

Overview

Year Month Day

All All All

 Revenue
\$1.9M

 Cost
\$722K

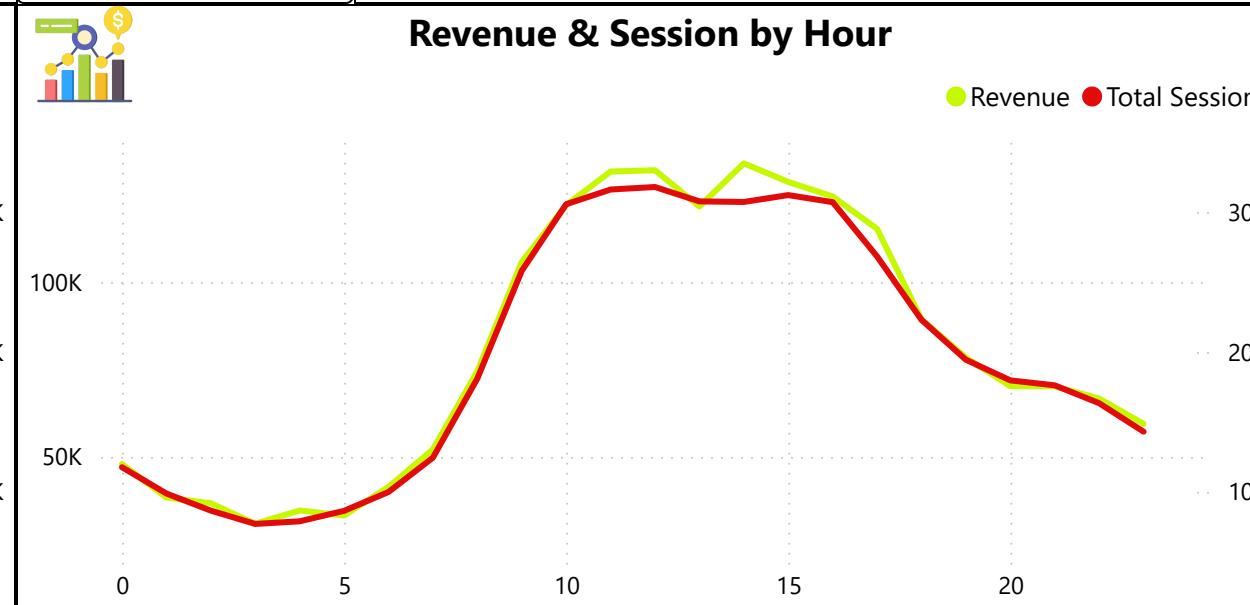
