Cívica

Choose State
All

Choose Product
All

| Business | Sales | Shipping | Product_Detl. | Events |

Net Sales Volume ($)
$96.131

Total Orders
361

AVG Order Value
$268

Conversion Users Rate
100%

Operating Leverage
41%

Rolling Business Indicators

Rolling Net Sales

57K

Rolling Operative Margin

Rolling Operative Costs

$32K

40K

Amount ($)

60K

26K

$26K

20K

$13K

$13K

10   11

Día

Accounting Details

19,1K€ (41%)

27,9K€ (59%)

SCOPE
- operative
- structural

CÍVICA

Choose State
All

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All

| Business | Sales | Shipping | Product_Detl. | Events |

Net Sales Volume ($)	Total Orders	Nº Customers	AVG Sale per Order	Overall Orders Delivered
$96.131	361	124	$268	84%

Sales Volume ($) TOP 10 Products

Product	Value
Ponytail Palm	8,7K
String of pearls	8,6K
Fiddle Leaf Fig	5,9K
Majesty Palm	5,8K
Dragon Tree	5,7K
Alocasia Polly	5,0K
Angel Wings Begonia	4,7K
Bird of Paradise	4,6K
Orchid	4,4K
Pink Anthurium	4,3K
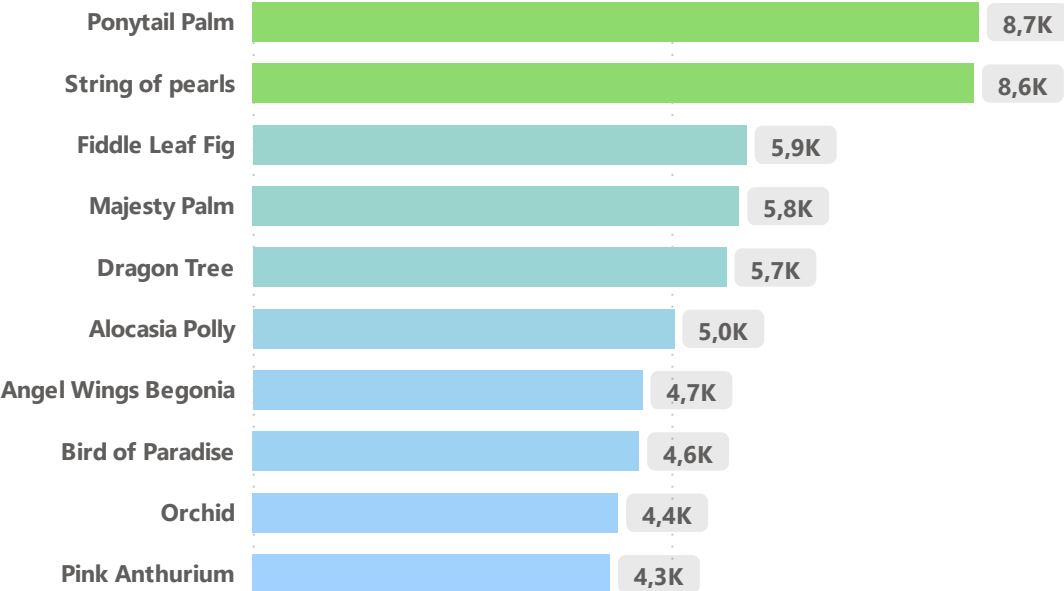
Día	Nº Orders	Sales Volume ($)	Net Shipping ($)	Discount ($)	% All Sales
10	177	$43.395	$777	$695	45%
11	184	$53.180	$813	$811	55%
Total	361	$96.576	$1.589	$1.506	100%

Sales Volume over Time (day)

