

# How did sales perform last week?

This report shows sales data from last week and how it has trended over time

Country

Transactions

21

↓ -27.6%

Avg. Order Value

\$63M

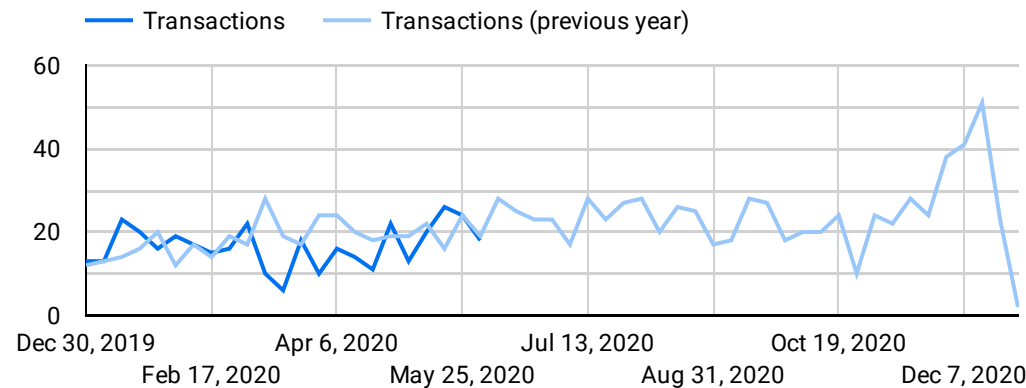
↓ -3.8%

Revenue

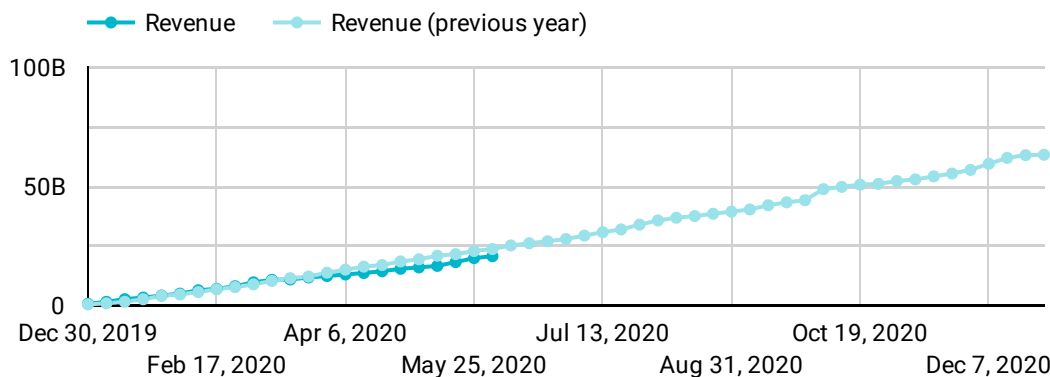
\$1.3B

↓ -30.3%

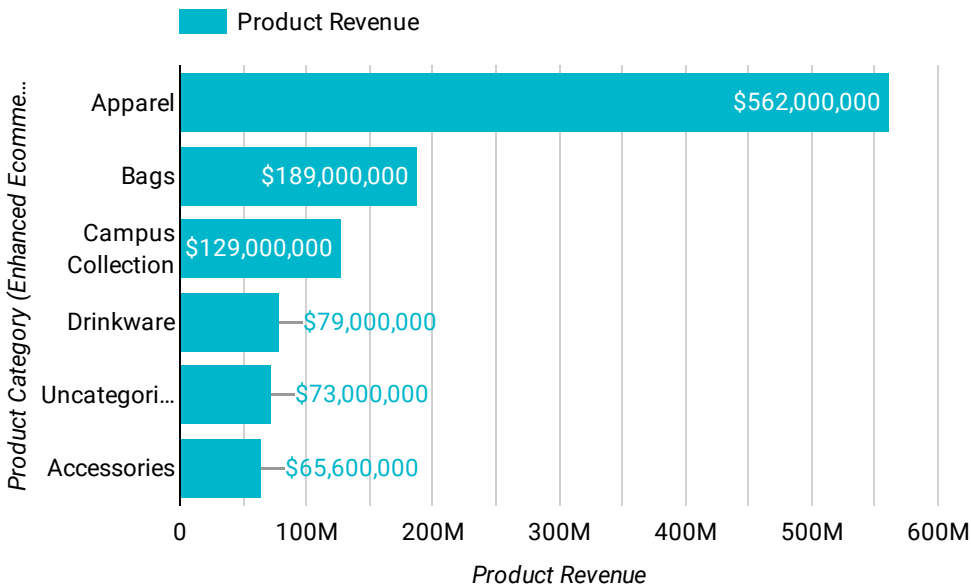
Transactions by Week



Cumulative Revenue by Week



Top Performing Category Last Week



Top Performing Product Last Week

|    | Product                            | Product Revenue | Δ           | Avg. Price   | % Δ  |
|----|------------------------------------|-----------------|-------------|--------------|------|
| 1. | Google Incognito Techpack V2       | \$88,000,000    | -           | \$88,000,000 | -    |
| 2. | Google Incognito Zip Pack          | \$76,000,000    | -           | \$76,000,000 | -    |
| 3. | Google Youth FC Tee Charcoal       | \$75,000,000    | \$50,000... | \$25,000,000 | 0.0% |
| 4. | Google Unisex Eco Tee Black        | \$66,000,000    | \$44,000... | \$22,000,000 | 0.0% |
| 5. | Google Men's Tech Fleece Grey      | \$62,300,000    | \$0         | \$62,300,000 | 0.0% |
| 6. | Google Sunnyvale Campus Zip Hoodie | \$58,000,000    | -           | \$58,000,000 | -    |

