

Fuzzy Factory

Sales Analytics
by Markie Ngo



Overview

Marketing Analysis

Product Analysis

Recommendations

4/19/2012

3/19/2015

1.93M
Gross Revenue

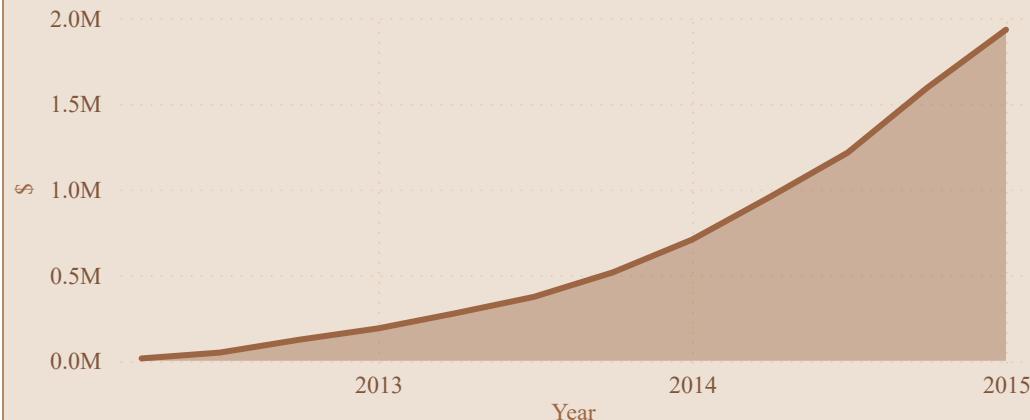
719.82K
Total COGs

1.13M
Profit

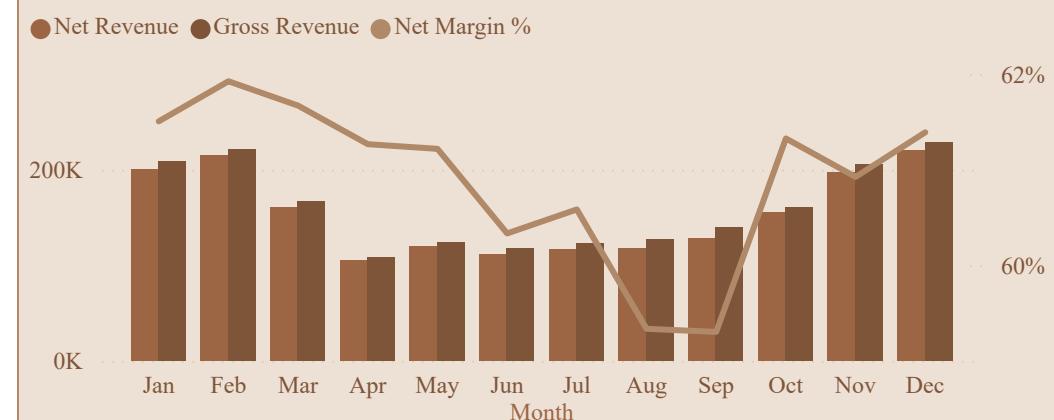
61.03%
Net Margin %

32.182K
Orders

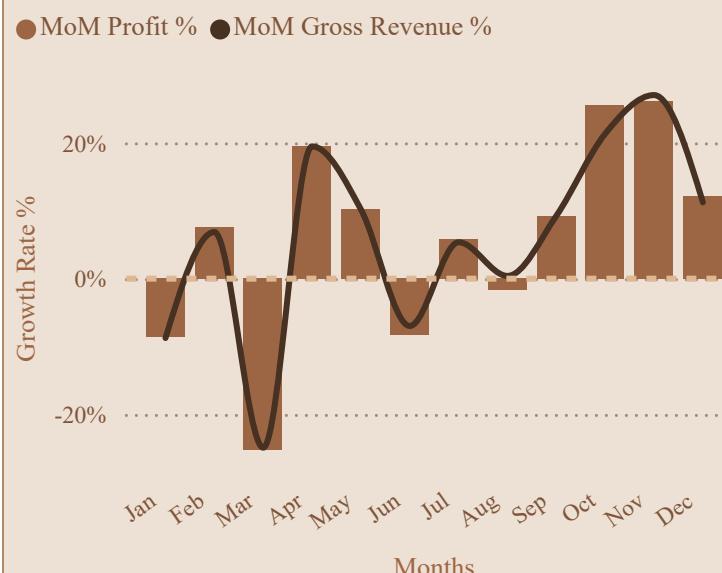
Cumulative Gross Revenue by Year and Quarter



