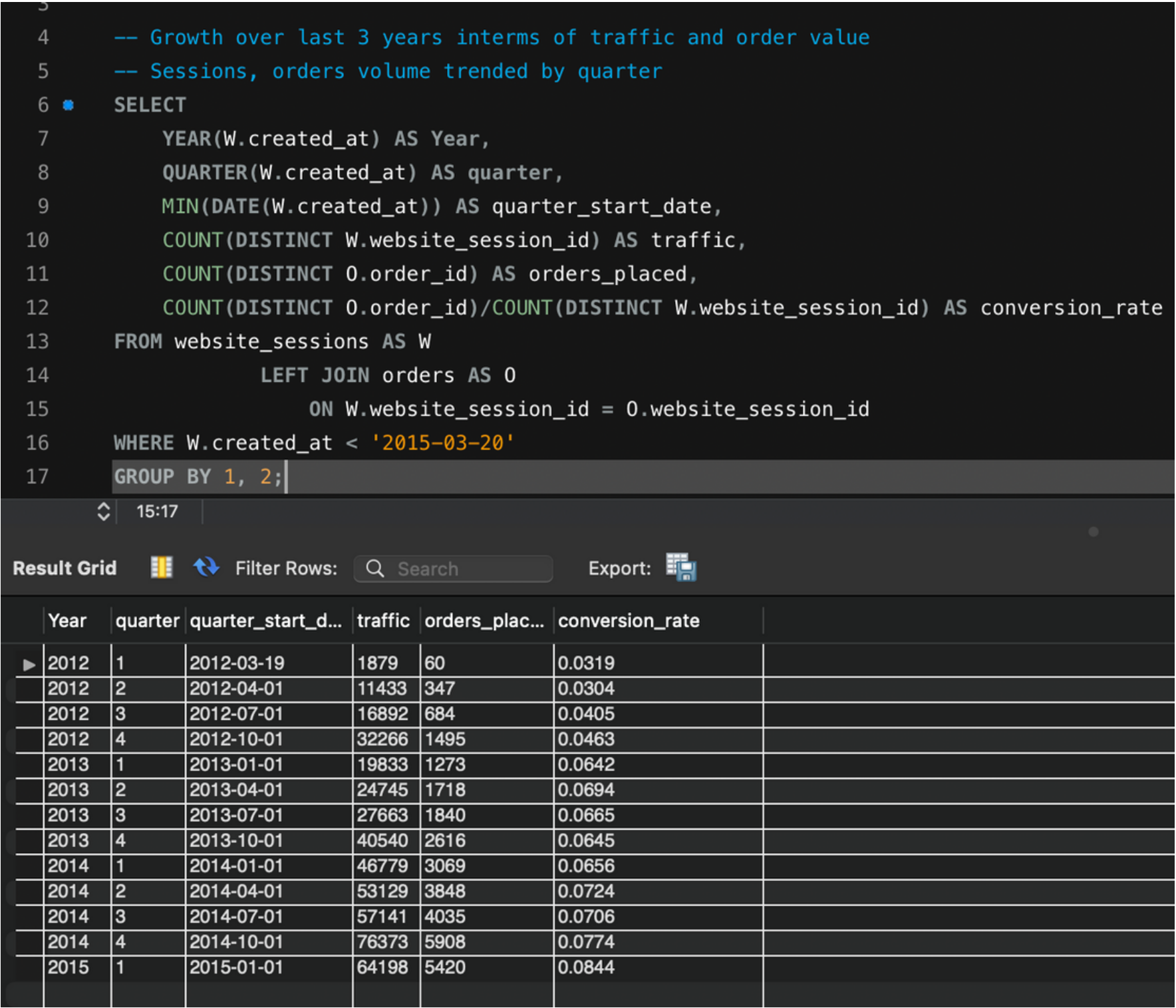


Quarterly Trend Analysis: Sessions and Order Volume

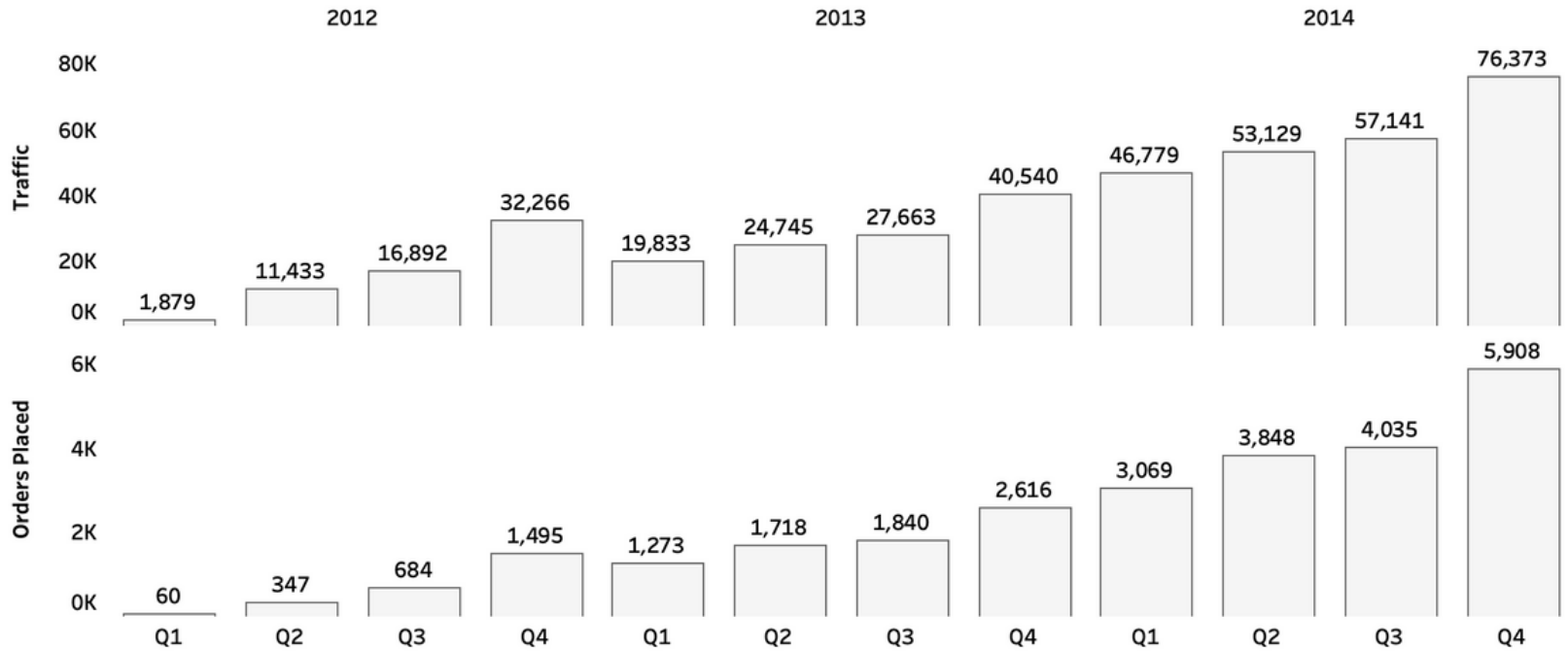


408,673
