

Fake Web Traffic Report

Creation Date: Monday, August 2020, 23:48:32 PM EDT

Daily Dashboard

2020 Daily Parameter

06/19/2020



A1.2

2019 Daily Parameter

06/21/2019



A1.3

Web Traffic Daily Report

Channels	▼	Visitors 2020	Visitors 2019	Visitors Percent Difference	Visits 2020	Visits 2019	Visits Percent Difference	Sales 2020	Sales 2019	Sales Percent Difference	
Affiliate		7788	13640	-42.90%	14139	5591	152.89%	\$141,665.00	\$87,797.00	61.36%	
Direct		16907	10801	56.53%	10593	8629	22.76%	\$182,428.00	\$21,780.00	737.59%	
Email		3767	9392	-59.89%	15531	15475	0.36%	\$101,780.00	\$182,558.00	-44.25%	
Internal Referrer/Refresh		19381	3532	448.73%	20924	12741	64.23%	\$25,549.00	\$72,115.00	-64.57%	
Organic Search		25354	10179	149.08%	26192	4925	431.82%	\$134,630.00	\$80,993.00	66.22%	
Paid Search		3969	17810	-77.71%	23384	17251	35.55%	\$139,696.00	\$74,196.00	88.28%	
PayPal		11294	4163	171.29%	12155	2853	326.04%	\$165,216.00	\$76,918.00	114.79%	
PLA		21623	14020	54.23%	7785	25024	-68.89%	\$175,844.00	\$149,112.00	17.93%	
Remarketing		7270	10417	-30.21%	13975	30628	-54.37%	\$49,890.00	\$74,339.00	-32.89%	
Social Media		20991	19841	5.80%	18408	10195	80.56%	\$18,257.00	\$123,698.00	-85.24%	

A1.4

Notes:

1. Channel Names: SAS called "Internal Referrer", "Organic" and Adobe called "Refresh", "Direct Channel" . So here used Internal Referrer/Refresh and Direct to refer them separately
2. Data problems for Affiliate (1) Order to Unique add to bag Rate (2) Abandon Rate in Adobe data
3. Click any column name of the crosstable to sort by that particular column
4. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Fake Web Traffic Report

Daily Dashboard MTD Dashboard Monthly Visits & Conversion Charts QTD Dashboard YTD Dashboard Daily Charts MTD Charts QTD Charts YTD Charts +

2020 Daily Parameter

06/19/2020 ▾ 06/21/2019 ▾

2019 Daily Parameter

Daily Dashboard Daily 2020 Daily 2019 Daily Percent Difference ▶

Web Traffic Daily Report

Channels	Visitors 2020	Visitors 2019	Visitors Percent Difference	Visits 2020	Visits 2019	Visits Percent Difference	Sales 2020	Sales 2019	Sales Percent Difference	Orders 2020	Orders 2019	Orders Percent Difference	AOV 2020	AOV 2019	AOV Percent Difference	Conversion 2020	Conversion 2019	Conversion Percent Difference	Units 2020
Affiliate	7788	13640	-42.90%	14139	5591	152.89%	\$141,665.00	\$87,797.00	61.36%	719	90	698.89%	\$197.03	\$975.52	-79.80%	9.23%	0.66%	1,299.18%	5742
Direct	16907	10801	56.53%	10593	8629	22.76%	\$182,428.00	\$21,780.00	737.59%	1591	661	140.70%	\$114.66	\$32.95	247.99%	9.41%	6.12%	53.77%	474
Email	3767	9392	-59.89%	15531	15475	0.36%	\$101,780.00	\$182,558.00	-44.25%	1004	1660	-39.52%	\$101.37	\$109.97	-7.82%	26.65%	17.67%	50.80%	2763
Internal Referrer/Refresh	19381	3532	448.73%	20924	12741	64.23%	\$25,549.00	\$72,115.00	-64.57%	522	1677	-68.87%	\$48.94	\$43.00	13.82%	2.69%	47.48%	-94.33%	2042
Organic Search	25354	10179	149.08%	26192	4925	431.82%	\$134,630.00	\$80,993.00	66.22%	68	1333	-94.90%	\$1,979.85	\$60.76	3,158.4...	0.27%	13.10%	-97.95%	5109
Paid Search	3969	17810	-77.71%	23384	17251	35.55%	\$139,696.00	\$74,196.00	88.28%	431	1641	-73.74%	\$324.12	\$45.21	616.86%	10.86%	9.21%	17.86%	708
PayPal	11294	4163	171.29%	12155	2853	326.04%	\$165,216.00	\$76,918.00	114.79%	1365	343	297.96%	\$121.04	\$224.25	-46.03%	12.09%	8.24%	46.69%	375
PLA	21623	14020	54.23%	7785	25024	-68.89%	\$175,844.00	\$149,112.00	17.93%	1363	1047	30.18%	\$129.01	\$142.42	-9.41%	6.30%	7.47%	-15.59%	4842
Remarketing	7270	10417	-30.21%	13975	30628	-54.37%	\$49,890.00	\$74,339.00	-32.89%	1645	472	248.52%	\$30.33	\$157.50	-80.74%	22.63%	4.53%	399.38%	4241
Social Media	20991	19841	5.80%	18408	10195	80.56%	\$18,257.00	\$123,698.00	-85.24%	456	1120	-59.29%	\$40.04	\$110.44	-63.75%	2.17%	5.64%	-61.52%	4921
Web Misc	3825	1732	120.84%	20800	23778	-12.52%	\$166,818.00	\$37,382.00	346.25%	1394	41	3,300.00%	\$119.67	\$911.76	-86.87%	36.44%	2.37%	1,439.56%	4288
Total	142169	1155...	23.06%	183886	1570...	17.06%	\$1,301,773.00	\$980,888.00	32.71%	10558	10085	4.69%	\$123.30	\$97.26	26.77%	7.43%	8.73%	-14.93%	35516

Notes:

1. Channel Names: SAS called "Internal Referrer", "Organic" and Adobe called "Refresh", "Direct Channel". So here used Internal Referrer/Refresh and Direct to refer them separately
2. Data problems for Affiliate (1) Order to Unique add to bag Rate (2) Abandon Rate in Adobe data
3. Click any column name of the crosstable to sort by that particular column
4. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

... Data Objects Outline

... Options Roles Actions Rules Filters Ranks

2020 Daily Parameter

06/19/2020

2019 Daily Parameter

06/21/2019

2020 Daily Parameter

06/19/2020

2019 Daily Parameter

06/21/2019

2020 Daily Parameter

06/19/2020

2019 Daily Parameter

06/21/2019

MTD Dashboard

Choose Month

January	February	March	April	May	June	July	August	September	October	November	December
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A2.1

Enter Day of Month

6

A2.2

Web Traffic MTD Report

Month ▲		May								
Day of Month ▲		6								
Channels ▲	▼	Visitors MTD 2020	Visitors MTD 2019	Visitors MTD Percent Difference	Visits MTD 2020	Visits MTD 2019	Visits MTD Percent Difference	Sales MTD 2020	Sales MTD 2019	
Affiliate		60703	78261	-22.44%	99911	108726	-8.11%	\$739,557.00	\$543,341.00	
Direct		71741	43093	66.48%	97064	82861	17.14%	\$721,439.00	\$496,255.00	
Email		66304	75030	-11.63%	99851	96362	3.62%	\$400,234.00	\$661,450.00	
Internal Referrer/Refresh		84168	82448	2.09%	118197	98671	19.79%	\$567,898.00	\$562,438.00	
Organic Search		94729	61393	54.30%	93420	143530	-34.91%	\$575,855.00	\$625,586.00	
Paid Search		99948	64525	54.90%	101353	104479	-2.99%	\$615,875.00	\$456,497.00	
PayPal		74314	86241	-13.83%	104646	125051	-16.32%	\$557,205.00	\$544,066.00	
PLA		71439	93967	-23.97%	95172	78154	21.77%	\$463,482.00	\$630,344.00	
Remarketing		68262	86338	-20.94%	102995	112195	-8.20%	\$619,899.00	\$310,921.00	
Social Media		87475	56600	54.55%	85445	84536	1.08%	\$461,612.00	\$746,043.00	
Web Misc		100289	97590	2.77%	86881	125198	-30.61%	\$716,143.00	\$448,974.00	
Total		879372	825486	6.53%	10849...	11597...	-6.45%	\$6,439,199.00	\$6,025,915.00	

A2.3

Notes: Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Fake Web Traffic Report

Choose Month Enter Day of Month

Month	Day of Month	Visitors MTD 2020	Visitors MTD 2019	Visitors MTD Percent Difference	Visits MTD 2020	Visits MTD 2019	Visits MTD Percent Difference	Sales MTD 2020	Sales MTD 2019	Sales MTD Percent Difference	Orders MTD 2020	Orders MTD 2019	Orders MTD Percent Difference	AOV MTD 2020	AOV MTD 2019	AOV MTD Percent Difference	Conversion MTD 2020	Conversion MTD 2019	Conversion MTD Percent Difference
January		60703	78261	-22.44%	99911	108726	-8.11%	\$739,557.00	\$543,341.00	36.11%	6721	6181	8.74%	\$110.04	\$87.91	25.18%	11.07%	7.90%	40.19%
February		71741	43093	66.48%	97064	82861	17.14%	\$721,439.00	\$496,255.00	45.38%	7995	4894	63.36%	\$90.24	\$101.40	-11.01%	11.14%	11.36%	-1.87%
March		66304	75030	-11.63%	99851	96362	3.62%	\$400,234.00	\$661,450.00	-39.49%	6079	2528	140.47%	\$65.84	\$261.65	-74.84%	9.17%	3.37%	172.11%
April		84168	82448	2.09%	118197	98671	19.79%	\$567,898.00	\$562,438.00	0.97%	5057	4961	1.94%	\$112.30	\$113.37	-0.95%	6.01%	6.02%	-0.15%
May	6	94729	61393	54.30%	93420	143530	-34.91%	\$575,855.00	\$625,586.00	-7.95%	7783	6476	20.18%	\$73.99	\$96.60	-23.41%	8.22%	10.55%	-22.11%
June		99948	64525	54.90%	101353	104479	-2.99%	\$615,875.00	\$456,497.00	34.91%	6676	4471	49.32%	\$92.25	\$102.10	-9.65%	6.68%	6.93%	-3.60%
July		74314	86241	-13.83%	104646	125051	-16.32%	\$557,205.00	\$544,066.00	2.41%	4363	3397	28.44%	\$127.71	\$160.16	-20.26%	5.87%	3.94%	49.05%
August		71439	93967	-23.97%	95172	78154	21.77%	\$463,482.00	\$630,344.00	-26.47%	4770	6263	-23.84%	\$97.17	\$100.65	-3.46%	6.68%	6.67%	0.18%
September		68262	86338	-20.94%	102995	112195	-8.20%	\$619,899.00	\$310,921.00	99.38%	7130	5729	24.45%	\$86.94	\$54.27	60.20%	10.45%	6.64%	57.41%
October		87475	56600	54.55%	85445	84536	1.08%	\$461,612.00	\$746,043.00	-38.13%	6055	7204	-15.95%	\$76.24	\$103.56	-26.38%	6.92%	12.73%	-45.62%
November		100289	97590	2.77%	86881	125198	-30.61%	\$716,143.00	\$448,974.00	59.51%	5507	4898	12.43%	\$130.04	\$91.66	41.87%	5.49%	5.02%	9.41%
Total		879372	825486	6.53%	1084935	1159763	-6.45%	\$6,439,199.00	\$6,025,915.00	6.86%	68136	57002	19.53%	\$94.51	\$105.71	-10.60%	7.75%	6.91%	12.21%

Notes: Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Choose Month

Enter Day of Month

January	February	March	April	May	June	July	August	September	October	November	December
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Web Traffic 2020 MTD Report													
Month ▲	May												
	6												
Channels	Visitors MTD 2020	Visits MTD 2020	Sales MTD 2020	Orders MTD 2020	AOV MTD 2020	Conversion MTD 2020	Units MTD 2020	UPT MTD 2020	Unique Add to Bag MTD 2020	Add to Bag Rate MTD 2020	Order to Addtobag Rate MTD 2020	Abandon Rate MTD 2020	Bounce Rate MTD 2020
Affiliate	60703	99911	\$739,557.00	6721	\$110.04	11.07%	15745	2.34	9086	14.97%	73.97%	26.03%	5.65%
Direct	71741	97064	\$721,439.00	7995	\$90.24	11.14%	16977	2.12	12509	17.44%	63.91%	36.09%	31.98%
Email	66304	99851	\$400,234.00	6079	\$65.84	9.17%	20759	3.41	7912	11.93%	76.83%	23.17%	20.50%
Internal Referrer/Refresh	84168	118197	\$567,898.00	5057	\$112.30	6.01%	13229	2.62	10196	12.11%	49.60%	50.40%	16.63%
Organic Search	94729	93420	\$575,855.00	7783	\$73.99	8.22%	18981	2.44	9683	10.22%	80.38%	19.62%	32.87%
Paid Search	99948	101353	\$615,875.00	6676	\$92.25	6.68%	20592	3.08	9020	9.02%	74.01%	25.99%	35.79%
PayPal	74314	104646	\$557,205.00	4363	\$127.71	5.87%	14105	3.23	12327	16.59%	35.39%	64.61%	29.72%
PLA	71439	95172	\$463,482.00	4770	\$97.17	6.68%	14617	3.06	11249	15.75%	42.40%	57.60%	44.43%
Remarketing	68262	102995	\$619,899.00	7130	\$86.94	10.45%	9045	1.27	12204	17.88%	58.42%	41.58%	31.14%
Social Media	87475	85445	\$461,612.00	6055	\$76.24	6.92%	24369	4.02	14874	17.00%	40.71%	59.29%	29.37%
Web Misc	100289	86881	\$716,143.00	5507	\$130.04	5.49%	14730	2.67	9533	9.51%	57.77%	42.23%	35.76%
Total	879372	1084935	\$6,439,199.00	68136	\$94.51	7.75%	183149	2.69	118593	13.49%	57.45%	42.55%	28.15%

Choose Month

Enter Day of Month

January February March April May June July August September October November December 6

Web Traffic 2019 MTD Report													
Month ▲	May												
	6												
Channels	Visitors MTD 2019	Visits MTD 2019	Sales MTD 2019	Orders MTD 2019	AOV MTD 2019	Conversion MTD 2019	Units MTD 2019	UPT MTD 2019	Unique Add to Bag MTD 2019	Add to Bag Rate MTD 2019	Order to Addtobag Rate MTD 2019	Abandon Rate MTD 2019	Bounce Rate MTD 2019
Affiliate	78261	108726	\$543,341.00	6181	\$87.91	7.90%	16057	2.60	10050	12.84%	61.50%	38.50%	22.82%
Direct	43093	82861	\$496,255.00	4894	\$101.40	11.36%	23096	4.72	14277	33.13%	34.28%	65.72%	21.38%
Email	75030	96362	\$661,450.00	2528	\$261.65	3.37%	19259	7.62	14988	19.98%	16.87%	83.13%	21.61%
Internal Referrer/Refresh	82448	98671	\$562,438.00	4961	\$113.37	6.02%	14255	2.87	17113	20.76%	28.99%	71.01%	28.56%
Organic Search	61393	143530	\$625,586.00	6476	\$96.60	10.55%	16940	2.62	12344	20.11%	52.46%	47.54%	26.33%
Paid Search	64525	104479	\$456,497.00	4471	\$102.10	6.93%	20621	4.61	11034	17.10%	40.52%	59.48%	27.57%
PayPal	86241	125051	\$544,066.00	3397	\$160.16	3.94%	25000	7.36	10281	11.92%	33.04%	66.96%	23.92%
PLA	93967	78154	\$630,344.00	6263	\$100.65	6.67%	21344	3.41	10928	11.63%	57.31%	42.69%	22.48%
Remarketing	86338	112195	\$310,921.00	5729	\$54.27	6.64%	24571	4.29	12091	14.00%	47.38%	52.62%	31.64%
Social Media	56600	84536	\$746,043.00	7204	\$103.56	12.73%	15662	2.17	8672	15.32%	83.07%	16.93%	30.54%
Web Misc	97590	125198	\$448,974.00	4898	\$91.66	5.02%	17803	3.63	8449	8.66%	57.97%	42.03%	21.76%
Total	825486	1159763	\$6,025,915.00	57002	\$105.71	6.91%	214608	3.76	130227	15.78%	43.77%	56.23%	25.36%

