



E-COMMERCE DASHBOARD

TOTAL REVENUE
\$193,85 Mi

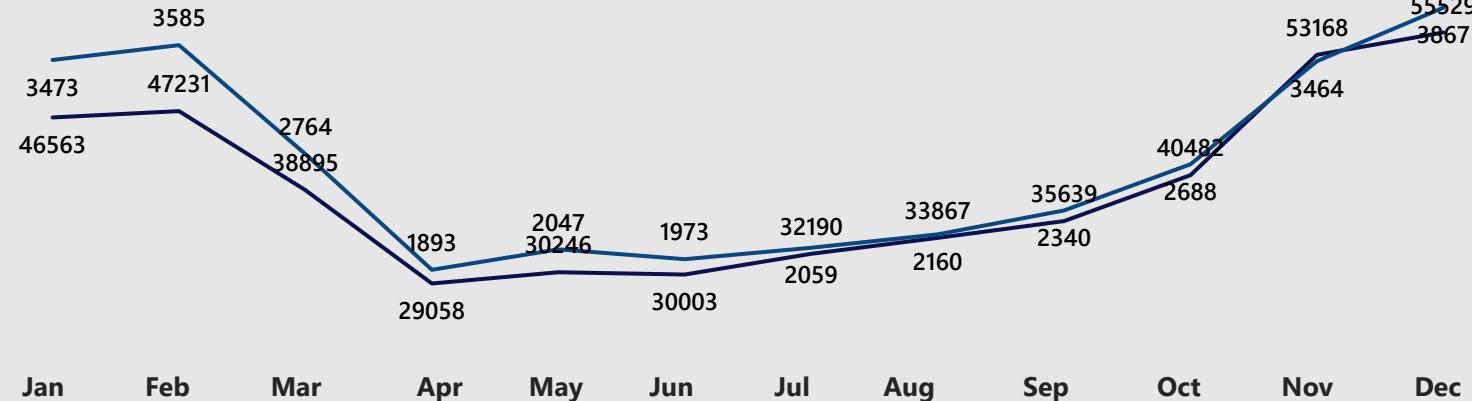
TOTAL COGS
\$72,24 Mi

TOTAL PROFIT
\$113,08 Mi

PROFIT MARGIN
58,33%

Traffic and Order Volume Over Time

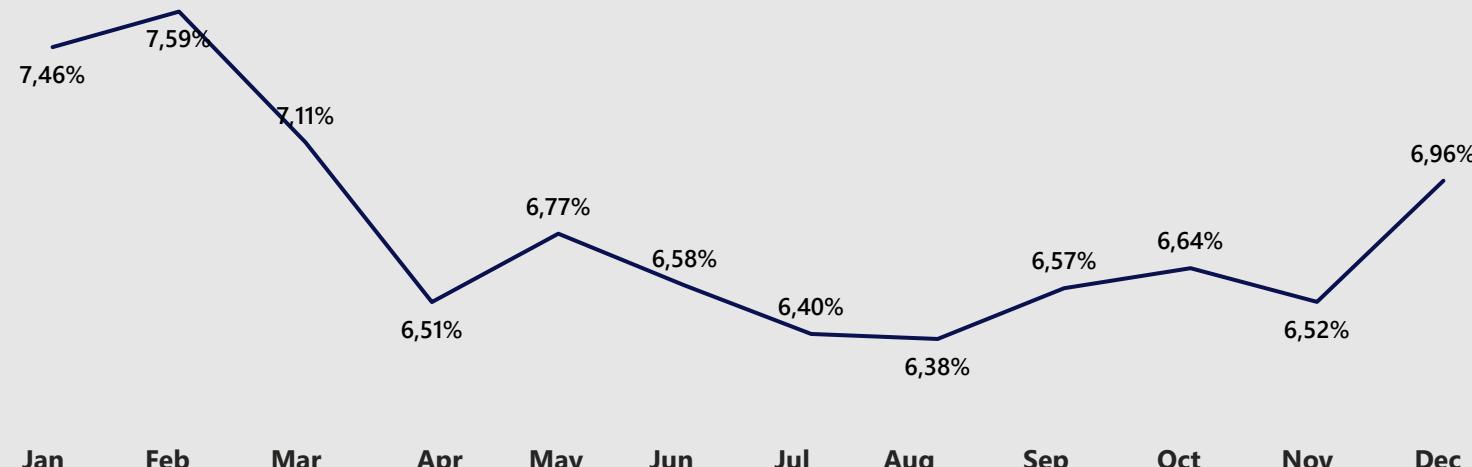
● Total Sessions ● Total Orders



Revenue by Marketing Channel



Session-to-order Conversion Rate



Revenue Per Session



Revenue Per Order

