



2023-01-13	\$162,772	\$80,524	3	\$180	1142.33	1	2023	14	\$13,285	\$47290	0	\$47290	\$0	\$2,638,290	0	7	7	\$26,110	0	7	7	\$26,110	121009,7143	\$2,638,290	
2023-01-12	\$184,576	\$26,366	7	\$162	1139.36	1	2023	20	\$9,229	702000	0	702000	\$0	\$2,388,000	0	0	0	\$23,072	0	0	0	\$23,072	87786	\$2,388,000	
2023-01-11	\$188,832	\$26,933	7	\$162	1163.78	1	2023	13	\$14,302	738000	0	738000	\$0	\$1,441,000	0	0	0	\$31,422	0	0	0	\$31,422	121000	\$1,441,000	
2023-01-10	\$193,263	\$32,236	6	\$161	1209.06	1	2023	20	\$9,891	1090000	0	1090000	\$0	\$4,640,300	0	12	12	\$14,173	0	0	0	\$14,173	111928,8714	\$4,640,300	
2023-01-09	\$196,329	\$86,443	3	\$171	1148.12	1	2023	13	\$15,102	910000	0	910000	\$0	\$2,688,000	0	5	5	\$35,268	0	0	0	\$35,268	113756	\$2,688,000	
2023-01-08	\$201,792	\$46,359	5	\$198	1029.85	1	2023	16	\$12,812	990000	0	990000	\$0	\$2,985,000	0	4	4	\$50,448	0	0	0	\$50,448	98333,3333	\$2,985,000	
2023-01-07	\$191,718	\$63,366	3	\$186	1114.63	1	2023	1	\$7,699	986000	0	986000	\$0	\$2,638,000	0	0	0	\$11,172	0	0	0	\$11,172	98600	\$2,638,000	
2023-01-06	\$192,268	\$60,793	3	\$194	1183.55	1	2023	16	\$11,362	884167	0	884167	\$0	\$1,980,867	0	5	5	\$36,453	0	0	0	\$36,453	147581,1687	\$1,980,867	
2023-01-05	\$179,036	\$35,369	5	\$197	967.42	1	2023	17	\$11,191	994600	0	994600	\$0	\$2,241,100	0	0	0	\$19,883	0	0	0	\$19,883	116444,4444	\$2,241,100	
2023-01-04	\$163,207	\$16,321	10	\$191	1060.84	1	2023	25	\$6,126	634250	0	634250	\$0	\$1,623,250	0	0	0	\$27,201	0	0	0	\$27,201	105798,3333	\$1,623,250	
2023-01-03	\$141,786	\$35,447	4	\$110	1266.96	1	2023	17	\$6,340	923000	0	923000	\$0	\$2,610,000	0	10	10	\$14,179	0	0	0	\$14,179	78916,66667	\$2,610,000	
2023-01-02	\$146,236	\$23,373	6	\$96	1460.81	1	2023	16	\$3,785	637000	0	637000	\$0	\$1,407,000	0	7	7	\$23,024	0	0	0	\$23,024	82887,14286	\$1,406,000	
2023-01-01	\$189,579	\$21,197	8	\$45	3768.42	1	2023	10	\$16,958	88000	0	88000	\$0	\$250,000	0	1	1	\$16,579	0	1	1	\$16,579	88000	\$250,000	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
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12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
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12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0	ACWVUS	ACWVUS	\$0	
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12	1999	0	ACWVUS	0	0	0	0	0	\$0	\$0	0	0	\$0	\$0	0	0	0	ACWVUS	0	0	0				

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# Perfomance Digital Marketing Final

## Ordenes

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2020-10-10	2020-10-10	Canada	Presidente	Caragano	NA	NA	NA	NA	NA	NA	2706	2707	2708	2709	2710	2711	2712	2713	2714	2715	2716	2717	2718	2719	2720	2721	2722	2723	2724	2725	2726	2727	2728	2729	2730	2731	2732	2733	2734	2735	2736	2737	2738	2739	2740	2741	2742	2743	2744	2745	2746	2747	2748	2749	2750	2751	2752	2753	2754	2755	2756	2757	2758	2759	2760	2761	2762	2763	2764	2765	2766	2767	2768	2769	2770	2771	2772	2773	2774	2775	2776	2777	2778	2779	2780	2781	2782	2783	2784	2785	2786	2787	2788	2789	2790	2791	2792	2793	2794	2795	2796	2797	2798	2799	2800	2801	2802	2803	2804	2805	2806	2807	2808	2809	2810	2811	2812	2813	2814	2815	2816	2817	2818	2819	2820	2821	2822	2823	2824	2825	2826	2827	2828	2829	2830	2831	2832	2833	2834	2835	2836	2837	2838	2839	2840	2841	2842	2843	2844	2845	2846	2847	2848	2849	2850	2851	2852	2853	2854	2855	2856	2857	2858	2859	2860	2861	2862	2863	2864	2865	2866	2867	2868	2869	2870	2871	2872	2873	2874	2875	2876	2877	2878	2879	2880	2881	2882	2883	2884	2885	2886	2887	2888	2889	2890	2891	2892	2893	2894	2895	2896	2897	2898	2899	2900	2901	2902	2903	2904	2905	2906	2907	2908	2909	2910	2911	2912	2913	2914	2915	2916	2917	2918	2919	2920	2921	2922	2923	2924	2925	2926	2927	2928	2929	2930	2931	2932	2933	2934	2935	2936	2937	2938	2939	2940	2941	2942	2943	2944	2945	2946	2947	2948	2949	2950	2951	2952	2953	2954	2955	2956	2957	2958	2959	2960	2961	2962	2963	2964	2965	2966	2967	2968	2969	2970	2971	2972	2973	2974	2975	2976	2977	2978	2979	2980	2981	2982	2983	2984	2985	2986	2987	2988	2989	2990	2991	2992	2993	2994	2995	2996	2997	2998	2999	3000	3001	3002	3003	3004	3005	3006	3007	3008	3009	3010	3011	3012	3013	3014	3015	3016	3017	3018	3019	3020	3021	3022	3023	3024	3025	3026	3027	3028	3029	3030	3031	3032	3033	3034	3035	3036	3037	3038	3039	3040	3041	3042	3043	3044	3045	3046	3047	3048	3049	3050	3051	3052	3053	3054	3055	3056	3057	3058	3059	3060	3061	3062	3063	3064	3065	3066	3067	3068	3069	3070	3071	3072	3073	3074	3075	3076	3077	3078	3079	3080	3081	3082	3083	3084	3085	3086	3087	3088	3089	3090	3091	3092	3093	3094	3095	3096	3097	3098	3099	3100	3101	3102	3103	3104	3105	3106	3107	3108	3109	3110	3111	3112	3113	3114	3115	3116	3117	3118	3119	3120	3121	3122	3123	3124	3125	3126	3127	3128	3129	3130	3131	3132	3133	3134	3135	3136	3137	3138	3139	3140	3141	3142	3143	3144	3145	3146	3147	3148	3149	3150
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Año	Mes	Entregados		Transito		CAC ORDENES		CAC PRODUCTOS	
		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	42	9	43	1.02	299	0	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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[illegible]

[illegible]

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[illegible]

Date	Active users	New users	Sessions	Sessions per use	Views	Ecommerce purchases
2023-08-02	35	38	58	1.66	83	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	11	12	18	1.64	39	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	11	17	24	2.18	45	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