



MAVEN FUZZY FACTORY

BUSINESS OVERVIEW



Filters



Overview



Traffic



Revenue

by Svetlana Sedykh



Total Sessions

473K



Total Orders

32K



Conversion Rate

6.8%



Total Revenue

\$2M

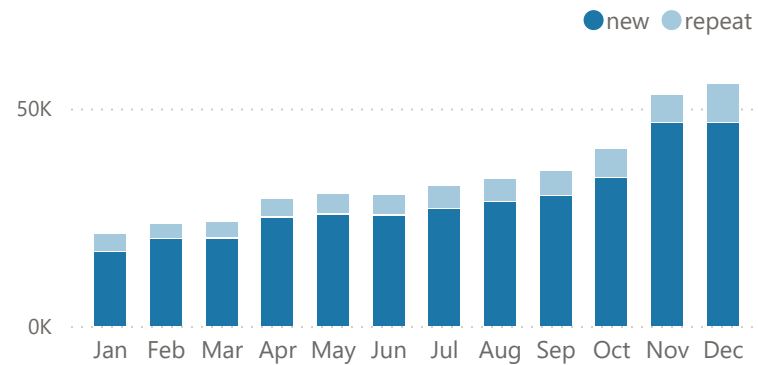


Average Order Value

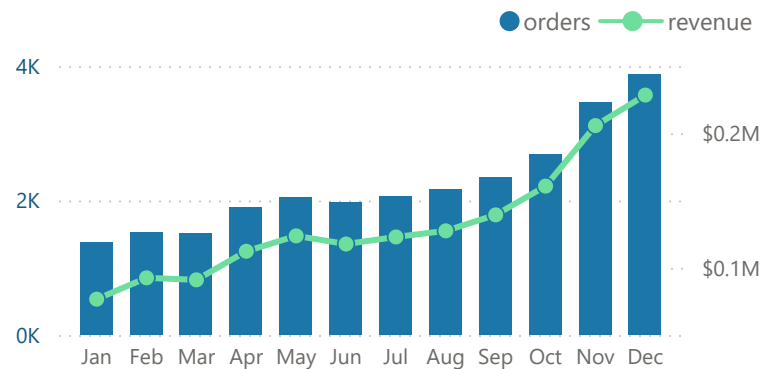
\$59.9



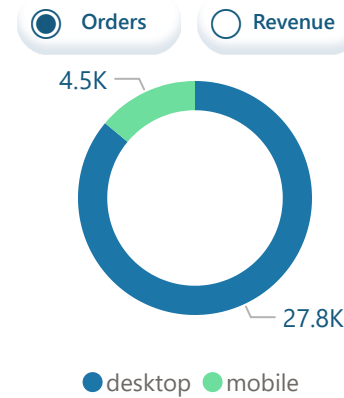
Website Sessions



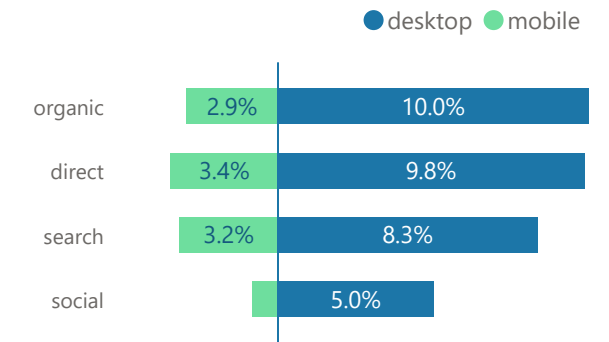
Orders & Revenue



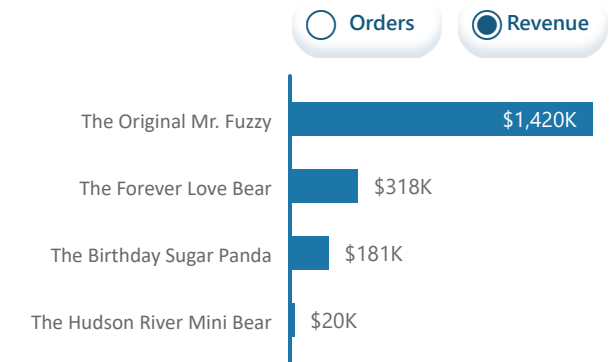
Orders & Revenue by Device & Channel



Conversion Rate by Channel



Orders & Revenue by Product





WEBSITE TRAFFIC



Filters



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

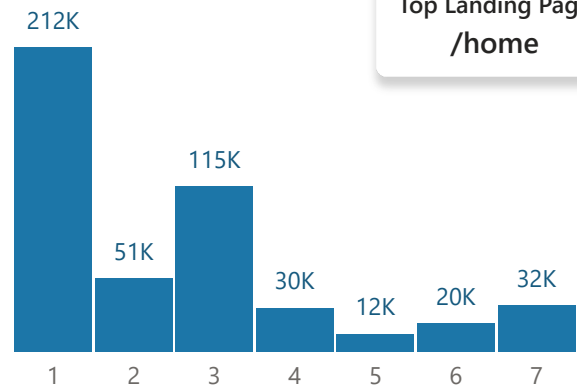


Bounce Rate

44.8%

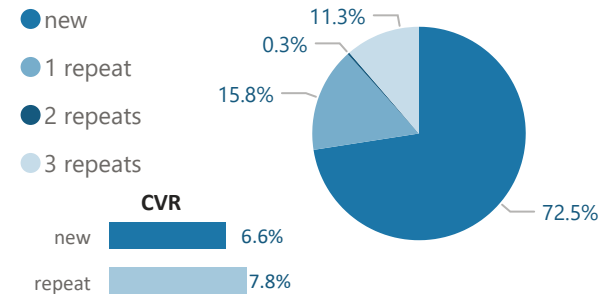


Pages Viewed per Session

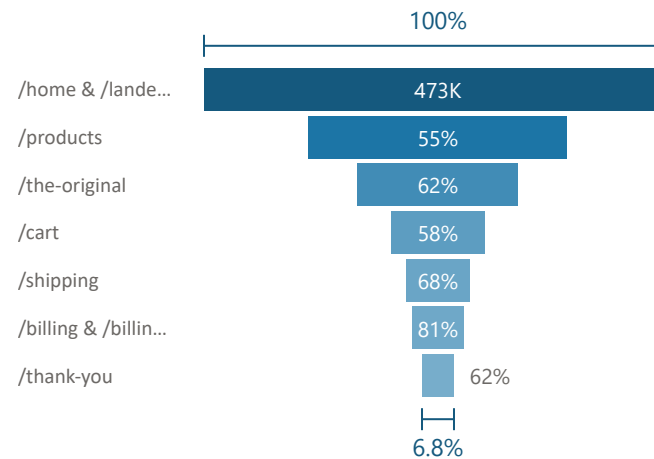


