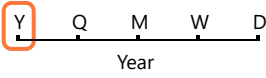


Order Type

- Select all
- accessories
- samples
- slipcover



2022 - 2022



Payment Gateway

- free
- klarna
- manual
- mollie
- paypal

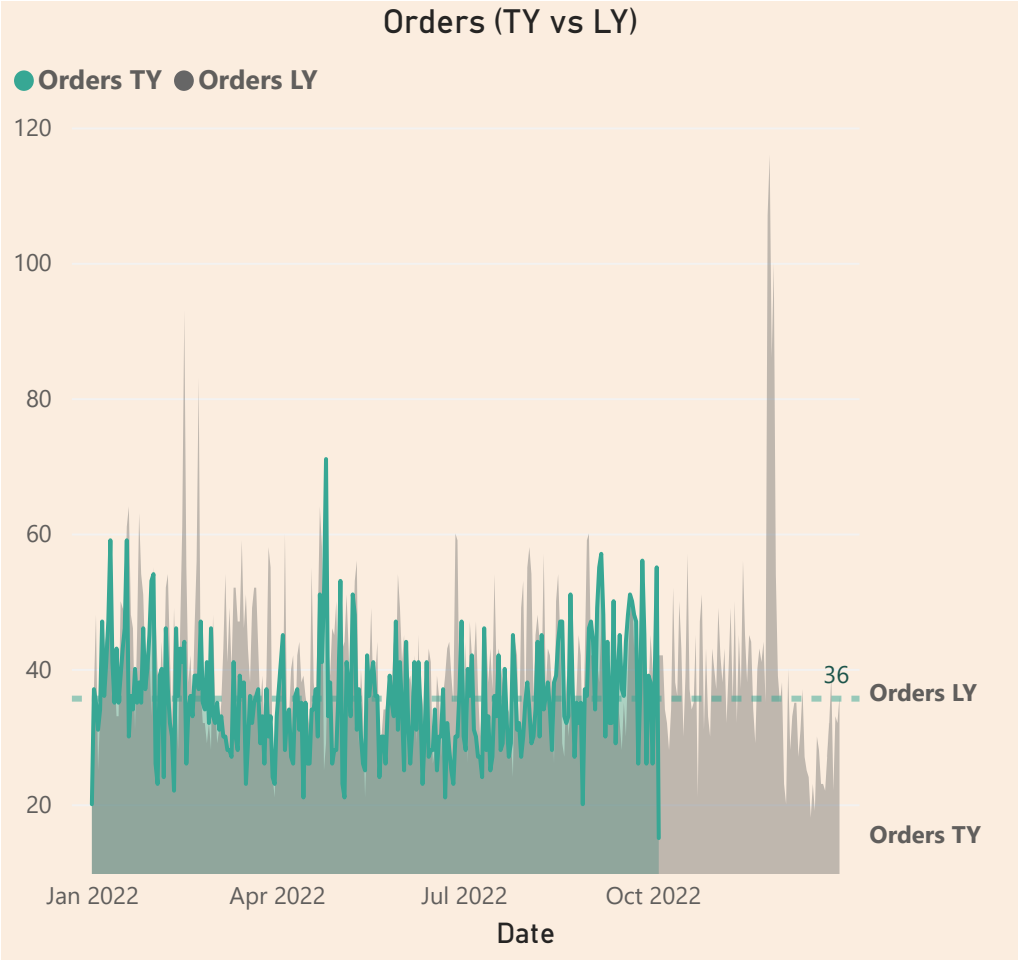
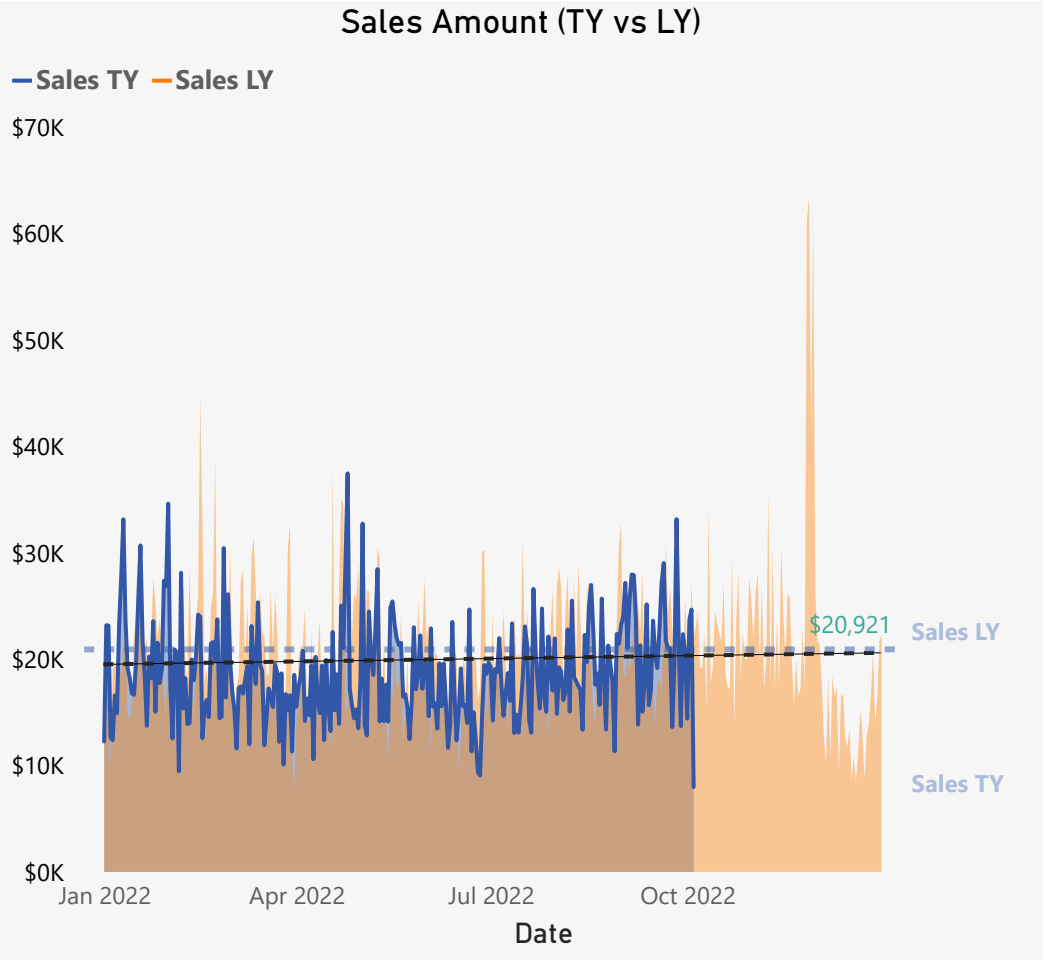
- Brand Name
- Colour
- Fabric Family
- Fabric Name
- Product Reference
- Product Series
- Language
- Country
- Discount Code
- Status Name
- Currency

