

# OUR BELOVED FRIENDS



THE BIRTHDAY  
SUGAR PANDA

FOREVER LOVE BEAR

HUDSON RIVER MINI BEAR

ORIGINAL  
MR. FUZZY

Bringing Comfort & Joy, One Hug At a Time

Home Page

Overview Dashboard

KPIs

CEO Dashboard - 1

CEO Dashboard - 2

Website Manager Dashboard - 1

Website Manager Dashboard - 2

Marketing Dashboard - 1

Marketing Dashboard - 2

Marketing Dashboard - 3

# Overview Dashboard

Dashboard: 1/9

## Year, Month

- ✓ (Blank)
- ✓ 2012
- ✓ 2013
- ✓ 2014
- ✓ 2015

### Total Sales

**\$1.94M**

vs Last Month Sales  
vs Last Year Sales

▲ 4.25%  
▲ 171.77%

### Profit

**\$1.13M**

vs Last Month Profit  
vs Last Year Profit

▲ 4.37%  
▲ 177.21%

### Total Orders

**32.31K**

vs Last Month Orders  
vs Last Year Orders

▲ 4.04%  
▲ 146.63%

### Unique Customers

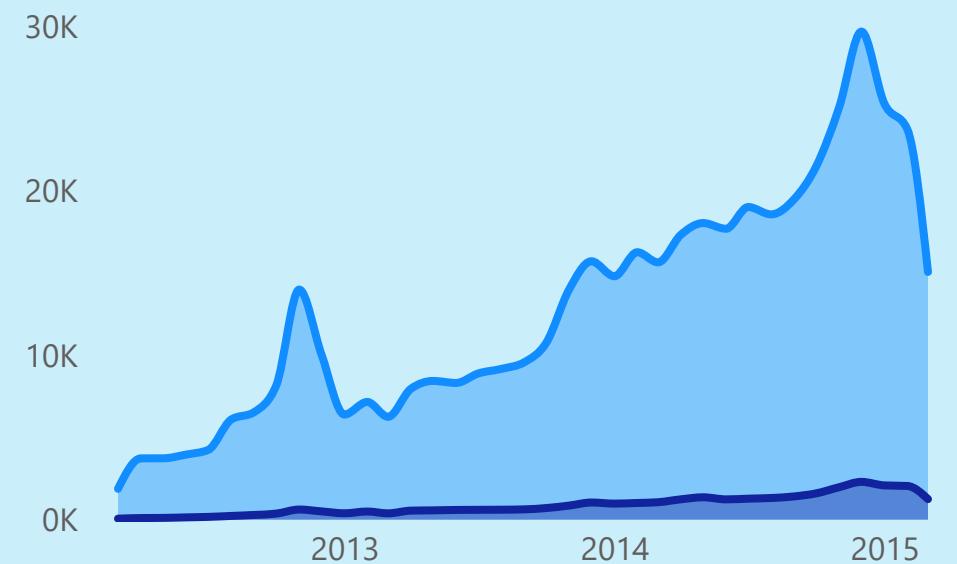
**31.70K**

vs Last Month Customers  
vs Last Year Customers

▲ 3.98%  
▲ 145.42%

### Site Traffic and Unique Customers Trends

● Site Traffic ● Unique Customers

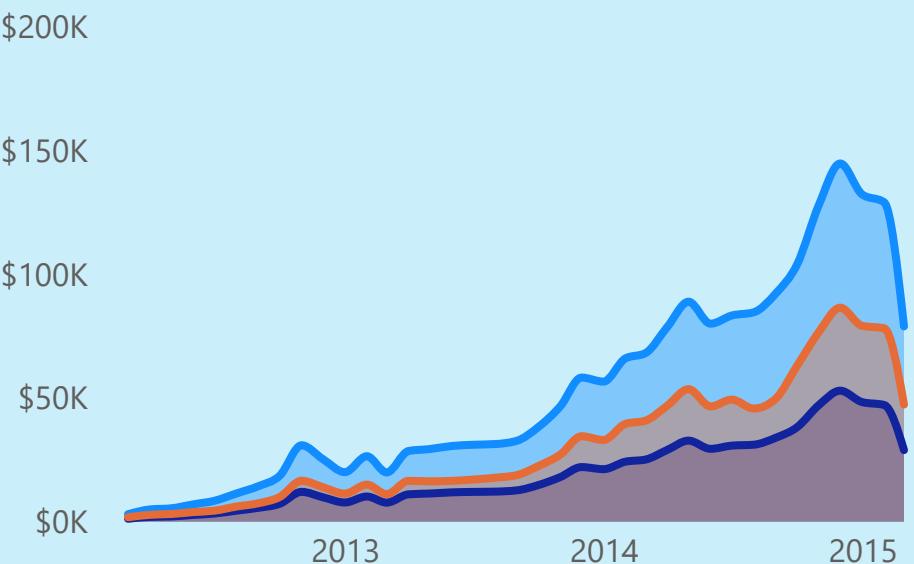


Clear all Slicers



### Total Sales, Total Cost and Profit Trends

● Total Sales ● Total Cost ● Profit



## OUR BELOVED FRIENDS



FOREVER LOVE BEAR    HUDSON RIVER MINI BEAR

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ORIGINAL  
MR. FUZZY



