

Fake Daily Last Channel Report

Creation Date: Tuesday, August 2020, 17:23:32 PM EDT

Daily Dashboard

Date Parameter

05/31/2020

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

2020 Daily First Touch to Last Touch Channel Report

Date ▲		2020/05/31		
Day of Week ▲		Sunday		
First Visit Channel ▲	Last Purchase Channel ▲	Sales 2020	Orders 2020	AOV 2020
Affiliate	Affiliate	\$2,978.57	3	\$992.86
	Email	\$1,269.66	1	\$1,269.66
Subtotal: Affiliate		\$4,248.23	4	\$1,062.06
Catalog		\$4,682.39	3	\$1,560.80
Direct		\$90,788.26	64	\$1,418.57
Email		\$244,276.55	192	\$1,272.27
Internal Referrer		\$63,947.89	50	\$1,278.96
Organic Search		\$37,467.16	22	\$1,703.05
Paid Search		\$92,890.03	65	\$1,429.08

🔍 [A1.2](#)

Notes

1. NoChannel: has order_id in Tops and SAS, but has no channel information in Tops
2. NoMatchInTops: order_id only in SAS no record in Tops
3. Click any column name of the crosstable to sort by that particular column
4. Double Click any figure inside the crosstable Daily First to Last Channel to look at the pop-up (comparison charts) windows for more information
5. Double Click any figure inside the crosstable Daily Last to First Channel to look at the pop-up (comparison charts) windows for more information

Fake Daily Last Channel Report

Daily Dashboard MTD Dashboard QTD Dashboard YTD Dashboard Dashboard First to Last Channel Sales Charts Last to First Channel Sales Charts +

Date Parameter: 2020/05/31

First Channel Filter: First Visit Channel

Last Channel Filter: Last Purchase Channel

< Daily First to Last Channel Daily Last to First Channel >

2020 Daily First Touch to Last Touch Channel Report

		Date ▲	2020/05/31		
		Day of Week ▲	Sunday		
First Visit Channel ▲	Last Purchase Channel ▲		Sales 2020	Orders 2020	AOV 2020
◀ Affiliate	Affiliate		\$2,978.57	3	\$992.86
	Email		\$1,269.66	1	\$1,269.66
Subtotal: Affiliate			\$4,248.23	4	\$1,062.06
Catalog		>	\$4,682.39	3	\$1,560.80
Direct		>	\$90,788.26	64	\$1,418.57
Email		>	\$244,276.55	192	\$1,272.27
Internal Referrer		>	\$63,947.89	50	\$1,278.96
Organic Search		>	\$37,467.16	22	\$1,703.05
Paid Search		>	\$92,890.03	65	\$1,429.08
PayPal		>	\$1,152.56	1	\$1,152.56
PLA		>	\$41,173.87	30	\$1,372.46
Remarketing		>	\$102,941.14	70	\$1,470.59
Search		>	\$2,818.76	3	\$939.59
Social Media		>	\$102,872.34	69	\$1,490.90
Web Misc		>	\$6,217.21	4	\$1,554.30
Total			\$795,476.38	577	\$1,378.64

- 1. NoChannel: has order_id in Tops and SAS, but has no channel information in Tops
- 2. NoMatchInTops: order_id only in SAS no record in Tops
- 3. Click any column name of the crosstable to sort by that particular column
- 4. Double Click any figure inside the crosstable Daily First to Last Channel to look at the pop-up (comparsion charts) windows for more information
- 5. Double Click any figure inside the crosstable Daily Last to First Channel to look at the pop-up (comparsion charts) windows for more information

Date Parameter

2020/05/31

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

[Daily First to Last Channel](#)
[Daily Last to First Channel](#)

2020 Daily Last Touch to First Touch Channel Report

Date ▲		2020/05/31		
Day of Week ▲		Sunday		
Last Purchase Channel ▲	First Visit Channel ▲	Sales 2020	Orders 2020	AOV 2020
◀ Affiliate	Affiliate	\$2,978.57	3	\$992.86
	Direct	\$5,239.98	5	\$1,048.00
	Email	\$2,242.71	2	\$1,121.35
	Organic Search	\$1,076.96	1	\$1,076.96
	Paid Search	\$4,841.43	2	\$2,420.71
	PLA	\$2,169.73	2	\$1,084.87
Subtotal: Affiliate		\$18,549.38	15	\$1,236.63
Catalog	▶	\$98,877.04	69	\$1,433.00
Email	▶	\$326,027.49	250	\$1,304.11
Facebook	▶	\$116,723.66	76	\$1,535.84
Remarketing	▶	\$78,789.89	55	\$1,432.54
Search	▶	\$89,098.51	69	\$1,291.28
Social Media	▶	\$2,497.41	1	\$2,497.41
Testing	▶	\$9,029.72	6	\$1,504.95
Web	▶	\$47,502.33	32	\$1,484.45
NoMatchInTops	▶	\$8,380.96	4	\$2,095.24
Total		\$795,476.38	577	\$1,378.64

MTD Dashboard

Month

May

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

2020 MTD Frist Touch to Last Touch Channel Report

Month ▲		May		
First Visit Channel ▲	Last Purchase Channel ▲	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020
Affiliate	Affiliate	\$132,682.40	100	\$1,326.82
	Catalog	\$14,989.06	12	\$1,249.09
	Email	\$55,220.16	41	\$1,346.83
	Search	\$6,107.27	6	\$1,017.88
	Web	\$713.71	2	\$356.86
	NoMatchInTops	\$22,857.06	15	\$1,523.80
Subtotal: Affiliate		\$232,569.66	176	\$1,321.42
Catalog		\$109,038.02	76	\$1,434.71
Direct		\$2,829,823.41	2096	\$1,350.11
Email		\$7,484,629.31	5607	\$1,334.87
Facebook		\$1,803.41	1	\$1,803.41
Internal Referrer		\$2,176,401.79	1618	\$1,345.12
NoMatchInTops		\$77,847.61	52	\$1,497.07
Organic Search		\$1,304,633.58	971	\$1,343.60
Paid Search		\$1,880,245.76	1377	\$1,365.47
PayPal		\$15,199.26	14	\$1,085.66
PLA		\$1,151,180.16	859	\$1,340.14
Remarketing		\$1,876,911.54	1362	\$1,378.06
Search		\$73,290.91	53	\$1,382.85

🔍 A2.1

Fake Daily Last Channel Report

....

Daily Dashboard

MTD Dashboard

QTD Dashboard

YTD Dashboard

Dashboard

First to Last Channel Sales Charts

Last to First Channel Sales Charts

+

....

