Measure, improve, **measure again**, improve, **measure once more**, improve

Overview dashboard

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

Total sales

View report

CA$71,767.11 ↑51%

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

View report

11,620 ↓20%

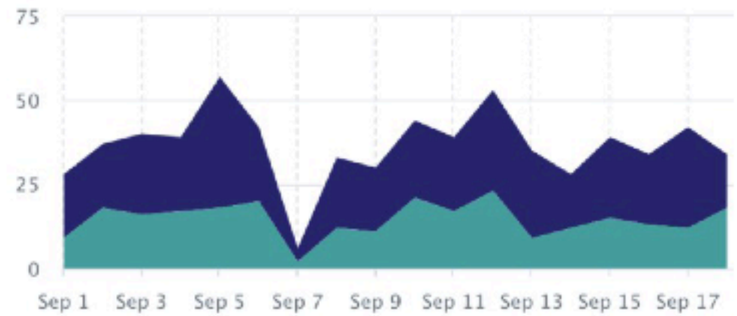
Visitors	10,560	↓ 19%

SESSIONS OVER TIME

Returning customer rate

59.19% ↑17%

CUSTOMERS



Online store conversion rate

View report

1.35% ↑19%

CONVERSION FUNNEL

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

Average order value

View report

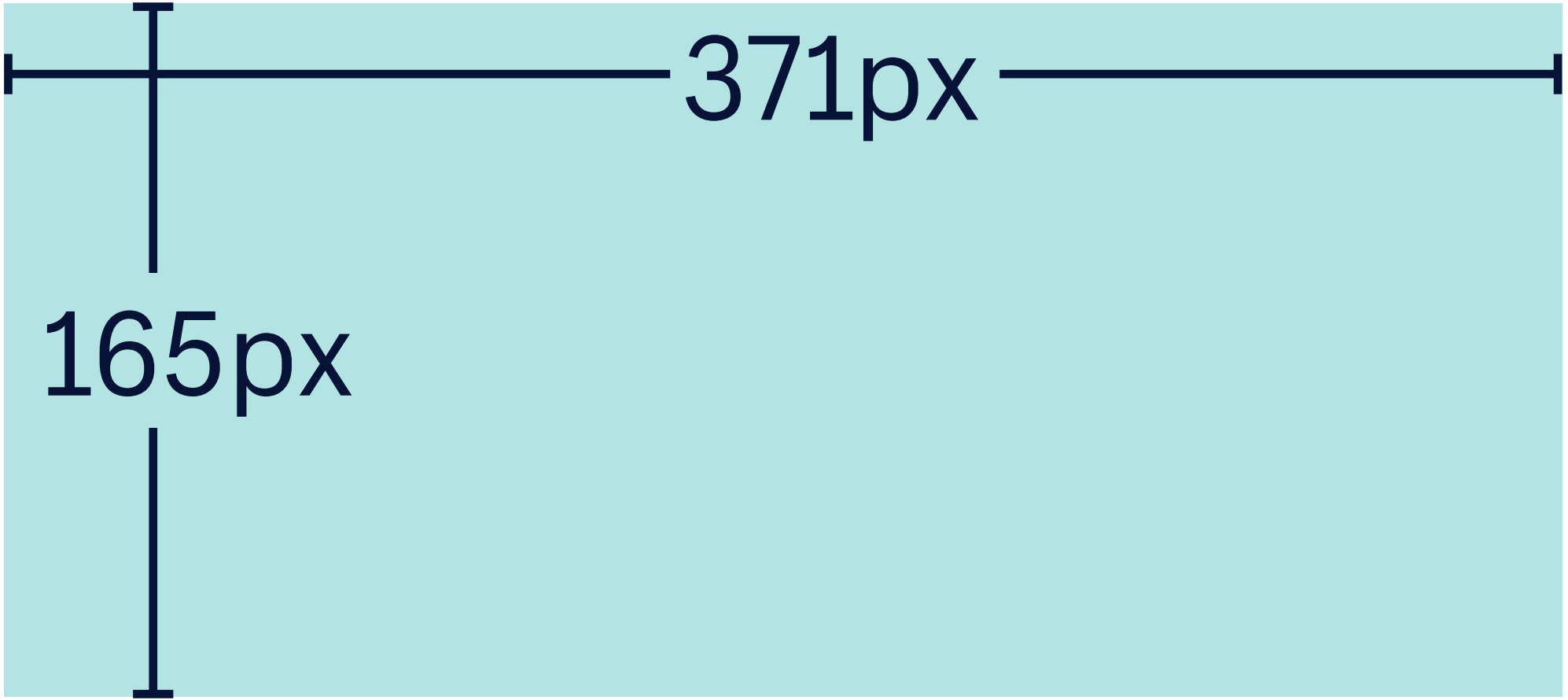
CA$77.20 ↑13%

