

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

```
{data.map((dataPoint, index) => {
  const className = classNames("HeatMap__DataPoint", {
    "HeatMap__DataPoint-isActive": activeDataPoint === index,
  });
  return (
    <div
      tabIndex="0"
      key={index}
      onMouseEnter={(evt) => handleInteraction(index, evt)}
      onFocus={() => handleInteraction(index)}
      onMouseLeave={() => handleInteraction(null)}
      onBlur={() => handleInteraction(null)}
      style={{
        width: blockWidth,
        backgroundColor: colorScale(dataPoint.number),
      }}
      className={className}
      aria-labelledby={tooltipId}
    ></div>
  );
})}
```

```
{data.map((dataPoint, index) => {
  const isActive = state.activeDataPoint === index;
  return (
    <Cell
      key={`_${dataPoint.time}-${dataPoint.rawValue}`}
      backgroundColor={colorScale(dataPoint.rawValue)}
      onMouseEnter={handleMouseEnter}
      index={index}
      onFocus={handleFocus}
      onBlur={resetTooltip}
      isActive={isActive}
      height={height}
      width={blockWidth}
      tooltipId={tooltipId}
    />
  );
})}
```


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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%

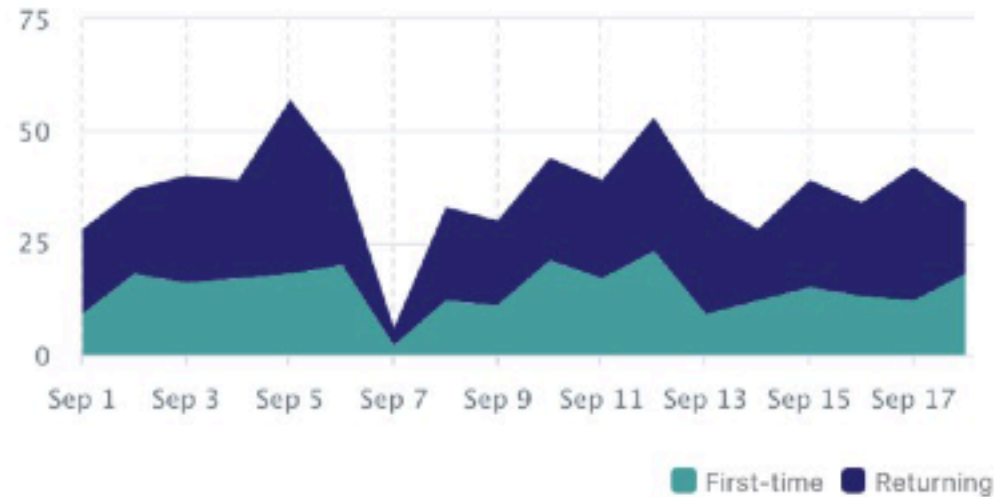
SESSIONS OVER TIME



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