Top Landing Page
/home

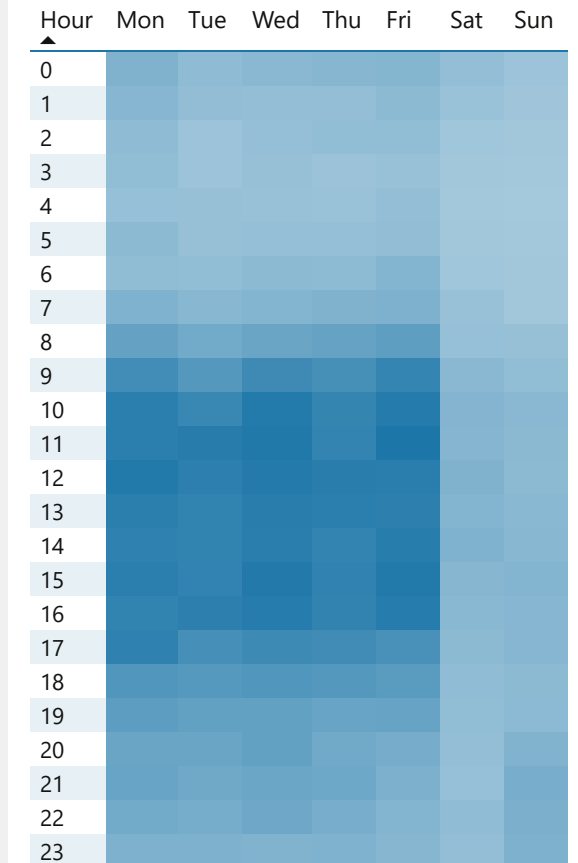
New vs. Repeat Sessions & Conversion Rate



Website Conversion Funnel



Weekly Traffic Pattern



REVENUE & CUSTOMERS

Filters

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

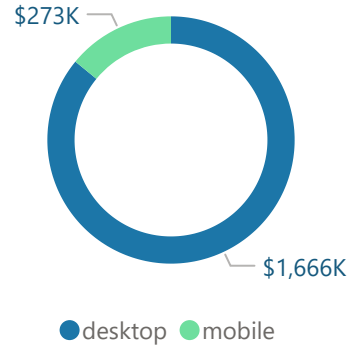
\$183.5



Revenue by:

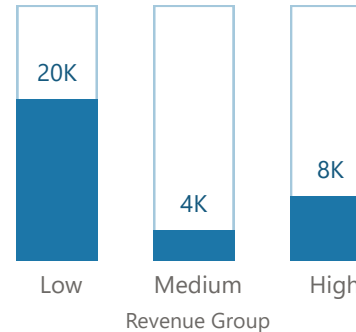
☐ channel

☒ device

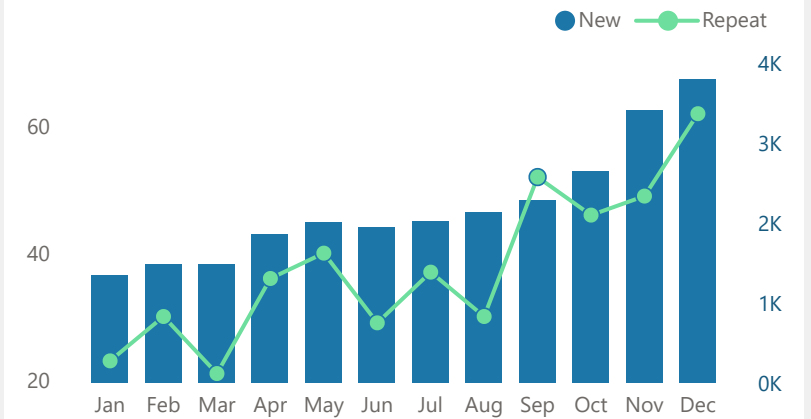


Customer Segmentation

32K Customers



New vs. Repeat Customers

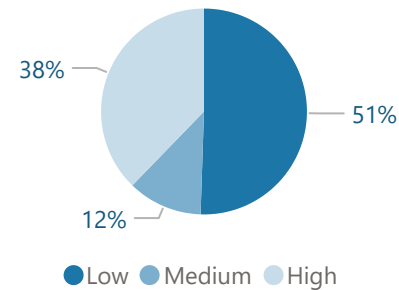


Purchase Frequency

Product Name	1	2	3
The Original Mr. Fuzzy	22995	804	62
The Hudson River Mini Bear	550	30	1
The Forever Love Bear	4628	164	11
The Birthday Sugar Panda	2932	132	4
Total	31105	1130	78

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%
Total	32,313	\$1,938,510	5.4%