



# MAVEN FUZZY FACTORY

## BUSINESS OVERVIEW

Slicers

Overview

Traffic

Revenue

by Svetlana Sedykh



Total Sessions

473K



Total Orders

32K



Conversion Rate

6.8%



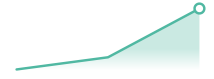
Total Revenue

\$2M

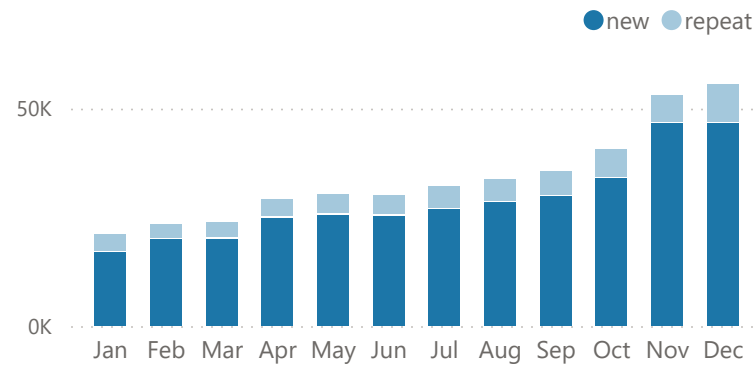


Average Order Value

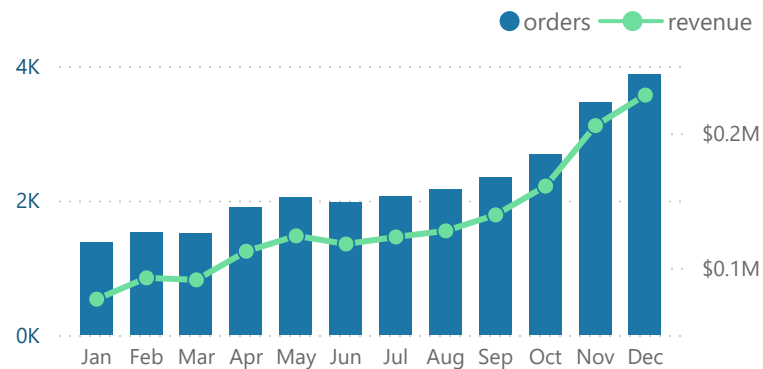
\$59.9



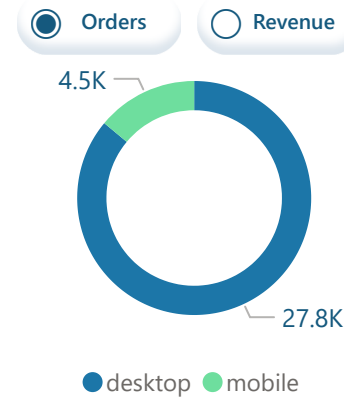
### Website Sessions



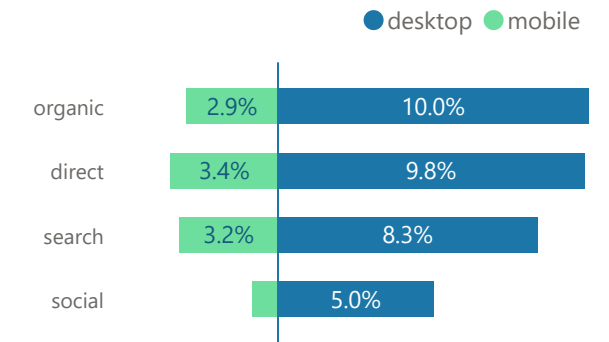
### Orders & Revenue



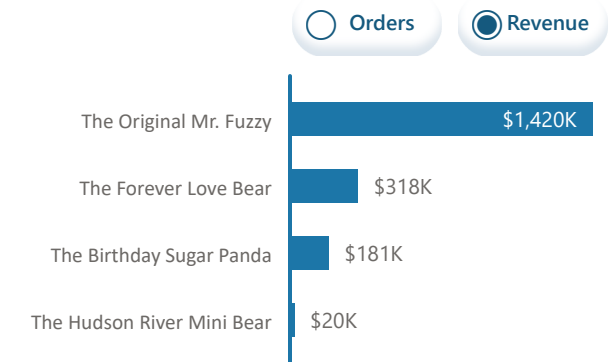
### Orders & Revenue by Device & Channel



