

Dashboard for CEO

2012

2013

2014

2015

desktop

mobile

Total Customers

30.57K

Total Orders

31.15K

Total Revenue

1.85M

Refund analysis

Product sales

Total Products

4

Total Refund Orders

1723

Total Refund Amount

85.34K

Traffic analysis

Total Web Sessions

472.87K

Total Orders before
refund

32.31K

Total Price

1.94M

Channel analysis

Seasonality



back

Dashboard for CEO

2012

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2014

2015

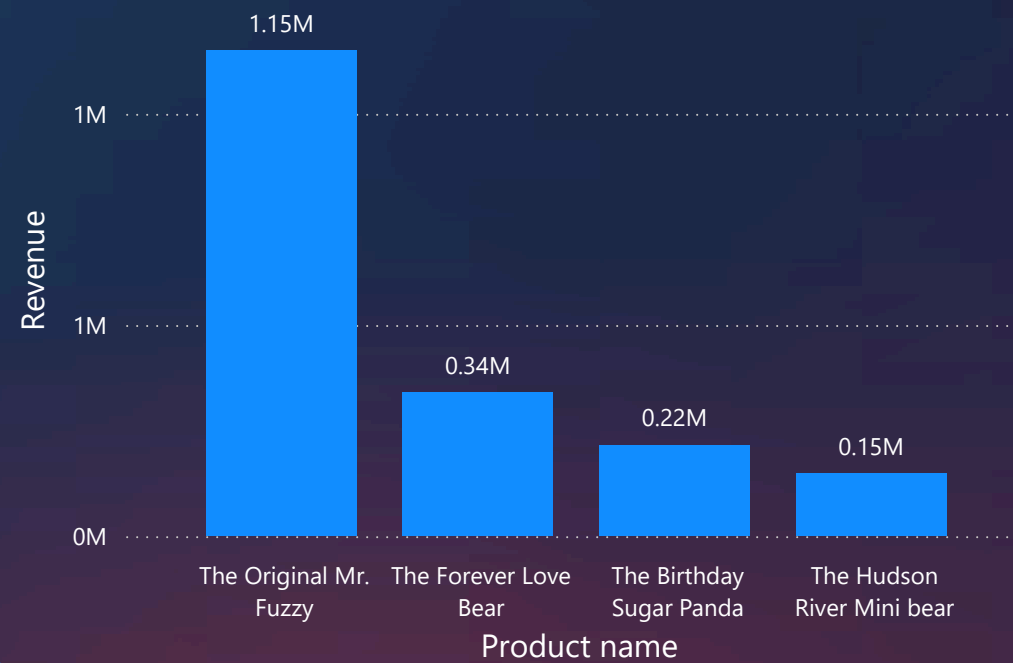
desktop

mobile

Count of orders



Revenue by Product name





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mobile

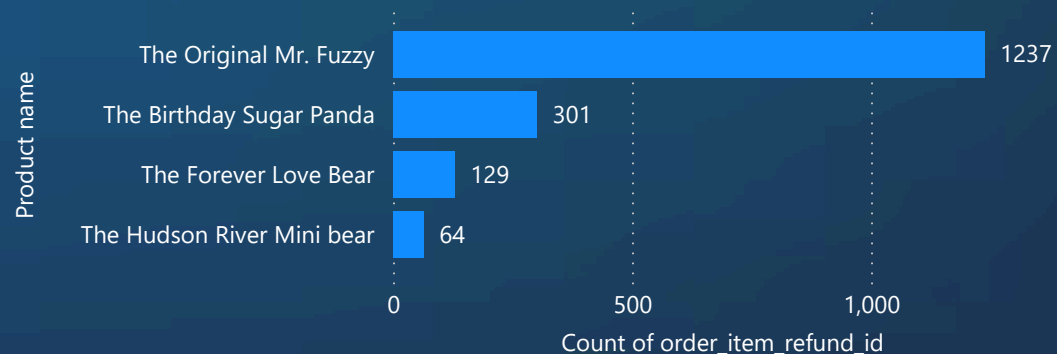
