

Maven Fuzzy Factory

Ecommerce Site Performance Reporting

INDUSTRY



DASHBOARD

CLIENTS

INVOICES

PURCHACES

SUPPLIER

HYSTORY

USERS

SALES

PRODUCTION SYSTEM

CATEGORY	PRODUCT	COLOR	PRICE	*
A86	X536	RED	28.90.-	6.40.-
A86	HDE568	BLUE	37.-	3.-
B86	HHF METRIC	BLACK	49.-	7.20.-
C86	WO#	BLUE	32.40.-	2.30.-
C86	JDL%	GOLD	89.-	3.-
C86	SCREWS GKB	SILVER	23.-	5.40.-
F86	HSK - 668	RED/BLACK	24.-	2.10.-
F86	ZKS - 6#	BLACK/WHITE	22.90.-	3.-
F86	GMD- 386	BLACK	34.10.-	4.10.-
F86	ZBM209	PINK	54.-	10.-
F86	TWAIN 97	BODY	52.34.-	6.-
M86	METRIC 36	NAVY	82.90.-	2.-
M86	XXZ	BROWN	68.-	3.40.-
M86	TTRB 6	GREEN	54.60.-	11.-

SETTINGS

IN PRODUCTION

CHEMICAL COLORING

PRODUCTION READY

data-analysis

Analyzing financial metrics over 3-year

Analyzing financial and non-financial metrics over 3-year operation periods

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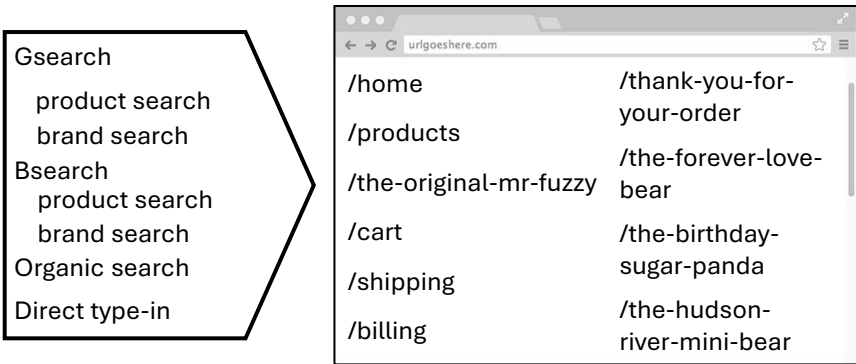
- Business model
 - How does the business generate revenue?
 - What are the key financial and non-financial performance metrics?
- Traffic performance
 - Which channels are driving the site traffic?
 - Which channel yields the highest order conversion rate?
- Revenue performance
 - How has revenue trended over time?
 - How do products perform in cross-sell attach rates?
 - What are the monthly cohort profit margin and revenue trends?

Business Overview

Revenue: Merchandise sales via our e-commerce site

Cost: Paid search campaigns on “G-search” and “B-search” search engines.

Growth Strategy: Build brand & product awareness to drive site traffic and purchases



Key metrics:

- Session to order conversion rate
- Average revenue per order
- Product profit margin
- Cross-selling ratio

Rapid site expansion and multi-SKU launches delivering exceptional traffic and revenue gains

Site performance Overview

Indicators	FY12	FY13	FY14	CAGR*
Number of products	2	3	4	41.4%
Total site traffic session	80.4k	139.7k	250.8k	76.6%
Total orders	3.7k	9.2k	19.2k	124.9%
Revenue	\$192.6k	\$517.6k	\$1,225.2k	152.2%
Revenue / Session	\$2.4	\$3.7	\$4.8	42.8%
Revenue / Order	\$50.7	\$56.0	\$63.7	12.1%