Data

Objects

Outline

Month

May

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

< MTD First to Last Channel MTD Last to First Channel >

2020 MTD Frist Touch to Last Touch Channel Report

Month ▲		May		
First Visit Channel ▲	Last Purchase Channel ▲	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020
◀ Affiliate	Affiliate ▶	\$132,682.40	100	\$1,326.82
	Catalog ▶	\$14,989.06	12	\$1,249.09
	Email ▶	\$55,220.16	41	\$1,346.83
	Search ▶	\$6,107.27	6	\$1,017.88
	Web ▶	\$713.71	2	\$356.86
	NoMatchInTops ▶	\$22,857.06	15	\$1,523.80
Subtotal: Affiliate		\$232,569.66	176	\$1,321.42
Catalog ▶		\$109,038.02	76	\$1,434.71
Direct ▶		\$2,829,823.41	2096	\$1,350.11
Email ▶		\$7,484,629.31	5607	\$1,334.87
Facebook ▶		\$1,803.41	1	\$1,803.41
Internal Referrer ▶		\$2,176,401.79	1618	\$1,345.12
NoMatchInTops ▶		\$77,847.61	52	\$1,497.07
Organic Search ▶		\$1,304,633.58	971	\$1,343.60
Paid Search ▶		\$1,880,245.76	1377	\$1,365.47
PayPal ▶		\$15,199.26	14	\$1,085.66
PLA ▶		\$1,151,180.16	859	\$1,340.14
Remarketing ▶		\$1,876,911.54	1362	\$1,378.06
Search ▶		\$73,290.91	53	\$1,382.85
Social Media ▶		\$1,394,533.03	1019	\$1,368.53
Testing ▶		\$2,994.81	5	\$598.96
Web ▶		\$42,336.00	31	\$1,365.68
Web Misc ▶		\$129,229.15	89	\$1,452.01

....

Options

Roles

Actions

Rules

Filters

Ranks

Month

May

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

[MTD First to Last Channel](#)
[MTD Last to First Channel](#)

2020 MTD Last Touch to First Touch Channel Report

		Month ▲	May		
Last Purchase Channel ▲	First Visit Channel ▲		Sales MTD 2020	Orders MTD 2020	AOV MTD 2020
◀ Affiliate	Affiliate		\$132,682.40	100	\$1,326.82
	Direct		\$120,859.56	93	\$1,299.57
	Email		\$195,222.42	142	\$1,374.81
	Internal Referrer		\$89,111.99	64	\$1,392.37
	Organic Search		\$55,416.94	41	\$1,351.63
	Paid Search		\$57,167.02	43	\$1,329.47
	PayPal		\$1,739.01	1	\$1,739.01
	PLA		\$35,711.69	27	\$1,322.66
	Remarketing		\$44,193.89	27	\$1,636.81
	Social Media		\$3,702.64	2	\$1,851.32
	Web Misc		\$3,087.77	2	\$1,543.89
Subtotal: Affiliate			\$738,895.33	542	\$1,363.28
Catalog		›	\$2,082,478.16	1531	\$1,360.21
Email		›	\$8,665,147.97	6468	\$1,339.70
Facebook		›	\$1,505,785.35	1088	\$1,383.99
Remarketing		›	\$1,380,762.70	1010	\$1,367.09
Search		›	\$2,873,447.16	2126	\$1,351.57
Social Media		›	\$4,529.65	3	\$1,509.88
Testing		›	\$340,051.43	245	\$1,387.97
Web		›	\$1,382,958.53	1054	\$1,312.10
NoChannel		›	\$13,009.29	8	\$1,626.16
NoMatchInTops		›	\$1,795,601.85	1331	\$1,349.06
Total			\$20,782,667.41	15406	\$1,349.00

QTD Dashboard

Quarter

Q2

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

2020 QTD First Touch to Last Touch Channel Report

Quarter ▲		Q2		
First Visit Channel ▲	Last Purchase Channel ▲	Sales QTD 2020	Orders QTD 2020	AOV QTD 2020
Affiliate	Affiliate	\$602,620.63	441	\$1,366.49
	Catalog	\$58,850.78	45	\$1,307.80
	Email	\$152,227.26	121	\$1,258.08
	Facebook	\$811.10	1	\$811.10
	Search	\$20,078.77	16	\$1,254.92
	Testing	\$3,279.07	4	\$819.77
	Web	\$8,550.64	8	\$1,068.83
	NoChannel	\$2,716.27	3	\$905.42
	NoMatchInTops	\$27,894.95	19	\$1,468.16
Subtotal: Affiliate		\$877,029.47	658	\$1,332.87
Catalog		\$252,233.31	180	\$1,401.30
Direct		\$9,274,838.64	6817	\$1,360.55
Email		\$30,526,855.39	22696	\$1,345.03
Facebook		\$5,986.63	3	\$1,995.54
Internal Referrer		\$7,287,595.93	5415	\$1,345.82
NoChannel		\$6,268.86	3	\$2,089.62
NoMatchInTops		\$85,124.50	57	\$1,493.41
Organic Search		\$4,228,450.62	3090	\$1,368.43
Paid Search		\$5,775,527.96	4234	\$1,364.08

🔊 A3.1

Fake Daily Last Channel Report

Data

Objects

Outline

Daily Dashboard

MTD Dashboard

QTD Dashboard

YTD Dashboard

Dashboard

First to Last Channel Sales Charts

Last to First Channel Sales Charts

+

Quarter

Q2

First Channel Filter

First Visit Channel

Last Channel Filter

Facebook

QTD First to Last Channel

QTD Last to First Channel

2020 QTD First Touch to Last Touch Channel Report

		Quarter ▲	Q2		
First Visit Channel ▲	Last Purchase Channel ▲		Sales QTD 2020	Orders QTD 2020	AOV QTD 2020
◀ Affiliate	Facebook		\$811.10	1	\$811.10
Subtotal: Affiliate			\$811.10	1	\$811.10
Direct		▶	\$76,522.10	57	\$1,342.49
Email		▶	\$61,980.63	43	\$1,441.41
Facebook		▶	\$5,986.63	3	\$1,995.54
Internal Referrer		▶	\$128,026.93	99	\$1,293.20
Organic Search		▶	\$5,707.96	4	\$1,426.99
Paid Search		▶	\$12,034.30	9	\$1,337.14
PayPal		▶	\$4,580.43	4	\$1,145.11
PLA		▶	\$43,826.07	33	\$1,328.06
Remarketing		▶	\$538,653.22	406	\$1,326.73
Social Media		▶	\$4,101,970.55	2991	\$1,371.44
Web Misc		▶	\$2,048.09	2	\$1,024.05
Total			\$4,982,148.03	3652	\$1,364.22

