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## About Us

Spicy Hoodies is an Ontario based online store exclusively for hoodies. Spicy Hoodies has a versatile collection of hoodies to match your every mood and move. The store is open 24/7 for hoodie enthusiasts to hangout virtually, shop and window shop.


The main entrepreneur of Spicy Hoodies is an architect. She runs this fashion house by choice with the support of her husband, who is a researcher. Their professional background are distinct from each other. However, both of them are very creative and fashion minded. The couple wanted a common platform where both of them could explore their zeal and passion. As a consequence Spicy Hoodie was born as their third joint venture project. Now, why the Spicy Hoodie team is obsessed with Hoodies? The couple has lived and worked in three different continents in the world–North America, Europe, and Asia. While exploring various cities they closely followed the fashion trend. Hoodies are popular everywhere in the world. Hoodies can be worn by all age groups. Hoodies can match every style– professional, formal, casual, high street style, and so forth. You will find a perfect hoodie for every season of the year–winter, spring, summer, and autumn. As such the Spicy Hoodie team has found hoodies both stylish and functional. The team also believes that hoodies add spices to your style and make you high-spirited and lively. This concept triggered to present Spicy Hoodies to the wonderful hoodie-lover customers.

Now, why the Spicy Hoodies are named for the spices? Well, both of the entrepreneurs love to spend time in the kitchen! They are interested in experimental cooking using a variety of spices. Spices can make meals healthier and mouthwatering while adding extraordinary flavors. Therefore, the team thought why not to season The Hoodie concept with spices! Consequently every Spicy Hoodie is named after a cooking spice or herb or seasoning blend. Each Spicy Hoodie is matched to a particular spice that goes with its overall look, pattern, and style.

Email address

**Subscribe**

# 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

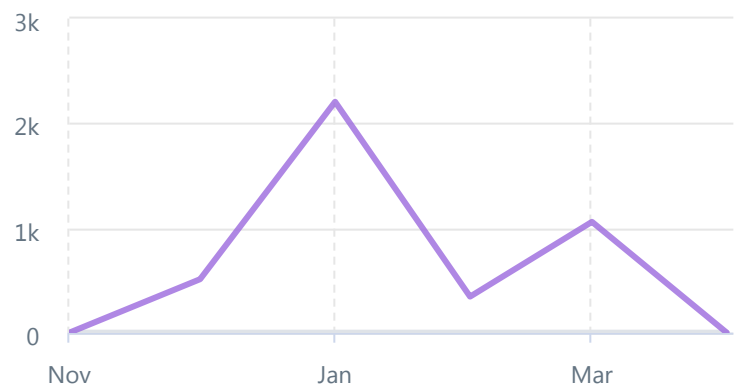
-

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	-
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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

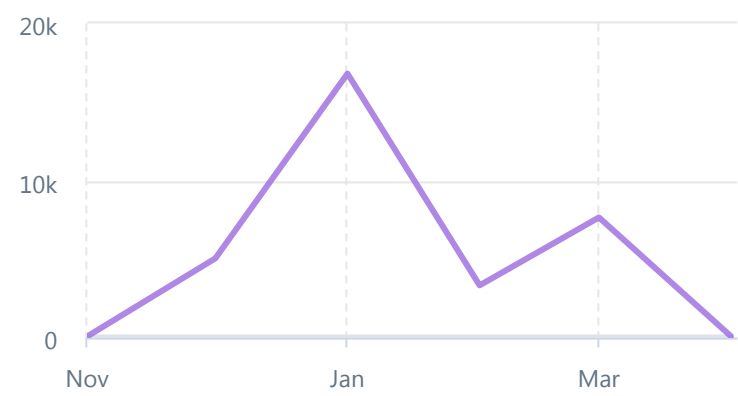
View report

32,958

-

Visitors	30,109	-
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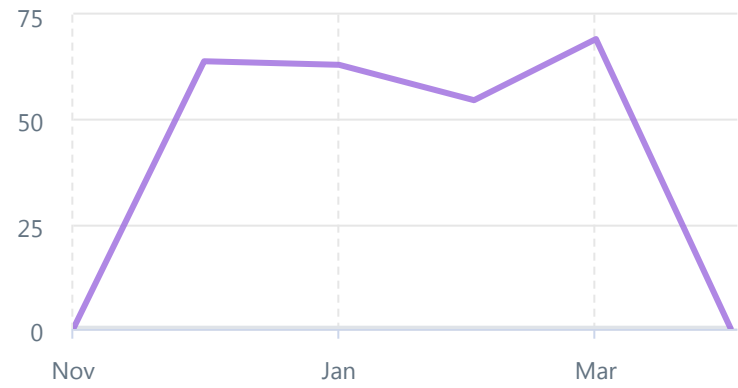
VISITS OVER TIME