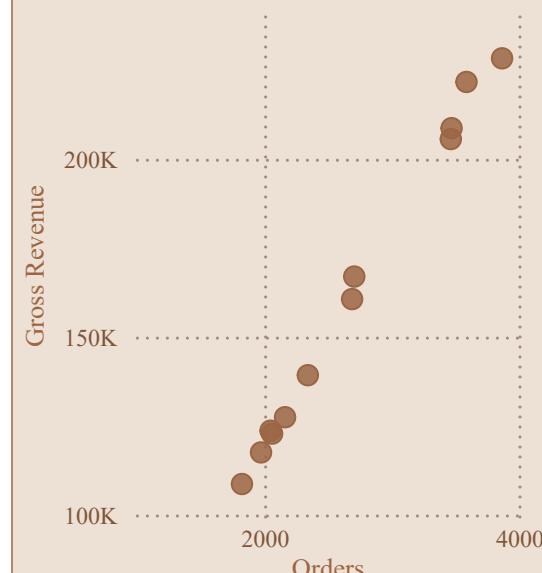
Net Revenue, Gross Revenue and Net Margin % by Month



Profit & Gross Revenue MoM %



Orders and Gross Revenue by Month



COGS % of Revenue by Year, Quarter and Month



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473K

Total Web Sessions

6.81%

Overall Conversion

\$3.91

Revenue per Session

44.76%

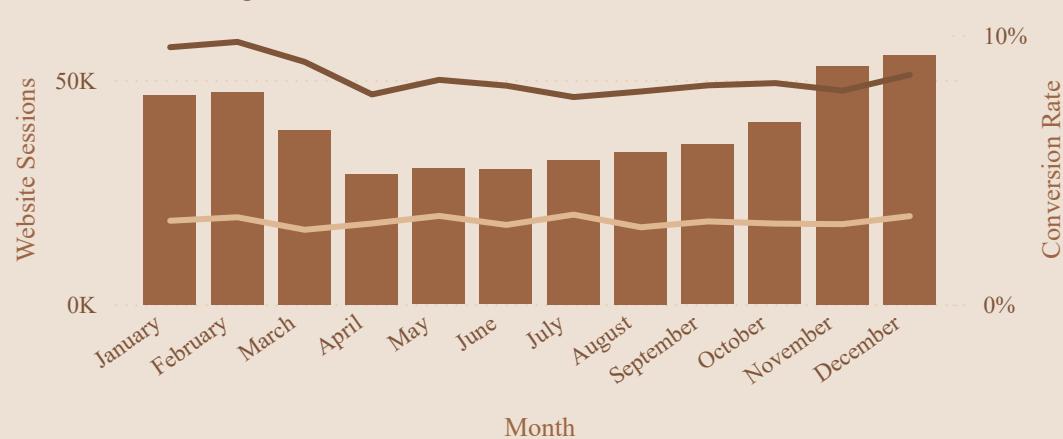
Bounce Rate

16.61%

Repeat Session

Device Performance Overview

● Sessions ● Desktop CVR % ● Mobile CVR %



Channel Performance Overview

Source	Sessions	Orders	Conversion	Net Revenue	Revenue / Sess
gsearch nonbrand	282706	18699	6.61%	\$1,068,211.57	\$3.78
organic search	83328	6114	7.34%	\$355,540.27	\$4.27
bsearch nonbrand	54909	3818	6.95%	\$215,859.45	\$3.93
gsearch brand	33329	2507	7.52%	\$144,780.08	\$4.34
paid social	10685	343	3.21%	\$21,227.55	\$1.99
bsearch brand	7914	701	8.86%	\$41,253.40	\$5.21

Funnel Overview

100%

Landing Page Views



Catalog Views



Product Detail Views



Added to Cart



Shipping Step



Checkout Step

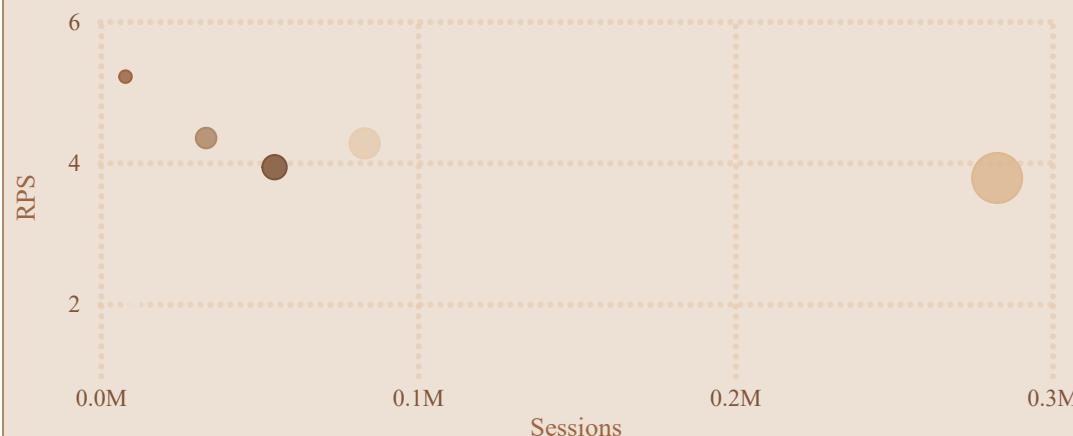


Purchases



Sessions, RPS and Net Revenue by Traffic Channel

Traffic Channel ● bsearch br... ● bsearch ... ● gsearch ... ● gsearch ... ● organic s...