2012

2013

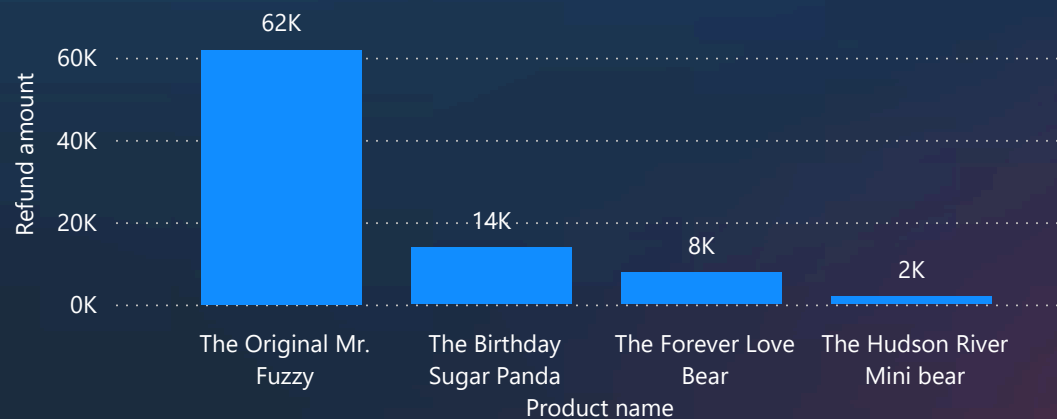
2014

2015

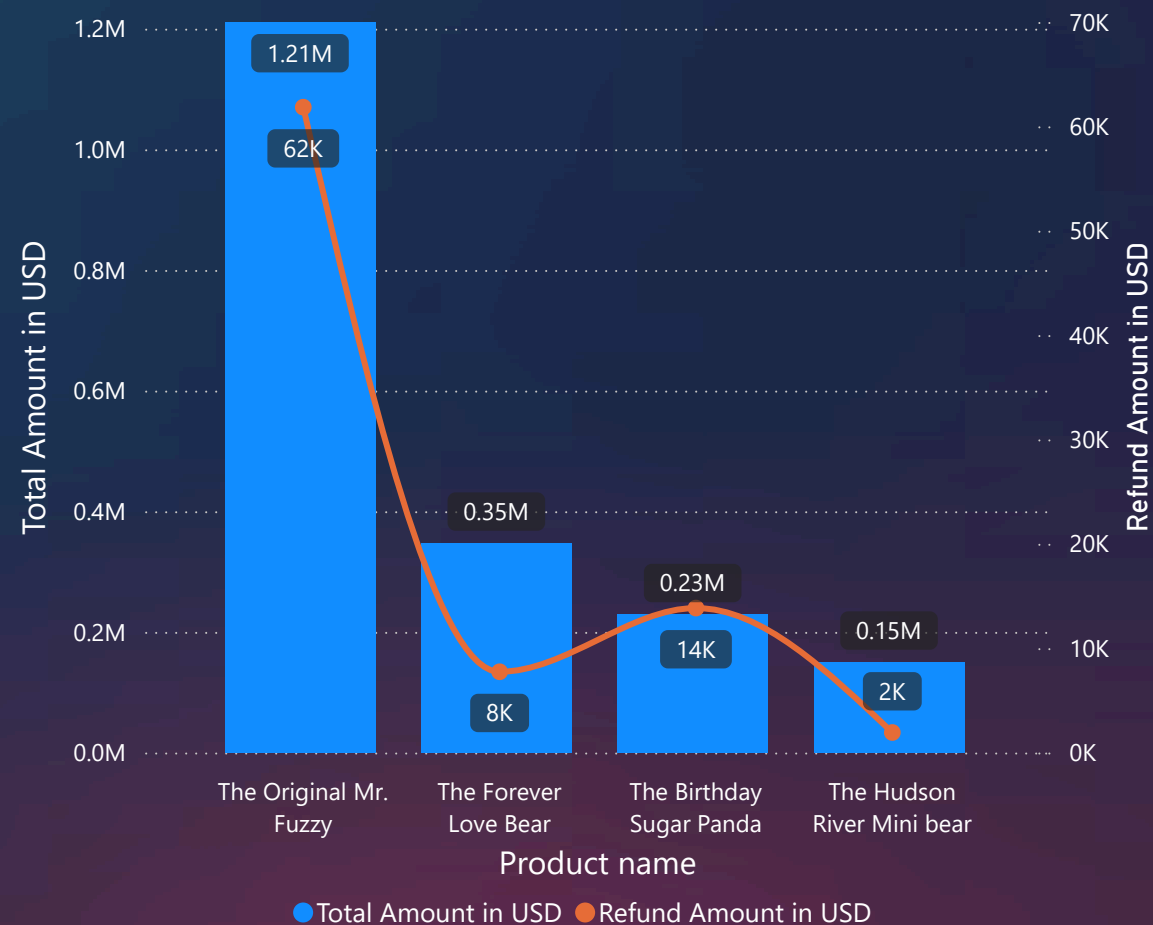
Count of refund orders



Refund amount by Product name



Revenue and Refund Amount by Product name





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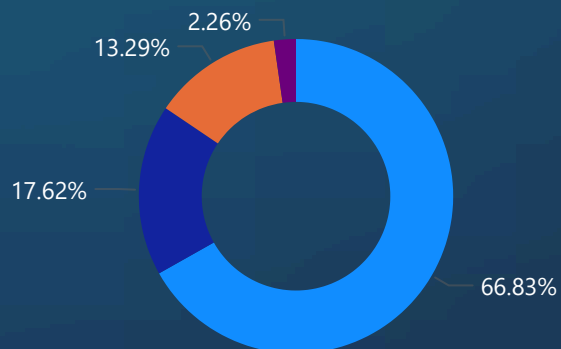
2014

