



E-COMMERCE DASHBOARD

2012

2015

TOTAL REVENUE

\$1,94 Mi

TOTAL COGS

\$722,37 Mil

TOTAL PROFIT

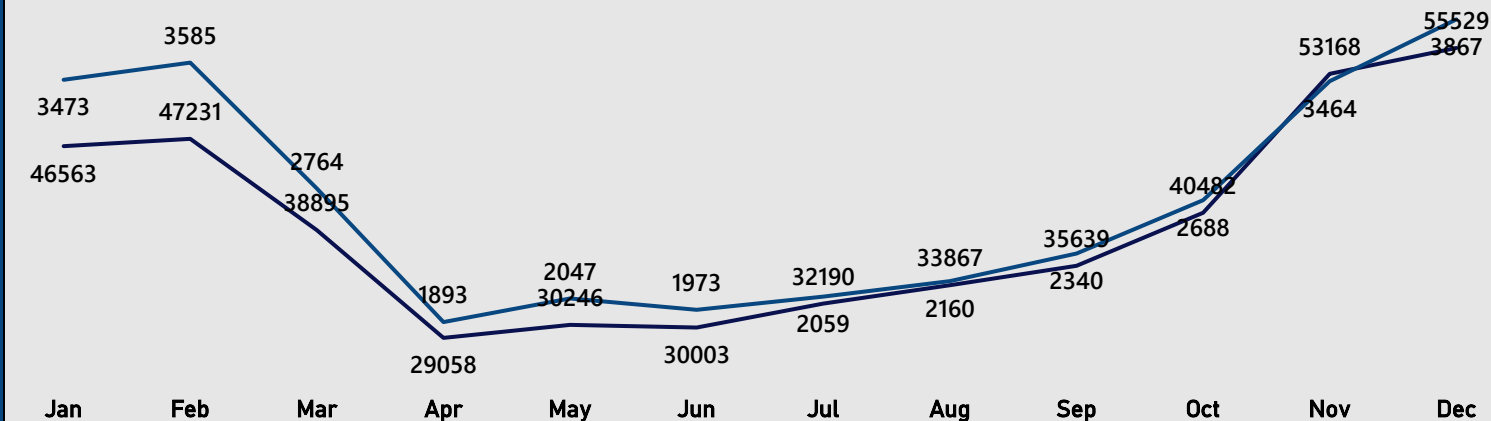
\$1,13 Mi

PROFIT MARGIN

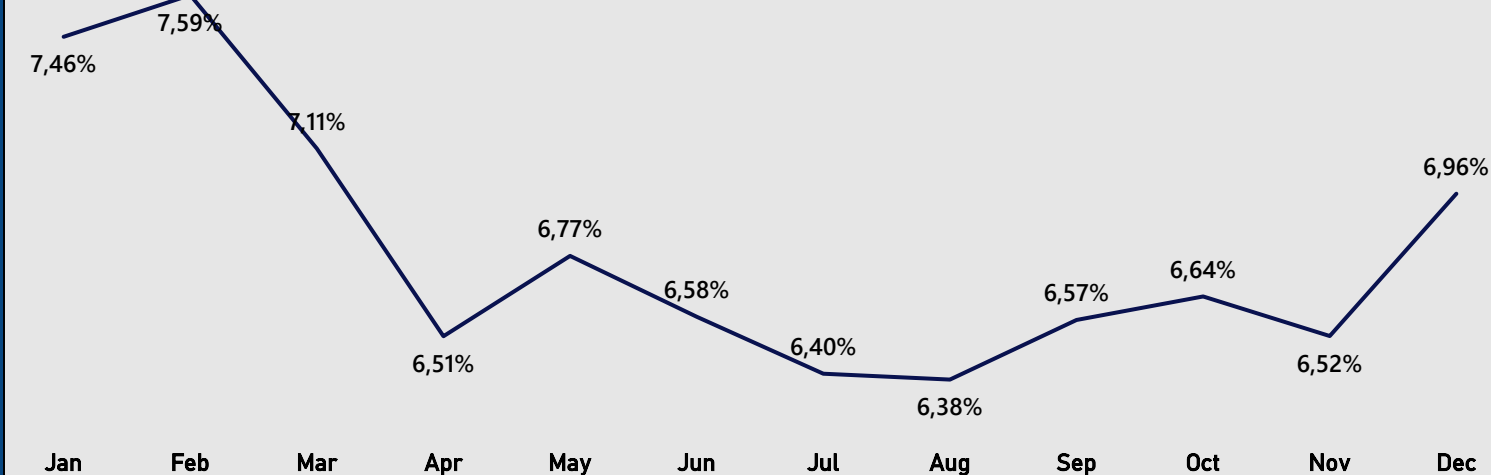
58,33%

Traffic and Order Volume Over Time

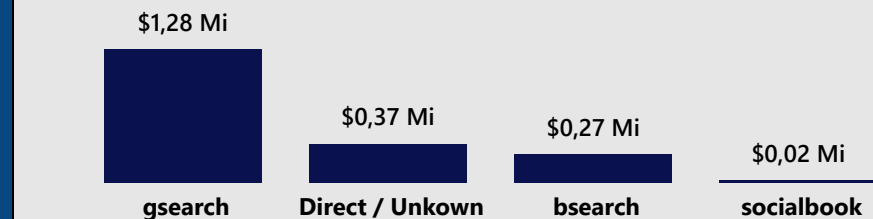
● Total Sessions ● Total Orders



Session-to-order Conversion Rate



Revenue by Marketing Channel



Revenue Per Order



Revenue Per Session

