

Site KPIs

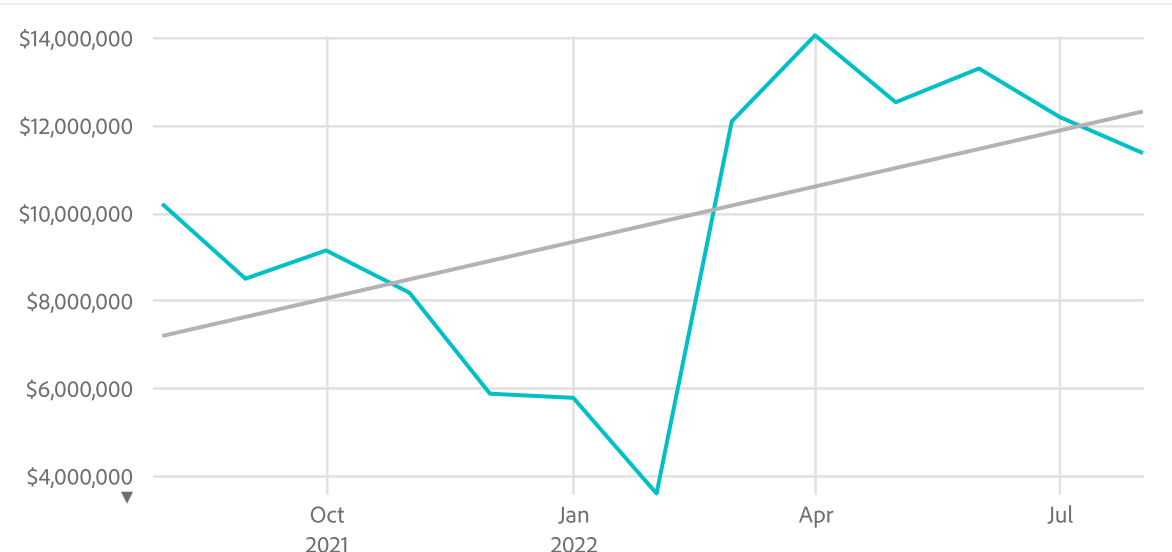
Demo Data 7581

Last 13 full months
Aug 1, 2021 - Aug 31, 2022

Text

Placeholder for title

Total Revenue



Last month

\$11.4M

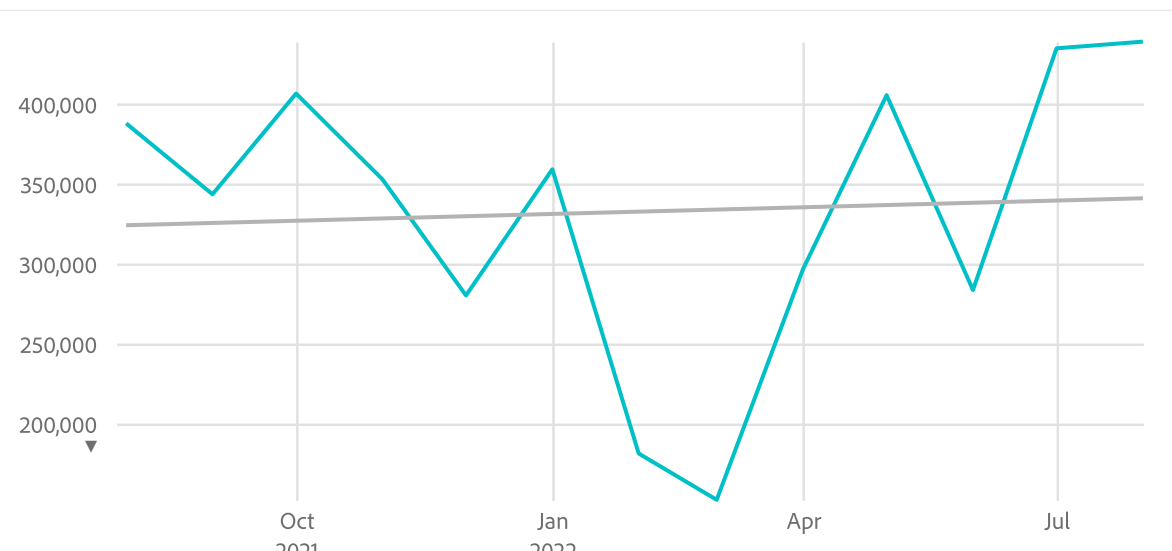
