

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

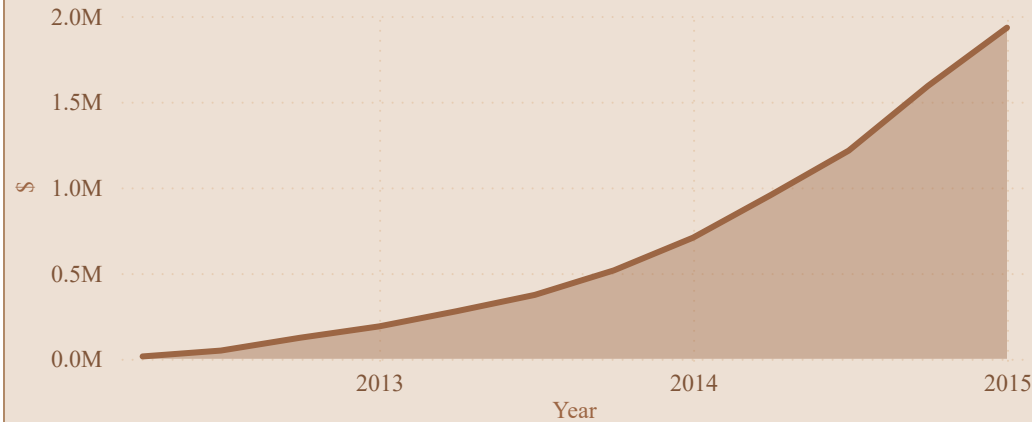
61.03%

Net Margin %

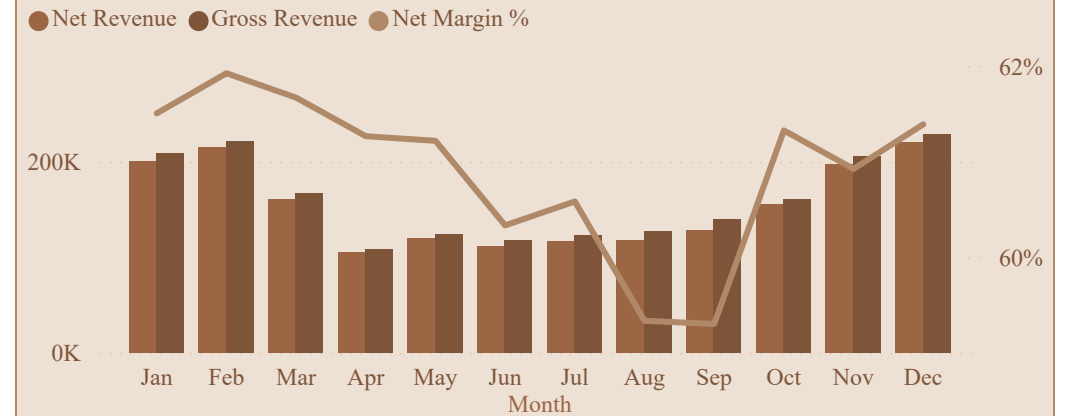
32.182K

Orders

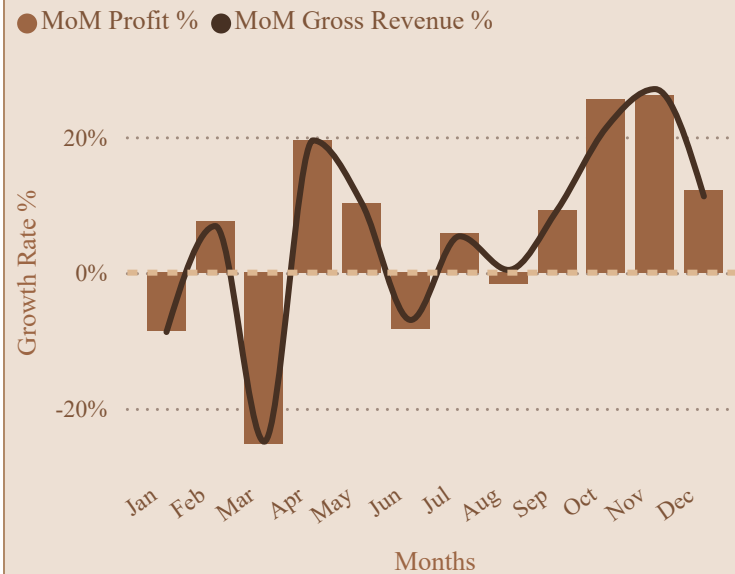
Cumulative Gross Revenue by Year and Quarter



