



473K

Total Website Sessions

6.59 %

Conversion Rate

394K

Total_Users

32K

Total Orders

utm_source

- ☐ bsearch
- ☐ gsearch
- ☐ NULL
- ☐ socialbook

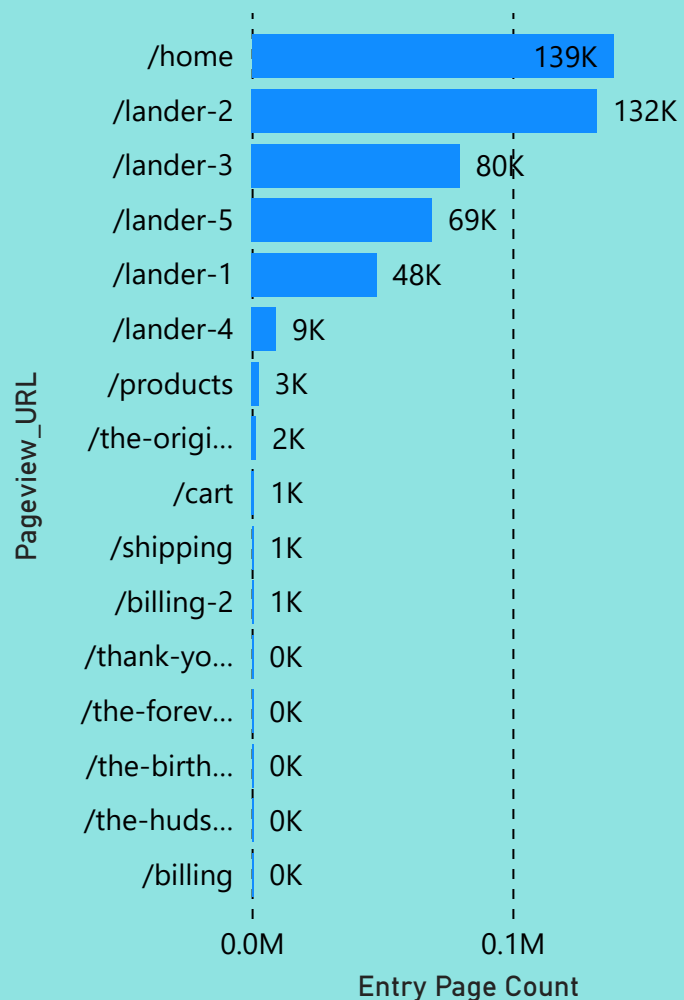
utm_campaign

- ☐ brand
- ☐ desktop_targeted
- ☐ nonbrand
- ☐ NULL
