



2023-01-01	\$182,772	\$80,504	3	\$160	1142.30	1	2023	14	\$13,055	\$47,250	0	\$47,250	\$0	\$2,635,290	0	7	7	\$26,110	0	7	7	\$26,110	1210357143	\$2,635,290
2023-01-12	\$184,576	\$26,398	7	\$162	1139.36	1	2023	20	\$9,229	702000	0	702000	\$0	\$2,388,000	0	8	8	\$23,872	0	8	8	\$23,872	87790	\$2,388,000
2023-01-11	\$185,532	\$26,353	7	\$162	1137.76	1	2023	13	\$14,562	738000	0	738000	\$0	\$1,745,400	0	7	7	\$17,442	0	6	6	\$17,442	122000	\$1,745,400
2023-01-10	\$193,353	\$32,226	6	\$161	1200.95	1	2023	20	\$9,668	1590000	0	1590000	\$0	\$4,490,000	0	12	12	\$14,113	0	14	14	\$13,811	1130287214	\$4,490,000
2023-01-09	\$196,329	\$65,443	5	\$171	1148.12	1	2023	13	\$15,102	910000	0	910000	\$0	\$2,688,000	0	6	6	\$24,541	0	8	8	\$24,541	113790	\$2,688,000
2023-01-08	\$201,752	\$45,398	5	\$166	1020.95	1	2023	16	\$12,872	980000	0	980000	\$0	\$2,560,000	0	8	8	\$23,432	0	8	8	\$23,432	9633333333	\$2,560,000
2023-01-07	\$191,718	\$63,906	3	\$166	1154.93	1	2023	25	\$7,869	980000	0	980000	\$0	\$2,803,000	0	8	8	\$23,985	0	10	10	\$16,172	98600	\$2,803,000
2023-01-06	\$182,266	\$80,755	3	\$154	1183.81	1	2023	16	\$11,292	884167	0	884167	\$0	\$1,884,000	0	8	8	\$20,379	0	8	8	\$20,379	1478114897	\$1,884,000
2023-01-05	\$179,538	\$35,858	5	\$167	1074.42	1	2023	16	\$11,190	904000	0	904000	\$0	\$2,441,000	0	9	9	\$19,893	0	9	9	\$19,893	1104444444	\$2,441,000
2023-01-04	\$183,207	\$19,321	10	\$151	1086.84	1	2023	25	\$6,528	834200	0	834200	\$0	\$1,432,200	0	6	6	\$27,201	0	6	6	\$27,201	1091093333	\$1,432,200
2023-01-03	\$141,786	\$26,487	4	\$150	1288.08	1	2023	17	\$6,340	822000	0	822000	\$0	\$2,466,000	0	12	12	\$14,179	0	12	12	\$14,179	9181666667	\$2,466,000
2023-01-02	\$140,236	\$23,373	6	\$96	1460.81	1	2023	16	\$6,765	657000	0	657000	\$0	\$1,846,000	0	6	6	\$23,373	0	7	7	\$20,034	9386714286	\$1,846,000
2023-01-01	\$189,579	\$21,197	6	\$45	3768.42	1	2023	10	\$16,588	980000	0	980000	\$0	\$2,600,000	0	1	1	\$16,579	0	1	1	\$6000	98000	\$2,600,000
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#N/D/0	0	0	0	0	0	\$0	\$0	0	0	\$0	0	0	0	0	#N/D/0	0	0	0	#N/D/0	#N/D/0	\$0
12	1999	0	#																					

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# Perfomance Digital Marketing Final

## Ordenes

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		Entregados		Transito		CAC ORDENES		CAC PRODUCTOS	
Año	Mes	Ordenes	Productos	Ordenes	Productos	Real	Proyectado	Real	Proyectado
2023	7	252	323	78	88	\$42,558	\$32,499	\$33,203	\$26,094
2023	6	395	461	11	11	\$31,814	\$30,952	\$27,259	\$26,624
2023	5	416	502	1	2	\$30,208	\$30,135	\$28,082	\$27,971
2023	4	276	327	0	0	\$51,077	\$51,077	\$31,157	\$31,157
2023	3	158	181	0	0	\$64,482	\$64,482	\$45,882	\$45,882
2023	2	165	215	0	0	\$50,331	\$50,331	\$38,346	\$38,346
2023	1	209	252	0	0	\$39,446	\$39,446	\$24,978	\$24,978