Options

Roles

Actions

Rules

Filters

Ranks

Q2 ▼

First Visit Channel

Last Purchase Channel

QTD First to Last Channel QTD Last to First Channel

2020 QTD Last Touch to First Touch Channel Report

Quarter ▲		Q2		
Last Purchase Channel ▲	First Visit Channel ▲	Sales QTD 2020	Orders QTD 2020	AOV QTD 2020
◀ Affiliate	Direct	\$439,206.90	337	\$1,303.28
	Email	\$803,837.68	589	\$1,364.75
	Internal Referrer	\$329,272.54	234	\$1,407.15
	Organic Search	\$163,961.46	128	\$1,280.95
	Paid Search	\$174,917.19	133	\$1,315.17
	PayPal	\$3,361.58	2	\$1,680.79
	PLA	\$117,984.24	93	\$1,268.65
	Remarketing	\$141,222.41	91	\$1,551.89
	Social Media	\$13,176.00	11	\$1,197.82
	Web Misc	\$15,759.93	11	\$1,432.72
Subtotal: Affiliate		\$2,805,320.56	2070	\$1,355.23
Catalog	➤	\$7,408,690.64	5474	\$1,353.43
Email	➤	\$36,667,918.67	27164	\$1,349.87
Facebook	➤	\$4,982,148.03	3652	\$1,364.22
Remarketing	➤	\$5,273,973.73	3919	\$1,345.74
Search	➤	\$8,642,813.37	6402	\$1,350.02
Social Media	➤	\$4,529.65	3	\$1,509.88
Testing	➤	\$1,025,207.05	731	\$1,402.47
Web	➤	\$4,007,494.54	2967	\$1,350.69
NoChannel	➤	\$992,892.78	723	\$1,373.30
NoMatchInTops	➤	\$2,347,437.06	1718	\$1,366.38
Display	➤	\$542.77	1	\$542.77
Total		\$74,158,968.85	54824	\$1,352.67

YTD Dashboard

First Channel Filter

First Visit Channel



Last Channel Filter

Last Purchase Channel



Year To Date

2020/08/05

A4.1

2020 YTD First Touch to Last Touch Channel Report

First Visit Channel ▲	Last Purchase Channel ▲	Sales YTD 2020	Orders YTD 2020	AOV YTD 2020
Affiliate	Affiliate	\$1,553,809.81	1161	\$1,338.34
	Catalog	\$159,924.31	118	\$1,355.29
	Email	\$363,378.23	275	\$1,321.38
	Facebook	\$4,362.22	4	\$1,090.55
	Remarketing	\$1,156.53	1	\$1,156.53
	Search	\$39,001.16	33	\$1,181.85
	Testing	\$3,279.07	4	\$819.77
	Web	\$33,135.60	29	\$1,142.61
	NoChannel	\$8,531.20	8	\$1,066.40
	NoMatchInTops	\$57,339.22	40	\$1,433.48
Subtotal: Affiliate		\$2,223,917.36	1673	\$1,329.30
Catalog		\$431,768.86	322	\$1,340.90
Direct		\$24,572,360.05	18204	\$1,349.83
Email		\$71,142,970.99	52958	\$1,343.38
Facebook		\$20,540.83	13	\$1,580.06
Internal Referrer		\$17,238,924.50	12746	\$1,352.50
NoChannel		\$18,280.43	11	\$1,661.86
NoMatchInTops		\$104,844.24	73	\$1,436.22
Organic Search		\$10,434,904.12	7712	\$1,353.07

Fake Daily Last Channel Report

...

Data

Objects

Outline

Daily DashboardMTD DashboardQTD DashboardYTD DashboardDashboardFirst to Last Channel Sales ChartsLast to First Channel Sales Charts+

First Channel Filter		Last Channel Filter	Year To Date		
First Visit Channel		Last Purchase Channel	2020/08/05		
< YTD First to Last Channel YTD Last to First Channel >					
2020 YTD First Touch to Last Touch Channel Report					
First Visit Channel	Last Purchase Channel	Sales YTD 2020	Orders YTD 2020	AOV YTD 2020	
Affiliate	Affiliate	\$1,553,809.81	1161	\$1,338.34	
	Catalog	\$159,924.31	118	\$1,355.29	
	Email	\$363,378.23	275	\$1,321.38	
	Facebook	\$4,362.22	4	\$1,090.55	
	Remarketing	\$1,156.53	1	\$1,156.53	
	Search	\$39,001.16	33	\$1,181.85	
	Testing	\$3,279.07	4	\$819.77	
	Web	\$33,135.60	29	\$1,142.61	
	NoChannel	\$8,531.20	8	\$1,066.40	
	NoMatchInTops	\$57,339.22	40	\$1,433.48	
Subtotal: Affiliate		\$2,223,917.36	1673	\$1,329.30	
Catalog		\$431,768.86	322	\$1,340.90	
Direct		\$24,572,360.05	18204	\$1,349.83	
Email		\$71,142,970.99	52958	\$1,343.38	
Facebook		\$20,540.83	13	\$1,580.06	
Internal Referrer		\$17,238,924.50	12746	\$1,352.50	
NoChannel		\$18,280.43	11	\$1,661.86	
NoMatchInTops		\$104,844.24	73	\$1,436.22	
Organic Search		\$10,434,904.12	7712	\$1,353.07	
Paid Search		\$14,918,748.34	11054	\$1,349.62	
PayPal		\$198,694.37	144	\$1,379.82	
PLA		\$7,735,865.75	5774	\$1,339.78	
Remarketing		\$17,928,491.54	13255	\$1,352.58	
Search		\$316,559.04	241	\$1,313.52	

...

Options

Roles

Actions

Rules

Filters

Ranks

First Channel Filter

First Visit Channel ▼

Last Channel Filter

Last Purchase Channel ▼

Year To Date

2020/08/05

< YTD First to Last Channel YTD Last to First Channel >

2020 YTD Last Touch to First Touch Channel Report

Last Purchase Channel ▲	Sales YTD 2020	Orders YTD 2020	AOV YTD 2020
Affiliate >	\$7,283,306.41	5440	\$1,338.84
Catalog >	\$20,106,340.72	14913	\$1,348.24
Customer Service Outreach >	\$9,526.76	8	\$1,190.85
Email >	\$85,460,321.43	63474	\$1,346.38
Facebook >	\$11,164,226.75	8228	\$1,356.86
Remarketing >	\$13,541,796.83	10096	\$1,341.30
Search >	\$22,900,042.47	16962	\$1,350.08
Social Media >	\$15,715.33	9	\$1,746.15
Testing >	\$1,674,942.04	1223	\$1,369.54
Web >	\$12,423,366.83	9224	\$1,346.85
NoChannel >	\$1,732,845.20	1276	\$1,358.03
NoMatchInTops >	\$3,720,333.44	2748	\$1,353.83
Display >	\$542.77	1	\$542.77
Print >	\$1,410.51	1	\$1,410.51
Total	\$180,034,717.50	133603	\$1,347.53