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\$57.39
Average Order Value

\$48.43
Average Selling Price

18.04
Average COGS / unit

1.24
Average Items / order

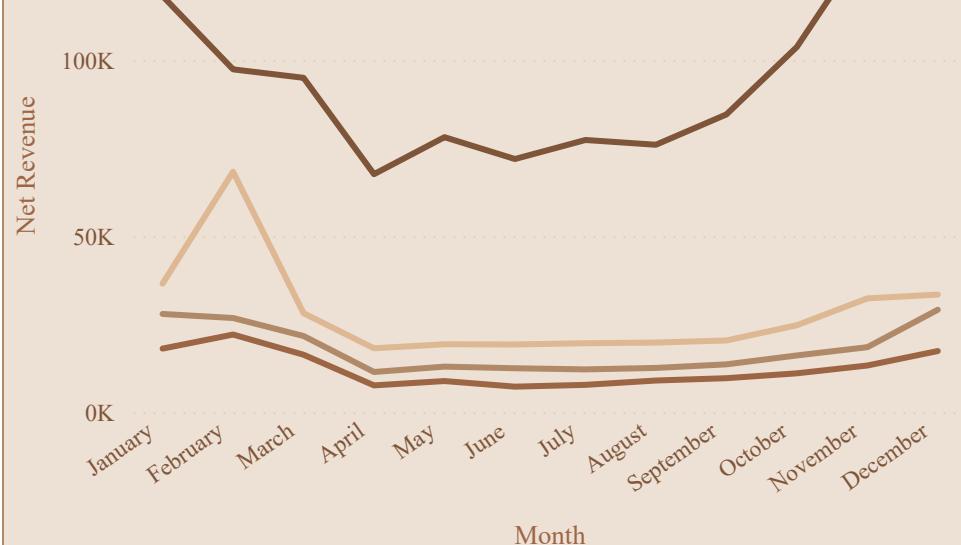
4.33%
Refund Rate %

Product Performance Overview

Products	Volume	Total Profit	Net Margin %	Refund Rate	Days Launched
Hudson Mini	5018	\$100,949.64	67.95%	1.28%	407
Sugar Panda	4985	\$143,184.51	66.47%	6.04%	462
Love Bear	5796	\$209,611.29	61.66%	2.23%	802
Mr.Fuzzy	24095	\$673,309.82	58.91%	5.11%	1095

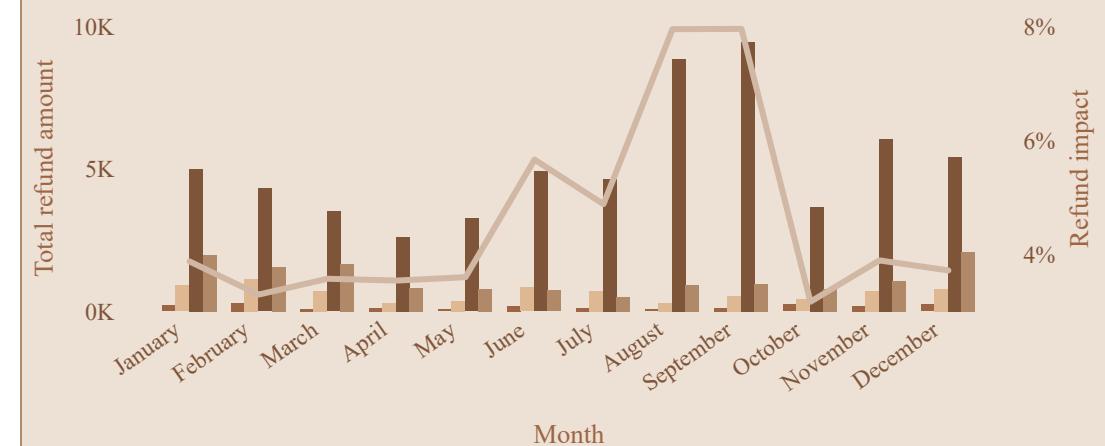
Net Revenue by Product by Month

Product ● Hudson Mini ● Love Bear ● Mr.Fuzzy ● Sugar Panda



Total Refunds by Product & Impact to Revenue

Product ● Hudson Mini ● Love Bear ● Mr.Fuzzy ● Sugar Panda ● Refund impact



Repeat & New Orders by Product

● Repeat Customer Orders ● New Customer Orders