- ☐ pilot

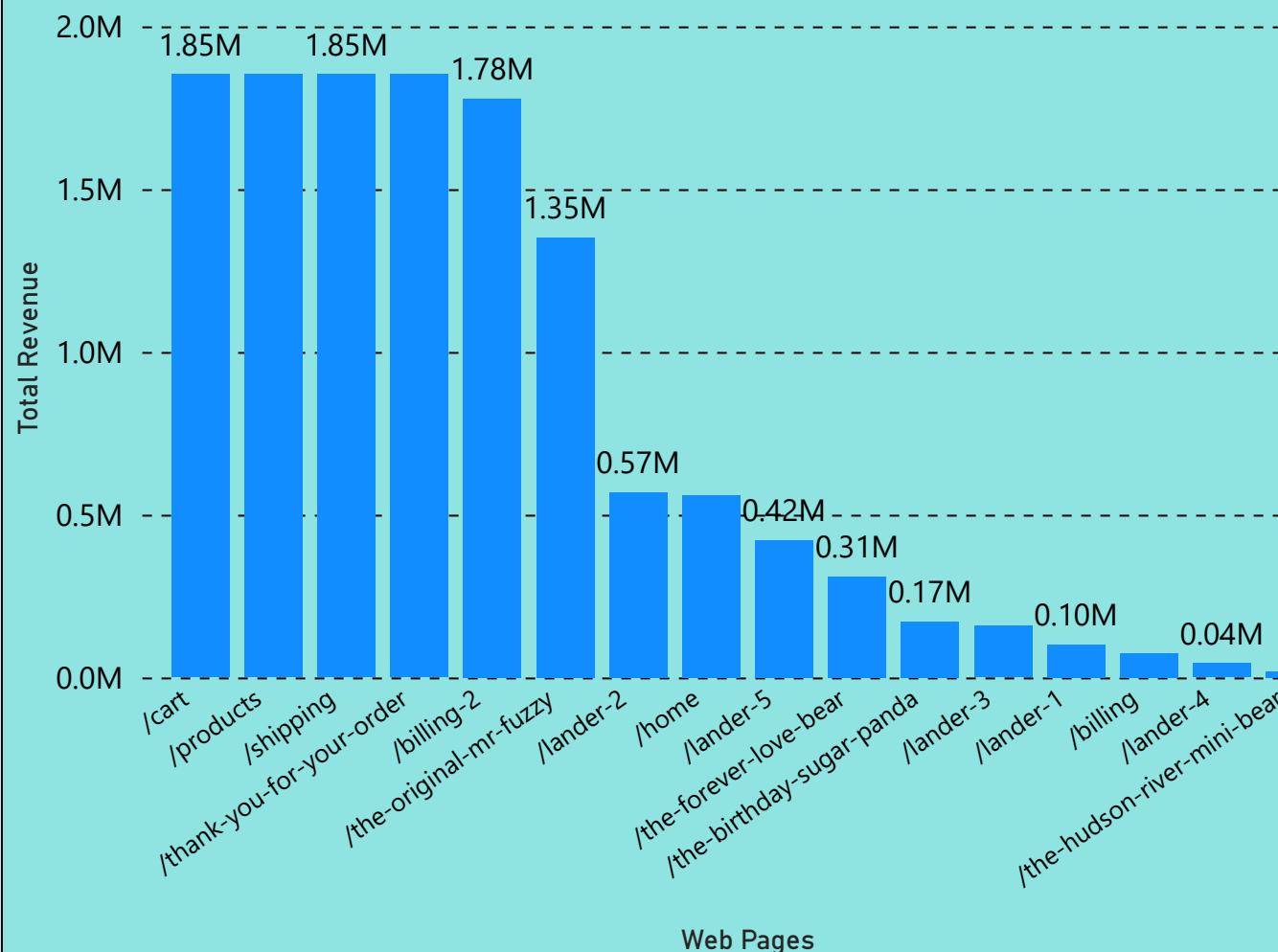
device_type

- ☐ desktop
- ☐ mobile

Entry Page Count by Pageview_URL



Revenue vs Pages



473K

Total Website Sessions

28.25

Avg_Profit

1.13M

Profit

1.85M

Total Revenue

6.59 %

Conversion Rate

394K