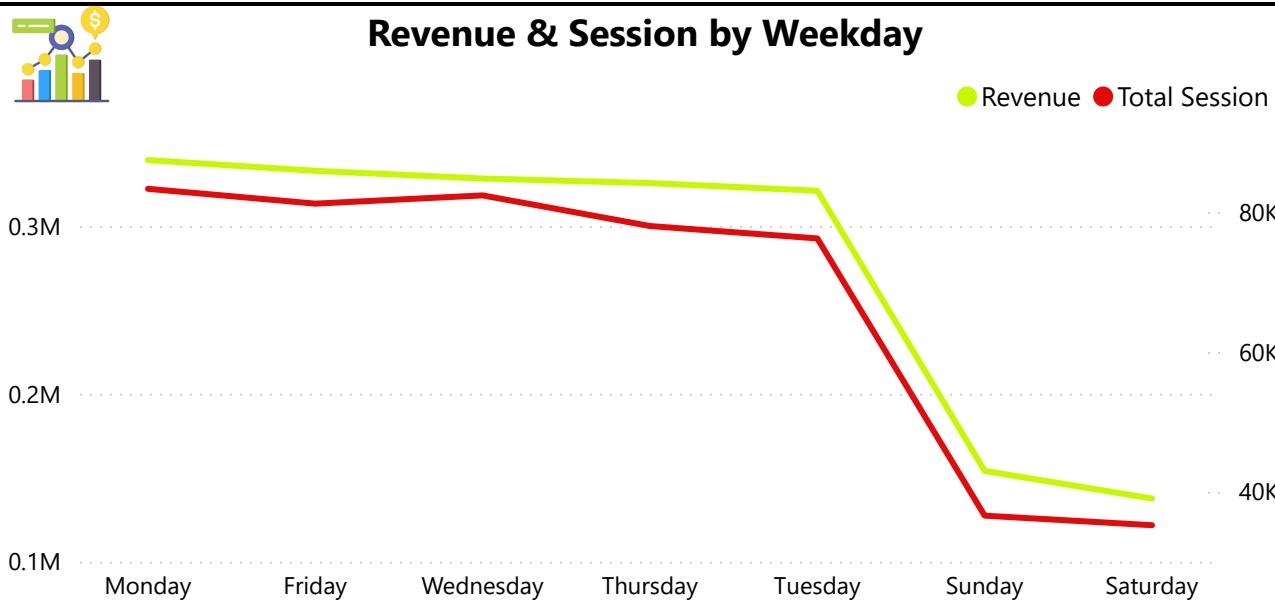
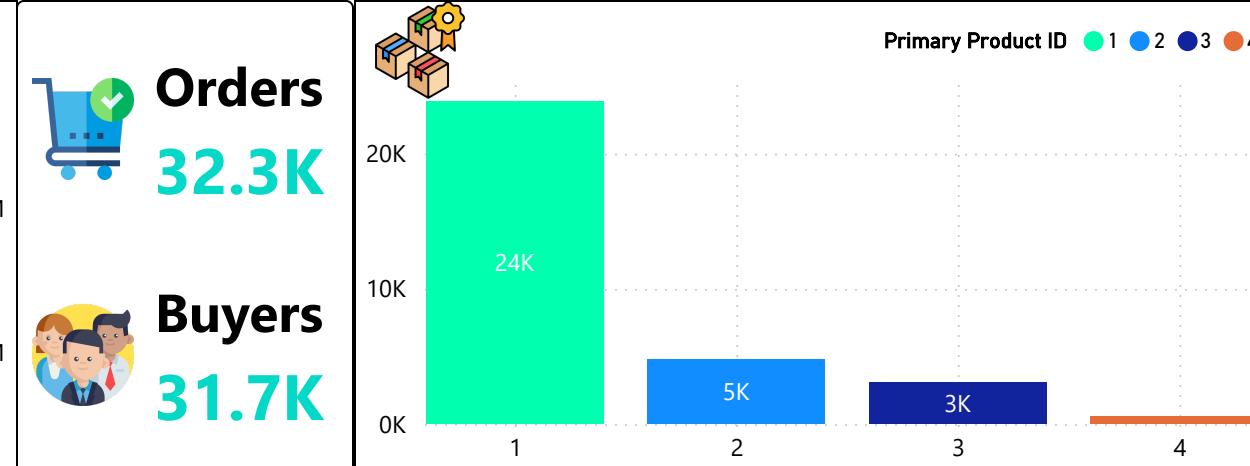
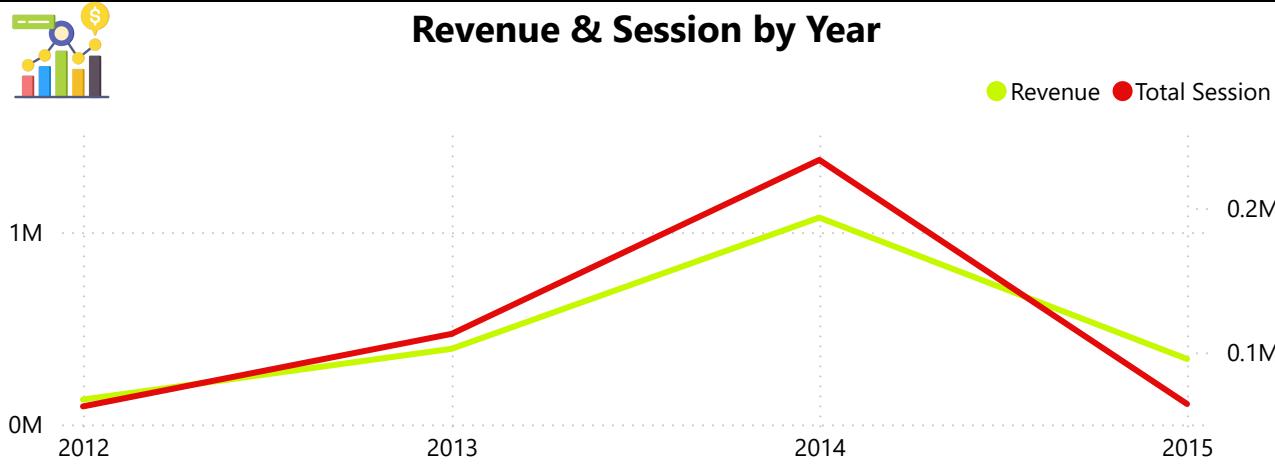
 Refund
\$85K