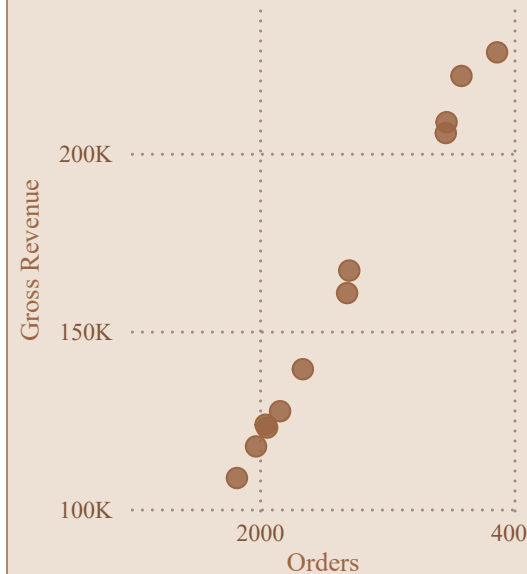
Net Revenue, Gross Revenue and Net Margin % by Month



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

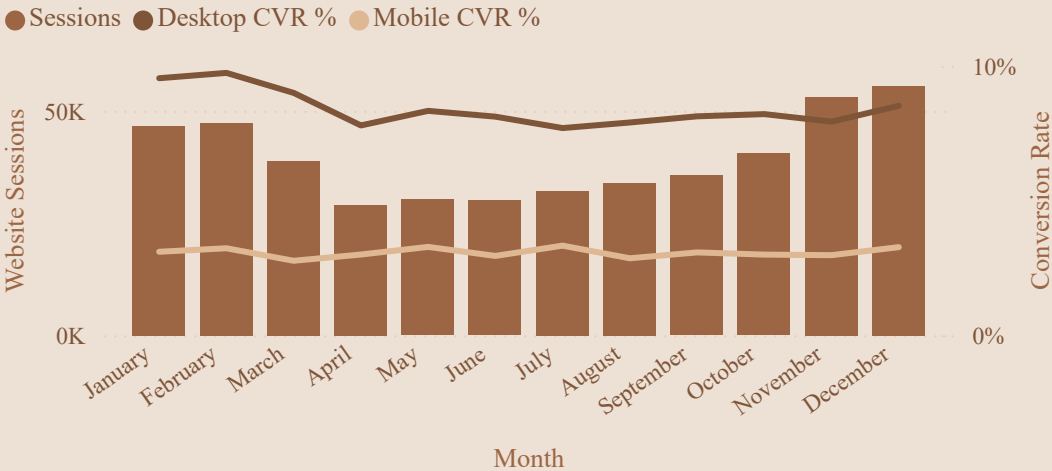
44.76%

Bounce Rate

16.61%

Repeat Session

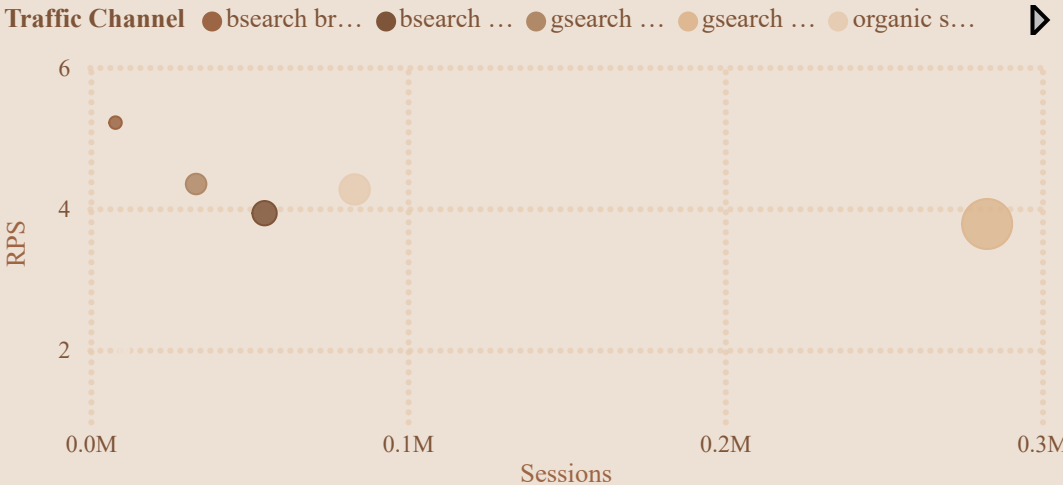
Device Performance Overview



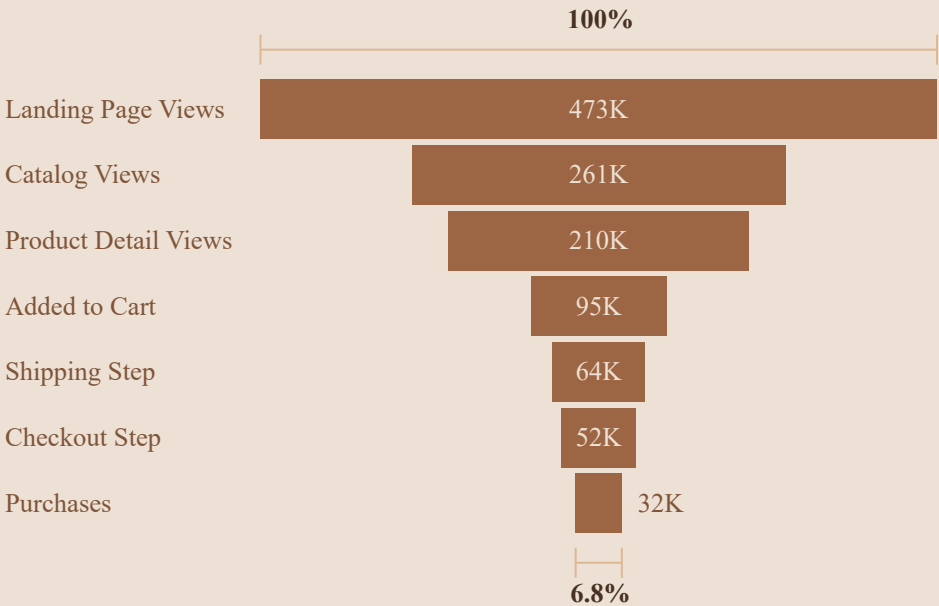
Channel Performance Overview

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