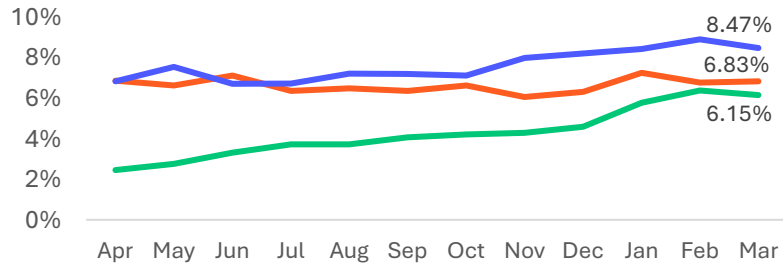
Product Performance Overview

Product Name	Launch Period	Total Revenue	Total Profit	Avg. Profit Margin	Revenue CAGR
Mr Fuzzy	Mar 2012	\$1.4m	\$878k	61.9%	119.6%
Love Bear	Jan 2013	\$318k	\$200k	62.9%	251.5%
Sugar Panda	Dec 2013	\$180k	\$122k	67.6%	n/a
Mini Bear	Dec 2014	\$19k	\$13k	67.9%	n/a

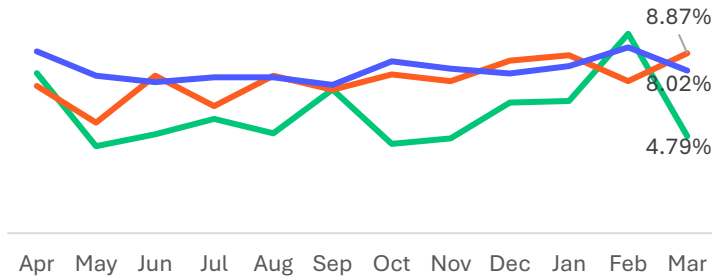
Traffic Performance

Steady year-over-year conversion growth across all channels, led by paid search.

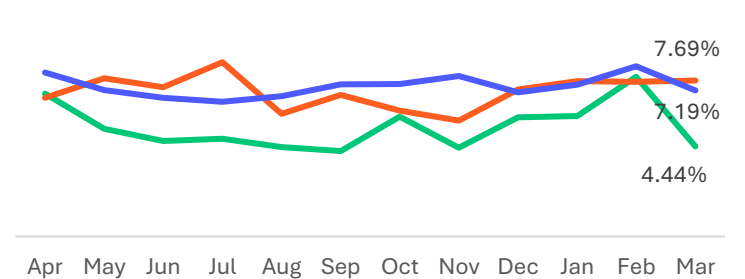
Annual Gsearch Product Search CVR Trends