 Profit
\$1.1M

 AOV
\$60

 IPO
1.24

 Margin
58%





Product



Ref Order
5.33%



Ref Item
4.32%



TTR(Day)
9

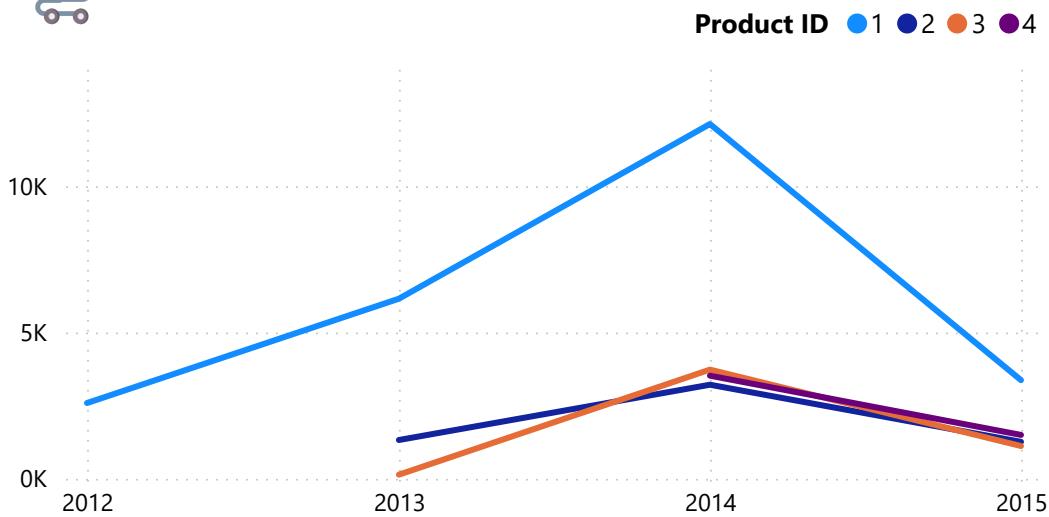
Year
All

Month
All

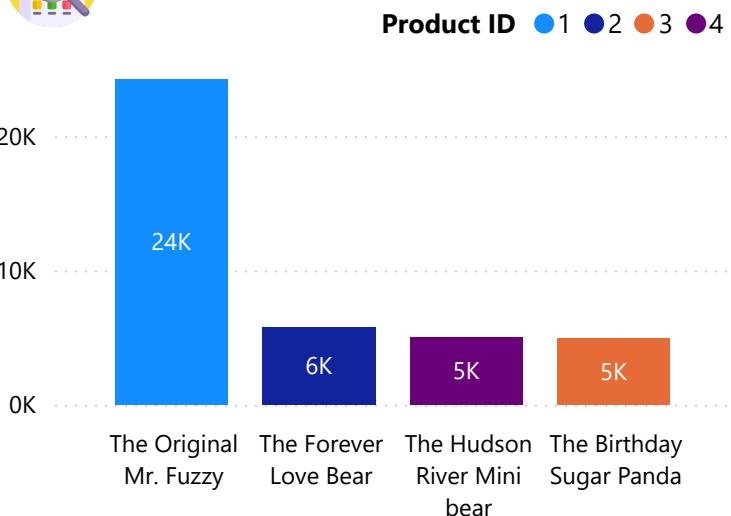
Day
All



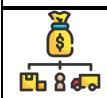
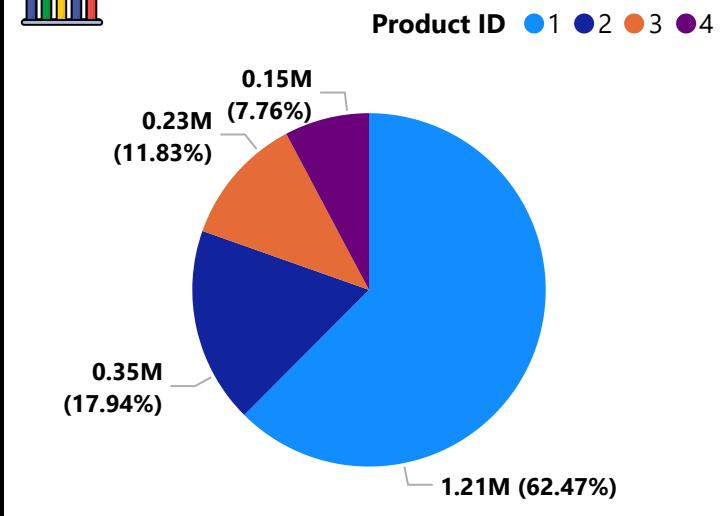
Orders by Year & Product