Cumulative Traffic

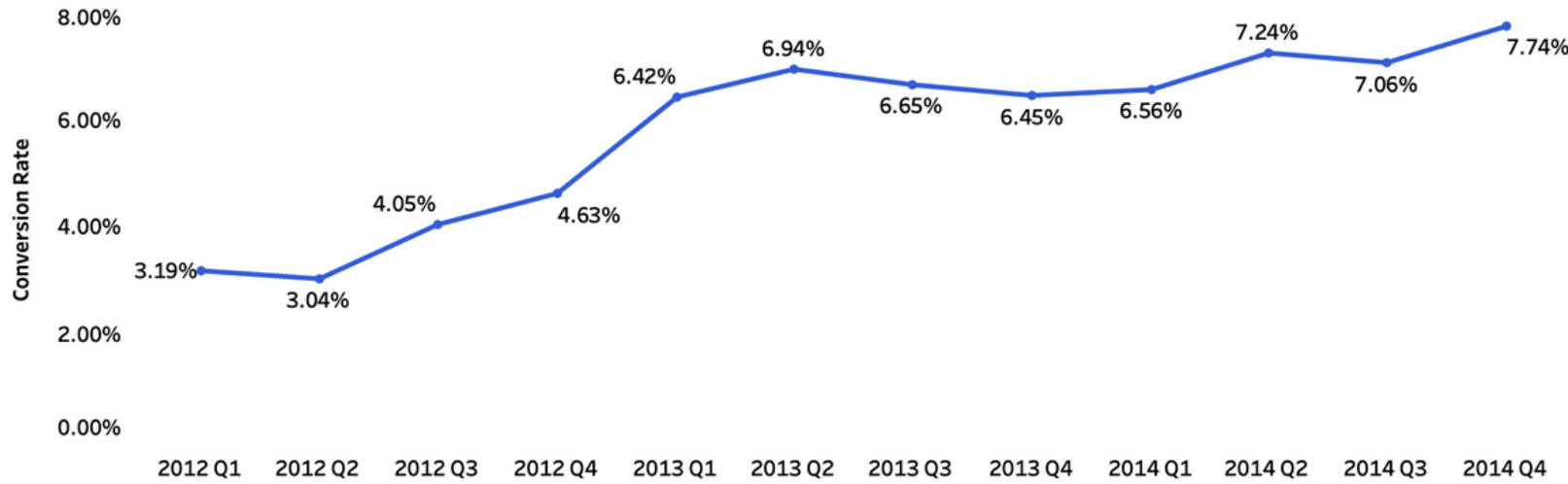
26,893
Cumulative Order Placed

6.581%
Sessions to Order Conversion Rate

