



Overview

Year

All

Month

All

Day

All



Revenue

\$1.9M



Cost

\$722K



Refund

\$85K



Profit

\$1.1M



AOV

\$60



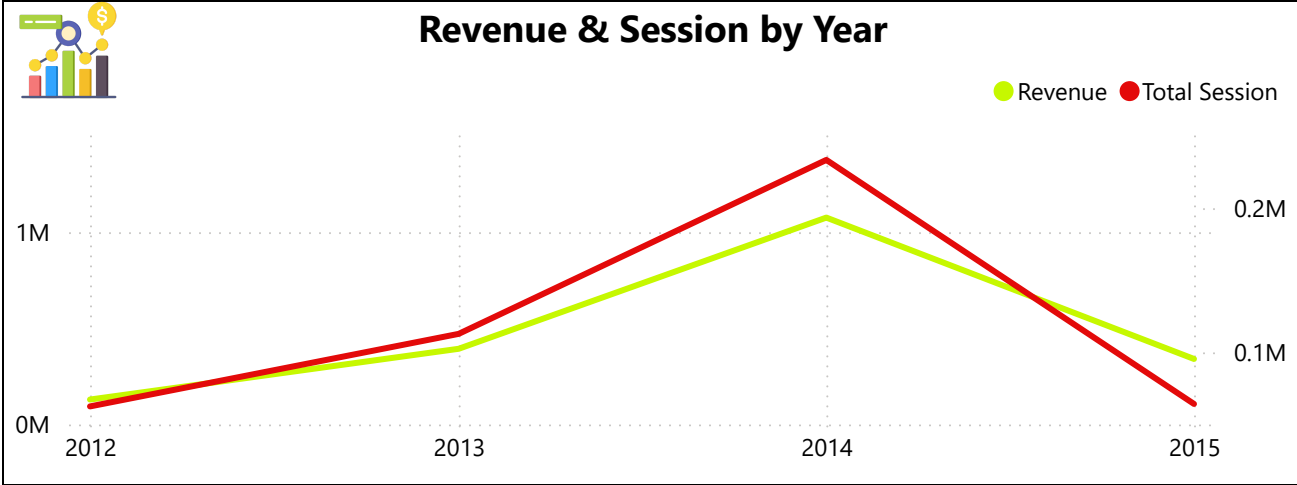