### Conversion Rate by Channel



### Orders & Revenue by Product





## WEBSITE TRAFFIC



Slicers



Overview



Traffic



Revenue

by Svetlana Sedykh



Unique Visitors

394K



Total Pageviews

1,188K



AVG Session Duration

3.96 min



AVG Pages per Session

2.51

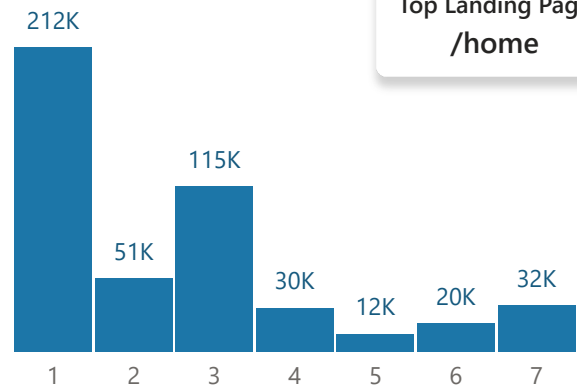


Bounce Rate

44.8%

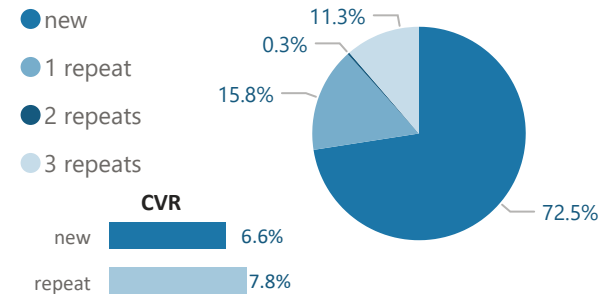


### # Pages Viewed per Session

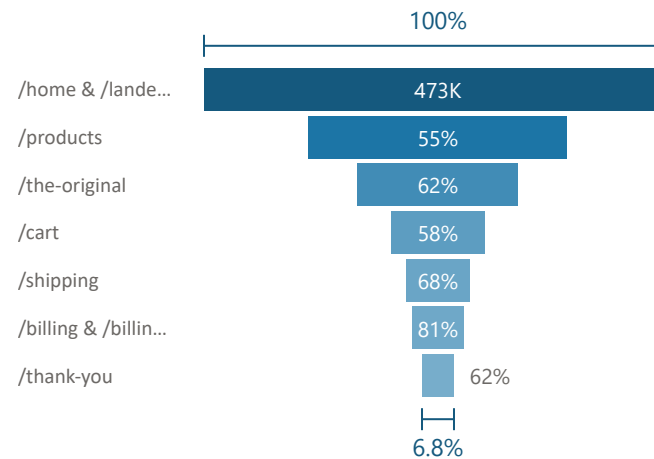


Top Landing Page  
/home

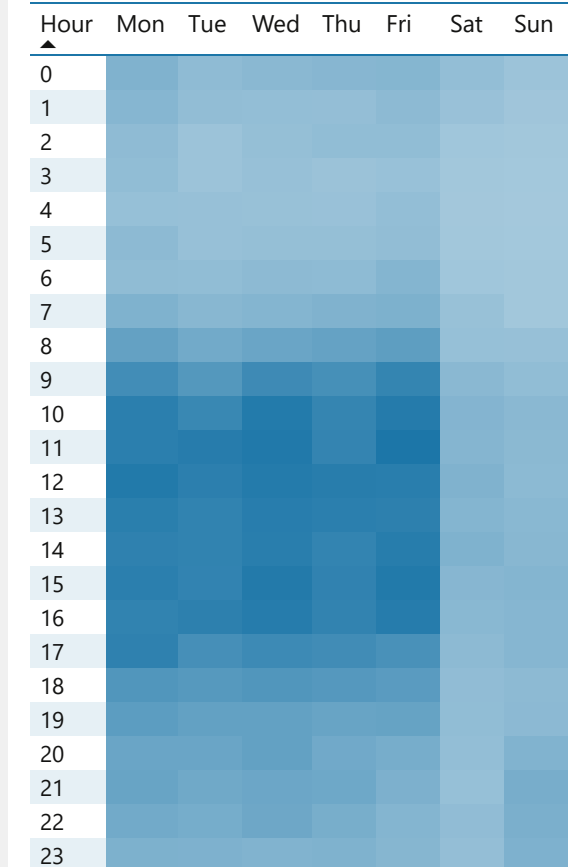
### New vs. Repeat Sessions & Conversion Rate