Quarterly Trend Analysis: Sessions and Order Volume



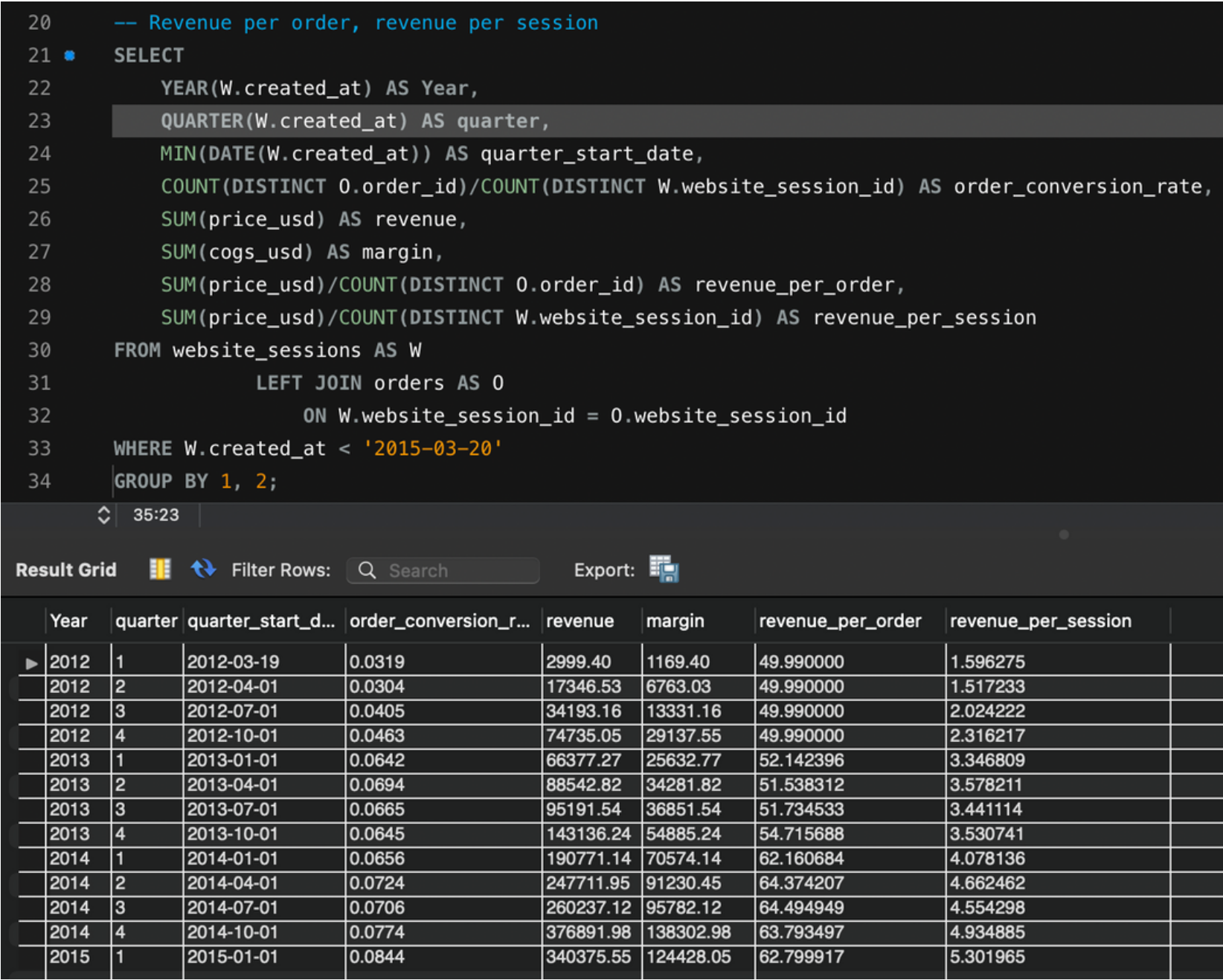
Quarterly Trend Analysis: Session-to-Order Conversion Rate