Dashboard

2020/01/01 to 2020/05/19

2020/01/01

2020/08/05

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

2020 First Touch to Last Touch Channel Report

First Visit Channel ▲	Last Purchase Channel ▲	Sales	Orders	AOV
Affiliate	Affiliate	\$1,137,827.45	860	1,323.06
	Catalog	\$103,704.98	73	1,420.62
	Email	\$221,727.57	163	1,360.29
	Facebook	\$2,547.11	2	1,273.55
	Search	\$22,631.46	20	1,131.57
	Testing	\$2,112.01	2	1,056.01
	Web	\$24,418.25	23	1,061.66
	NoChannel	\$8,531.20	8	1,066.40
	NoMatchInTops	\$40,219.54	28	1,436.41
Subtotal: Affiliate		\$1,563,719.57	1179	1,326.31
Catalog		\$195,835.91	140	1,398.83
Direct		\$17,737,367.54	13161	1,347.72
Email		\$49,079,175.36	36608	1,340.67
Facebook		\$8,176.56	7	1,168.08
Internal Referrer		\$11,608,956.03	8570	1,354.60
NoChannel		\$18,280.43	11	1,661.86
NoMatchInTops		\$83,037.87	55	1,509.78
Organic Search		\$7,462,315.07	5544	1,346.02
Paid Search		\$8,281,458.12	6207	1,334.21

🔍 A5.1

Fake Daily Last Channel Report

...

Data

Objects

Outline

Daily DashboardMTD DashboardQTD DashboardYTD DashboardDashboardFirst to Last Channel Sales ChartsLast to First Channel Sales Charts+

2020/01/01 to 2020/05/19

2020/01/012020/08/05

First Channel Filter

Last Channel Filter

First Visit ChannelLast Purchase Channel

<First to Last ChannelLast to First Channel>

2020 First Touch to Last Touch Channel Report

First Visit Channel	Sales	Orders	AOV
Affiliate	\$1,563,719.57	1179	1,326.31
Catalog	\$195,835.91	140	1,398.83
Direct	\$17,737,367.54	13161	1,347.72
Email	\$49,079,175.36	36608	1,340.67
Facebook	\$8,176.56	7	1,168.08
Internal Referrer	\$11,608,956.03	8570	1,354.60
NoChannel	\$18,280.43	11	1,661.86
NoMatchInTops	\$83,037.87	55	1,509.78
Organic Search	\$7,462,315.07	5544	1,346.02
Paid Search	\$8,281,458.12	6207	1,334.21
PayPal	\$135,302.71	92	1,470.68
PLA	\$4,871,217.58	3649	1,334.95
Remarketing	\$10,528,729.58	7788	1,351.92
Search	\$162,275.63	127	1,277.76
Social Media	\$6,093,378.40	4517	1,348.99
Testing	\$4,462.92	4	1,115.73
Web	\$60,554.34	49	1,235.80
Web Misc	\$908,869.96	684	1,328.76
Total	\$118,803,113.59	88392	1,344.05

Options

Roles

Actions

Rules

Filters

Ranks



First Channel Filter

First Visit Channel ▼

Last Channel Filter

Last Purchase Channel ▼

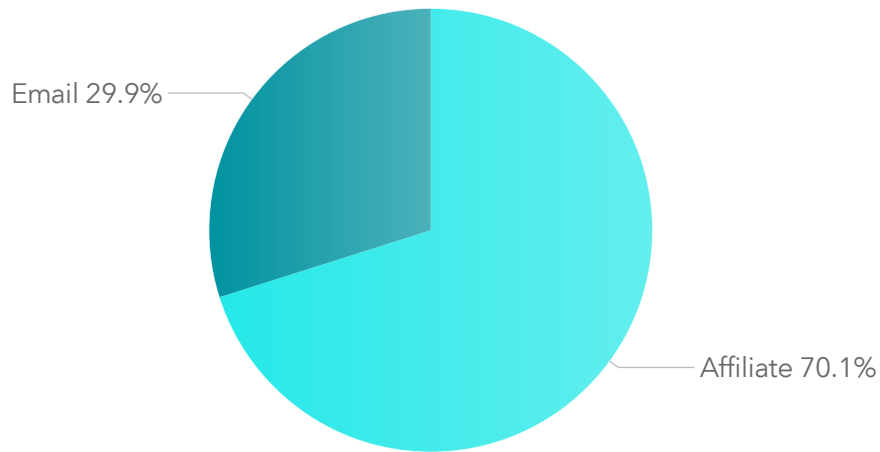
< First to Last Channel Last to First Channel >

2020 Last Touch to First Touch Channel Report

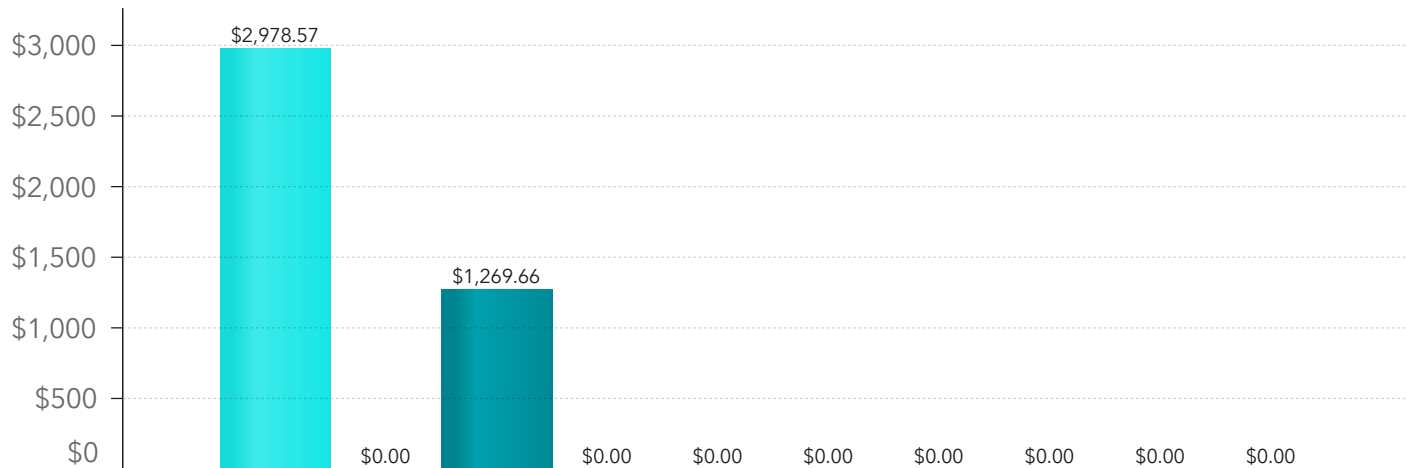
Last Purchase Channel ▲	First Visit Channel ▲	Sales	Orders	AOV
◀ Affiliate	Affiliate ▶	\$1,137,827.45	860	1,323.06
	Direct ▶	\$888,926.24	664	1,338.74
	Email ▶	\$1,515,165.14	1136	1,333.77
	Internal Referrer ▶	\$807,493.86	588	1,373.29
	Organic Search ▶	\$397,824.18	298	1,334.98
	Paid Search ▶	\$326,807.62	243	1,344.89
	PayPal ▶	\$9,071.67	5	1,814.33
	PLA ▶	\$171,680.02	132	1,300.61
	Remarketing ▶	\$371,740.08	247	1,505.02
	Social Media ▶	\$41,726.98	33	1,264.45
	Web Misc ▶	\$40,451.63	33	1,225.81
Subtotal: Affiliate		\$5,708,714.88	4239	1,346.71
Catalog	▶	\$13,718,708.85	10215	1,343.00
Customer Service Outreach	▶	\$9,526.76	8	1,190.85
Email	▶	\$58,478,134.51	43515	1,343.86
Facebook	▶	\$5,504,755.48	4066	1,353.85
Remarketing	▶	\$8,056,743.28	6012	1,340.11
Search	▶	\$14,808,587.85	11002	1,345.99
Social Media	▶	\$7,814.61	5	1,562.92
Testing	▶	\$809,034.08	592	1,366.61
Web	▶	\$7,457,890.90	5595	1,332.96
NoChannel	▶	\$1,709,249.55	1262	1,354.40
NoMatchInTops	▶	\$2,533,952.85	1881	1,347.13
Total		\$118,803,113.59	88392	1,344.05

