

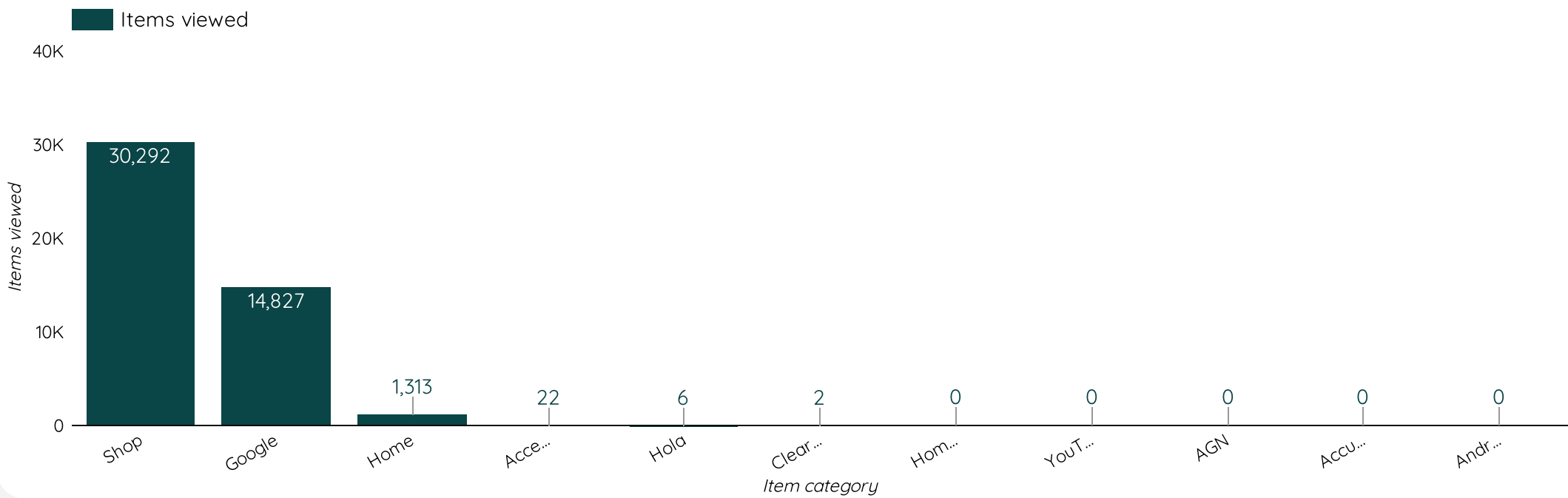
Item Category Performance Overview

Item Category 1-2-3 Overview with KPI Metrics

	Item category	Item category 2	Item category 3	Items viewed in list	% Δ	Items clicked in list	% Δ	Items viewed ▾	% Δ	Items added to cart	% Δ	Items checked out	% Δ	Items purchased	% Δ	Item revenue	% Δ
1.	Shop	(not set)	(not set)	0	-	0	-	30,292	5.2% ↑	16	100.0% ↑	0	-	0	-	\$0	-
2.	Google	(not set)	(not set)	181180	20.8% ↑	0	-	14,827	-6.8% ↓	0	-	0	-	0	-	\$0	-
3.	Home	(not set)	(not set)	0	-	0	-	1,313	74.6% ↑	510	18.9% ↑	0	-	0	-	\$0	-
4.	Accessories	(not set)	(not set)	85,804	20.3% ↑	0	-	22	-21.4% ↓	0	-	0	-	0	-	\$0	-
5.	Hola	(not set)	(not set)	0	-	0	-	6	-83.3% ↓	0	-	0	-	0	-	\$0	-
6.	Clearance	(not set)	(not set)	0	-	0	-	2	-60.0% ↓	673	2.3% ↑	287	-34.3% ↓	123	-35.3% ↓	\$1,848.68	-36.9% ↓
7.	(not set)	(not set)	(not set)	45,773	171% ↑	42,041	0.2% ↑	0	-	14,207	38.5% ↑	11,954	16.6% ↑	4,972	3.4% ↑	\$52,771.7	-14.8% ↓
8.	Apparel	Men's	(not set)	0	-	0	-	0	-	1,315	38.7% ↑	954	44.3% ↑	392	40.0% ↑	\$13,952	431% ↑
9.	Lifestyle	Bags	(not set)	0	-	0	-	0	-	1,388	-22.8% ↓	1,110	-29.9% ↓	532	41% ↑	\$10,132.8	12.6% ↑
	Grand total			3,257,560	3.3% ↑	42,041	0.2% ↑	46,462	2.1% ↑	40,014	20.9% ↑	30,718	3.1% ↑	12,404	-2.0% ↓	\$135,145.24	-2.8% ↓