Findings:

- We can see some pretty dramatic growth when you look at the 60 orders from the first quarter we're now at about 100 times that many orders and similar large growth in session volume.
- *2015 Q1 is incomplete, didn't included in the dashboard.

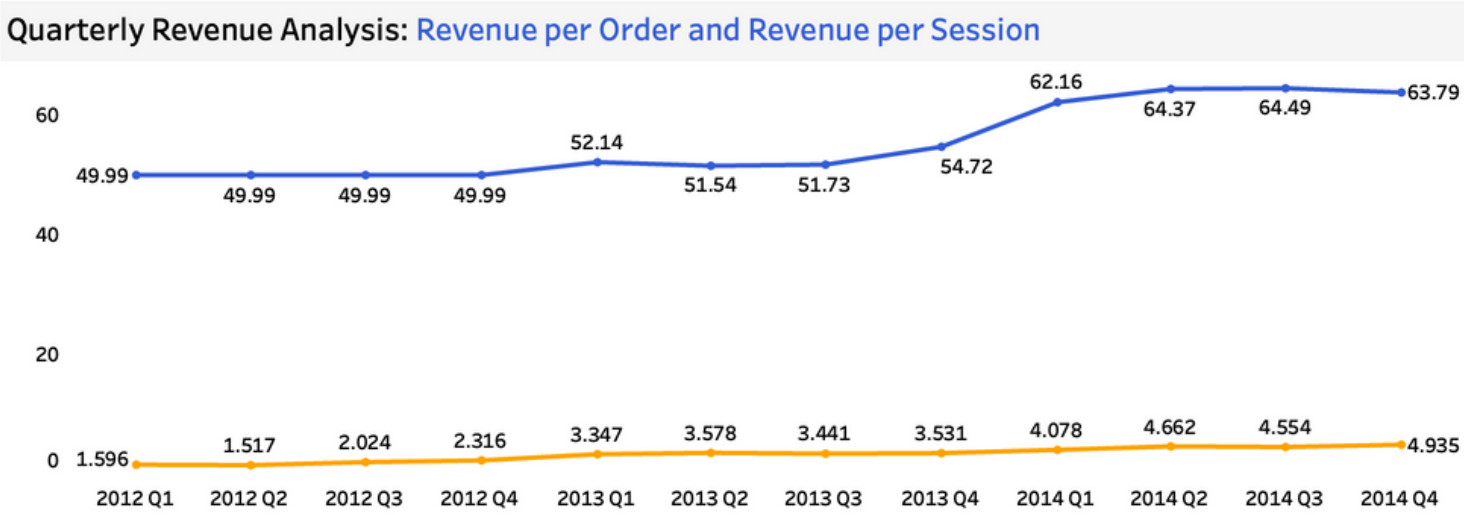
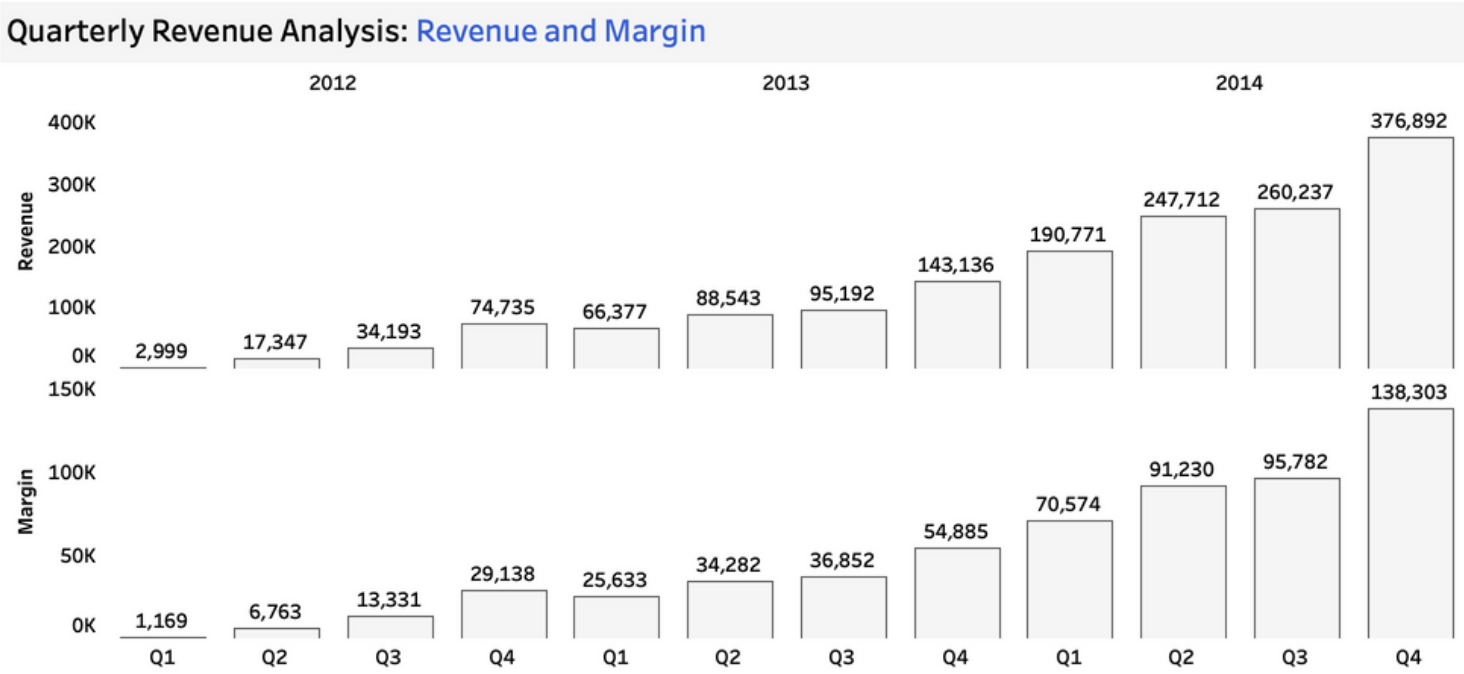
Quarterly Revenue Analysis



