

💰 Total Revenue
1.94M

Business Performance Overview

💎 Net Revenue
1.85M

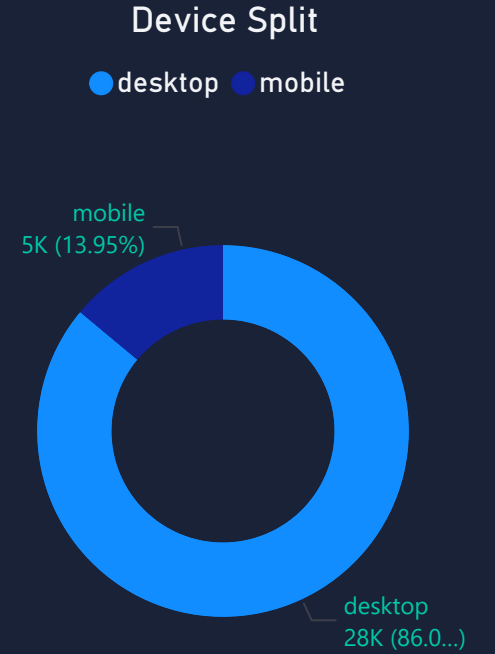
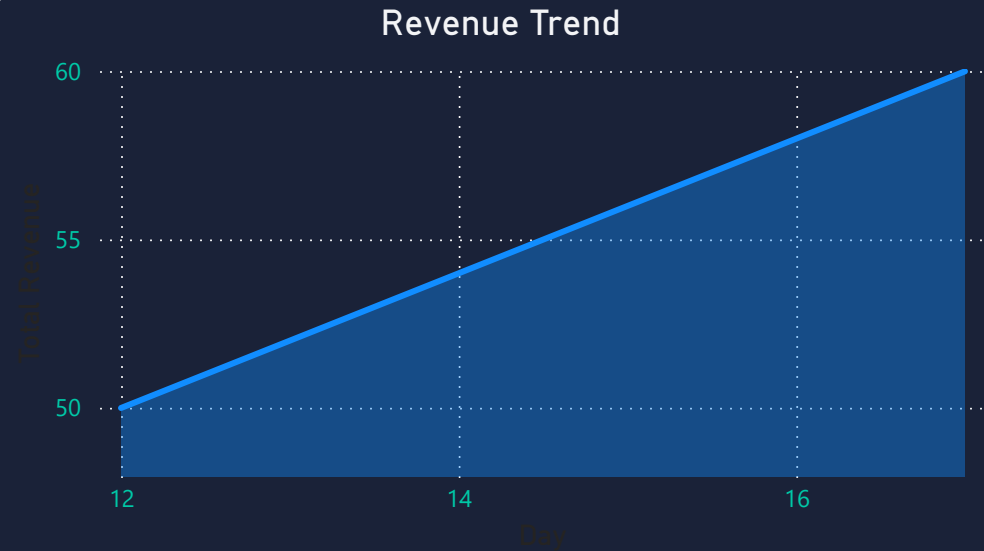
🛒 Total Orders
32K