MoM % change

▼6.8%

YoY % change

▲11.4%

Unique Visitors



Last month

439K

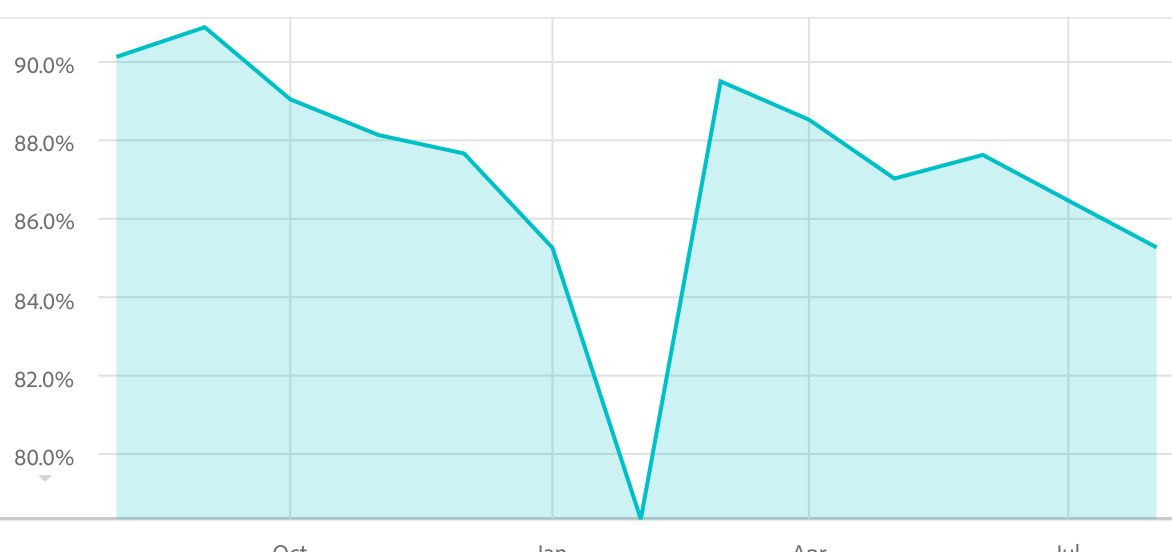
MoM % change

▼1.0%

YoY % change

▲13.2%

Online Revenue Contribution



Last month

90%

