

# Fake Hourly Channel Report

Creation Date: Wednesday, August 2020, 17:44:18 PM EDT

## Hourly Channel

Channels		2020 Parameter			2019 Parameter			Hour	
		A1.2			A1.3			A1.4	
Hours ▲	Visitors 2019	Visitors Difference	Visitors Percent Difference	Visits 2020	Visits 2019	Visits Difference	Visits Percent Difference	Sales 2020	Sales 2019
12 AM	14066	-1041	-7.40%	26020	27225	-1205	-4.43%	\$127,106.02	\$85,787.54
1 AM	12080	3368	27.88%	20234	25169	-4935	-19.61%	\$125,587.23	\$87,360.68
2 AM	13586	-1654	-12.17%	18643	22100	-3457	-15.64%	\$77,216.24	\$103,587.32
3 AM	13780	-1488	-10.80%	27499	21425	6074	28.35%	\$113,834.26	\$96,626.79
4 AM	14332	-2717	-18.96%	23428	24533	-1105	-4.50%	\$107,270.85	\$127,126.23
5 AM	10859	3522	32.43%	16599	16378	221	1.35%	\$104,621.65	\$93,697.80
6 AM	13698	2974	21.71%	20138	16734	3404	20.34%	\$109,739.81	\$91,070.36
7 AM	10098	3157	31.26%	25928	17423	8505	48.81%	\$127,473.55	\$108,494.27
8 AM	14645	-5959	-40.69%	29054	22307	6747	30.25%	\$57,394.49	\$76,606.08
9 AM	12602	307	2.44%	21765	24386	-2621	-10.75%	\$88,407.86	\$130,710.51
10 AM	11660	-1321	-11.33%	19102	15515	3587	23.12%	\$97,651.93	\$104,686.86
11 AM	10960	4934	45.02%	15993	19906	-3913	-19.66%	\$122,085.25	\$87,530.98
12 PM	12587	647	5.14%	26967	21193	5774	27.24%	\$132,558.97	\$110,822.50

A1.5

### Notes:

1. Click any column name of the crosstable to sort by that particular column
2. Click any figure inside the crosstable to look at the pop-up (comparsion charts or Comparison charts by channels) windows for more information
3. Click any figure inside the corsstable to look at the 2.2 Hourly Channel Charts (SFTP) report

## Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

**Channels**

2020 Parameter      2019 Parameter      Hour

Channels      2020/07/13      2019/07/13      Hours

Summary      2020      2019      Difference 2019 vs 2020      Percent Difference 2019 vs 2020      2020 Channel-Hour      2019 Channel-Hour      Percent Difference 2019 vs 2020 Channel-Hour

Hours	Visitors 2019	Visitors Difference	Visitors Percent Difference	Visits 2020	Visits 2019	Visits Difference	Visits Percent Difference	Sales 2020	Sales 2019	Sales Difference	Sales Percent Difference	Orders 2020	Orders 2019	Orders Difference	Orders Percent Difference
12 AM	14066	-1041	-7.40%	26020	27225	-1205	-4.43%	\$127,106.02	\$85,787.54	\$41,318	48.16%	953	780	173	22.18%
1 AM	12080	3368	27.88%	20234	25169	-4935	-19.61%	\$125,587.23	\$87,360.68	\$38,227	43.76%	1067	947	120	12.67%
2 AM	13586	-1654	-12.17%	18643	22100	-3457	-15.64%	\$77,216.24	\$103,587.32	(\$26,371)	-25.46%	1239	1038	201	19.36%
3 AM	13780	-1488	-10.80%	27499	21425	6074	28.35%	\$113,834.26	\$96,626.79	\$17,207	17.81%	1136	1140	-4	-0.35%
4 AM	14332	-2717	-18.96%	23428	24533	-1105	-4.50%	\$107,270.85	\$127,126.23	(\$19,855)	-15.62%	1199	930	269	28.92%
5 AM	10859	3522	32.43%	16599	16378	221	1.35%	\$104,621.65	\$93,697.80	\$10,924	11.66%	996	855	141	16.49%
6 AM	13698	2974	21.71%	20138	16734	3404	20.34%	\$109,739.81	\$91,070.36	\$18,669	20.50%	911	1244	-333	-26.77%
7 AM	10098	3157	31.26%	25928	17423	8505	48.81%	\$127,473.55	\$108,494.27	\$18,979	17.49%	884	979	-95	-9.70%
8 AM	14645	-5959	-40.69%	29054	22307	6747	30.25%	\$57,394.49	\$76,606.08	(\$19,212)	-25.08%	838	840	-2	-0.24%
9 AM	12602	307	2.44%	21765	24386	-2621	-10.75%	\$88,407.86	\$130,710.51	(\$42,303)	-32.36%	970	1257	-287	-22.83%
10 AM	11660	-1321	-11.33%	19102	15515	3587	23.12%	\$97,651.93	\$104,686.86	(\$7,035)	-6.72%	624	1241	-617	-49.72%
11 AM	10960	4934	45.02%	15993	19906	-3913	-19.66%	\$122,085.25	\$87,530.98	\$34,554	39.48%	1128	953	175	18.36%
12 PM	12587	647	5.14%	26967	21193	5774	27.24%	\$132,558.97	\$110,822.50	\$21,736	19.61%	953	754	199	26.39%
1 PM	12293	2034	16.55%	23034	21081	1953	9.26%	\$108,782.84	\$110,545.41	(\$1,763)	-1.59%	720	1187	-467	-39.34%
2 PM	9751	3021	30.98%	19230	23636	-4406	-18.64%	\$135,936.30	\$68,441.28	\$67,495	98.62%	1068	871	197	22.62%
3 PM	11490	3766	32.78%	20899	17741	3158	17.80%	\$85,990.68	\$128,518.97	(\$42,528)	-33.09%	778	873	-95	-10.88%
4 PM	11475	1219	10.62%	16696	27723	-11027	-39.78%	\$103,083.33	\$101,696.86	\$1,386	1.36%	716	1147	-431	-37.58%
5 PM	12514	2407	19.23%	16909	18124	-1215	-6.70%	\$85,237.22	\$149,561.19	(\$64,324)	-43.01%	938	1111	-173	-15.57%

**Notes:**

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- Click any figure inside the crosstable to look at the 2.2 Hourly Channel Charts (SFTP) report

◀ Summary 2020 2019 Difference 2019 vs 2020 Percent Difference 2019 vs 2020 2020 Channel

Hours ▲	Visitors 2019	Visitors Difference	Visitors Percent Difference	Visits 2020	Visits 2019	Visits Difference	Visits Percent Difference	Sales 2020	Sales 2019
12 AM ▶	14066	-1041	-7.40%	26020	27225	-1205	-4.43%	\$127,106.02	\$85,7
1 AM ▶	12080	3368	27.88%	20234	25169	-4935	-19.61%	\$125,587.23	\$87,3
2 AM ▶	13586	-1654	-12.17%	18613	22100	-3487	-15.41%	\$77,216.24	\$103,5
3 AM ▶	13780	-1488	-10.80%	2715	Select an action				
4 AM ▶	14332	-2717	-18.96%	2345	<a href="#">Page Link to Hourly Chart</a>				
5 AM ▶	10859	3522	32.43%	1615	<a href="#">Page Link to Hourly Channel Chart</a>				
6 AM ▶	13698	2974	21.71%	2015	<a href="#">Report Link to 2.2 Hourly Channel Charts (SFTP) - test</a>				
7 AM ▶	10098	3157	31.26%	2515					
8 AM ▶	14645	-5959	-40.69%	29054	22307	6747	30.25%	\$57,394.49	\$76,6
9 AM ▶	12602	307	2.44%	21765	24386	-2621	-10.75%	\$88,407.86	\$130,7

Channels			2020 Parameter				2019 Parameter				Hour						
Channels			2020/07/13				2019/07/13				Hours						
			Summary	2020	2019	Difference 2019 vs 2020	Percent Difference 2019 vs 2020	2020 Channel-Hour		2019 Channel-Hour		Percent Difference 2019 vs 2020 Channel-Hour					
Hours	▲	Channels	▲	Visitors 2020	Visits 2020	Sales 2020	Orders 2020	AOV 2020	Conversion 2020	Units 2020	UPT 2020	Unique Add to Bag 2020	Add to Bag Rate 2020	Order to Addtobag Rate 2020	Abandon Rate 2020	E Ra	
◀ 12 AM	Affiliate	Affiliate		239	1405	\$15,357.10	161	\$95.39	67.36%	527	3.27	483	202.09%	33.33%	66.67%		
		Direct		1307	3026	\$13,885.71	48	\$289.29	3.67%	285	5.94	104	7.96%	46.15%	53.85%		
		Email		1137	1679	\$1,431.80	180	\$7.95	15.83%	56	0.31	90	7.92%	200.00%	-100.00%		
		Internal Referrer/Refresh		584	2929	\$11,193.97	159	\$70.40	27.23%	499	3.14	334	57.19%	47.60%	52.40%		
		Organic Search		1115	1840	\$12,669.10	86	\$147.32	7.71%	528	6.14	116	10.40%	74.14%	25.86%		
	Paid Search	Paid Search		1746	1815	\$9,222.52	52	\$177.36	2.98%	348	6.69	405	23.20%	12.84%	87.16%		
		PayPal		1083	3105	\$4,072.96	50	\$81.46	4.62%	471	9.42	296	27.33%	16.89%	83.11%		
		PLA		1770	3452	\$6,999.83	55	\$127.27	3.11%	470	8.55	55	3.11%	100.00%	0.00%		
		Remarketing		2156	3599	\$17,524.20	38	\$461.16	1.76%	249	6.55	55	2.55%	69.09%	30.91%		
		Social Media		1832	2721	\$17,363.90	64	\$271.31	3.49%	201	3.14	483	26.36%	13.25%	86.75%		
		Web Misc		56	449	\$17,384.93	60	\$289.75	107.14%	463	7.72	162	289.29%	37.04%	62.96%		
Subtotal: 12 AM				13025	26020	\$127,106.02	953	\$133.37	7.32%	4097	4.30	2583	19.83%	36.90%	63.10%		
1 AM			▶	15448	20234	\$125,587.23	1067	\$117.70	6.91%	3203	3.00	2307	14.93%	46.25%	53.75%		
2 AM			▶	11932	18643	\$77,216.24	1239	\$62.32	10.38%	3159	2.55	2749	23.04%	45.07%	54.93%		
3 AM			▶	12292	27499	\$113,834.26	1136	\$100.21	9.24%	3277	2.88	2948	23.98%	38.53%	61.47%		
4 AM			▶	11615	23428	\$107,270.85	1199	\$89.47	10.32%	3444	2.87	2325	20.02%	51.57%	48.43%		
5 AM			▶	14381	16599	\$104,621.65	996	\$105.04	6.93%	2922	2.93	3243	22.55%	30.71%	69.29%		
6 AM			▶	16672	20138	\$109,739.81	911	\$120.46	5.46%	3562	3.91	2966	17.79%	30.71%	69.29%		
7 AM			▶	12255	25020	\$127,472.55	804	\$111.20	11.70%	2007	4.42	2072	15.10%	47.40%	57.26%		