# KPIs Dashboard

Dashboard: 2/9

## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

## Year

- (Blank)
- 2012
- 2013
- 2014
- 2015

## Device Type

- (Blank)
- Desktop
- Mobile

Clear all Slicers



**\$1.94M**

Revenue

**\$722.37K**

Total Cost

**\$1.13M**

Profit

**58.33%**

Profit %

**\$61.16**

ARPU

**\$59.99**

Average Order Value

**31.70K**

Unique Customers

**32.31K**

Total Orders

**4.32%**

Return Rate

**1.86%**

Repeat Customers Rate

**472.87K**

Total Site Traffic

**44.76%**

Bounce Rate

**6.83%**

Session Conversion Rate

**8.04%**

Customer Conversion Rate

**16.61%**

Repeat Sessions Rate

**3.96**

Avg Session Duration

# CEO Dashboard - 1

Dashboard: 3/9

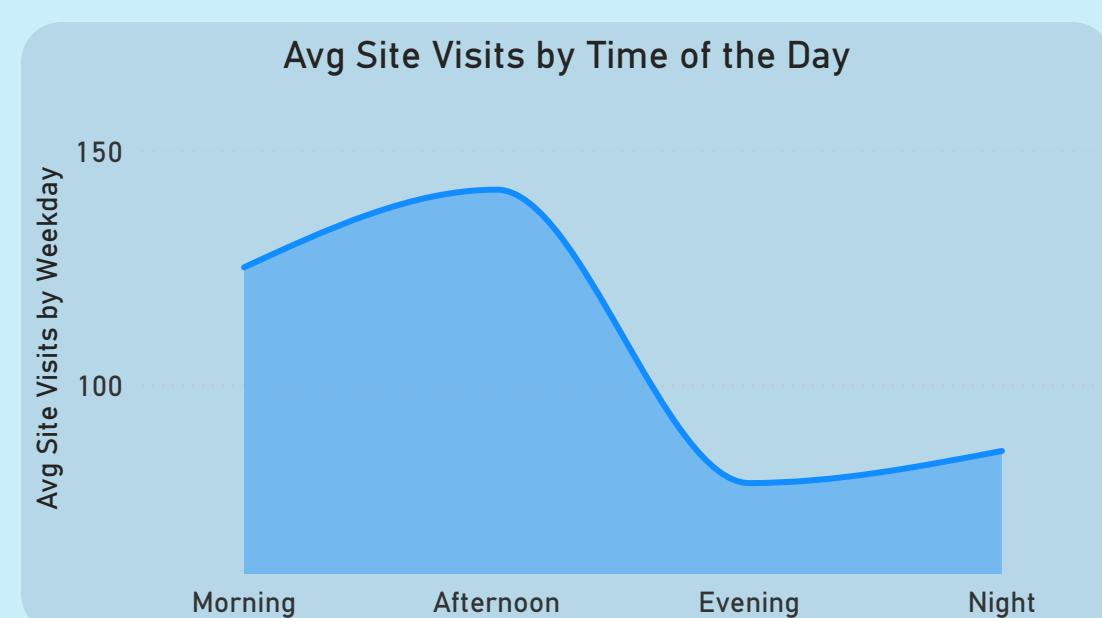
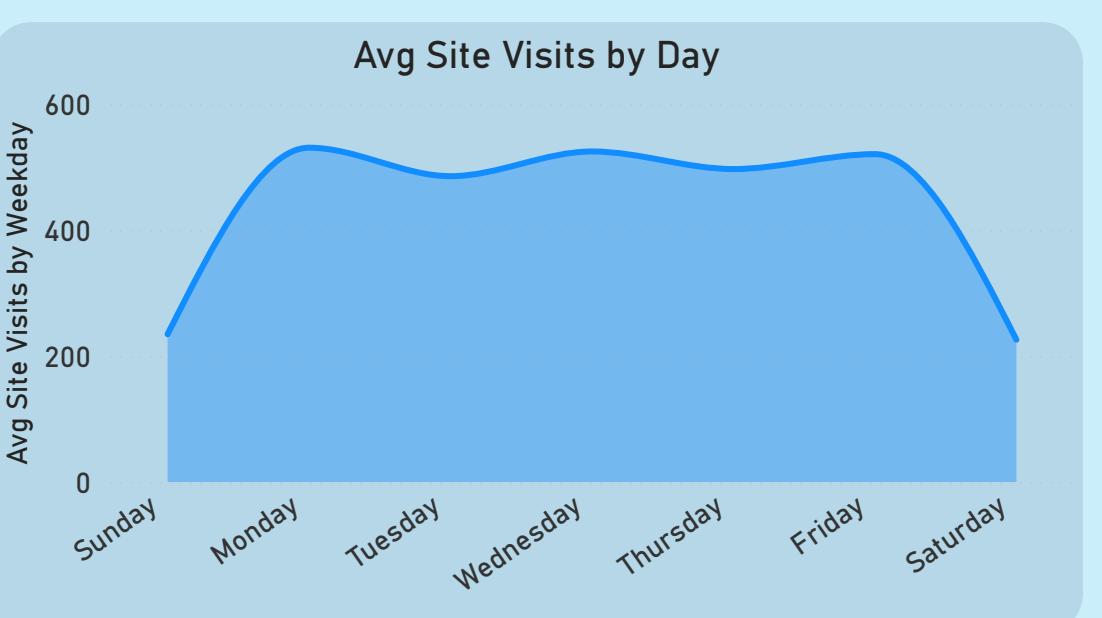
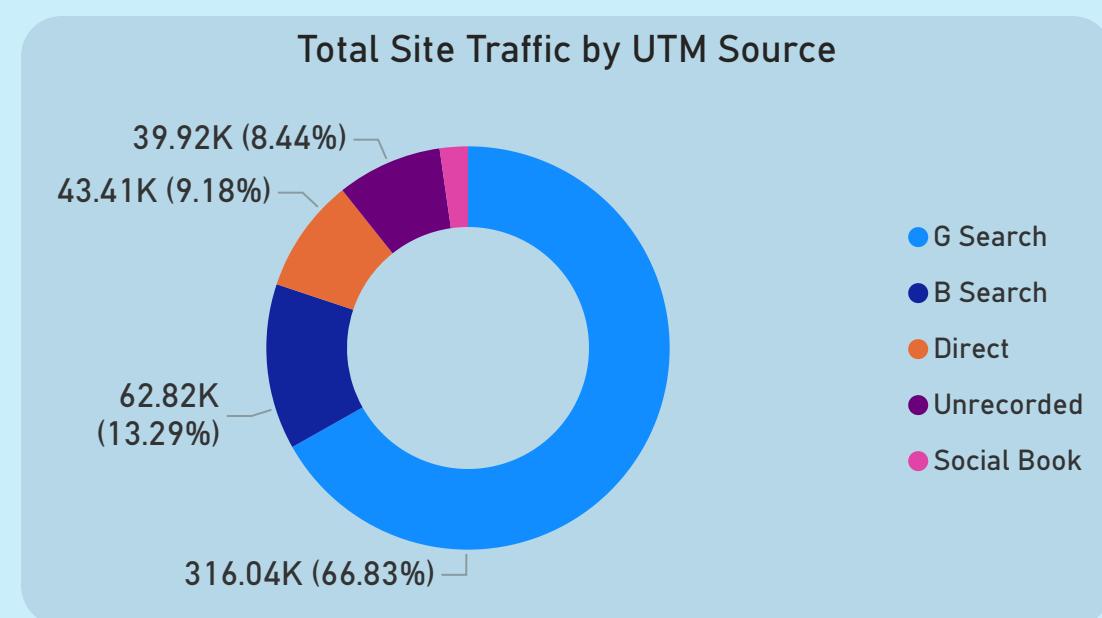
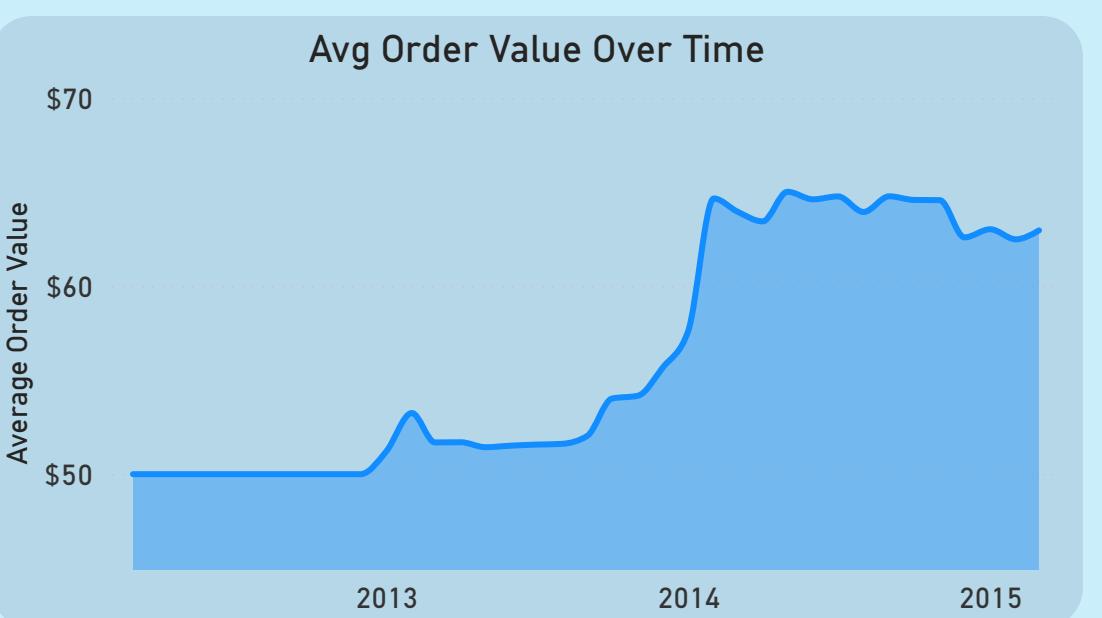
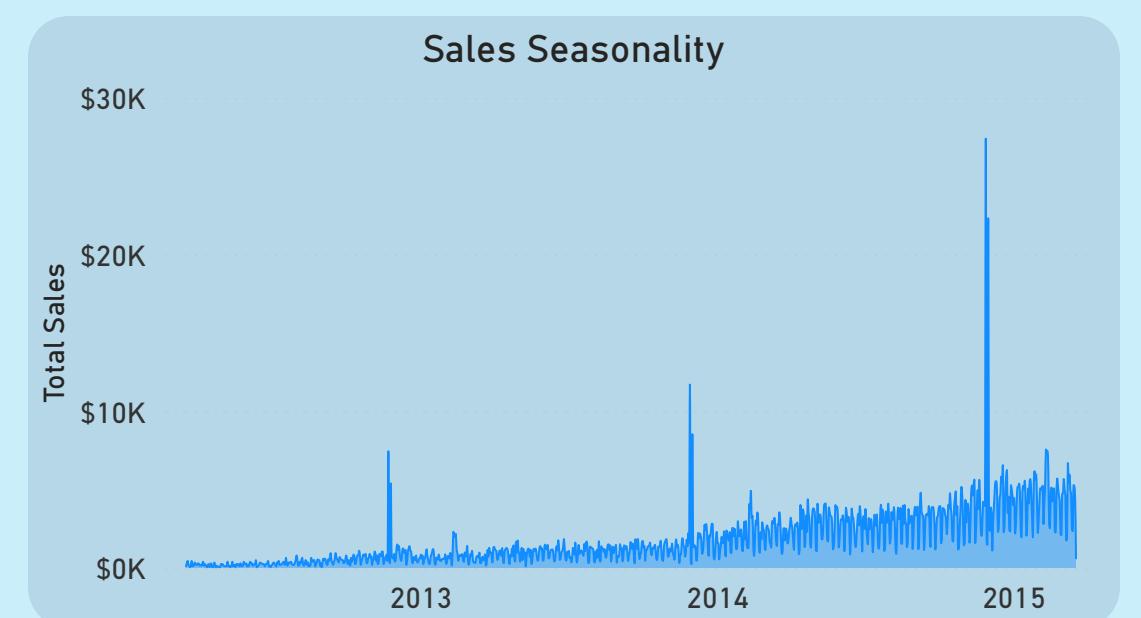
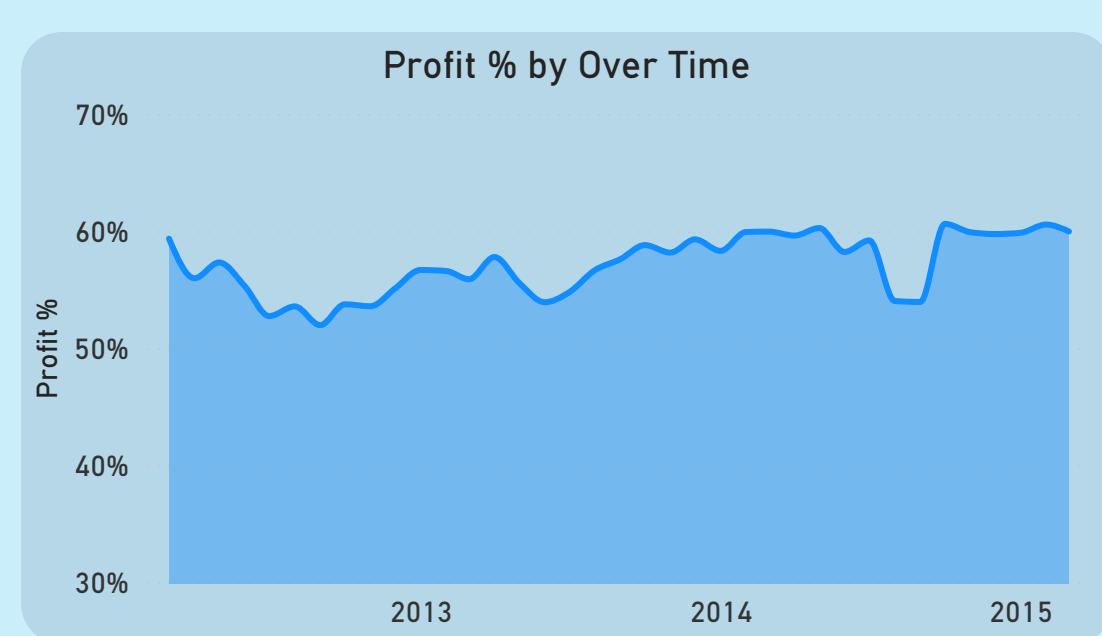
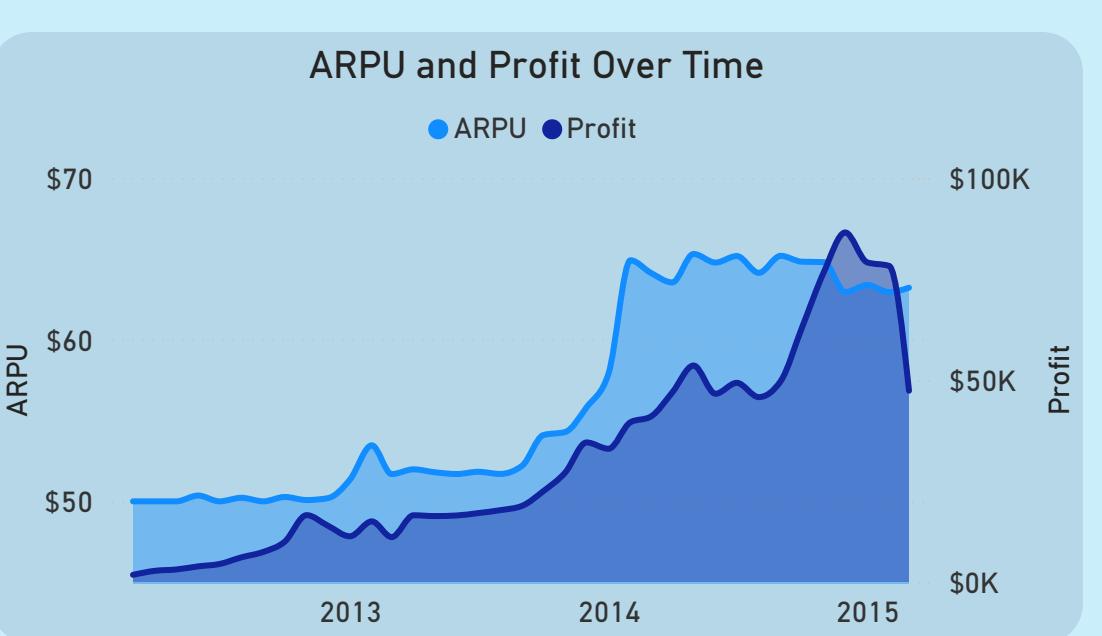
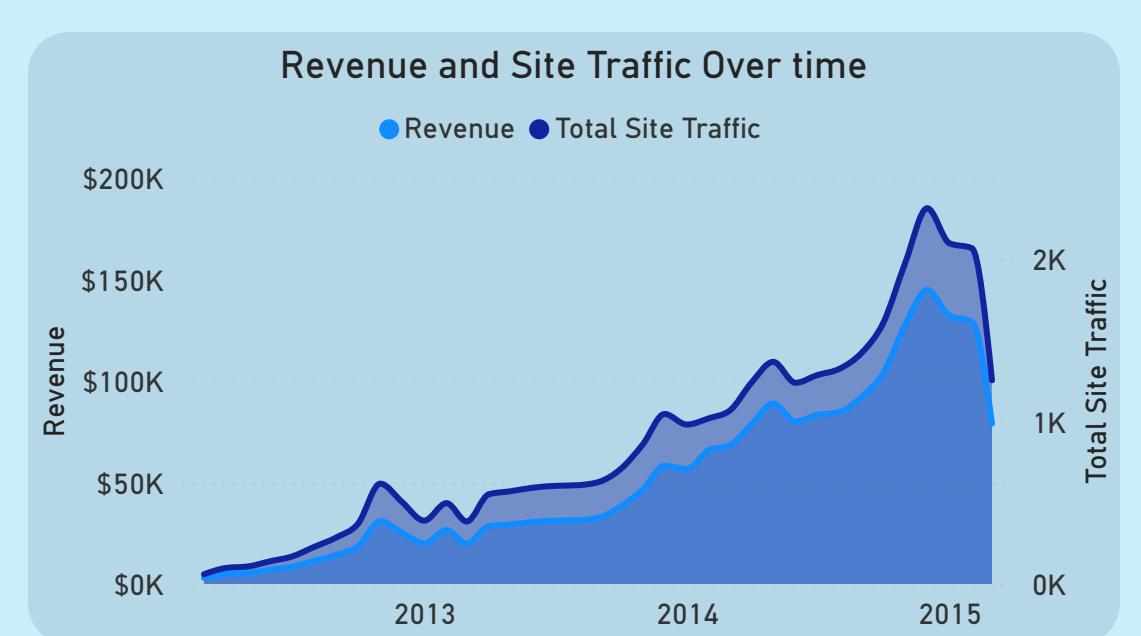
## Year

- (Blank)
- 2012
- 2013
- 2014
- 2015

## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

Clear all Slicers



# CEO Dashboard - 2

Dashboard: 4/9

## Products

- (Blank)
- The Original Mr. ...
- The Forever Love... ...
- The Birthday Sug... ...
- The Hudson Rive... ...