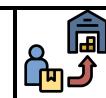
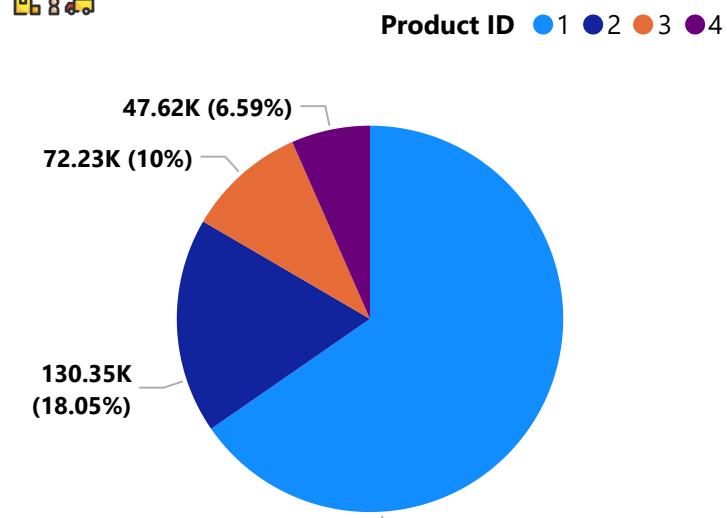
Order by Product