2015

Web sessions by UTM source

utm_source

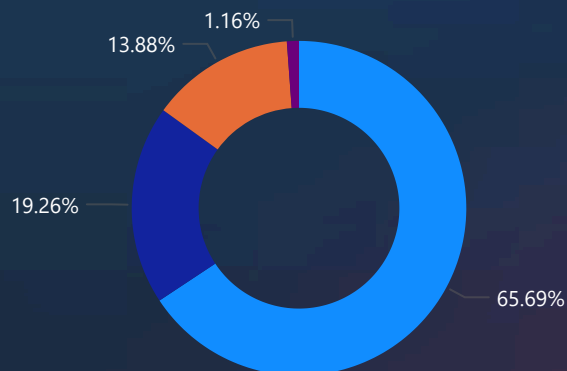
- gsearch
- NULL
- bsearch
- socialbook



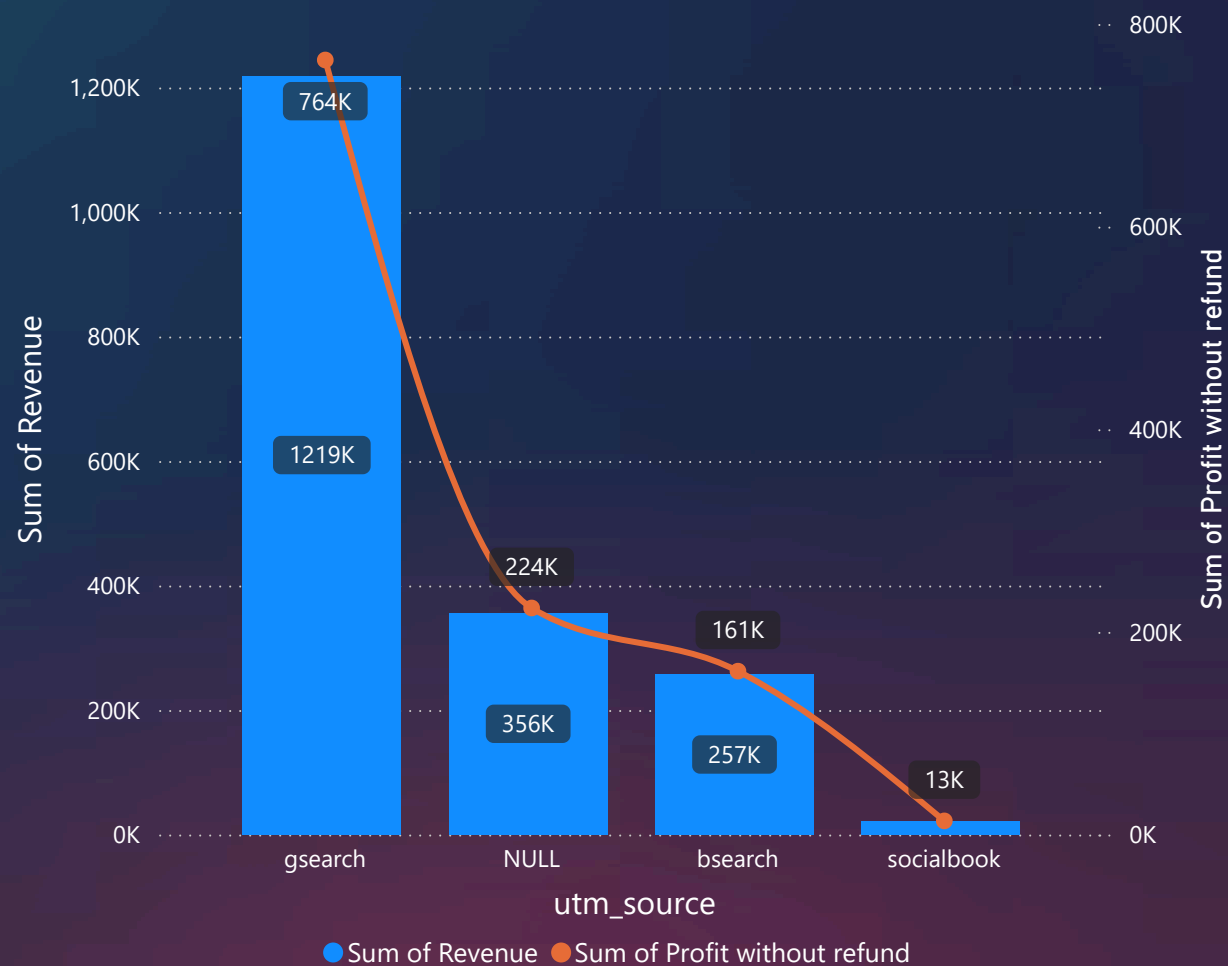
Orders by UTM source

utm_source

- gsearch
- NULL
- bsearch
- socialbook



Revenue and Profit generated





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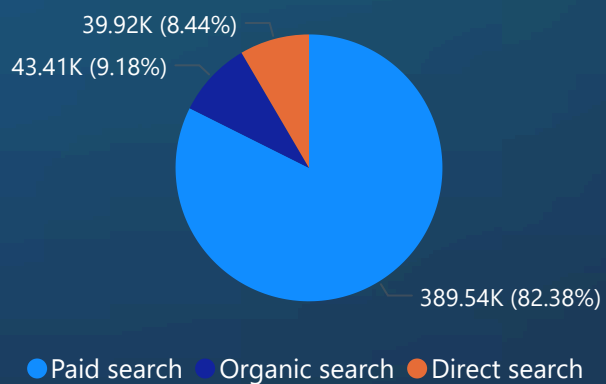
2012

