

# Measure, improve, measure again, improve, measure once mo

## Overview dashboard

Sep 1–Sep 18, 2020 compared to Aug 1–Aug 18, 2020

### Total sales

CA\$71,767.11 ↑51% [View report](#)

|               |               |          |
|---------------|---------------|----------|
| Point of Sale | CA\$56,413.81 | ↑ 57%    |
| Online Store  | CA\$13,048.08 | ↑ 15%    |
| Draft Orders  | CA\$2,305.22  | ↑ 1,465% |

#### SALES OVER TIME



### Online store sessions

11,620 ↓20% [View report](#)

Visitors 10,560 ↓ 19%

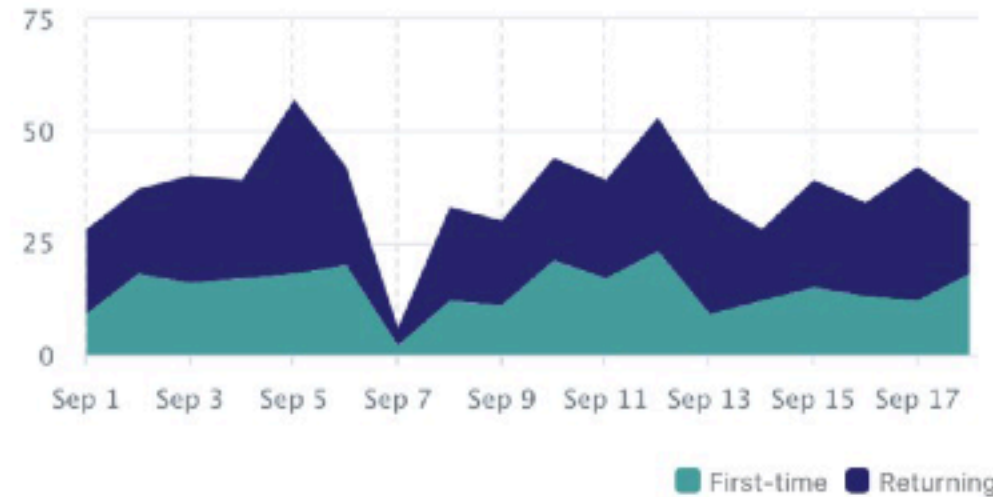
#### SESSIONS OVER TIME



### Returning customer rate

59.19% ↑17%

#### CUSTOMERS



### Online store conversion rate

1.35% ↑19% [View report](#)

#### CONVERSION FUNNEL

|                    |       |       |
|--------------------|-------|-------|
| Added to cart      | 4.09% | ↑ 13% |
| 475 sessions       |       |       |
| Reached checkout   | 1.84% | ↑ 17% |
| 214 sessions       |       |       |
| Sessions converted | 1.35% | ↑ 19% |
| 157 sessions       |       |       |

### Average order value

CA\$77.20 ↑13% [View report](#)



### Total orders

940 ↑35% [View report](#)

#### ORDERS OVER TIME