First to Last Channel Sales Charts

Sales by First Visit Channel grouped by Last Purchase Channel



A6.1



Last Purchase Channel

Affiliate	Catalog	Email	Facebook	Remarketing
Search	Testing	Web	NoChannel	NoMatchInTops

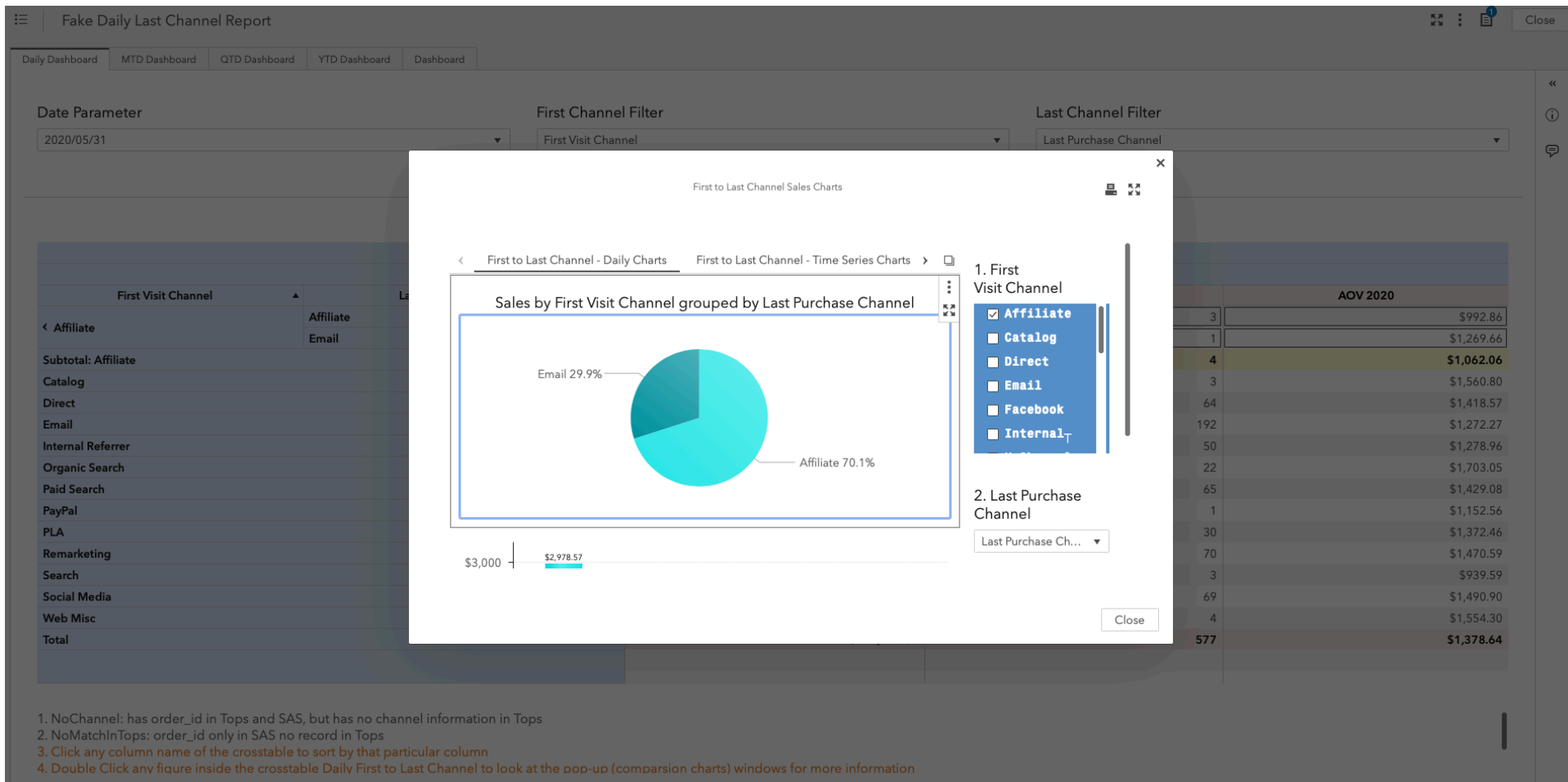
A6.4

1. First Visit Channel

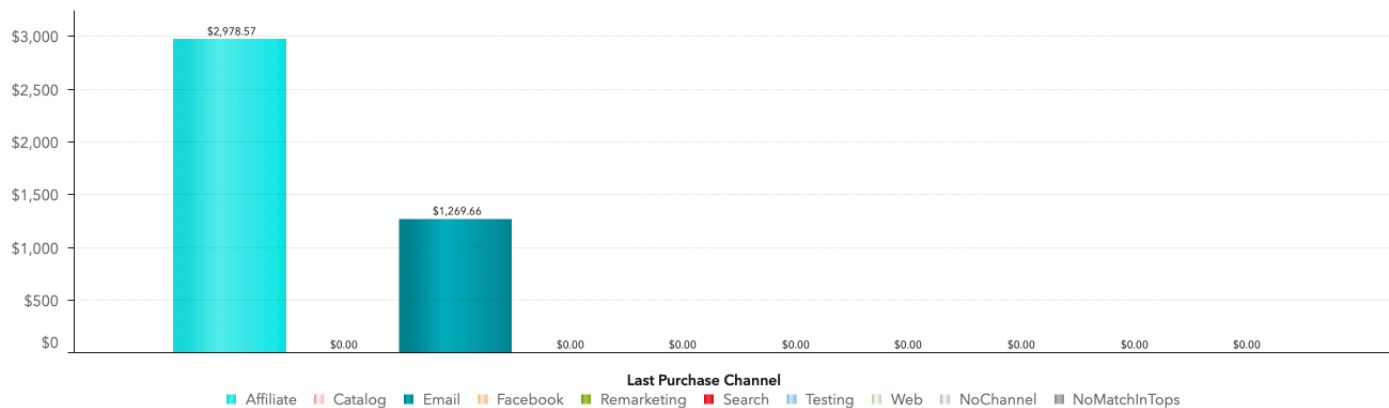
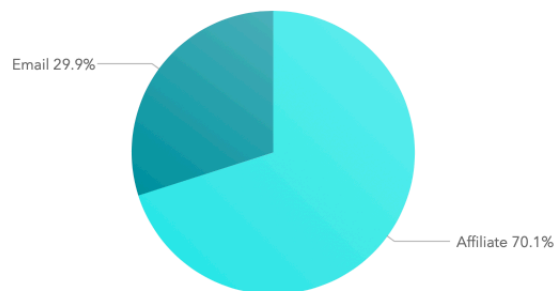
- ☒ Affiliate
- ☐ Catalog
- ☐ Direct
- ☐ Email
- ☐ Facebook
- ☐ Internal Refe...
- ☐ NoChannel
- ☐ NoMatchInTops
- ☐ Organic Search
- ☐ Paid Search
- ☐ PayPal
- ☐ PLA
- ☐ Remarketing
- ☐ Search
- ☐ Social Media
- ☐ Testing
- ☐ Web
- ☐ Web Misc

2. Last Purchase Channel

Last Purchase Channel



Sales by First Visit Channel grouped by Last Purchase Channel



1. First Visit Channel

- ☒ Affiliate
- ☐ Catalog