CÍVICA

Choose State

All

Choose Product

All
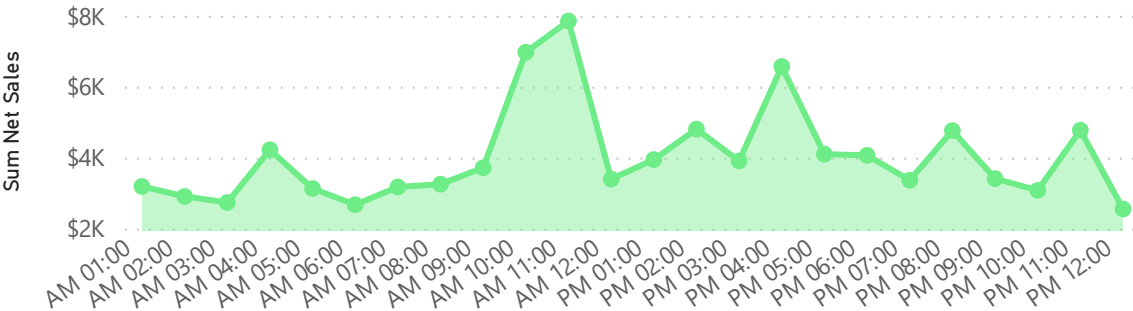
| Business | Sales | **Shipping** | Product_Detl. | Events |

Net Shipping Volume ($)
$1.589

AVG Ship Cost per Order
$1,23

AVG Ship Cost/lbs
# $0,74

AVG Delivery Days
3,83

Nº Orders Delivered
84%

Shipping Charged per State

STATE	Shipping Volume ($)
Texas	493,86
California	334,69
Florida	115,62
Virginia	115,15
Arizona	94,69
Illinois	91,79
New York	79,14
Pennsylvania	61,15
District of Columbia	52,69
South	51,74
Total	**2.033,51**

Sales Amount per Shipper

Shipping Provider	Sales Volume ($)
ups	$45.227
fedex	$27.705
usps	$14.763
not_assigned	$6.965
	$1.915
Total	**$96.576**

Order Status

STATUS ● delivered ● shipped ● preparing

714 (83%)

80 (9%)

68 (8%)

Nº Order per Shipper

Nº Orders

ups	fedex	usps	not_assigned	dhl
398	235	141	68	20
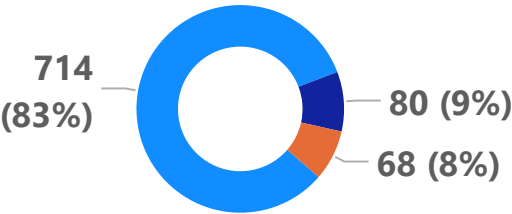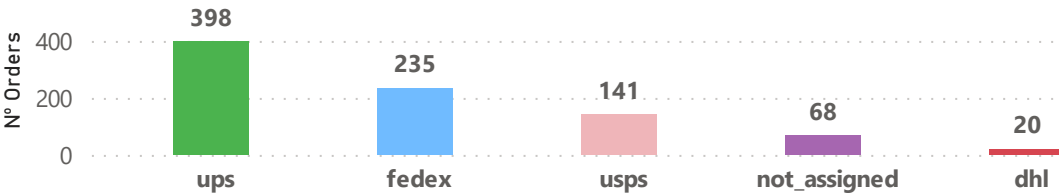
AVG Shipping Cost Volume per State

ESTADOS UNIDOS

Golfo do México

Mar dos Sargaços

Microsoft Bing

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STATE

All

Choose Product

All

| Business | Sales | Shipping | Product_Detl. | Events |

Net Sales Volume ($)

