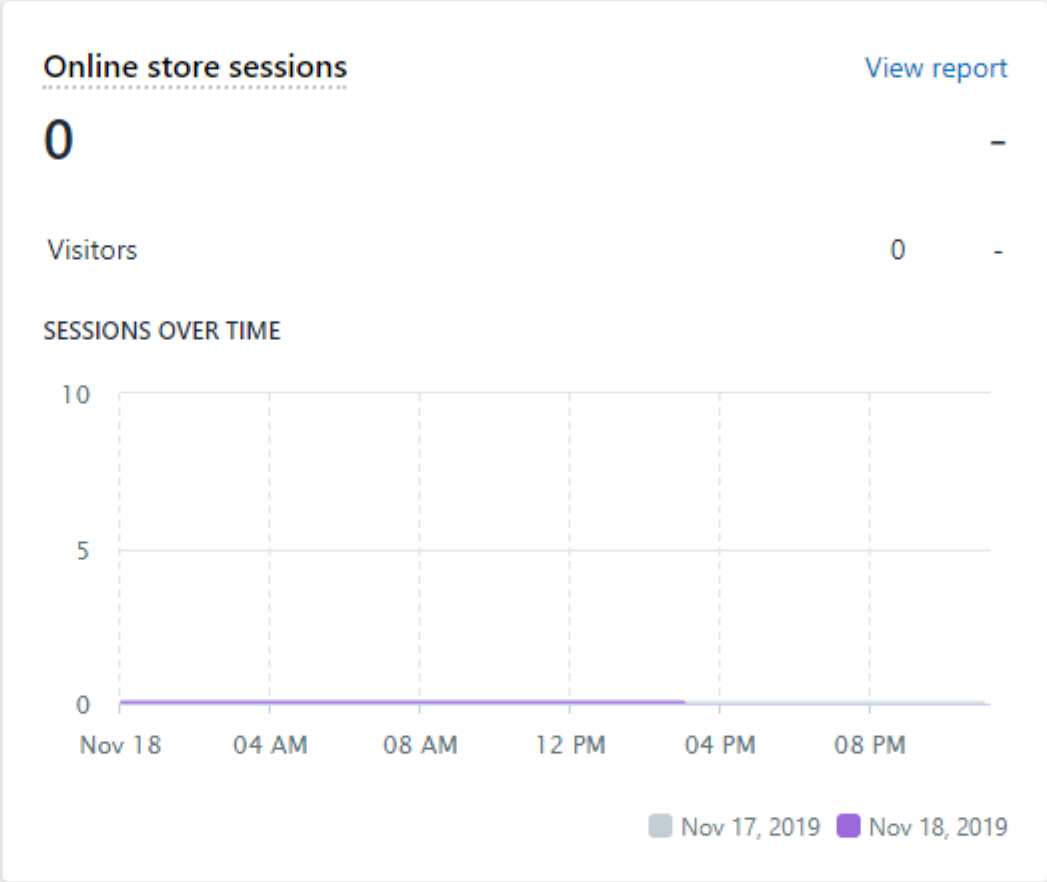


Analytics

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In the Overview dashboard you can do the following activities:

- check the value of your recent sales and compare them to a previous time period
- compare how well your sales channels are performing
- track your average order value
- see where your visitors are coming from—by region or by social media source
- monitor the trends over time

The dashboard shows the most valuable metrics that give you insight into the performance of your store and the behavior of your customers. The metrics are shown in numeric format and also as graphs where appropriate. For all the metrics, the percentage change from the previous date range can also be shown.