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	-

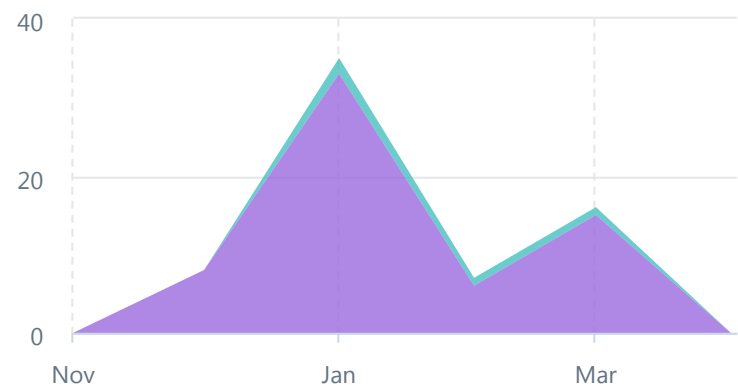
Top landing pages by visits	View report	
Frontpage (spicyhoodies.com)	23,439	-
/products/long-parkas	939	-
/products/ultra-light-duck-down-coat	505	-
/products/thick	432	-
/products/parsley-thickening-parkas	424	-

Repeat customer rate

6.06%

-

CUSTOMERS



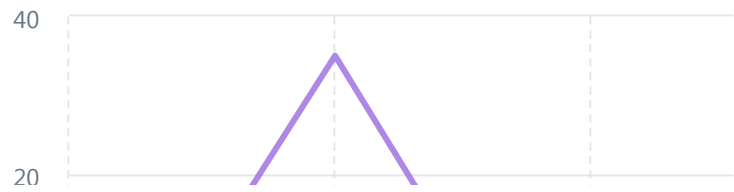
	First-time	Returning
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Total orders

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

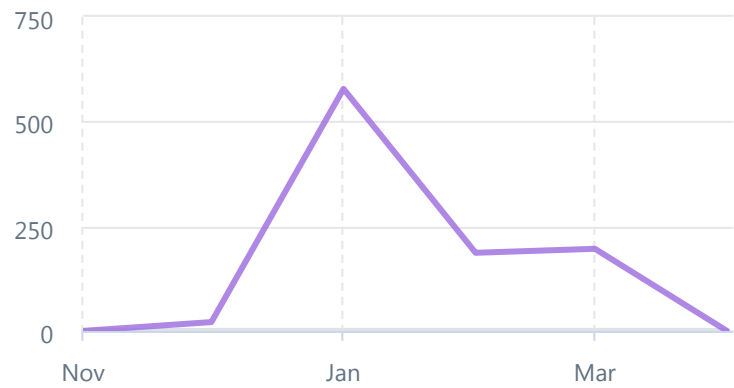
[View report](#)

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.

# Visitors by referrer

 Print    Export

Date range 

 Nov 1, 2017 - Apr 18, 2018


Referrer source	Referrer name	Visitors	Sessions
Summary		30,109	32,958
Social	Facebook	18,749	24,670
Direct	N/A	2,421	4,758
Social	Instagram	1,436	1,604
Unknown	N/A	957	1,477
Search	Google	354	394
Unknown	Unknown	24	24
Search	Bing	11	11
Search	Yahoo!	5	7
Email	Outlook.com	5	5
Social	Pinterest	2	2
Search	Ecosia	1	1
Email	AOL Mail	1	1
Search	DuckDuckGo	1	1
Search	Comcast	1	1
Search	MySearch	1	1
Email	Mailchimp	1	1

Showing 16 of 16 results.

# Visits over time

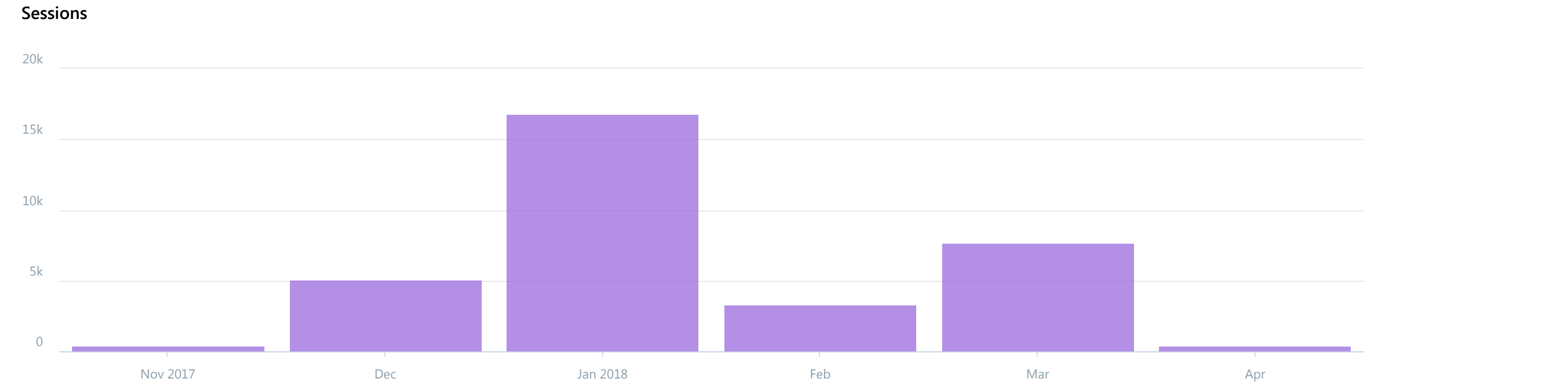
 Print     Export

Date range

 Nov 1, 2017 - Apr 18, 2018

Group by

Month ▼



Month	Visitors	Sessions
Summary	30,109	32,958
Nov 2017	32	74
Dec 2017	4,561	5,039
Jan 2018	15,511	16,803
Feb 2018	2,904	3,318
Mar 2018	7,032	7,643
Apr 2018	69	81