$96.576

Total Products Sold

2165

Website Views

1871

Nº Buyers

862

% Goal Target

0%   151%   100%
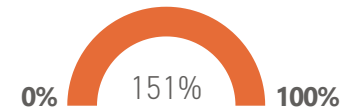
Product Revenue vs Related Costs
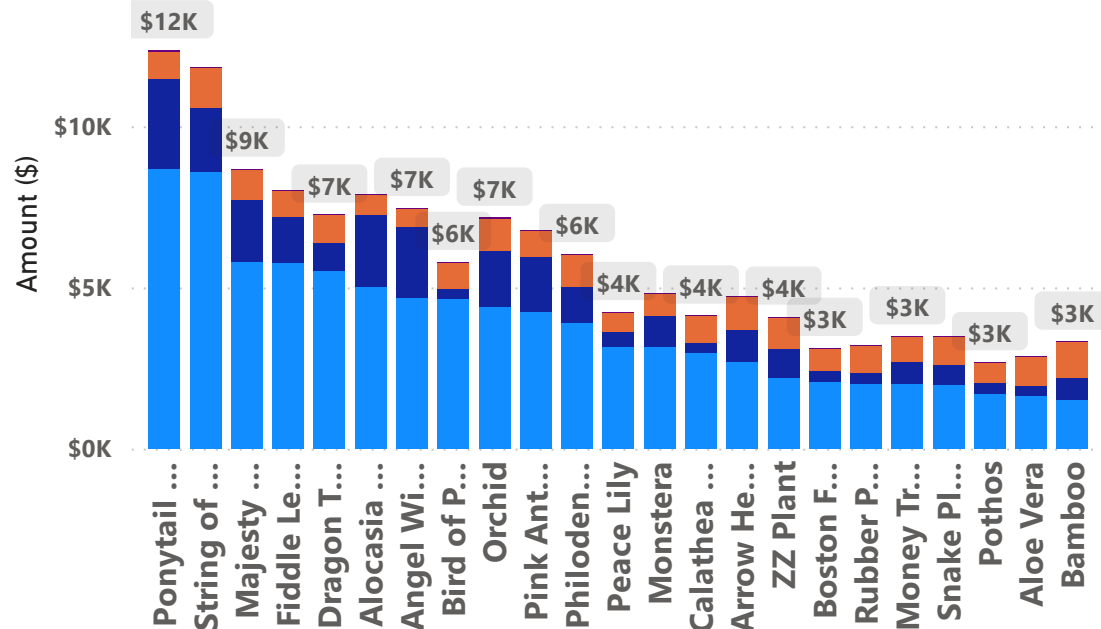
$12K $10K $9K $7K $7K $7K $6K $7K $6K $4K $4K $4K $4K $3K $3K $3K $3K

Amount ($)

$10K
$5K
$0K

Ponytail ... | String of ... | Majesty ... | Fiddle Le... | Dragon T... | Alocasia ... | Angel Wi... | Bird of P... | Orchid | Pink Ant... | Philoden... | Peace Lily | Monstera | Calathea ... | Arrow He... | ZZ Plant | Boston F... | Rubber P... | Money Tr... | Snake Pl... | Pothos | Aloe Vera | Bamboo

Sales per State

CÍVICA

Choose State

All

Choose Product

All
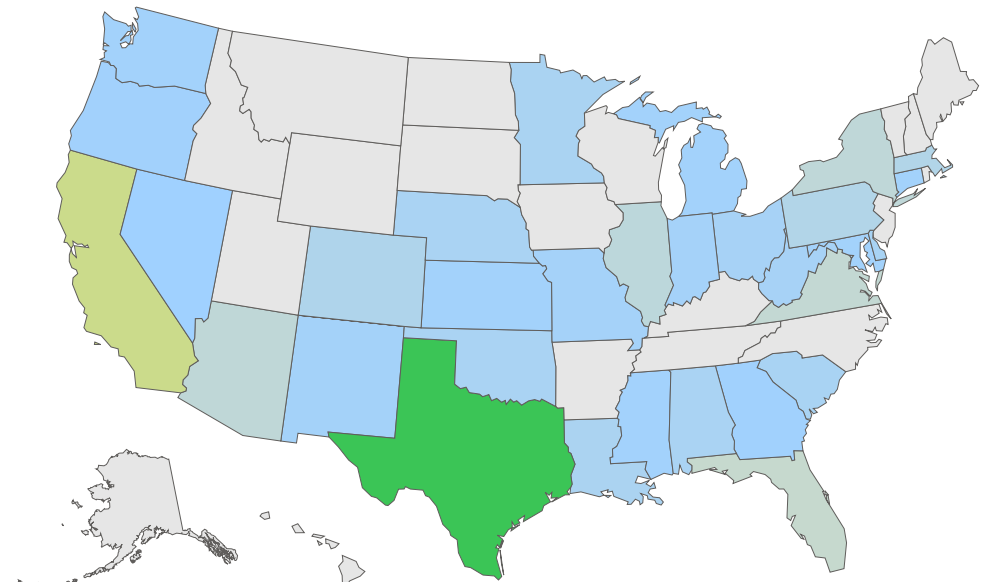
| Business | Sales | Shipping | Product_Detl. | Events |

Total Website Events

3553

AVG Events per Session

6,15

N° of Sessions

578

N° Users who interact

124

Overall Session Lenght (h)

