

Total Revenue

1.94M

Net Revenue

1.85M

Total Orders

32K

Total Sessions

473K

Conversion Rate

6.83%

AOV

59.99

Profit

1.22M

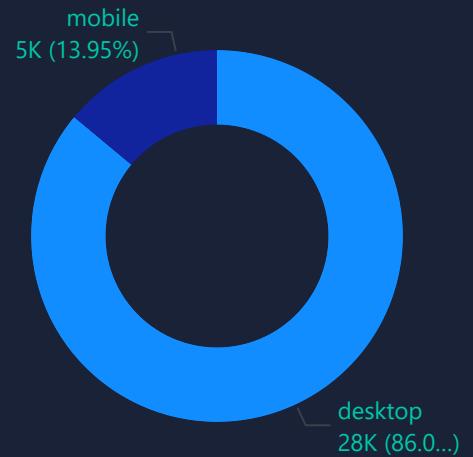
# Business Performance Overview

## Revenue Trend



## Device Split

● desktop ● mobile



## Top Performing Product

The Original Mr. Fuzzy

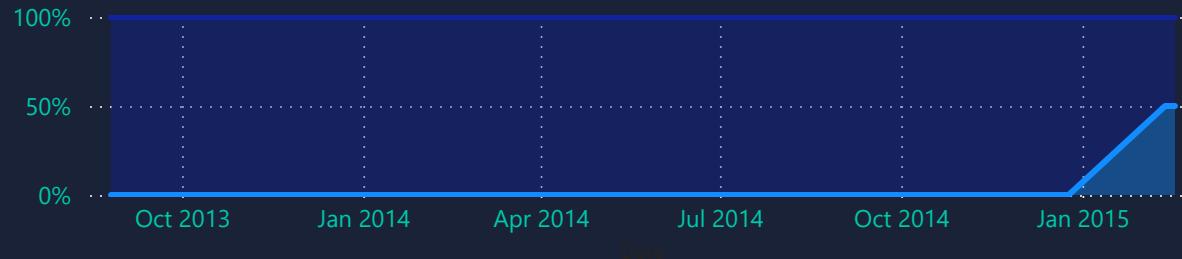
## Total Refund Amount

85.34K

## Revenue by Product

## Sessions vs Orders

● Total Orders ● Total Sessions



Total Revenue

1.0M  
0.5M  
0.0M

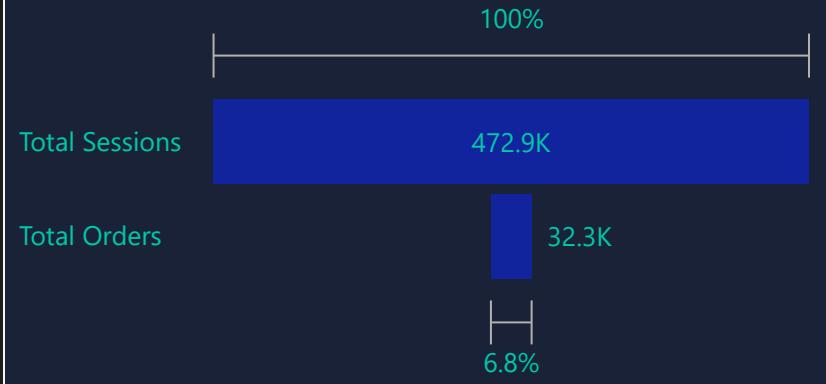
The Original Mr.  
Fuzzy  
The Forever Love  
Bear  
The Birthday Sugar  
Panda  
The Hudson River  
Mini bear