Año	Mes	Ventas	Ingresos	Ventas Transito	Ingresos Transito	Total Ventas	Total Ingresos	Margen Real	Margen Proyectado
2023	7	\$79,317,433	\$30,991,433	\$19,446,000.00	\$8,439,000	\$98,763,433	\$39,430,433	39.1%	39.92%
2023	6	\$114,246,300	\$43,977,300	\$1,984,000.00	\$1,134,000	\$116,230,300	\$45,111,300	38.5%	38.81%
2023	5	\$112,666,704	\$45,517,704	\$400,500.00	\$198,500	\$113,067,204	\$45,716,204	40.4%	40.43%
2023	4	\$79,074,520	\$30,873,520	\$0.00	\$0	\$79,074,520	\$30,873,520	39.0%	39.04%
2023	3	\$59,658,901	\$21,422,901	\$0.00	\$0	\$59,658,901	\$21,422,901	35.9%	35.91%
2023	2	\$62,059,800	\$22,051,800	\$0.00	\$0	\$62,059,800	\$22,051,800	35.5%	35.53%
2023	1	\$79,768,667	\$28,084,167	\$0.00	\$0	\$79,768,667	\$28,084,167	35.2%	35.21%

Año	Mes	Facebook	Google	Digital	% Sobre Ingresos	Ingresos - Costos	% Sobre Ventas	Gasto Autorizado Marketing	Ejecución
2023	7	\$9,800,614	\$924,054	\$10,724,668	34.61%	\$20,266,765	13.52%	\$11,829,130	90.66%
2023	6	\$10,948,495	\$1,617,882	\$12,566,377	28.57%	\$31,410,923	11.00%	\$13,533,390	92.85%
2023	5	\$12,471,219	\$1,626,135	\$14,097,354	30.97%	\$31,420,350	12.51%	\$13,714,861	102.79%
2023	4	\$9,274,919	\$913,261	\$10,188,180	33.00%	\$20,685,340	12.88%	\$9,262,056	110.00%
2023	3	\$6,725,508	\$1,579,126	\$8,304,634	38.77%	\$13,118,267	13.92%	\$6,426,870	129.22%
2023	2	\$6,987,024	\$1,257,272	\$8,244,296	37.39%	\$13,807,504	13.28%	\$6,615,540	124.62%
2023	1	\$5,420,880	\$873,590	\$6,294,470	22.41%	\$21,789,697	7.89%	\$8,425,250	74.71%

2023	1	2	3	4	5	6	7	8
	Enero	Febrero	Marzo	Abril	Mayo	Junio	Julio	Agosto
Tráfico	17411	17041	11383	13158	37841	28992	21423	48000
Tasa Conversión	1.20%	0.97%	1.39%	2.10%	1.10%	1.40%	1.54%	0.03%
Ordenes	209	165	158	276	417	406	330	12
Ticket Promedio	\$844,996	\$642,351	\$713,436	\$484,431	\$572,970	\$489,016	\$396,440	\$310,000
Ventas Totales	\$176,604,103	\$105,987,967	\$112,722,918	\$133,703,019	\$238,928,594	\$198,540,399	\$130,825,333	\$3,720,000
Tasa Entrega	45%	59%	53%	59%	47%	58%	61%	80%
Ordenes Entregadas	\$79,768,667	\$62,059,800	\$59,658,901	\$79,074,520	\$112,666,704	\$114,246,300	\$79,317,433	\$2,976,000
Margen Promedio	35%	36%	36%	39%	41%	39%	50%	36%
Ingresos	\$28,084,167	\$22,051,800	\$21,422,901	\$30,873,520	\$45,716,204	\$45,111,300	\$39,430,433	\$1,071,360
Costo por Visita	\$362	\$484	\$730	\$774	\$373	\$433	\$501	500
Presupuesto Mercadeo	\$6,294,470	\$8,244,296	\$8,304,634	\$10,188,180	\$14,097,354	\$12,566,377	\$10,724,668	\$24,000,000
ROI	346%	167%	158%	203%	224%	259%	268%	