Channels		2020 Parameter				2019 Parameter				Hour				
Channels		2020/07/13				2019/07/13				Hours				
		Summary	2020	2019	Difference 2019 vs 2020	Percent Difference 2019 vs 2020	2020 Channel-Hour		2019 Channel-Hour		Percent Difference 2019 vs 2020 Channel-Hour		>	
Hours	▲	Visitors 2019	Visits 2019	Sales 2019	Orders 2019	AOV 2019	Conversion 2019	Units 2019	UPT 2019	Unique Add to Bag 2019	Add to Bag Rate 2019	Order to Addtobag Rate 2019	Abandon Rate 2019	Bounce Rate 2019
12 AM	►	14066	27225	\$85,787.54	780	\$109.98	5.55%	4588	5.88	2200	15.64%	35.45%	64.55%	45.39%
1 AM	►	12080	25169	\$87,360.68	947	\$92.25	7.84%	3619	3.82	1736	14.37%	54.55%	45.45%	39.35%
2 AM	►	13586	22100	\$103,587.32	1038	\$99.80	7.64%	4159	4.01	2410	17.74%	43.07%	56.93%	53.72%
3 AM	►	13780	21425	\$96,626.79	1140	\$84.76	8.27%	4461	3.91	2929	21.26%	38.92%	61.08%	54.30%
4 AM	►	14332	24533	\$127,126.23	930	\$136.69	6.49%	4126	4.44	2031	14.17%	45.79%	54.21%	47.98%
5 AM	►	10859	16378	\$93,697.80	855	\$109.59	7.87%	4168	4.87	3068	28.25%	27.87%	72.13%	52.78%
6 AM	►	13698	16734	\$91,070.36	1244	\$73.21	9.08%	3000	2.41	2670	19.49%	46.59%	53.41%	47.63%
7 AM	►	10098	17423	\$108,494.27	979	\$110.82	9.69%	3014	3.08	3087	30.57%	31.71%	68.29%	46.61%
8 AM	►	14645	22307	\$76,606.08	840	\$91.20	5.74%	3583	4.27	2365	16.15%	35.52%	64.48%	44.63%
9 AM	►	12602	24386	\$130,710.51	1257	\$103.99	9.97%	3742	2.98	2421	19.21%	51.92%	48.08%	36.57%
10 AM	►	11660	15515	\$104,686.86	1241	\$84.36	10.64%	3578	2.88	2343	20.09%	52.97%	47.03%	40.20%
11 AM	►	10960	19906	\$87,530.98	953	\$91.85	8.70%	2971	3.12	3497	31.91%	27.25%	72.75%	35.47%
12 PM	►	12587	21193	\$110,822.50	754	\$146.98	5.99%	3938	5.22	3290	26.14%	22.92%	77.08%	36.77%
1 PM	►	12293	21081	\$110,545.41	1187	\$93.13	9.66%	4214	3.55	3931	31.98%	30.20%	69.80%	63.25%
2 PM	►	9751	23636	\$68,441.28	871	\$78.58	8.93%	3403	3.91	2384	24.45%	36.54%	63.46%	48.20%
3 PM	►	11490	17741	\$128,518.97	873	\$147.22	7.60%	3538	4.05	3250	28.29%	26.86%	73.14%	45.51%
4 PM	►	11475	27723	\$101,696.86	1147	\$88.66	10.00%	3646	3.18	2915	25.40%	39.35%	60.65%	35.25%
5 PM	►	12514	18124	\$149,561.19	1111	\$134.62	8.88%	3705	3.33	2266	18.11%	49.03%	50.97%	56.82%
6 PM	▼	11105	20071	\$121,420.04	820	\$120.77	7.00%	3224	2.71	2057	14.20%	42.25%	57.75%	30.22%

Channels		2020 Parameter				2019 Parameter				Hour				
Channels		2020/07/13				2019/07/13				Hours				
		2020	2019	Difference 2019 vs 2020		Percent Difference 2019 vs 2020		2020 Channel-Hour		2019 Channel-Hour		Percent Difference 2019 vs 2020 Channel-Hour		
Hours	▼	Visitors Difference	Visits Difference	Sales Difference	Orders Difference	AOV Difference	Conversion Difference	Units Difference	UPT Difference	Unique Add to Bag Difference	Add to Bag Rate Difference	Order to Addtobag Rate Difference	Abandon Rate Difference	Bounce Rate Difference
12 AM	►	-1041	-1205	\$41,318	173	\$23.39	1.77%	-491	-1.58	383	4.19%	1.44%	-1.44%	-0.85%
1 AM	►	3368	-4935	\$38,227	120	\$25.45	-0.93%	-416	-0.82	571	0.56%	-8.30%	8.30%	-2.26%
2 AM	►	-1654	-3457	(\$26,371)	201	(\$37.47)	2.74%	-1000	-1.46	339	5.30%	2.00%	-2.00%	9.39%
3 AM	►	-1488	6074	\$17,207	-4	\$15.45	0.97%	-1184	-1.03	19	2.73%	-0.39%	0.39%	-17.76%
4 AM	►	-2717	-1105	(\$19,855)	269	(\$47.23)	3.83%	-682	-1.56	294	5.85%	5.78%	-5.78%	-13.32%
5 AM	►	3522	221	\$10,924	141	(\$4.55)	-0.95%	-1246	-1.94	175	-5.70%	2.84%	-2.84%	10.06%
6 AM	►	2974	3404	\$18,669	-333	\$47.25	-3.62%	562	1.50	296	-1.70%	-15.88%	15.88%	7.29%
7 AM	►	3157	8505	\$18,979	-95	\$33.38	-3.03%	892	1.34	-1014	-14.93%	10.93%	-10.93%	-18.62%
8 AM	►	-5959	6747	(\$19,212)	-2	(\$22.71)	3.91%	864	1.04	-93	10.01%	1.37%	-1.37%	-12.14%
9 AM	►	307	-2621	(\$42,303)	-287	(\$12.84)	-2.46%	-241	0.63	962	7.00%	-23.25%	23.25%	13.18%
10 AM	►	-1321	3587	(\$7,035)	-617	\$72.14	-4.61%	-489	2.07	723	9.56%	-32.61%	32.61%	-9.49%
11 AM	►	4934	-3913	\$34,554	175	\$16.38	-1.60%	863	0.28	-879	-15.44%	15.83%	-15.83%	34.60%
12 PM	►	647	5774	\$21,736	199	(\$7.88)	1.21%	760	-0.29	-1295	-11.06%	24.85%	-24.85%	4.96%
1 PM	►	2034	1953	(\$1,763)	-467	\$57.96	-4.63%	-2003	-0.48	-1121	-12.36%	-4.57%	4.57%	-21.21%
2 PM	►	3021	-4406	\$67,495	197	\$48.70	-0.57%	1093	0.30	607	-1.03%	-0.83%	0.83%	-9.77%
3 PM	►	3766	3158	(\$42,528)	-95	(\$36.69)	-2.50%	-687	-0.39	-1702	-18.14%	23.40%	-23.40%	-3.37%
4 PM	►	1219	-11027	\$1,386	-431	\$55.31	-4.36%	81	2.03	-157	-3.68%	-13.39%	13.39%	9.02%
5 PM	►	2407	-1215	(\$64,324)	-173	(\$43.75)	-2.59%	712	1.37	417	-0.13%	-14.07%	14.07%	0.37%

Channels		2020 Parameter				2019 Parameter				Hour					
Channels		2020		2019		Difference 2019 vs 2020		Percent Difference 2019 vs 2020		2020 Channel-Hour		2019 Channel-Hour		Percent Difference 2019 vs 2020 Channel-Hour	
Hours	▼	Visitors Percent Difference	Visits Percent Difference	Sales Percent Difference	Orders Percent Difference	AOV Percent Difference	Conversion Percent Difference	Units Percent Difference	UPT Percent Difference	Unique Add to Bag Percent Difference	Add to Bag Rate Percent Difference	Order to Addtobag Rate Percent Difference	Abandon Rate Percent Difference	Bounce Rate Percent Difference	
7 AM	▶	31.26%	48.81%	17.49%	-9.70%	30.12%	-31.21%	29.60%	43.52%	-32.85%	-48.84%	34.46%	-16.01%	-39.94%	
8 AM	▶	-40.69%	30.25%	-25.08%	-0.24%	-24.90%	68.20%	24.11%	24.41%	-3.93%	61.97%	3.85%	-2.12%	-27.20%	
9 AM	▶	2.44%	-10.75%	-32.36%	-22.83%	-12.35%	-24.67%	-6.44%	21.24%	39.74%	36.41%	-44.78%	48.35%	36.03%	
10 AM	▶	-11.33%	23.12%	-6.72%	-49.72%	85.51%	-43.29%	-13.67%	71.70%	30.86%	47.58%	-61.58%	69.34%	-23.59%	
11 AM	▶	45.02%	-19.66%	39.48%	18.36%	17.84%	-18.38%	29.05%	9.03%	-25.14%	-48.38%	58.10%	-21.77%	97.55%	
12 PM	▶	5.14%	27.24%	19.61%	26.39%	-5.36%	20.21%	19.30%	-5.61%	-39.36%	-42.33%	108.44%	-32.24%	13.48%	
1 PM	▶	16.55%	9.26%	-1.59%	-39.34%	62.23%	-47.95%	-47.53%	-13.50%	-28.52%	-38.67%	-15.14%	6.55%	-33.53%	
2 PM	▶	30.98%	-18.64%	98.62%	22.62%	61.98%	-6.39%	32.12%	7.75%	25.46%	-4.21%	-2.27%	1.30%	-20.27%	
3 PM	▶	32.78%	17.80%	-33.09%	-10.88%	-24.92%	-32.88%	-19.42%	-9.58%	-52.37%	-64.13%	87.10%	-31.99%	-7.40%	
4 PM	▶	10.62%	-39.78%	1.36%	-37.58%	62.38%	-43.57%	2.22%	63.75%	-5.39%	-14.47%	-34.02%	22.07%	25.60%	
5 PM	▶	19.23%	-6.70%	-43.01%	-15.57%	-32.50%	-29.19%	19.22%	41.21%	18.40%	-0.70%	-28.69%	27.60%	0.64%	
6 PM	▶	-16.30%	11.08%	-9.03%	49.14%	-39.00%	78.18%	5.86%	-29.02%	29.70%	54.96%	14.98%	-10.96%	-6.42%	
7 PM	▶	33.74%	-15.86%	13.80%	-12.66%	30.29%	-34.69%	-26.32%	-15.64%	22.88%	-8.12%	-28.92%	15.91%	14.27%	
8 PM	▶	-37.76%	21.73%	33.93%	13.30%	18.21%	82.05%	20.13%	6.03%	34.29%	115.78%	-15.63%	11.12%	29.24%	
9 PM	▶	5.90%	6.48%	5.03%	1.78%	3.19%	-3.89%	3.36%	1.55%	-29.25%	-33.19%	43.86%	-26.02%	-32.73%	
10 PM	▶	-19.09%	39.11%	0.13%	28.18%	-21.88%	58.43%	-5.93%	-26.61%	-26.16%	-8.73%	73.58%	-30.73%	-31.05%	
11 PM	▶	-26.77%	-25.22%	-2.20%	-10.76%	9.59%	21.86%	-3.45%	8.20%	9.87%	50.03%	-18.78%	9.56%	9.93%	
Total		2.02%	1.76%	3.10%	-1.85%	5.04%	-3.79%	-3.64%	-1.83%	-1.05%	-3.00%	-0.81%	0.47%	-4.99%	