IPO


1.24



Margin


58%





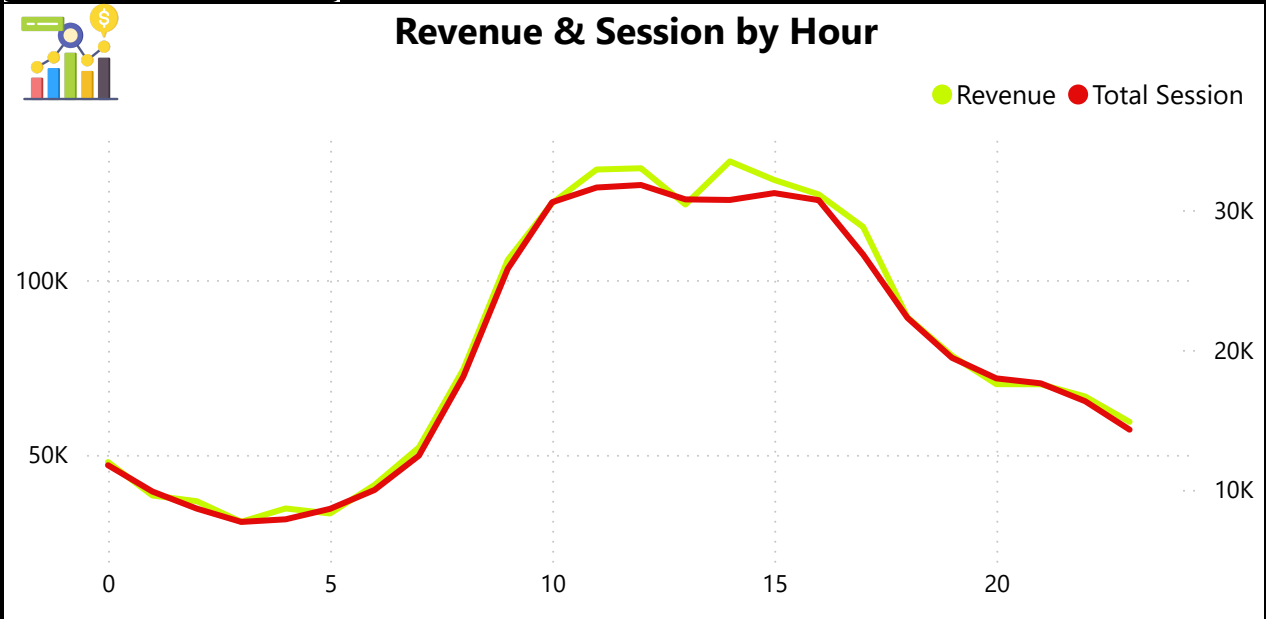
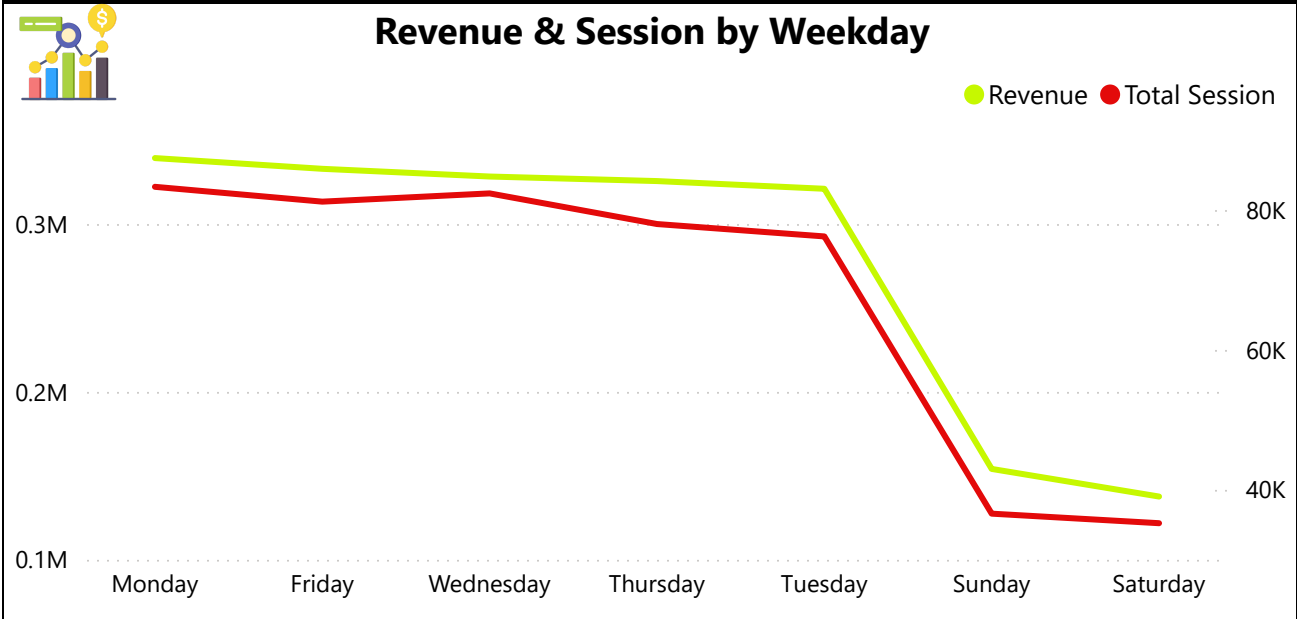
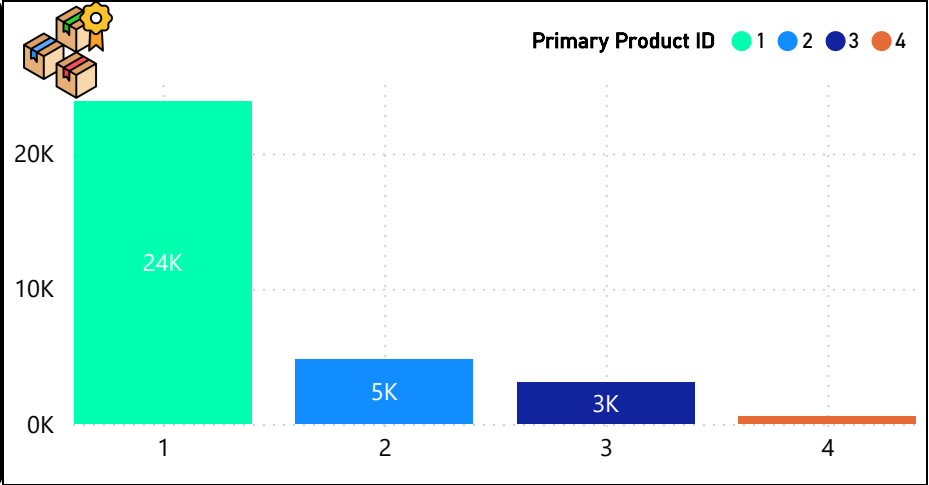
Orders