- ☐ Direct
- ☐ Email
- ☐ Facebook
- ☐ Internal Referrer
- ☐ NoChannel
- ☐ NoMatchInTops
- ☐ Organic Search
- ☐ Paid Search
- ☐ PayPal
- ☐ PLA
- ☐ Remarketing
- ☐ Search
- ☐ Social Media
- ☐ Testing
- ☐ Web
- ☐ Web Misc

2. Last Purchase Channel

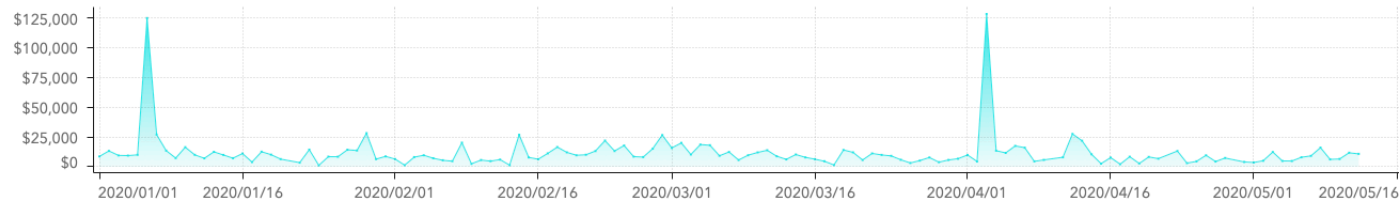
Last Purchase Channel ▼

2020/01/01 to 2020/05/12

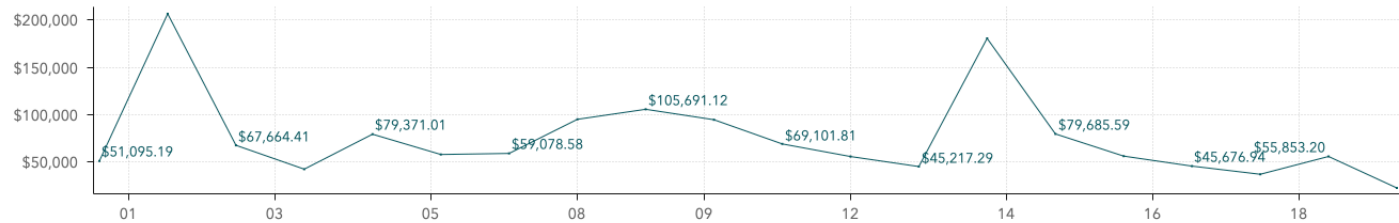
2020/01/01

2020/08/05

Sales by Date



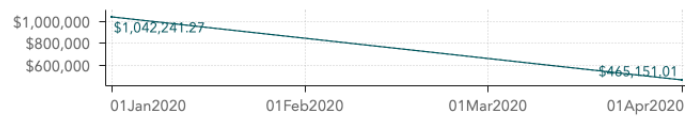
Sales by Week



Sales by Month



Sales by Quarter



1. First Visit Channel

- ☒ Affiliate
- ☐ Catalog
- ☐ Direct
- ☐ Email
- ☐ Facebook
- ☐ Internal Referrer
- ☐ NoChannel
- ☐ NoMatchInTops
- ☐ Organic Search
- ☐ Paid Search
- ☐ PayPal
- ☐ PLA
- ☐ Remarketing
- ☐ Search
- ☐ Social Media
- ☐ Testing
- ☐ Web
- ☐ Web Misc

