



E-COMMERCE DASHBOARD

2012 2015

TOTAL REVENUE
\$1,94 Mi

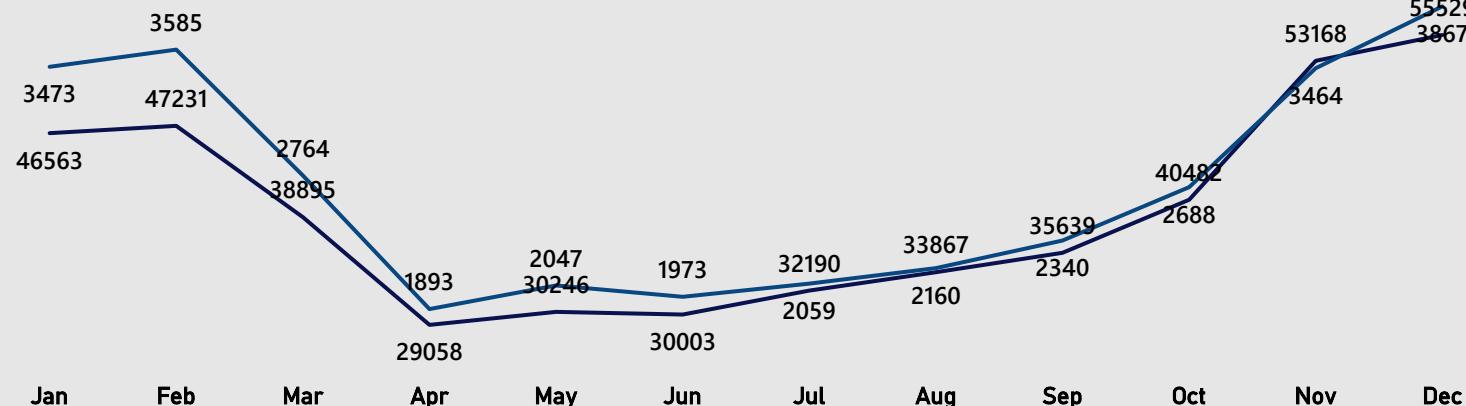
TOTAL COGS
\$722,37 Mil

TOTAL PROFIT
\$1,13 Mi

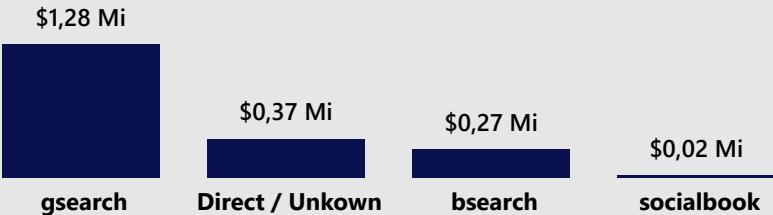
PROFIT MARGIN
58,33%

Traffic and Order Volume Over Time

Total Sessions Total Orders



Revenue by Marketing Channel



Session-to-order Conversion Rate



Revenue Per Order



Revenue Per Session