32.3K



Buyers

31.7K





Product



Ref Order

5.33%



Ref Item

4.32%



TTR(Day)

9

Year

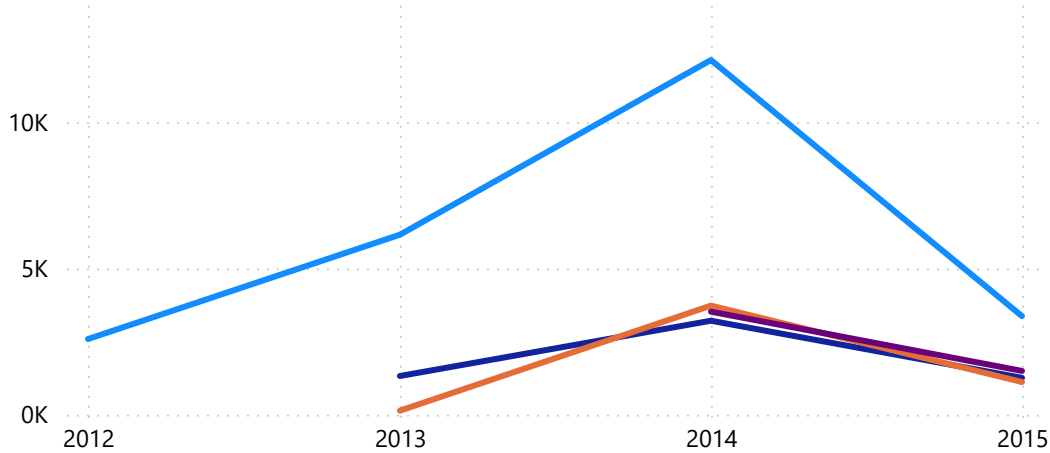
Month

Day



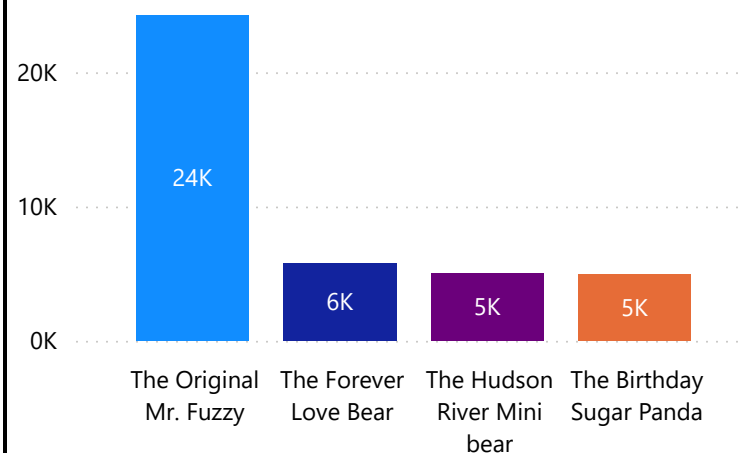
Orders by Year & Product

Product ID 1 2 3 4



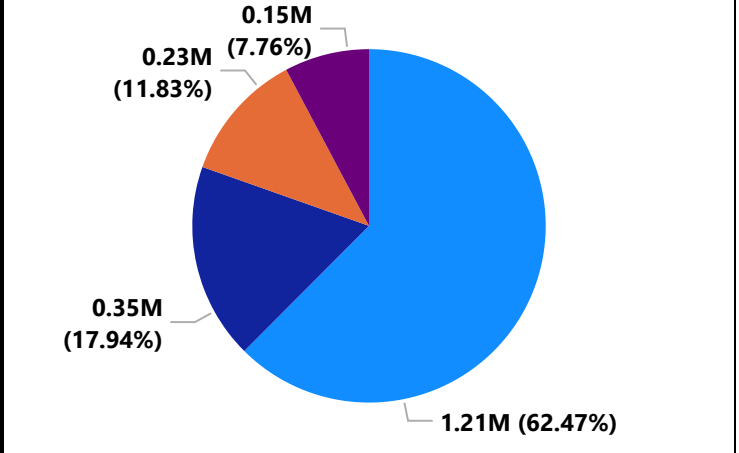
Order by Product

Product ID 1 2 3 4



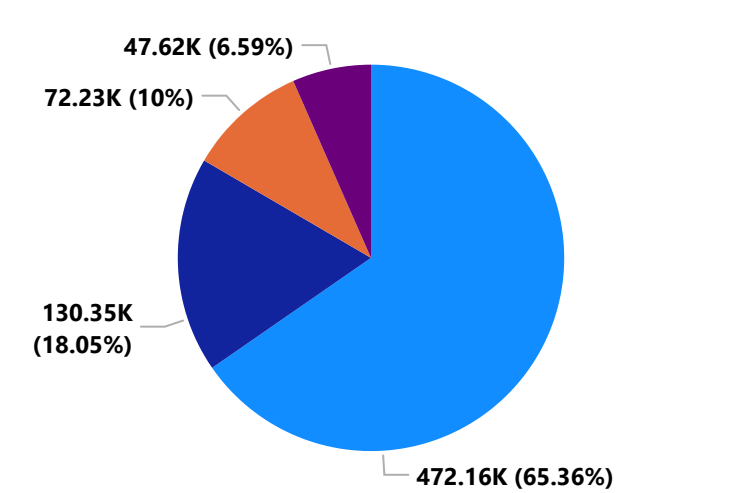
Revenue by Product