Channels		2020 Parameter				2019 Parameter				Hour				
Channels	Hours	2020/07/13	2019/07/13	Hours	2020 Channel-Hour	2019 Channel-Hour	Percent Difference 2019 vs 2020 Channel-Hour							
Summary	2020	2019	Difference 2019 vs 2020	Percent Difference 2019 vs 2020	2020 Channel-Hour	2019 Channel-Hour	Percent Difference 2019 vs 2020 Channel-Hour							
Channels	Hours	Visitors 2019	Visits 2019	Sales 2019	Orders 2019	AOV 2019	Conversion 2019	Units 2019	UPT 2019	Unique Add to Bag 2019	Add to Bag Rate 2019	Order to Addtobag Rate 2019	Abandon Rate 2019	Bounce Rate 20
12 AM	1772	1909	\$3,985.16	33	\$120.76	1.86%	477	14.45	192	10.84%	17.19%	82.81%	76.3	
1 AM	1077	1714	\$6,351.91	148	\$42.92	13.74%	271	1.83	168	15.60%	88.10%	11.90%	78.5	
2 AM	766	1977	\$16,684.60	159	\$104.93	20.76%	540	3.40	141	18.41%	112.77%	-12.77%	57.1	
3 AM	1692	1207	\$2,816.31	162	\$17.38	9.57%	483	2.98	480	28.37%	33.75%	66.25%	89.9	
4 AM	1577	2532	\$14,047.84	153	\$91.82	9.70%	375	2.45	153	9.70%	100.00%	0.00%	31.1	
5 AM	927	184	\$2,347.30	43	\$54.59	4.64%	545	12.67	241	26.00%	17.84%	82.16%	543.2	
6 AM	1241	3749	\$7,785.55	166	\$46.90	13.38%	513	3.09	482	38.84%	34.44%	65.56%	14.4	
7 AM	964	28	\$8,508.10	54	\$157.56	5.60%	33	0.61	86	8.92%	62.79%	37.21%	4,140.5	
8 AM	1953	400	\$7,064.83	153	\$46.18	7.83%	29	0.19	222	11.37%	68.92%	31.08%	246.8	
9 AM	1169	2366	\$7,664.73	182	\$42.11	15.57%	464	2.55	376	32.16%	48.40%	51.60%	64.9	
10 AM	111	1209	\$9,390.34	101	\$92.97	90.99%	461	4.56	4	3.60%	2,525.00%	-2,425.00%	70.5	
11 AM	1601	2209	\$18,547.49	155	\$119.66	9.68%	225	1.45	302	18.86%	51.32%	48.68%	10.9	
12 PM	601	1103	\$11,319.02	63	\$179.67	10.48%	213	3.38	479	79.70%	13.15%	86.85%	142.1	
1 PM	1583	3475	\$14,321.80	66	\$217.00	4.17%	635	9.62	185	11.69%	35.68%	64.32%	39.6	
2 PM	554	2601	\$9,517.84	54	\$176.26	9.75%	248	4.59	266	48.01%	20.30%	79.70%	58.3	
3 PM	2198	256	\$15,530.54	43	\$361.18	1.96%	374	8.70	484	22.02%	8.88%	91.12%	172.9	
4 PM	2001	1966	\$2,541.72	102	\$24.92	5.10%	264	2.59	293	14.64%	34.81%	65.19%	67.3	
5 PM	1859	2982	\$7,490.42	137	\$54.67	7.37%	449	3.28	126	6.78%	108.73%	-8.73%	15.6	
6 PM	1474	2285	\$4,044.00	20	\$120.00	0.00%	220	14.20	124	22.01%	6.72%	0.27%	0.00	



## Report Format

Channels	<span style="color: #ccc;">A2.1</span>	Quarter	Month	Day of Month	Hour
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### 2020 Hourly Channel Report

Day ▲	2020/07/13										
Hours ▲	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	
12 AM	13025	26020	127106.01962	953	\$133.37	7.32%	4097	4.30	2583	19.83%	
1 AM	15448	20234	125587.23121	1067	\$117.70	6.91%	3203	3.00	2307	14.93%	
2 AM	11932	18643	77216.241112	1239	\$62.32	10.38%	3159	2.55	2749	23.04%	
3 AM	12292	27499	113834.25735	1136	\$100.21	9.24%	3277	2.88	2948	23.98%	
4 AM	11615	23428	107270.85041	1199	\$89.47	10.32%	3444	2.87	2325	20.02%	
5 AM	14381	16599	104621.64954	996	\$105.04	6.93%	2922	2.93	3243	22.55%	
6 AM	16672	20138	109739.80679	911	\$120.46	5.46%	3562	3.91	2966	17.79%	
7 AM	13255	25928	127473.54825	884	\$144.20	6.67%	3906	4.42	2073	15.64%	
8 AM	8686	29054	57394.48937	838	\$68.49	9.65%	4447	5.31	2272	26.16%	
9 AM	12909	21765	88407.857977	970	\$91.14	7.51%	3501	3.61	3383	26.21%	
10 AM	10339	19102	97651.930079	624	\$156.49	6.04%	3089	4.95	3066	29.65%	
11 AM	15894	15993	122085.2548	1128	\$108.23	7.10%	3834	3.40	2618	16.47%	
12 PM	13234	26967	132558.9666	953	\$139.10	7.20%	4698	4.93	1995	15.07%	
1 PM	14327	23034	108782.83613	720	\$151.09	5.03%	2211	3.07	2810	19.61%	
2 PM	12772	19230	135936.30099	1068	\$127.28	8.36%	4496	4.21	2991	23.42%	
3 PM	15256	20899	85990.677232	778	\$110.53	5.10%	2851	3.66	1548	10.15%	
4 PM	12694	16696	103083.32883	716	\$143.97	5.64%	3727	5.21	2758	21.73%	
5 PM	14921	16909	85237.221145	938	\$90.87	6.29%	4417	4.71	2683	17.98%	

A2.2

**Notes:** 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

## Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

**Channels**

Quarter Month Day of Month Hour

Channels Quarter July 13 Hours

< Hourly Channel Report 2020 Hourly Channel Report 2019 Hourly Channel Report 2019 vs 2020 >

### 2020 Hourly Channel Report

Day ▲		2020/07/13												
Hours	▼	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	Order to Addtobag Rate	Abandon Rate	Bounce Rate
12 AM	▶	13025	26020	127106.01962	953	\$133.37	7.32%	4097	4.30	2583	19.83%	36.90%	63.10%	44.54%
1 AM	▶	15448	20234	125587.23121	1067	\$117.70	6.91%	3203	3.00	2307	14.93%	46.25%	53.75%	37.09%
2 AM	▶	11932	18643	77216.241112	1239	\$62.32	10.38%	3159	2.55	2749	23.04%	45.07%	54.93%	63.12%
3 AM	▶	12292	27499	113834.25735	1136	\$100.21	9.24%	3277	2.88	2948	23.98%	38.53%	61.47%	36.55%
4 AM	▶	11615	23428	107270.85041	1199	\$89.47	10.32%	3444	2.87	2325	20.02%	51.57%	48.43%	34.66%
5 AM	▶	14381	16599	104621.64954	996	\$105.04	6.93%	2922	2.93	3243	22.55%	30.71%	69.29%	62.84%
6 AM	▶	16672	20138	109739.80679	911	\$120.46	5.46%	3562	3.91	2966	17.79%	30.71%	69.29%	54.91%
7 AM	▶	13255	25928	127473.54825	884	\$144.20	6.67%	3906	4.42	2073	15.64%	42.64%	57.36%	27.99%
8 AM	▶	8686	29054	57394.48937	838	\$68.49	9.65%	4447	5.31	2272	26.16%	36.88%	63.12%	32.49%
9 AM	▶	12909	21765	88407.857977	970	\$91.14	7.51%	3501	3.61	3383	26.21%	28.67%	71.33%	49.74%
10 AM	▶	10339	19102	97651.930079	624	\$156.49	6.04%	3089	4.95	3066	29.65%	20.35%	79.65%	30.72%
11 AM	▶	15894	15993	122085.2548	1128	\$108.23	7.10%	3834	3.40	2618	16.47%	43.09%	56.91%	70.06%
12 PM	▶	13234	26967	132558.9666	953	\$139.10	7.20%	4698	4.93	1995	15.07%	47.77%	52.23%	41.72%
1 PM	▶	14327	23034	108782.83613	720	\$151.09	5.03%	2211	3.07	2810	19.61%	25.62%	74.38%	42.04%
2 PM	▶	12772	19230	135936.30099	1068	\$127.28	8.36%	4496	4.21	2991	23.42%	35.71%	64.29%	38.43%
3 PM	▶	15256	20899	85990.677232	778	\$110.53	5.10%	2851	3.66	1548	10.15%	50.26%	49.74%	42.14%
4 PM	▶	12694	16696	103083.32883	716	\$143.97	5.64%	3727	5.21	2758	21.73%	25.96%	74.04%	44.27%
5 PM	▶	14921	16909	85237.221145	938	\$90.87	6.29%	4417	4.71	2683	17.98%	34.96%	65.04%	57.18%
6 PM	▶	12124	23184	110493.1248	1296	\$85.26	10.69%	3413	2.63	2668	22.01%	48.58%	51.42%	35.78%
7 PM	▶	12352	21326	104386.23699	828	\$126.07	6.70%	3622	4.37	3282	26.57%	25.23%	74.77%	33.11%
8 PM	▶	9186	25390	97767.886722	1133	\$86.29	12.33%	4111	3.63	3231	35.17%	35.07%	64.93%	40.34%

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

Channels	Quarter	Month	Day of Month	Hour										
Channels	Quarter	July	13	Hours										
Hourly Channel Report 2020	Hourly Channel Report 2019	Hourly Channel Report 2019 vs 2020												
<b>2019 Hourly Channel Report</b>														
Day ▲	Hours	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	Order to Addtobag Rate	Abandon Rate	Bounce Rate
4 AM	14332	24533	127126.23163	930	\$136.69	6.49%	4126	4.44	2031	14.17%	45.79%	54.21%	47.98%	
5 AM	10859	16378	93697.800434	855	\$109.59	7.87%	4168	4.87	3068	28.25%	27.87%	72.13%	52.78%	
6 AM	13698	16734	91070.36015	1244	\$73.21	9.08%	3000	2.41	2670	19.49%	46.59%	53.41%	47.63%	
7 AM	10098	17423	108494.27432	979	\$110.82	9.69%	3014	3.08	3087	30.57%	31.71%	68.29%	46.61%	
8 AM	14645	22307	76606.078765	840	\$91.20	5.74%	3583	4.27	2365	16.15%	35.52%	64.48%	44.63%	
9 AM	12602	24386	130710.50538	1257	\$103.99	9.97%	3742	2.98	2421	19.21%	51.92%	48.08%	36.57%	
10 AM	11660	15515	104686.865	1241	\$84.36	10.64%	3578	2.88	2343	20.09%	52.97%	47.03%	40.20%	
11 AM	10960	19906	87530.979596	953	\$91.85	8.70%	2971	3.12	3497	31.91%	27.25%	72.75%	35.47%	
12 PM	12587	21193	110822.49835	754	\$146.98	5.99%	3938	5.22	3290	26.14%	22.92%	77.08%	36.77%	
1 PM	12293	21081	110545.40531	1187	\$93.13	9.66%	4214	3.55	3931	31.98%	30.20%	69.80%	63.25%	
2 PM	9751	23636	68441.275836	871	\$78.58	8.93%	3403	3.91	2384	24.45%	36.54%	63.46%	48.20%	
3 PM	11490	17741	128518.96527	873	\$147.22	7.60%	3538	4.05	3250	28.29%	26.86%	73.14%	45.51%	
4 PM	11475	27723	101696.8571	1147	\$88.66	10.00%	3646	3.18	2915	25.40%	39.35%	60.65%	35.25%	
5 PM	12514	18124	149561.18941	1111	\$134.62	8.88%	3705	3.33	2266	18.11%	49.03%	50.97%	56.82%	
6 PM	14485	20871	121460.04414	869	\$139.77	6.00%	3224	3.71	2057	14.20%	42.25%	57.75%	38.23%	
7 PM	9236	25345	91731.297466	948	\$96.76	10.26%	4916	5.19	2671	28.92%	35.49%	64.51%	28.97%	
8 PM	14760	20858	72996.785124	1000	\$73.00	6.78%	3422	3.42	2406	16.30%	41.56%	58.44%	31.22%	
9 PM	13262	20900	100182.99582	1012	\$99.00	7.63%	3635	3.59	2718	20.49%	37.23%	62.77%	57.52%	
10 PM	12733	13534	126599.89633	873	\$145.02	6.86%	4775	5.47	2963	23.27%	29.46%	70.54%	58.20%	
11 PM	17098	24142	96107.994665	1087	\$88.42	6.36%	3972	3.65	3222	18.84%	33.74%	66.26%	41.01%	
Total	304050	508249	2471950.6367	23936	\$103.27	7.87%	91397	3.82	64830	21.32%	36.92%	63.08%	44.61%	