1,598,134
Cumulative Revenue in USD

597,942
Cumulative Margin in USD

37.42%
Cumulative Profit Margin



Findings:

- Revenue per order has gone from a flat 49.99 back when the company only sold one product, now that revenue per order up above \$60.
- We have the revenue per session which initially was around \$1.59 and now has gotten all the way up to over \$5 in the most recent quarter.

Quarterly Traffic Analysis: Marketing Campaigns, Organic Traffic, and Paid Brand Traffic

61

SELECT

62

YEAR(W.created_at) AS Year,

63

QUARTER(W.created_at) AS quarter,

64

MIN(DATE(W.created_at)) AS quarter_start_date,

65

COUNT(DISTINCT W.website_session_id) AS traffic,

66

COUNT(DISTINCT CASE WHEN W.utm_source = 'gsearch' and W.utm_campaign = 'nonbrand' THEN W.website_session_id ELSE NULL END) AS gsearch_nonbrand_traffic,

67

COUNT(DISTINCT CASE WHEN W.utm_source = 'gsearch' and W.utm_campaign = 'nonbrand' THEN O.order_id ELSE NULL END) AS gsearch_nonbrand_orders,

68

COUNT(DISTINCT CASE WHEN W.utm_source = 'bsearch' and W.utm_campaign = 'nonbrand' THEN W.website_session_id ELSE NULL END) AS bsearch_nonbrand_traffic,