4.98M

Product Sales

9861

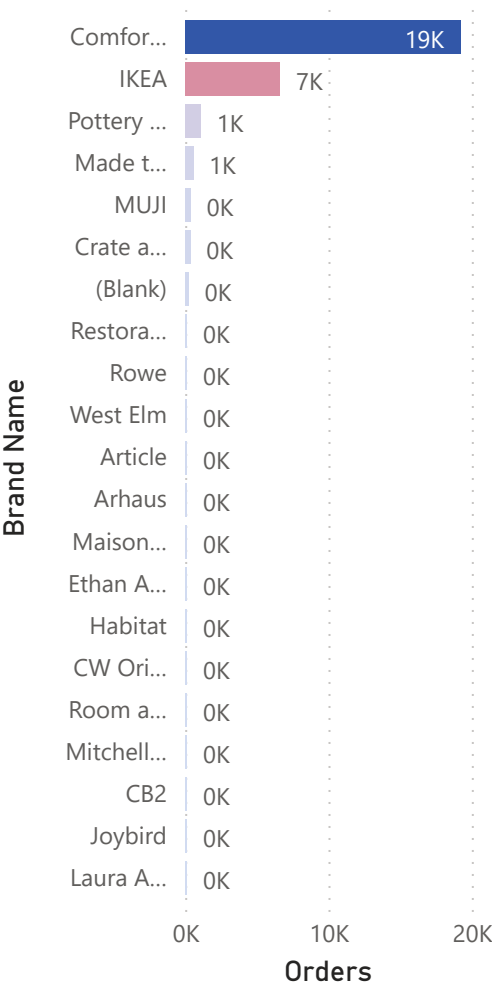
Orders Breakdown



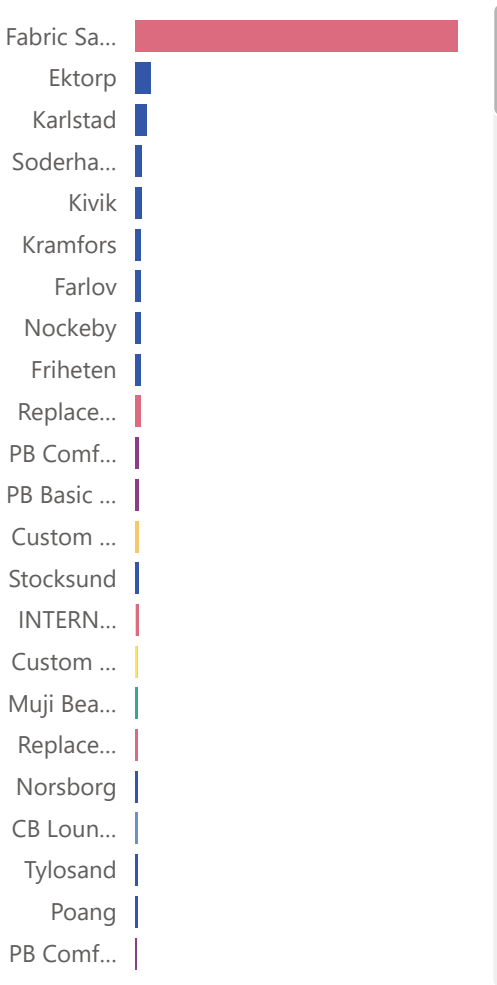


- Order Type
- Brand Name
- Product Series
- Reference
- Category
- Brand
- Fabric Name
- Fabric Family