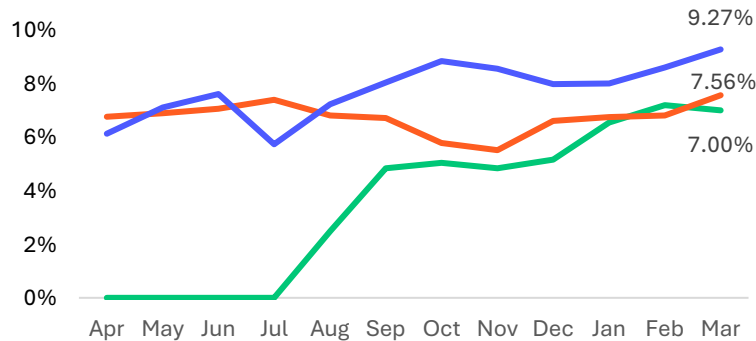
Annual Brand Search CVR Trends



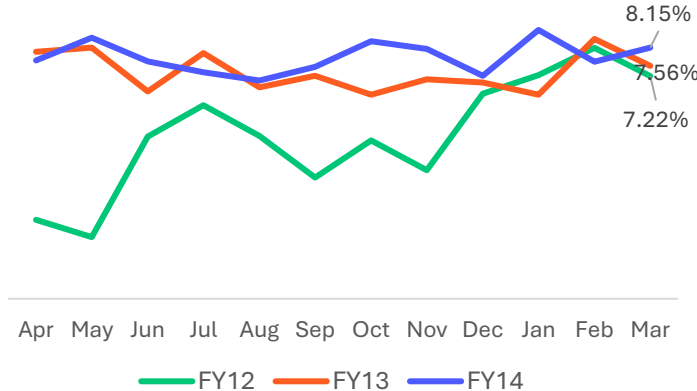
Annual Direct Type-In CVR Trends



Annual Bsearch Product Search CVR Trends



Annual Organic Search CVR Trends

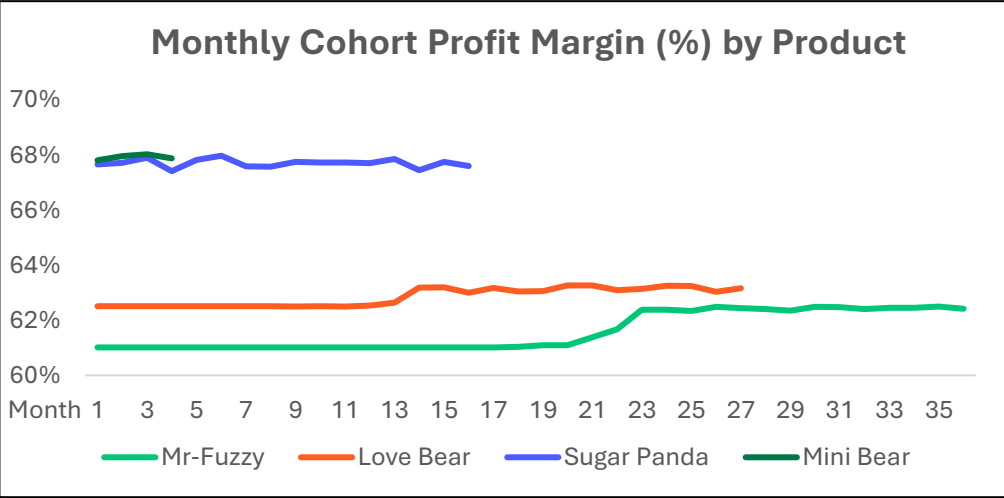
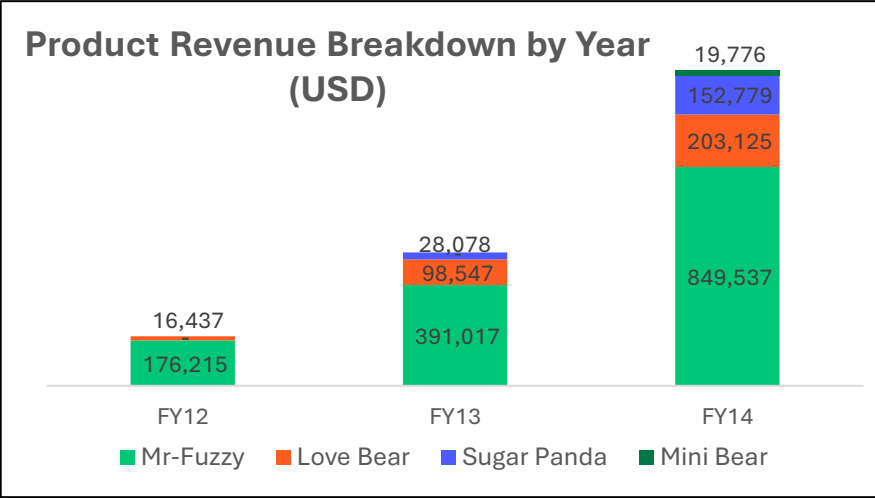


- **Reinvest in B-Search:** With a ~9.3% CVR and strong upward momentum, scaling spend here should yield the highest incremental return.
- **Optimize Brand & Direct Campaigns:** Both channels show sizeable jumps (> 3% from FY12). Test retargeting and lookalike audiences to push them into the top two tiers.
- **Enhance Organic Search Performance:** Given our strong organic conversion rates, targeted SEO optimizations, such as refining content for high-intent keywords, can generate additional revenue without incurring extra media costs.
- **Smooth Out Seasonality:** Introduce targeted summer promotions or message refreshes to counteract the mid-year dip.

