

Overview dashboard

 Nov 1, 2017 - Apr 18, 2018

compared to May 16 – Oct 31, 2017

Total sales

\$4,119.73

-

Online Store

\$4,019.74

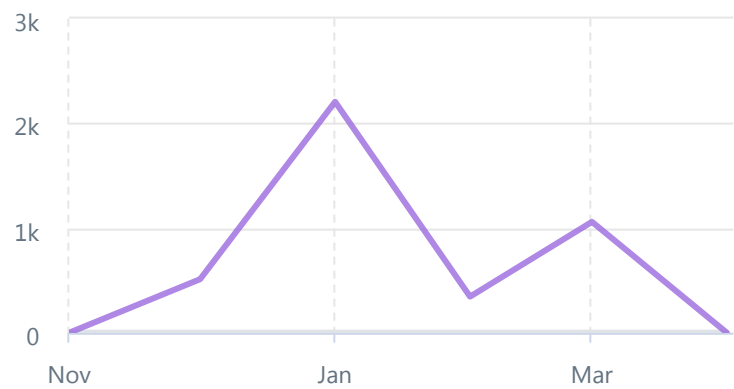
-

Facebook

\$99.99

-

SALES OVER TIME



May 16 – Oct 31, 2017

Nov 1, 2017 – Apr 18, 2018

Online store conversion rate

0.20%

-

CONVERSION FUNNEL

Added to cart

925 visits

2.81%

-

Reached checkout

117 visits

0.35%

-

Purchased

65 orders

0.20%

-

Top products by units sold

Ultra Light Bay Leaf Final Sale	7	-
Long Zipped Cinnamon	7	-
Thickening Parsley	6	-
Military Chili Lime	5	-
Vested Sage	4	-

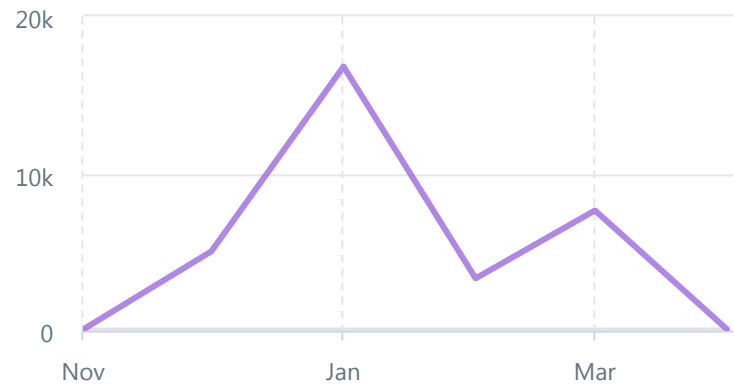
Online store visits by traffic source	View report	
Social	26,276	-
Direct	4,758	-
Unknown	1,501	-
Search	416	-
Email	7	-

Sales by social source		
Facebook	\$1,366.73	-

Top referrers by visits		
ads.kitcrm.com	1,455	-
Unknown	24	-
spicyhoodies.com.seocheckupx.net	5	-
secure.helpscout.net	4	-
us17.campaign-archive.com	4	-

Total online store visits	View report	
32,958		-
Visitors	30,109	-

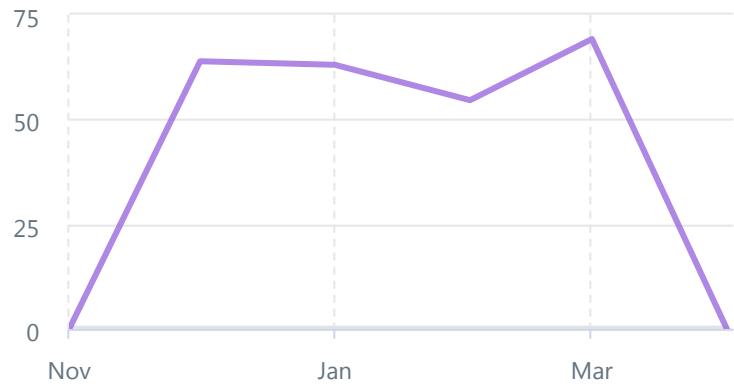
VISITS OVER TIME



May 16 – Oct 31, 2017 Nov 1, 2017 – Apr 18, 2018

Average order value

\$63.71



May 16 – Oct 31, 2017 Nov 1, 2017 – Apr 18, 2018

Online store visits by location

		View report	
United States	29,844	-	
Canada	1,329	-	
Nepal	827	-	
Pakistan	217	-	
Bangladesh	187	-	