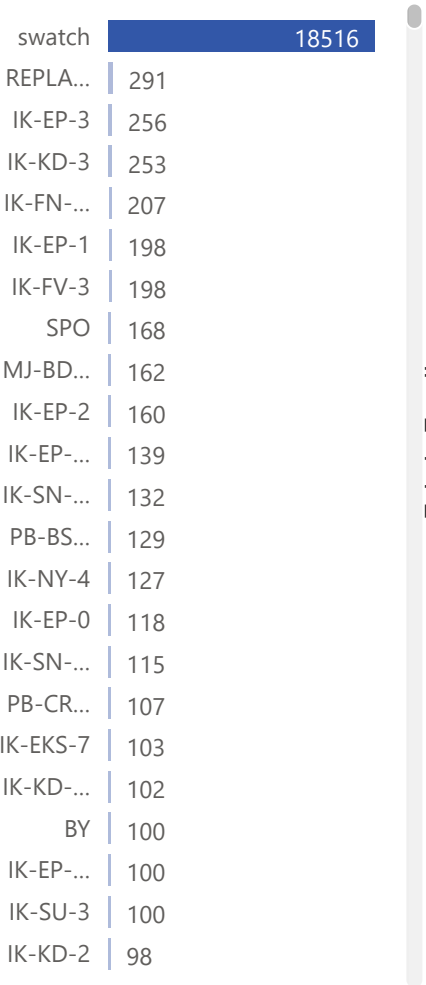
Orders by Brand Name



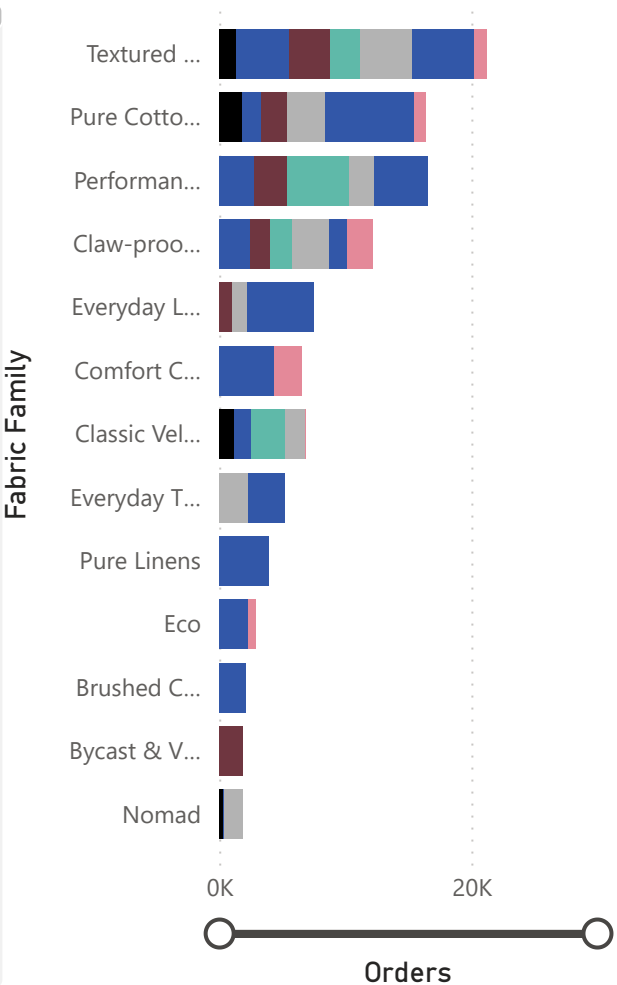
Orders by Series



Orders by Product



Orders by Fabric Family



Order Type

▼

Brand Name

▼

Fabric Family

▼

Order Id

▼

Colour

▼

Country

▼

Product Reference

▼

Product Series

▼

Language

▼

Currency

▼

Status Name

▼

Order Email

▼

Discount Code

▼



Details of Order Breakdown							
Date	Order ID	Product Name	Product Reference	Brand Name	Fabric Family	Colour	Status Name
Tuesday, 4 October, 2022	201452	Fabric Samples	swatch	Comfort Works	Classic Velvets	Blues	Payment Accepted
Tuesday, 4 October, 2022	201452	Fabric Samples	swatch	Comfort Works	Bycast & Vegan Leathers	Browns	Payment Accepted
Tuesday, 4 October, 2022	201452	Fabric Samples	swatch	Comfort Works	Classic Velvets	Greens/Yellow	Payment Accepted
Tuesday, 4 October, 2022	201452	Fabric Samples	swatch	Comfort Works	Everyday Linen	Neutral/White	Payment Accepted
Tuesday, 4 October, 2022	201453	Fabric Samples	swatch	Comfort Works			Payment Accepted
Tuesday, 4 October, 2022	201453	Fabric Samples	swatch	Comfort Works	Nomad	Greys	Payment Accepted
Tuesday, 4 October, 2022	201453	Fabric Samples	swatch	Comfort Works	Pure Cottons	Greys	Payment Accepted
Tuesday, 4 October, 2022	201453	Fabric Samples	swatch	Comfort Works	Eco	Neutral/White	Payment Accepted
Tuesday, 4 October, 2022	201454	Fabric Samples	swatch	Comfort Works	Pure Cottons		Payment Accepted
Tuesday, 4 October, 2022	201454	Fabric Samples	swatch	Comfort Works	Pure Cottons	Blues	Payment Accepted
Tuesday, 4 October, 2022	201454	Fabric Samples	swatch	Comfort Works	Performance Weave	Greens/Yellow	Payment Accepted
Total							