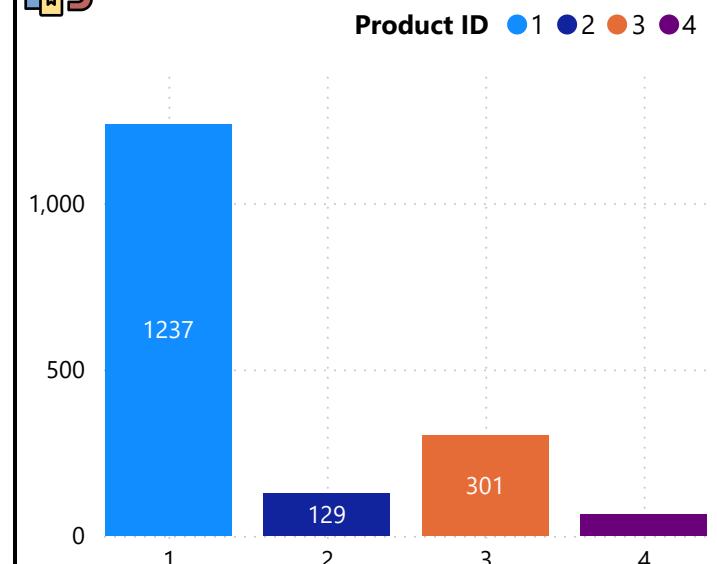
Revenue by Product



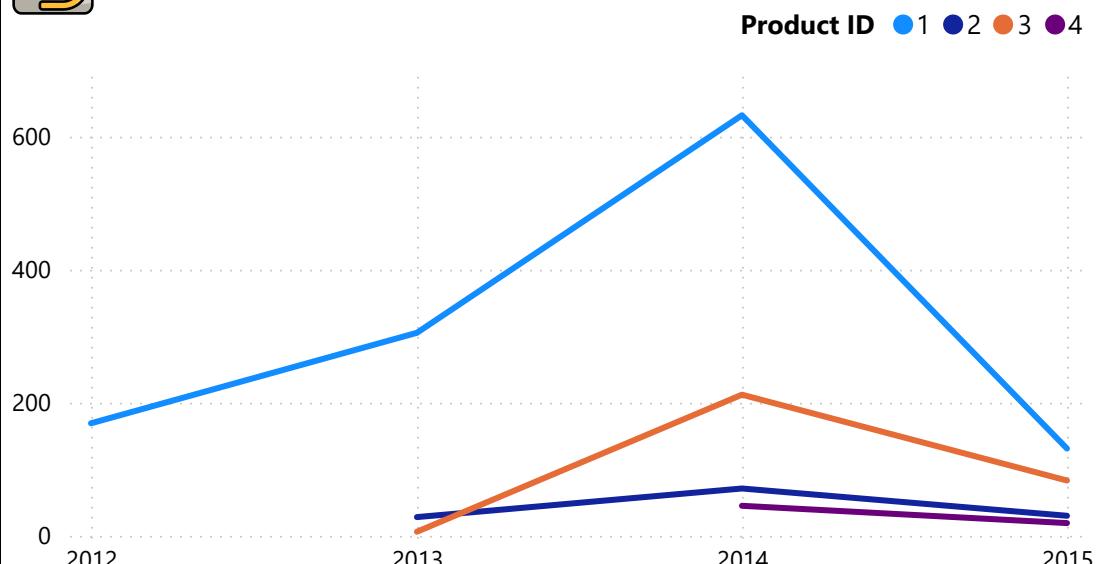
Cost by Product



Returned Orders by Product



Returned Orders by Year & Product





Traffic & Behavior



View
1.2M



Session
473K



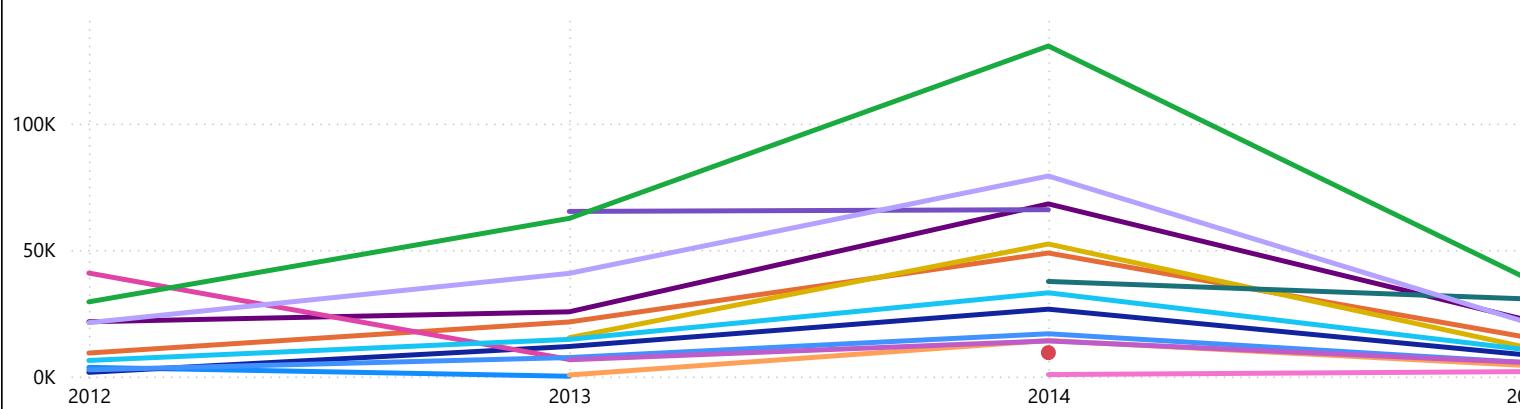
User
394K



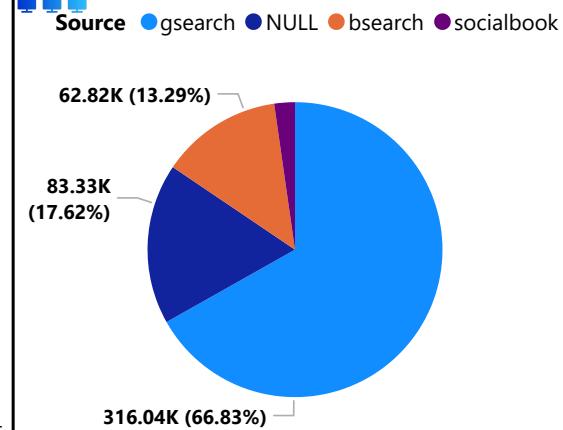
Loyalty
591



View by Page & Time

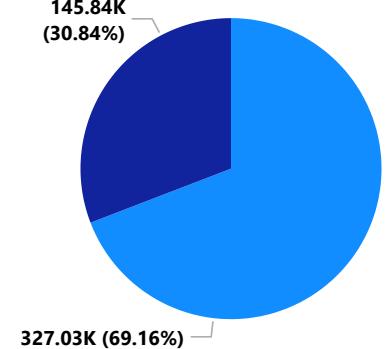


Session by Source



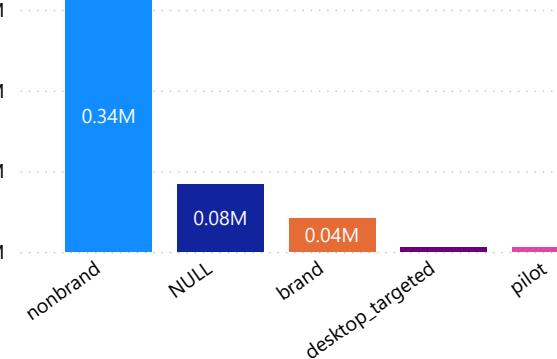
Session by Device

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