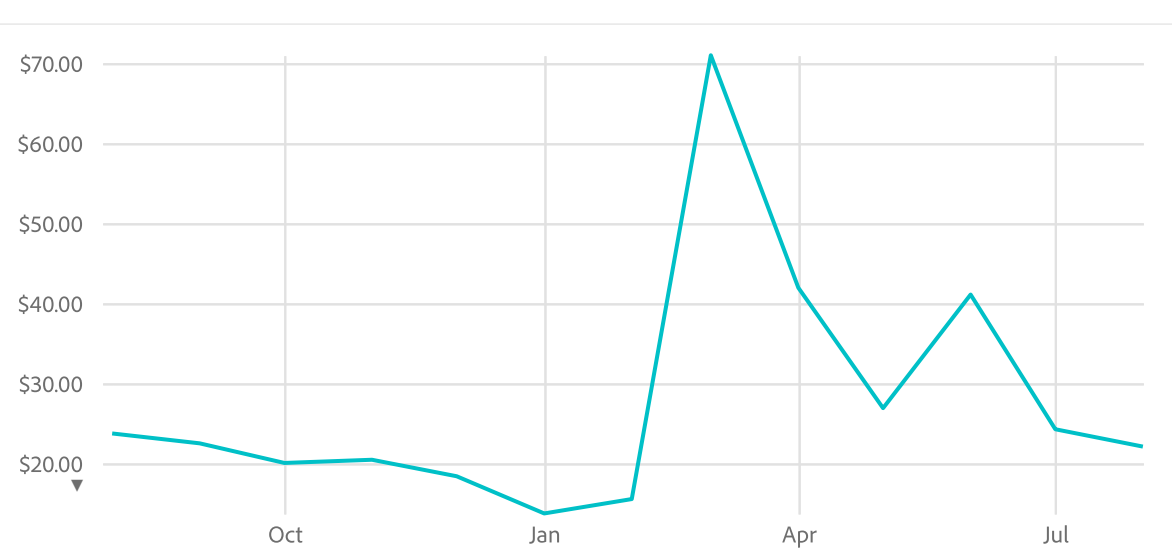
MoM % change

▼1.4%

YoY % change

▼5.4%

Online revenue per unique visitor



Last month

\$22

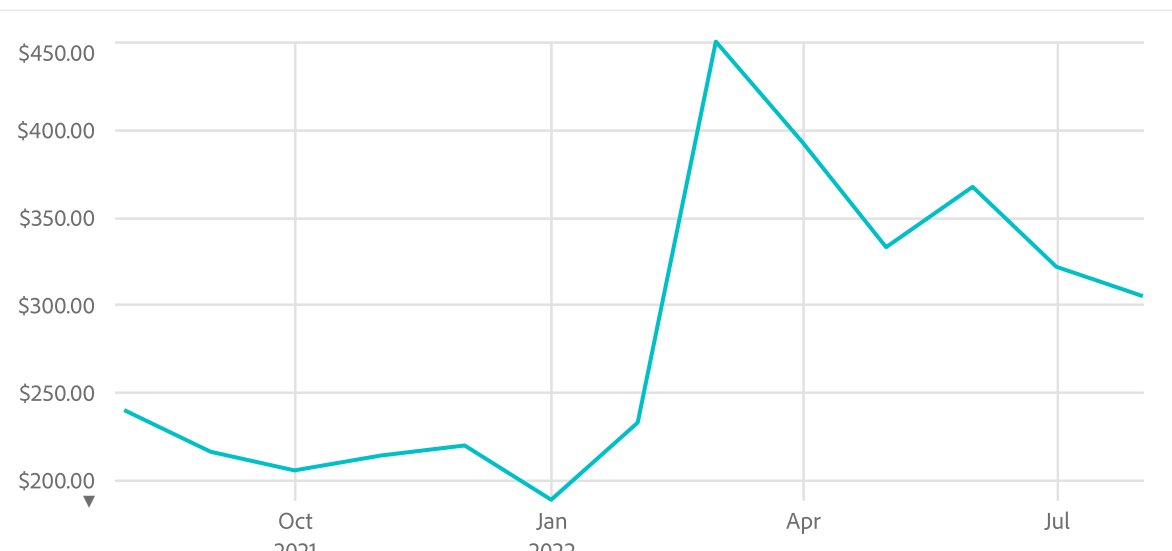
MoM % change

▼8.9%

YoY % change

▼6.9%

Revenue per online order