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Items Viewed by Item Category

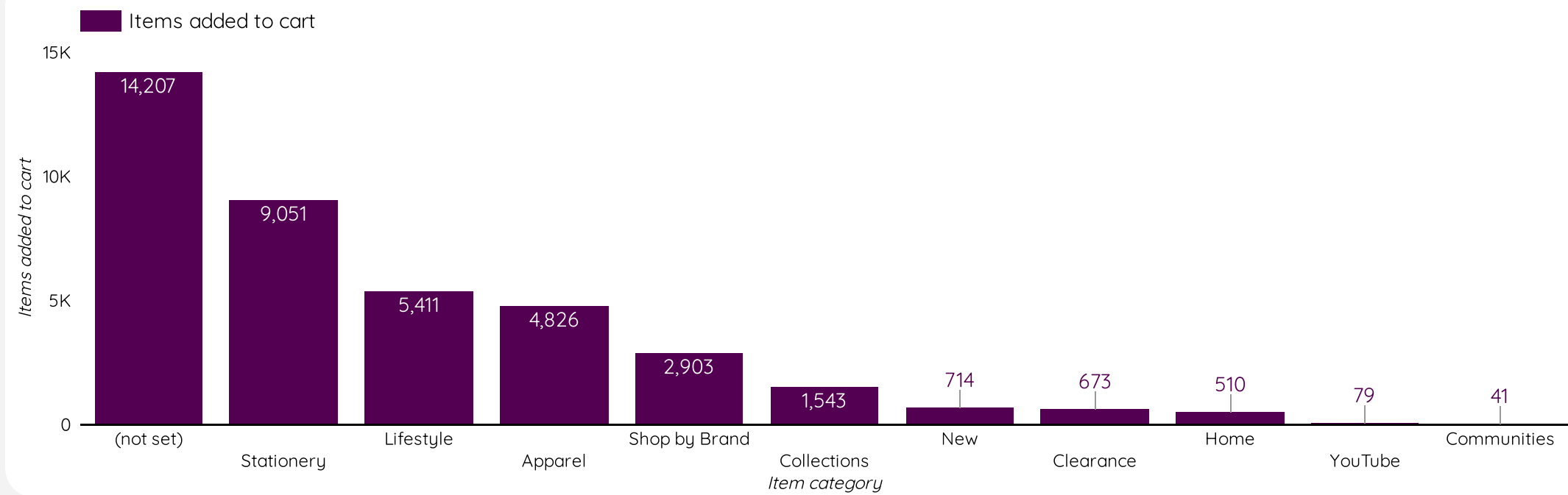


Item category	Items viewed ▾	Items viewed	% Δ
1. Shop		30,292	5.2% ↑
2... Google		14,827	-6.8% ↓
3... Home		1,313	74.6% ↑
4... Accessories		22	-21.4% ↓
5... Hola		6	-83.3% ↓
6... Clearance		2	-60.0% ↓
7... (not set)		0	-
8... 25th Birthday/		0	-
9... AGN		0	-
Grand total	46,462	46,462	2.1% ↑

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\* Item Category 1-2-3 can be drilled down from the chart.