**Notes:** 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

Channels		Quarter		Month		Day of Month			Hour					
Channels		Quarter		July		13		Hours						
< Hourly Channel Report 2020	Hourly Channel Report 2019	Hourly Channel Report 2019 vs 2020	>											
<b>Hourly Channel Percent Difference Report</b>														
Hours	Channels	Visitors Percent Difference	Visits Percent Difference	Sales Percent Difference	Orders Percent Difference	AOV Percent Difference	Conversion Percent Difference	Units Percent Difference	UPT Percent Difference	Unique Add to Bag Percent Difference	Add to Bag Rate Percent Difference	Order to Addtobag Rate Percent Difference	Abandon Rate Percent Difference	Bounce Rate Percent Difference
10 AM		-10.02%	-37.70%	1.58%	-37.50%	02.30%	-43.57%	2.22%	03.73%	-3.57%	-14.41%	-34.02%	22.07%	29.00%
5 PM		19.23%	-6.70%	-43.01%	-15.57%	-32.50%	-29.19%	19.22%	41.21%	18.40%	-0.70%	-28.69%	27.60%	0.64%
6 PM		-16.30%	11.08%	-9.03%	49.14%	-39.00%	78.18%	5.86%	-29.02%	29.70%	54.96%	14.98%	-10.96%	-6.42%
7 PM		33.74%	-15.86%	13.80%	-12.66%	30.29%	-34.69%	-26.32%	-15.64%	22.88%	-8.12%	-28.92%	15.91%	14.27%
8 PM		-37.76%	21.73%	33.93%	13.30%	18.21%	82.05%	20.13%	6.03%	34.29%	115.78%	-15.63%	11.12%	29.24%
9 PM		5.90%	6.48%	5.03%	1.78%	3.19%	-3.89%	3.36%	1.55%	-29.25%	-33.19%	43.86%	-26.02%	-32.73%
10 PM		-19.09%	39.11%	0.13%	28.18%	-21.88%	58.43%	-5.93%	-26.61%	-26.16%	-8.73%	73.58%	-30.73%	-31.05%
< 11 PM	Affiliate	-75.35%	-39.56%	430.64%	-57.53%	1,149.58%	72.28%	-82.53%	-58.87%	169.23%	992.27%	-84.23%	74.08%	-30.53%
	Direct	46.92%	-65.28%	-58.24%	-91.15%	371.87%	-93.98%	62.13%	1,732.07%	-43.24%	-61.37%	-84.41%	25.92%	-8.94%
	Email	6.49%	45.07%	-77.35%	165.15%	-91.46%	149.00%	-79.08%	-92.11%	3.03%	-3.24%	157.35%	-34.97%	-56.19%
	Internal Referrer/Refresh	-18.34%	285.44%	120.84%	160.00%	-15.06%	218.39%	1,321.05%	446.56%	31.56%	61.11%	97.62%	-15.97%	-74.44%
	Organic Search	-46.48%	-16.42%	-63.94%	-88.24%	206.48%	-78.02%	-78.50%	82.71%	48.76%	177.97%	-92.09%	85.20%	1,197.17%
	Paid Search	-7.24%	-96.35%	-54.66%	139.58%	-81.08%	158.29%	14.43%	-52.24%	103.90%	119.82%	17.50%	-5.35%	2,209.79%
	PayPal	-44.44%	-78.83%	154.58%	-82.02%	1,316.10%	-67.64%	204.65%	1,594.62%	-4.12%	72.56%	-81.25%	127.99%	306.92%
	PLA	102.27%	38.05%	6,172.21%	-77.98%	28,386.28%	-89.11%	-8.29%	316.49%	0.79%	-50.17%	-78.16%	59.57%	-5.59%
	Remarketing	-23.33%	-70.45%	0.62%	0.60%	0.03%	31.21%	-57.84%	-58.09%	-69.68%	-60.45%	231.73%	-147.47%	41.55%
	Social Media	-3.40%	90.60%	710.25%	1.69%	696.75%	5.27%	3.45%	1.72%	93.53%	100.34%	-47.45%	49.12%	-79.76%
	Web Misc	-85.31%	210.26%	3.74%	387.88%	-78.74%	3,221.69%	1,136.00%	153.34%	-51.69%	228.91%	909.91%	-172.57%	18.17%
<b>Subtotal: 11 PM</b>		<b>-26.77%</b>	<b>-25.22%</b>	<b>-2.20%</b>	<b>-10.76%</b>	<b>9.59%</b>	<b>21.86%</b>	<b>-3.45%</b>	<b>8.20%</b>	<b>9.87%</b>	<b>50.03%</b>	<b>-18.78%</b>	<b>9.56%</b>	<b>9.93%</b>
<b>Total</b>		<b>2.02%</b>	<b>1.76%</b>	<b>3.10%</b>	<b>-1.85%</b>	<b>5.04%</b>	<b>-3.79%</b>	<b>-3.64%</b>	<b>-1.83%</b>	<b>-1.05%</b>	<b>-3.00%</b>	<b>-0.81%</b>	<b>0.47%</b>	<b>-4.99%</b>

Notes: 'Hourly Channel Report 2019 vs 2020' tab linked to 'Hourly Channel' Page

# Dashboard

Channels	Quarter	Month	Week	Hour	Day of Month	Day of Week
	Quarter	Month	Week	Hours	Day of Mo...	Day of W...

2020/01/01 to 2020/01/01

2019/01/01 to 2019/01/01

2020/01/01

2020/08/06

2019/01/01

2019/12/31

A3.2

A3.3

Hours ▲	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	
12 AM	14121	17816	86642.258613	1022	\$84.78	7.24%	2867	2.81	2426	17.18%	
1 AM	11779	29020	106965.35182	989	\$108.16	8.40%	2733	2.76	2781	23.61%	
2 AM	11283	21860	96651.976056	1404	\$68.84	12.44%	2386	1.70	2375	21.05%	
3 AM	13335	22954	96191.013364	939	\$102.44	7.04%	3193	3.40	2767	20.75%	
4 AM	6025	23239	72891.830212	1203	\$60.59	19.97%	4386	3.65	2963	49.18%	
5 AM	12891	17159	133278.30274	645	\$206.63	5.00%	3209	4.98	2459	19.08%	
6 AM	9179	20656	107694.37838	1293	\$83.29	14.09%	2788	2.16	2766	30.13%	
7 AM	12299	28140	105809.51743	1063	\$99.54	8.64%	3265	3.07	2884	23.45%	
8 AM	12393	23916	61695.641193	1174	\$52.55	9.47%	3599	3.07	2887	23.30%	
9 AM	8452	19804	85982.549341	884	\$97.27	10.46%	4290	4.85	2671	31.60%	
10 AM	14061	16763	98033.868496	1277	\$76.77	9.08%	3932	3.08	2495	17.74%	
11 AM	13865	20595	139851.56613	1013	\$138.06	7.31%	4567	4.51	2707	19.52%	
12 PM	15824	22802	115926.29796	924	\$125.46	5.84%	3798	4.11	2403	15.19%	
1 PM	13727	18332	104581.431	1057	\$98.94	7.70%	3789	3.58	3460	25.21%	
2 PM	10425	24258	136204.27801	1445	\$94.26	13.86%	3342	2.31	1664	15.96%	
3 PM	11097	19820	115514.46647	902	\$128.06	8.13%	1908	2.12	2820	25.41%	

A3.4

SAS® Visual Analytics - Explore and Visualize Data

Search Jingze Zhang ▾

### Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Hourly Chart Hourly Channel Chart Today Conversion +

**Channels** **Quarter** **Month** **Week** **Hour** **Day of Month** **Day of Week**

Objects Outline

Options Roles Actions Rules Filters Ranks

2020/01/01 to 2020/01/01      2019/01/01 to 2019/01/01

2020/01/01      2020/08/06      2019/01/01      2019/12/31

< Dashboard 2020 Dashboard 2019 Dashboard 2020 channel-hour Dashboard 2019 channel-hour >

Hours	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	Order to Addtobag Rate	Abandon Rate	Bounce Rate
3 AM	13335	22954	96191.013364	939	\$102.44	7.04%	3193	3.40	2767	20.75%	33.94%	66.06%	48.48%
4 AM	6025	23239	72891.830212	1203	\$60.59	19.97%	4386	3.65	2963	49.18%	40.60%	59.40%	46.25%
5 AM	12891	17159	133278.30274	645	\$206.63	5.00%	3209	4.98	2459	19.08%	26.23%	73.77%	42.88%
6 AM	9179	20656	107694.37838	1293	\$83.29	14.09%	2788	2.16	2766	30.13%	46.75%	53.25%	52.47%
7 AM	12299	28140	105809.51743	1063	\$99.54	8.64%	3265	3.07	2884	23.45%	36.86%	63.14%	29.03%
8 AM	12393	23916	61695.641193	1174	\$52.55	9.47%	3599	3.07	2887	23.30%	40.67%	59.33%	46.53%
9 AM	8452	19804	85982.549341	884	\$97.27	10.46%	4290	4.85	2671	31.60%	33.10%	66.90%	44.94%
10 AM	14061	16763	98033.868496	1277	\$76.77	9.08%	3932	3.08	2495	17.74%	51.18%	48.82%	44.77%
11 AM	13865	20595	139851.56613	1013	\$138.06	7.31%	4567	4.51	2707	19.52%	37.42%	62.58%	47.66%
12 PM	15824	22802	115926.29796	924	\$125.46	5.84%	3798	4.11	2403	15.19%	38.45%	61.55%	41.73%
1 PM	13727	18332	104581.431	1057	\$98.94	7.70%	3789	3.58	3460	25.21%	30.55%	69.45%	47.83%
2 PM	10425	24258	136204.27801	1445	\$94.26	13.86%	3342	2.31	1664	15.96%	86.84%	13.16%	31.47%
3 PM	11097	19820	115514.46647	902	\$128.06	8.13%	1908	2.12	2820	25.41%	31.99%	68.01%	39.10%
4 PM	11149	24894	84879.477056	1189	\$71.39	10.66%	3264	2.75	1827	16.39%	65.08%	34.92%	34.10%
5 PM	12121	23006	122328.83652	1013	\$120.76	8.36%	3921	3.87	2850	23.51%	35.54%	64.46%	50.40%
6 PM	16629	20667	113347.76249	1187	\$95.49	7.14%	3136	2.64	3074	18.49%	38.61%	61.39%	61.25%
7 PM	10820	23583	107099.57162	1311	\$81.69	12.12%	3683	2.81	1719	15.89%	76.27%	23.73%	33.11%
8 PM	13610	19843	128347.32492	1024	\$125.34	7.52%	3791	3.70	2498	18.35%	40.99%	59.01%	57.01%
9 PM	14406	23562	104337.94171	1108	\$94.17	7.69%	4320	3.90	3868	26.85%	28.65%	71.35%	46.73%
10 PM	14858	21536	123740.57136	971	\$127.44	6.54%	3331	3.43	2345	15.78%	41.41%	58.59%	50.07%
11 PM	13646	21777	89588.252414	934	\$95.92	6.84%	4544	4.87	2901	21.26%	32.20%	67.80%	42.82%
Total	297995	526002	2537584.4653	25971	\$97.71	8.72%	84042	3.24	63610	21.35%	40.83%	59.17%	43.32%