Order Type

Brand Name

Product Reference

Fabric Family

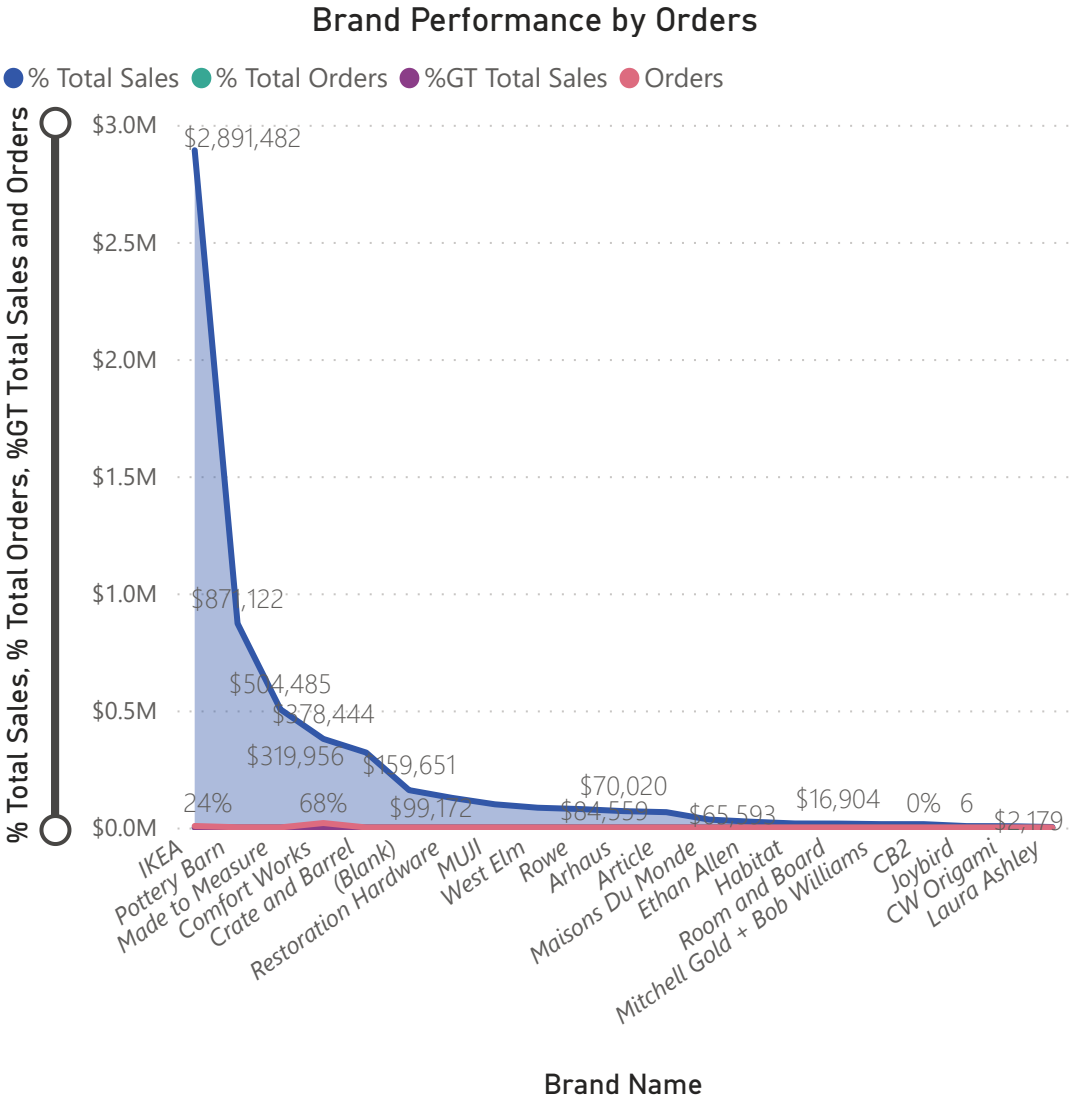
Category

Status Name

Country

Currency

Sales Insights					
Order ID	Product Reference	Product Name	Brand Name	Fabric	Color
182965	AE-CE-39	Ceni 39" Armchair Slipcover	Article	EDL	
174939	AE-CE-61	Ceni 61" 2.5 Seater Loveseat Slipcover	Article	WS	
174939	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	WS	
176425	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	YH	
188766	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	YH	
188841	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	YH	
193270	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	YH	
193522	AE-CE-83	Ceni 83" 3+ Seater Sofa Slipcover	Article	100	
175810	AE-SA-3	Sitka Sofa Slipcover	Article	WS	
180318	AE-SA-3	Sitka Sofa Slipcover	Article	RS	