## Year, Month

- 2012
- 2013
- 2014
- 2015

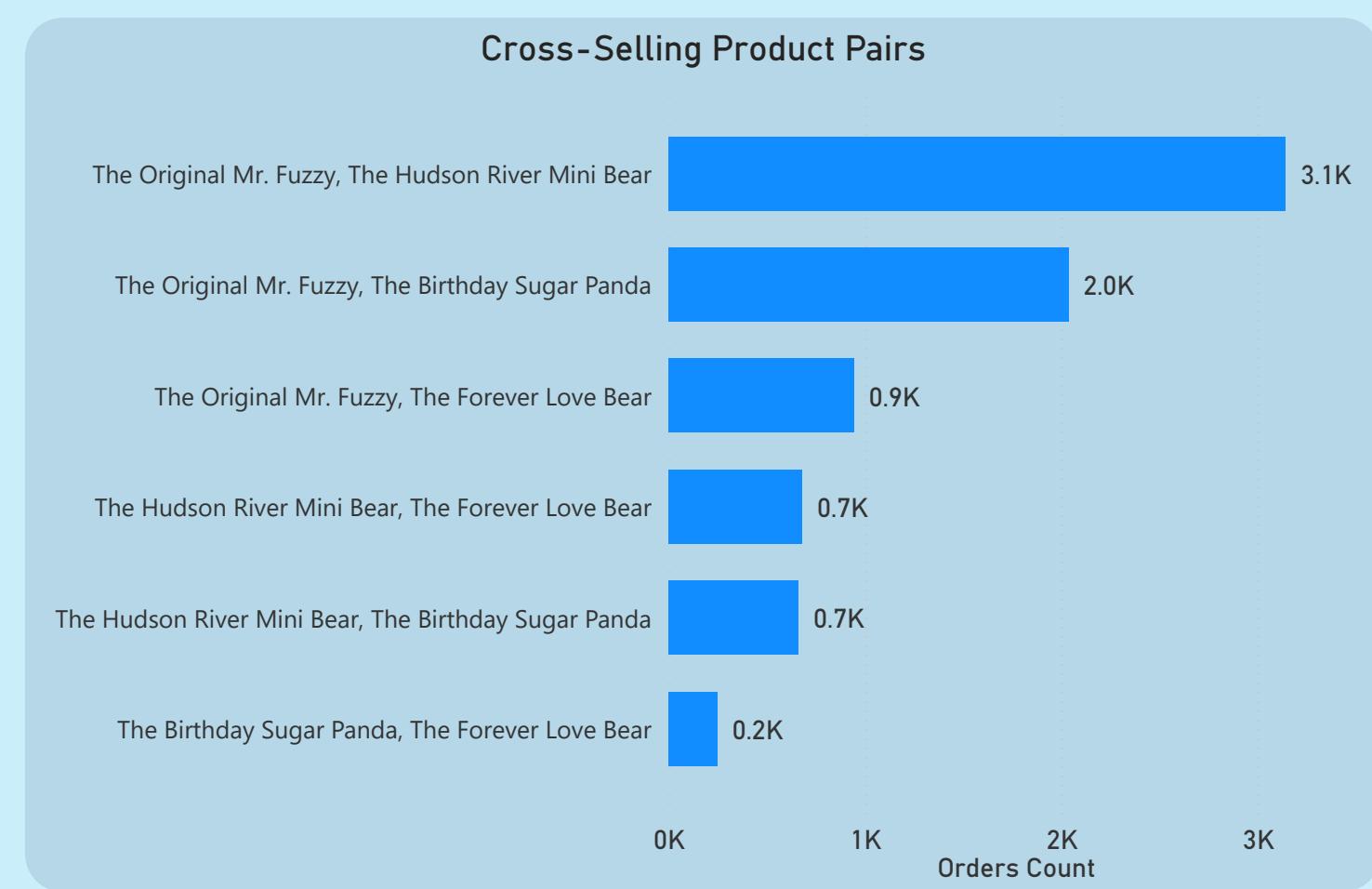
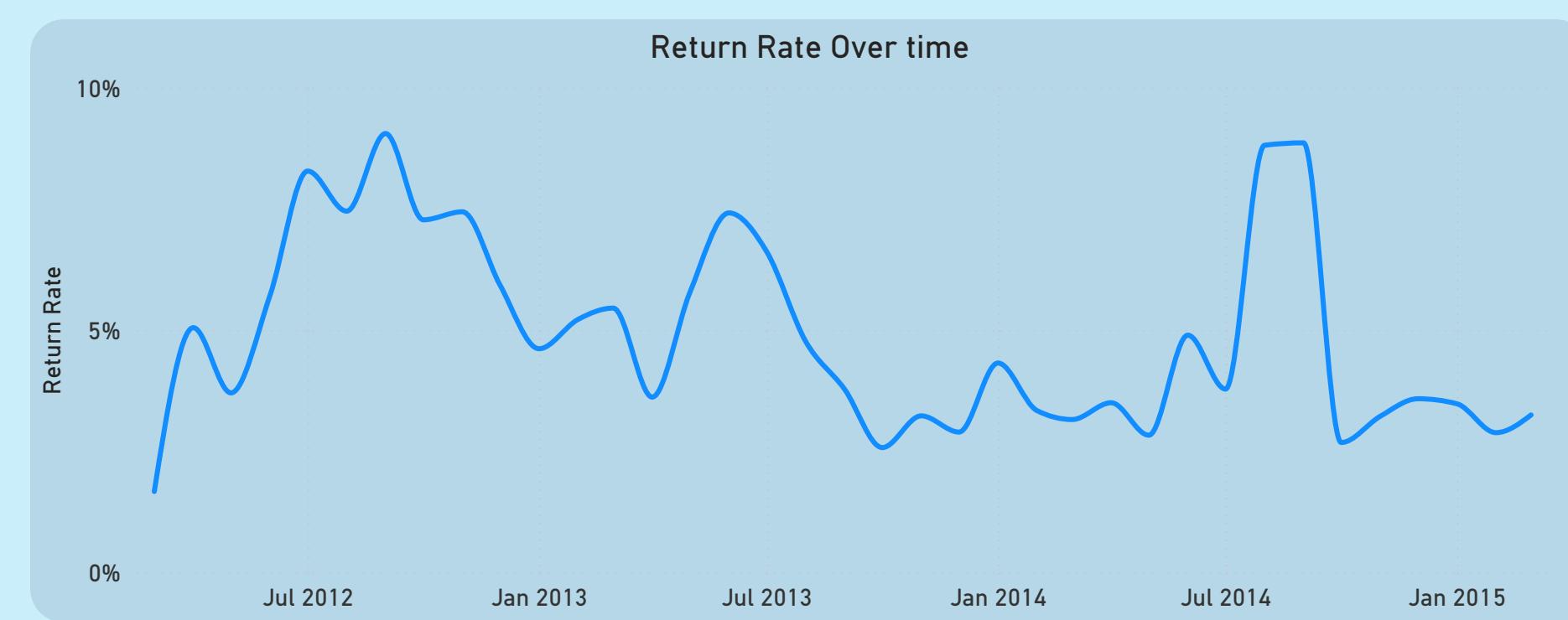
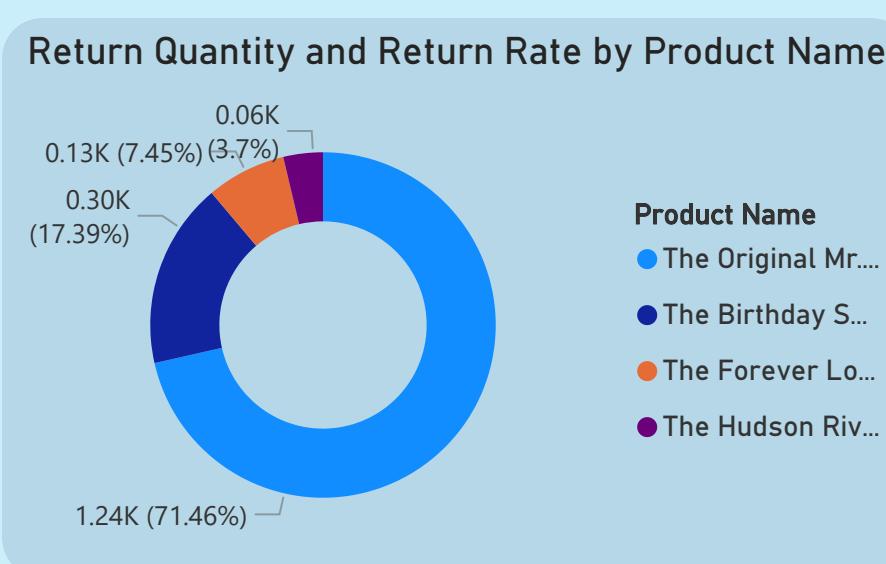
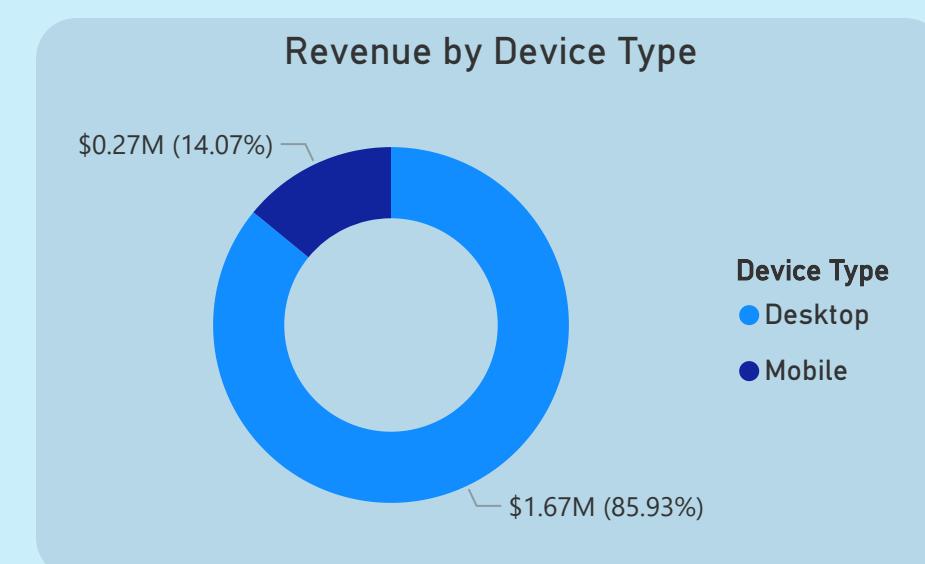
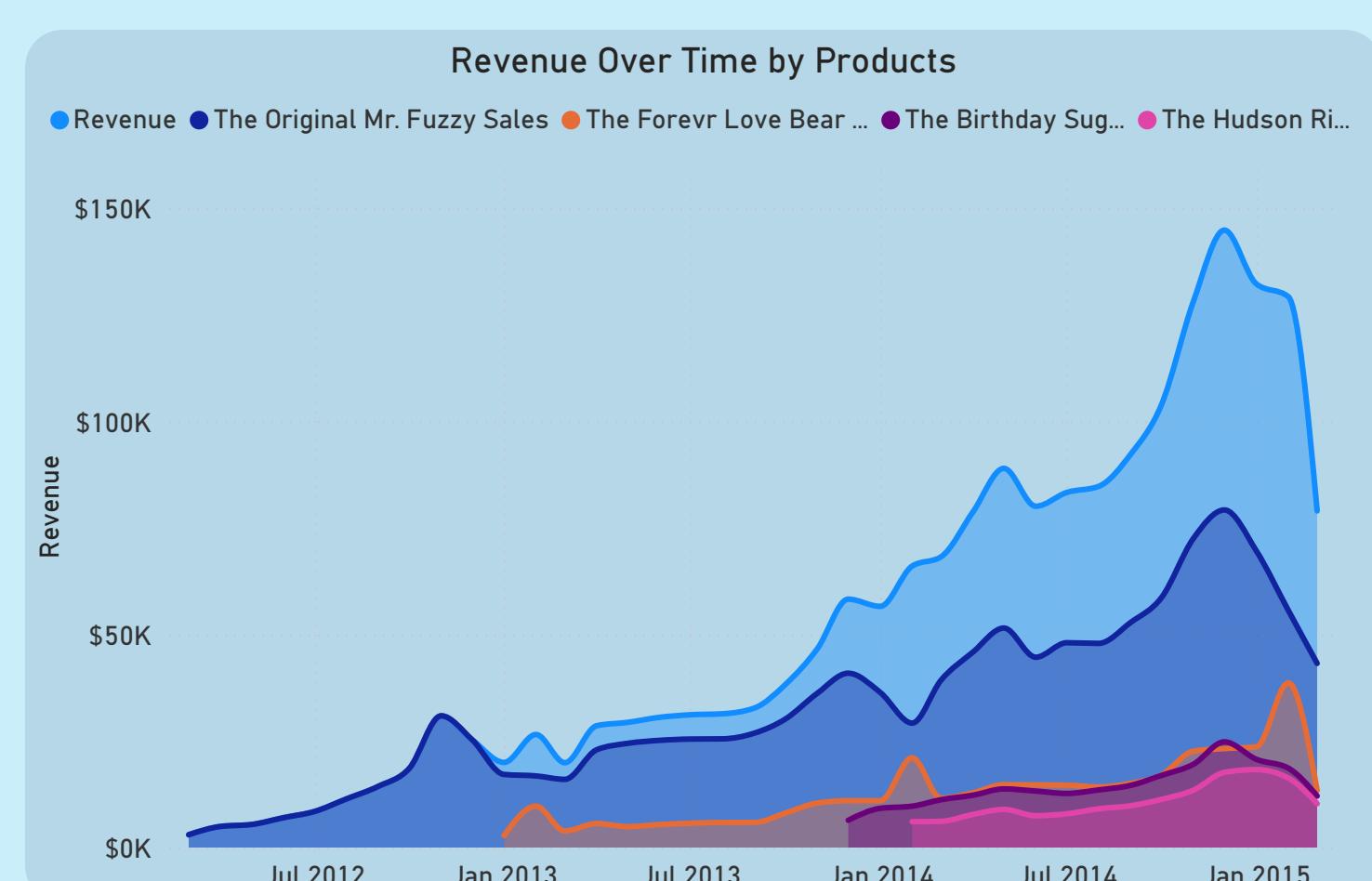
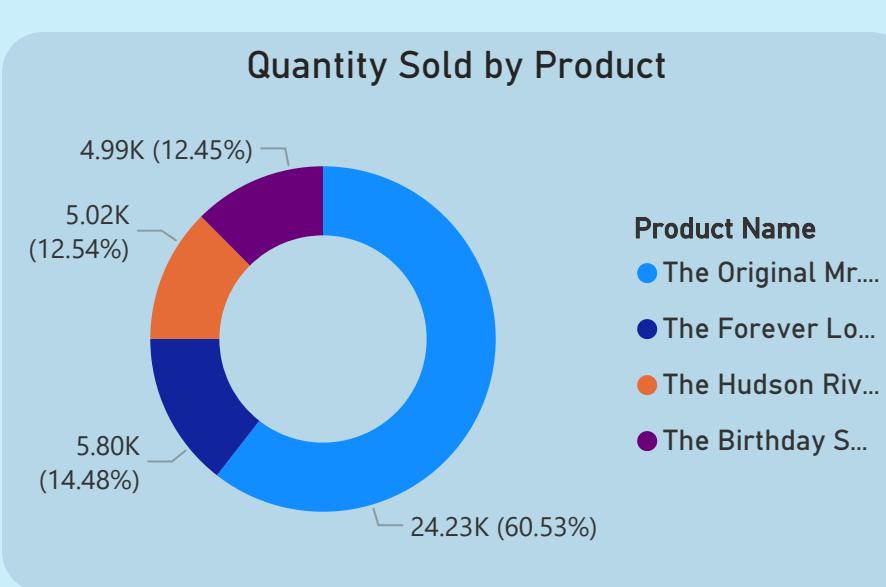
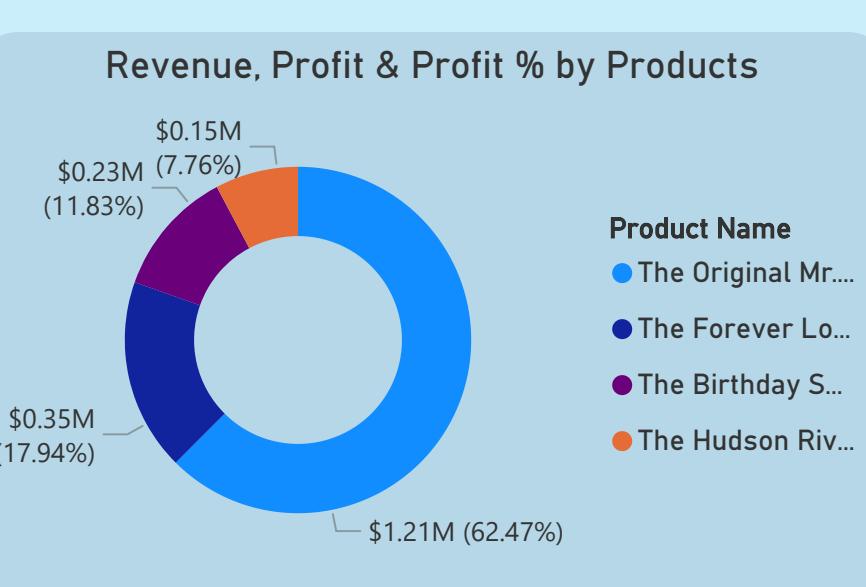
## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