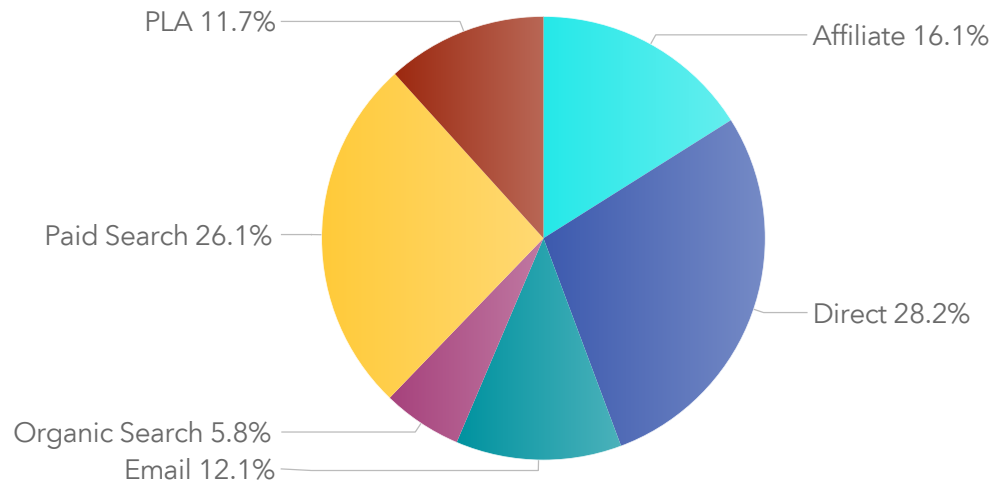
First Visit Channel: Web Misc

2. Last Purchase Channel

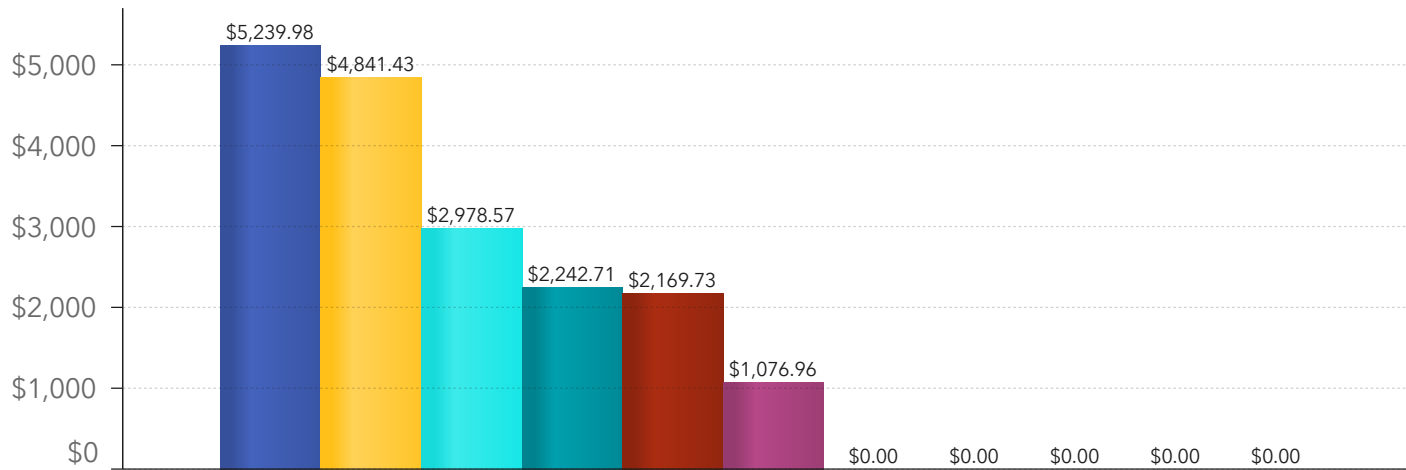
Last Purchase Channel

Last to First Channel Sales Charts

Sales by Last Purchase Channel grouped by First Visit Channel



A7.1



First Visit Channel

■ Affiliate
 ■ Direct
 ■ Email
 ■ Internal Referrer
 ■ Organic Search
 ■ Paid Search
 ■ PayPal
 ■ PLA
 ■ Remarketing
 ■ Social Media
 ■ Web Misc

A7.4

1. Last Purchase Channel

- ☒ Affiliate
- ☐ Catalog
- ☐ Customer Serv...
- ☐ Email
- ☐ Facebook
- ☐ Remarketing
- ☐ Search
- ☐ Social Media
- ☐ Testing
- ☐ Web
- ☐ NoChannel
- ☐ NoMatchInTops
- ☐ Display
- ☐ Print

2. First Visit Channel

First Visit Channel ▼

SAS® Report Viewer - View Reports

Search

Jingze Zhang

Fake Daily Last Channel Report

Daily Dashboard

MTD Dashboard

QTD Dashboard

YTD Dashboard

Dashboard

Date Parameter

2020/05/31

First Channel Filter

First Visit Channel

Last Channel Filter

Last Purchase Channel

Last Purchase Channel

Affiliate

Direct

Email

Organic

Paid Sea

PLA

Subtotal: Affiliate

Catalog

Email

Facebook

Remarketing

Search

Social Media

Testing

Web

NoMatchInTops

Total

Last to First Channel Sales Charts

Last to First Channel - Daily Charts

Last to First Channel - Time Series Charts

Sales by Last Purchase Channel grouped by First Visit Channel

First Visit Channel	Percentage
Direct	28.2%
Paid Search	26.1%
Email	12.1%
Organic Search	5.8%
PLA	11.7%
Affiliate	16.1%

1. Last Purchase Channel

☒ Affiliate
 ☐ Catalog
 ☐ Customer_T
 ☐ Email
 ☐ Facebook
 ☐ Remarketing

2. First Visit Channel

Close

AOV 2020	
3	\$992.86
5	\$1,048.00
2	\$1,121.35
1	\$1,076.96
2	\$2,420.71
2	\$1,084.87
15	\$1,236.63
69	\$1,433.00
250	\$1,304.11
76	\$1,535.84
55	\$1,432.54
69	\$1,291.28
1	\$2,497.41
6	\$1,504.95
32	\$1,484.45
4	\$2,095.24
577	\$1,378.64

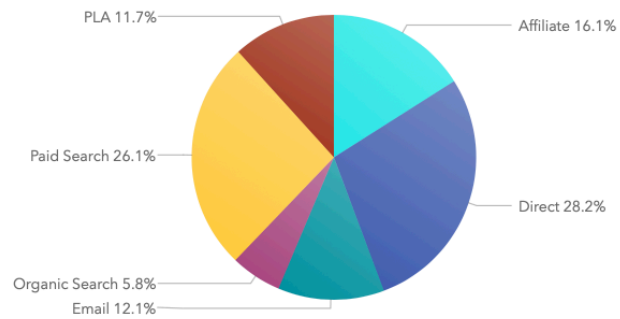
1. NoChannel: has order_id in Tops and SAS, but has no channel information in Tops

2. NoMatchInTops: order_id only in SAS no record in Tops

3. Click any column name of the crosstable to sort by that particular column

4. Double Click any figure inside the crosstable Daily First to Last Channel to look at the pop-up (comparison charts) windows for more information

Sales by Last Purchase Channel grouped by First Visit Channel



1. Last Purchase Channel

☒ Affiliate
 ☐ Catalog
 ☐ Customer Service Outreach
 ☐ Email
 ☐ Facebook
 ☐ Remarketing
 ☐ Search
 ☐ Social Media
 ☐ Testing
 ☐ Web
 ☐ NoChannel
 ☐ NoMatchInTops
 ☐ Display
 ☐ Print