Date	Active users	New users	Sessions	Sessions per use	Views	Ecommerce purc	Mes	Año	
2023-08-02	314	107	356	1.13	1894	2	8	2023	
2023-08-01	802	617	1168	1.46	4886	2	8	2023	
2023-07-31	632	462	1012	1.6	4020	0	7	2023	
2023-07-30	722	509	1133	1.57	4968	1	7	2023	
2023-07-29	629	468	965	1.53	4665	3	7	2023	
2023-07-28	646	439	1012	1.57	4488	2	7	2023	
2023-07-27	539	352	889	1.65	4771	2	7	2023	
2023-07-26	561	380	952	1.7	3975	3	7	2023	
2023-07-25	636	435	1010	1.59	4629	0	7	2023	
2023-07-24	610	408	956	1.57	6124	4	7	2023	
2023-07-23	409	235	666	1.63	4292	8	7	2023	
2023-07-22	604	400	1005	1.66	5315	3	7	2023	
2023-07-21	582	374	984	1.69	4528	3	7	2023	
2023-07-20	495	319	837	1.69	3701	3	7	2023	
2023-07-19	577	378	911	1.58	4322	8	7	2023	
2023-07-18	554	373	946	1.71	3260	2	7	2023	
2023-07-17	596	383	955	1.6	4578	9	7	2023	
2023-07-16	604	376	965	1.6	4515	8	7	2023	
2023-07-15	504	345	849	1.68	4129	2	7	2023	
2023-07-14	531	335	924	1.74	3948	6	7	2023	
2023-07-13	520	348	902	1.73	4180	0	7	2023	
2023-07-12	584	379	898	1.54	4146	1	7	2023	
2023-07-11	726	486	1175	1.62	5034	3	7	2023	
2023-07-10	805	566	1250	1.55	5101	3	7	2023	
2023-07-09	894	676	1353	1.51	5375	1	7	2023	
2023-07-08	847	600	1271	1.5	5647	7	7	2023	
2023-07-07	833	558	1302	1.56	5981	2	7	2023	
2023-07-06	889	626	1415	1.59	6061	4	7	2023	
2023-07-05	931	676	1439	1.55	6518	6	7	2023	
2023-07-04	917	658	1359	1.48	5981	10	7	2023	
2023-07-03	1032	780	1465	1.42	5836	5	7	2023	
2023-07-02	1042	793	1543	1.48	5636	7	7	2023	
2023-07-01	972	703	1428	1.47	5363	8	7	2023	
2023-06-30	837	618	1235	1.48	5509	7	6	2023	
2023-06-29	802	558	1240	1.55	5744	6	6	2023	
2023-06-28	756	517	1206	1.6	6757	2	6	2023	
2023-06-27	827	560	1283	1.55	5015	7	6	2023	
2023-06-26	870	609	1339	1.54	6390	7	6	2023	
2023-06-25	867	616	1322	1.52	5407	9	6	2023	
2023-06-24	773	517	1215	1.57	4998	8	6	2023	
2023-06-23	765	553	1176	1.54	5948	9	6	2023	
2023-06-22	911	636	1381	1.52	5173	4	6	2023	
2023-06-21	1135	878	1642	1.45	6808	5	6	2023	
2023-06-20	1312	1025	1803	1.37	9107	7	6	2023	
2023-06-19	1035	762	1544	1.49	6387	5	6	2023	
2023-06-18	904	601	1358	1.5	6480	3	6	2023	
2023-06-17	908	611	1407	1.55	6003	12	6	2023	
2023-06-16	909	637	1404	1.54	7239	12	6	2023	
2023-06-15	957	659	1451	1.52	5892	3	6	2023	
2023-06-14	940	637	1476	1.57	5907	11	6	2023	
2023-06-13	974	684	1511	1.55	6830	7	6	2023	
2023-06-12	982	708	1539	1.57	5858	15	6	2023	
2023-06-11	1109	800	1612	1.45	6103	8	6	2023	
2023-06-10	897	621	1420	1.58	5754	7	6	2023	
2023-06-09	861	591	1325	1.54	6391	9	6	2023	
2023-06-08	978	706	1546	1.58	7042	6	6	2023	
2023-06-07	983	713	1464	1.49	6772	7	6	2023	
2023-06-06	1009	744	1507	1.49	7214	3	6	2023	
2023-06-05	1036	796	1549	1.5	6403	8	6	2023	
2023-06-04	1231	915	1783	1.45	6444	7	6	2023	
2023-06-03	1091	782	1573	1.44	6140	4	6	2023	
2023-06-02	1176	862	1736	1.48	7949	7	6	2023	
2023-06-01	1157	865	1690	1.46	6744	14	6	2023	