## UTM Campaign

- (Blank)
- Brand
- Desktop Targeted
- Direct
- Non Brand
- Pilot
- Unrecorded

Clear all Slicers



# Website Manager Dashboard - 1

Dashboard: 5/9

## Year, Month

- 2012
- 2013
- 2014
- 2015

## Landing Page

- (Blank)
- Home
- Lander - 1
- Lander - 2
- Lander - 3
- Lander - 4
- Lander - 5

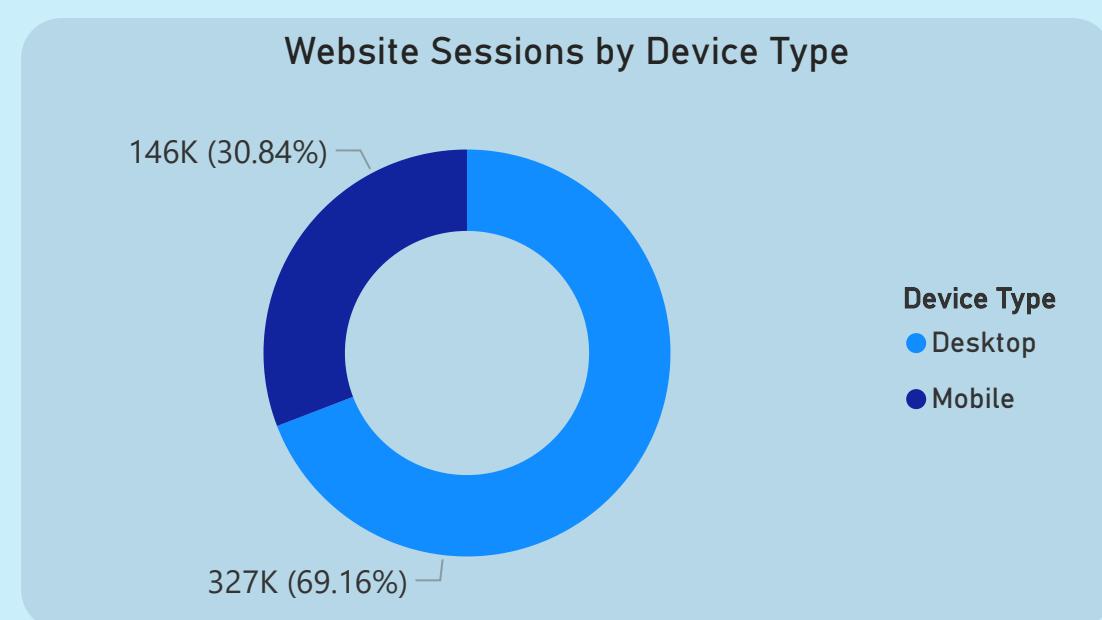
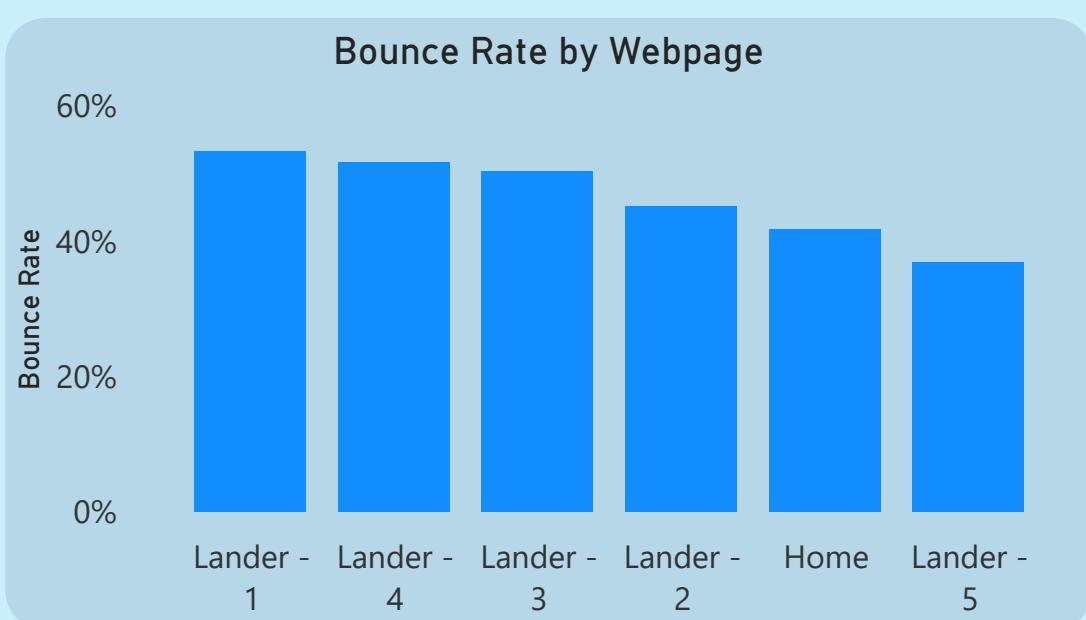
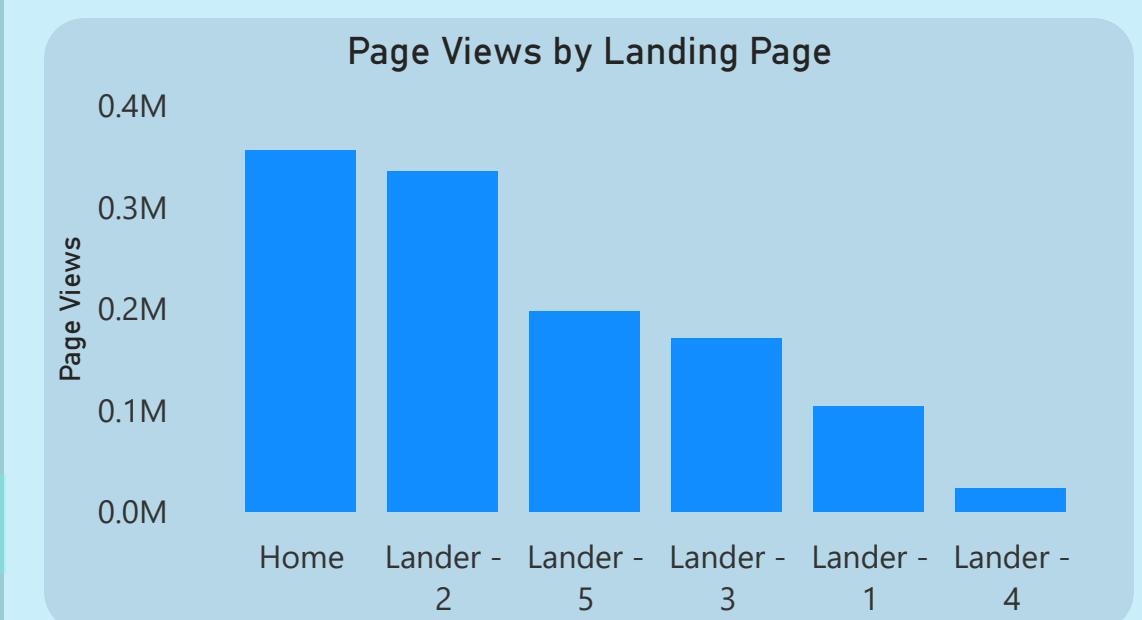
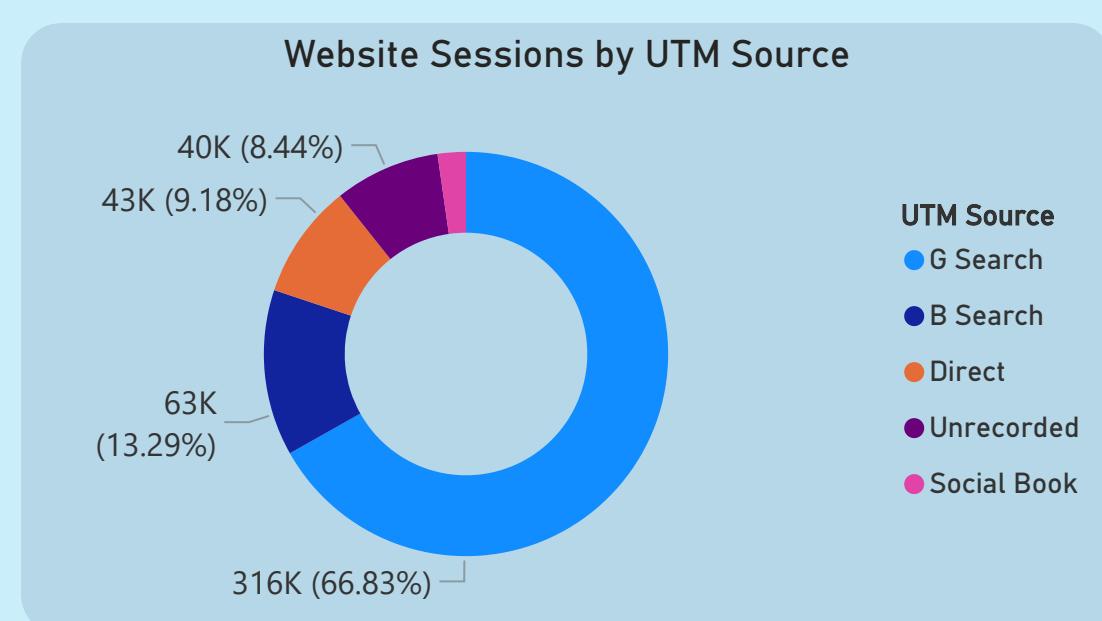
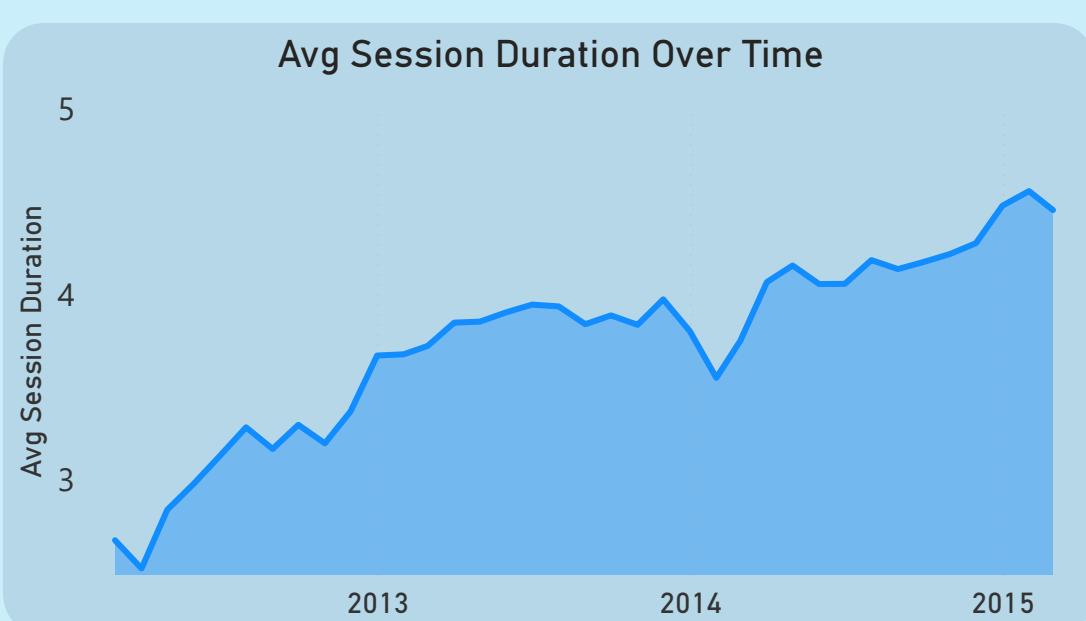
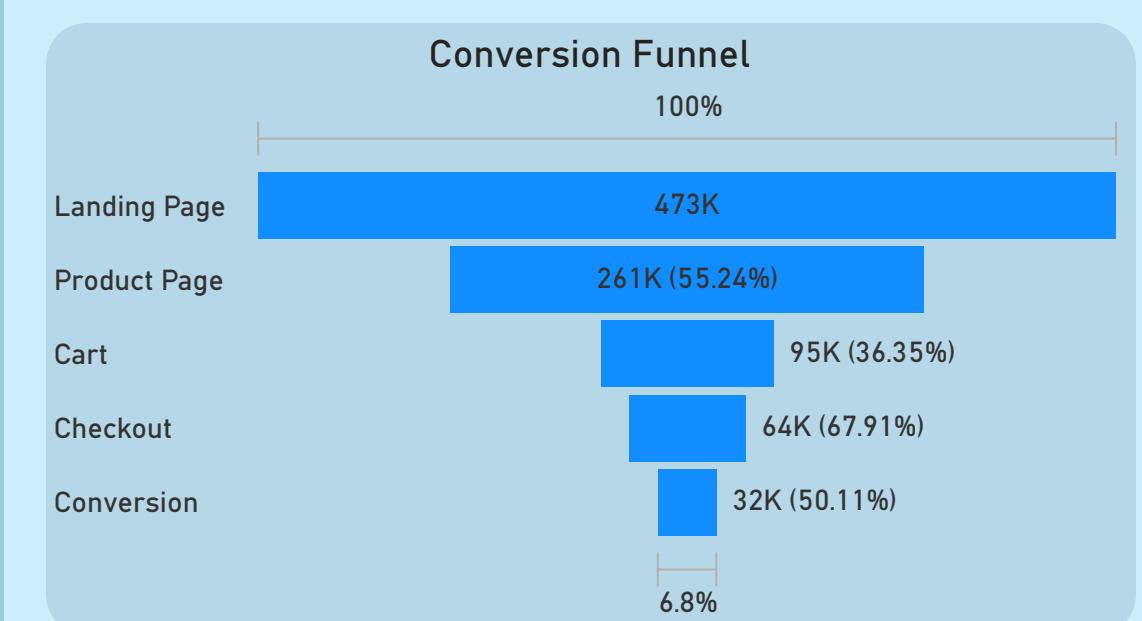
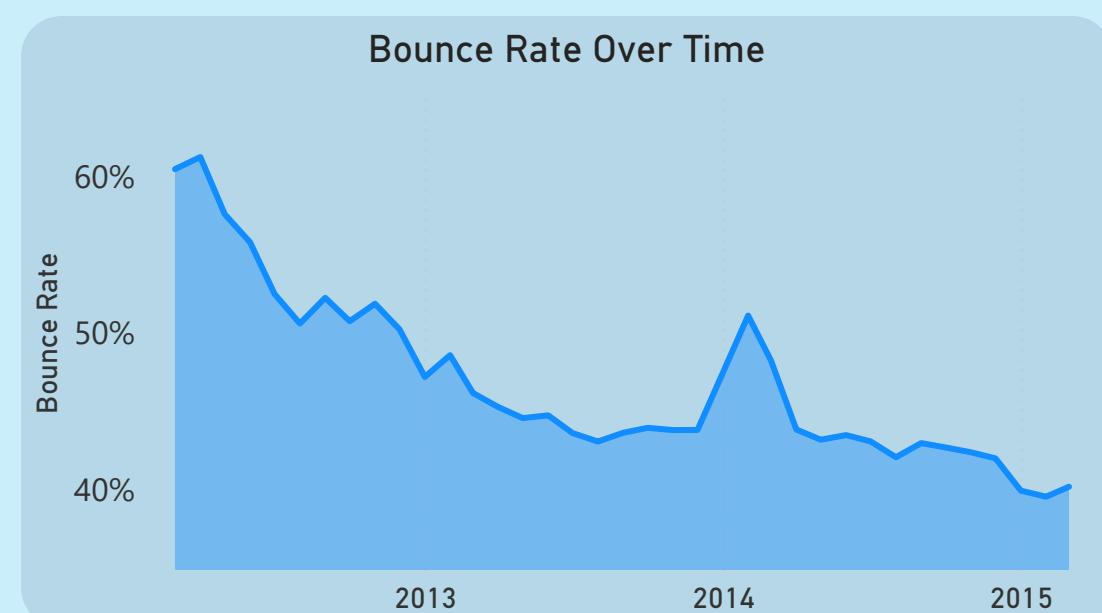
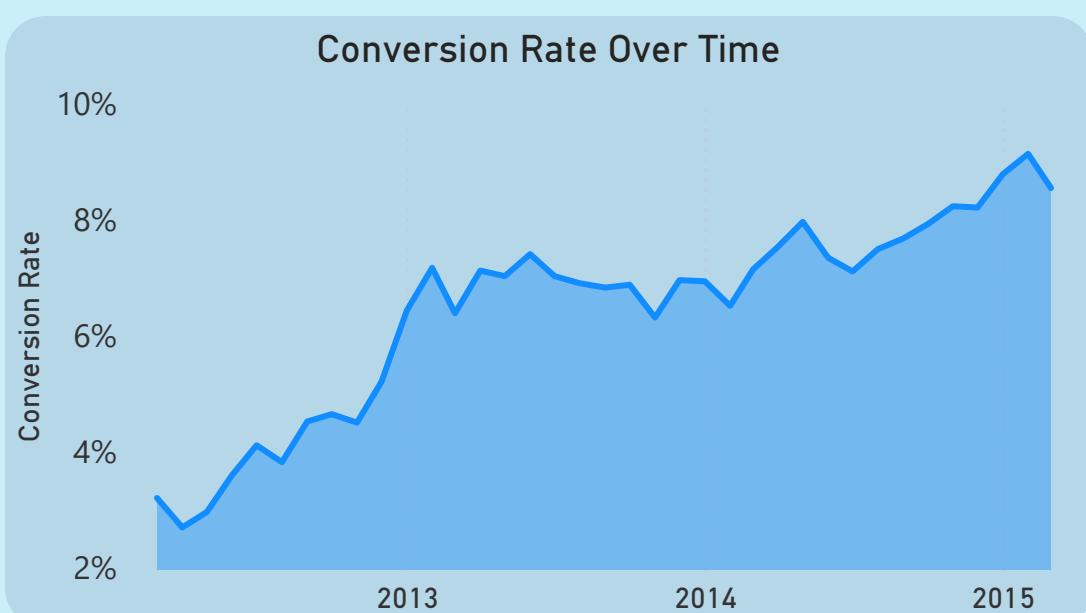
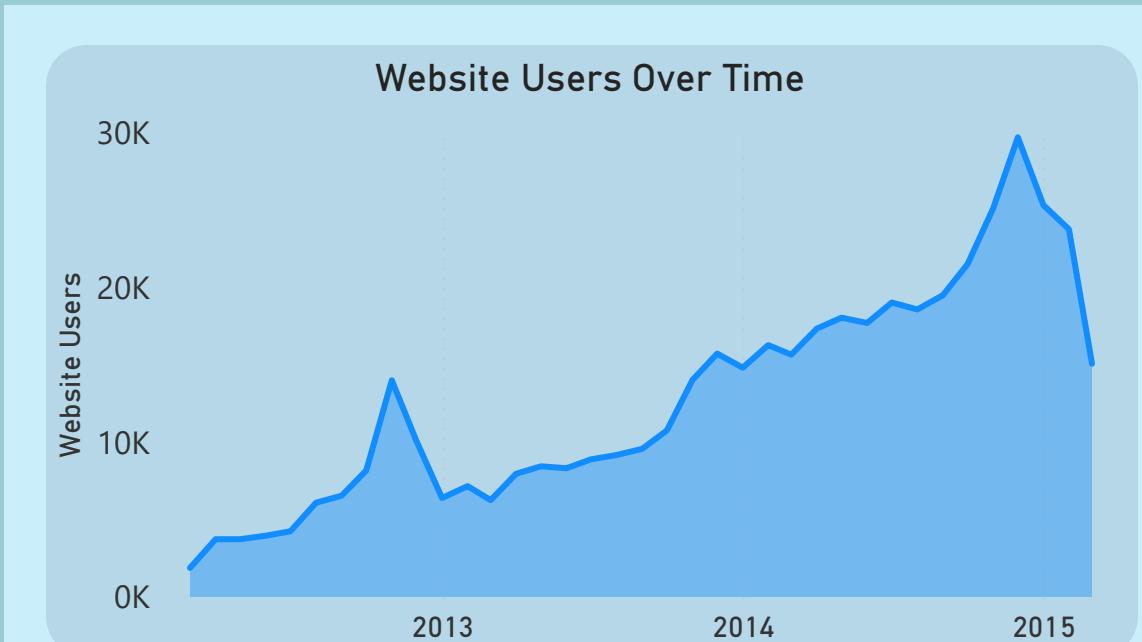
## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