👥 Total Sessions
473K

📈 Conversion Rate
6.83%

💵 AOV
59.99

💎 Profit
1.22M



Top Performing Product

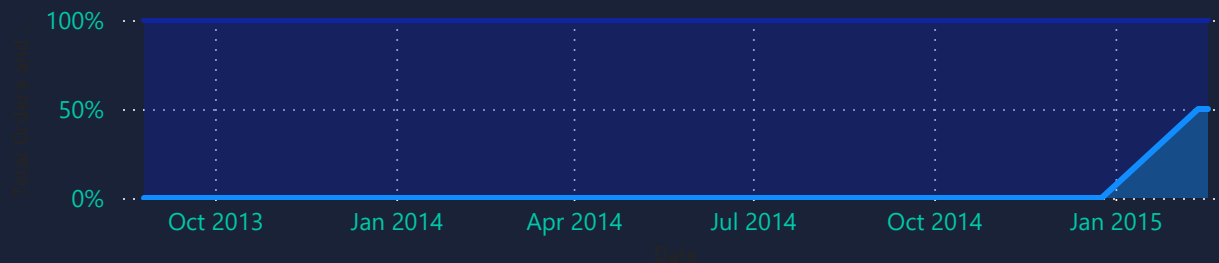
The Original Mr. Fuzzy

Total Refund Amount

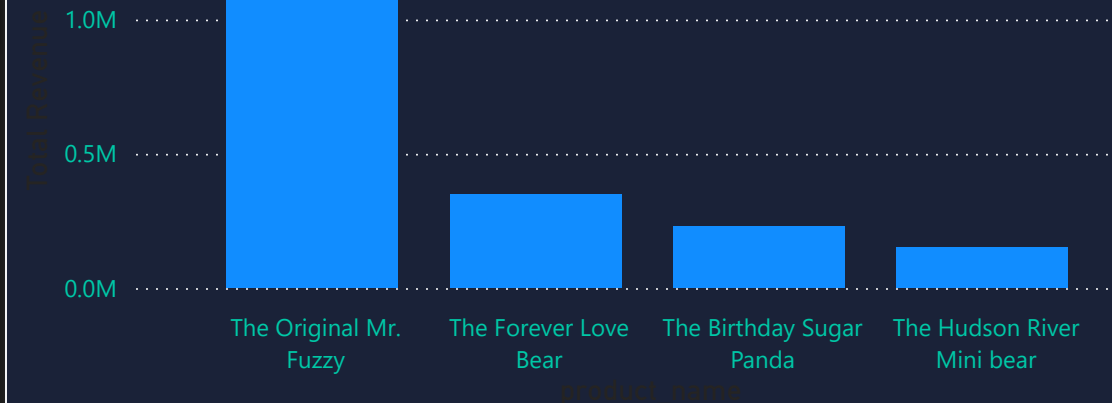
85.34K

Sessions vs Orders

● Total Orders ● Total Sessions

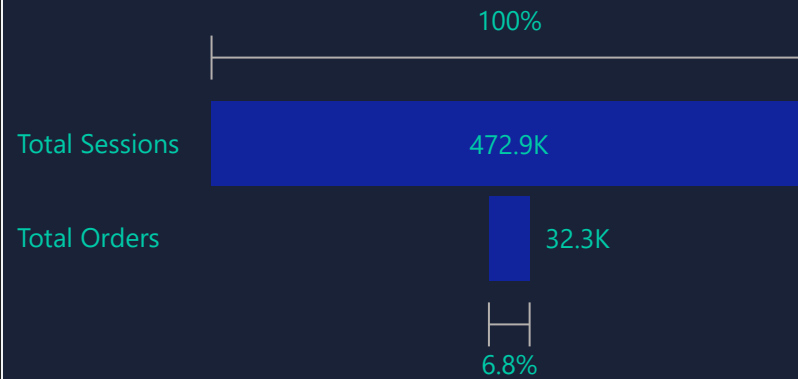