2023-05-31	915	640	1383	1.51	5662	7	5	2023
2023-05-30	941	675	1437	1.53	6232	8	5	2023
2023-05-29	977	668	1515	1.55	6901	7	5	2023
2023-05-28	1017	744	1503	1.48	7063	10	5	2023
2023-05-27	840	592	1316	1.57	6122	17	5	2023
2023-05-26	835	559	1270	1.52	5698	16	5	2023
2023-05-25	893	625	1377	1.54	5769	11	5	2023
2023-05-24	921	621	1407	1.53	6329	6	5	2023
2023-05-23	1064	740	1595	1.5	8275	14	5	2023
2023-05-22	1144	844	1664	1.45	6659	10	5	2023
2023-05-21	1059	760	1540	1.45	5813	13	5	2023
2023-05-20	977	696	1436	1.47	6338	7	5	2023
2023-05-19	735	512	1120	1.52	4941	9	5	2023
2023-05-18	925	671	1369	1.48	6447	7	5	2023
2023-05-17	977	692	1494	1.53	5666	6	5	2023
2023-05-16	960	692	1441	1.5	6256	16	5	2023
2023-05-15	871	644	1336	1.53	6739	14	5	2023
2023-05-14	862	635	1261	1.46	5315	8	5	2023
2023-05-13	876	630	1230	1.4	5286	13	5	2023
2023-05-12	853	609	1261	1.48	6436	7	5	2023
2023-05-11	1090	796	1537	1.41	7369	11	5	2023
2023-05-10	1522	1208	2058	1.35	7987	6	5	2023
2023-05-09	1593	1294	2071	1.3	9438	12	5	2023
2023-05-08	1514	1216	2004	1.32	7492	9	5	2023
2023-05-07	1744	1425	2257	1.29	7803	6	5	2023
2023-05-06	1569	1284	2074	1.32	8111	16	5	2023
2023-05-05	2425	2088	3034	1.25	10765	19	5	2023
2023-05-04	2241	1978	2809	1.25	9443	5	5	2023
2023-05-03	1692	1425	2151	1.27	8457	11	5	2023
2023-05-02	1740	1457	2233	1.28	9633	16	5	2023
2023-05-01	2069	1833	2518	1.22	10127	11	5	2023
2023-04-30	1708	1482	2143	1.25	9284	15	4	2023
2023-04-29	1222	1025	1556	1.27	7062	12	4	2023
2023-04-28	381	263	581	1.52	5049	7	4	2023
2023-04-27	430	295	638	1.48	4009	14	4	2023
2023-04-26	416	305	576	1.38	4609	3	4	2023
2023-04-25	454	317	647	1.43	4248	13	4	2023
2023-04-24	446	336	633	1.42	3426	11	4	2023
2023-04-23	305	229	434	1.42	2383	5	4	2023
2023-04-22	415	303	571	1.38	3254	4	4	2023
2023-04-21	310	215	452	1.46	2254	3	4	2023
2023-04-20	342	252	491	1.44	2496	4	4	2023
2023-04-19	400	310	567	1.42	2655	3	4	2023
2023-04-18	350	259	515	1.47	2780	3	4	2023
2023-04-17	384	292	557	1.45	3367	6	4	2023
2023-04-16	352	281	499	1.42	1974	3	4	2023
2023-04-15	369	286	515	1.4	2405	3	4	2023
2023-04-14	391	301	530	1.36	2602	7	4	2023
2023-04-13	372	273	535	1.44	3250	0	4	2023
2023-04-12	285	198	439	1.54	2432	3	4	2023
2023-04-11	299	196	453	1.52	2241	3	4	2023
2023-04-10	275	191	422	1.53	2036	5	4	2023
2023-04-09	330	244	474	1.44	2485	5	4	2023
2023-04-08	313	211	454	1.45	2152	3	4	2023
2023-04-07	301	223	432	1.44	2424	2	4	2023
2023-04-06	294	219	424	1.44	1959	5	4	2023
2023-04-05	276	177	406	1.47	2013	3	4	2023
2023-04-04	366	248	502	1.37	2673	11	4	2023
2023-04-03	341	240	476	1.4	2589	5	4	2023
2023-04-02	510	384	702	1.38	3132	4	4	2023
2023-04-01	521	410	734	1.41	2759	2	4	2023
2023-03-31	404	302	589	1.46	2765	6	3	2023
2023-03-30	407	317	587	1.44	2823	4	3	2023
2023-03-29	388	288	553	1.43	2422	2	3	2023