## UTM Campaign

- (Blank)
- Brand
- Desktop Targeted
- Direct
- Non Brand
- Pilot

Clear all Slicers



# Website Manager Dashboard - 2

Dashboard: 6/9

## Year, Month

- (Blank)
- 2012
- 2013
- 2014
- 2015

## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

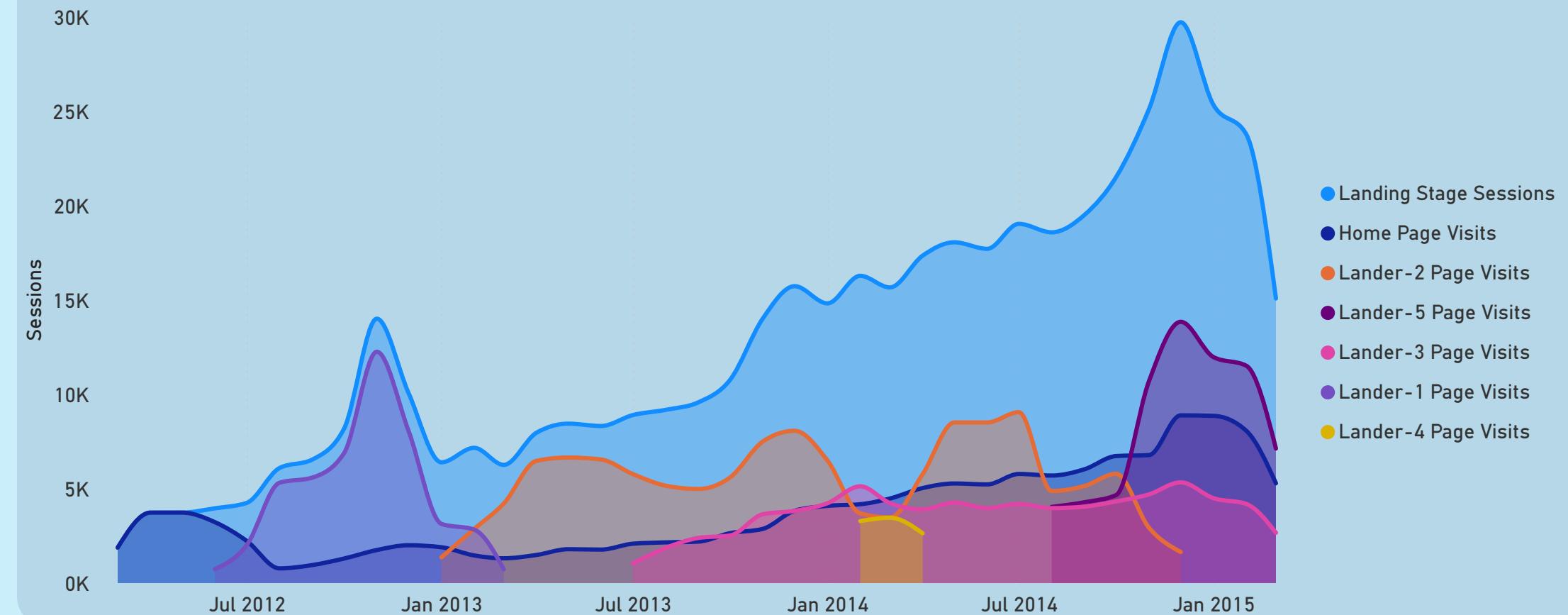
## Landing Page

- (Blank)
- Home
- Lander - 1
- Lander - 2
- Lander - 3
- Lander - 4
- Lander - 5