Channels	Quarter	Month	Week	Hour	Day of Month	Day of Week															
Channels	Quarter	Month	Week	Hours	Day of Month	Day of Week															
2020/01/01 to 2020/01/19																					
2019/01/01 to 2019/01/10																					
<a href="#">◀ Dashboard 2020</a> <a href="#">Dashboard 2019</a> <a href="#">Dashboard 2020 channel-hour</a> <a href="#">Dashboard 2019 channel-hour</a> <a href="#">▶</a>																					
Hours	▲	Quarter	▲	Month	▲	Day	▲	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	Order to Addtobag Rate	Abs		
3 PM								128173	205860	1026153.132	9775	\$104.98	7.63%	35433	3.62	26564	20.73%	36.80%			
4 PM								126322	215546	1093941.8122	10344	\$105.76	8.19%	33827	3.27	26889	21.29%	38.47%			
5 PM								137301	219619	1031232.44	11020	\$93.58	8.03%	36329	3.30	26996	19.66%	40.82%			
6 PM								111543	202678	993829.81318	9810	\$101.31	8.79%	35282	3.60	26365	23.64%	37.21%			
◀ 7 PM	◀ Q1	◀ January	2019/01/01	12654	20597	68832.101812	899	\$76.57	7.10%	2424	2.70		2115	16.71%		42.51%					
				12721	19742	114131.13309	977	\$116.82	7.68%	3717	3.80		3139	24.68%		31.12%					
				11435	18839	77736.710889	1525	\$50.97	13.34%	3487	2.29		2603	22.76%		58.59%					
				15541	24017	81792.322891	1097	\$74.56	7.06%	3929	3.58		2746	17.67%		39.95%					
				7249	17361	105491.22867	986	\$106.99	13.60%	3628	3.68		3071	42.36%		32.11%					
				11046	23451	137403.40593	1140	\$120.53	10.32%	3216	2.82		2640	23.90%		43.18%					
				13592	22924	83354.963653	1355	\$61.52	9.97%	3907	2.88		2027	14.91%		66.85%					
				13373	23029	84441.53387	1093	\$77.26	8.17%	3962	3.62		2471	18.48%		44.23%					
				12963	18819	105575.3728	1180	\$89.47	9.10%	3944	3.34		3127	24.12%		37.74%					
				12115	22726	92197.503128	1136	\$81.16	9.38%	3712	3.27		2362	19.50%		48.09%					
Subtotal: January				122689	211505	950956.27674	11388	\$83.51	9.28%	35926	3.15		26301	21.44%		43.30%					
Subtotal: Q1				122689	211505	950956.27674	11388	\$83.51	9.28%	35926	3.15		26301	21.44%		43.30%					
Subtotal: 7 PM				122689	211505	950956.27674	11388	\$83.51	9.28%	35926	3.15		26301	21.44%		43.30%					
8 PM				130760	232376	1047153.1155	10092	\$103.76	7.72%	37052	3.67		24258	18.55%		41.60%					
9 PM				119138	220379	1079547.6482	10619	\$101.66	8.91%	35863	3.38		27813	23.35%		38.18%					
10 PM				109833	215893	996011.70318	10194	\$97.71	9.28%	36829	3.61		26505	24.13%		38.46%					
11 PM				123840	224099	983149.44631	9439	\$104.16	7.62%	37204	3.94		27398	22.12%		34.45%					
Total				2950176	5200609	24645906.2	245324	\$100.46	8.32%	880314	3.59		636250	21.57%		38.56%					

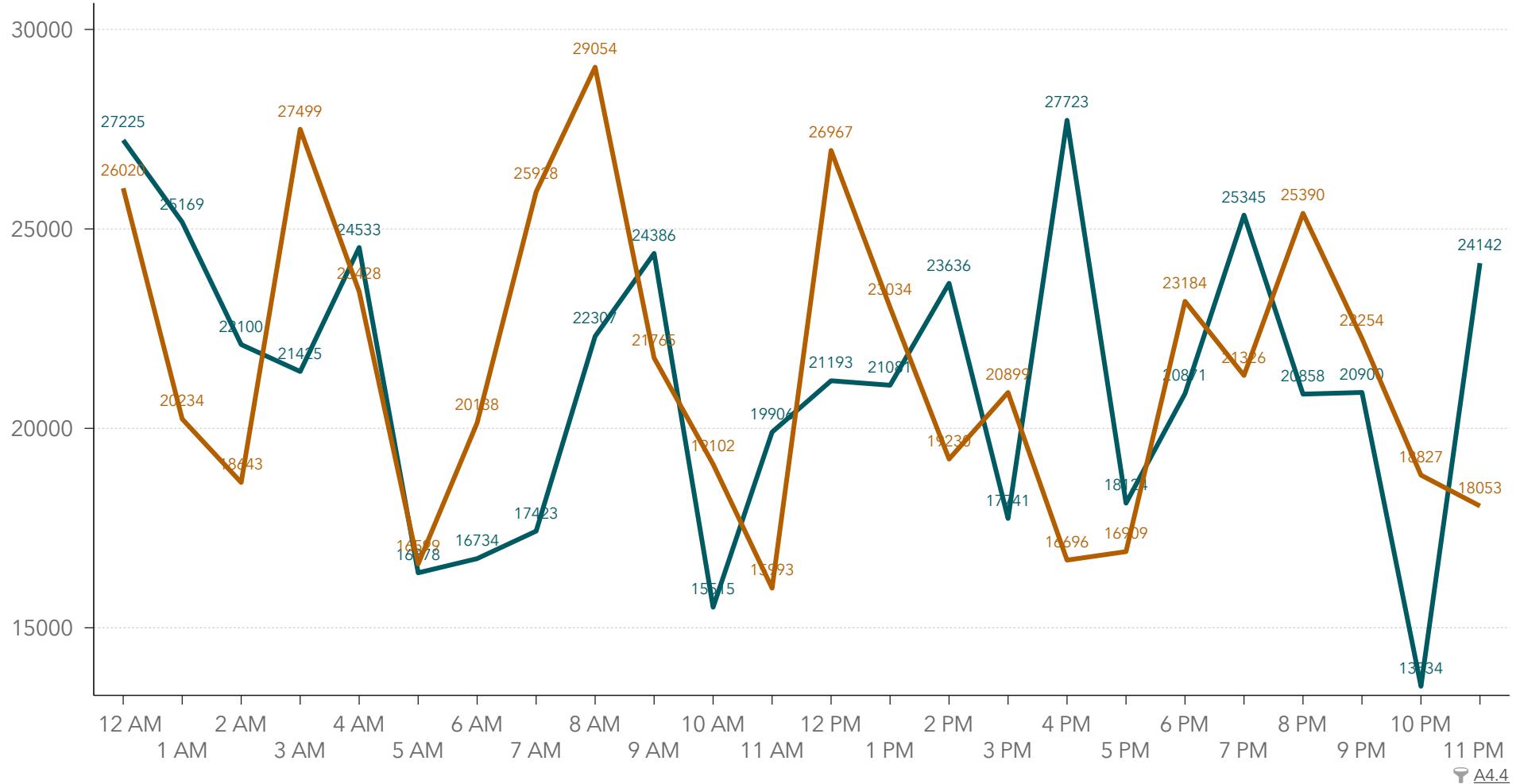
## Hourly Chart

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
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A4.1

### Daily Measure Basic KPI by Hours grouped by Year

**Year**  
— 2019 — 2020



A4.4

Fake Hourly Channel Report

Hourly Channel Report Format Dashboard Today Conversion

### Channels

2020 Parameter: 2020/07/13 | 2019 Parameter: 2019/07/13 | Hour: Hours

Hours	Visitors 2019	Visitors Difference	Visitors Percent Difference	Visitors 2020
12 AM	14066	-1041	-7.40%	
1 AM	12080	3368	27.88%	
2 AM	13586	-1654	-12.17%	
3 AM	13780	-1488	-10.80%	
4 AM	14332	-2717	-18.96%	
5 AM	10859	3522	32.43%	
6 AM	13698	2974	21.71%	
7 AM	10098	3157	31.26%	
8 AM	14645	-5959	-40.69%	
9 AM	12602	307	2.44%	
10 AM	11660	-1321	-11.33%	
11 AM	10960	4934	45.02%	
12 PM	12587	647	5.14%	
1 PM	12293	2034	16.55%	
2 PM	9751	3021	30.98%	
3 PM	11490	3766	32.78%	
4 PM	11475	1219	10.62%	

Hourly Chart

Daily Measure Basic KPI by Hours grouped by Year

Basic KPIs Rates KPIs Other KPIs

Visitors Visits Sales Orders Units Unique Add to Bag

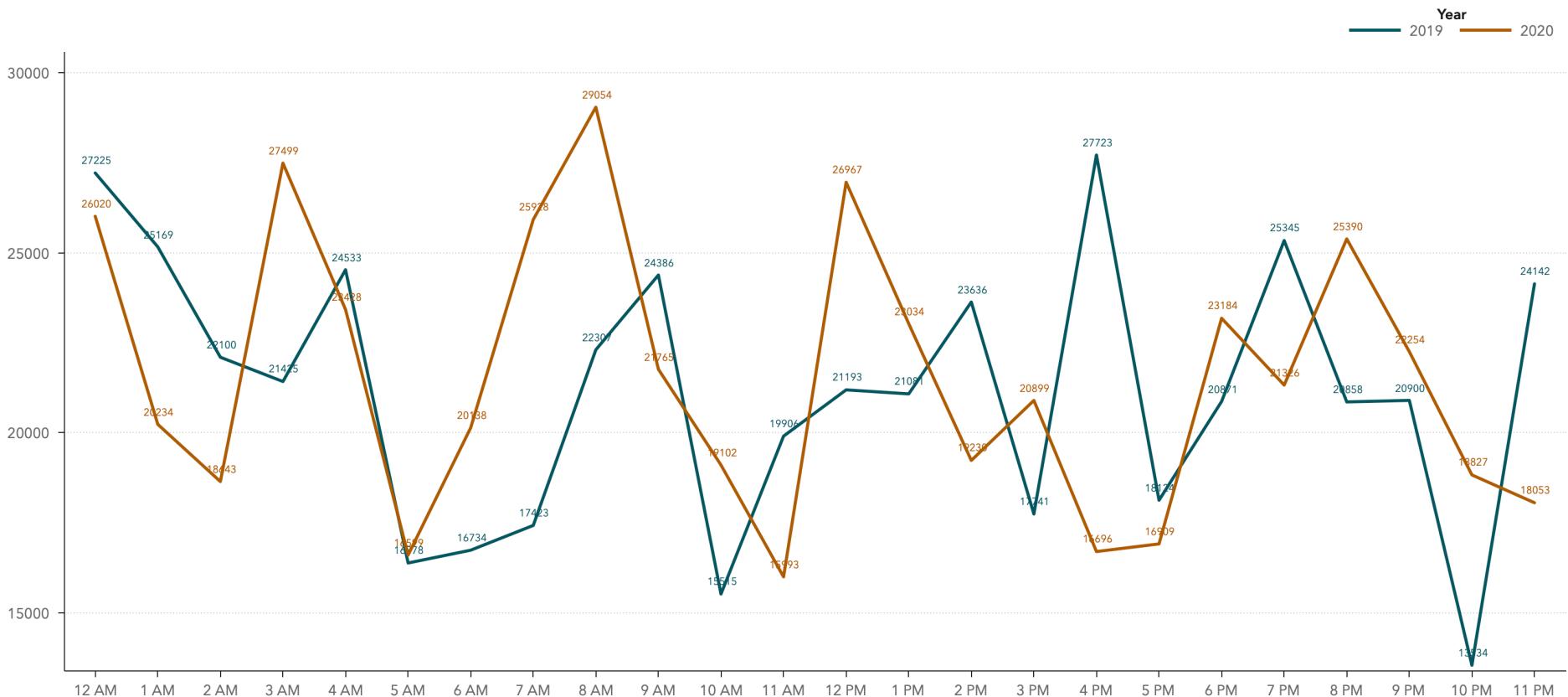
Year: 2019 (Blue) 2020 (Orange)