69

COUNT(DISTINCT CASE WHEN W.utm_source = 'bsearch' and W.utm_campaign = 'nonbrand' THEN O.order_id ELSE NULL END) AS bsearch_nonbrand_orders,

70

COUNT(DISTINCT CASE WHEN W.utm_campaign = 'brand' THEN W.website_session_id ELSE NULL END) AS brand_traffic,

71

COUNT(DISTINCT CASE WHEN W.utm_campaign = 'brand' THEN O.order_id ELSE NULL END) AS brand_orders,

72

COUNT(DISTINCT CASE WHEN W.http_referer IS NOT NULL AND W.utm_campaign IS NULL THEN W.website_session_id ELSE NULL END) AS organic_traffic,

73

COUNT(DISTINCT CASE WHEN W.http_referer IS NOT NULL AND W.utm_campaign IS NULL THEN O.order_id ELSE NULL END) AS organic_orders,

74

COUNT(DISTINCT CASE WHEN W.http_referer IS NULL AND W.utm_campaign IS NULL THEN W.website_session_id ELSE NULL END) AS direct_typein_traffic,

75

COUNT(DISTINCT CASE WHEN W.http_referer IS NULL AND W.utm_campaign IS NULL THEN O.order_id ELSE NULL END) AS direct_typein_orders

76

FROM website_sessions AS W

77

LEFT JOIN orders AS O ON W.website_session_id = O.website_session_id

78

WHERE W.created_at < '2015-03-20'

79

GROUP BY 1, 2;

5%

15:79

Result Grid

Filter Rows:

Q Search

Export:

| Year | quarter | quarter_start_d... | traffic | gsearch_nonbrand_tra... | gsearch_nonbrand_ord... | bsearch_nonbrand_tra... | bsearch_nonbrand_ord... | brand_traf... | brand_orders | organic_traf... | organic_orders | direct_typein_tra... | direct |
|------|---------|--------------------|---------|-------------------------|-------------------------|-------------------------|-------------------------|---------------|--------------|-----------------|----------------|----------------------|--------|
| 2012 | 1 | 2012-03-19 | 1879 | 1852 | 60 | 0 | 0 | 10 | 0 | 8 | 0 | 9 | 0 |
| 2012 | 2 | 2012-04-01 | 11433 | 10243 | 291 | 0 | 0 | 380 | 20 | 418 | 15 | 392 | 21 |
| 2012 | 3 | 2012-07-01 | 16892 | 12560 | 482 | 2009 | 82 | 798 | 48 | 803 | 40 | 722 | 32 |
| 2012 | 4 | 2012-10-01 | 32266 | 20949 | 913 | 6260 | 311 | 1656 | 88 | 1744 | 94 | 1657 | 89 |
| 2013 | 1 | 2013-01-01 | 19833 | 12512 | 766 | 2642 | 183 | 1536 | 108 | 1661 | 125 | 1482 | 91 |
| 2013 | 2 | 2013-04-01 | 24745 | 16251 | 1114 | 3433 | 237 | 1680 | 114 | 1763 | 134 | 1618 | 119 |
| 2013 | 3 | 2013-07-01 | 27663 | 17705 | 1132 | 3516 | 245 | 2176 | 153 | 2276 | 167 | 1990 | 143 |
| 2013 | 4 | 2013-10-01 | 40540 | 26338 | 1657 | 4845 | 291 | 3097 | 248 | 3214 | 223 | 3046 | 197 |
| 2014 | 1 | 2014-01-01 | 46779 | 24045 | 1667 | 4887 | 344 | 4217 | 354 | 4471 | 338 | 4064 | 311 |
| 2014 | 2 | 2014-04-01 | 53129 | 31442 | 2208 | 6144 | 427 | 5102 | 410 | 5468 | 436 | 4973 | 367 |
| 2014 | 3 | 2014-07-01 | 57141 | 32142 | 2259 | 6217 | 434 | 5714 | 432 | 6075 | 445 | 5726 | 402 |
| 2014 | 4 | 2014-10-01 | 76373 | 41525 | 3248 | 8119 | 683 | 7574 | 615 | 7718 | 605 | 7114 | 532 |
| 2015 | 1 | 2015-01-01 | 64198 | 35142 | 3025 | 6837 | 581 | 7303 | 622 | 7792 | 640 | 7124 | 552 |

- Findings:
- We just see tremendous growth in all these channels, and one exciting thing is brand search, organic search, and direct type are picking up.
 - And conversion rate for all the marketing channels has seen substantial improvements from where they were initially to where they are now.