Last month

\$305

MoM % change

▼5.2%

YoY % change

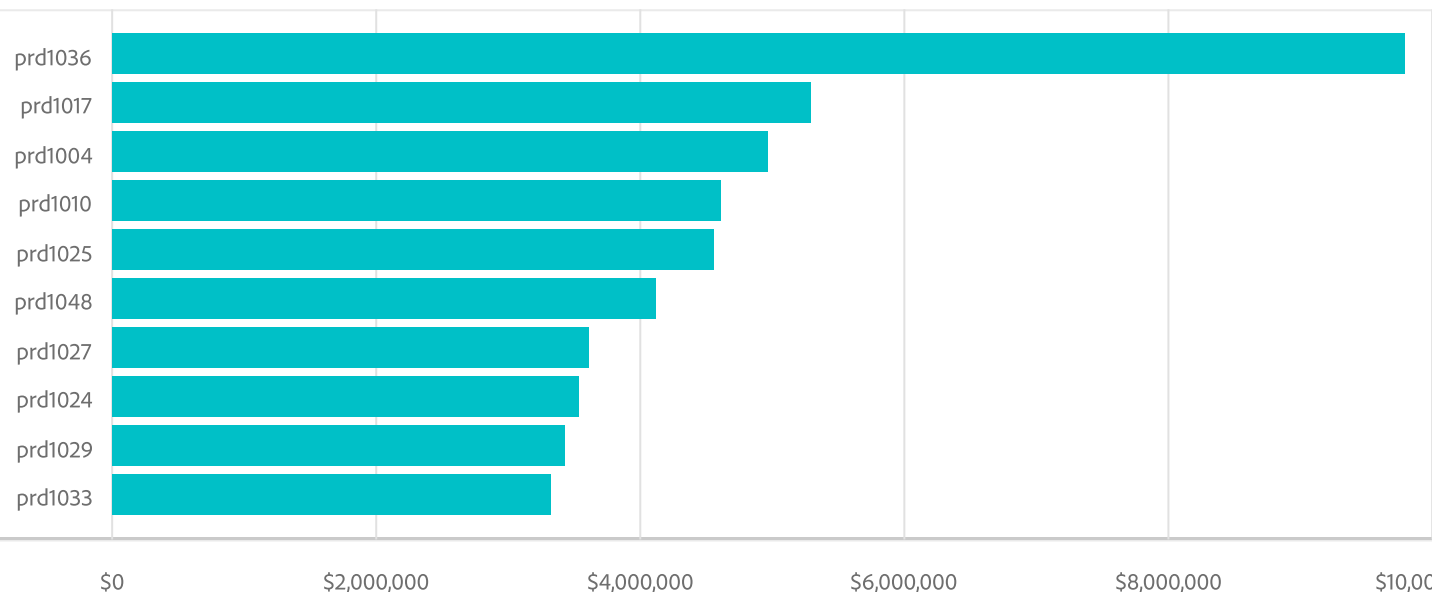
▼21.4%

Freeform table

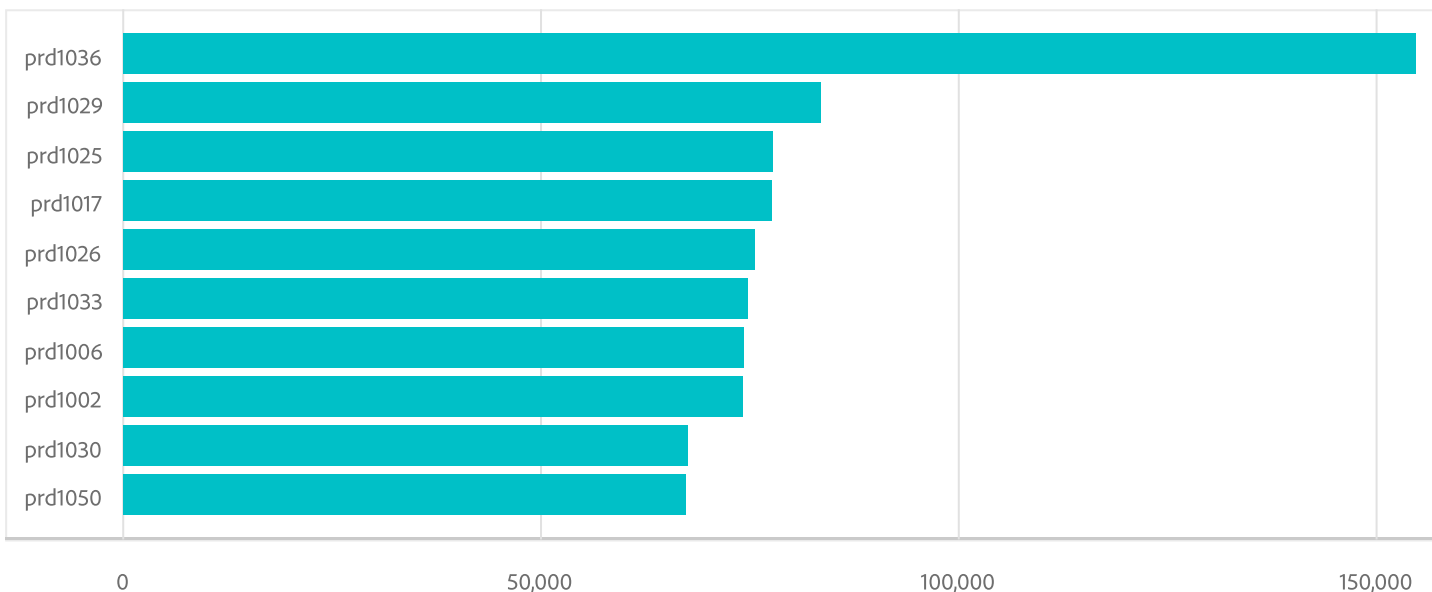
Revenue / Visitor - online revenue / unique visitors