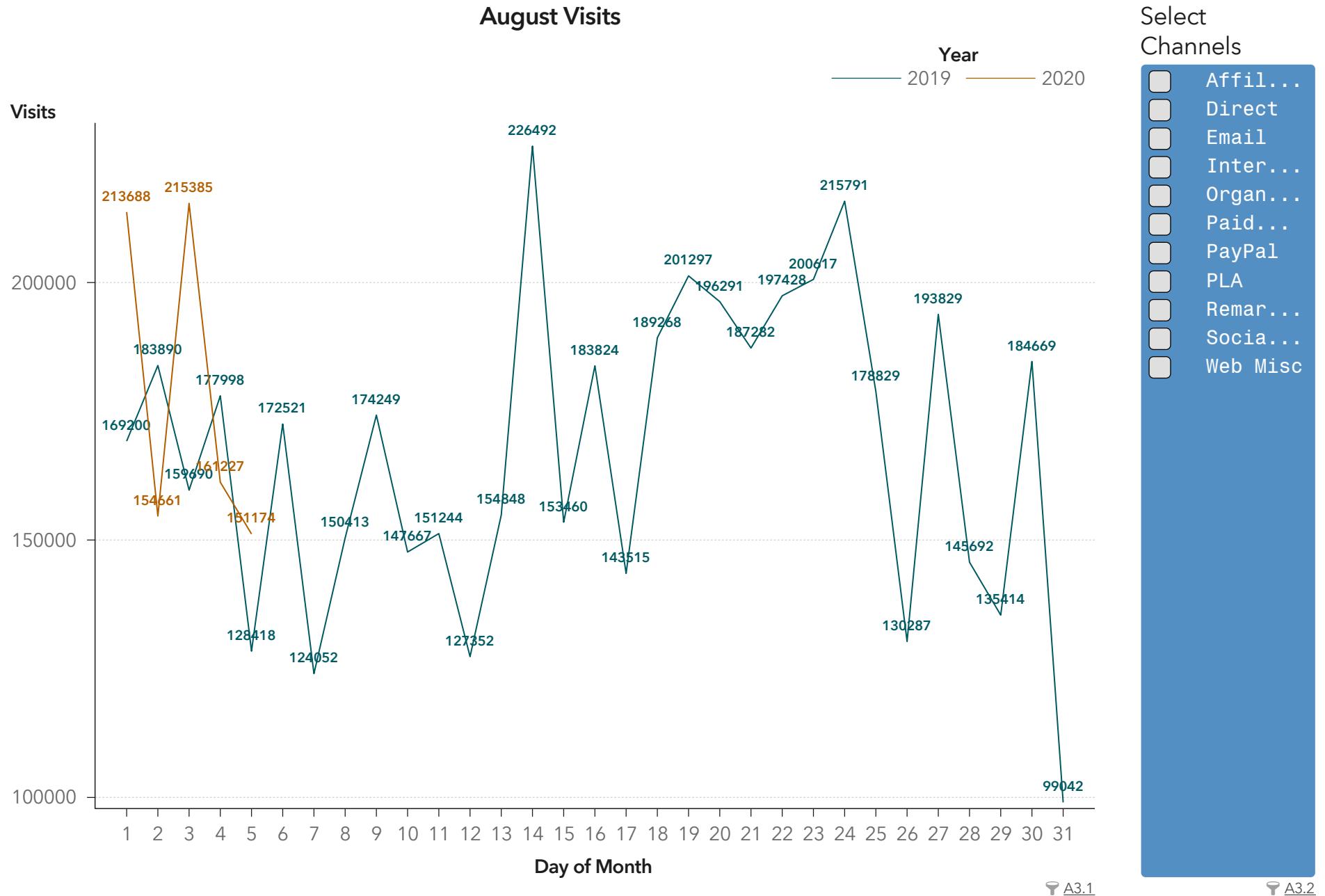
Choose Month

January	February	March	April	May	June	July	August	September	October	November	December
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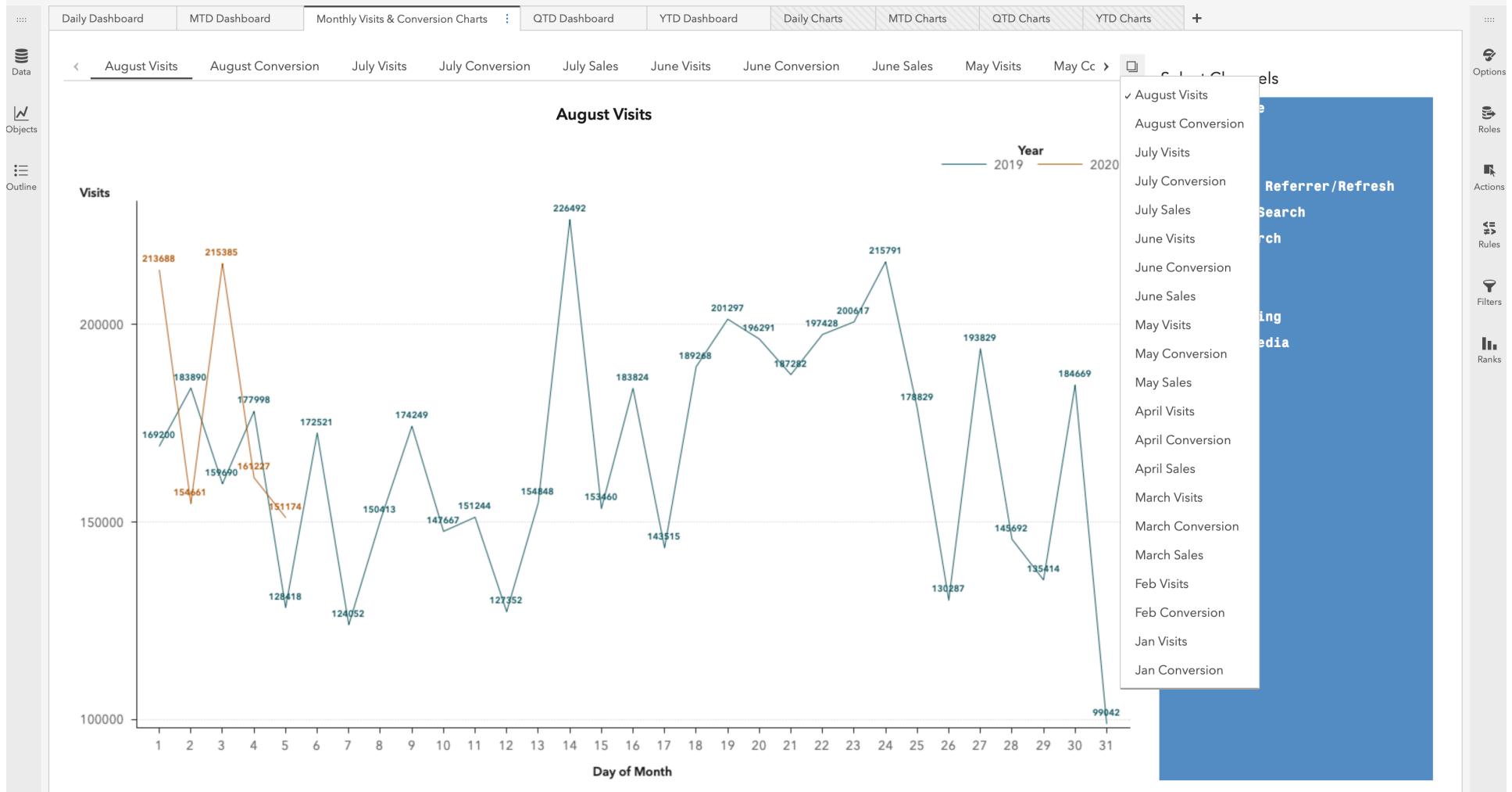
Enter Day of Month

Web Traffic 2019 vs 2020 MTD Report														
Month ▲		May												
Day of Month ▲		6												
Channels	▼	Visitors MTD Percent Difference	Visits MTD Percent Difference	Sales MTD Percent Difference	Orders MTD Percent Difference	AOV MTD Percent Difference	Conversion MTD Percent Difference	Units MTD Percent Difference	UPT MTD Percent Difference	Unique Add to Bag MTD Percent Difference	Add to Bag Rate MTD Percent Difference	Order to Addtobag Rate MTD Percent Difference	Abandon Rate MTD Percent Difference	Bounce Rate MTD Percent Difference
Affiliate		-22.44%	-8.11%	36.11%	8.74%	25.18%	40.19%	-1.94%	-9.82%	-9.59%	16.56%	20.27%	-32.39%	-75.24%
Direct		66.48%	17.14%	45.38%	63.36%	-11.01%	-1.87%	-26.49%	-55.00%	-12.38%	-47.37%	86.45%	-45.09%	49.62%
Email		-11.63%	3.62%	-39.49%	140.47%	-74.84%	172.11%	7.79%	-55.18%	-47.21%	-40.26%	355.53%	-72.13%	-5.14%
Internal Referrer/Refresh		2.09%	19.79%	0.97%	1.94%	-0.95%	-0.15%	-7.20%	-8.96%	-40.42%	-41.64%	71.09%	-29.02%	-41.77%
Organic Search		54.30%	-34.91%	-7.95%	20.18%	-23.41%	-22.11%	12.05%	-6.77%	-21.56%	-49.16%	53.21%	-58.72%	24.83%
Paid Search		54.90%	-2.99%	34.91%	49.32%	-9.65%	-3.60%	-0.14%	-33.12%	-18.25%	-47.23%	82.66%	-56.31%	29.83%
PayPal		-13.83%	-16.32%	2.41%	28.44%	-20.26%	49.05%	-43.58%	-56.07%	19.90%	39.14%	7.12%	-3.51%	24.26%
PLA		-23.97%	21.77%	-26.47%	-23.84%	-3.46%	0.18%	-31.52%	-10.08%	2.94%	35.40%	-26.01%	34.92%	97.66%
Remarketing		-20.94%	-8.20%	99.38%	24.45%	60.20%	57.41%	-63.19%	-70.42%	0.93%	27.66%	23.30%	-20.98%	-1.60%
Social Media		54.55%	1.08%	-38.13%	-15.95%	-26.38%	-45.62%	55.59%	85.12%	71.52%	10.98%	-51.00%	250.26%	-3.85%
Web Misc		2.77%	-30.61%	59.51%	12.43%	41.87%	9.41%	-17.26%	-26.41%	12.83%	9.79%	-0.35%	0.48%	64.34%
Total		6.53%	-6.45%	6.86%	19.53%	-10.60%	12.21%	-14.66%	-28.60%	-8.93%	-14.51%	31.26%	-24.33%	10.98%

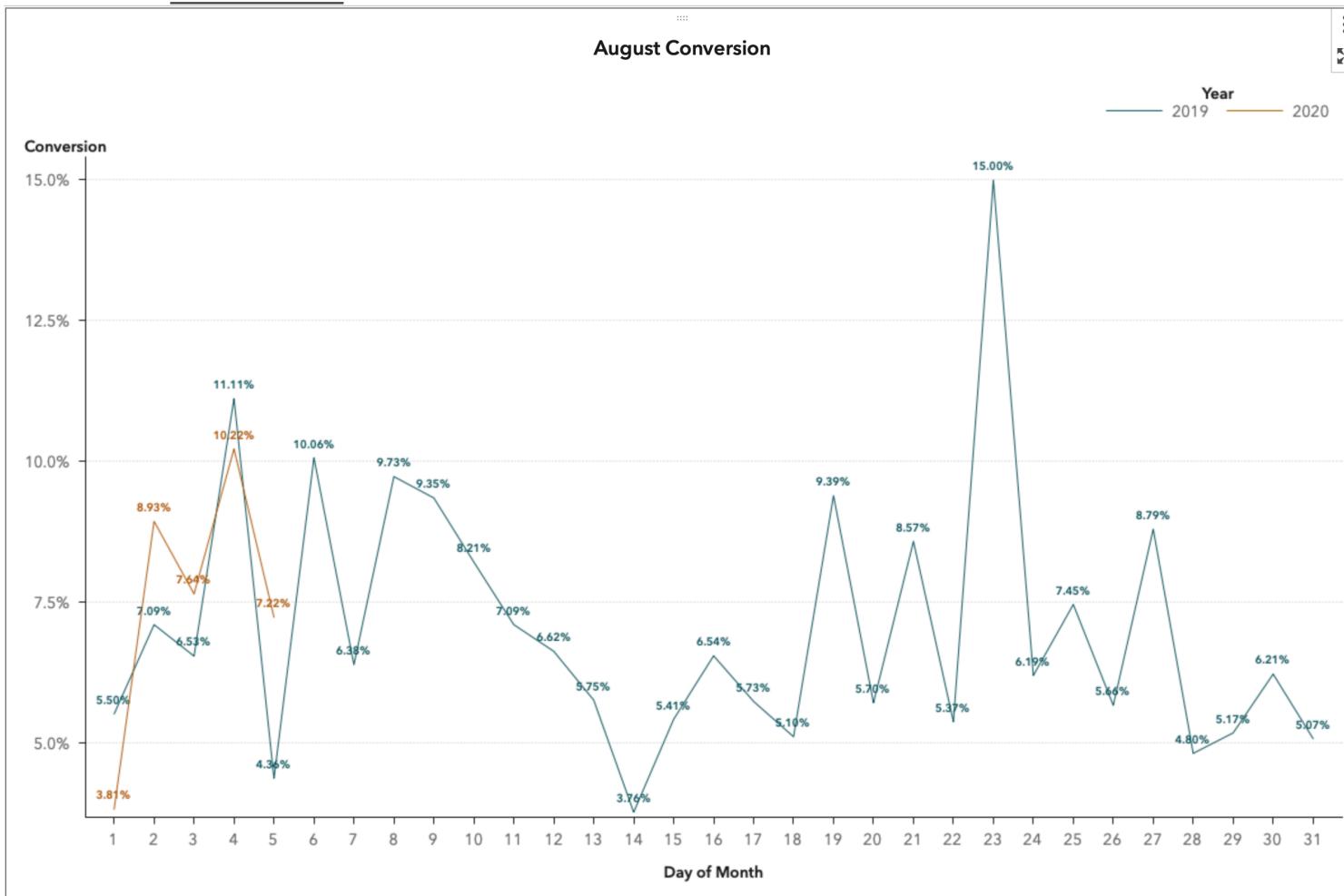
Monthly Visits & Conversion Charts



Fake Web Traffic Report



◀ August Visits August Conversion July Visits July Conversion July Sales June Visits June Conversion June Sales May Visits May Cc ▶ □



Select Channels

- Affiliate
- Direct
- Email
- Internal Referrer/Refresh
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

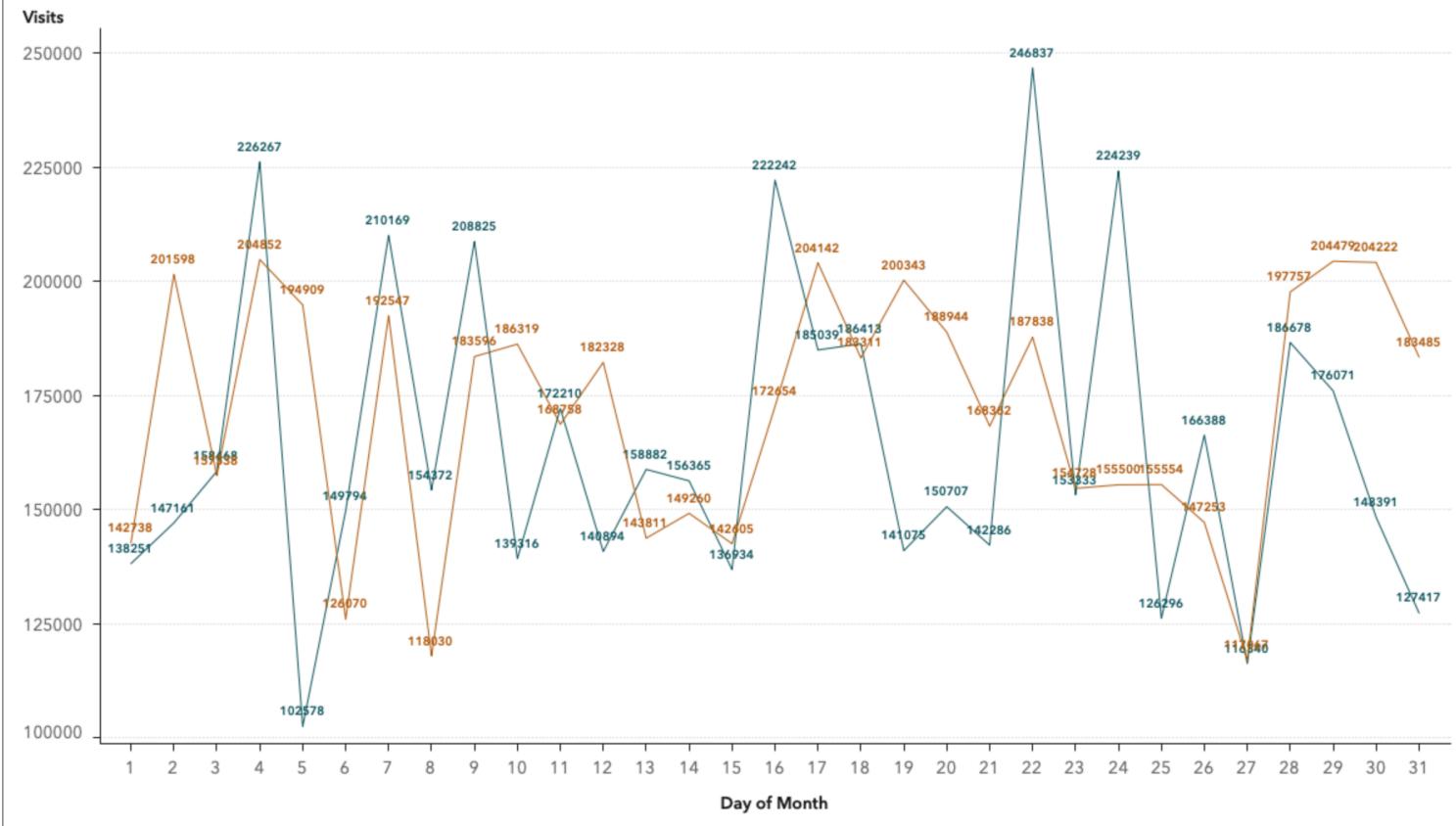
◀ August Visits August Conversion July Visits July Conversion July Sales June Visits June Conversion June Sales May Visits May Cc ▶