Items Added to Cart by Item Category

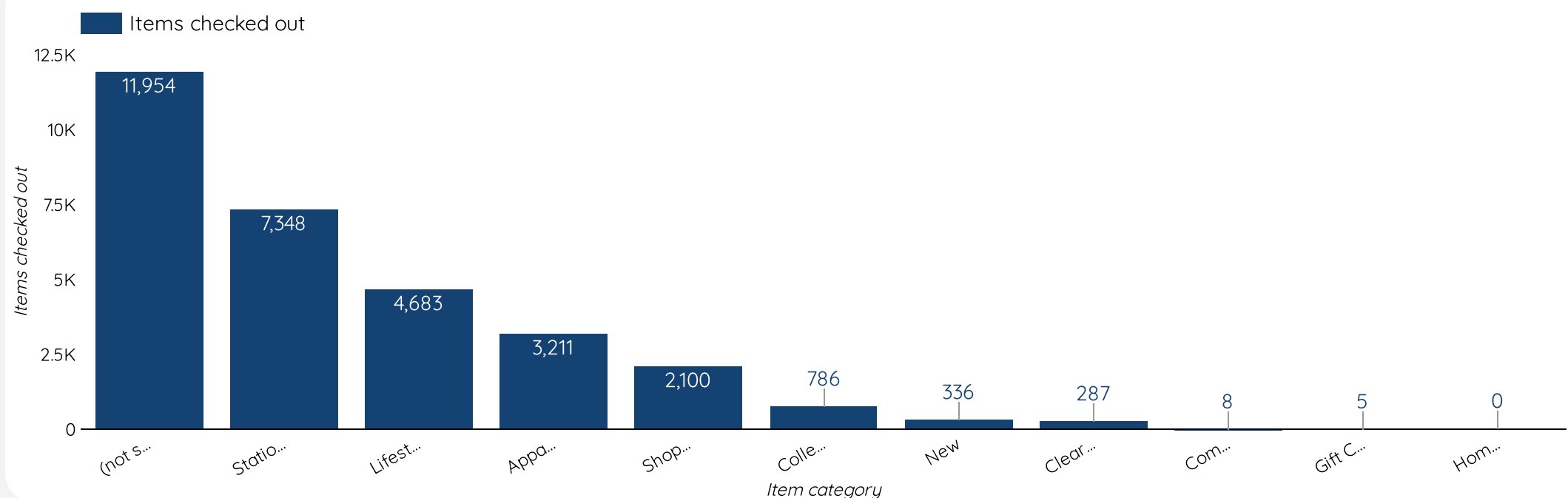


Item category	Items added to cart ▾	Items added to cart	% Δ
1. (not set)		14,207	38.5% ↑
2... Stationery		9,051	36.1% ↑
3... Lifestyle		5,411	8.3% ↑
4... Apparel		4,826	44.1% ↑
5... Shop by Brand		2,903	-26.6% ↓
6... Collections		1,543	-15.4% ↓
7... New		714	-12.5% ↓
8... Clearance		673	2.3% ↑
9... Home		510	18.9% ↑
Grand total	40,014	40,014	20.9% ↑

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\* Item Category 1-2-3 can be drilled down from the chart.