Total_Users

Year

☐ 2012

☐ 2013

☐ 2014

☐ 2015

utm_source

☐ bsearch

☐ gsearch

☐ NULL

☐ socialbook

utm_content

☐ b_ad_1

☐ b_ad_2

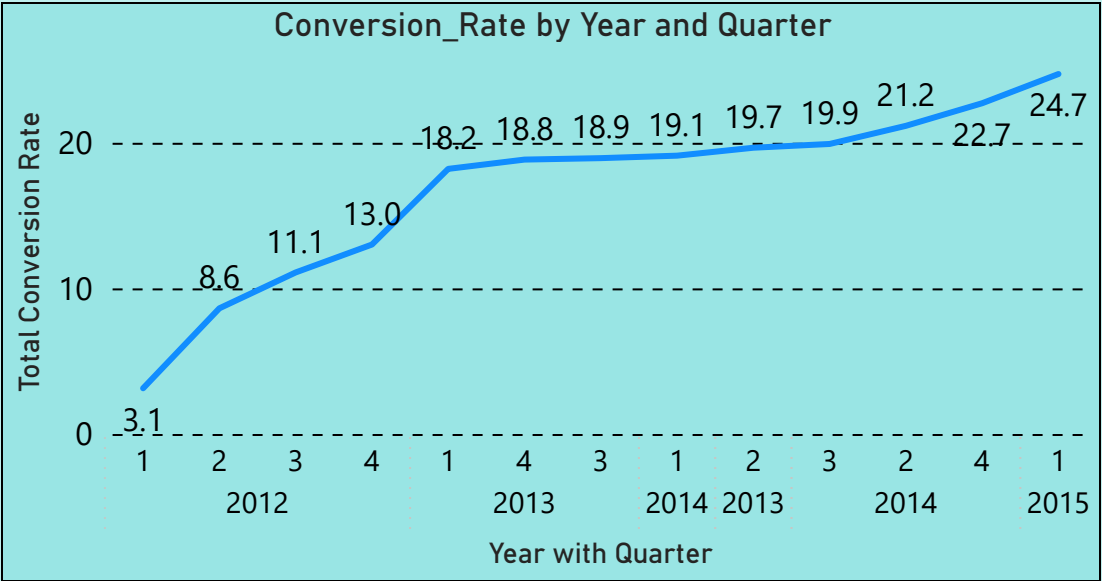
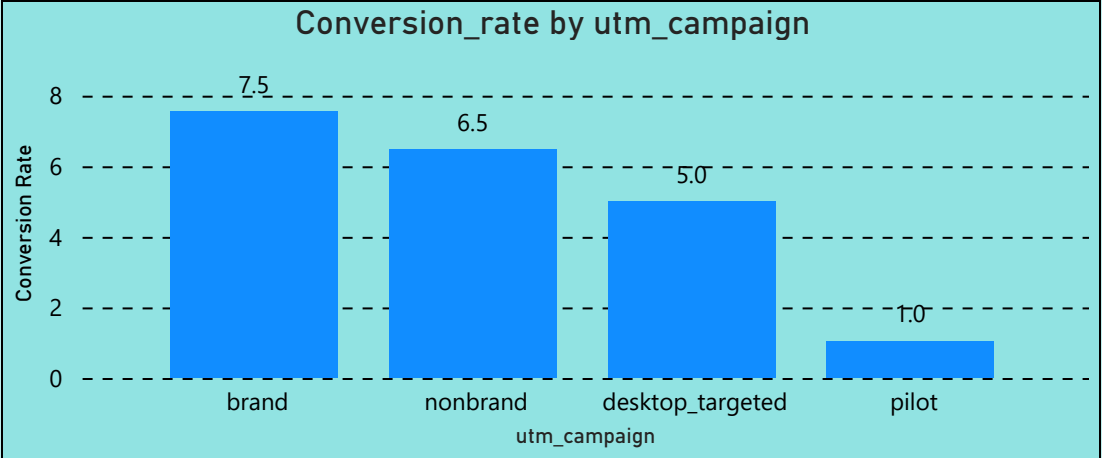
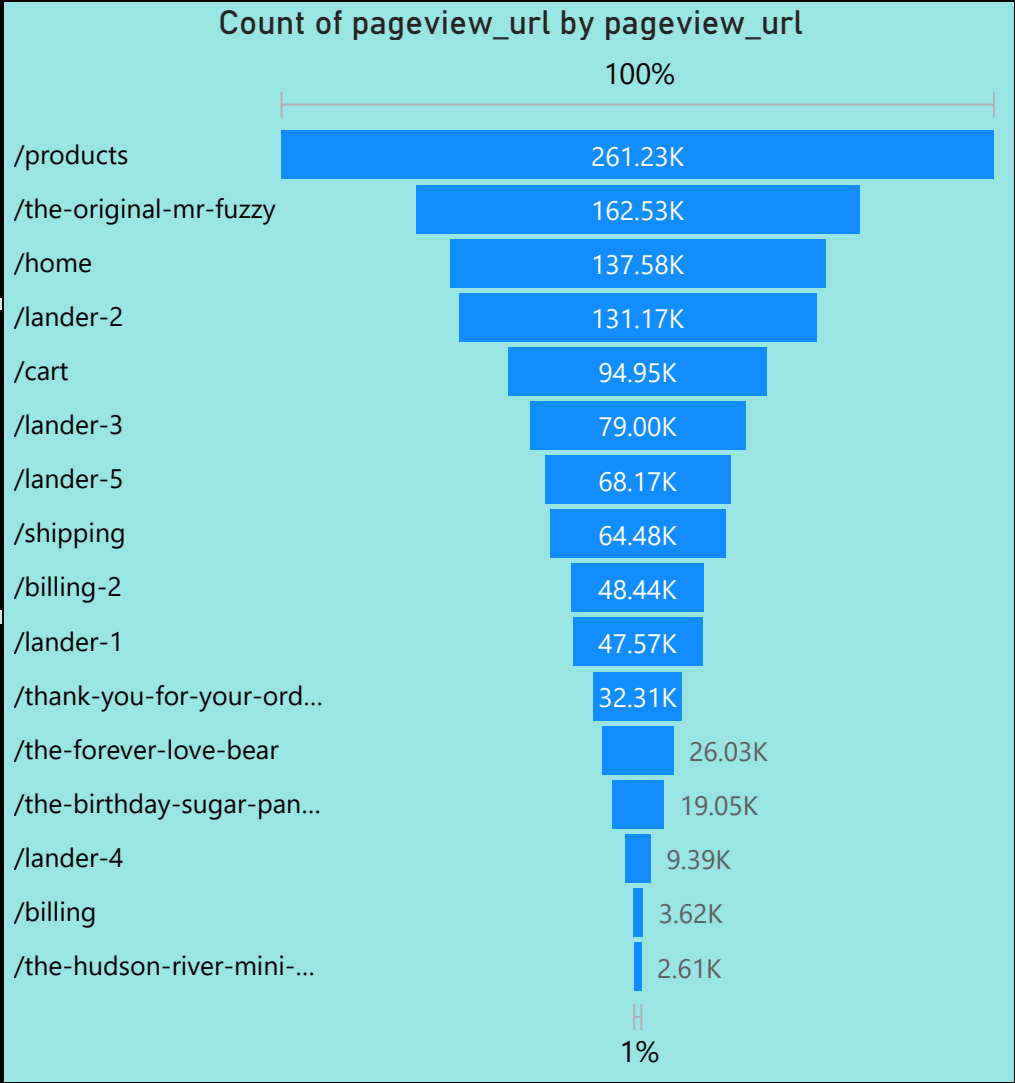
☐ g_ad_1