product\_name

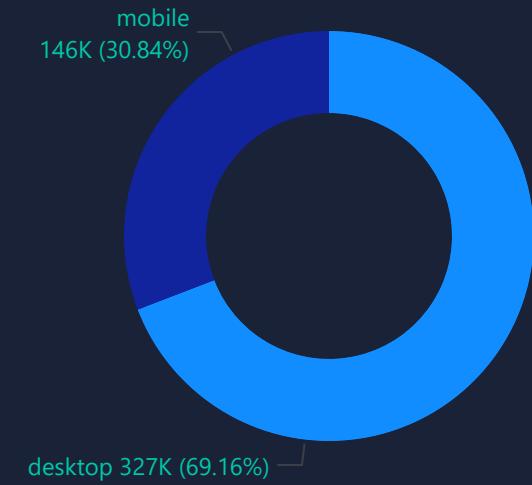
### Conversion Rate by Channel



## *Marketing & Customer Acquisition Insights*

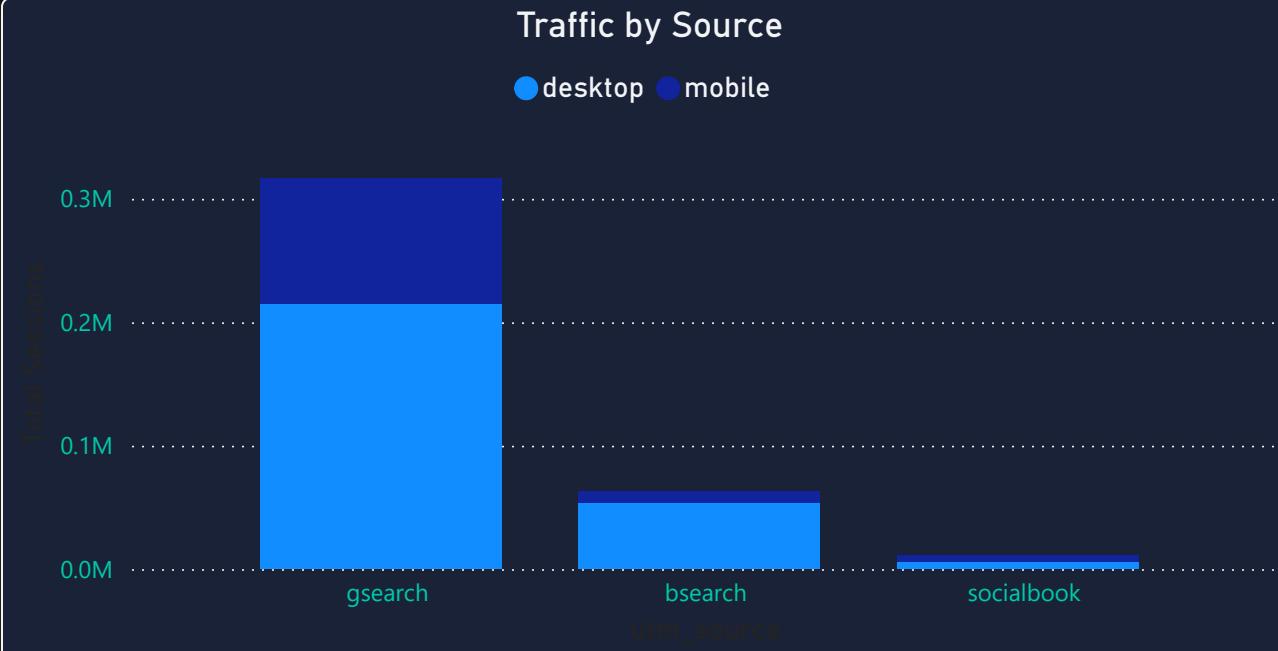


### Device Split

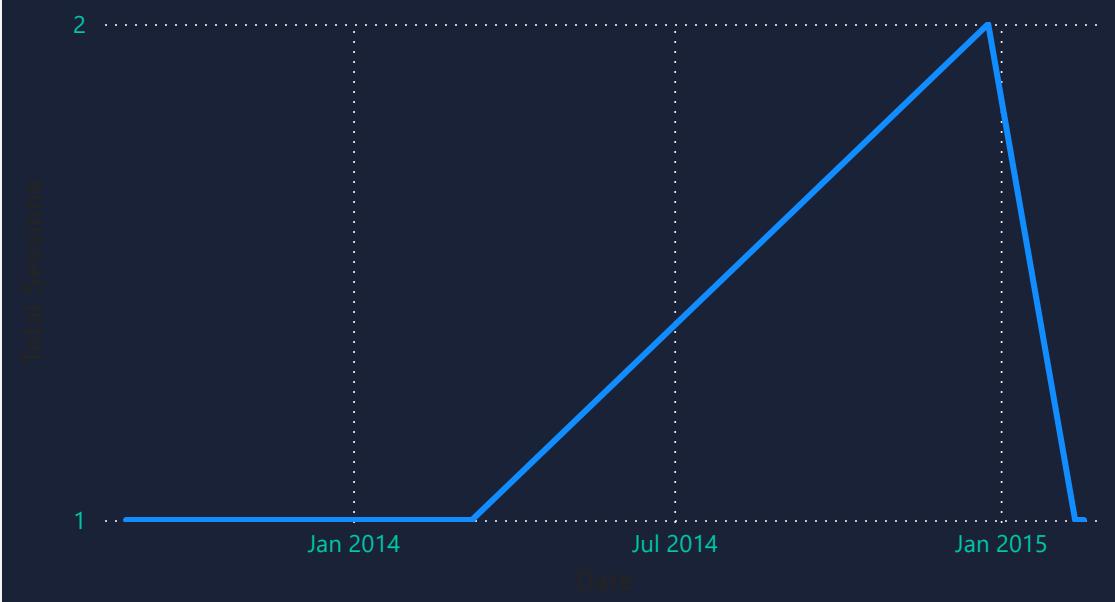


### Traffic by Source

● desktop ● mobile

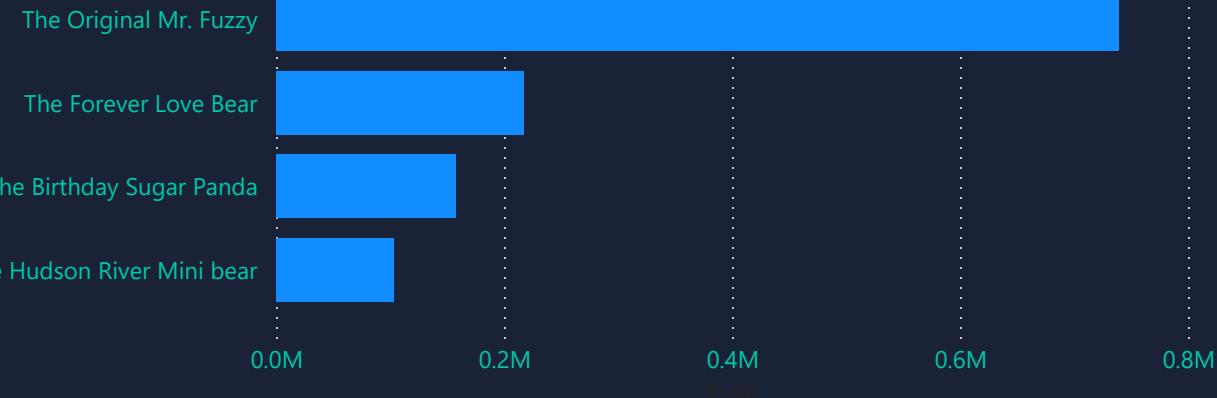


### Sessions Trend Over Time



# Product Performance & Profitability Analysis

## Profit by Product



## Detailed Table

product_name	Total Revenue	Profit	Refund Rate	Average Order Value