	Total Revenue		Online Revenue		Online Orders		Revenue per online order		Online Revenue Contribution		Unique Visitors		Revenue / Visitor		
Month ↑															
Page: 1 / 1 Rows: 400 1-13 of 1:		\$126,701,902	\$111,130,461		393,909		\$282.12		87.7%		3,638,852		\$30.54		
	Aug 1		Aug 1		Aug 1	Aug 31		Aug 1	Aug 31		Aug 1	Aug 31		Aug 1	Aug 31
1. Aug 2021		\$10,199,042	\$9,192,471		38,369		\$239.58		90.1%		387,978		\$23.69		
2. Sep 2021		\$8,490,476	\$7,716,701		35,765		\$215.76		90.9%		343,615		\$22.46		
3. Oct 2021		\$9,136,736	\$8,136,112		39,664		\$205.13		89.0%		406,666		\$20.01		
4. Nov 2021		\$8,173,159	\$7,203,444		33,719		\$213.63		88.1%		352,994		\$20.41		
5. Dec 2021		\$5,866,448	\$5,142,872		23,444		\$219.37		87.7%		280,336		\$18.35		
6. Jan 2022		\$5,772,243	\$4,921,448		26,129		\$188.35		85.3%		359,277		\$13.70		
7. Feb 2022		\$3,588,405	\$2,811,051		12,094		\$232.43		78.3%		181,413		\$15.50		
8. Mar 2022		\$12,081,708	\$10,813,802		24,026		\$450.09		89.5%		152,421		\$70.95		
9. Apr 2022		\$14,046,022	\$12,434,771		31,668		\$392.66		88.5%		296,805		\$41.90		
10. May 2022		\$12,518,465	\$10,894,406		32,752		\$332.63		87.0%		405,656		\$26.86		
11. Jun 2022		\$13,288,989	\$11,645,039		31,721		\$367.11		87.6%		283,706		\$41.05		
12. Jul 2022		\$12,182,982	\$10,534,025		32,771		\$321.44		86.5%		434,966		\$24.22		
13. Aug 2022		\$11,357,226	\$9,684,318		31,787		\$304.66		85.3%		439,157		\$22.05		