Products Performance

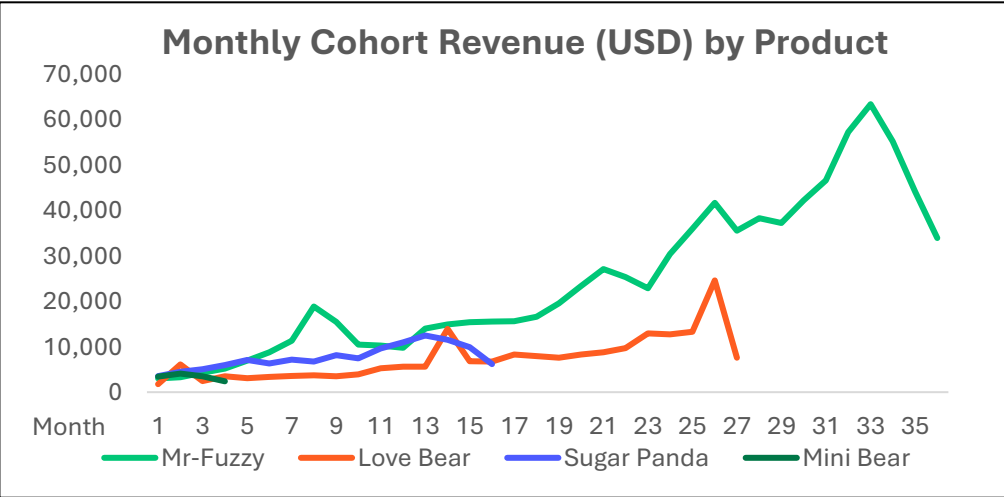
Multi-SKU expansion fueled 5× revenue growth, sustained 60–67% margins, and clear cross-sell synergies.

- **5× Revenue Growth (FY12–FY14):** Driven by Mr-Fuzzy’s scale-up (~\$176K→\$850K) and rapid contributions from Love Bear, Sugar Panda, and new-launch Mini Bear.
- **High, Consistent Margins:** All cohorts maintain 61–67% profit margins, with Sugar Panda leading and Mr-Fuzzy steadily improving.
- **Cohort LTV Leaders:** Mr-Fuzzy peaks near \$70K by week 30 and Love Bear shows strong mid-term lift; Sugar Panda & Mini Bear need targeted engagement to extend their revenue curves.
- **Cross-Sell “Sweet Spots”:** Mini Bear is the top add-on (20–22% attach rate), and Sugar Panda buyers are highly receptive to Mr-Fuzzy (9%), highlighting prime bundling and upsell opportunities.



Cross Product Selling Rates

	Mr-Fuzzy	Love Bear	Sugar Panda	Mini Bear
Mr-Fuzzy	0.00%	5.33%	12.38%	20.89%
Love Bear	1.96%	0.00%	3.13%	20.36%
Sugar Panda	9.04%	4.31%	0.00%	22.39%
Mini Bear	2.75%	1.55%	3.79%	0.00%



Conclusion

Exceptional growth trajectory:

Within 3 years, sessions surged 210% (80K -> 251K), orders jumped 420% (3.7K -> 19.2K), and revenue climbed 535% (\$193 K -> \$1.23 M)

Diversified, high-margin portfolio:

Four SKUs now generate profit margins of 62-68%. Mr. Fuzzy remains a powerhouse, while Love Bear's 252% CAGR and Mini Bear's rapid debut underscore the strength of our launch playbook.

Scalable unit economics:

Rising revenue per session (\$2.40 -> \$4.80) and per order (\$50.70 -> \$63.70) confirms that UX, targeting, and cross-sell optimizations are driving more valuable traffic and larger baskets.