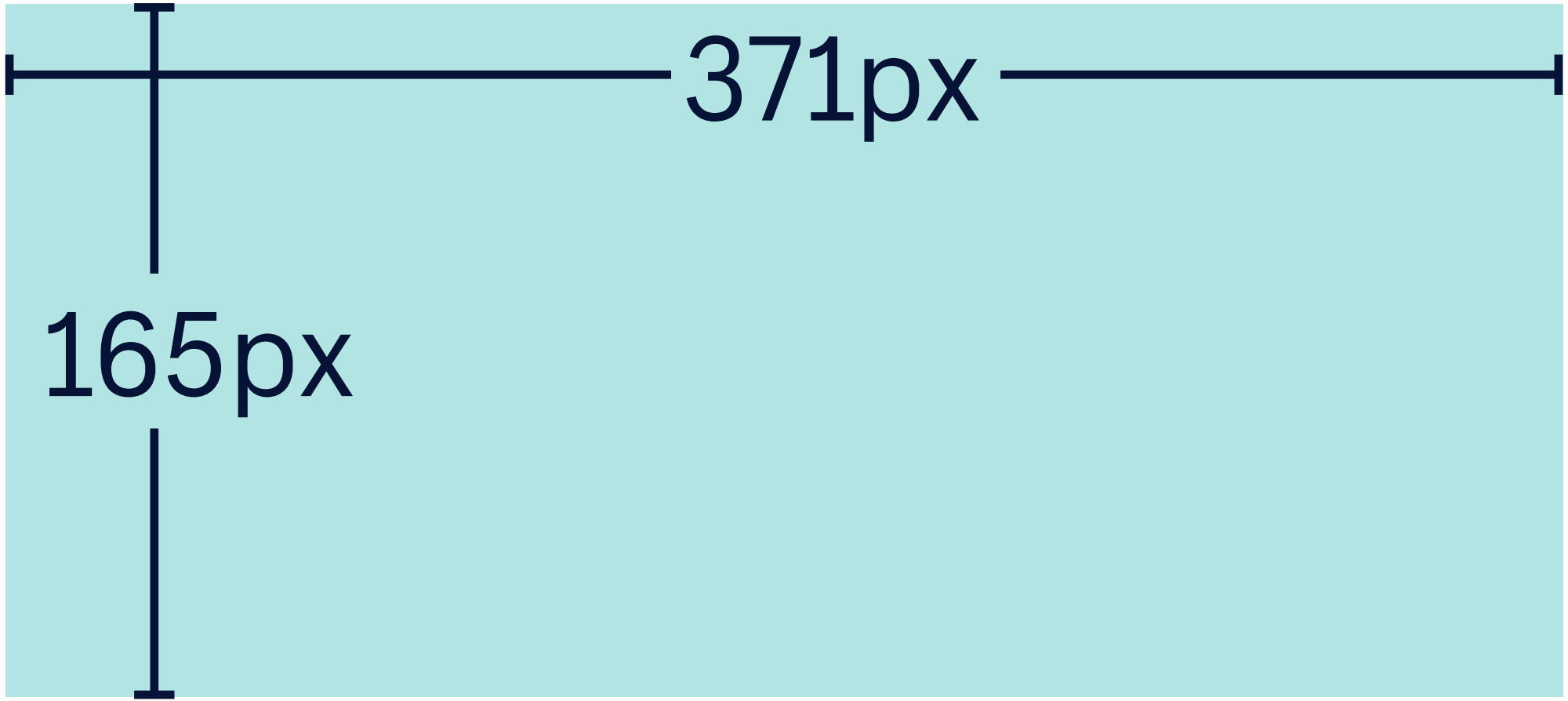
Total orders

View report

940 ↑35%

ORDERS OVER TIME


371px
165px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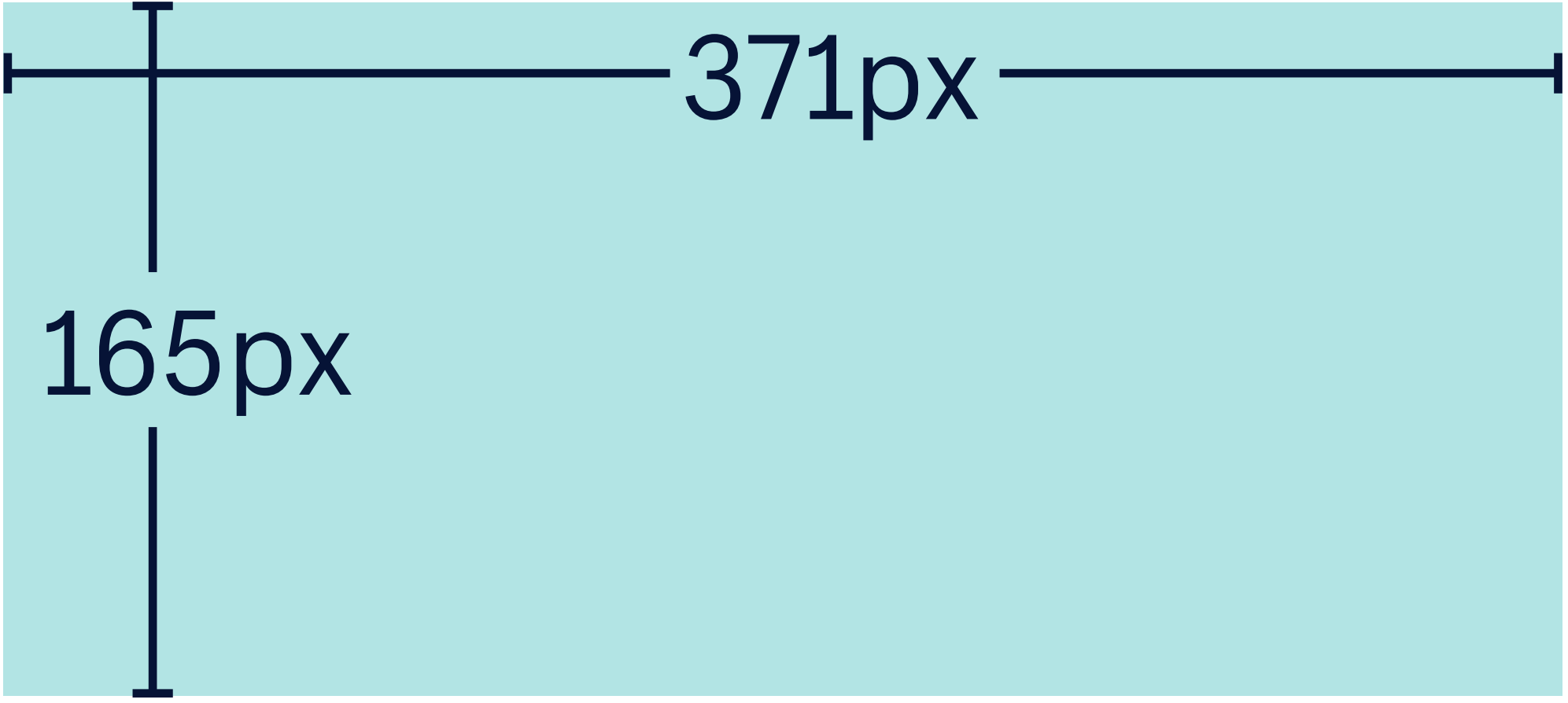
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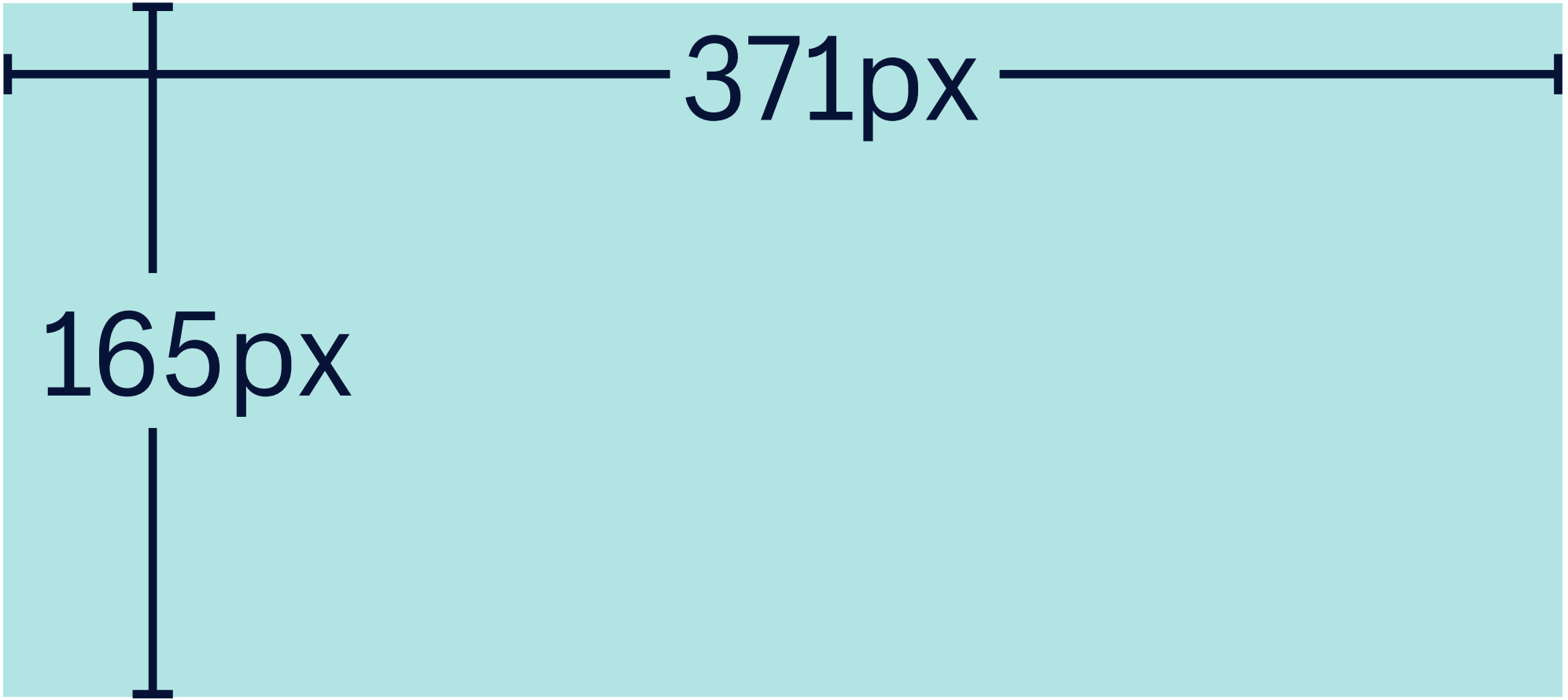