182885	AE-SA-3	Sitka Sofa Slipcover	Article	100	
184894	AE-SA-3	Sitka Sofa Slipcover	Article	170	
187559	AE-SA-3	Sitka Sofa Slipcover	Article	WS	
188526	AE-SA-3	Sitka Sofa Slipcover	Article	WS	
191420	AE-SA-3	Sitka Sofa Slipcover	Article	100	
192525	AE-SA-3	Sitka Sofa Slipcover	Article	YH	
172969	AE-SN-0	Sven Ottoman Slipcover	Article	170	
178848	AE-SN-0	Sven Ottoman Slipcover	Article	EDL	
179855	AE-SN-0	Sven Ottoman Slipcover	Article	170	
176586	AE-SN-100	Sven Sectional Sofa Slipcover	Article	100	
177465	AE-SN-100	Sven Sectional Sofa Slipcover	Article	S61	
180343	AE-SN-100	Sven Sectional Sofa Slipcover	Article	FM	
188755	AE-SN-100	Sven Sectional Sofa Slipcover	Article	S61	



Brand Name

Category

Fabric Family

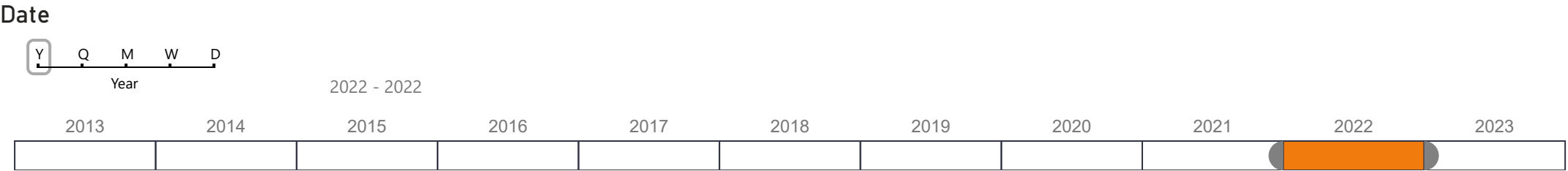
Fabric Name

Order Type

Country

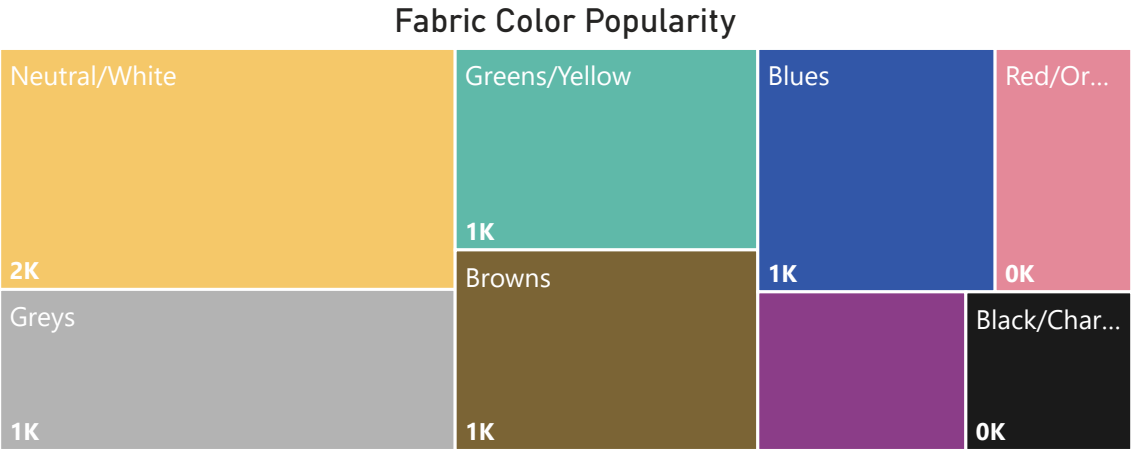
Language

Preset Name:



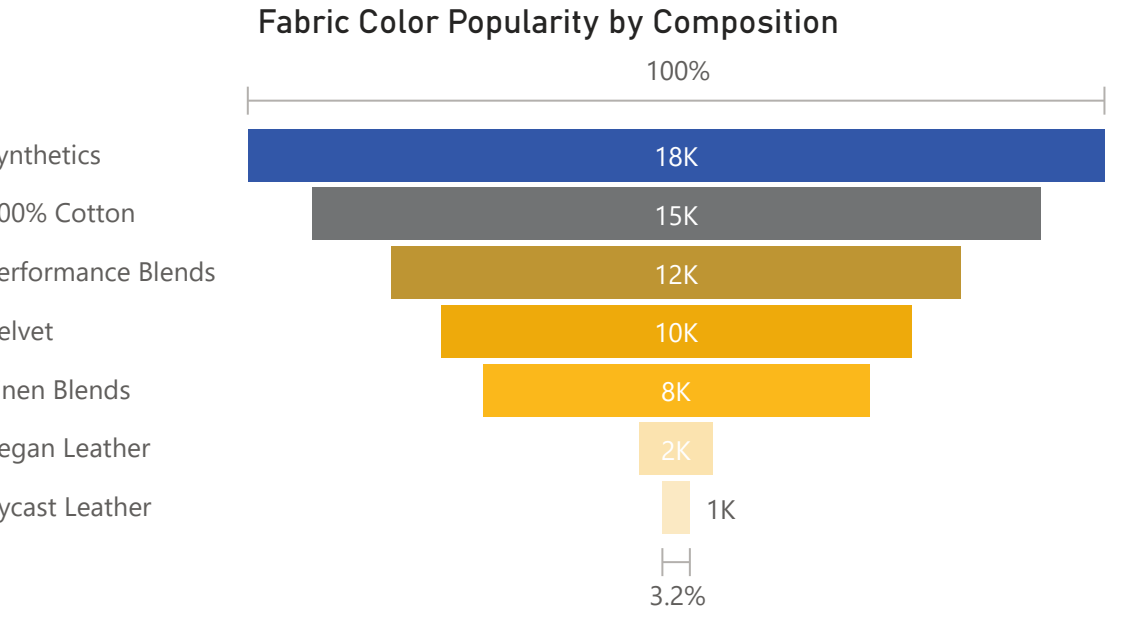
Fabrics by Average Order Value Distribution

Fabric Name	Colour	Average Order Value	Gross Product
Cotton Canvas Forest Green		\$425	10,5
Cotton Canvas Forest Green		\$299	5
Cotton Canvas Forest Green		\$277	1,1
Cotton Canvas Forest Green		\$284	1,4
Cotton Canvas Forest Green		\$455	1,3
Cotton Canvas Forest Green		\$319	3,1
Cotton Canvas Forest Green		\$265	7
Total		\$522	4,928,7



Fabrics Ranked by Sales

Name	Rank	Total Sales	Orders	Converted Order
Cotton Canvas White				
Performance Weave Cream				
Cotton Canvas Sand				
Savannah Saddle				
Everyday Linen Cream				
Textured Weave Ash				
Everyday Tweed Pebble				
Textured Weave Cream				
Brushed Cotton White				
Everyday Tweed Stone				
Performance Weave Natural				
Performance Weave				
Woodland Grey				
Total				



