



# E-COMMERCE DASHBOARD

TOTAL REVENUE  
\$193,85 Mi

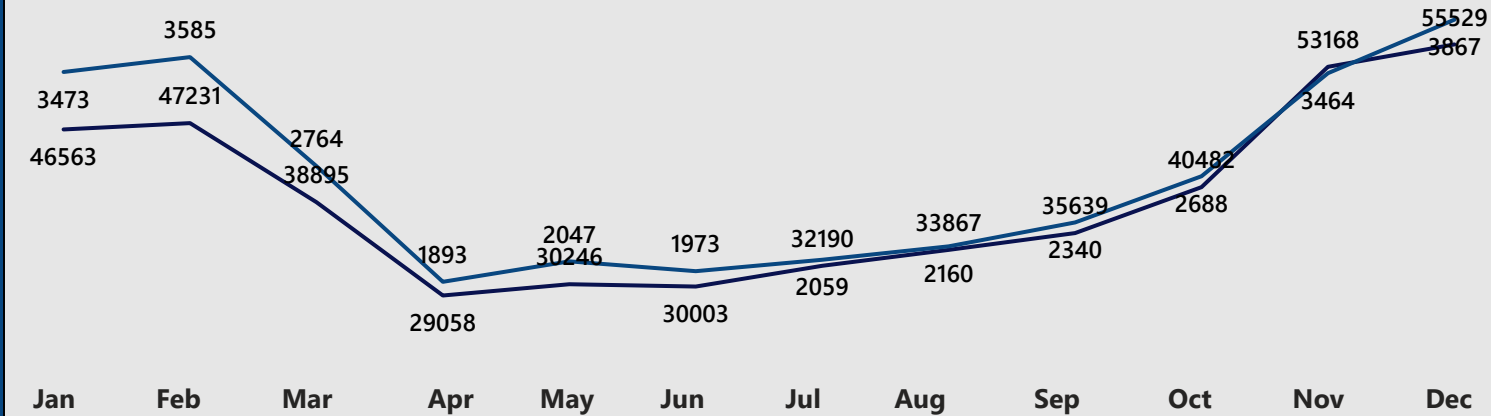
TOTAL COGS  
\$72,24 Mi

TOTAL PROFIT  
\$113,08 Mi

PROFIT MARGIN  
58,33%

## Traffic and Order Volume Over Time

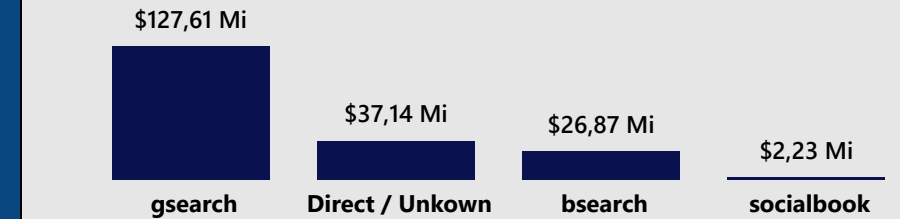
● Total Sessions ● Total Orders



## Session-to-order Conversion Rate



## Revenue by Marketing Channel



## Revenue Per Order



## Revenue Per Session