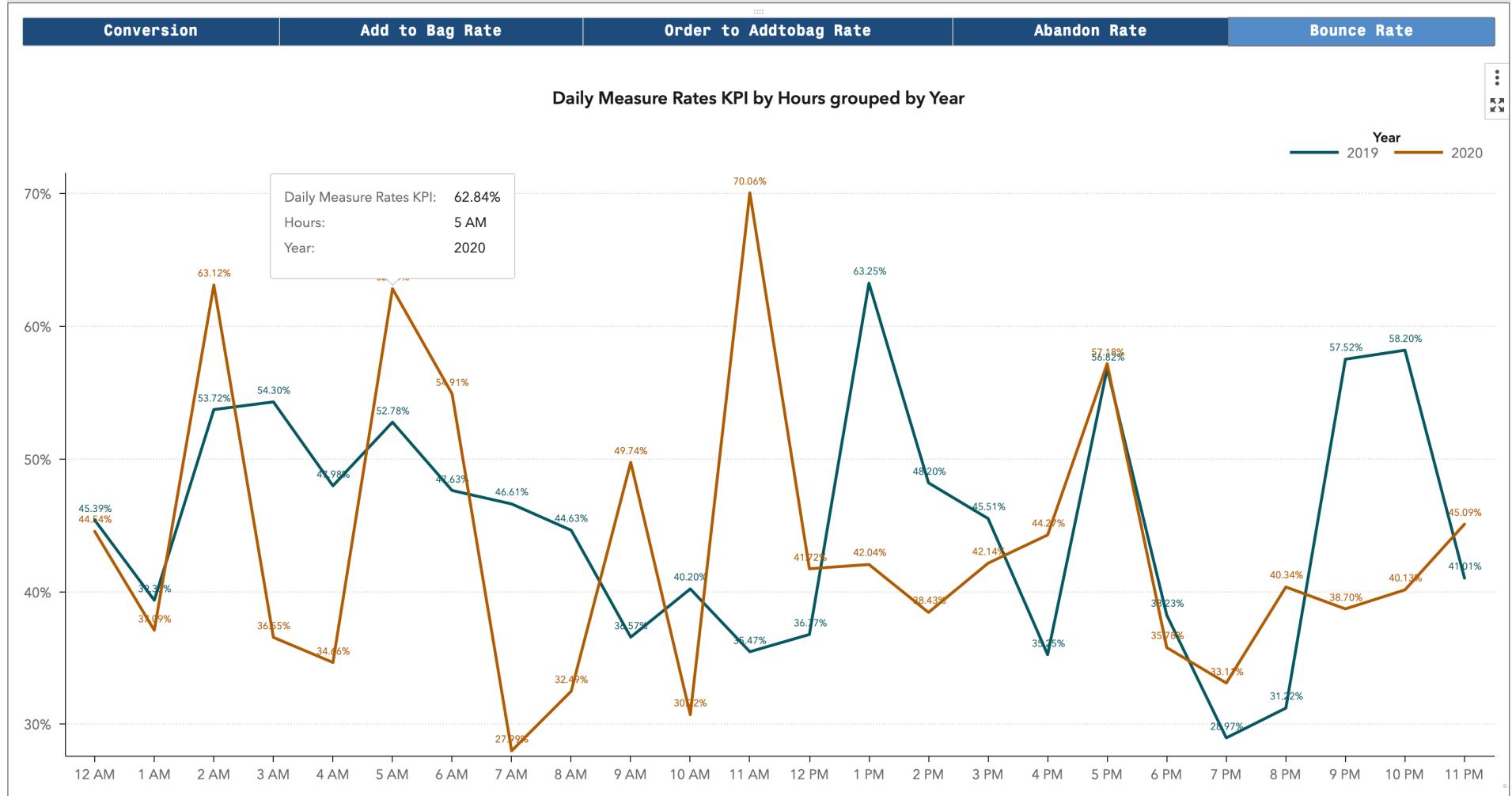
Close

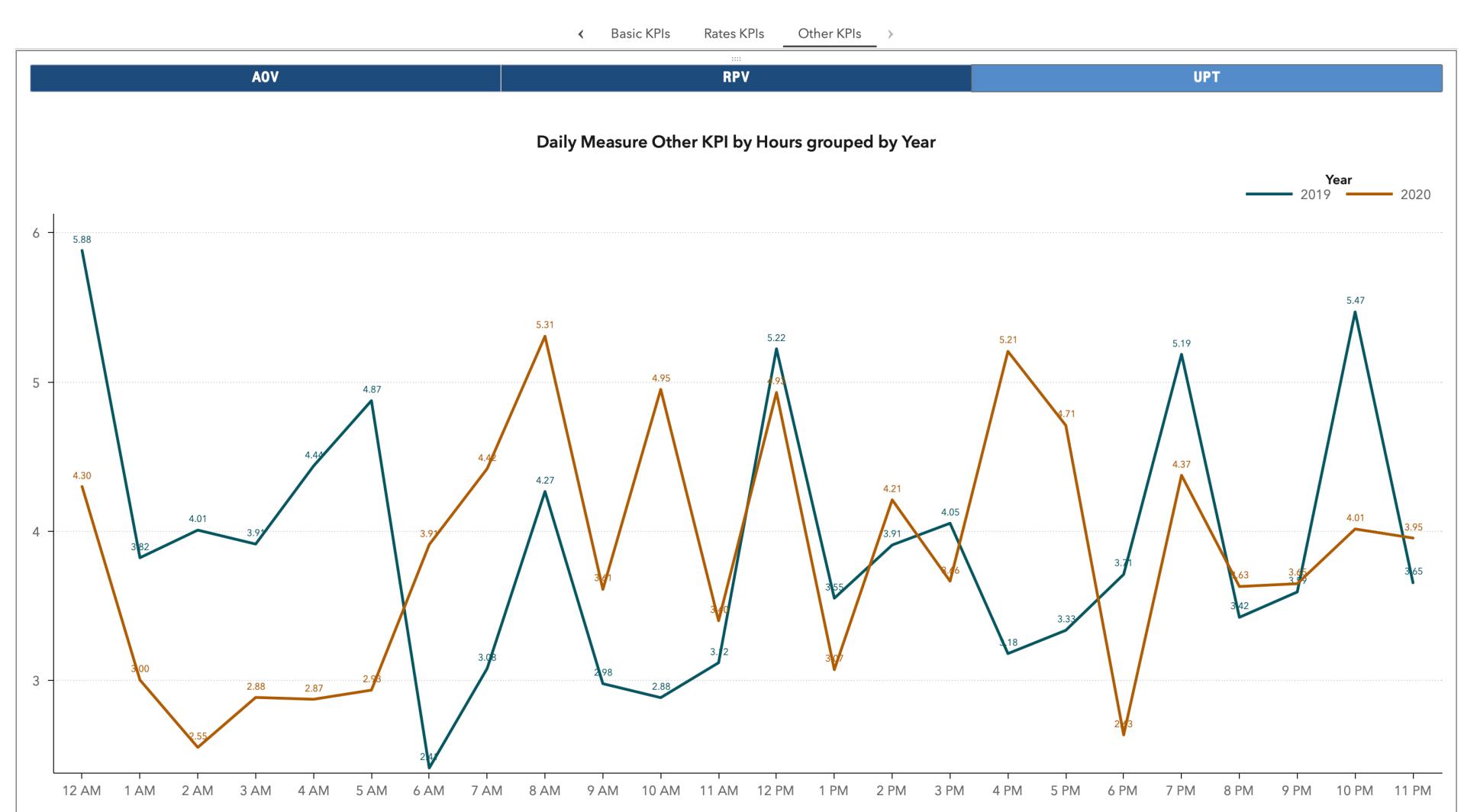
Hours	Orders 2019	Orders Difference	Orders Percent Difference	AOV: \$
12...	780	173	22.18%	\$13
1...	947	120	12.67%	\$11
2...	1038	201	19.36%	\$6
3...	1140	-4	-0.35%	\$10
4...	930	269	28.92%	\$8
5...	855	141	16.49%	\$10
6...	1244	-333	-26.77%	\$12
7...	979	-95	-9.70%	\$14
8...	840	-2	-0.24%	\$6
9...	1257	-287	-22.83%	\$9
10...	1241	-617	-49.72%	\$15
11...	953	175	18.36%	\$10
12...	754	199	26.39%	\$13
1...	1187	-467	-39.34%	\$15
3...	871	197	22.62%	\$12
4...	873	-95	-10.88%	\$11
7...	1147	-431	-37.58%	\$14

Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
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## Daily Measure Basic KPI by Hours grouped by Year







# Hourly Channel Chart

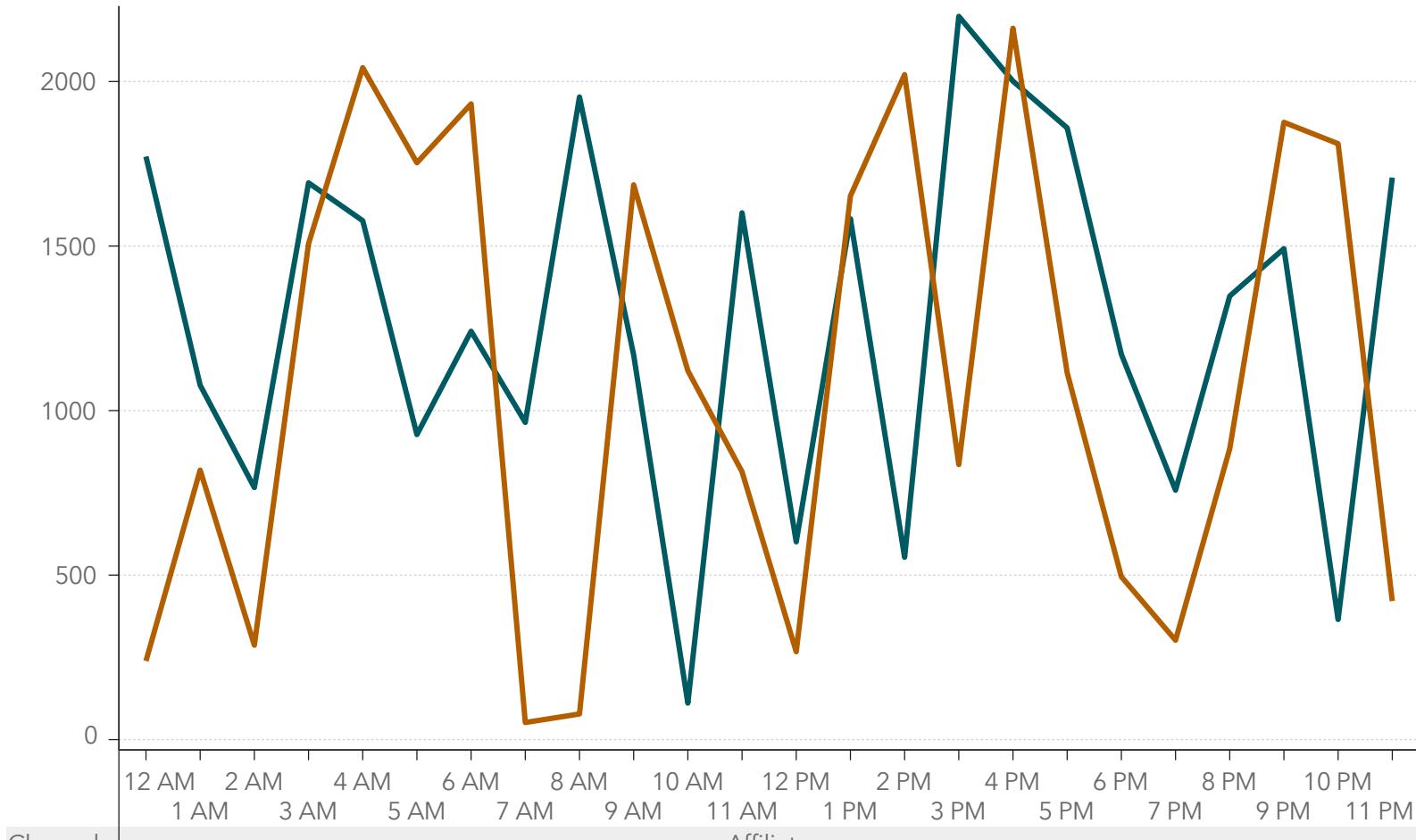
Visitors	Visits	Sales	Orders	Units	Unique Add to Bag
----------	--------	-------	--------	-------	-------------------

