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|------------|-----------|----------|--------|-------|---------|---|------|----|----------|----------|---|----------|-----|-------------|---|----|----|----------|---|----|----|----------|------------|-------------|
| 2023-01-01 | \$102,772 | \$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 | \$1,741,402 | 0 | 7 | 7 | \$17,414 | 0 | 6 | 6 | \$17,414 | 122000 | \$1,741,402 |
| 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 | \$14,113 | 1130285714 | \$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 | \$26,268 | 0 | 8 | 8 | \$26,268 | 113790 | \$2,688,000 |
| 2023-01-08 | \$201,762 | \$45,298 | 5 | \$166 | 1020.95 | 1 | 2023 | 16 | \$12,872 | 980000 | 0 | 980000 | \$0 | \$2,560,000 | 0 | 8 | 8 | \$25,600 | 0 | 8 | 8 | \$25,600 | 9693333333 | \$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 | \$1,884,167 | 0 | 8 | 8 | \$18,279 | 0 | 8 | 8 | \$18,279 | 147811467 | \$1,884,167 |
| 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 | \$163,207 | \$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 | \$2,462,000 | 0 | 12 | 12 | \$14,179 | 0 | 12 | 12 | \$14,179 | 9181666667 | \$2,462,000 |
| 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 | #N | | | | | | | | | | | | | | | | | | | | | |

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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% |

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|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|--------------|
| 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 | |

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|------------|------|------|------|------|-------|----|---|------|
| 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 |

49

[illegible]

51

[illegible]

[illegible]

54

55

[illegible]

57

[illegible]

[illegible]

60

[illegible]

| Date | Active users | New users | Sessions | Sessions per use | Views | Ecommerce purchases |
|------------|--------------|-----------|----------|------------------|-------|---------------------|
| 2023-08-02 | 10 | 8 | 18 | 1.8 | 22 | 0 |
| 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 |