# Revenue by Traffic Source

May 25, 2020 - May 31, 2020

This report shows sales data from last week and how it has trended over time

Transactions

21

↓ -27.6%

Avg. Order Value

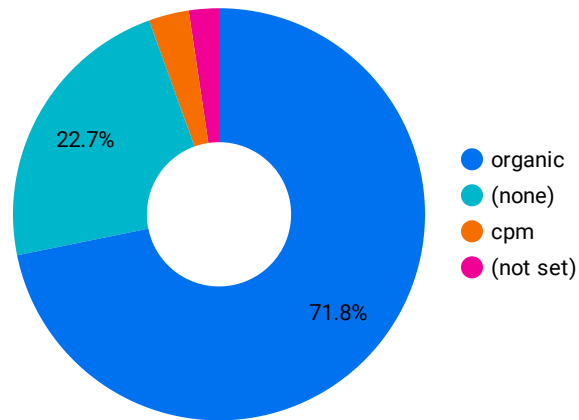
\$63M

↓ -3.8%

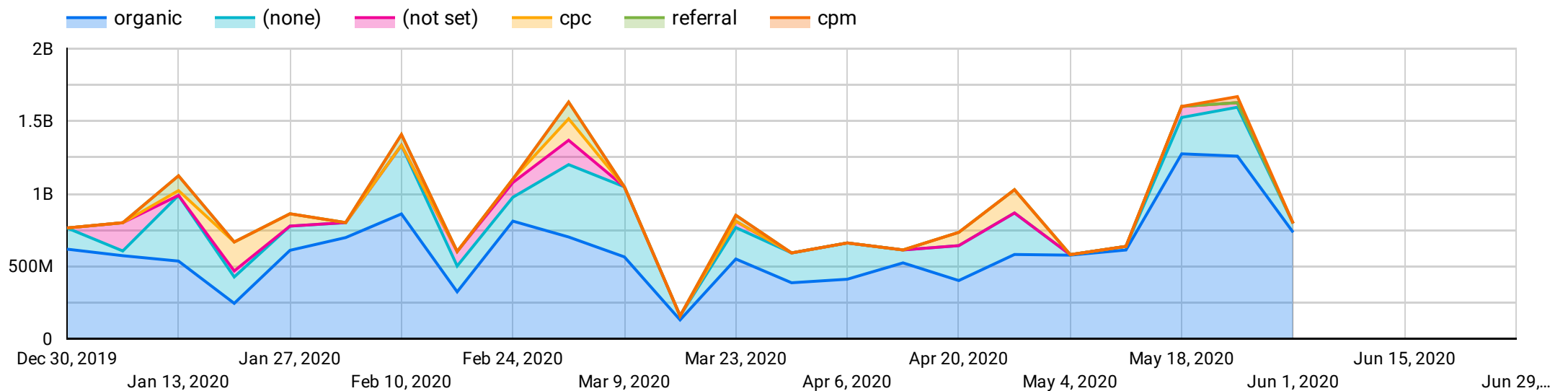
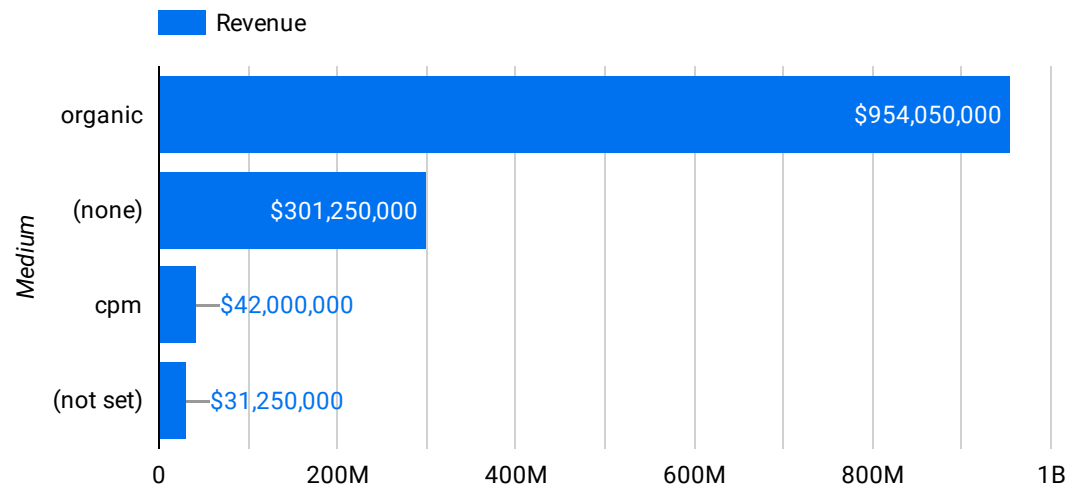
Revenue