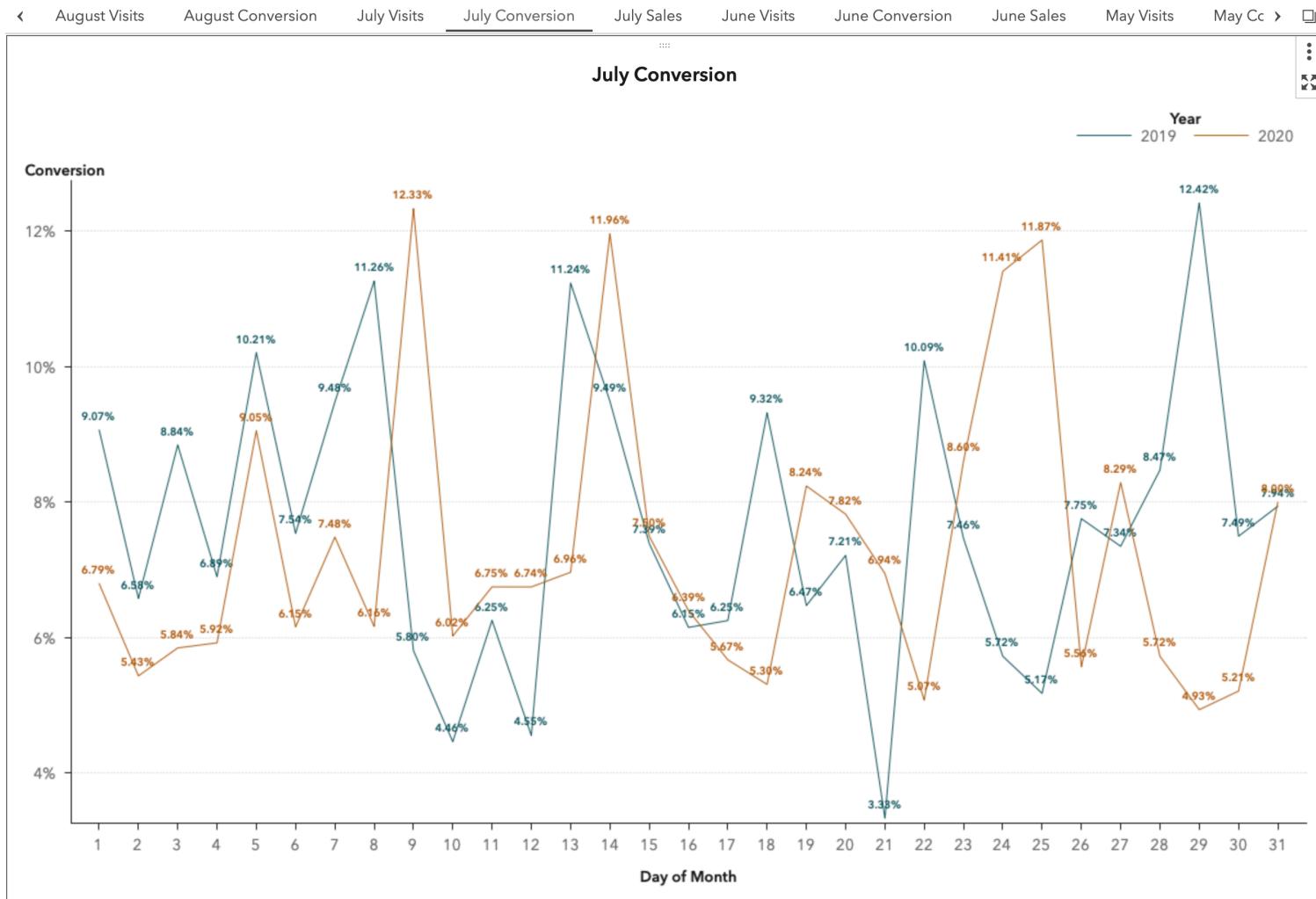
Select Channels

- Affiliate
- Direct
- Email
- Internal Referrer/Refresh
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

July Visits

Year
2019 2020





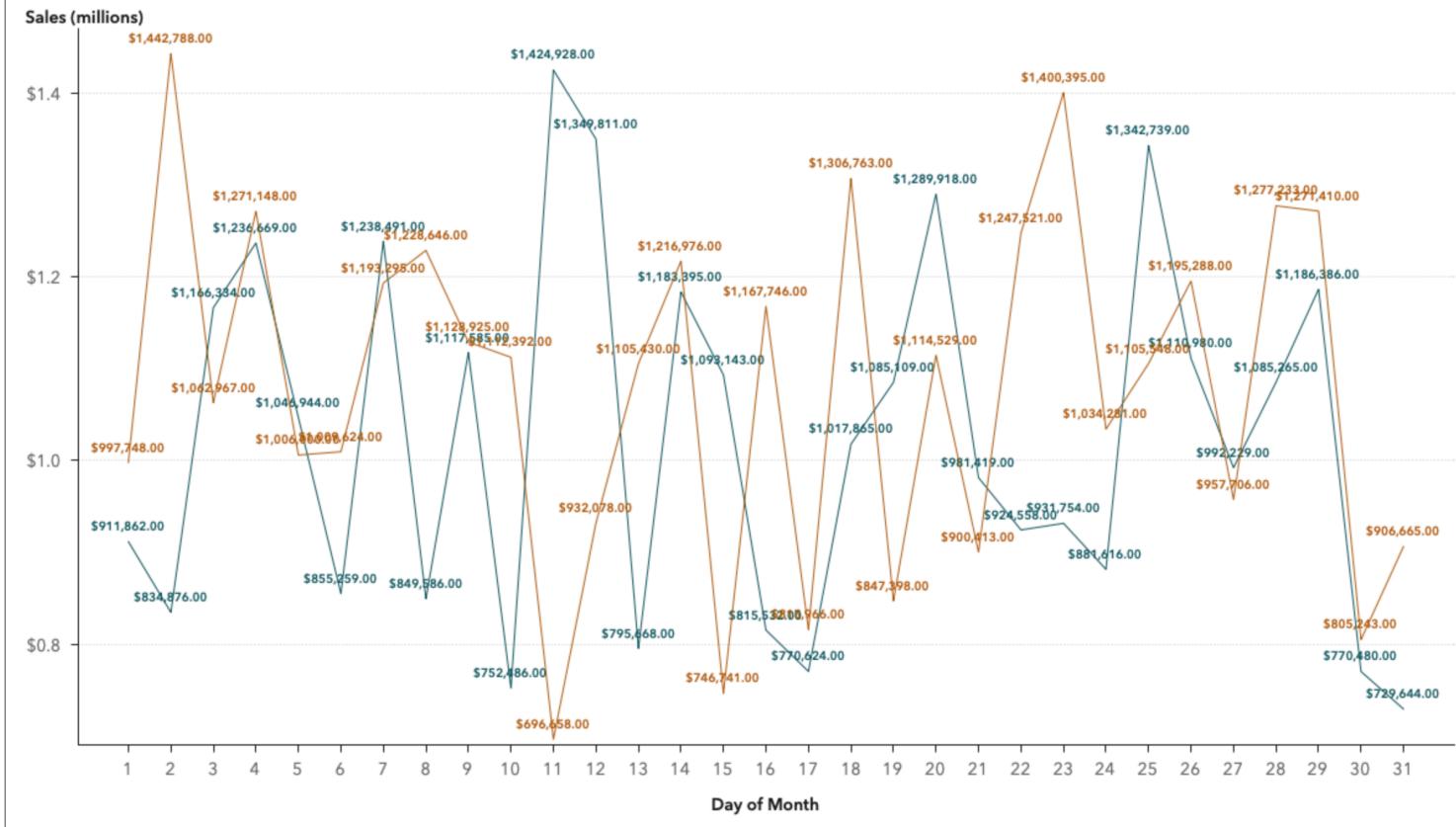
Select Channels

- Affiliate
- Direct
- Email
- Internal Referrer/Refresh
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

◀ August Visits August Conversion July Visits July Conversion July Sales ⋮ June Visits June Conversion June Sales May Visits May Cc ▶ □

July Conversion

Year
2019 2020



Select Channels

- Affiliate
- Direct
- Email
- Internal Referrer/Refresh
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

QTD Dashboard

Choose Quarter

Q1	Q2	Q3	Q4
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▼ A4.1

Month

August	▼
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▼ A4.2

Day of Month

2	▼
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▼ A4.3

Day of Year

215	▼
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▼ A4.4

Web Traffic QTD Report

Quarter ▲		Q3						
Day of Year ▲		215						
Channels ▲		Visitors QTD 2020	Visitors QTD 2019	Visitors QTD Percent Difference	Visits QTD 2020	Visits QTD 2019	Visits QTD Percent Difference	Sales QTD 2020
Affiliate		324136	347227	-6.65%	640840	433330	47.89%	\$3,154,255.00
Direct		378079	369883	2.22%	477698	541261	-11.74%	\$2,876,054.00
Email		428728	392266	9.30%	396705	614956	-35.49%	\$3,528,833.00
Internal Referrer/Refresh		360622	427299	-15.60%	505225	483438	4.51%	\$3,472,645.00
Organic Search		396881	469642	-15.49%	427673	478511	-10.62%	\$3,131,445.00
Paid Search		441759	382878	15.38%	527658	505980	4.28%	\$3,738,208.00
PayPal		416819	470655	-11.44%	516188	460808	12.02%	\$3,400,012.00
PLA		413286	446904	-7.52%	536625	483639	10.96%	\$3,704,614.00
Remarketing		374724	444063	-15.61%	637192	502631	26.77%	\$2,828,450.00

▼ A4.5

Notes:

1. Leap year starts on Day of Year=60. After Day of Year=60, **the regular year in this crosstab adds 1 day for comparison purpose**
For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.
2. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Note: **the regular year didn't add 1 day in pop-up charts**

Fake Web Traffic Report

Choose Quarter Month Day of Month Day of Year

Q1	Q2	Q3	Q4	August	2	215
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< QTD Dashboard QTD 2020 QTD 2019 QTD Percent Difference >

Web Traffic QTD Report

Quarter	Q3														
	215														
Day of Year	Visitors QTD 2020	Visitors QTD 2019	Visitors QTD Percent Difference	Visits QTD 2020	Visits QTD 2019	Visits QTD Percent Difference	Sales QTD 2020	Sales QTD 2019	Sales QTD Percent Difference	Orders QTD 2020	Orders QTD 2019	Orders QTD Percent Difference	AOV QTD 2020	AOV QTD 2019	AOV QTD Percent Difference
	Affiliate	324136	347227	-6.65%	640840	433330	47.89%	\$3,154,255.00	\$3,160,036.00	-0.18%	24753	29669	-16.57%	\$127.43	\$106.51
Direct	378079	369883	2.22%	477698	541261	-11.74%	\$2,876,054.00	\$3,102,587.00	-7.30%	29489	28127	4.84%	\$97.53	\$110.31	-11.5
Email	428728	392266	9.30%	396705	614956	-35.49%	\$3,528,833.00	\$2,857,406.00	23.50%	23254	28314	-17.87%	\$151.75	\$100.92	50.8
Internal Referrer/Refresh	360622	427299	-15.60%	505225	483438	4.51%	\$3,472,645.00	\$3,209,087.00	8.21%	28106	30454	-7.71%	\$123.56	\$105.37	17.2
Organic Search	396881	469642	-15.49%	427673	478511	-10.62%	\$3,131,445.00	\$3,023,716.00	3.56%	31968	26331	21.41%	\$97.96	\$114.83	-14.7
Paid Search	441759	382878	15.38%	527658	505980	4.28%	\$3,738,208.00	\$2,955,363.00	26.49%	27283	33777	-19.23%	\$137.02	\$87.50	56.6
PayPal	416819	470655	-11.44%	516188	460808	12.02%	\$3,400,012.00	\$2,889,160.00	17.68%	32493	27902	16.45%	\$104.64	\$103.55	1.0
PLA	413286	446904	-7.52%	536625	483639	10.96%	\$3,704,614.00	\$2,882,929.00	28.50%	25472	33373	-23.67%	\$145.44	\$86.39	68.8
Remarketing	374724	444063	-15.61%	637192	502631	26.77%	\$2,828,450.00	\$3,508,934.00	-19.39%	29755	31509	-5.57%	\$95.06	\$111.36	-14.6
Social Media	372879	414175	-9.97%	504139	517548	-2.59%	\$2,659,709.00	\$2,914,169.00	-8.73%	29819	34145	-12.67%	\$89.20	\$85.35	4.5
Web Misc	470970	388583	21.20%	519004	431226	20.36%	\$3,412,777.00	\$3,494,807.00	-2.35%	23462	27490	-14.65%	\$145.46	\$127.13	14.4
Total	4378883	4553575	-3.84%	5688947	5453328	4.32%	\$35,907,002.00	\$33,998,194.00	5.61%	3058...	331091	-7.62%	\$117.40	\$102.69	14.3

Notes:

1. Leap year starts on Day of Year=60. After Day of Year=60, the regular year in this crosstab adds 1 day for comparison purpose

For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.

2. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Note: the regular year didn't add 1 day in pop-up charts

3. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

Choose Quarter

Q1	Q2	Q3	Q4	August	2	215
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Month

Day of Month

Day of Year

◀ QTD Dashboard **QTD 2020** QTD 2019 ▶ QTD Percent Difference

Web Traffic 2020 QTD Report

Channels	Quarter ▲	Q3												
	Day of Year ▲	215												
▼	Visitors QTD 2020	Visits QTD 2020	Sales QTD 2020	Orders QTD 2020	AOV QTD 2020	Conversion QTD 2020	Units QTD 2020	UPT QTD 2020	Unique Add to Bag Rate QTD 2020	Add to Bag Rate QTD 2020	Order to Addtobag Rate QTD 2020	Abandon Rate QTD 2020	Bounce Rate QTD 2020	
Affiliate	324136	640840	\$3,154,255.00	24753	\$127.43	7.64%	92516	3.74	58242	17.97%	42.50%	57.50%	22.22%	
Direct	378079	477698	\$2,876,054.00	29489	\$97.53	7.80%	99745	3.38	57670	15.25%	51.13%	48.87%	32.10%	
Email	428728	396705	\$3,528,833.00	23254	\$151.75	5.42%	90016	3.87	65536	15.29%	35.48%	64.52%	38.61%	
Internal Referrer/Refresh	360622	505225	\$3,472,645.00	28106	\$123.56	7.79%	91695	3.26	75422	20.91%	37.26%	62.74%	27.84%	
Organic Search	396881	427673	\$3,131,445.00	31968	\$97.96	8.05%	104741	3.28	61378	15.47%	52.08%	47.92%	35.27%	
Paid Search	441759	527658	\$3,738,208.00	27283	\$137.02	6.18%	111571	4.09	65679	14.87%	41.54%	58.46%	30.56%	
PayPal	416819	516188	\$3,400,012.00	32493	\$104.64	7.80%	102063	3.14	52191	12.52%	62.26%	37.74%	29.46%	
PLA	413286	536625	\$3,704,614.00	25472	\$145.44	6.16%	86002	3.38	72425	17.52%	35.17%	64.83%	24.08%	
Remarketing	374724	637192	\$2,828,450.00	29755	\$95.06	7.94%	122185	4.11	69840	18.64%	42.60%	57.40%	22.43%	
Social Media	372879	504139	\$2,659,709.00	29819	\$89.20	8.00%	109381	3.67	67956	18.22%	43.88%	56.12%	27.36%	
Web Misc	470970	519004	\$3,412,777.00	23462	\$145.46	4.98%	113413	4.83	52904	11.23%	44.35%	55.65%	32.76%	
Total	4378883	5688947	\$35,907,002.00	3058...	\$117.40	6.98%	1123328	3.67	699243	15.97%	43.74%	56.26%	28.72%	

Choose Quarter

Q1	Q2	Q3	Q4	August	2	215
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Month

Day of Month

Day of Year

◀ QTD Dashboard QTD 2020 QTD 2019 QTD Percent Difference ▶

Web Traffic 2019 QTD Report

Channels	Quarter ▲	Q3												
	Day of Year ▲	Visitors QTD 2019	Visits QTD 2019	Sales QTD 2019	Orders QTD 2019	AOV QTD 2019	Conversion QTD 2019	Units QTD 2019	UPT QTD 2019	Unique Add to Bag QTD 2019	Add to Bag Rate QTD 2019	Order to Addtobag Rate QTD 2019	Abandon Rate QTD 2019	Bounce Rate QTD 2019
Affiliate	347227	433330	\$3,160,036.00	29669	\$106.51	8.54%	92371	3.11	75473	21.74%	39.31%	60.69%	26.55%	
Direct	369883	541261	\$3,102,587.00	28127	\$110.31	7.60%	106375	3.78	58582	15.84%	48.01%	51.99%	26.77%	
Email	392266	614956	\$2,857,406.00	28314	\$100.92	7.22%	92580	3.27	73928	18.85%	38.30%	61.70%	25.86%	
Internal Referrer/Refresh	427299	483438	\$3,209,087.00	30454	\$105.37	7.13%	96360	3.16	58611	13.72%	51.96%	48.04%	34.73%	
Organic Search	469642	478511	\$3,023,716.00	26331	\$114.83	5.61%	109146	4.15	77351	16.47%	34.04%	65.96%	25.92%	
Paid Search	382878	505980	\$2,955,363.00	33777	\$87.50	8.82%	113351	3.36	60212	15.73%	56.10%	43.90%	31.33%	
PayPal	470655	460808	\$2,889,160.00	27902	\$103.55	5.93%	111737	4.00	67592	14.36%	41.28%	58.72%	35.88%	
PLA	446904	483639	\$2,882,929.00	33373	\$86.39	7.47%	100207	3.00	63467	14.20%	52.58%	47.42%	36.02%	
Remarketing	444063	502631	\$3,508,934.00	31509	\$111.36	7.10%	119953	3.81	66471	14.97%	47.40%	52.60%	36.05%	
Social Media	414175	517548	\$2,914,169.00	34145	\$85.35	8.24%	76095	2.23	65810	15.89%	51.88%	48.12%	28.82%	
Web Misc	388583	431226	\$3,494,807.00	27490	\$127.13	7.07%	90738	3.30	59713	15.37%	46.04%	53.96%	34.15%	
Total	4553575	5453328	\$33,998,194.00	331091	\$102.69	7.27%	1108913	3.35	727210	15.97%	45.53%	54.47%	30.93%	

Choose Quarter

Q1	Q2	Q3	Q4	August	2	215
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Month

Day of Month

Day of Year

< [QTD Dashboard](#) [QTD 2020](#) [QTD 2019](#) [QTD Percent Difference](#) >

Web Traffic 2019 vs 2020 QTD Report

Channels	Quarter ▲	Q3												
	Day of Year ▲	215												
	Visitors QTD Percent Difference	Visits QTD Percent Difference	Sales QTD Percent Difference	Orders QTD Percent Difference	AOV QTD Percent Difference	Conversion QTD Percent Difference	Units QTD Percent Difference	UPT QTD Percent Difference	Unique Add to Bag QTD Percent Difference	Add to Bag Rate QTD Percent Difference	Order to Addtobag Rate QTD Percent Difference	Abandon Rate QTD Percent Difference	Bounce Rate QTD Percent Difference	
Affiliate	-6.65%	47.89%	-0.18%	-16.57%	19.64%	-10.63%	0.16%	20.05%	-22.83%	-17.33%	8.11%	-5.26%	-16.29%	
Direct	2.22%	-11.74%	-7.30%	4.84%	-11.58%	2.57%	-6.23%	-10.56%	-1.56%	-3.69%	6.50%	-6.00%	19.94%	
Email	9.30%	-35.49%	23.50%	-17.87%	50.37%	-24.86%	-2.77%	18.39%	-11.35%	-18.89%	-7.35%	4.57%	49.28%	
Internal Referrer/Refresh	-15.60%	4.51%	8.21%	-7.71%	17.25%	9.35%	-4.84%	3.11%	28.68%	52.47%	-28.28%	30.59%	-19.83%	
Organic Search	-15.49%	-10.62%	3.56%	21.41%	-14.70%	43.67%	-4.04%	-20.96%	-20.65%	-6.10%	53.00%	-27.35%	36.06%	
Paid Search	15.38%	4.28%	26.49%	-19.23%	56.60%	-29.99%	-1.57%	21.86%	9.08%	-5.46%	-25.95%	33.16%	-2.48%	
PayPal	-11.44%	12.02%	17.68%	16.45%	1.05%	31.50%	-8.66%	-21.56%	-22.79%	-12.81%	50.82%	-35.73%	-17.90%	
PLA	-7.52%	10.96%	28.50%	-23.67%	68.36%	-17.47%	-14.18%	12.45%	14.11%	23.40%	-33.12%	36.72%	-33.15%	
Remarketing	-15.61%	26.77%	-19.39%	-5.57%	-14.64%	11.91%	1.86%	7.87%	5.07%	24.51%	-10.12%	9.12%	-37.77%	
Social Media	-9.97%	-2.59%	-8.73%	-12.67%	4.51%	-3.00%	43.74%	64.60%	3.26%	14.70%	-15.43%	16.64%	-5.08%	
Web Misc	21.20%	20.36%	-2.35%	-14.65%	14.42%	-29.58%	24.99%	46.45%	-11.40%	-26.90%	-3.67%	3.13%	-4.08%	
Total	-3.84%	4.32%	5.61%	-7.62%	14.33%	-3.94%	1.30%	9.66%	-3.85%	-0.01%	-3.93%	3.28%	-7.14%	

YTD Dashboard

Month

August

A5.1

Day of Month

2

A5.2

Day of Year

215

A5.3

Web Traffic YTD Report

Day of Year ▲	215								
Channels ▲	Visitors YTD 2020	Visitors YTD 2019	Visitors YTD Percent Difference	Visits YTD 2020	Visits YTD 2019	Visits YTD Percent Difference	Sales YTD 2020	Sales YTD 2019	
Affiliate	2654415	2820266	-5.88%	3923076	3306009	18.67%	\$19,099,416.00	\$21,343,896.00	
Direct	2736699	2745526	-0.32%	3359435	3452719	-2.70%	\$19,699,943.00	\$20,465,789.00	
Email	2703919	2868539	-5.74%	3294544	3521571	-6.45%	\$21,420,913.00	\$20,389,956.00	
Internal Referrer/Refresh	2726681	2798790	-2.58%	3287932	3232672	1.71%	\$21,232,594.00	\$19,564,304.00	
Organic Search	2750883	2772122	-0.77%	3183843	3036686	4.85%	\$20,461,455.00	\$21,034,642.00	
Paid Search	2996725	2624141	14.20%	3520181	3389179	3.87%	\$22,144,669.00	\$20,152,672.00	
PayPal	2610889	2734641	-4.53%	3459985	3334967	3.75%	\$20,796,000.00	\$19,833,124.00	
PLA	2724261	2588576	5.24%	3371605	3241648	4.01%	\$21,273,202.00	\$21,574,303.00	
Remarketing	2738068	2862537	-4.35%	3591541	3453310	4.00%	\$20,626,656.00	\$20,588,265.00	
Social Media	2721172	2688756	1.21%	3442379	3392279	1.48%	\$20,694,842.00	\$20,583,700.00	

A5.4

1. Leap year starts on Day of Year=60. After Day of Year=60, **the regular year in this crosstab adds 1 day for comparison purpose**
For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.
2. Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information
Note: the regular year didn't add 1 day in pop-up charts
3. Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information

Fake Web Traffic Report

	Daily Dashboard	MTD Dashboard	Monthly Visits & Conversion Charts	QTD Dashboard	YTD Dashboard	Daily Charts	MTD Charts	QTD Charts	YTD Charts	+							
Day	Month	Day of Month	Day of Year														
	August	2	215														
				< YTD Dashboard	YTD 2020	YTD 2019	YTD Percent Difference	>									
Web Traffic YTD Report																	
Day of Year ▲	Channels	Visitors YTD 2020	Visitors YTD 2019	Visitors YTD Percent Difference	Visits YTD 2020	Visits YTD 2019	Visits YTD Percent Difference	Sales YTD 2020	Sales YTD 2019	Sales YTD Percent Difference	Orders YTD 2020	Orders YTD 2019	Orders YTD Percent Difference	AOV YTD 2020	AOV YTD 2019	AOV YTD Percent Difference	Con YTD
215	Affiliate	2654415	2820266	-5.88%	3923076	3306009	18.67%	\$19,099,416.00	\$21,343,896.00	-10.52%	176165	198216	-11.12%	\$108.42	\$107.68	0.69%	
	Direct	2736699	2745526	-0.32%	3359435	3452719	-2.70%	\$19,699,943.00	\$20,465,789.00	-3.74%	186083	183300	1.52%	\$105.87	\$111.65	-5.18%	
	Email	2703919	2868539	-5.74%	3294544	3521571	-6.45%	\$21,420,913.00	\$20,389,956.00	5.06%	178136	182525	-2.40%	\$120.25	\$111.71	7.64%	
	Internal Referrer/Refresh	2726681	2798790	-2.58%	3287932	3232672	1.71%	\$21,232,594.00	\$19,564,304.00	8.53%	193539	188859	2.48%	\$109.71	\$103.59	5.90%	
	Organic Search	2750883	2772122	-0.77%	3183843	3036686	4.85%	\$20,461,455.00	\$21,034,642.00	-2.72%	194735	177421	9.76%	\$105.07	\$118.56	-11.37%	
	Paid Search	2996725	2624141	14.20%	3520181	3389179	3.87%	\$22,144,669.00	\$20,152,672.00	9.88%	186822	196597	-4.97%	\$118.53	\$102.51	15.63%	
	PayPal	2610889	2734641	-4.53%	3459985	3334967	3.75%	\$20,796,000.00	\$19,833,124.00	4.85%	180001	192534	-6.51%	\$115.53	\$103.01	12.16%	
	PLA	2724261	2588576	5.24%	3371605	3241648	4.01%	\$21,273,202.00	\$21,574,303.00	-1.40%	182399	183137	-0.40%	\$116.63	\$117.80	-1.00%	
	Remarketing	2738068	2862537	-4.35%	3591541	3453310	4.00%	\$20,626,656.00	\$20,588,265.00	0.19%	191403	188193	1.71%	\$107.77	\$109.40	-1.49%	
	Social Media	2721172	2688756	1.21%	3442379	3392279	1.48%	\$20,694,842.00	\$20,583,700.00	0.54%	194860	186253	4.62%	\$106.20	\$110.51	-3.90%	
	Web Misc	2691587	2808157	-4.15%	3171122	3128459	1.36%	\$20,772,117.00	\$21,415,052.00	-3.00%	179623	178271	0.76%	\$115.64	\$120.13	-3.73%	
	Total	30055...	30312...	-0.85%	3760...	36489...	3.06%	\$228,221,807...	\$226,945,703...	0.56%	2043...	2055306	-0.56%	\$111.67	\$110.42	1.13%	

1. Leap year starts on Day of Year=60. After Day of Year=60, the regular year in this crosstab adds 1 day for comparison purpose

For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.

2. Click any figure inside the crosstable to look at the pop-up (comparision charts) windows for more information

Note: the regular year didn't add 1 day in pop-up charts

3. Click any figure inside the crosstable to look at the pop-up (comparision charts) windows for more information

Month

Day of Month

Day of Year

August

2

215

◀ YTD Dashboard YTD 2020 YTD 2019 YTD Percent Difference ▶

Month

Day of Month

Day of Year

August

2

215

◀ YTD Dashboard YTD 2020 YTD 2019 YTD Percent Difference ▶

Month

Day of Month

Day of Year

August

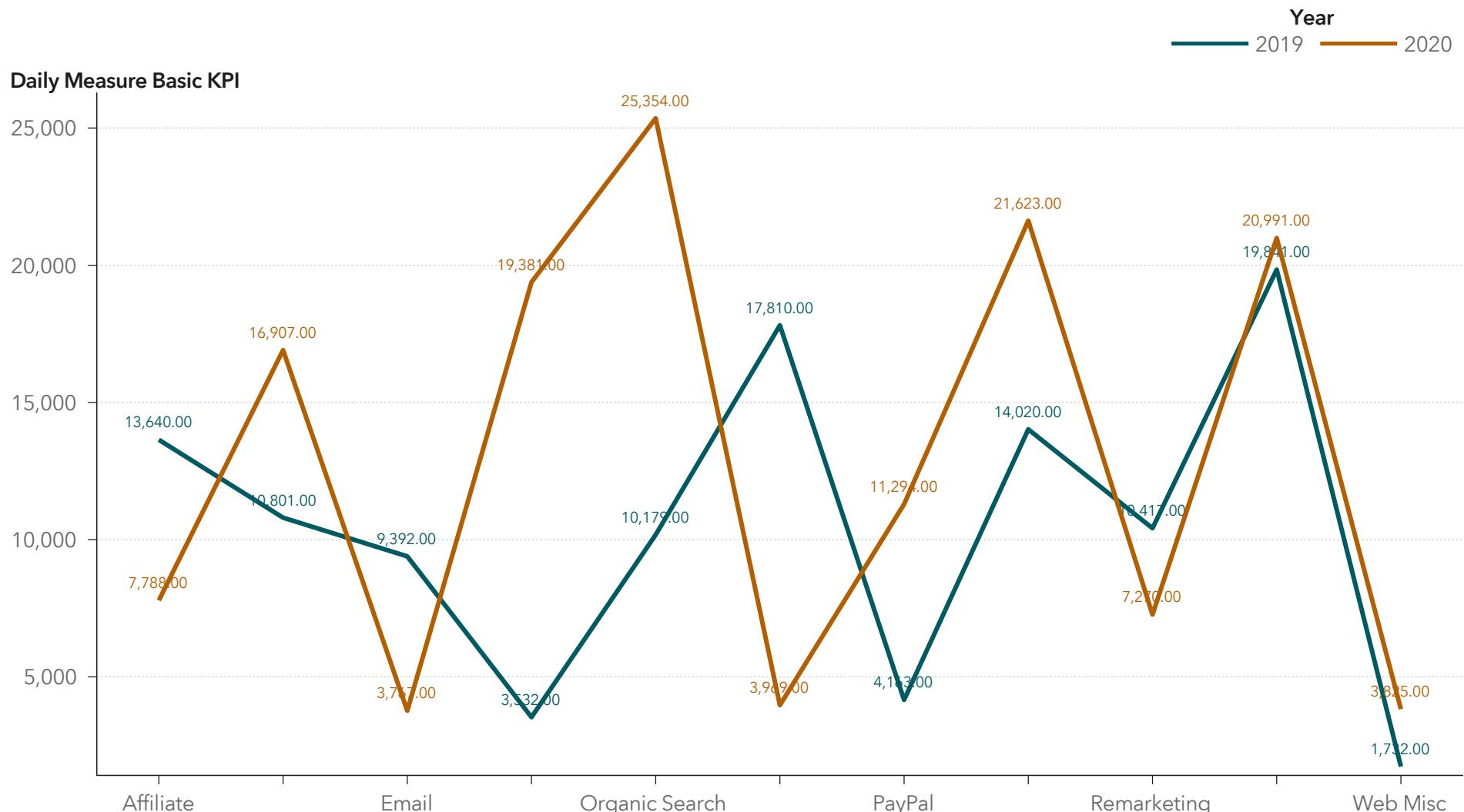
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215