325281

Evolution Sessions over Time

● N° Sessions ● N° Events — Page view — Add-to-cart — Checkout — Package_Shipped

Y-axis (left): 2000, 1500, 1000, 500, 0
Y-axis (right): 1000, 100, 10, 1

X-axis: AM 01:00, AM 02:00, AM 03:00, AM 04:00, AM 05:00, AM 06:00, AM 07:00, AM 08:00, AM 09:00, AM 10:00, AM 11:00, AM 12:00, PM 01:00, PM 02:00, PM 03:00
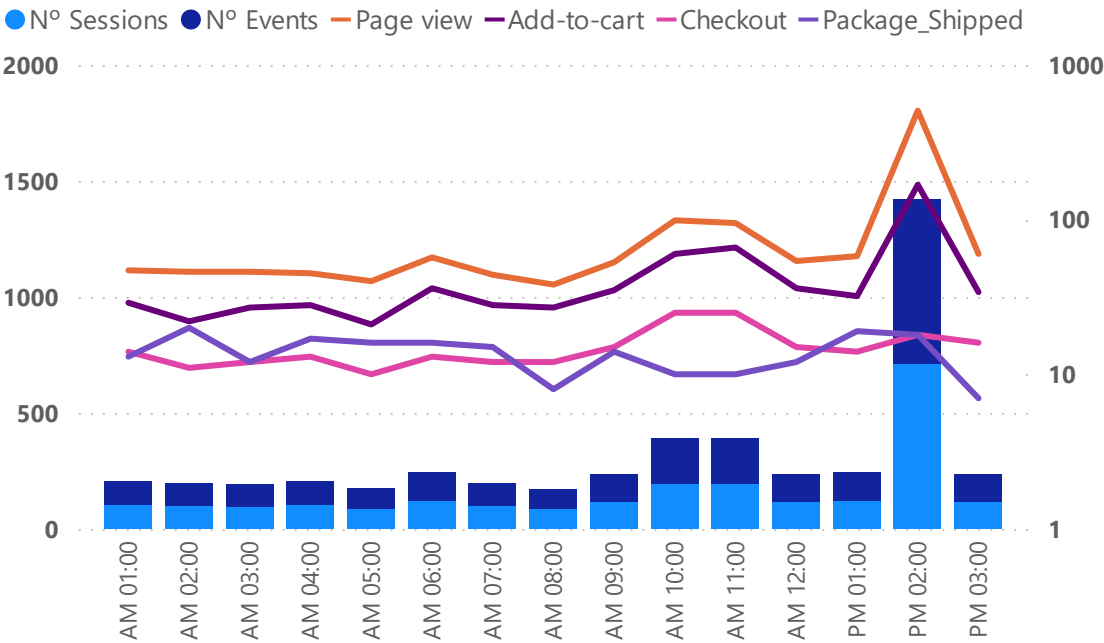
Top 5 Most Viewed Products

	Birds Nest Fern	Orchid	Pink Anthurium	Snake Plant	Ponytail Palm
	120	112	111	107	101
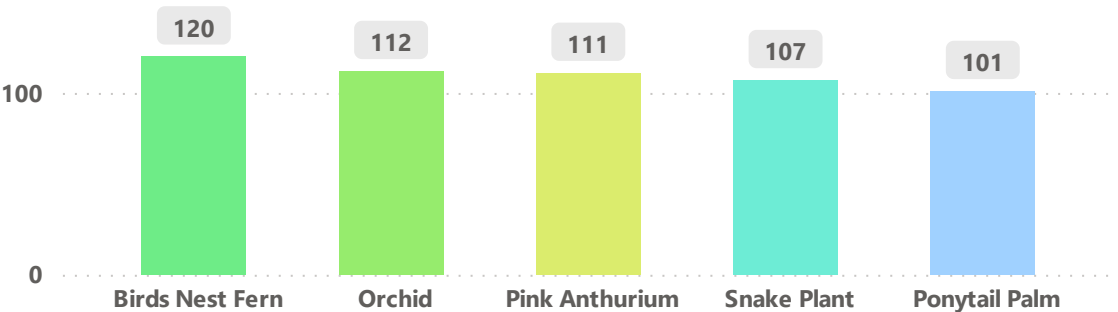
EVENT_TYPE	N° Events	% Total
add_to_cart	986	28%
checkout	361	10%
package_shipped	335	9%
page_view	1871	53%
Total	**3553**	**100%**