A5.1

## Channel Daily Measure Basic KPI by Hours grouped by Year

Year

2019 2020



Select  
Channels

- Affiliate
- Direct
- Email
- Internal
- Organizational
- Paid
- PayPal
- PLA
- Remarketing
- Social
- Web

Channels

Affiliate

A5.5

A5.4

Hourly Channel Report Format Dashboard Today Conversion

Channels

2020 Parameter: 2020/07/13

2019 Parameter: 2019/07/13

Hour: Hours

Hourly Channel Chart

Channel Basic KPIs: Visitors Visits Sales Orders Units Unique Add to Bag

Channel Daily Measure Basic KPI by Hours grouped by Year

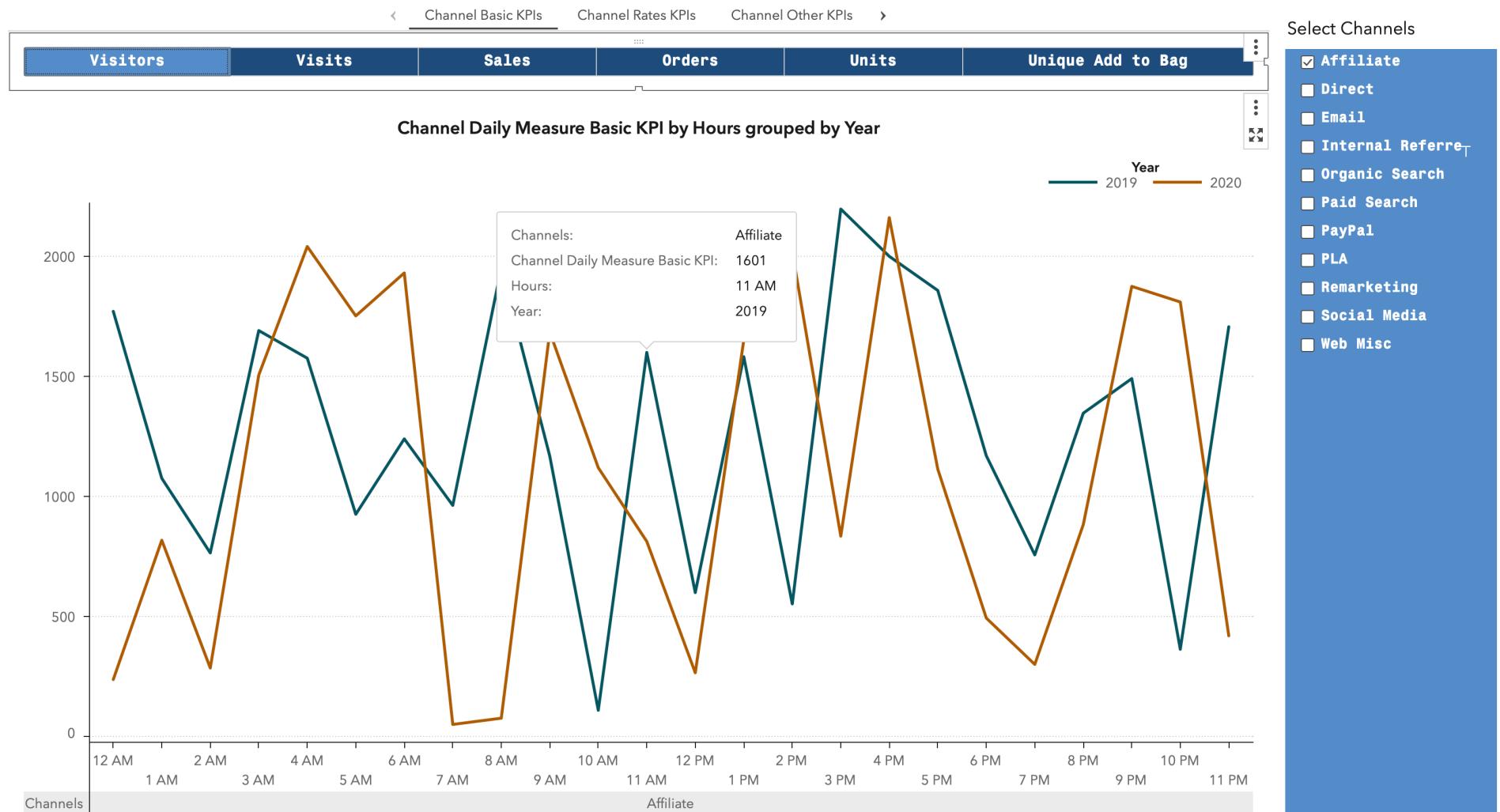
Year: 2019 (blue) 2020 (orange)

Channels: Affiliate

Select Channels: A, B, C, D, E, F, G, H, I, J, K, L, M, N, O, P, Q, R, S, T, U, V, W, X, Y, Z

Close

	Orders 2019	Orders Difference	Orders Percent Difference	AOV:
1	780	173	22.18%	\$13
2	947	120	12.67%	\$11
3	1038	201	19.36%	\$6
4	1140	-4	-0.35%	\$10
5	930	269	28.92%	\$8
6	855	141	16.49%	\$10
7	1244	-333	-26.77%	\$12
8	979	-95	-9.70%	\$14
9	840	-2	-0.24%	\$6
10	1257	-287	-22.83%	\$9
11	1241	-617	-49.72%	\$15
12	953	175	18.36%	\$10
13	754	199	26.39%	\$13
14	1187	-467	-39.34%	\$15
15	871	197	22.62%	\$12
16	873	-95	-10.88%	\$11
17	1147	-431	-37.58%	\$14



[Channel Basic KPIs](#)[Channel Rates KPIs](#)[Channel Other KPIs](#)

Conversion

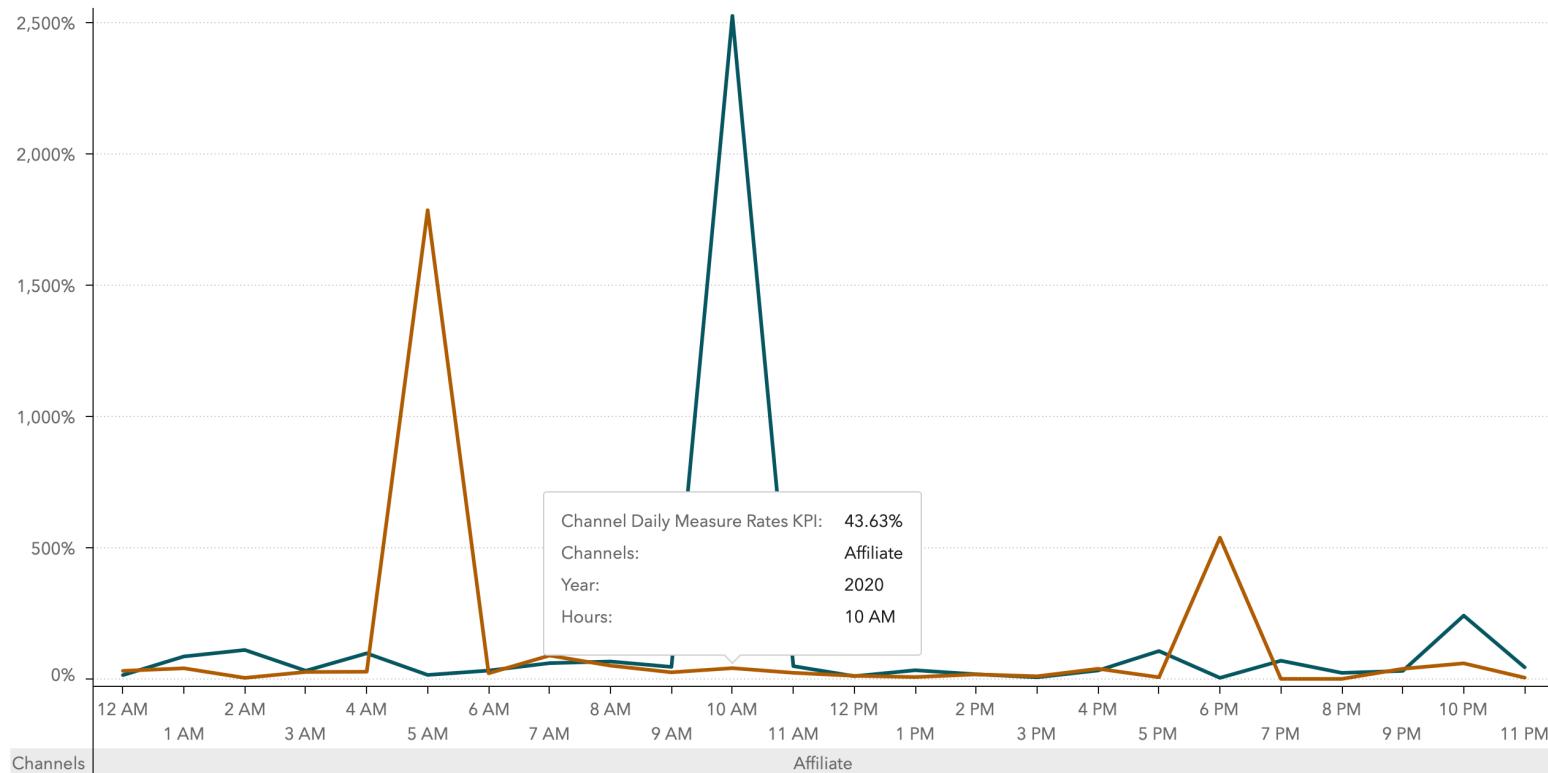
Add to Bag Rate

Order to Addtobag Rate

Abandon Rate

Bounce Rate

### Channel Daily Measure Rates KPI by Hours grouped by Year

Year 2019 2020

### Select Channels

- Affiliate
- Direct
- Email
- Internal Referre\_T
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