Revenue by Product

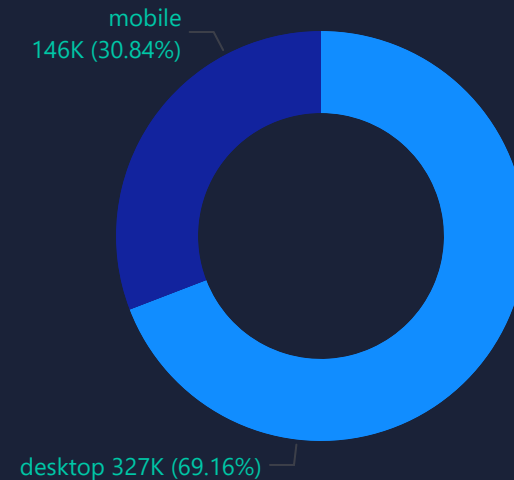


Marketing & Customer Acquisition Insights

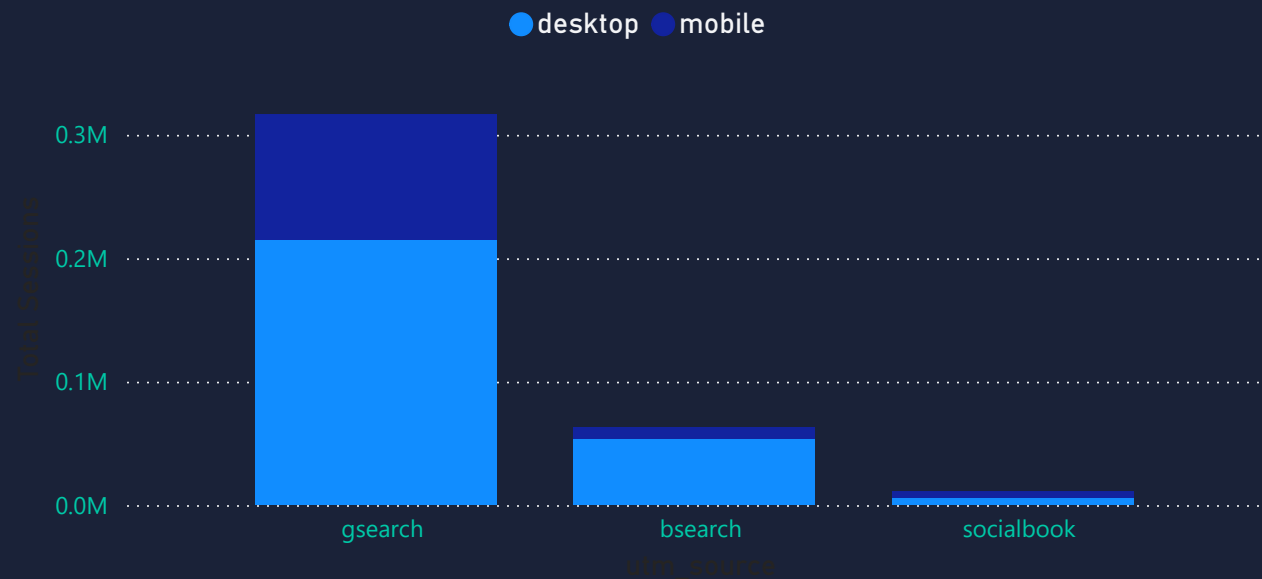
Conversion Rate by Channel



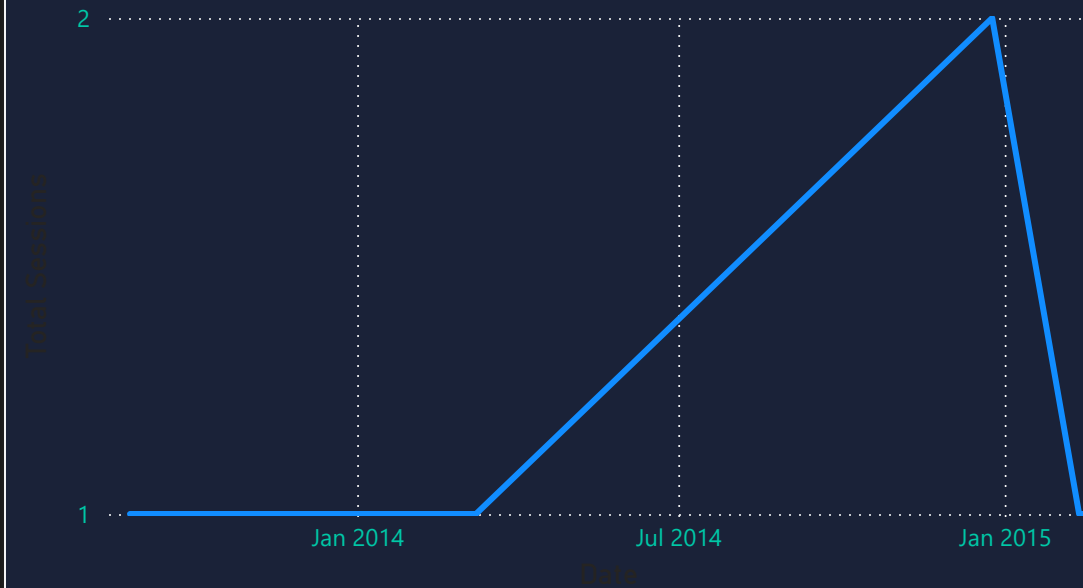
Device Split



Traffic by Source

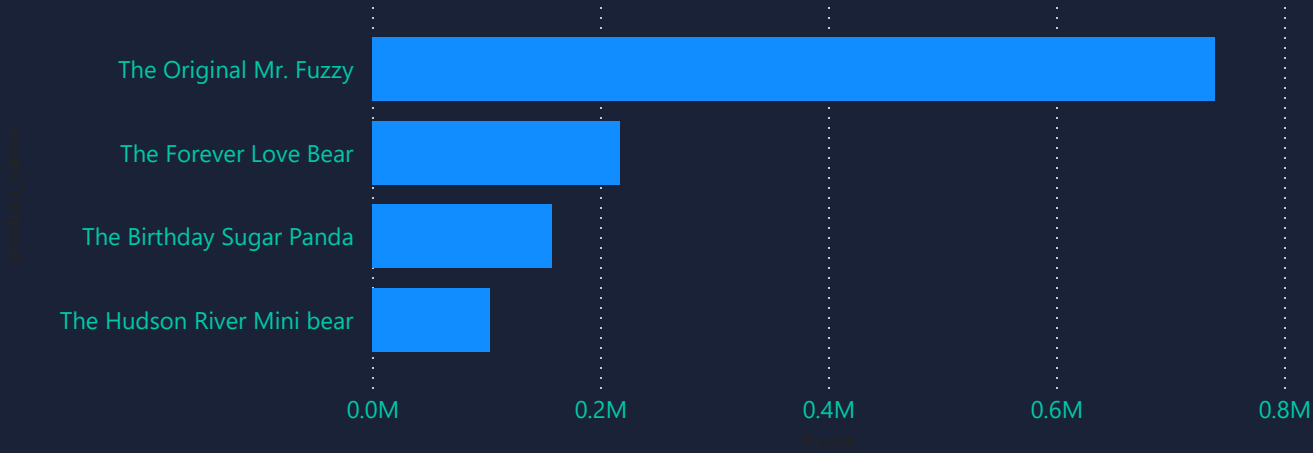


Sessions Trend Over Time