### Website Conversion Funnel



### Weekly Traffic Pattern



## REVENUE & CUSTOMERS

Slicers

Overview

Traffic

Revenue

by Svetlana Sedykh



Total Revenue

\$1,939K



Profit Margin

62.7%



Repeat Purchase Rate

1.8%



Average Order Value

\$59.9



Customer Lifetime Value

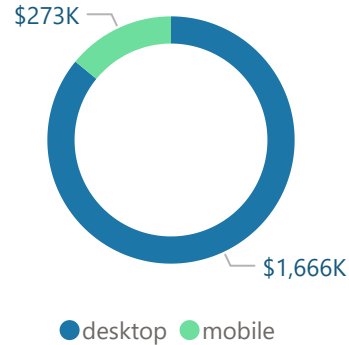
\$183.5



Revenue by:

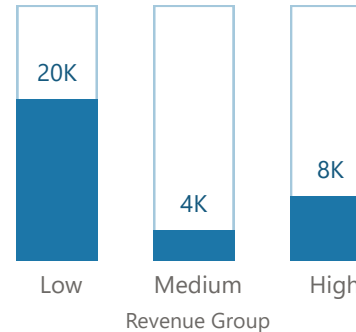
☐ channel

☒ device

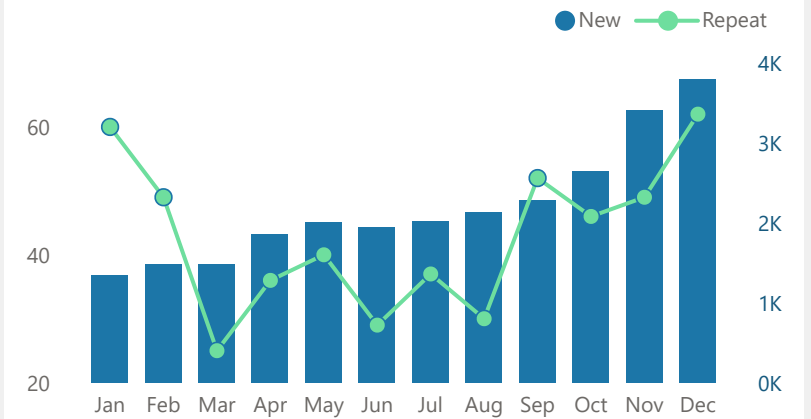


Customer Segmentation

32K Customers



New vs. Repeat Customers

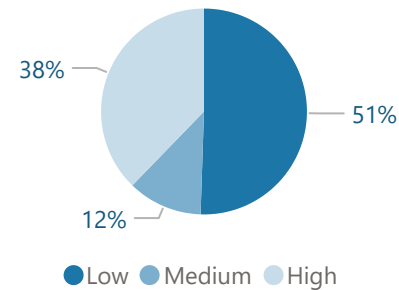


Purchase Frequency

Product Name	1	2	3
The Original Mr. Fuzzy	22995	517	26
The Hudson River Mini Bear	550	29	1
The Forever Love Bear	4628	156	10
The Birthday Sugar Panda	2932	121	4
<b>Total</b>	<b>31105</b>	<b>565</b>	<b>26</b>

Revenue Distribution

by Customer Group



Product Summary

Product Name	Orders	Revenue	Refund
The Original Mr. Fuzzy	23,861	\$1,419,768	5.8%
The Forever Love Bear	4,803	\$318,109	2.7%
The Birthday Sugar Panda	3,068	\$180,857	6.8%
The Hudson River Mini Bear	581	\$19,776	1.5%
<b>Total</b>	<b>32,313</b>	<b>\$1,938,510</b>	<b>5.4%</b>