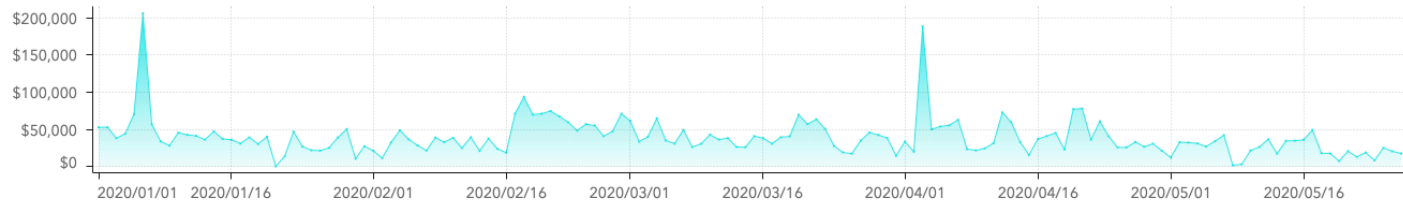
2. First Visit Channel

First Visit Channel ▼

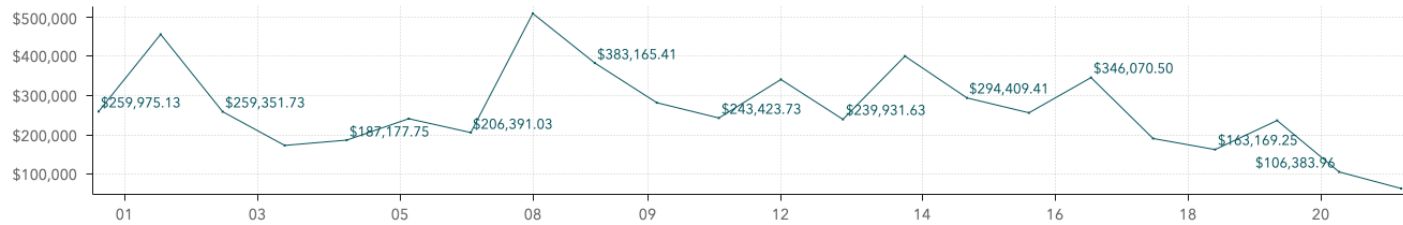
2020/01/01 to 2020/05/27



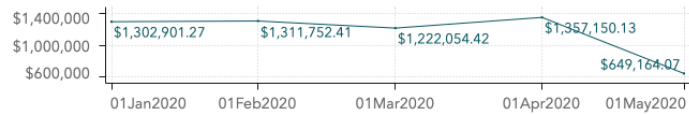
Sales by Date



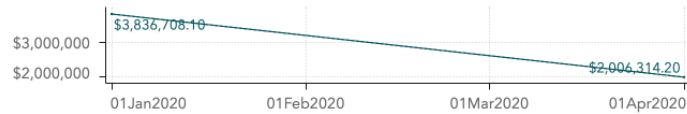
Sales by Week



Sales by Month



Sales by Quarter



1. Last Purchase Channel

- ☒ Affiliate
- ☐ Catalog
- ☐ Customer Service Outreach
- ☐ Email
- ☐ Facebook
- ☐ Remarketing
- ☐ Search
- ☐ Social Media
- ☐ Testing
- ☐ Web
- ☐ NoChannel
- ☐ NoMatchInTops
- ☐ Display
- ☐ Print

2. First Visit Channel

First Visit Channel ▼

Appendix

A1.1 Fake Daily Last Channel Report

Parameters: 2020 Parameter = 05/31/2020

A1.2 2020 Daily First Touch to Last Touch Channel Report

Filters: Date = 2020/05/31

A2.1 2020 MTD Frist Touch to Last Touch Channel Report

Filters: Month = May

A3.1 2020 QTD First Touch to Last Touch Channel Report

Filters: Quarter = Q2

A4.1 Year To Date

Filters: Unrecognized expression
















A5.1 2020 First Touch to Last Touch Channel Report

Filters: Date BetweenInclusive(2020/01/01; 2020/05/19)

A6.1 Sales by First Visit Channel grouped by Last Purchase Channel

Filters: Last Purchase Channel NotMissing
First Visit Channel = 'Affiliate'

A6.1 Sales by First Visit Channel grouped by Last Purchase Channel

Display Rules:	Graph	 Catalog
 Email	 Customer Service Outreach	
 Social Media	 Facebook	
 Remarketing	 Search	
 Direct	 Testing	
 Paid Search	 Web	
 Organic Search	 NoChannel	
 PLA	 NoMatchInTops	
 Internal Referrer		
 Affiliate		
 Web Misc		
 PayPal		

A6.2 Sales by Date

Filters:

Date BetweenInclusive(2020/01/01; 2020/05/12)

First Visit Channel = 'Affiliate'

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A6.3 Sales by Week

Filters:	Date BetweenInclusive(2020/01/01; 2020/05/12) First Visit Channel = 'Affiliate'
----------	--

A6.3 Sales by Week

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A6.4 First Channel Analysis Bar Chart

Filters:

Last Purchase Channel NotMissing
First Visit Channel = 'Affiliate'

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A6.5 Sales by Month

Filters:

Date BetweenInclusive(2020/01/01; 2020/05/12)
First Visit Channel = 'Affiliate'

A6.5 Sales by Month

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A6.6 Sales by Quarter

Filters:

Date BetweenInclusive(2020/01/01; 2020/05/12)
First Visit Channel = 'Affiliate'

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A7.1 Sales by Last Purchase Channel grouped by First Visit Channel

Filters:

Last Purchase Channel NotMissing
Last Purchase Channel = 'Affiliate'

A7.1 Sales by Last Purchase Channel grouped by First Visit Channel

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A7.2 Sales by Date

Filters:

Last Purchase Channel = 'Affiliate'
Date BetweenInclusive(2020/01/01; 2020/05/27)

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A7.3 Sales by Week




















Filters:

Last Purchase Channel = 'Affiliate'
Date BetweenInclusive(2020/01/01; 2020/05/27)

A7.3 Sales by Week

Display Rules:

Graph

- | | |
|---|---|
|  Email |  Catalog |
|  Social Media |  Customer Service Outreach |
|  Remarketing |  Facebook |
|  Direct |  Search |
|  Paid Search |  Testing |
|  Organic Search |  Web |
|  PLA |  NoChannel |
|  Internal Referrer |  NoMatchInTops |
|  Affiliate | |
|  Web Misc | |
|  PayPal | |




















A7.4 Last Channel Analysis Bar Chart

Filters:

Last Purchase Channel NotMissing
Last Purchase Channel = 'Affiliate'

Display Rules:

Graph

- | | |
|---|---|
|  Email |  Catalog |
|  Social Media |  Customer Service Outreach |
|  Remarketing |  Facebook |
|  Direct |  Search |
|  Paid Search |  Testing |
|  Organic Search |  Web |
|  PLA |  NoChannel |
|  Internal Referrer |  NoMatchInTops |
|  Affiliate | |
|  Web Misc | |
|  PayPal | |

A7.5 Sales by Month

Filters:

Last Purchase Channel = 'Affiliate'
Date BetweenInclusive(2020/01/01; 2020/05/27)

A7.5 Sales by Month

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops

A7.6 Sales by Quarter

Filters:

Last Purchase Channel = 'Affiliate'
Date BetweenInclusive(2020/01/01; 2020/05/27)

Display Rules:

Graph

Email

Social Media

Remarketing

Direct

Paid Search

Organic Search

PLA

Internal Referrer

Affiliate

Web Misc

PayPal

Catalog

Customer Service Outreach

Facebook

Search

Testing

Web

NoChannel

NoMatchInTops