Web Traffic 2019 vs 2020 YTD Report														
Day of Year ▲		215												
Channels	Visitors YTD Percent Difference	Visits YTD Percent Difference	Sales YTD Percent Difference	Orders YTD Percent Difference	AOV YTD Percent Difference	Conversion YTD Percent Difference	Units YTD Percent Difference	UPT YTD Percent Difference	Unique Add to Bag YTD Percent Difference	Add to Bag Rate YTD Percent Difference	Order to Addtobag Rate YTD Percent Difference	Abandon Rate YTD Percent Difference	Bounce Rate YTD Percent Difference	
	-5.88%	18.67%	-10.52%	-11.12%	0.69%	-5.57%	-0.21%	12.28%	-6.00%	-0.13%	-5.45%	4.52%	-15.65%	
Affiliate	-0.32%	-2.70%	-3.74%	1.52%	-5.18%	1.85%	-5.02%	-6.44%	-0.65%	-0.33%	2.19%	-1.84%	8.40%	
Direct	-5.74%	-6.45%	5.06%	-2.40%	7.64%	3.54%	-0.15%	2.31%	-8.28%	-2.69%	6.40%	-4.59%	3.55%	
Email	-2.58%	1.71%	8.53%	2.48%	5.90%	5.19%	0.41%	-2.01%	2.88%	5.60%	-0.39%	0.31%	-4.46%	
Internal Referrer/Refresh	-0.77%	4.85%	-2.72%	9.76%	-11.37%	10.61%	3.43%	-5.77%	-11.21%	-10.52%	23.61%	-15.35%	-3.95%	
Organic Search	14.20%	3.87%	9.88%	-4.97%	15.63%	-16.79%	5.68%	11.21%	0.88%	-11.66%	-5.80%	5.12%	2.70%	
Paid Search	-4.53%	3.75%	4.85%	-6.51%	12.16%	-2.08%	0.66%	7.67%	-5.72%	-1.25%	-0.84%	0.70%	-6.99%	
PayPal	5.24%	4.01%	-1.40%	-0.40%	-1.00%	-5.36%	-3.20%	-2.81%	0.92%	-4.10%	-1.31%	1.00%	-2.14%	
PLA	-4.35%	4.00%	0.19%	1.71%	-1.49%	6.33%	5.66%	3.89%	3.99%	8.72%	-2.20%	1.70%	-16.90%	
Remarketing	1.21%	1.48%	0.54%	4.62%	-3.90%	3.37%	4.57%	-0.05%	4.60%	3.35%	0.02%	-0.02%	-2.64%	
Social Media	-4.15%	1.36%	-3.00%	0.76%	-3.73%	5.12%	2.05%	1.29%	-2.07%	2.17%	2.89%	-2.20%	2.88%	
Total	-0.85%	3.06%	0.56%	-0.56%	1.13%	0.29%	1.28%	1.85%	-1.98%	-1.14%	1.45%	-1.14%	-3.62%	

Daily Charts

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
					A6.1



SAS® Report Viewer - View Reports

Fake Web Traffic Report

Daily Dashboard MTD Dashboard Monthly Visits & Conversion Charts QTD Dashboard YTD Dashboard

2020 Daily Parameter
06/19/2020

2019 Daily Parameter
06/21/2019

Daily Charts

Daily Basic KPIs

Visitors Visits Sales Orders Units Unique Add to Bag

Year: 2019 (Blue) 2020 (Orange)

Daily Measure Basic KPI

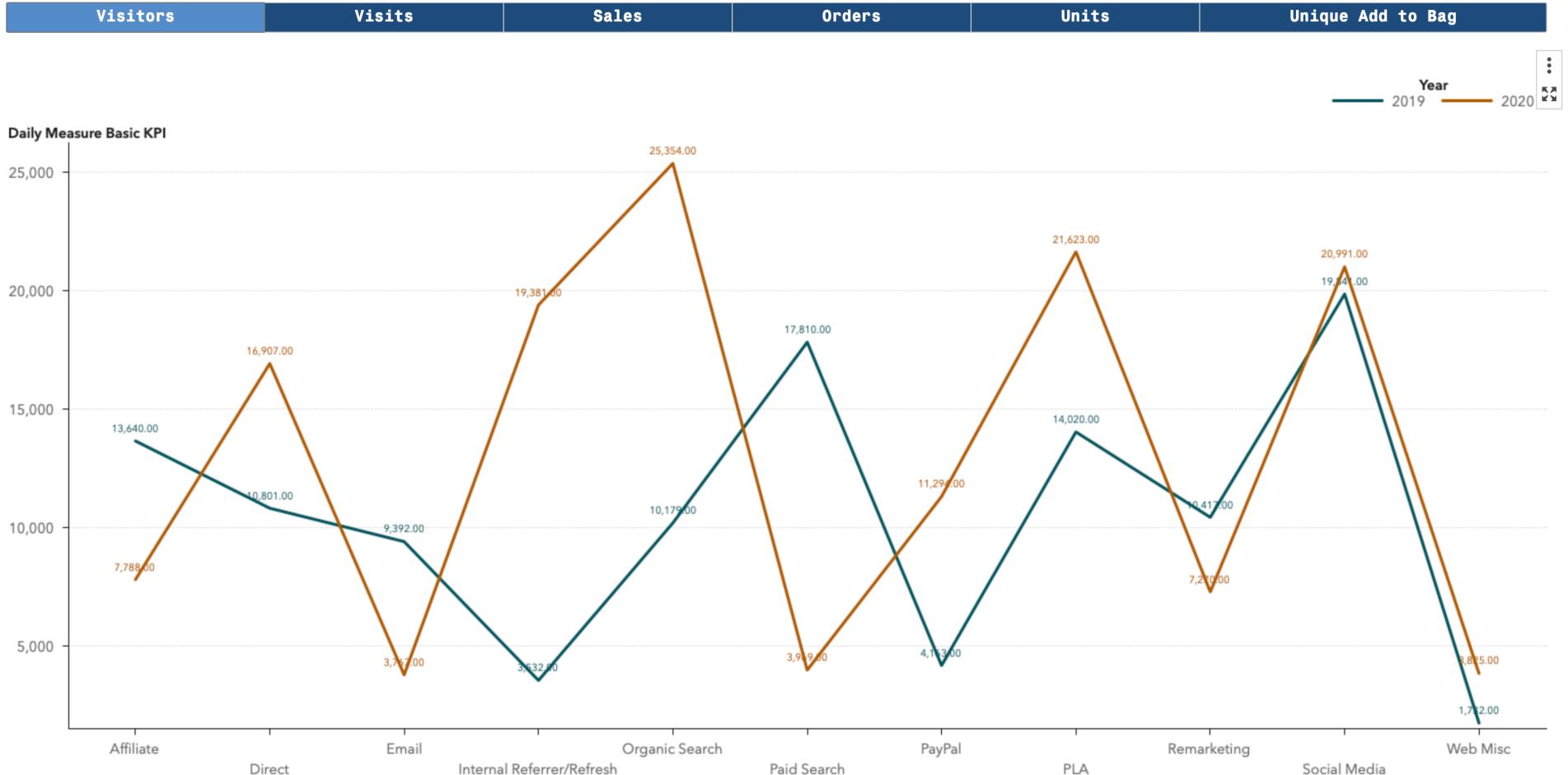
Channel	2019 (Visitors)	2020 (Visitors)	2019 (Visits)	2020 (Visits)	2019 (Sales)	2020 (Sales)	2019 (Orders)	2020 (Orders)	2019 (Units)	2020 (Units)	2019 (Unique Add to Bag)	2020 (Unique Add to Bag)
Affiliate	13,640.00	7,788.00	16,907.00	10,801.00	9,392.00	3,532.00	19,381.00	25,354.00	10,179.00	17,810.00	11,294.00	14,020.00
Direct	10,801.00	16,907.00	9,392.00	13,640.00	3,532.00	19,381.00	25,354.00	17,810.00	10,179.00	17,810.00	11,294.00	14,020.00
Email	9,392.00	3,532.00	19,381.00	25,354.00	17,810.00	10,179.00	11,294.00	14,020.00	10,417.00	17,810.00	11,294.00	14,020.00
Internal Referrer/Refresh	3,532.00	19,381.00	25,354.00	17,810.00	10,179.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00
Organic Search	10,179.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	17,810.00	11,294.00	14,020.00
Paid Search	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00
PayPal	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00
PLA	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00
Remarketing	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00
Social Media	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00
Web Misc	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00	10,417.00	7,025.00	17,810.00	11,294.00	14,020.00
Total	14,216.90	11,552.70	23.04%	11,552.70	14,216.90	23.04%	14,216.90	11,552.70	23.04%	11,552.70	14,216.90	23.04%

Close

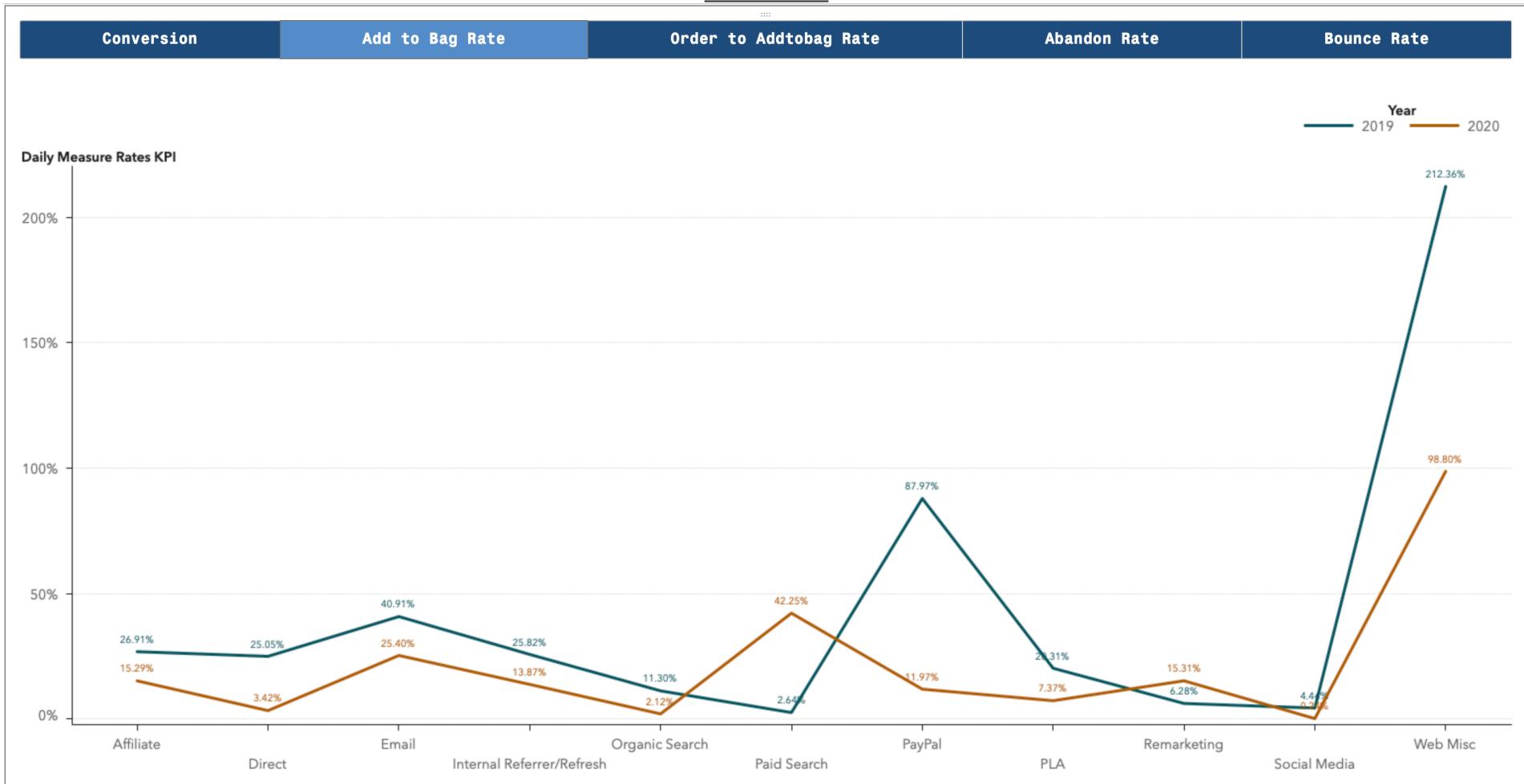
Notes:

1. Channel Names: SAS called "Internal Referrer", "Organic" and Adobe called "Refresh", "Direct Channel". So here used Internal Referrer/Refresh and Direct to refer them separately
2. Data problems for Affiliate (1) Order to Unique add to bag Rate (2) Abandon Rate in Adobe data
3. Click any column name of the crosstable to sort by that particular column
4. Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