Items Checked Out by Item Category

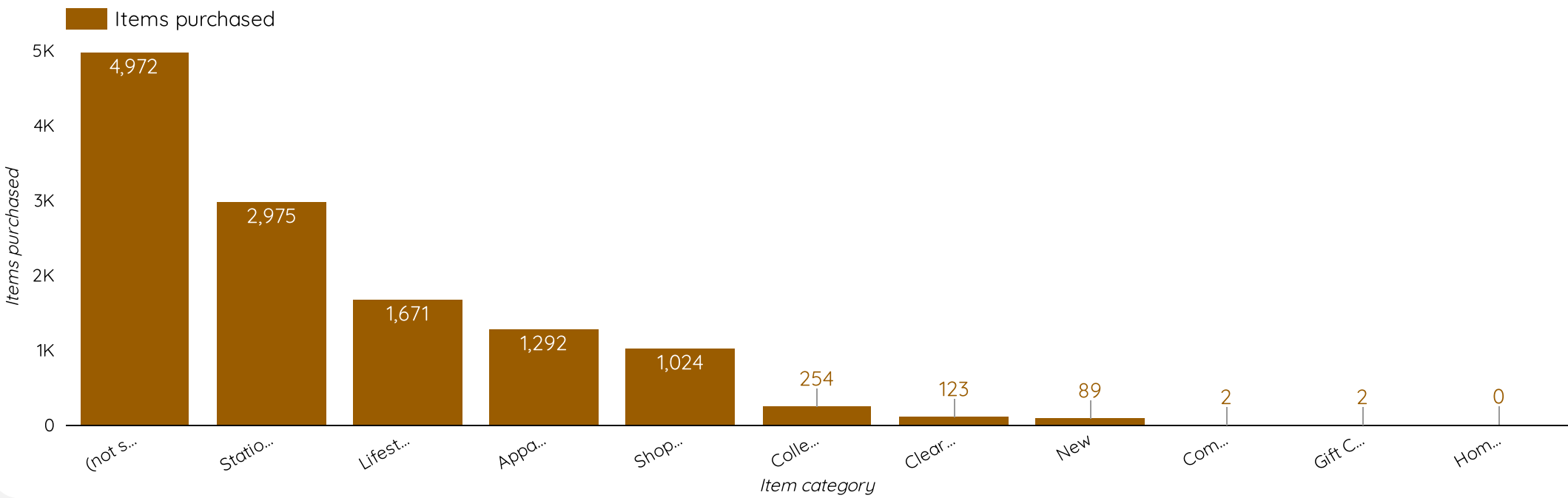


Item category	Items checked out ▾	Items checked out	% Δ
1. (not set)		11,954	16.6% ↑
2... Stationery		7,348	0.3% ↑
3... Lifestyle		4,683	10.7% ↑
4... Apparel		3,211	34.2% ↑
5... Shop by Brand		2,100	-37.3% ↓
6... Collections		786	-43.9% ↓
7... New		336	-11.3% ↓
8... Clearance		287	-34.3% ↓
9... Communities		8	-42.9% ↓
Grand total	30,718	30,718	3.1% ↑

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\* Item Category 1-2-3 can be drilled down from the chart.

Items Purchased by Item Category



Item category	Items purchased ▾	Items purchased	% Δ
1. (not set)		4,972	3.4% ↑
2... Stationery		2,975	-15.2% ↓
3... Lifestyle		1,671	38.0% ↑
4... Apparel		1,292	20.2% ↑
5... Shop by Brand		1,024	-211% ↓
6... Collections		254	-38.6% ↓
7... Clearance		123	-35.3% ↓
8... New		89	-42.6% ↓
9... Communities		2	-50.0% ↓
Grand total	12,404	12,404	-2.0% ↓

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\* Item Category 1-2-3 can be drilled down from the chart.

Item Revenue by Item Category



Item category	Item revenue ▾	Item revenue	% Δ
1. (not set)		\$52,771.7	-14.8% ↓
2... Apparel		\$32,490.4	47.3% ↑
3... Lifestyle		\$23,531	27.7% ↑
4... Stationery		\$10,342.2	-16.7% ↓
5... Shop by Brand		\$8,347	-171% ↓
6... Collections		\$3,658.56	-47.7% ↓
7... New		\$2,073.5	-46.5% ↓
8... Clearance		\$1,848.68	-36.9% ↓
9... Communities		\$472	1.7% ↑
Grand total	\$135,145.24	\$135,145.24	-2.8% ↓

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\* Item Category 1-2-3 can be drilled down from the chart.