Product Reference

Category

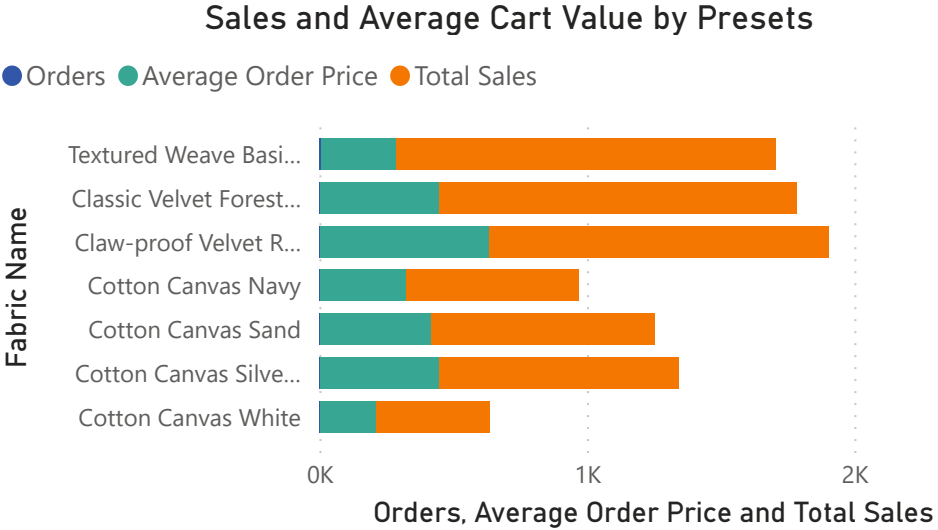
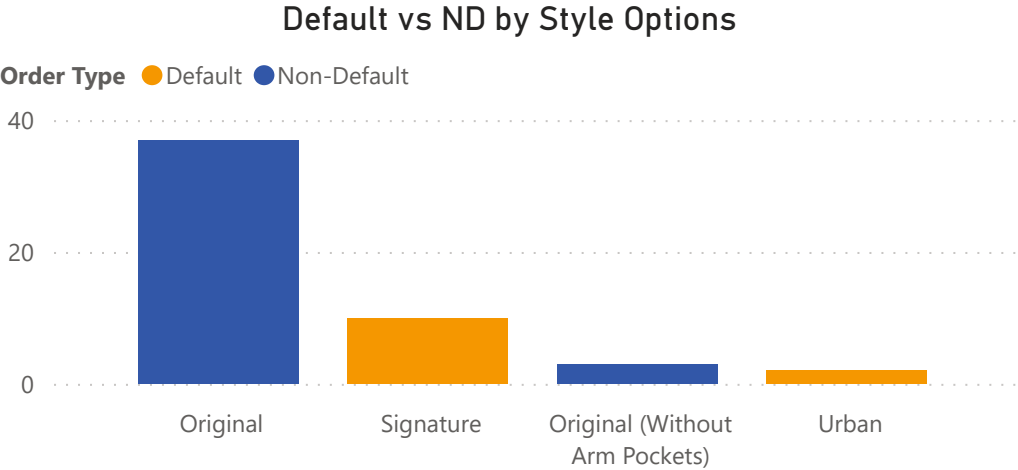
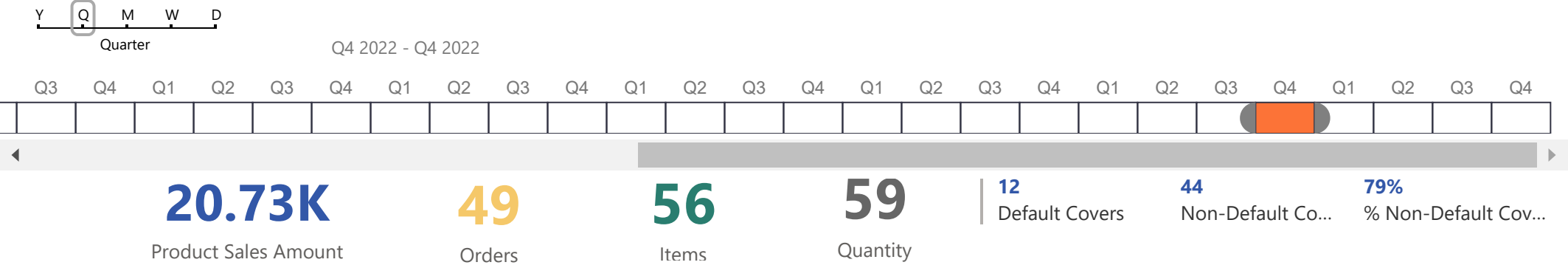
Customization Code

Preset Names

Order Type

Country

Status Name



Products by Styles & Date

Styles	Orders	Average Order Price	Total
Original	36	\$371	\$
Signature	8	\$621	
Original (Without Arm Pockets)	3	\$511	
Urban	2	\$435	
Total	49	\$423	\$

Products by Order Type

Product Series	Order Type
Ekeshkog 3 Seater Sofa Cover	Non-Default
Ektorp 2 Seat Sofa Bed Cover	Default
Ektorp 2 Seat Sofa Bed Cover	Non-Default
Ektorp 2 Seater Sofa Cover	Default
Ektorp 2 Seater Sofa Cover	Default
Ektorp 3 Seater Sofa Cover	Default
Ektorp 3 Seater Sofa Cover	Non-Default
Ektorp Chaise Lounge No Arms Cover	Non-Default
Farlov 3 Seater Sofa Cover	Non-Default
Farlov 3 Seater Sofa Cover	Non-Default