2023-03-28	293	211	435	1.48	2379	8	3	2023
2023-03-27	304	221	456	1.5	2302	4	3	2023
2023-03-26	323	236	445	1.38	2254	5	3	2023
2023-03-25	283	215	419	1.48	1719	1	3	2023
2023-03-24	258	180	386	1.5	1642	1	3	2023
2023-03-23	294	217	441	1.5	2154	3	3	2023
2023-03-22	309	221	439	1.42	2347	4	3	2023
2023-03-21	367	289	503	1.37	2578	4	3	2023
2023-03-20	316	246	433	1.37	2709	3	3	2023
2023-03-19	282	226	413	1.46	1717	0	3	2023
2023-03-18	292	209	395	1.35	1951	2	3	2023
2023-03-17	305	211	448	1.47	2123	12	3	2023
2023-03-16	362	277	489	1.35	2148	6	3	2023
2023-03-15	395	296	522	1.32	2612	3	3	2023
2023-03-14	384	289	512	1.33	3236	6	3	2023
2023-03-13	394	289	566	1.44	2834	4	3	2023
2023-03-12	373	282	546	1.46	2915	5	3	2023
2023-03-11	377	280	545	1.45	2506	4	3	2023
2023-03-10	363	262	548	1.51	2210	2	3	2023
2023-03-09	412	286	606	1.47	2761	5	3	2023
2023-03-08	418	310	587	1.4	3002	12	3	2023
2023-03-07	472	346	648	1.37	3340	4	3	2023
2023-03-06	478	355	646	1.35	3090	5	3	2023
2023-03-05	538	413	713	1.33	3518	2	3	2023
2023-03-04	394	281	560	1.42	2599	4	3	2023
2023-03-03	392	301	572	1.46	2344	4	3	2023
2023-03-02	394	292	552	1.4	3010	2	3	2023
2023-03-01	412	303	594	1.44	2563	6	3	2023
2023-02-28	413	313	580	1.4	2394	7	2	2023
2023-02-27	406	311	574	1.41	2509	7	2	2023
2023-02-26	437	347	605	1.38	2565	1	2	2023
2023-02-25	375	299	532	1.42	2468	2	2	2023
2023-02-24	399	318	520	1.3	2101	6	2	2023
2023-02-23	737	585	1045	1.42	3728	4	2	2023
2023-02-22	806	644	1139	1.41	3878	7	2	2023
2023-02-21	886	707	1218	1.37	4274	4	2	2023
2023-02-20	890	695	1216	1.37	4301	3	2	2023
2023-02-19	973	828	1309	1.35	4851	6	2	2023
2023-02-18	936	771	1220	1.3	4014	3	2	2023
2023-02-17	841	686	1125	1.34	4213	7	2	2023
2023-02-16	881	744	1183	1.34	4303	7	2	2023
2023-02-15	807	640	1082	1.34	3887	2	2	2023
2023-02-14	905	754	1210	1.34	3844	3	2	2023
2023-02-13	979	844	1324	1.35	4572	4	2	2023
2023-02-12	1008	837	1296	1.29	4269	15	2	2023
2023-02-11	883	721	1158	1.31	4525	5	2	2023
2023-02-10	557	436	741	1.33	3842	6	2	2023
2023-02-09	357	270	476	1.33	2583	3	2	2023
2023-02-08	292	207	400	1.37	2430	1	2	2023
2023-02-07	286	199	399	1.4	2159	0	2	2023
2023-02-06	308	227	425	1.38	1920	3	2	2023
2023-02-05	355	261	487	1.37	2162	1	2	2023
2023-02-04	299	220	423	1.41	2338	1	2	2023
2023-02-03	315	221	465	1.48	2283	2	2	2023
2023-02-02	395	302	538	1.36	3379	4	2	2023
2023-02-01	315	220	421	1.34	2113	6	2	2023
2023-01-31	323	234	458	1.42	2171	4	1	2023
2023-01-30	357	269	487	1.36	2978	10	1	2023
2023-01-29	360	264	483	1.34	2528	5	1	2023
2023-01-28	379	267	488	1.29	2375	4	1	2023
2023-01-27	509	368	629	1.24	3551	1	1	2023
2023-01-26	933	756	1050	1.13	6461	4	1	2023
2023-01-25	514	389	640	1.25	3664	5	1	2023
2023-01-24	338	248	455	1.35	2327	0	1	2023