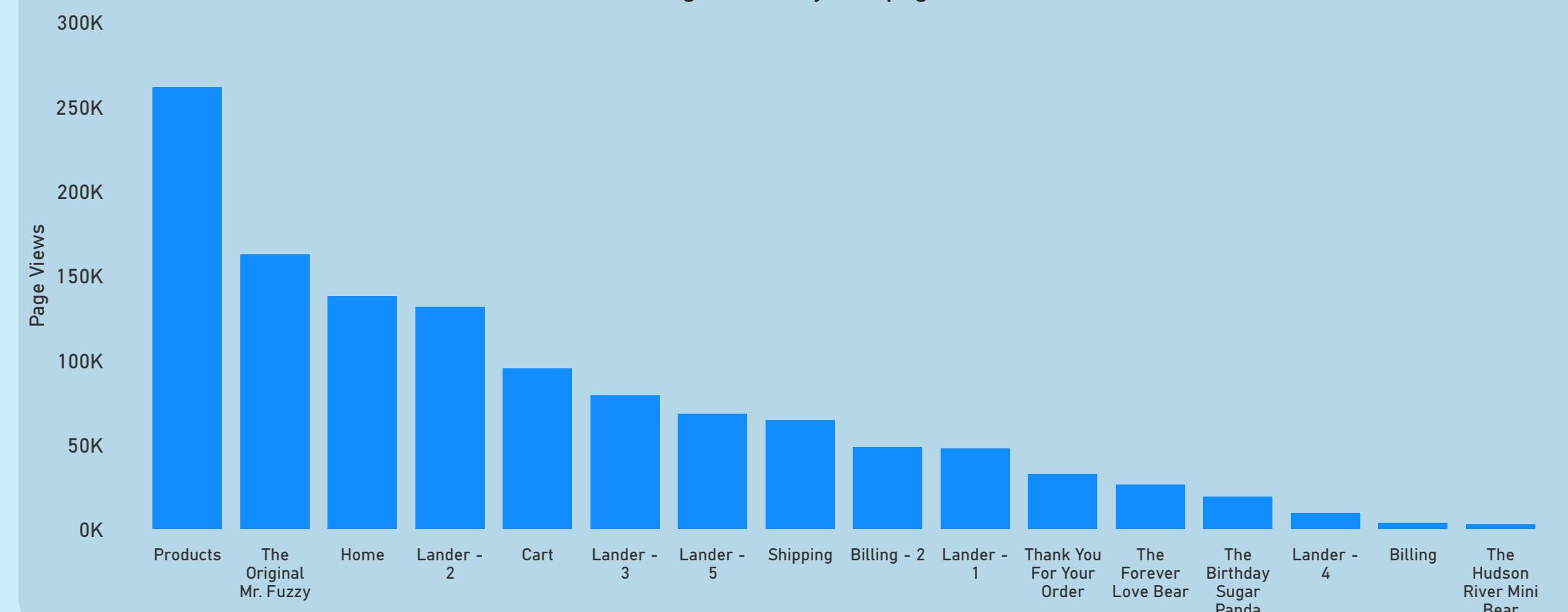
Clear all Slicers



Landing Page Sessions Over Time



Page Views by Webpage



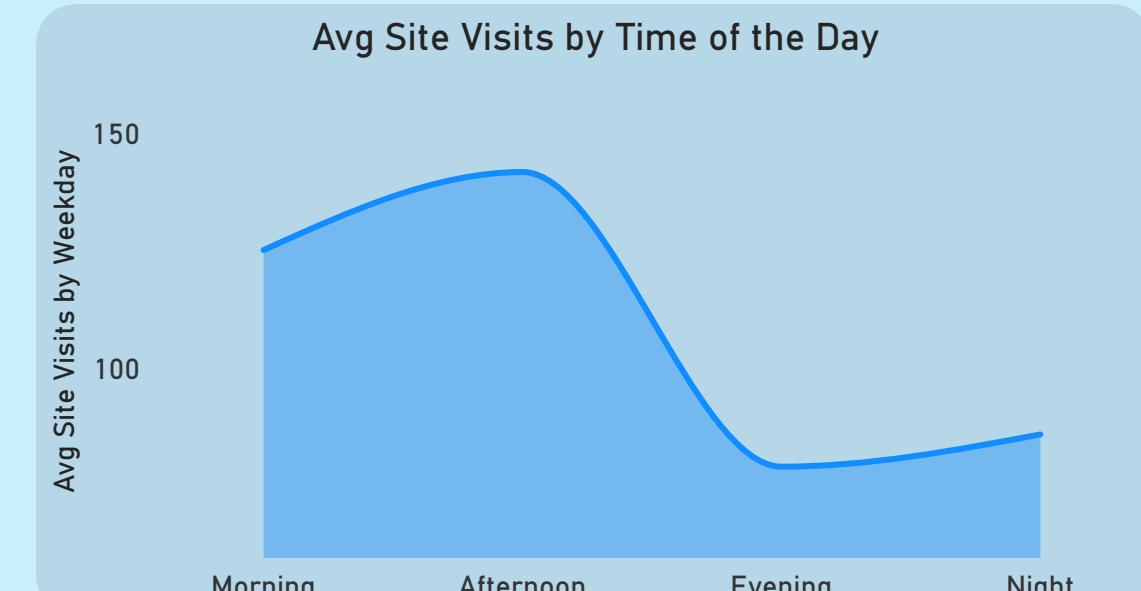
Avg Site Visits by Month



Avg Site Visits by Day



Avg Site Visits by Time of the Day



# Marketing Dashboard - 1

Dashboard: 7/9

## Products

- (Blank)
- The Original Mr. ...
- The Forever Love...
- The Birthday Sug...
- The Hudson River...

## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book

## Unrecorded

## UTM Campaigns

- (Blank)
- Brand
- Desktop Targeted
- Direct
- Non Brand
- Pilot
- Unrecorded

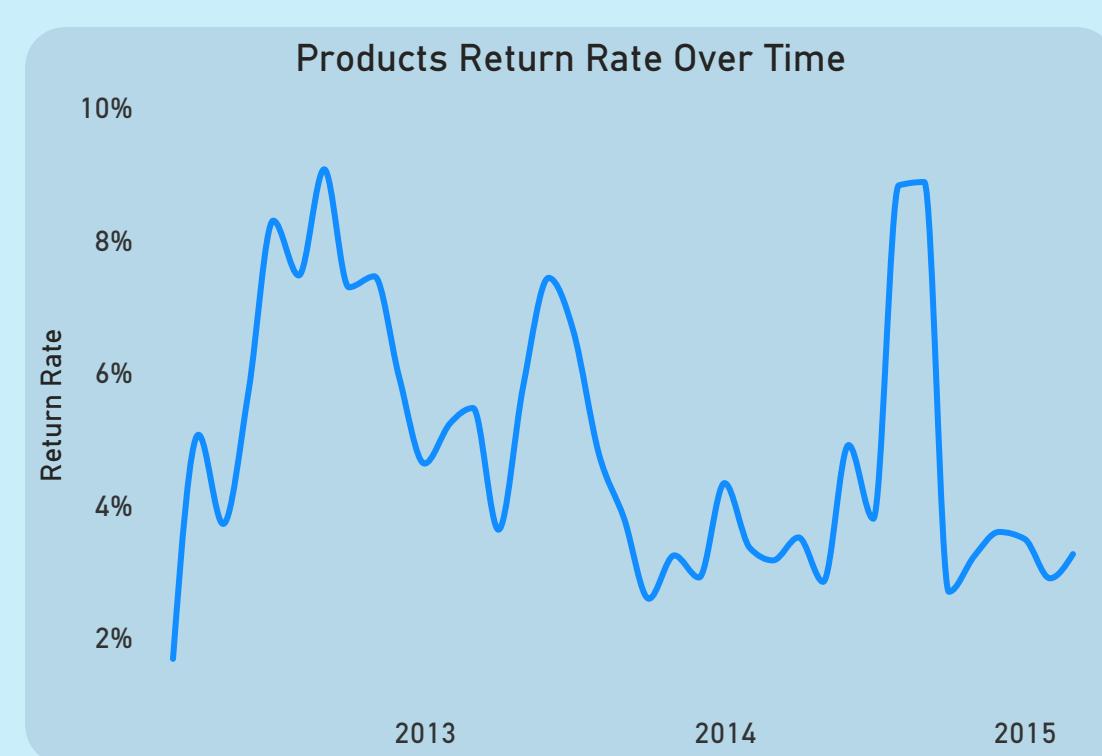
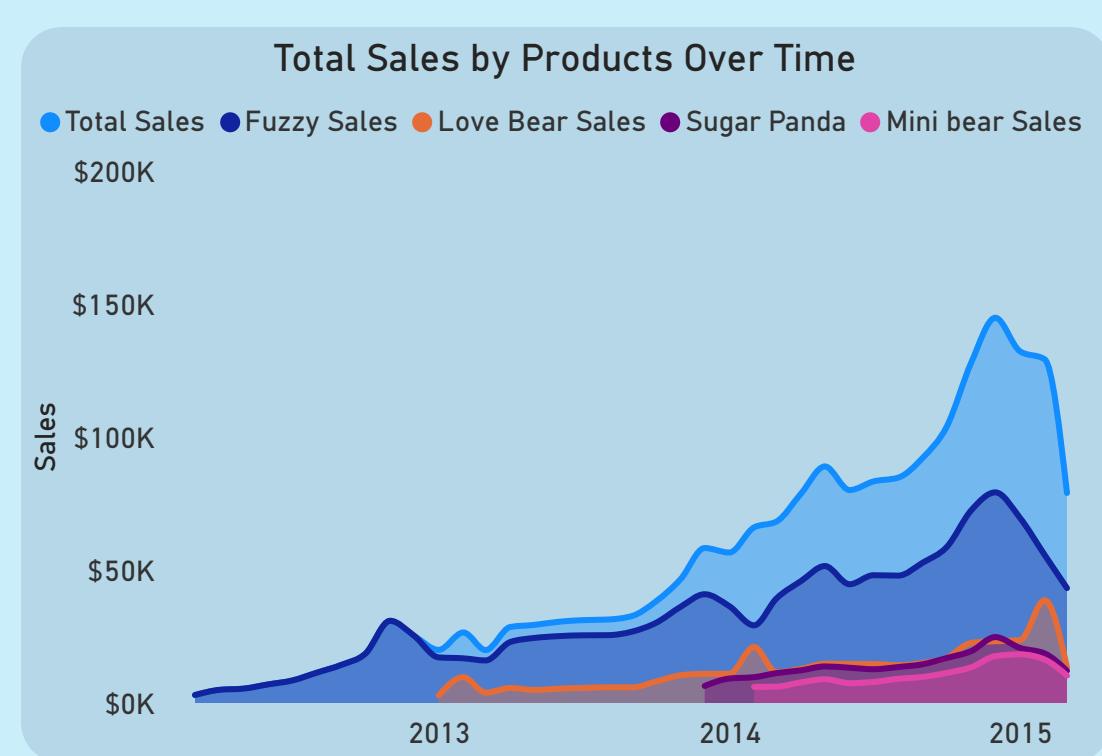
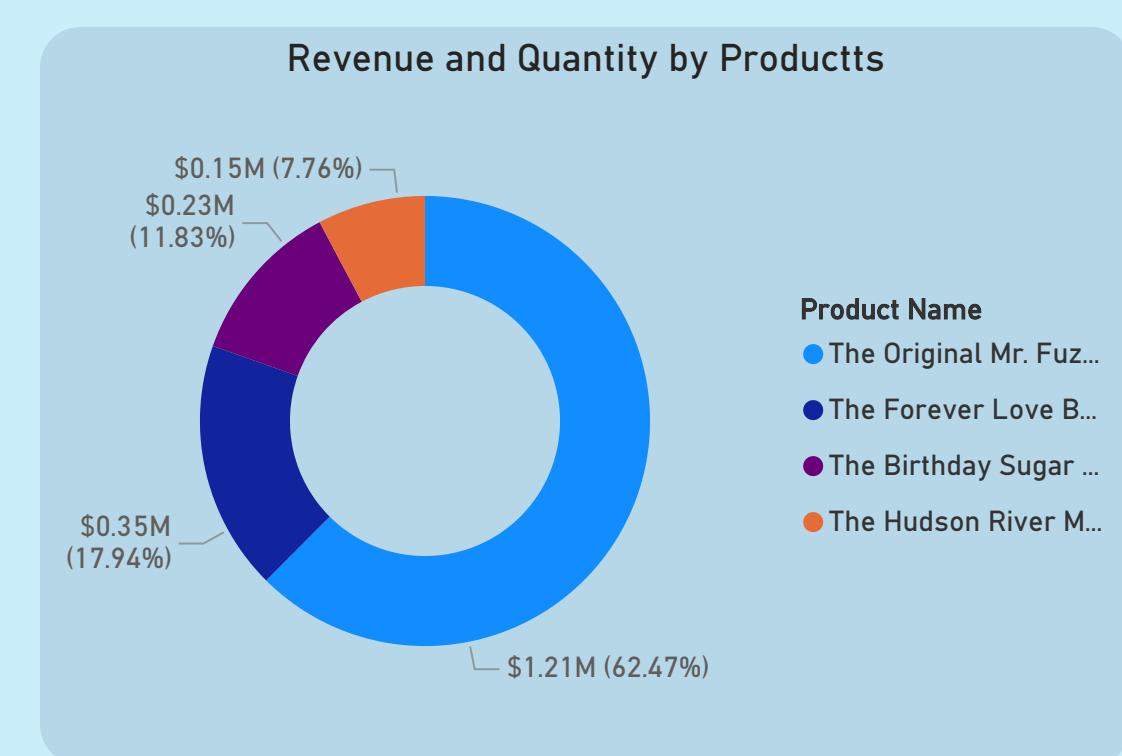
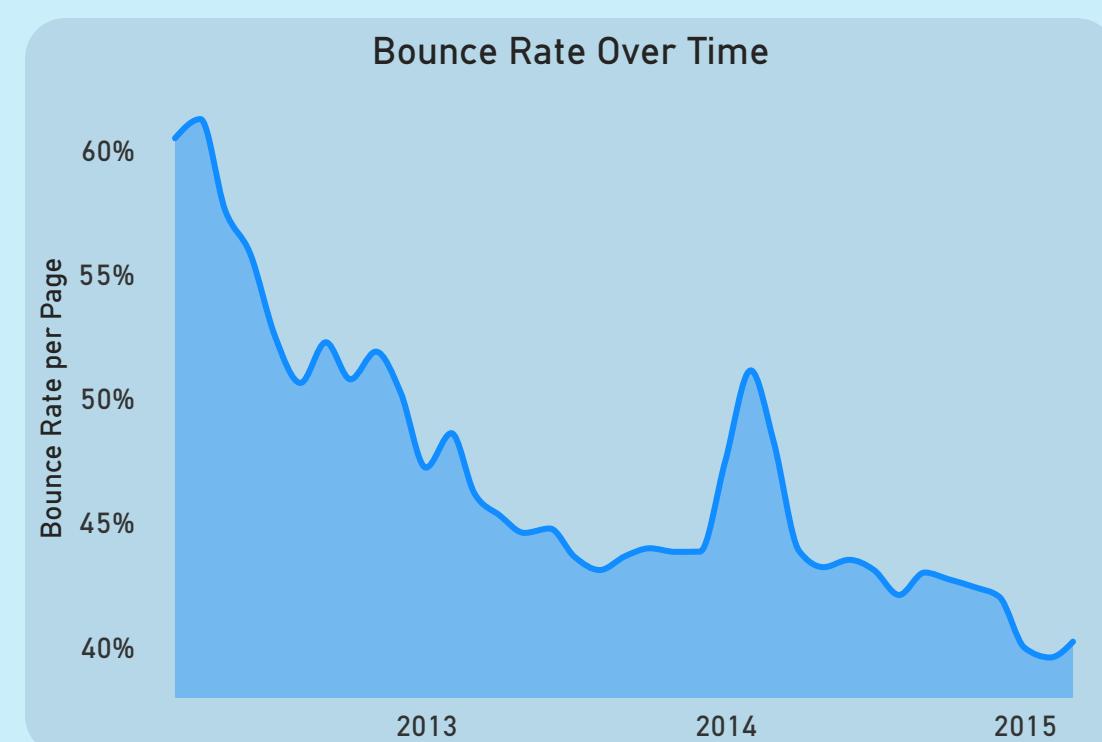
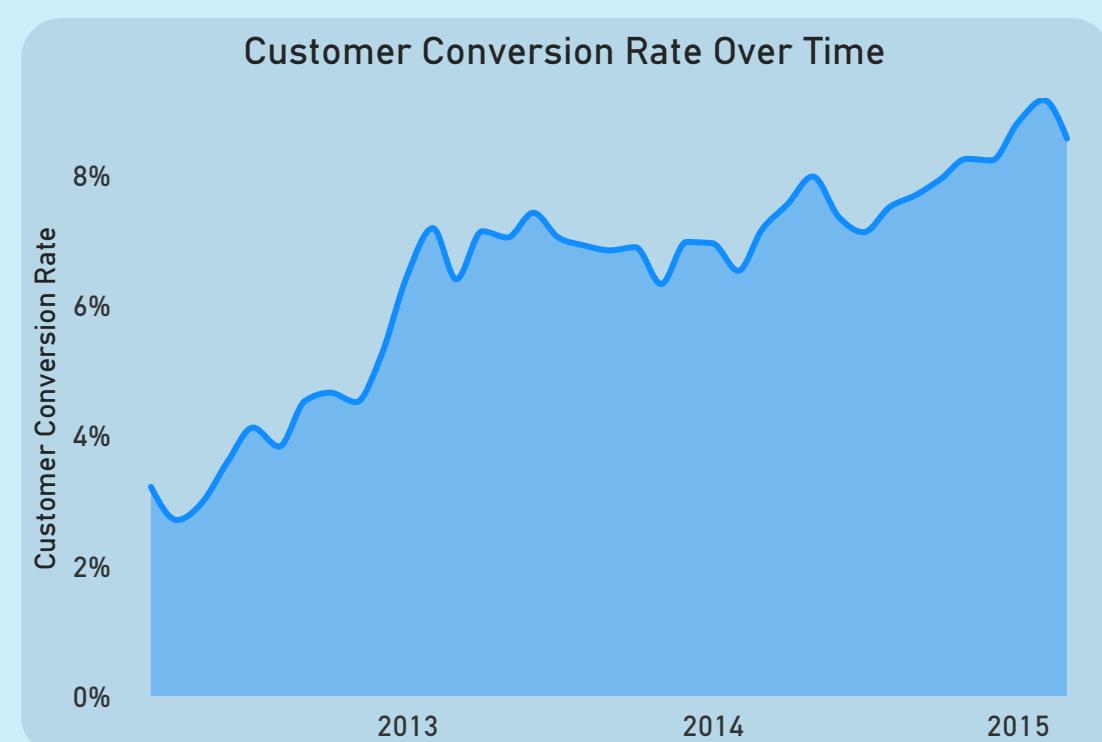
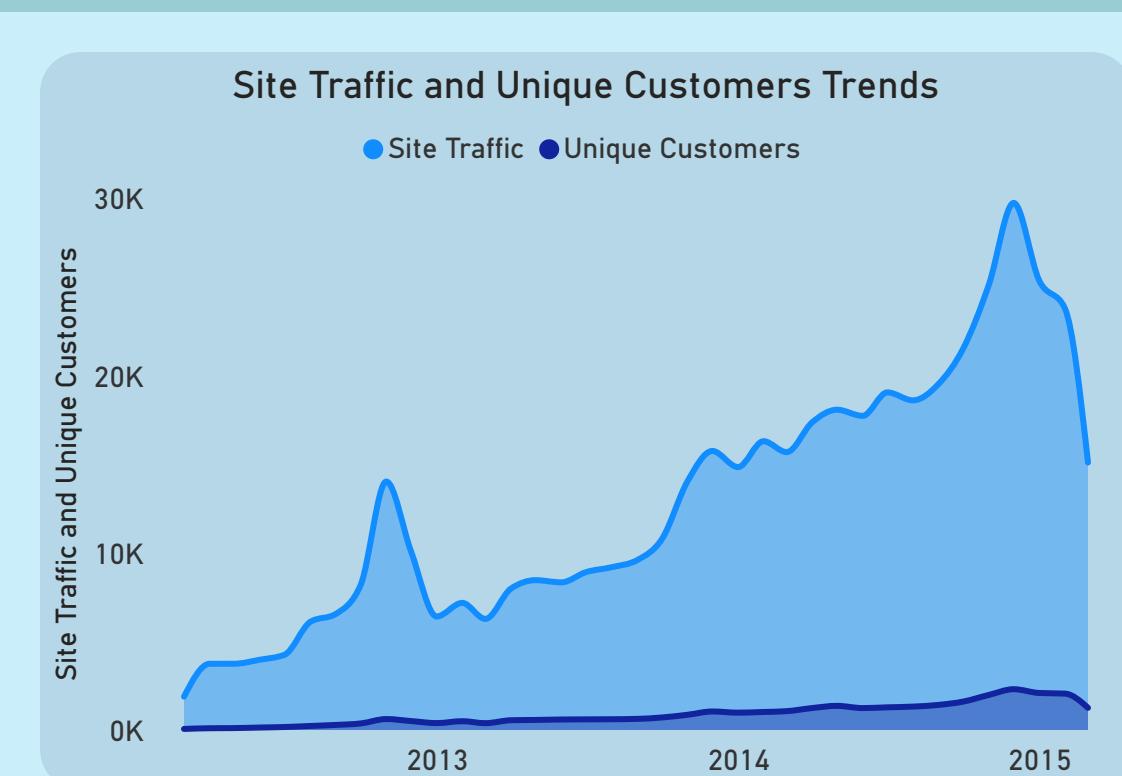
## UTM Content

- (Blank)
- B AD - 1

- B AD - 2
- Direct

- G AD - 1

Clear all Slicers



Device Type	Time of the Day	Day Name	Landing Page	Year, Month
<input type="checkbox"/> (Blank)	<input type="checkbox"/> (Blank)	<input type="checkbox"/> (Blank)	<input type="checkbox"/> (Blank)	<input type="checkbox"/> (Blank)
<input type="checkbox"/> Desktop	<input type="checkbox"/> Morning	<input type="checkbox"/> Sunday	<input type="checkbox"/> Home	<input type="checkbox"/> 2012
<input type="checkbox"/> Mobile	<input type="checkbox"/> Afternoon	<input type="checkbox"/> Monday	<input type="checkbox"/> Lander - 1	<input type="checkbox"/> 2013
	<input type="checkbox"/> Evening	<input type="checkbox"/> Tuesday	<input type="checkbox"/> Lander - 2	<input type="checkbox"/> 2014
	<input type="checkbox"/> Night	<input type="checkbox"/> Wednesday	<input type="checkbox"/> Lander - 3	<input type="checkbox"/> 2015