Sessions, RPS and Net Revenue by Traffic Channel



Funnel Overview



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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%

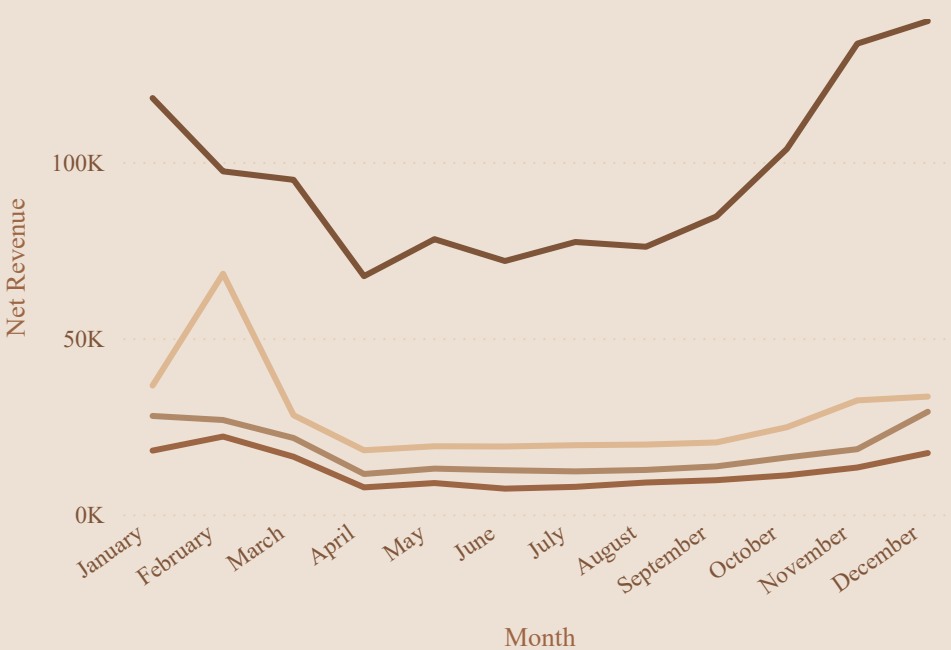
Refund Rate %

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

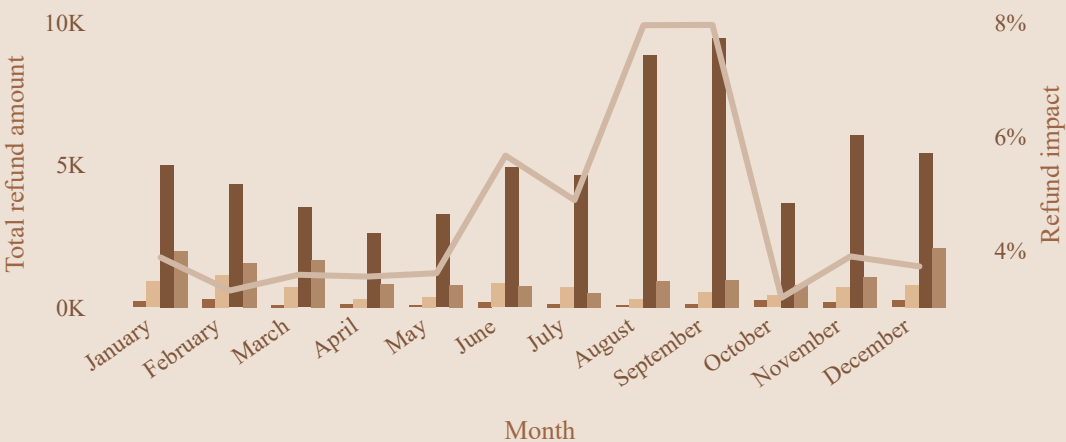
Net Revenue by Product by Month

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

Orders ● Repeat Customer Orders ● New Customer Orders