Top 10 products by revenue



Top 10 products by views

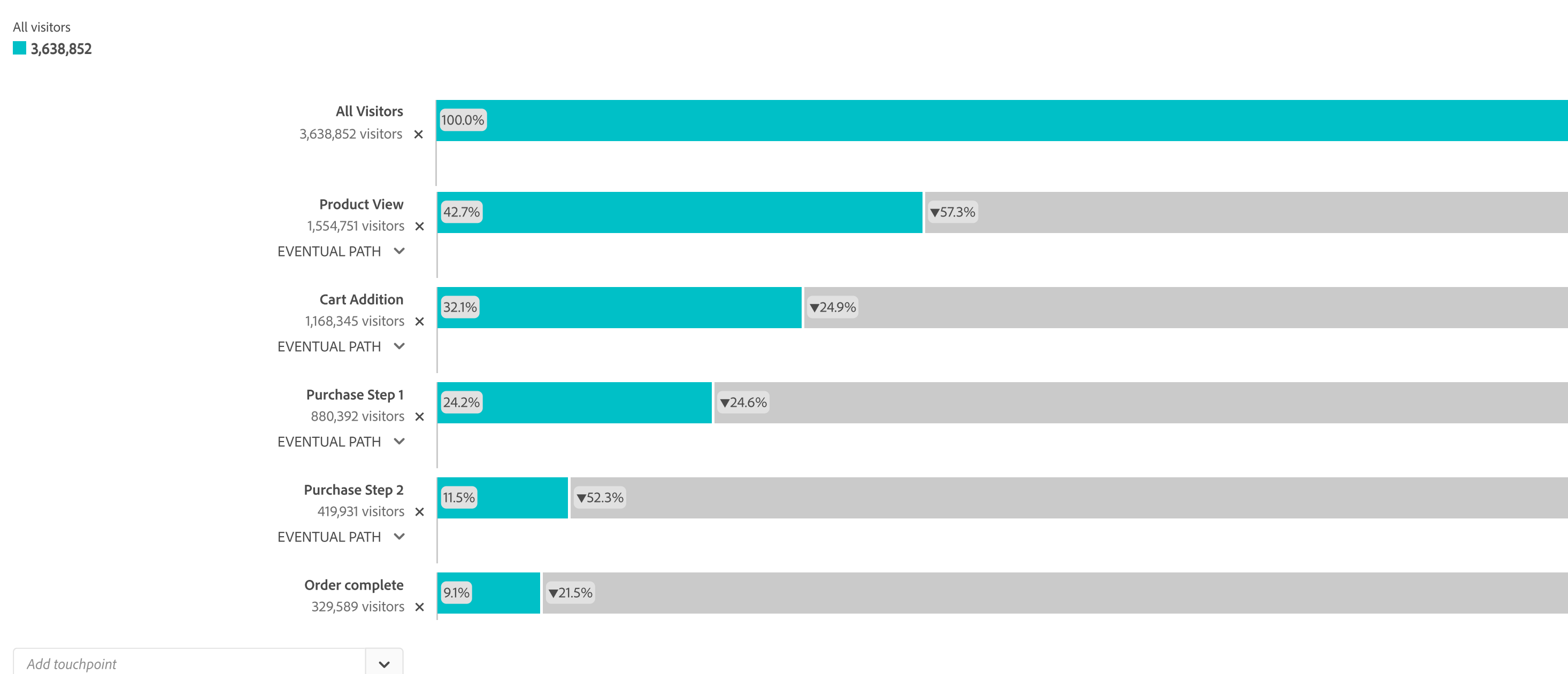


Freeform table (4)