PRODUCT ANALYSIS

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```
SELECT
  YEAR(created_at) AS Year,
  MONTH(created_at) AS Month,
  DATE(MIN(created_at)) AS first_date,
  SUM(CASE WHEN product_id = 1 THEN price_usd ELSE NULL END) AS mrfuzzy_revenue,
  SUM(CASE WHEN product_id = 1 THEN (price_usd-cogs_usd) ELSE NULL END) AS mrfuzzy_margin,
  SUM(CASE WHEN product_id = 2 THEN price_usd ELSE NULL END) AS lovebear_revenue,
  SUM(CASE WHEN product_id = 2 THEN (price_usd-cogs_usd) ELSE NULL END) AS lovebear_margin,
  SUM(CASE WHEN product_id = 3 THEN price_usd ELSE NULL END) AS birthdaybear_revenue,
  SUM(CASE WHEN product_id = 3 THEN (price_usd-cogs_usd) ELSE NULL END) AS birthdaybear_margin,
  SUM(CASE WHEN product_id = 4 THEN price_usd ELSE NULL END) AS minibear_revenue,
  SUM(CASE WHEN product_id = 4 THEN (price_usd-cogs_usd) ELSE NULL END) AS minibear_margin,
  SUM(price_usd) AS revenue,
  SUM(price_usd - cogs_usd) AS margin
FROM order_items
WHERE created_at < '2015-03-20'
GROUP BY 1,2;
```

75%

14:90

Result Grid

Filter Rows:

Search

Export:

| | Year | Month | first_date | mrfuzzy_reven... | mrfuzzy_marg... | lovebear_revenue | lovebear_margin | birthdaybear_reven... | birthdaybear_mar... | minibear_revenue | minibear_marg... | revenue | margin | |
|---|------|-------|------------|------------------|-----------------|------------------|-----------------|-----------------------|---------------------|------------------|------------------|----------|----------|--|
| ▶ | 2012 | 3 | 2012-03-19 | 2999.40 | 1830.00 | NULL | NULL | NULL | NULL | NULL | NULL | 2999.40 | 1830.00 | |
| | 2012 | 4 | 2012-04-01 | 4949.01 | 3019.50 | NULL | NULL | NULL | NULL | NULL | NULL | 4949.01 | 3019.50 | |
| | 2012 | 5 | 2012-05-01 | 5398.92 | 3294.00 | NULL | NULL | NULL | NULL | NULL | NULL | 5398.92 | 3294.00 | |
| | 2012 | 6 | 2012-06-01 | 6998.60 | 4270.00 | NULL | NULL | NULL | NULL | NULL | NULL | 6998.60 | 4270.00 | |
| | 2012 | 7 | 2012-07-01 | 8448.31 | 5154.50 | NULL | NULL | NULL | NULL | NULL | NULL | 8448.31 | 5154.50 | |
| | 2012 | 8 | 2012-08-01 | 11397.72 | 6954.00 | NULL | NULL | NULL | NULL | NULL | NULL | 11397.72 | 6954.00 | |
| | 2012 | 9 | 2012-09-01 | 14347.13 | 8753.50 | NULL | NULL | NULL | NULL | NULL | NULL | 14347.13 | 8753.50 | |
| | 2012 | 10 | 2012-10-01 | 18546.29 | 11315.50 | NULL | NULL | NULL | NULL | NULL | NULL | 18546.29 | 11315.50 | |
| | 2012 | 11 | 2012-11-01 | 30893.82 | 18849.00 | NULL | NULL | NULL | NULL | NULL | NULL | 30893.82 | 18849.00 | |
| | 2012 | 12 | 2012-12-01 | 25294.94 | 15433.00 | NULL | NULL | NULL | NULL | NULL | NULL | 25294.94 | 15433.00 | |
| | 2013 | 1 | 2013-01-01 | 17146.57 | 10461.50 | 2819.53 | 1762.50 | NULL | NULL | NULL | NULL | 19966.10 | 12224.00 | |
| | 2013 | 2 | 2013-02-01 | 16796.64 | 10248.00 | 9718.38 | 6075.00 | NULL | NULL | NULL | NULL | 26515.02 | 16323.00 | |
| | 2013 | 3 | 2013-03-01 | 15996.80 | 9760.00 | 3899.35 | 2437.50 | NULL | NULL | NULL | NULL | 19896.15 | 12197.50 | |
| | 2013 | 4 | 2013-04-01 | 22945.41 | 13999.50 | 5639.06 | 3525.00 | NULL | NULL | NULL | NULL | 28584.47 | 17524.50 | |
| | 2013 | 5 | 2013-05-01 | 24445.11 | 14914.50 | 4919.18 | 3075.00 | NULL | NULL | NULL | NULL | 29364.29 | 17989.50 | |
| | 2013 | 6 | 2013-06-01 | 25144.97 | 15341.50 | 5399.10 | 3375.00 | NULL | NULL | NULL | NULL | 30544.07 | 18716.50 | |
| | 2013 | 7 | 2013-07-01 | 25444.91 | 15524.50 | 5699.05 | 3562.50 | NULL | NULL | NULL | NULL | 31143.96 | 19087.00 | |
| | 2013 | 8 | 2013-08-01 | 25494.90 | 15555.00 | 5879.02 | 3675.00 | NULL | NULL | NULL | NULL | 31373.92 | 19230.00 | |
| | 2013 | 9 | 2013-09-01 | 26844.60 | 16070.50 | 5070.00 | 3675.00 | NULL | NULL | NULL | NULL | 30700.65 | 18850.50 | |

Cross Sell Analysis