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Date	Active users	New users	Sessions	Sessions per use	Views	Ecommerce purchases
2023-08-02	137	105	211	1.54	356	1
2023-08-01	415	358	539	1.3	1204	0
2023-07-31	310	248	432	1.39	691	0
2023-07-30	324	265	441	1.36	1022	0
2023-07-29	266	216	346	1.3	770	0
2023-07-28	276	221	378	1.37	665	1
2023-07-27	324	257	451	1.39	742	2
2023-07-26	384	320	508	1.32	978	2
2023-07-25	380	315	508	1.34	952	1
2023-07-24	457	406	573	1.25	1066	0
2023-07-23	551	518	697	1.26	1077	0
2023-07-22	551	493	688	1.25	1320	0
2023-07-21	512	447	652	1.27	1359	1
2023-07-20	368	312	483	1.31	934	0
2023-07-19	346	295	475	1.37	1027	1
2023-07-18	385	331	495	1.29	894	0
2023-07-17	372	314	481	1.29	1023	0
2023-07-16	439	383	540	1.23	911	0
2023-07-15	381	333	478	1.25	852	2
2023-07-14	377	327	489	1.3	1060	0
2023-07-13	350	294	425	1.21	721	0
2023-07-12	309	254	381	1.23	785	0
2023-07-11	327	278	417	1.28	1024	1
2023-07-10	331	282	402	1.21	746	1
2023-07-09	330	290	411	1.25	944	0
2023-07-08	293	255	358	1.22	866	0
2023-07-07	360	316	425	1.18	764	0
2023-07-06	361	326	437	1.21	827	1
2023-07-05	321	286	400	1.25	804	2
2023-07-04	382	342	451	1.18	1078	2
2023-07-03	366	339	431	1.18	766	0
2023-07-02	438	413	497	1.13	999	1
2023-07-01	382	352	440	1.15	846	1
2023-06-30	315	279	376	1.19	690	1
2023-06-29	298	276	340	1.14	679	0
2023-06-28	285	269	328	1.15	758	0
2023-06-27	304	288	337	1.11	536	0
2023-06-26	295	291	319	1.08	589	0
2023-06-25	17	17	18	1.06	30	0
2023-06-24	6	5	7	1.17	13	0
2023-06-23	9	9	9	1	12	0
2023-06-22	8	8	11	1.38	34	1