◀ Daily Basic KPIs Daily Rates KPI Daily Other KPI ▶



◀ Daily Basic KPIs Daily Rates KPI Daily Other KPI ▶



◀ Daily Basic KPIs Daily Rates KPI Daily Other KPI ▶

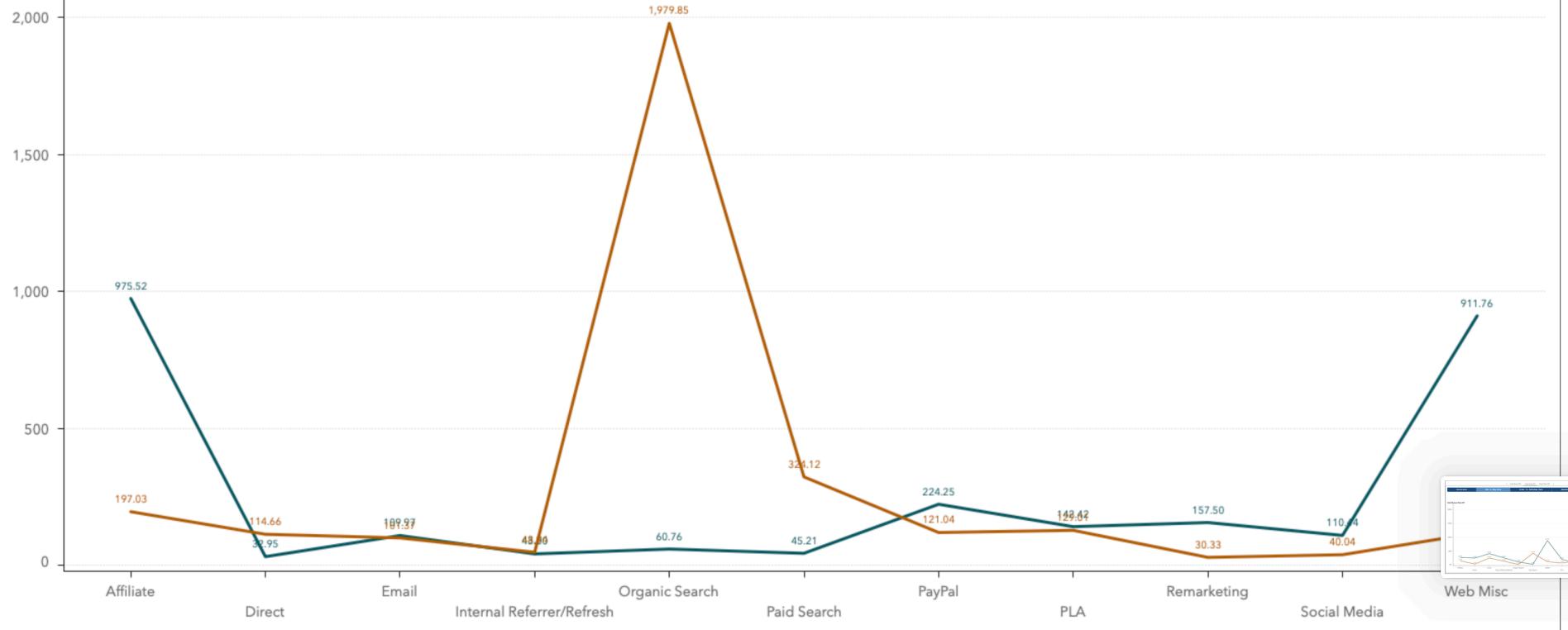
AOV

UPT

Year

2019 2020

Daily Measure Other KPI



MTD Charts

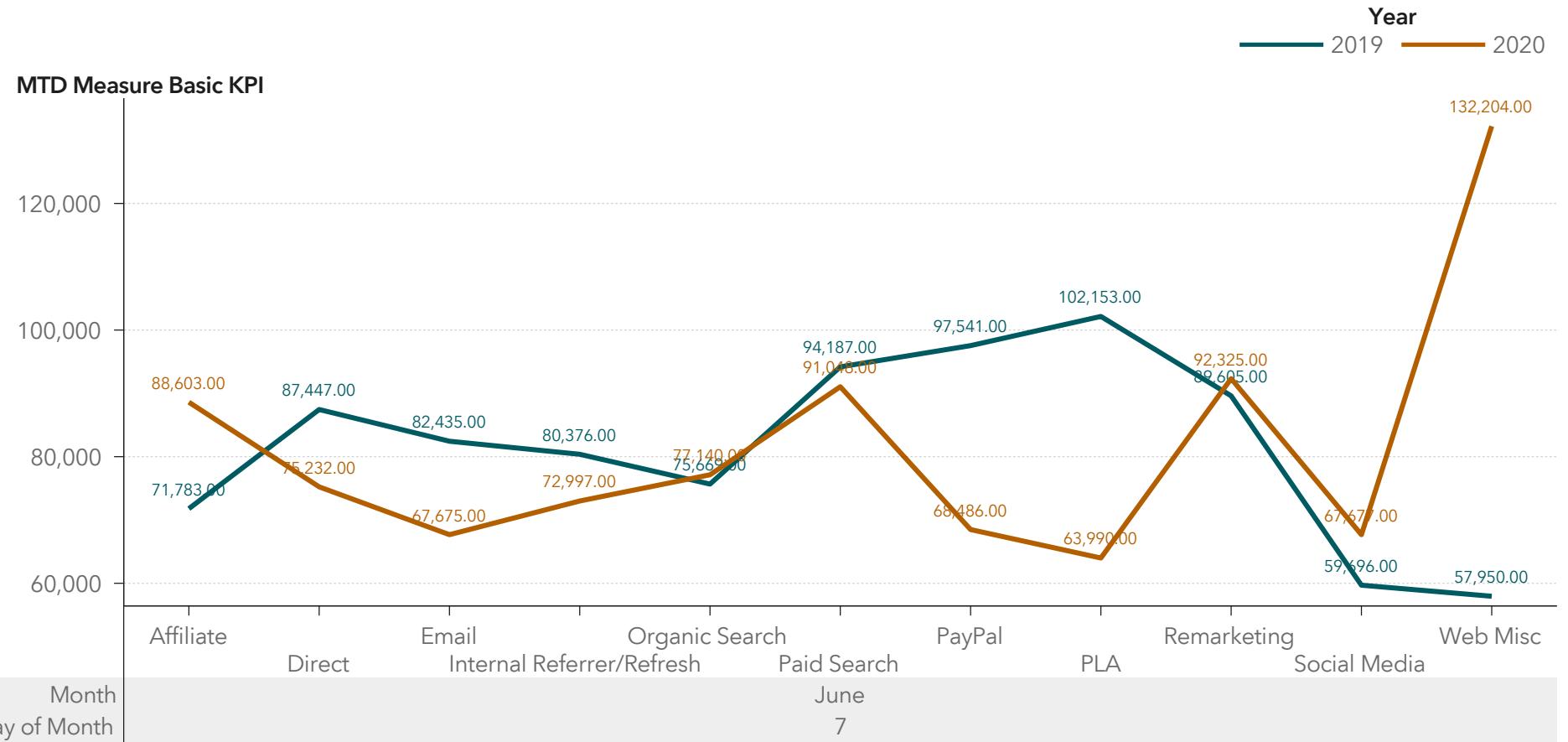
Choose Month

January	February	March	April	May	June	July	August	September	October	November	December
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

Enter Day of Month

A7.1
A7.2

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
----------	--------	-------	--------	-------	-------------------

A7.3


SAS® Report Viewer - View Reports

Fake Web Traffic Report

Daily Dashboard MTD Dashboard Monthly Visits & Conversion Charts QTD Dashboard YTD Dashboard

Choose Month

Enter Day of Month

MTD Charts

Choose Month

Enter Day of Month

MTD Basic KPIs MTD Rates KPI MTD Other KPI

Visitors Visits Sales Orders Units Unique Add to Bag

MTD Measure Basic KPI

Month Day of Month June 7 Year

Close

Notes: Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information

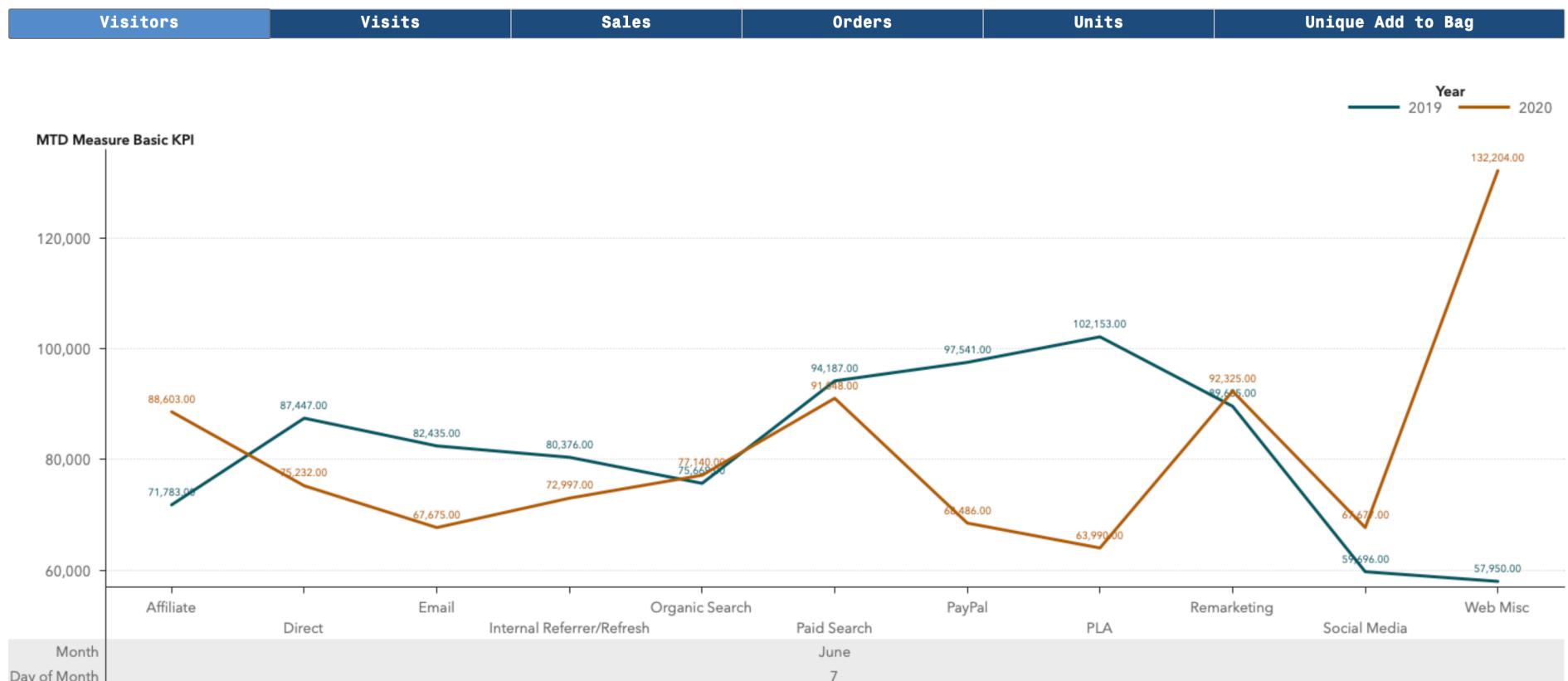
Channels	Visitors MTD 2020	Visitors MTD 2019	Visitors MTD Percent Difference
Affiliate	60703	78261	-22.44%
Direct	71741	43093	66.48%
Email	66304	75030	-11.63%
Internal Referrer/Refresh	84168	82448	2.09%
Organic Search	94729	61393	54.30%
Paid Search	99948	64525	54.90%
PayPal	74314	86241	-13.83%
PLA	71439	93967	-23.97%
Remarketing	68262	86338	-20.94%
Social Media	87475	56600	54.55%
Web Misc	100289	97590	2.77%
Total	879372	825486	6.53%

Choose Month

January	February	March	April	May	June	July	August	September	October	November	December
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

Enter Day of Month

◀ MTD Basic KPIs MTD Rates KPI MTD Other KPI ▶

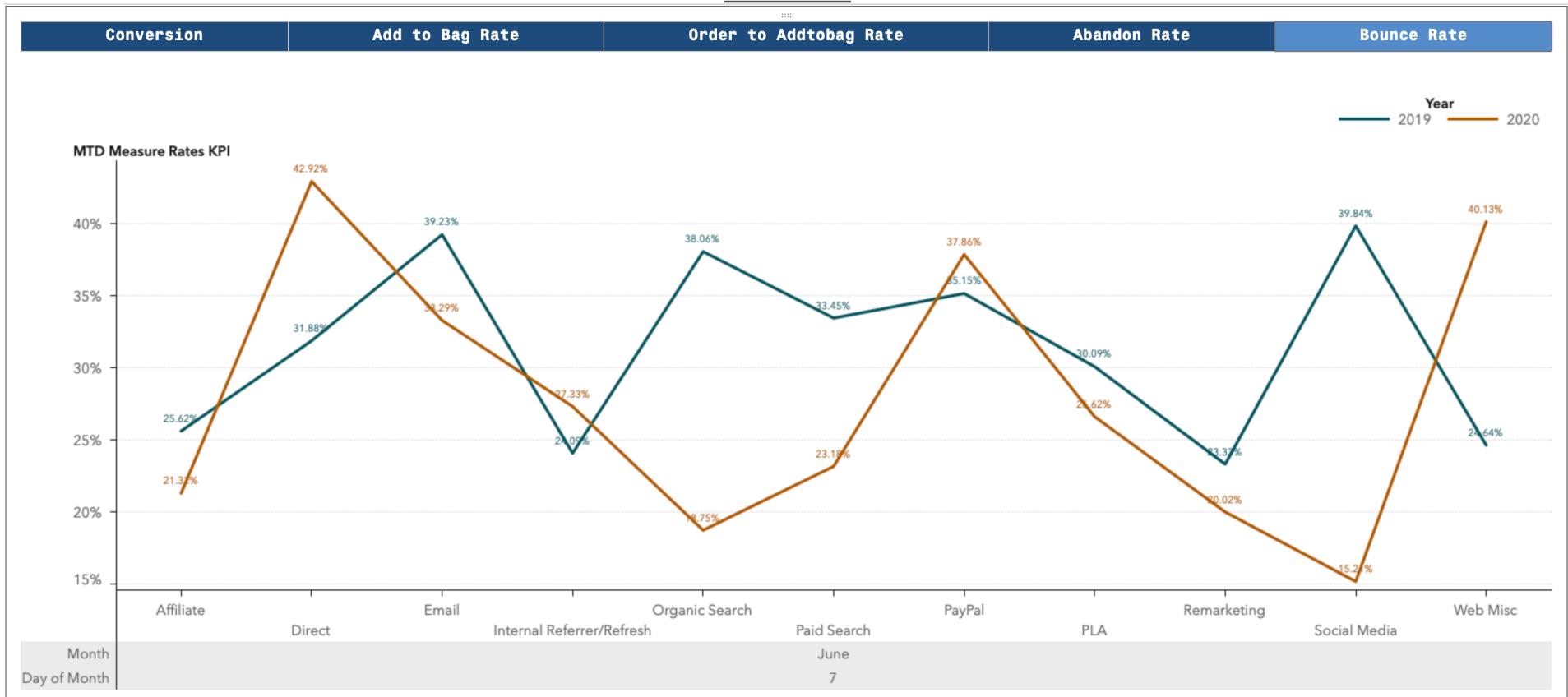


Choose Month

Enter Day of Month

January	February	March	April	May	June	July	August	September	October	November	December
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

◀ MTD Basic KPIs MTD Rates KPI MTD Other KPI ▶



Choose Month

January	February	March	April	May	June	July	August	September	October	November	December
---------	----------	-------	-------	-----	------	------	--------	-----------	---------	----------	----------

Enter Day of Month

◀ MTD Basic KPIs MTD Rates KPI MTD Other KPI ▶

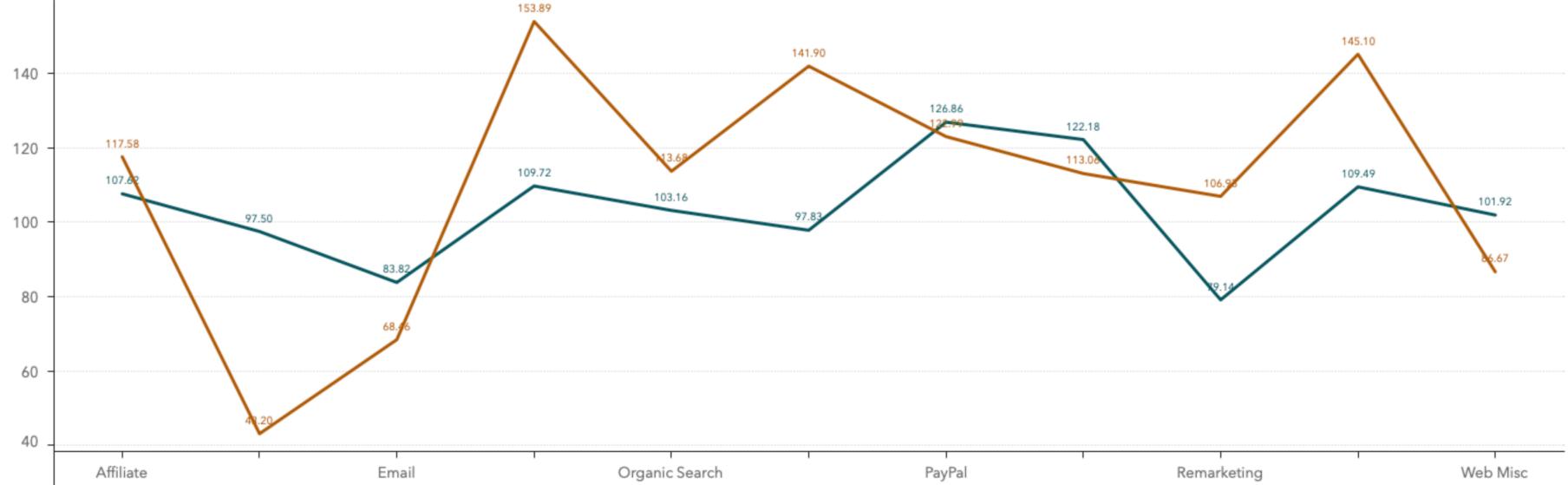
AOV

UPT

Year

2019 2020

MTD Measure Other KPI



Month

Day of Month

Internal Referrer/Refresh

June
7

QTD Charts

Choose Quarter

Q1	Q2	Q3	Q4
----	----	----	----

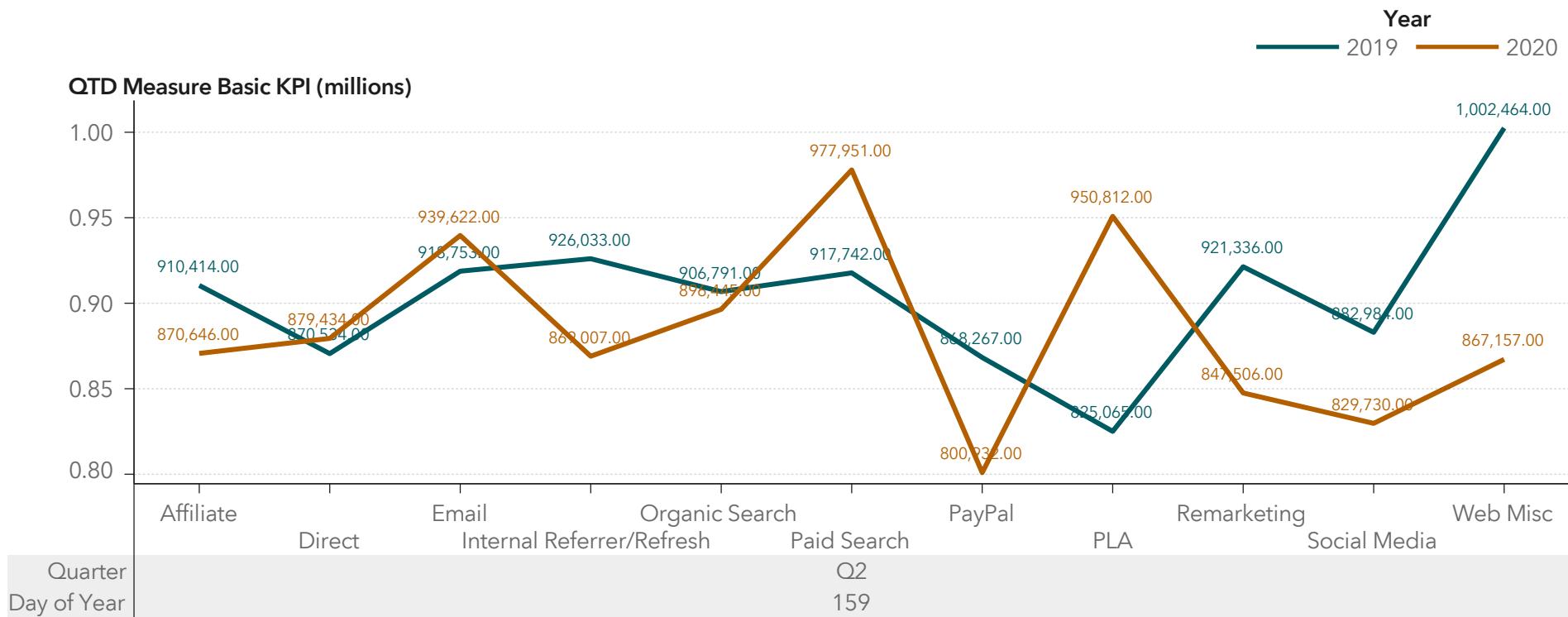
⋮ A8.1

Enter Day of Year

⋮ A8.2

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
----------	--------	-------	--------	-------	-------------------