Product ID 1 2 3 4



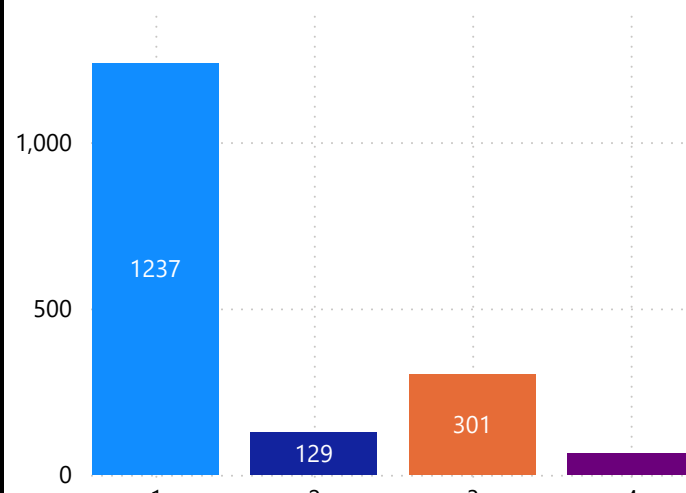
Cost by Product

Product ID 1 2 3 4



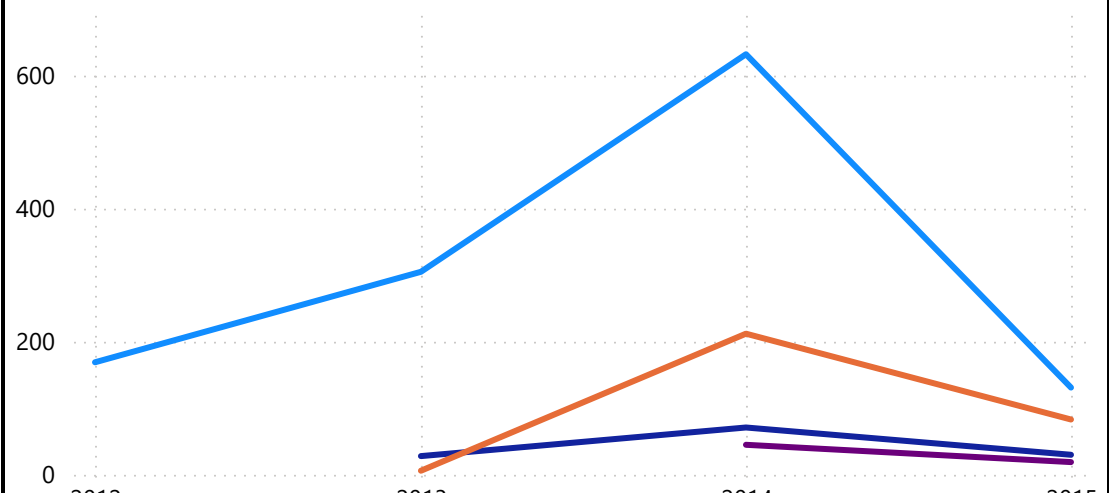
Returned Orders by Product

Product ID 1 2 3 4



Returned Orders by Year & Product

Product ID 1 2 3 4





Traffic & Behavior



View
1.2M



Session
473K



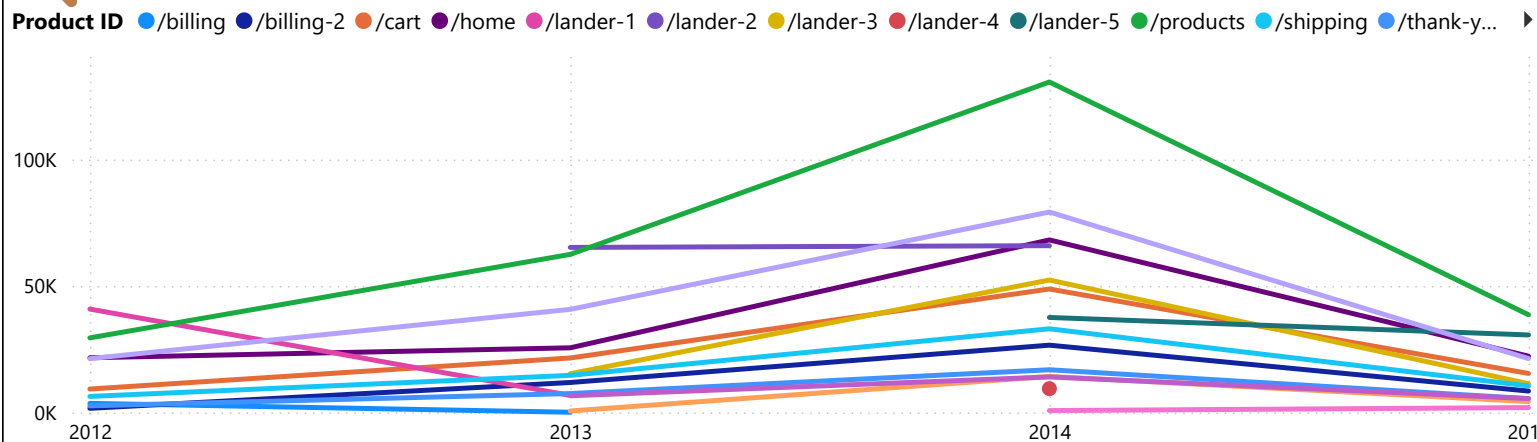
User
394K



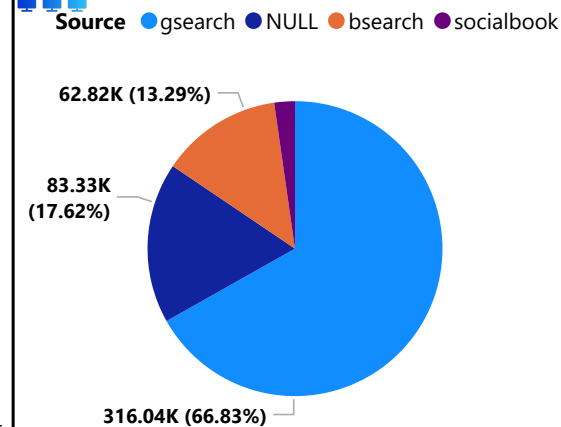