The Birthday Sugar Panda	2,29,260.15	1,57,027.50	6.04%	7.09
The Forever Love Bear	3,47,702.04	2,17,350.00	2.23%	10.76
The Hudson River Mini bear	1,50,489.82	1,02,869.00	1.28%	4.66
The Original Mr. Fuzzy	12,11,057.74	7,38,893.00	5.11%	37.48
Total	19,38,509.7	12,16,139.50	4.40%	59.99

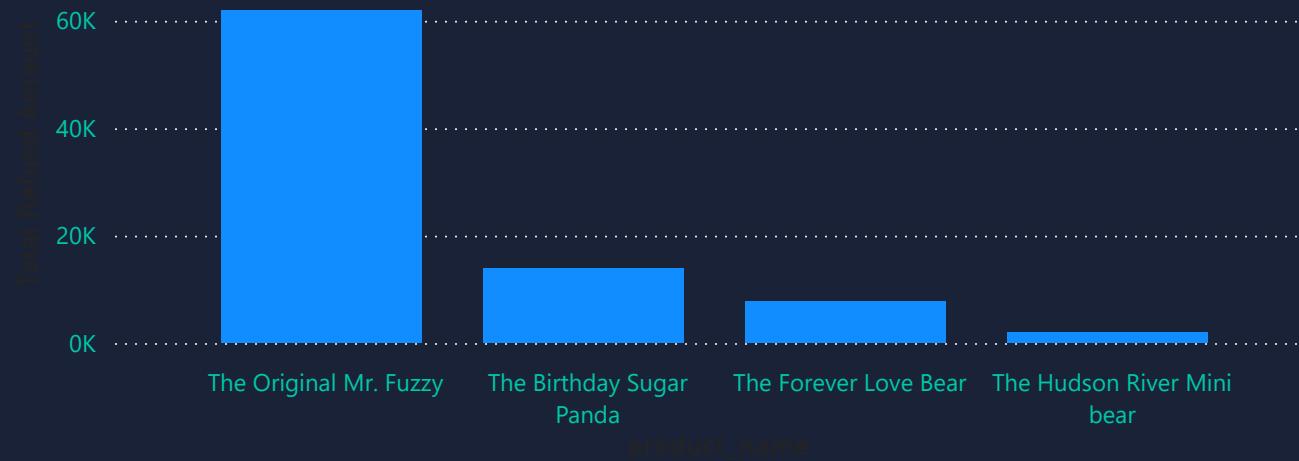
## Overall Refund Rate

4.40%

## Best Selling Product

**The Original  
Mr. Fuzzy**

## Total Refund Amount by product\_name



## Total Revenue by product\_name