Revenue / Visitor - online revenue / unique visitors

	Total Revenue	Online Revenue	Online Orders	Revenue per online order	Online Revenue Contribution	Product Views	Cart Additions	Unique Visitors	Revenue / Visitor
Product									
Page: 1 / 8 > Rows: 25	\$126,701,902	\$111,130,461	393,909	\$282.12	87.7%	3,469,139 out of 3,469,139	1,810,701 out of 1,810,701	3,638,852	\$30.54
1. prd1036	\$9,792,793 7.7%	\$9,428,601 8.5%	21,463 5.4%	\$439.30 155.7%	96.3%	154,741 4.5%	76,365 4.2%	115,577 3.2%	\$81.58 267.1%
2. prd1017	\$5,287,677 4.2%	\$4,701,232 4.2%	11,834 3.0%	\$397.26 140.8%	88.9%	77,637 2.2%	39,181 2.2%	66,489 1.8%	\$70.71 231.5%
3. prd1004	\$4,967,972 3.9%	\$4,277,464 3.8%	8,352 2.1%	\$512.15 181.5%	86.1%	54,487 1.6%	27,724 1.5%	46,717 1.3%	\$91.56 299.8%
4. prd1010	\$4,609,011 3.6%	\$3,975,870 3.6%	9,425 2.4%	\$421.84 149.5%	86.3%	62,732 1.8%	31,526 1.7%	53,862 1.5%	\$73.82 241.7%
5. prd1025	\$4,558,069 3.6%	\$4,255,259 3.8%	11,850 3.0%	\$359.09 127.3%	93.4%	77,720 2.2%	39,264 2.2%	64,648 1.8%	\$65.82 215.5%
6. prd1048	\$4,116,316 3.2%	\$3,706,292 3.3%	8,361 2.1%	\$443.28 157.1%	90.0%	55,902 1.6%	28,060 1.5%	47,807 1.3%	\$77.53 253.9%
7. prd1027	\$3,607,909 2.8%	\$3,348,590 3.0%	6,937 1.8%	\$482.71 171.1%	92.8%	46,604 1.3%	23,799 1.3%	38,844 1.1%	\$86.21 282.3%
8. prd1024	\$3,534,345 2.8%	\$3,258,921 2.9%	6,819 1.7%	\$477.92 169.4%	92.2%	45,566 1.3%	23,319 1.3%	37,709 1.0%	\$86.42 283.0%
9. prd1029	\$3,428,377 2.7%	\$3,178,987 2.9%	12,306 3.1%	\$258.33 91.6%	92.7%	83,438 2.4%	42,346 2.3%	69,403 1.9%	\$45.80 150.0%
10. prd1033	\$3,318,584 2.6%	\$3,062,264 2.8%	11,363 2.9%	\$269.49 95.5%	92.3%	74,785 2.2%	37,564 2.1%	63,683 1.8%	\$48.09 157.5%
11. prd1028	\$2,991,181 2.4%	\$2,730,831 2.5%	9,861 2.5%	\$276.93 98.2%	91.3%	65,278 1.9%	33,318 1.8%	54,465 1.5%	\$50.14 164.2%
12. prd1011	\$2,916,979 2.3%	\$2,473,669 2.2%	8,171 2.1%	\$302.74 107.3%	84.8%	53,463 1.5%	26,902 1.5%	46,350 1.3%	\$53.37 174.8%
13. prd1021	\$2,761,603 2.2%	\$2,535,616 2.3%	6,094 1.5%	\$416.08 147.5%	91.8%	37,718 1.1%	18,792 1.0%	33,487 0.9%	\$75.72 247.9%
14. prd1006	\$2,752,916 2.2%	\$2,336,040 2.1%	11,193 2.8%	\$208.71 74.0%	84.9%	74,319 2.1%	37,340 2.1%	63,759 1.8%	\$36.64 120.0%
15. prd1040	\$2,568,425 2.0%	\$2,337,119 2.1%	8,190 2.1%	\$285.36 101.1%	91.0%	54,050 1.6%	27,148 1.5%	46,365 1.3%	\$50.41 165.1%
16. prd1015	\$2,448,153 1.9%	\$1,866,578 1.7%	7,281 1.8%	\$256.36 90.9%	76.2%	48,988 1.4%	24,379 1.3%	43,052 1.2%	\$43.36 142.0%
17. prd1016	\$2,436,707 1.9%	\$2,036,487 1.8%	9,903 2.5%	\$205.64 72.9%	83.6%	64,055 1.8%	32,057 1.8%	56,047 1.5%	\$36.34 119.0%
18. prd1044	\$2,417,214 1.9%	\$2,190,379 2.0%	5,154 1.3%	\$424.99 150.6%	90.6%	34,303 1.0%	17,237 1.0%	29,711 0.8%	\$73.72 241.4%
19. prd1032	\$2,325,396 1.8%	\$2,116,632 1.9%	5,775 1.5%	\$366.52 129.9%	91.0%	37,846 1.1%	19,143 1.1%	32,620 0.9%	\$64.89 212.5%
20. prd1035	\$2,153,861 1.7%	\$1,942,430 1.7%	8,043 2.0%	\$241.51 85.6%	90.2%	52,691 1.5%	26,531 1.5%	45,217 1.2%	\$42.96 140.7%
21. prd1020	\$1,919,181 1.5%	\$1,628,483 1.5%	9,093 2.3%	\$179.09 63.5%	84.9%	58,212 1.7%	29,263 1.6%	50,994 1.4%	\$31.93 104.6%
22. prd1045	\$1,889,715 1.5%	\$1,697,131 1.5%	5,723 1.5%	\$296.55 105.1%	89.8%	37,565 1.1%	18,937 1.0%	32,546 0.9%	\$52.15 170.7%
23. prd1019	\$1,792,066 1.4%	\$1,280,348 1.2%	4,741 1.2%	\$270.06 95.7%	71.4%	31,060 0.9%	15,689 0.9%	27,887 0.8%	\$45.91 150.3%
24. prd1034	\$1,606,609 1.3%	\$1,410,590 1.3%	4,346 1.1%	\$324.57 115.0%	87.8%	28,584 0.8%	14,284 0.8%	24,744 0.7%	\$57.01 186.7%
25. prd1039	\$1,509,054 1.2%	\$1,396,097 1.3%	7,416 1.9%	\$188.25 66.7%	92.5%	48,988 1.4%	24,427 1.3%	41,994 1.2%	\$33.25 108.9%

Purchase fallout



Annotation Summary

DATE RANGE	NAME	COMPONENTS	DESCRIPTION
Jul 6	Partial site outage		Due to a hosting error, there was a partial site...