Date	Active users	New users	Sessions	Sessions per use	Views	Ecommerce purchases
2023-08-02	46	28	62	1.35	146	0
2023-08-01	188	167	224	1.19	600	3
2023-07-31	147	133	174	1.18	365	3
2023-07-30	122	105	146	1.2	372	3
2023-07-29	79	65	88	1.11	318	6
2023-07-28	81	70	99	1.22	262	4
2023-07-27	107	93	137	1.28	484	4
2023-07-26	75	62	114	1.52	311	1
2023-07-25	89	72	112	1.26	490	3
2023-07-24	102	85	135	1.32	487	4
2023-07-23	106	92	127	1.2	531	5
2023-07-22	103	89	124	1.2	417	2
2023-07-21	77	68	98	1.27	231	1
2023-07-20	90	80	116	1.29	323	1
2023-07-19	116	99	144	1.24	411	1
2023-07-18	98	82	118	1.2	327	2
2023-07-17	75	67	99	1.32	317	0
2023-07-16	100	92	110	1.1	290	4
2023-07-15	81	68	93	1.15	310	4
2023-07-14	76	66	89	1.17	253	1
2023-07-13	95	81	110	1.16	337	4
2023-07-12	93	84	112	1.2	389	2
2023-07-11	78	61	105	1.35	429	2
2023-07-10	103	94	121	1.17	483	0
2023-07-09	95	81	110	1.16	324	3
2023-07-08	75	67	91	1.21	388	0
2023-07-07	77	65	105	1.36	286	2
2023-07-06	75	66	96	1.28	347	1
2023-07-05	97	78	121	1.25	766	2
2023-07-04	95	83	118	1.24	318	0
2023-07-03	86	78	101	1.17	407	0
2023-07-02	82	74	89	1.09	277	0
2023-07-01	93	84	110	1.18	673	4
2023-06-30	74	62	90	1.22	337	1
2023-06-29	72	65	85	1.18	299	2
2023-06-28	70	63	87	1.24	358	2
2023-06-27	91	84	110	1.21	410	2
2023-06-26	82	74	99	1.21	464	1
2023-06-25	106	101	122	1.15	505	3
2023-06-24	175	173	199	1.14	465	4
2023-06-23	51	51	58	1.14	415	2

Date	Active users	New users	Sessions	Sessions per use	Views	Ecommerce purchases
2023-08-02	34	37	57	1.68	103	0
2023-08-01	565	495	721	1.28	1176	0
2023-07-31	534	450	689	1.29	1212	0
2023-07-30	514	437	649	1.26	1174	0
2023-07-29	438	363	572	1.31	1075	0
2023-07-28	436	380	556	1.28	960	0
2023-07-27	362	298	498	1.38	868	0
2023-07-26	362	290	499	1.38	773	1
2023-07-25	372	297	510	1.37	1051	0
2023-07-24	357	307	464	1.3	658	0
2023-07-23	406	355	533	1.31	858	0
2023-07-22	342	280	473	1.38	674	0
2023-07-21	285	239	398	1.4	732	0
2023-07-20	354	313	447	1.26	671	0
2023-07-19	367	307	454	1.24	701	0
2023-07-18	347	299	472	1.36	747	0
2023-07-17	326	273	427	1.31	598	0
2023-07-16	412	363	527	1.28	799	0
2023-07-15	303	265	397	1.31	581	0
2023-07-14	334	279	428	1.28	702	1
2023-07-13	338	291	440	1.3	866	0
2023-07-12	293	246	378	1.29	631	0
2023-07-11	359	299	453	1.26	690	0
2023-07-10	371	330	463	1.25	832	0
2023-07-09	333	301	450	1.35	596	0
2023-07-08	287	251	381	1.33	578	0
2023-07-07	317	271	392	1.24	855	0
2023-07-06	299	262	382	1.28	763	0
2023-07-05	356	321	456	1.28	1142	1
2023-07-04	368	328	454	1.23	778	0
2023-07-03	375	351	457	1.22	677	1
2023-07-02	446	412	517	1.16	779	0
2023-07-01	413	381	487	1.18	775	2
2023-06-30	269	247	333	1.24	497	0
2023-06-29	281	258	332	1.18	589	0
2023-06-28	289	259	339	1.17	647	1
2023-06-27	302	282	360	1.19	499	0
2023-06-26	284	268	344	1.21	634	2
2023-06-25	279	265	315	1.13	557	2
2023-06-24	294	279	320	1.09	571	1
2023-06-23	245	243	255	1.04	400	0
2023-06-22	104	104	107	1.03	161	0