```
-- CROSS SELL ANALYSIS

WITH product_analysis AS (
SELECT
  O.primary_product_id AS primary_product,
  OI.product_id AS cross_sell_product,
  O.order_id
FROM orders AS O
  LEFT JOIN order_items AS OI
    ON O.order_id = OI.order_id
   AND OI.is_primary_item = 0
WHERE O.created_at > '2014-12-05')
SELECT
  primary_product,
  COUNT(DISTINCT order_id) AS total_orders,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 1 THEN order_id ELSE NULL END) AS x_sold_1,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 2 THEN order_id ELSE NULL END) AS x_sold_2,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 3 THEN order_id ELSE NULL END) AS x_sold_3,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 4 THEN order_id ELSE NULL END) AS x_sold_4,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 1 THEN order_id ELSE NULL END)/COUNT(DISTINCT order_id) AS p1_cross_sell_rate,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 2 THEN order_id ELSE NULL END)/COUNT(DISTINCT order_id) AS p2_cross_sell_rate,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 3 THEN order_id ELSE NULL END)/COUNT(DISTINCT order_id) AS p3_cross_sell_rate,
  COUNT(DISTINCT CASE WHEN cross_sell_product = 4 THEN order_id ELSE NULL END)/COUNT(DISTINCT order_id) AS p4_cross_sell_rate
FROM product_analysis
GROUP BY 1
```

75% 22:115

Result Grid Filter Rows: Search Export:

| | primary_prod... | total_orders | x_sold_1 | x_sold_2 | x_sold_3 | x_sold_4 | p1_cross_sell_rate | p2_cross_sell_ra... | p3_cross_sell_r... | p4_cross_sell_r... |
|-----|-----------------|--------------|----------|----------|----------|----------|--------------------|---------------------|--------------------|--------------------|
| ▶ 1 | | 4467 | 0 | 238 | 553 | 933 | 0.0000 | 0.0533 | 0.1238 | 0.2089 |
| 2 | | 1277 | 25 | 0 | 40 | 260 | 0.0196 | 0.0000 | 0.0313 | 0.2036 |
| 3 | | 929 | 84 | 40 | 0 | 208 | 0.0904 | 0.0431 | 0.0000 | 0.2239 |
| 4 | | 581 | 16 | 9 | 22 | 0 | 0.0275 | 0.0155 | 0.0379 | 0.0000 |
| | | | | | | | | | | |
| | | | | | | | | | | |

Findings:

- We have the total orders where each of those was the primary product, so you see, product one is still the heavy hitter, followed by product two, product three, and product four is the least likely to be the primary product.
- Then we have the number of orders where they were cross-sold for each product.
- Product 4 cross-sells well for all products above 20%.