

6.83%

Overall CVR

722.37K

Total COGS

32K

Total Orders

1.22M

Total Profit

1.94M

Total Revenue

472.87K

Total Sessions

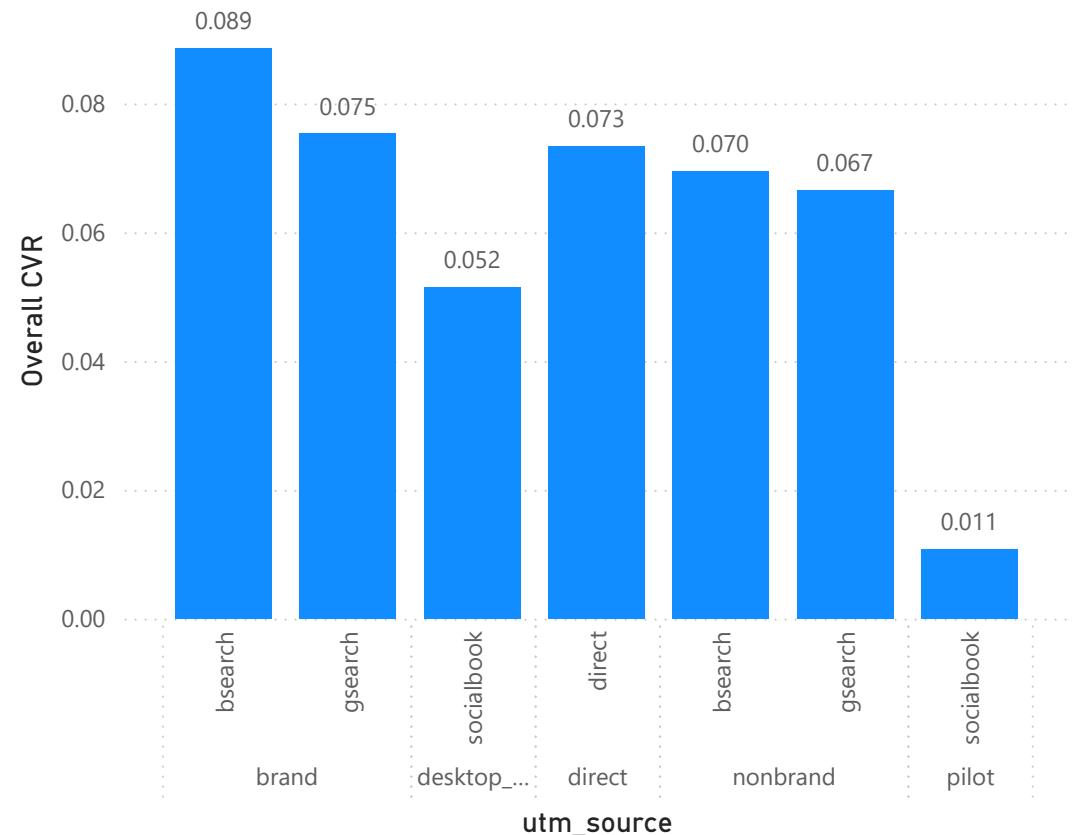
78.55K

Total Repeat Sessions

16.61%

Repeat Session %

Overall CVR, Total Sessions and Total Revenue by utm campaign and utm source



Best Efficiency (Highest CVR): Brand Campaigns (bsearch - brand and gsearch - brand). These are your most successful ads in terms of quality of traffic.

Best Opportunity for Optimization: Non-Brand Campaigns, especially gsearch - nonbrand. Since this is where most new customers come from, improving its CVR is the biggest lever for overall business growth.