⋮ A8.3



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

SAS® Report Viewer - View Reports

Fake Web Traffic Report

Daily Dashboard MTD Dashboard Monthly Visits & Conversion Charts QTD Dashboard YTD Dashboard

Choose Quarter Month Day of Month Day of Year

Q1 Q2 Q3 Q4 August 2 215

Quarter ▲ Day of Year ▲

Channels	Visitors QTD 2020	Visitors QTD 2019
Affiliate	324136	347227
Direct	378079	369883
Email	428728	392266
Internal Referrer/Refresh	360622	427299
Organic Search	396881	469642
Paid Search	441759	382878
PayPal	416819	470655
PLA	413286	446904
Remarketing	374724	444063
Social Media	372879	414175
Web Misc	470970	388583
Total	1378883	1552575

QTD Charts

Choose Quarter Enter Day of Year

Q1 Q2 Q3 Q4 159

QTD Basic KPIs QTD Rates KPI QTD Other KPI

Visitors Visits Sales Orders Units Unique Add to Bag

Close

Orders QTD Percent Difference	AOV QTD 2020	AOV QTD 2019	AOV QTD Percent Difference
-16.57%	\$127.43	\$106.51	19.64%
4.84%	\$97.53	\$110.31	-11.58%
-17.87%	\$151.75	\$100.92	50.37%
-7.71%	\$123.56	\$105.37	17.25%
21.41%	\$97.96	\$114.83	-14.70%
-19.23%	\$137.02	\$87.50	56.60%
16.45%	\$104.64	\$103.55	1.05%
-23.67%	\$145.44	\$86.39	68.36%
-5.57%	\$95.06	\$111.36	-14.64%
-12.67%	\$89.20	\$85.35	4.51%
-14.65%	\$145.46	\$127.13	14.42%
-7.62%	\$117.40	\$102.60	14.23%

Notes:

- Leap year starts on Day of Year=60. After Day of Year=60, the regular year in this crosstab adds 1 day for comparison purpose
For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.
- Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information
Note: the regular year didn't add 1 day in pop-up charts
- Click any figure inside the crosstable to look at the pop-up (comparison charts) windows for more information

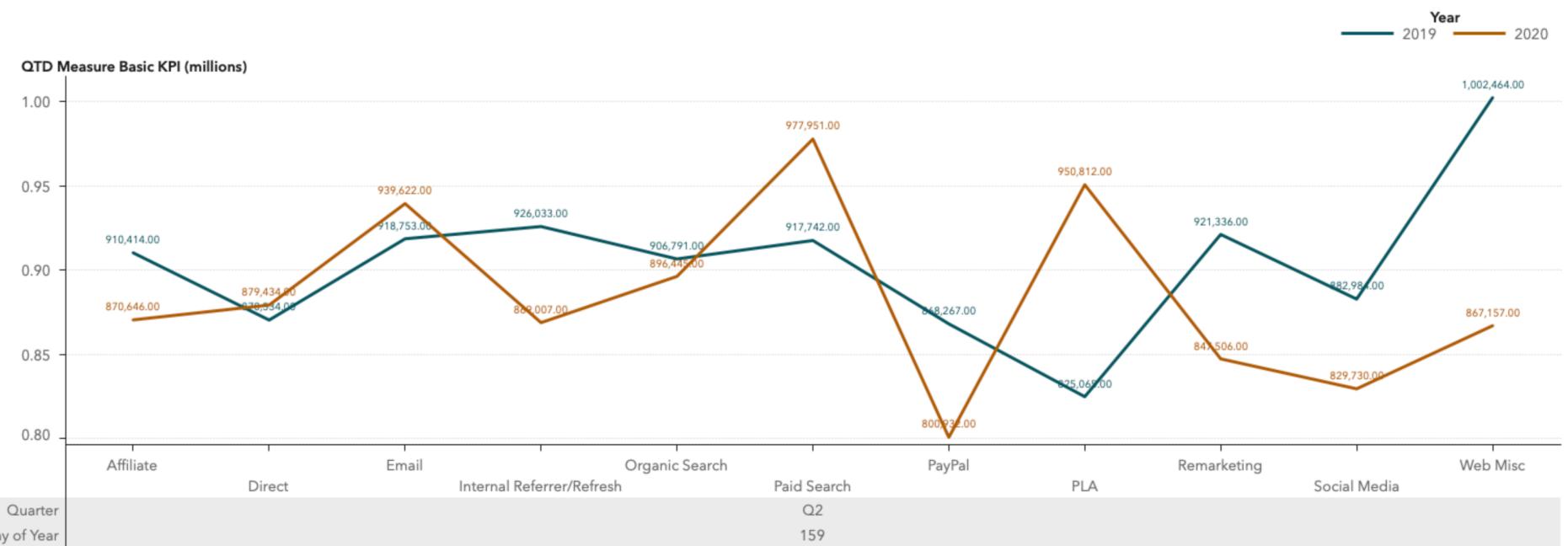
Choose Quarter

Q1	Q2	Q3	Q4
----	----	----	----

Enter Day of Year

◀ QTD Basic KPIs QTD Rates KPI QTD Other KPI ▶

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
----------	--------	-------	--------	-------	-------------------



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Choose Quarter

Q1	Q2	Q3	Q4	Enter Day of Year 159
----	----	----	----	--------------------------

◀ QTD Basic KPIs QTD Rates KPI QTD Other KPI ▶



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Choose Quarter

Q1	Q2	Q3	Q4
----	----	----	----

Enter Day of Year

◀ QTD Basic KPIs QTD Rates KPI QTD Other KPI ▶

AOV

UPT

Year

— 2019 — 2020

QTD Measure Other KPI



Quarter	Day of Year
Q2	159

Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

YTD Charts

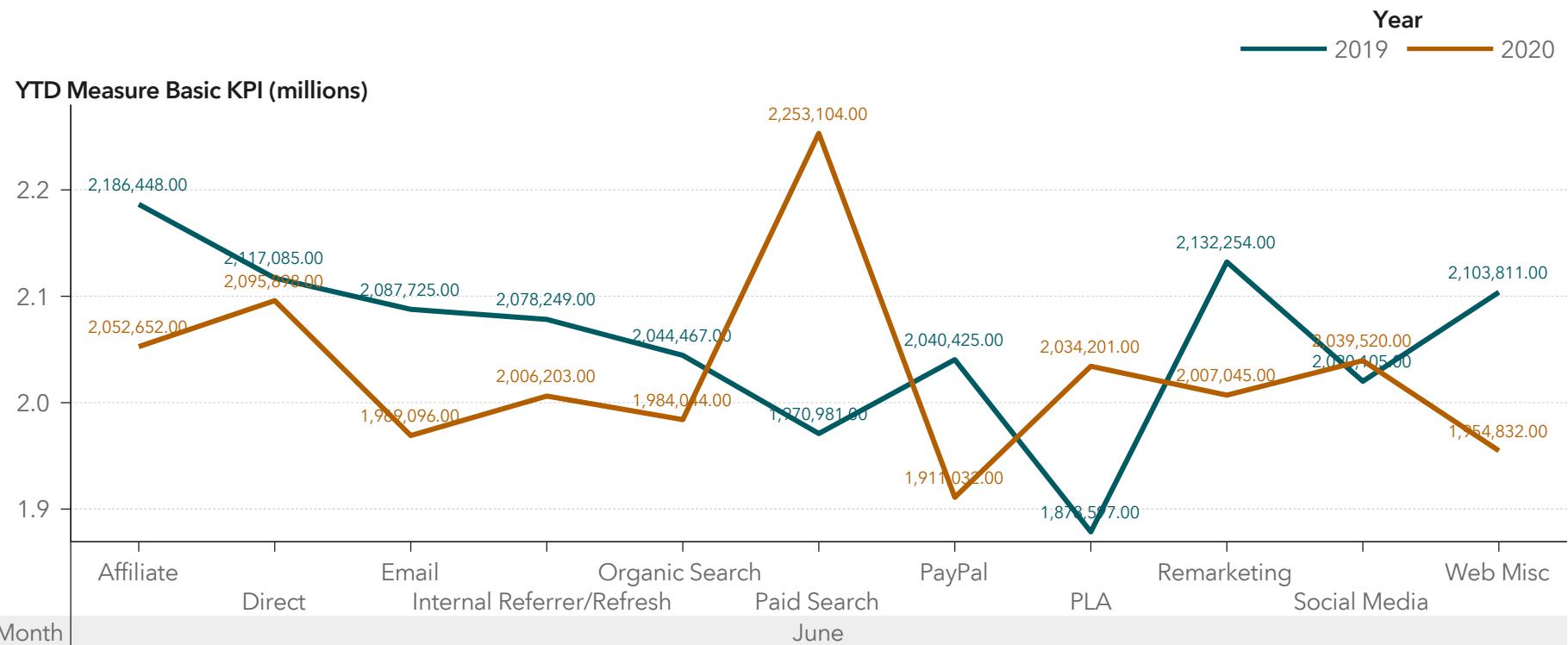
Enter Day of Year

159

[A9.1](#)

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
----------	--------	-------	--------	-------	-------------------

[A9.2](#)



Month
Day of Year

[A9.7](#)

Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

SAS® Report Viewer - View Reports

Fake Web Traffic Report

Search Jingze Zhang

Daily Dashboard MTD Dashboard Monthly Visits & Conversion Charts QTD Dashboard YTD Dashboard

Month Day of Month Day of Year

August 2 215

Day of Year ▲

Enter Day of Year 159

YTD Charts

YTD Basic KPIs YTD Rates KPI YTD Other KPI

Visitors Visits Sales Orders Units Unique Add to Bag

YTD Measure Basic KPI (millions)

Month Day of Year

Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Close

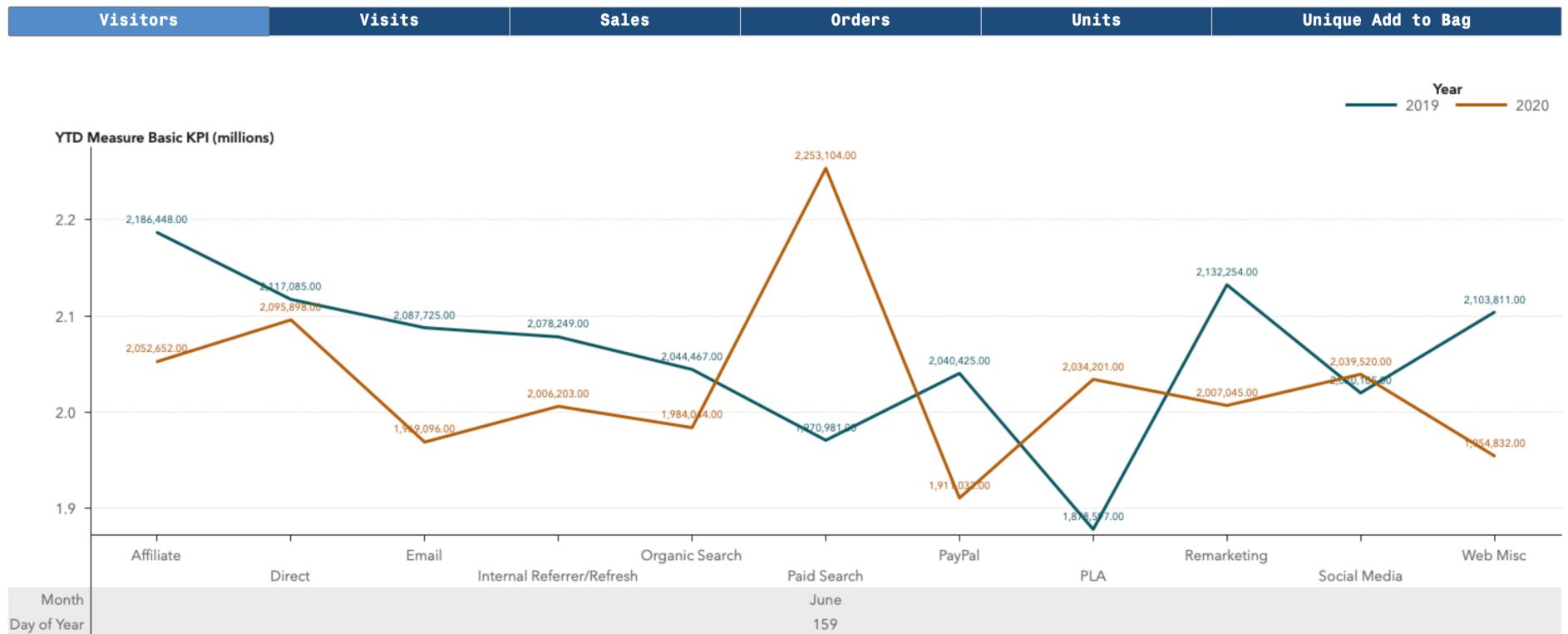
Channels	Visitors YTD 2020	Visitors YTD 2019	Visitors YTD Percent Difference	YTD 2020	YTD 2019	YTD Percent Difference
Affiliate	2654415	2820266	-5.88%	392	392	0.00%
Direct	2736699	2745526	-0.32%	335	335	0.00%
Email	2703919	2868539	-5.74%	329	329	0.00%
Internal Referrer/Refresh	2726681	2798790	-2.58%	328	328	0.00%
Organic Search	2750883	2772122	-0.77%	318	318	0.00%
Paid Search	2996725	2624141	14.20%	352	352	0.00%
PayPal	2610889	2734641	-4.53%	345	345	0.00%
PLA	2724261	2588576	5.24%	337	337	0.00%
Remarketing	2738068	2862537	-4.35%	359	359	0.00%
Social Media	2721172	2688756	1.21%	344	344	0.00%
Web Misc	2691587	2808157	-4.15%	317	317	0.00%
Total	30055...	30312...	-0.85%	317	317	0.00%

AOV YTD Percent Difference	Conversion YTD 2020	Conversion YTD 2019	Conversion YTD Percent Difference
0.69%	6.64%	7.03%	-5.57%
-5.18%	6.80%	6.68%	1.85%
7.64%	6.59%	6.36%	3.54%
5.90%	7.10%	6.75%	5.19%
-11.37%	7.08%	6.40%	10.61%
15.63%	6.23%	7.49%	-16.79%
12.16%	6.89%	7.04%	-2.08%
-1.00%	6.70%	7.07%	-5.36%
-1.49%	6.99%	6.57%	6.33%
-3.90%	7.16%	6.93%	3.37%
-3.73%	6.67%	6.35%	5.12%
1.13%	6.80%	6.78%	0.29%

1. Leap year starts on Day of Year=60. After Day of Year=60, the regular year in this crosstab adds 1 day for comparison purpose
For example: instead of using Feb29, 2020 vs March1, 2019 on day of year=60, above tables use Feb29, 2020 vs Feb28, 2019.
2. Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information
Note: the regular year didn't add 1 day in pop-up charts
3. Click any figure inside the crosstable to look at the pop-up (comparsion charts) windows for more information