☐ g_ad_2

☐ NULL

☐ social_ad_1

☐ social_ad_2



356.51K

Revenue by Repeat User

1.50M

Revenue by New User

472.87K

Total Users

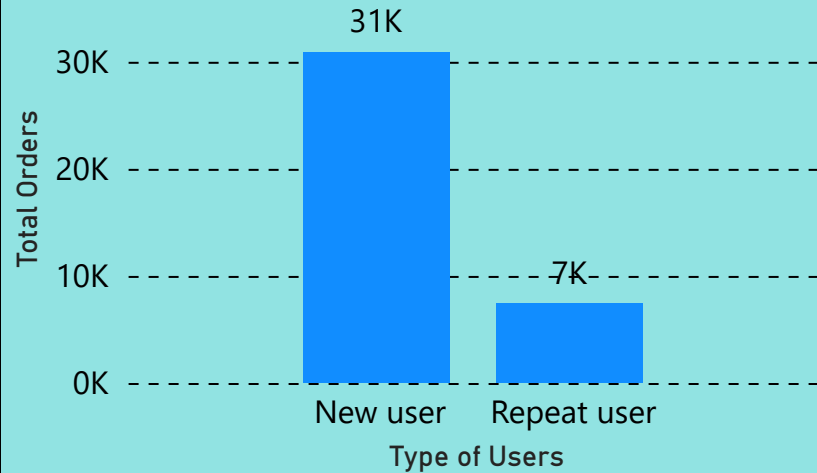
78.55K

Total Repeat Users

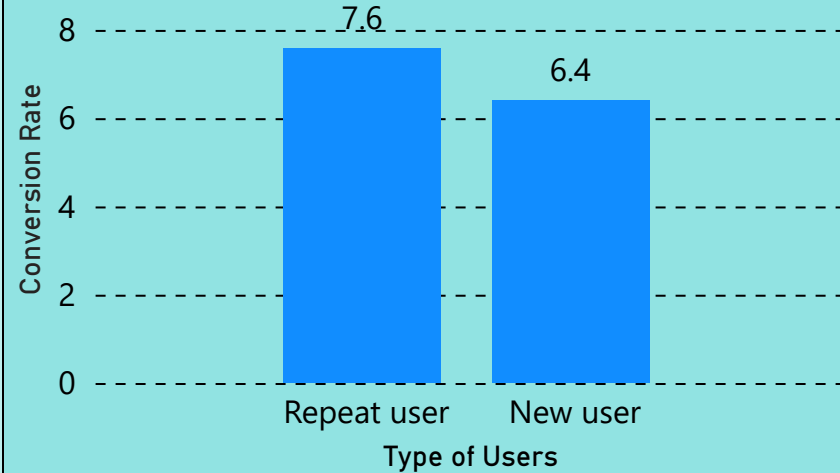
394.32K

Total New Users

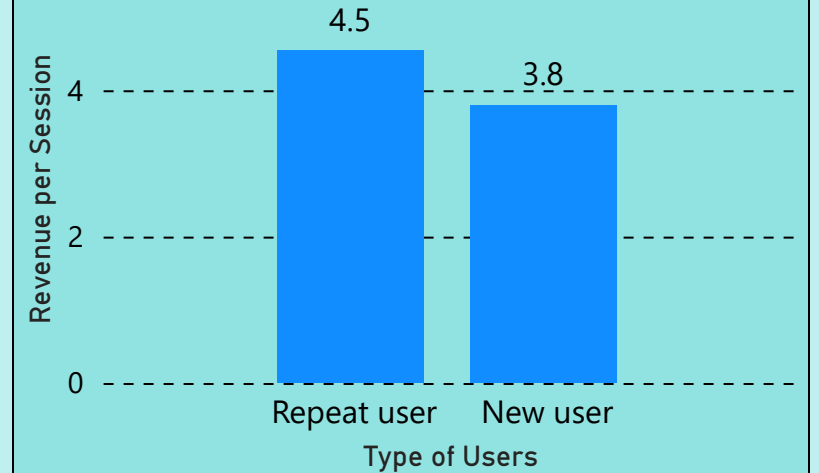
Total Orders by Type of Users



Conversion Rate by Type of Users



Revenue per Session by Type of Users



Product_Name

- ☐ The Birthday Sugar Panda
- ☐ The Forever Love Bear
- ☐ The Hudson River Mini b...
- ☐ The Original Mr. Fuzzy

Device_Type

- ☐ desktop
- ☐ mobile

One Time Visitors and Repeat Visitors by Month