Retention Value Gap

0.19

RPS Value Gap %

RPS: New Visitors

\$3.97

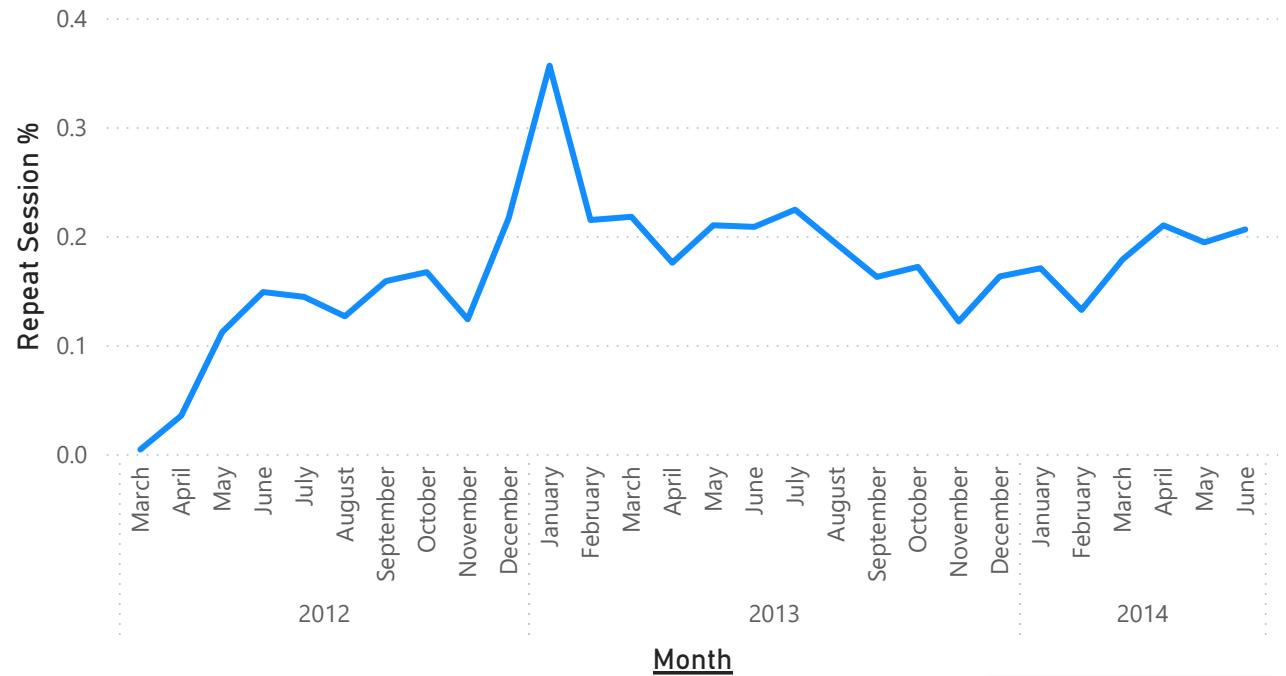
Revenue per Session

RPS: Repeat Visitors

\$4.74

Revenue per Session

Repeat Session % by Year and Month



Repeat Visitors generate **19% more revenue per session** (\$4.74) than New Visitors (\$3.97). We must prioritize maximizing retention efforts like email campaigns, loyalty programs, and site speed to leverage this higher customer value.

Device Type: mobile



(Blank)

mobile

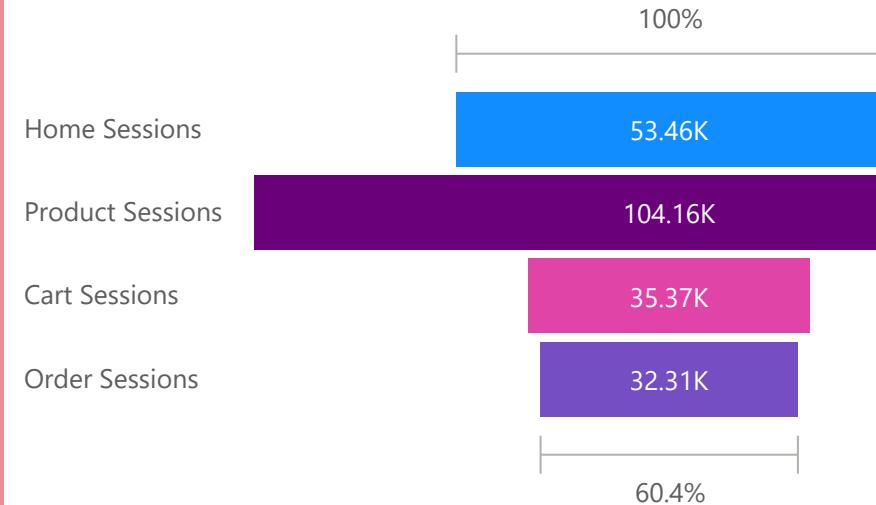
desktop

Overall Site Performance (User Behavior)

Overall Site Conversion Rate

6.83%

Home Sessions, Product Sessions, Cart Sessions and Order Sessions



Sales, Revenue, and Profit Analysis

Average Order Value (AOV)