\$1.3B

↓ -30.3%



Revenue by Traffic Source Last Week



# Sales by Country

This report shows sales data by country

May 25, 2020 - May 31, 2020

Transactions

21

↓ -27.6%

Avg. Order Value

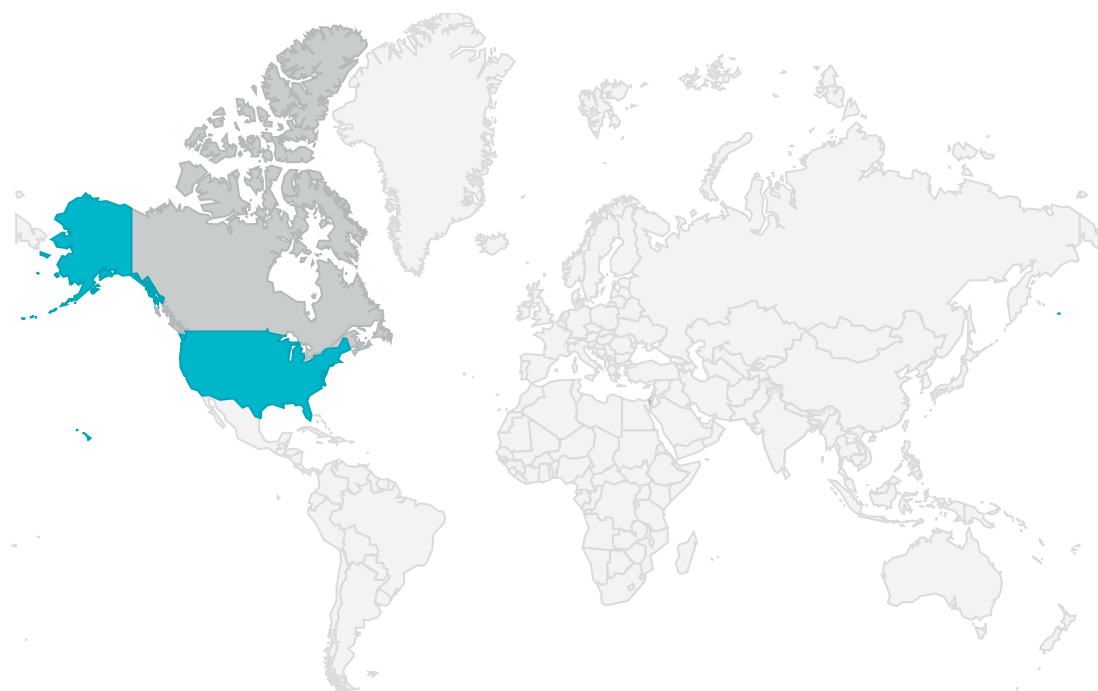
\$63M

↓ -3.8%

Revenue

\$1.3B

↓ -30.3%



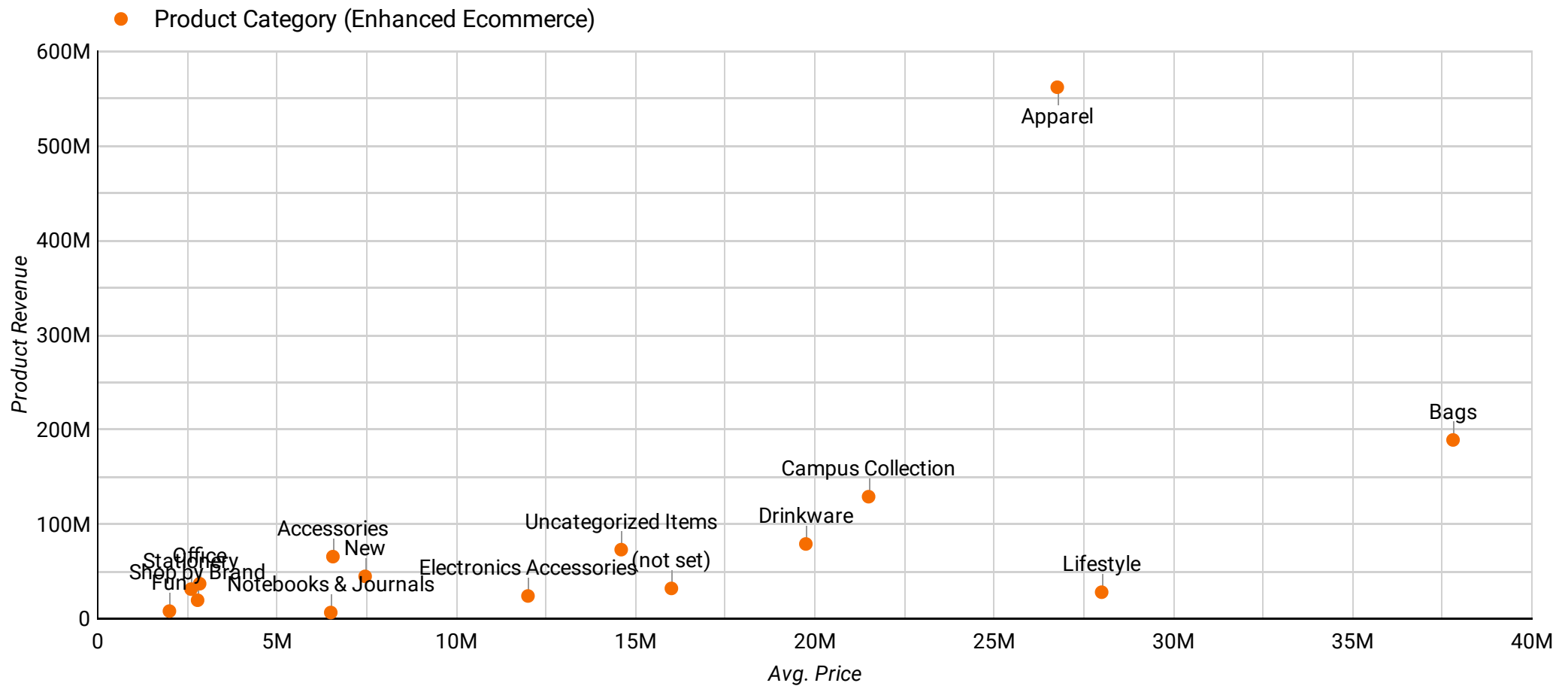
17,500,000 1,273,350,000

|    | Country       | Revenue         |
|----|---------------|-----------------|
| 1. | United States | \$1,273,350,000 |
| 2. | Canada        | \$37,700,000    |
| 3. | Israel        | \$17,500,000    |

# Which products have similar attributes?

This report explores attributes of different products

May 25, 2020 - May 31, 2020



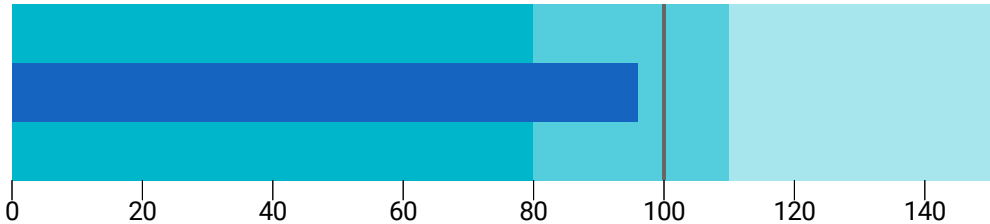
# Month Targets

This report shows how we performed against last month's target

Transactions

96

↑ 65.5%

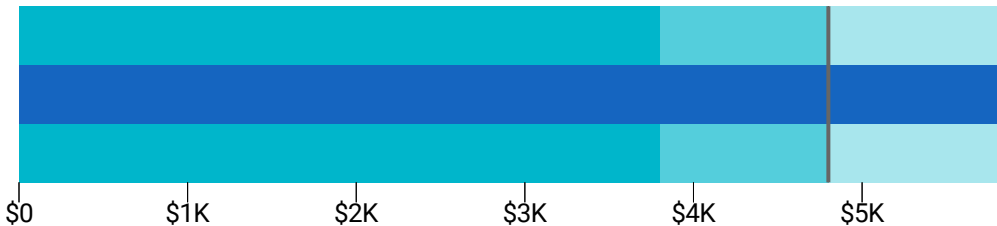


Month Target:  
100 Transactions

Revenue

\$4.9B

↑ 61.6%



Month Target:  
\$4800 Revenue

| Month of Year ▾ | Transactions | Revenue         | Users  | New Users |
|-----------------|--------------|-----------------|--------|-----------|
| May 2020        | 96           | \$4,905,890,000 | 50,922 | 47,863    |
| Apr 2020        | 58           | \$3,035,020,000 | 44,542 | 42,700    |
| Mar 2020        | 59           | \$3,886,440,000 | 42,299 | 39,171    |
| Feb 2020        | 70           | \$4,064,600,000 | 48,124 | 44,275    |
| Jan 2020        | 82           | \$4,063,750,000 | 49,364 | 45,350    |
| Dec 2019        | 155          | \$7,879,600,000 | 55,077 | 50,070    |
| Nov 2019        | 100          | \$4,391,750,000 | 61,506 | 57,069    |
| Oct 2019        | 83           | \$7,445,200,000 | 54,606 | 51,117    |