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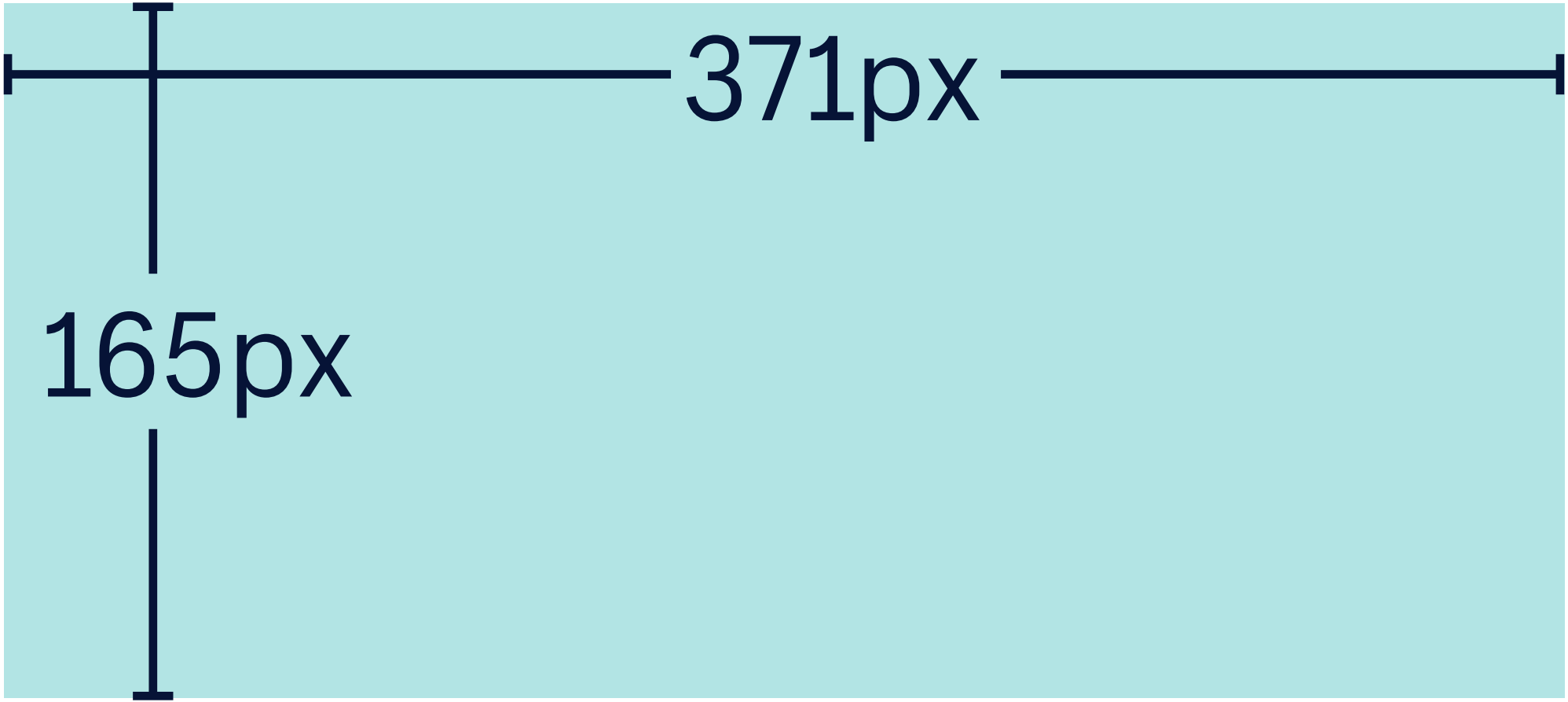
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<MetricCard>
  <div ref={chartSizeRef}>
    <TotalSales width={width} height={height} />
  </div>
</MetricCard>

<MetricCard>
  <StoreSessions width={width} height={height} />
</MetricCard>

<MetricCard>
  <ReturningCustomerRate width={width} height={height} />
</MetricCard>

<MetricCard>
  <AverageOrder width={width} height={height} />
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const {
  width,
  height
} = useElementSize(chartSizeRef.current);
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