Enter Day of Year

< YTD Basic KPIs YTD Rates KPI YTD Other KPI >



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Enter Day of Year

159

YTD Basic KPIs YTD Rates KPI YTD Other KPI



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Enter Day of Year

◀ YTD Basic KPIs YTD Rates KPI YTD Other KPI ▶

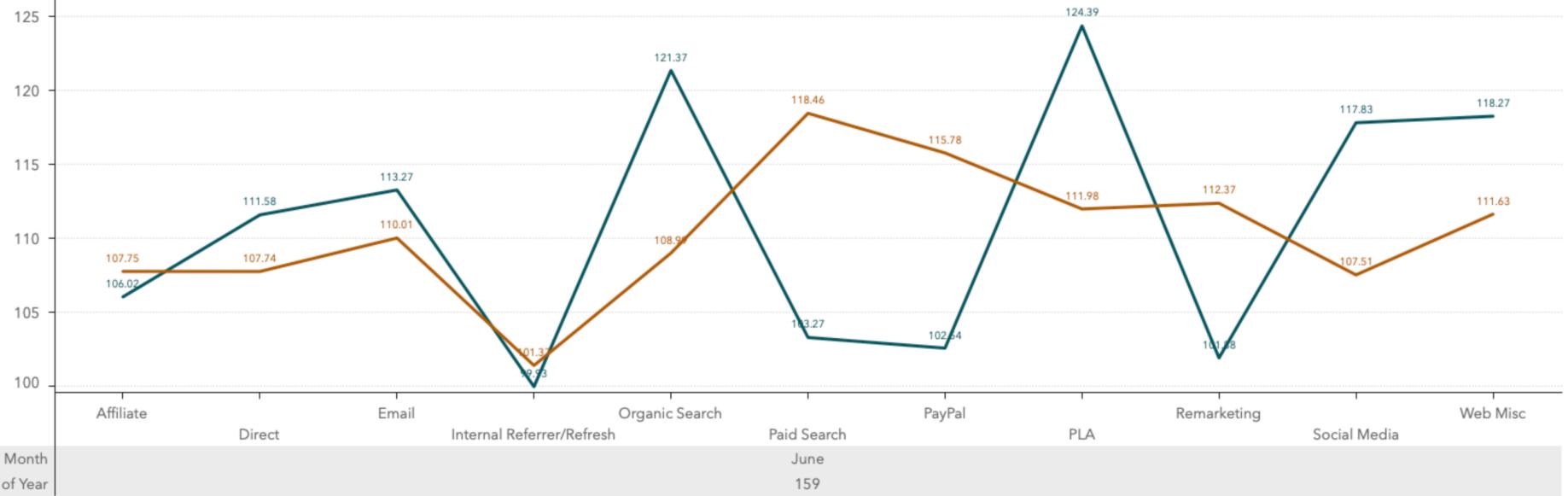
AOV

UPT

Year

2019 2020

YTD Measure Other KPI



Notes: the regular year didn't add 1 day in pop-up charts but adds 1 day in this crosstab for comparison purpose

Appendix

A1.1 Fake Web Traffic Report

Parameters:

2020 Parameter = 06/19/2020
2019 Parameter = 06/21/2019
MTD Other KPI Selected Measure Parameter = 'AOV'
MTD Basic KPI Selected Measure Parameter = 'Visitors'
MTD Rates KPI Selected Measure Parameter = 'Bounce Rate'
Daily Basic KPI Selected Measure Parameter = 'Visitors'
Daily Rates KPI Selected Measure Parameter = 'Add to Bag Rate'
Daily Other KPI Selected Measure Parameter = 'AOV'
QTD Other KPI Selected Measure Parameter = 'AOV'
QTD Rates KPI Selected Measure Parameter = 'Bounce Rate'
QTD Basic KPI Selected Measure Parameter = 'Visitors'
YTD Basic KPI Selected Measure Parameter = 'Visitors'
YTD Other KPI Selected Measure Parameter = 'AOV'
YTD Rates KPI Selected Measure Parameter = 'Bounce Rate'

A1.2 2020 Daily Parameter

Filters:

Year = 2020

A1.3 2019 Daily Parameter

Filters:

Year = 2019

A1.4 Web Traffic Daily Report

Filters:

Channels NotMissing

A1.4 Web Traffic Daily Report

Display Rules:

AOV Percent Difference

abc AOV Percent Difference less than or equal to 0.00%

abc AOV Percent Difference greater than 0.00%

Abandon Rate Percent Difference

abc Abandon Rate Percent Difference greater than or equal to 0.00%

abc Abandon Rate Percent Difference less than 0.00%

Bounce Rate Difference

abc Bounce Rate Difference greater than 0.00%

Bounce Rate Percent Difference

abc Bounce Rate Percent Difference greater than 0.00%

Conversion Percent Difference

abc Conversion Percent Difference less than or equal to 0.00%

abc Conversion Percent Difference greater than 0.00%

Order to Addtobag Rate Percent Difference

abc Order to Addtobag Rate Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate Percent Difference greater than 0.00%

Orders Percent Difference

abc Orders Percent Difference less than or equal to 0.00%

abc Orders Percent Difference greater than 0.00%

Sales Percent Difference

abc Sales Percent Difference less than or equal to 0.00%

abc Sales Percent Difference greater than 0.00%

UPT Percent Difference

abc UPT Percent Difference less than or equal to 0.00%

abc UPT Percent Difference greater than 0.00%

Unique Add to Bag Percent Difference

abc Unique Add to Bag Percent Difference less than or equal to 0.00%

abc Unique Add to Bag Percent Difference greater than 0.00%

Units Percent Difference

abc Units Percent Difference less than or equal to 0.00%

abc Units Percent Difference greater than 0.00%

Visitors Percent Difference

abc Visitors Percent Difference less than or equal to 0.00%

abc Visitors Percent Difference greater than 0.00%

Visits Percent Difference

abc Visits Percent Difference less than or equal to 0.00%

abc Visits Percent Difference greater than 0.00%

A2.1 Choose Month

Filters:

Year ≥ 2019

A2.2 Enter Day of Month

Filters: Year \geq 2019

A2.3 Web Traffic MTD Report

Filters:
Year = 2020
Channels NotMissing
Month = May
Day of Month = 6

A2.3 Web Traffic MTD Report

Display Rules:

AOV MTD Percent Difference

abc AOV MTD Percent Difference less than or equal to 0.00%

abc AOV MTD Percent Difference greater than 0.00%

Abandon Rate MTD Percent Difference

abc Abandon Rate MTD Percent Difference less than 0.00%

abc Abandon Rate MTD Percent Difference greater than or equal to 0.00%

Add to Bag Rate MTD Percent Difference

abc Add to Bag Rate MTD Percent Difference less than or equal to 0.00%

abc Add to Bag Rate MTD Percent Difference greater than 0.00%

Bounce Rate MTD Percent Difference

abc Bounce Rate MTD Percent Difference greater than 0.00%

Conversion MTD Percent Difference

abc Conversion MTD Percent Difference less than or equal to 0.00%

abc Conversion MTD Percent Difference greater than 0.00%

Order to Addtobag Rate MTD Percent Difference

abc Order to Addtobag Rate MTD Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate MTD Percent Difference greater than 0.00%

Orders MTD Percent Difference

abc Orders MTD Percent Difference less than or equal to 0.00%

abc Orders MTD Percent Difference greater than 0.00%

Sales MTD Percent Difference

abc Sales MTD Percent Difference less than or equal to 0.00%

abc Sales MTD Percent Difference greater than 0.00%

UPT MTD Percent Difference

abc UPT MTD Percent Difference less than or equal to 0.00%

abc UPT MTD Percent Difference greater than 0.00%

Unique Add to Bag MTD Percent Difference

abc Unique Add to Bag MTD Percent Difference less than or equal to 0.00%

abc Unique Add to Bag MTD Percent Difference greater than 0.00%

Units MTD Percent Difference

abc Units MTD Percent Difference less than or equal to 0.00%

abc Units MTD Percent Difference greater than 0.00%

Visitors MTD Percent Difference

abc Visitors MTD Percent Difference greater than 0.00%

abc Visitors MTD Percent Difference less than or equal to 0.00%

Visits MTD Percent Difference

abc Visits MTD Percent Difference greater than 0.00%

abc Visits MTD Percent Difference less than or equal to 0.00%

A3.1 August Visits

Filters: Month = August

A3.2 Select Channels

Filters: Channels NotMissing

A4.1 Choose Quarter

Filters: Year \geq 2019

A4.2 Month

Filters: Year \geq 2019
Quarter = Q3

A4.3 Day of Month

Filters: Year \geq 2019
Quarter = Q3
Month = August

A4.4 Day of Year

Filters: Year = 2020
Quarter = Q3
Month = August
Day of Month = 2

A4.5 Web Traffic QTD Report

Filters: Year = 2020
Channels NotMissing
Quarter = Q3
Month = August
Day of Month = 2

A4.5 Web Traffic QTD Report

Display Rules:

AOV QTD Percent Difference

abc AOV QTD Percent Difference less than or equal to 0.00%

abc AOV QTD Percent Difference greater than 0.00%

Abandon Rate QTD Percent Difference

abc Abandon Rate QTD Percent Difference greater than or equal to 0.00%

abc Abandon Rate QTD Percent Difference less than 0.00%

Add to Bag Rate QTD Percent Difference

abc Add to Bag Rate QTD Percent Difference less than or equal to 0.00%

abc Add to Bag Rate QTD Percent Difference greater than 0.00%

Bounce Rate QTD Percent Difference

abc Bounce Rate QTD Percent Difference greater than 0.00%

Conversion QTD Percent Difference

abc Conversion QTD Percent Difference less than or equal to 0.00%

abc Conversion QTD Percent Difference greater than 0.00%

Order to Addtobag Rate QTD Percent Difference

abc Order to Addtobag Rate QTD Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate QTD Percent Difference greater than 0.00%

Orders QTD Percent Difference

abc Orders QTD Percent Difference less than or equal to 0.00%

abc Orders QTD Percent Difference greater than 0.00%

Sales QTD Percent Difference

abc Sales QTD Percent Difference less than or equal to 0.00%

abc Sales QTD Percent Difference greater than 0.00%

UPT QTD Percent Difference

abc UPT QTD Percent Difference less than or equal to 0.00%

abc UPT QTD Percent Difference greater than 0.00%

Unique Add to Bag QTD Percent Difference

abc Unique Add to Bag QTD Percent Difference less than or equal to 0.00%

abc Unique Add to Bag QTD Percent Difference greater than 0.00%

Units QTD Percent Difference

abc Units QTD Percent Difference less than or equal to 0.00%

abc Units QTD Percent Difference greater than 0.00%

Visitors QTD Percent Difference

abc Visitors QTD Percent Difference less than or equal to 0.00%

abc Visitors QTD Percent Difference greater than 0.00%

Visits QTD Percent Difference

abc Visits QTD Percent Difference less than or equal to 0.00%

abc Visits QTD Percent Difference greater than 0.00%

A5.1 Month

Filters: Year \geq 2019

A5.2 Day of Month

Filters: Year \geq 2019
Month = August

A5.3 Day of Year

Filters: Year = 2020
Month = August
Day of Month = 2

A5.4 Web Traffic YTD Report

Filters: Year = 2020
Channels NotMissing
Month = August
Day of Month = 2

Display Rules:

AOV YTD Percent Difference

abc AOV YTD Percent Difference less than or equal to 0.00%

abc AOV YTD Percent Difference greater than 0.00%

Abandon Rate YTD Percent Difference

abc Abandon Rate YTD Percent Difference greater than or equal to 0.00%

abc Abandon Rate YTD Percent Difference less than 0.00%

Add to Bag Rate YTD Percent Difference

abc Add to Bag Rate YTD Percent Difference less than or equal to 0.00%

abc Add to Bag Rate YTD Percent Difference greater than 0.00%

Bounce Rate YTD Percent Difference

abc Bounce Rate YTD Percent Difference greater than 0.00%

Conversion YTD Percent Difference

abc Conversion YTD Percent Difference less than or equal to 0.00%

abc Conversion YTD Percent Difference greater than 0.00%

Order to Addtobag Rate YTD Percent Difference

abc Order to Addtobag Rate YTD Percent Difference less than or equal to 0.00%

abc Order to Addtobag Rate YTD Percent Difference greater than 0.00%

Orders YTD Percent Difference

abc Orders YTD Percent Difference less than or equal to 0.00%

abc Orders YTD Percent Difference greater than 0.00%

Sales YTD Percent Difference

abc Sales YTD Percent Difference less than or equal to 0.00%

abc Sales YTD Percent Difference greater than 0.00%

UPT YTD Percent Difference

abc UPT YTD Percent Difference less than or equal to 0.00%

abc UPT YTD Percent Difference greater than 0.00%

Unique Add to Bag YTD Percent Difference

abc Unique Add to Bag YTD Percent Difference less than or equal to 0.00%

abc Unique Add to Bag YTD Percent Difference greater than 0.00%

Units YTD Percent Difference

abc Units YTD Percent Difference less than or equal to 0.00%

abc Units YTD Percent Difference greater than 0.00%

Visitors YTD Percent Difference

abc Visitors YTD Percent Difference less than or equal to 0.00%

abc Visitors YTD Percent Difference greater than 0.00%

Visits YTD Percent Difference

abc Visits YTD Percent Difference less than or equal to 0.00%

abc Visits YTD Percent Difference greater than 0.00%

A6.1 Daily Basic KPI List of measures

Filters: (List of measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of measures Basic KPI Missing

A6.2 Daily Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A6.3 Daily Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'UPT')) OR List of measures Other KPI Missing

A6.4 Daily Basic KPI Line Charts

Filters: (Date = 2020 Parameter (06/19/2020)) OR (Date = 2019 Parameter (06/21/2019))
Channels NotMissing

A6.5 Daily Rates KPI Line Charts

Filters: (Date = 2020 Parameter (06/19/2020)) OR (Date = 2019 Parameter (06/21/2019))
Channels NotMissing

A6.6 Daily Other KPI Line Charts

Filters: (Date = 2020 Parameter (06/19/2020)) OR (Date = 2019 Parameter (06/21/2019))
Channels NotMissing

A7.1 Choose Month

Filters: Year ≥ 2019

A7.2 Enter Day of Month

Filters: Year ≥ 2019

A7.3 MTD Basic KPI List of measures

Filters: (List of measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of measures Basic KPI Missing

A7.4 MTD Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A7.5 MTD Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'UPT')) OR List of measures Other KPI Missing

A7.6 MTD Rates KPI Line Charts

Filters: Channels NotMissing
Month = June
Day of Month = 7

A7.7 MTD Other KPI Line Charts

Filters: Channels NotMissing
Month = June
Day of Month = 7

A7.8 MTD Basic KPI Line Charts

Filters: Channels NotMissing
Month = June
Day of Month = 7

A8.1 Choose Quarter

Filters: Year ≥ 2019

A8.2 Enter Day of Year

Filters: Year ≥ 2019

A8.3 QTD Basic KPI List of measures

Filters: (List of measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of measures Basic KPI Missing

A8.4 QTD Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A8.5 QTD Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'UPT')) OR List of measures Other KPI Missing

A8.6 QTD Rates KPI Line Charts

Filters: Channels NotMissing
Quarter = Q2
Day of Year = 159

A8.7 QTD Other KPI Line Charts

Filters: Channels NotMissing
Quarter = Q2
Day of Year = 159

A8.8 QTD Basic KPI Line Charts

Filters: Channels NotMissing
Quarter = Q2
Day of Year = 159

A9.1 Enter Day of Year

Filters: Year ≥ 2019

A9.2 YTD Basic KPI List of measures

Filters: (List of measures Basic KPI In('Visitors'; 'Visits'; 'Sales'; 'Orders'; 'Units'; 'Unique Add to Bag')) OR List of measures Basic KPI Missing

A9.3 YTD Rates KPI List of measures

Filters: (List of measures Rates KPI In('Conversion'; 'Add to Bag Rate'; 'Order to Addtobag Rate'; 'Abandon Rate'; 'Bounce Rate')) OR List of measures Rates KPI Missing

A9.4 YTD Other KPI List of measures

Filters: (List of measures Other KPI In('AOV'; 'UPT')) OR List of measures Other KPI Missing

A9.5 YTD Rates KPI Line Charts

Filters: Channels NotMissing
Day of Year = 159

A9.6 YTD Other KPI Line Charts

Filters: Channels NotMissing
Day of Year = 159

A9.7 YTD Basic KPI Line Charts

Filters: Channels NotMissing
Day of Year = 159