Sales by traffic source

Direct	\$1,803.69	-
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Social	\$1,366.73	-
Unknown	\$486.41	-
Search	\$462.90	-

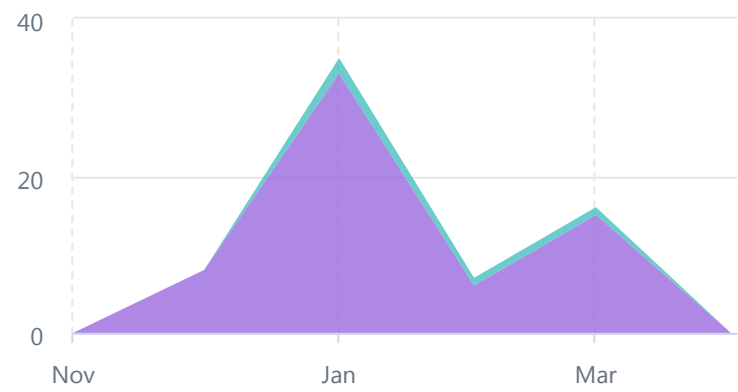
Top landing pages by visits	View report	
Frontpage (spicyhoodies.com)	23,439	-
/products/long-parkas	939	-
/products/ultra-light-duck-down-coat	505	-
/products/thick	432	-
/products/parsley-thickening-parkas	424	-

Repeat customer rate

6.06%

-

CUSTOMERS



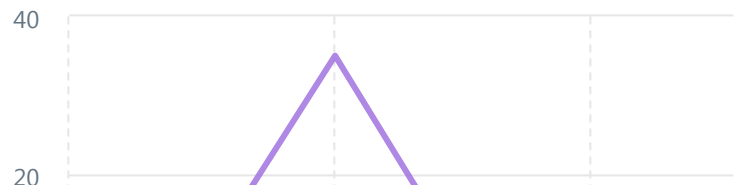
First-time Returning

Total orders

66

-

ORDERS OVER TIME



May 16 – Oct 31, 2017 Nov 1, 2017 – Apr 18, 2018

Online store visits by device type

[View report](#)

Mobile	25,629	-
Tablet	4,150	-
Desktop	3,176	-
Unknown	3	-

Online store visits from social source

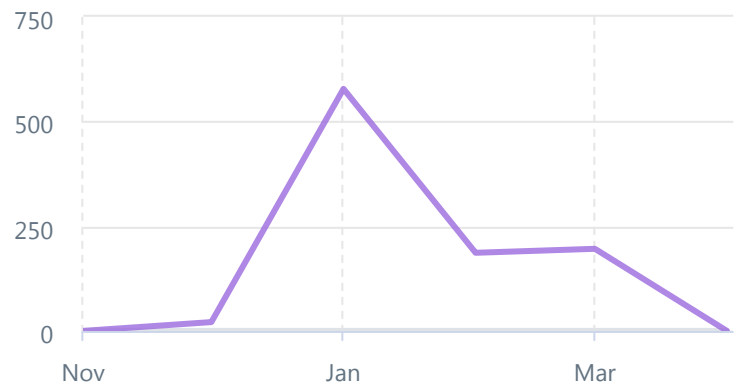
[View report](#)

Facebook	24,670	-
Instagram	1,604	-
Pinterest	2	-

Total sales attributed to marketing campaigns

\$981.32

-



May 16 – Oct 31, 2017 Nov 1, 2017 – Apr 18, 2018



Learn more about the overview dashboard.