Loyalty
591



View by Page & Time



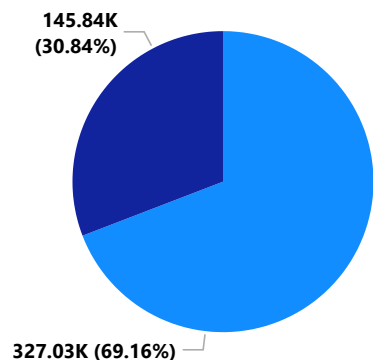
Session by Source



Session by Device

Type

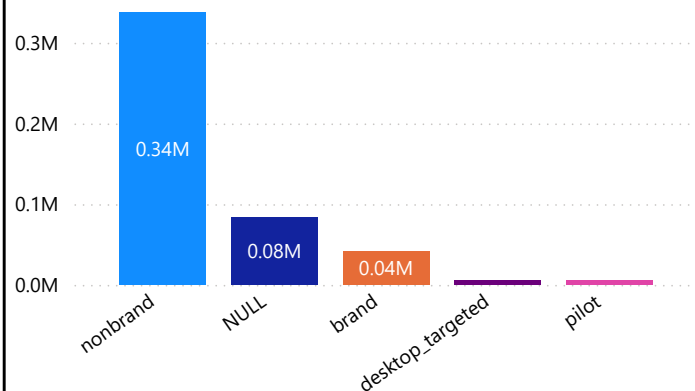
- desktop
- mobile



Session by Campaign

Campaign

- nonbrand
- NULL
- brand
- desktop_targeted
- pilot



Session by Content

Content

- g_ad_1
- NULL
- b_ad_1
- g_ad_2
- b_ad_2
- social_ad_2
- social_ad_1