2013

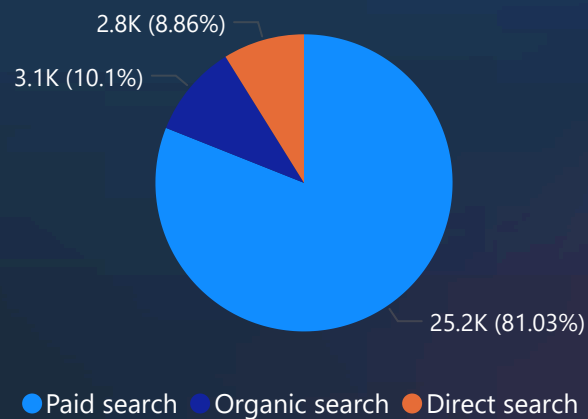
2014

2015

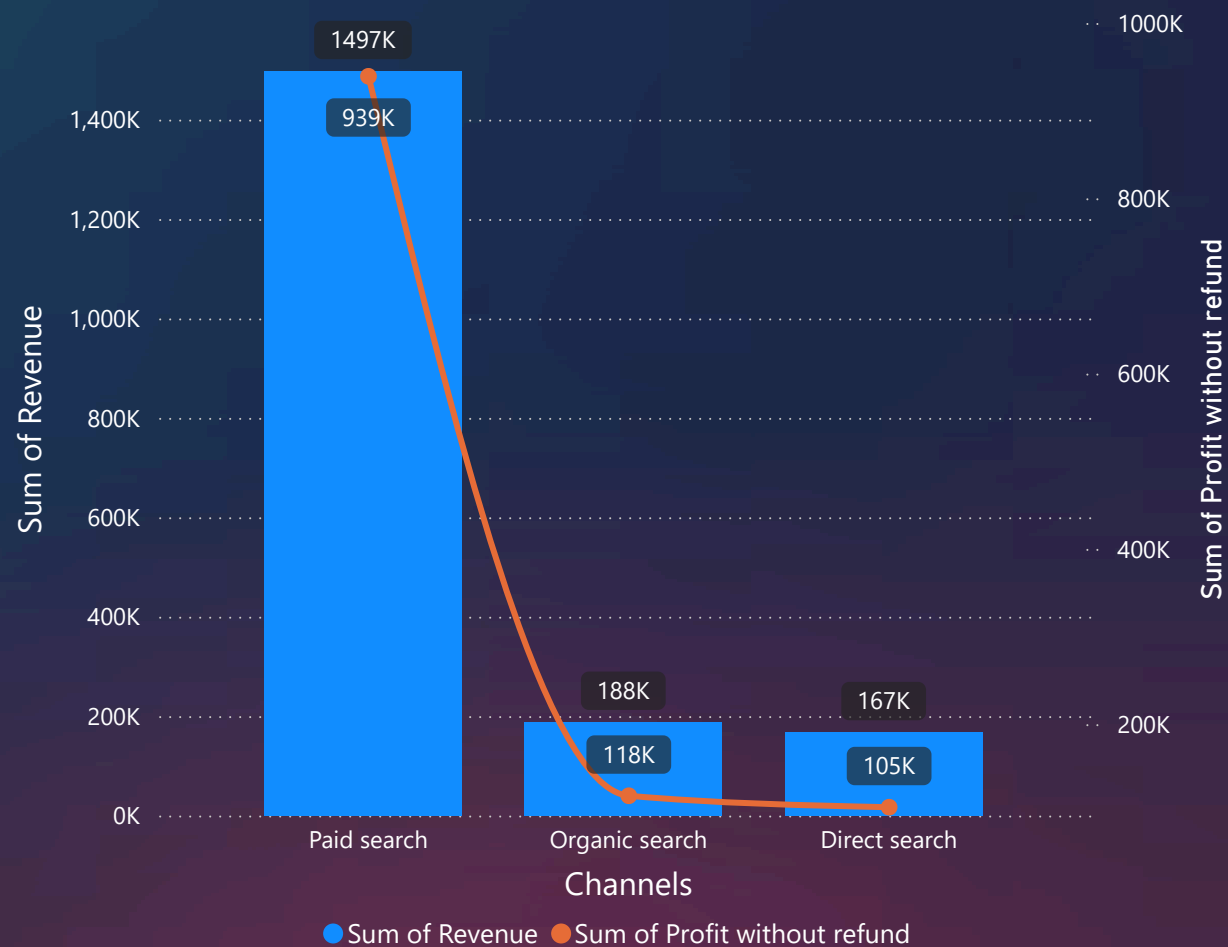
website session by Channels



Orders by Channels



Revenue and Profit by Channel





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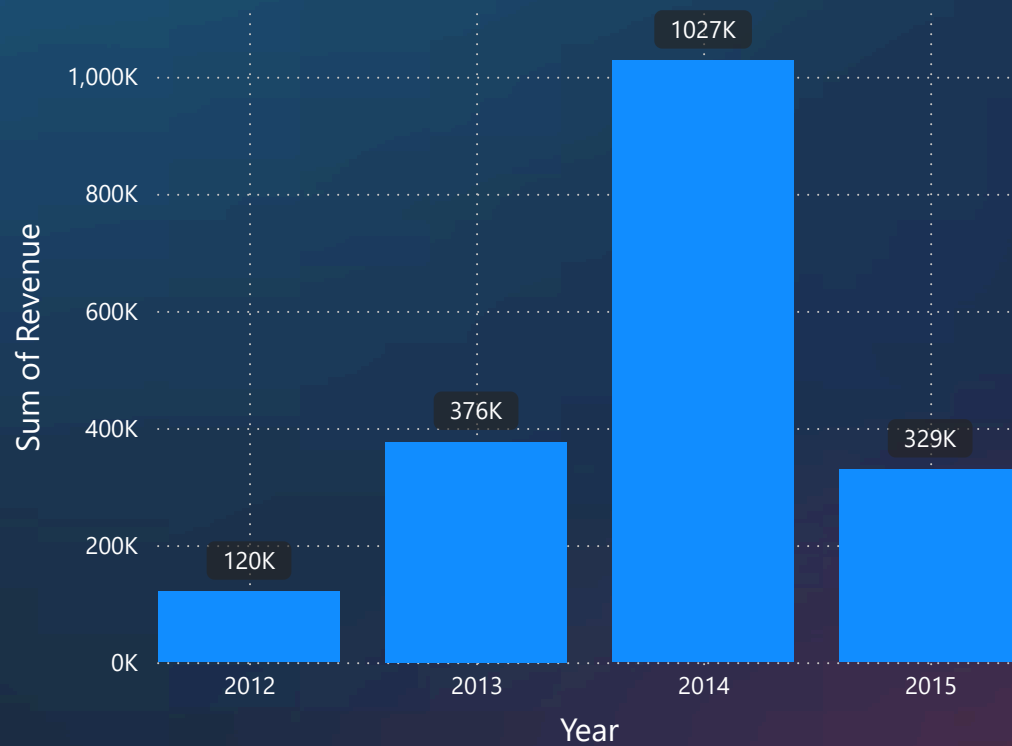
2012

2013

2014

2015

Revenue



Profit



X Axis

Year

Quarter

Month

utm_source

Channels

utm_cam...

product_name	1	2	3	4	Total
The Original Mr. Fuzzy	24226				24226
The Hudson River Mini bear				5018	5018
The Forever Love Bear		5796			5796
The Birthday Sugar Panda			4985		4985
Total	24226	5796	4985	5018	40025

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



Something's wrong with one or more fields. [See details](#)

Fix this