# Marketing Dashboard - 2

Dashboard: 8/9

## Year, Month

- (Blank)
- 2012
- 2013
- 2014
- 2015

## UTM Source

- (Blank)
- B Search
- Direct
- G Search
- Social Book
- Unrecorded

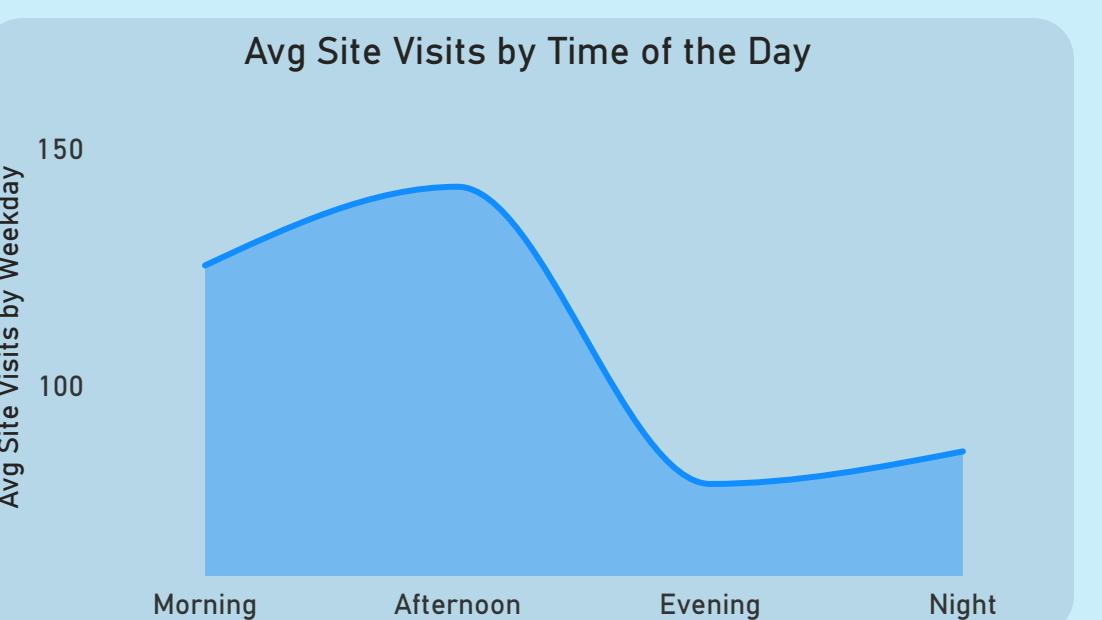
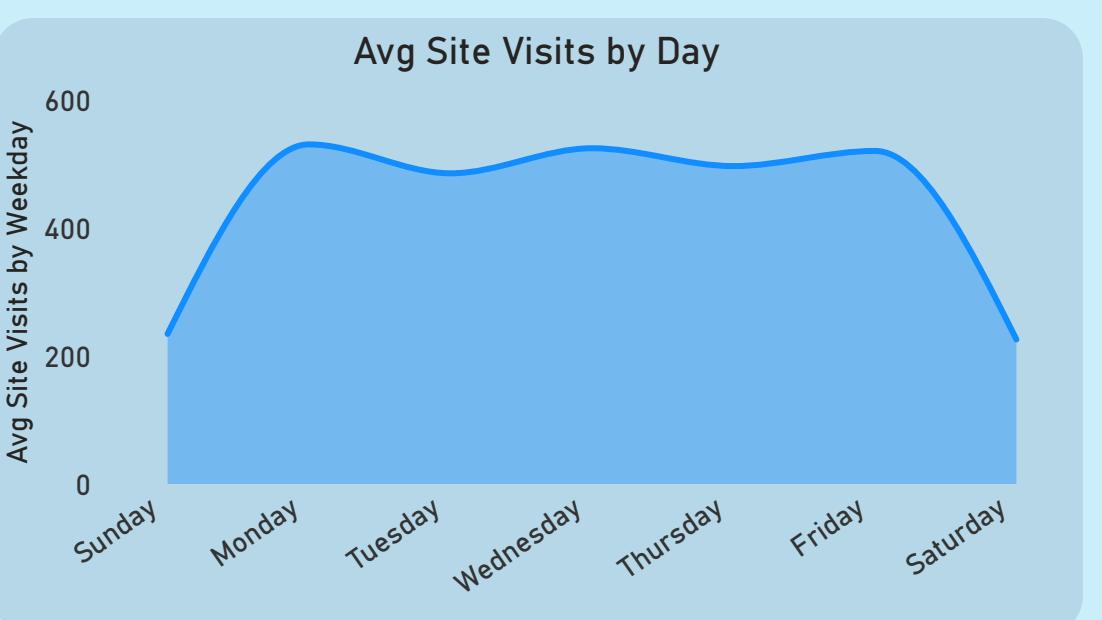
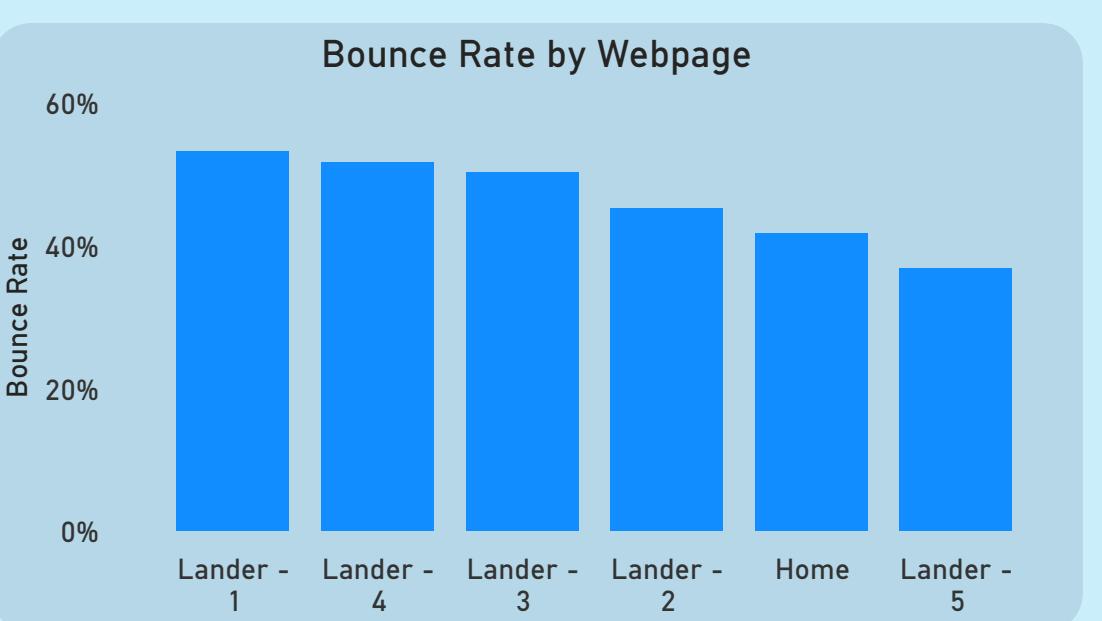
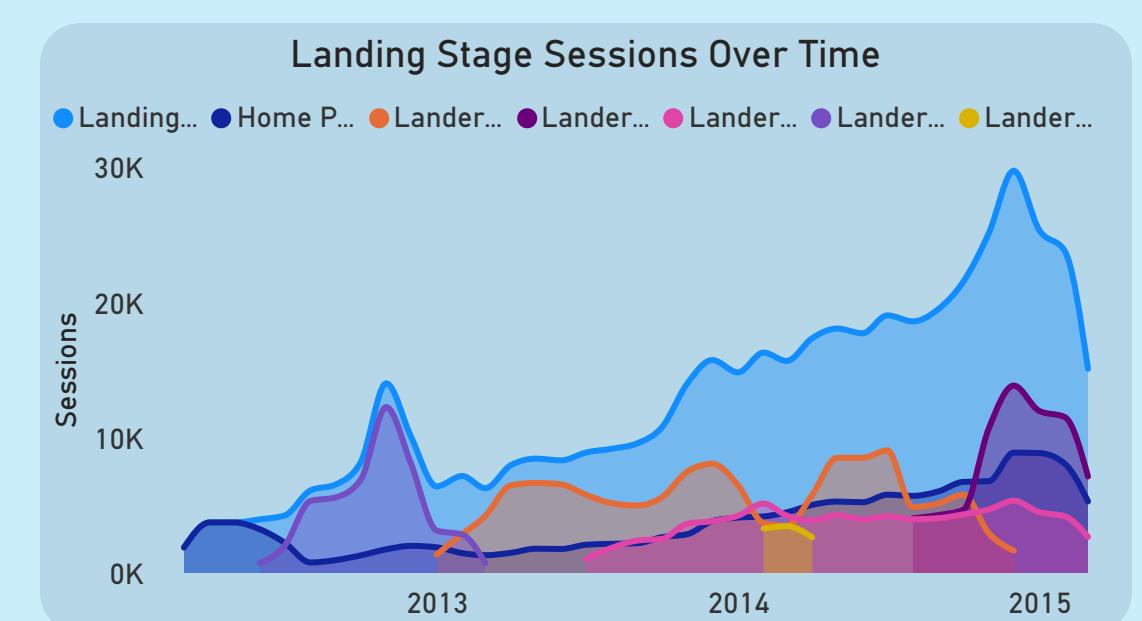
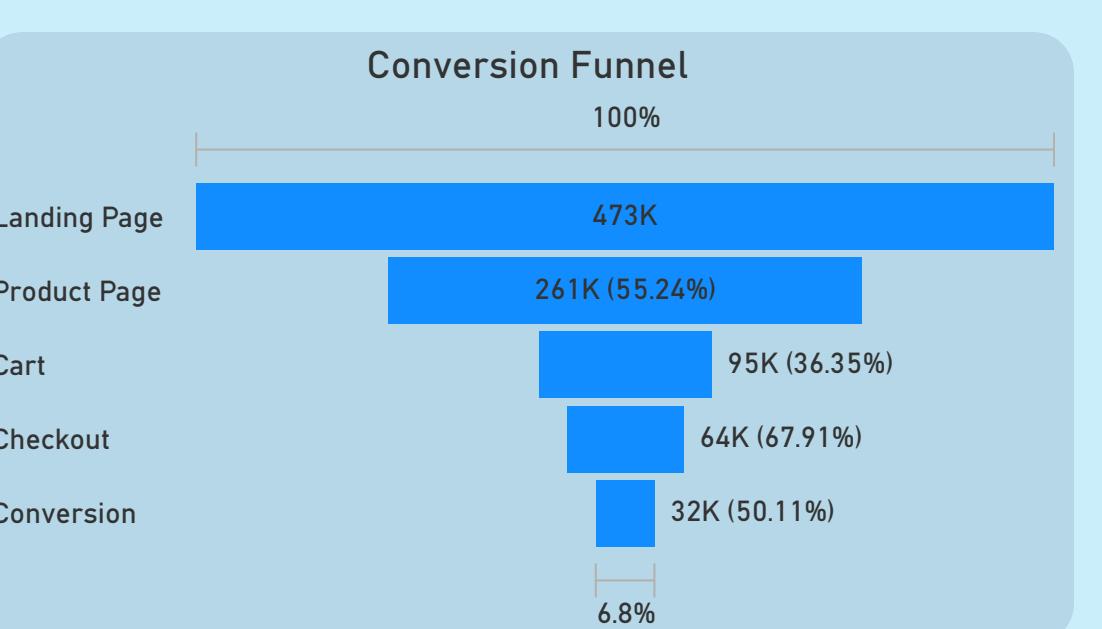
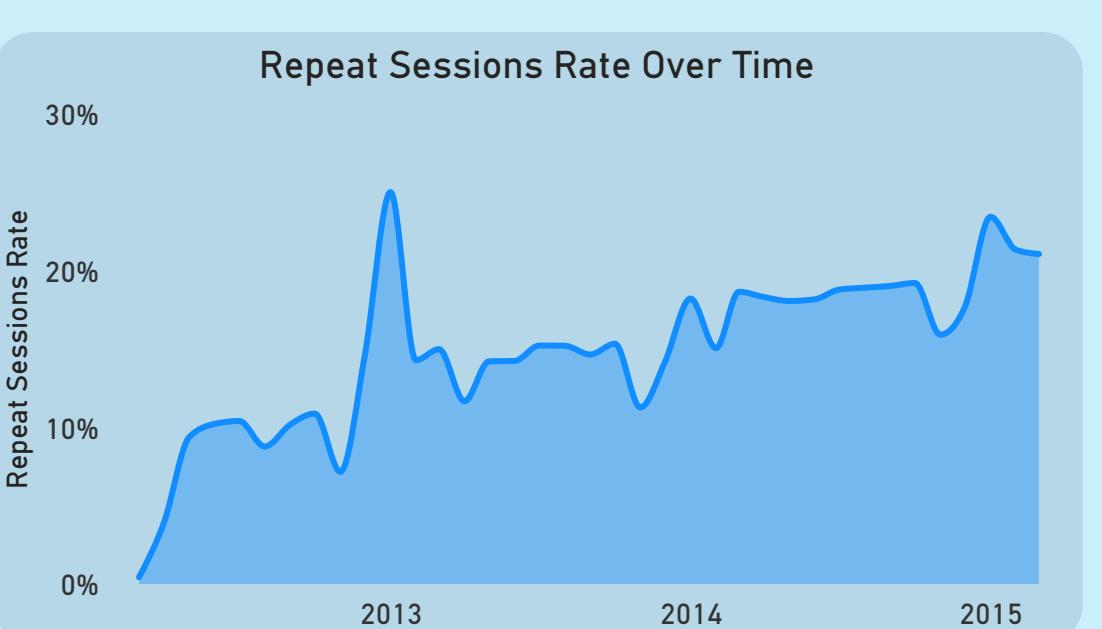
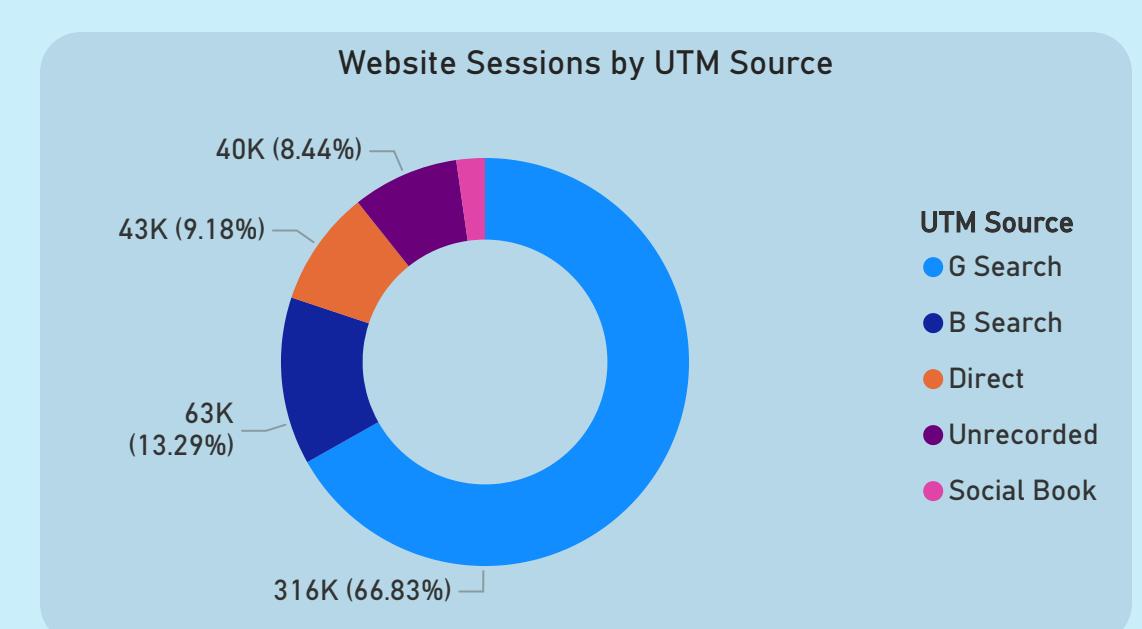
## UTM Campaign

- (Blank)
- Brand
- Desktop Targeted
- Direct
- Non Brand
- Pilot
- Unrecorded

## Device Type

- (Blank)
- Desktop
- Mobile

Clear all Slicers



# Marketing Dashboard - 3

Dashboard: 9/9

**Year, Month** ▾  
 (Blank)  
 2012  
 2013  
 2014  
 2015

**UTM Source** ▾  
 (Blank)  
 B Search  
 Direct  
 G Search  
 Social Book  
 Unrecorded

**UTM Campaign** ▾  
 (Blank)  
 Brand  
 Desktop Targeted  
 Direct  
 Non Brand  
 Pilot  
 Unrecorded

**Device Type** ▾  
 (Blank)  
 Desktop  
 Mobile

Clear all Slicers