\$59.99

AOV

Total Profit

\$1.22M

Total Profit

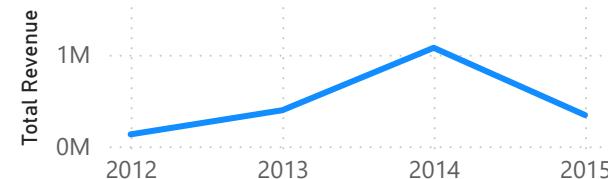
The trend line exhibits strong and consistent **growth**. The significant drop in the final month (March 2015), which likely indicates that the data

Total Revenue

\$1.94M

Total Revenue

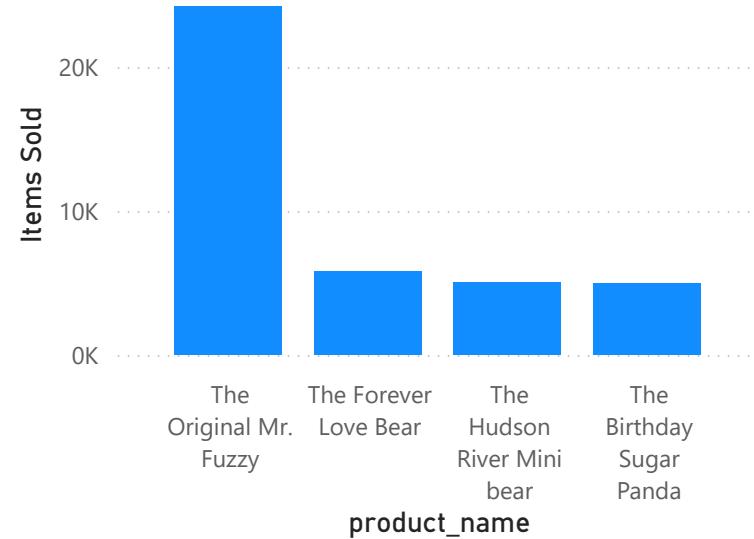
Total Revenue by Year



Product Performance and Merchandising



Items Sold by product_name



Product View CVR.

product_name	Revenue per Product
The Birthday Sugar Panda	\$2,29,260.15
The Forever Love Bear	\$3,47,702.04
The Hudson River Mini bear	\$1,50,489.82
The Original Mr. Fuzzy	\$12,11,057.74
Total	\$19,38,509.75

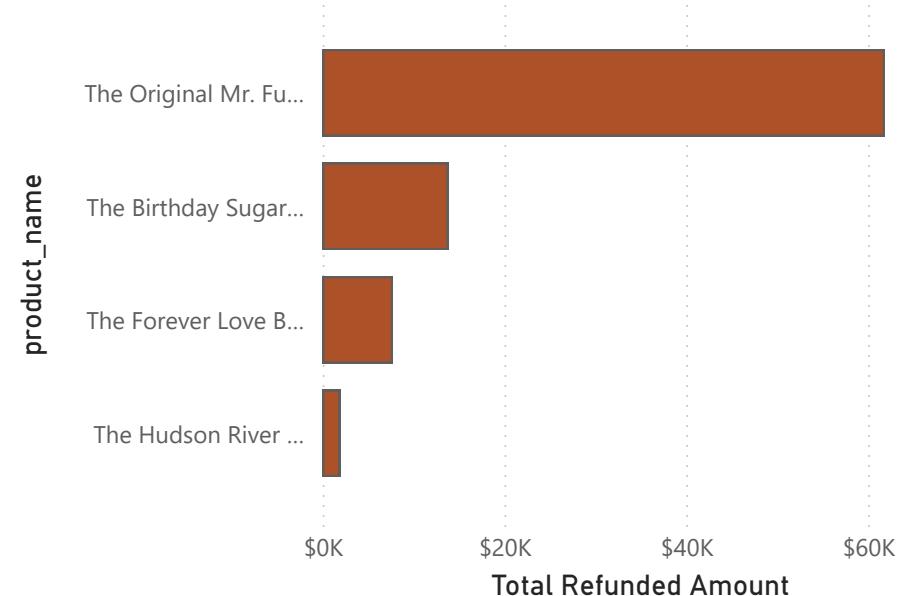
Returns and Refunds Analysis

Refund Rate

4.40%

Refund Rate

Total Refunded Amount by product name



The Original Mr. Fuzzy accounts for about 70% of all money refunded. While it is your top seller, this high refund value indicates potential quality or expectation issues that need investigation.