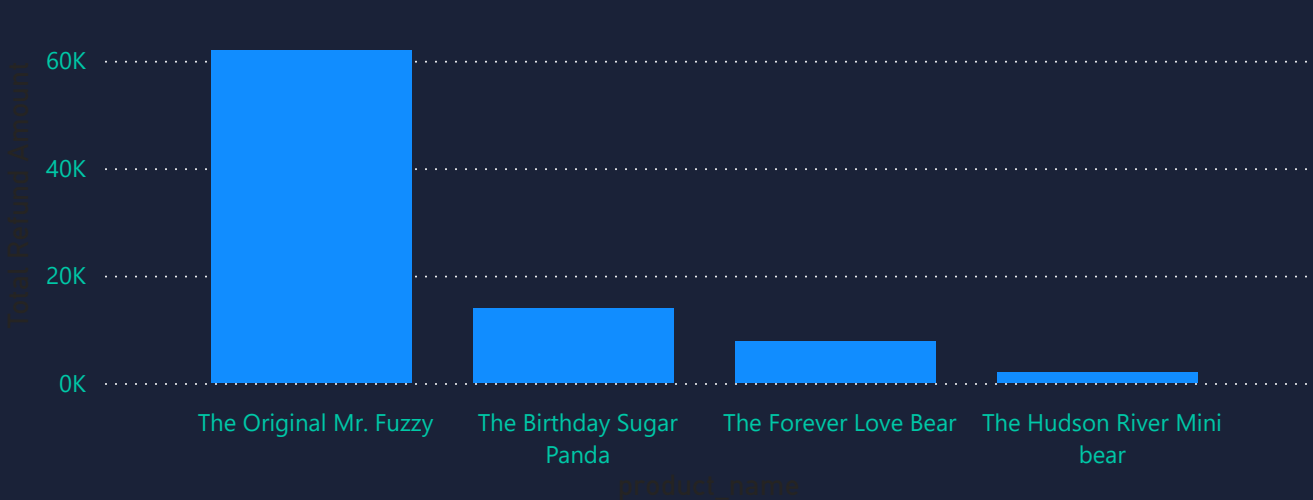


Product Performance & Profitability Analysis

Profit by Product



Total Refund Amount by product_name



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	19,38,509.75	12,16,139.50	4.40%	39.99

Overall Refund Rate

4.40%

Best Selling Product

The Original
Mr. Fuzzy

Total Revenue by product_name