◀ Channel Basic KPIs Channel Rates KPIs Channel Other KPIs ▶

AOV

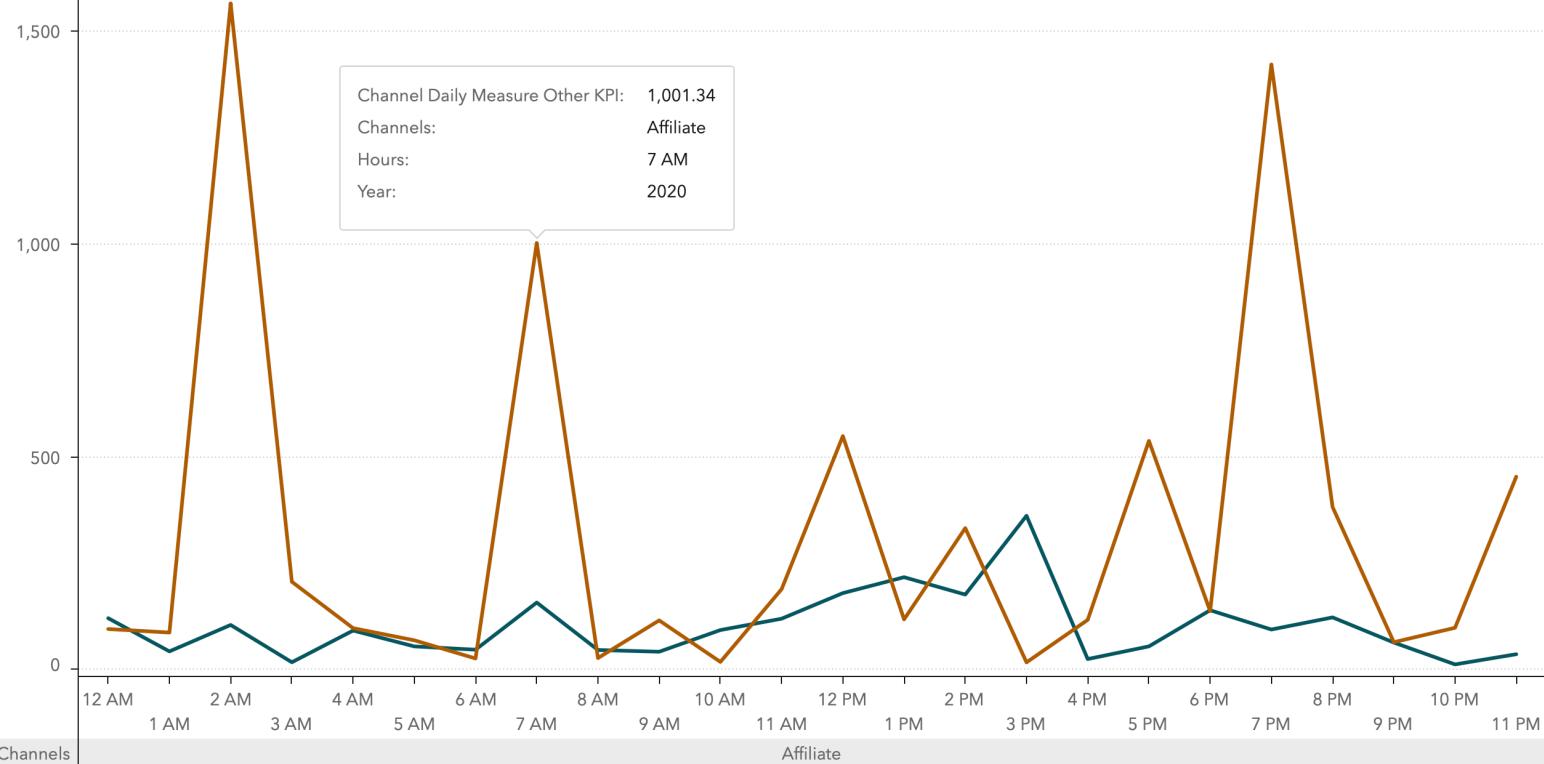
RPV

UPT

### Channel Daily Measure Other KPI by Hours grouped by Year

Year  
2019 2020

Channel Daily Measure Other KPI: 1,001.34  
Channels: Affiliate  
Hours: 7 AM  
Year: 2020



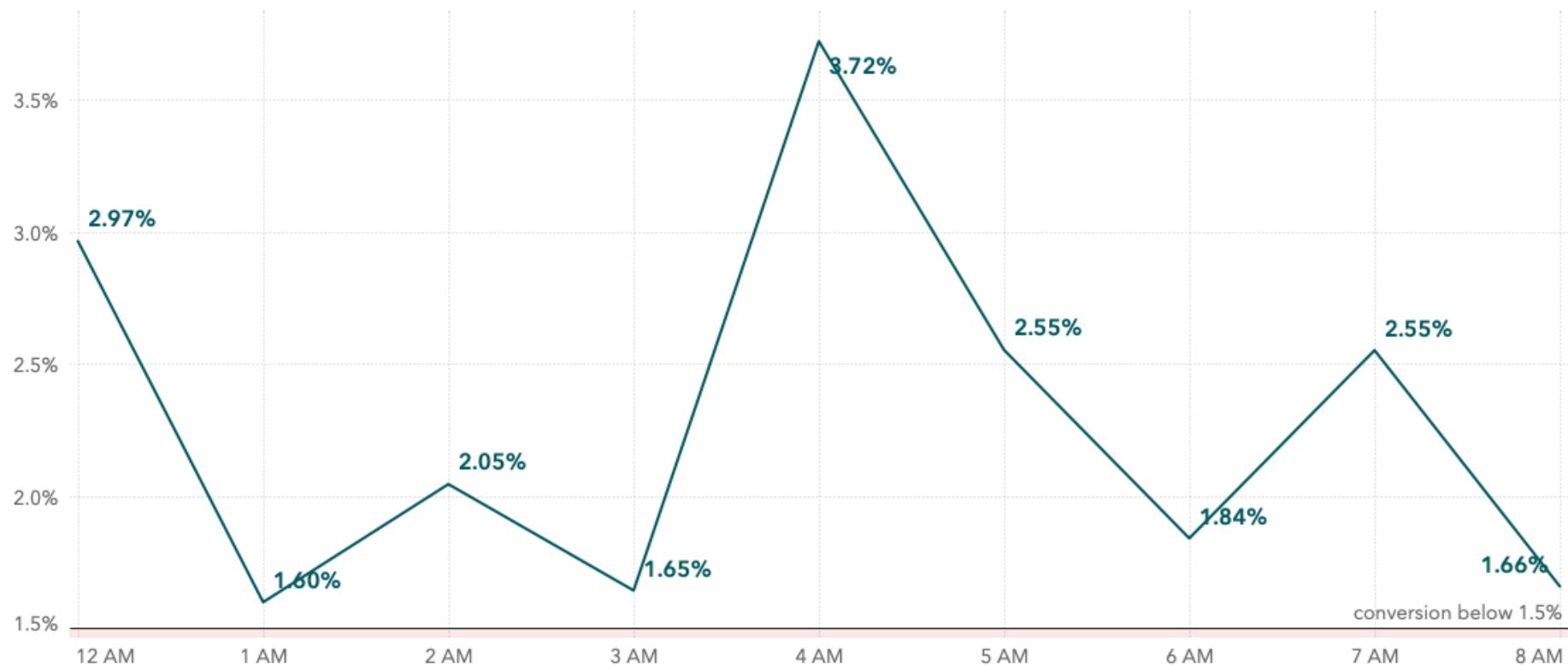
### Select Channels

- Affiliate
- Direct
- Email
- Internal Reference
- Organic Search
- Paid Search
- PayPal
- PLA
- Remarketing
- Social Media
- Web Misc

## Conversion Alert for Two hours ago

Date ▲	08/14/2020													
Hours ▼	Visitors	Visits	Sales	Orders	AOV	Conversion	Units	UPT	Unique Add to Bag	Add to Bag Rate	Order to Addtobag Rate	Abandon Rate	Bounce Rate	
8 AM	1023	1055	\$1,323.70	17	\$77.86	1.66%	29	1.71	104	10.17%	16.35%	83.65%	57.73%	

## 2020 Today Hourly Conversion



### Alert Notes:

1. Click any figure inside the crosstable to look at the Hourly Channel 2020 whole information
2. You might get alert for certain hour, but later when you look at the data, the conversion rate for that hour is no longer less than 1.5%. It's because orders are keep updating.

## Appendix

### A1.1 Fake Hourly Channel Report

---

Parameters:  
2019 Parameter = 07/13/2019  
2020 Parameter = 07/13/2020  
Hours Parameter =  
Basic KPI Selected Measure Parameter = 'Visits'  
Other KPI Selected Measure Parameter = 'UPT'  
Rates KPI Selected Measure Parameter = 'Bounce Rate'  
Channel Other KPI Selected Measure Parameter = 'AOV'  
Channel Rates KPI Selected Measure Parameter = ""  
Channel Basic KPI Selected Measure Parameter = ""

### A1.2 Channels

---

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

### A1.3 2020 Parameter

---

Filters: Year = 2020

### A1.4 2019 Parameter

---

Filters: Year = 2019

### A1.5 Summary

---

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')  
Hours NotMissing

Display Rules:

AOV Difference

**abc** AOV Difference less than or equal to \$0.00

**abc** AOV Difference greater than \$0.00

AOV Percent Difference

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

**abc** AOV Percent Difference greater than 0.00%

Abandon Rate Difference

**abc** Abandon Rate Difference less than 0.00%

**abc** Abandon Rate Difference greater than or equal to 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%

Add to Bag Rate Difference

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

**abc** Add to Bag Rate Difference greater than 0.00%

Add to Bag Rate Percent Difference

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

**abc** Add to Bag Rate Percent Difference greater 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 Difference

**abc** Conversion Difference less than or equal to 0.00%

**abc** Conversion 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 Difference

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

**abc** Order to Addtobag Rate 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 Difference

**abc** Orders Difference less than or equal to 0

**abc** Orders Difference greater than 0

Orders Percent Difference

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

**abc** Orders Percent Difference greater than 0.00%

Sales Difference

**abc** Sales Difference less than or equal to \$0

**abc** Sales Difference greater than \$0

Sales Percent Difference

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

**abc** Sales Percent Difference greater than 0.00%

Display Rules:

UPT Difference

**abc** UPT Difference less than or equal to 0.00

**abc** UPT Difference greater than 0.00

Visits Difference

**abc** Visits Difference greater than 0

**abc** Visits Difference less than or equal to 0

UPT Percent Difference

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

**abc** UPT 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%

Unique Add to Bag Difference

**abc** Unique Add to Bag Difference less than or equal to 0

**abc** Unique Add to Bag Difference greater than 0

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 Difference

**abc** Units Difference less than or equal to 0

**abc** Units Difference greater than 0

Units Percent Difference

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

**abc** Units Percent Difference greater than 0.00%

Visitors Difference

**abc** Visitors Difference less than or equal to 0

**abc** Visitors Difference greater than 0

Visitors Percent Difference

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

**abc** Visitors Percent Difference greater than 0.00%

#### A2.1 Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

#### A2.2 2020 Hourly Channel Report

Filters: Year = 2020  
Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')  
Month = July  
Day of Month = 13

Display Rules: Conversion

**abc** Conversion less than 1.50%

#### A3.1 Channels

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

#### A3.2 Dashboard 2020 Slider

Filters: Year = 2020

#### A3.3 Dashboard 2019 Slider

Filters: Year = 2019

#### A3.4 Dashboard 2020

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')  
DateTime NotMissing  
Day BetweenInclusive(2020/01/01; 2020/01/01)

Display Rules: Conversion

**abc** Conversion less than 1.50%

#### A4.1 Hourly 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

#### A4.2 Hourly 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

#### A4.3 Hourly Other KPI List of measures

---

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

#### A4.4 Daily Measure Basic KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )  
Hours NotMissing

#### A4.5 Daily Measure Rates KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )

Display Rules: Graph  
■ Conversion less than 1.50%

#### A4.6 Daily Measure Other KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )

#### A5.1 Hourly Channel Basic KPI List of measures

---

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

#### A5.2 Hourly Channel 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

#### A5.3 Hourly Channel Other KPI List of measures

---

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

#### A5.4 Select Channels

---

Filters: Channels In('Affiliate'; 'Direct'; 'Email'; 'PayPal'; 'PLA'; 'Web Misc'; 'Internal Referrer/Refresh'; 'Organic Search'; 'Paid Search'; 'Remarketing'; 'Social Media')

#### A5.5 Channel Daily Measure Basic KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )  
Hours NotMissing  
Channels = 'Affiliate'

#### A5.6 Channel Daily Measure Rates KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )  
DateTime NotMissing  
Channels = 'Affiliate'

#### A5.7 Channel Daily Measure Other KPI by Hours grouped by Year

---

Filters: ( Day = 2020 Parameter (07/13/2020) ) OR ( Day = 2019 Parameter (07/13/2019) )  
DateTime NotMissing  
Channels = 'Affiliate'

#### A6.1 Conversion Alert for Two hours ago

---

Warnings: The filter resulted in an empty set of data.

Filters: Hour(DateTime) = Alert Hour  
Day = As on date

Display Rules: Conversion  
**abc** Conversion less than 1.50%

#### A6.2 2020 Today Hourly Conversion

---

Warnings: The filter resulted in an empty set of data.

Filters: Channels NotMissing  
Day = As on date

Display Rules: Graph  
 Conversion less than 1.50%