Order Type

▼

Date

Y

Q

M

W

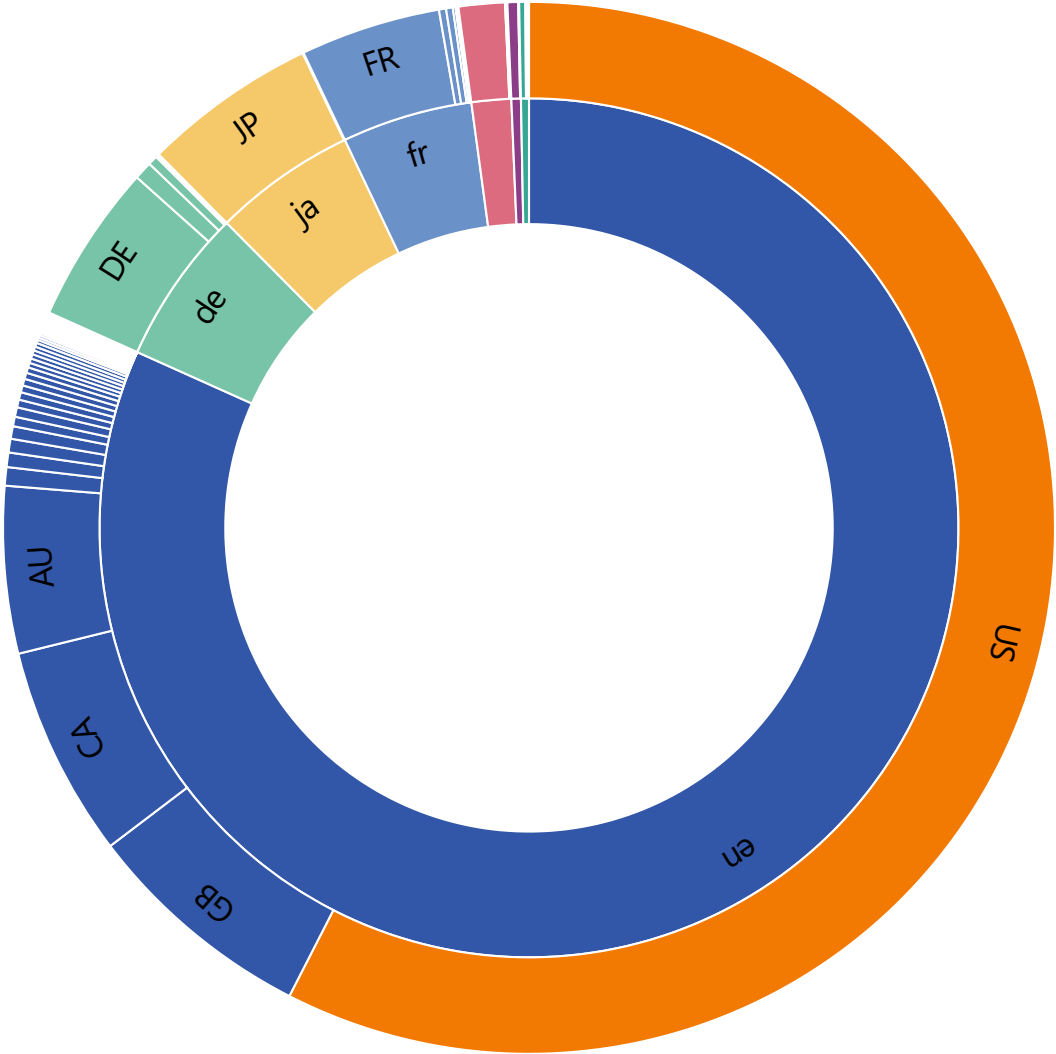
D

Year

2022 - 2022



Orders by Language and Country



Orders by Language & Country

Language	AD	AE	AO	AR	AT	AU	BA	BE	BG	BH	BM	CA	CH	CL	CN	CW
de		1			157			2					82			
en	40	1	1	17	1439	1	54	1	3	9	1822	48	2	1		
es	1												1	1		
fr								61				58	24			
it								1					7			
ja		2				1										
nl						1		14								1
Total	1	43	1	1	174	1441	1	132	1	3	9	1880	162	3	1	1

[illegible]

Status Name	Cancelled		Delivered		Delivered - Unhappy		Delivery Issues		In Production - Print	
Month	No. of Orders	Avg Days Btw Status	No. of Orders	Avg Days Btw Status	No. of Orders	Avg Days Btw Status	No. of Orders	Avg Days Btw Status	No. of Orders	Avg Days
⊕ January, 2022	51	4.32	2165	3.25	79	2.45	131	2.06	1665	
⊕ February, 2022	81	4.32	2545	3.25	74	2.45	141	2.06	1421	
⊕ March, 2022	81	4.32	3872	3.25	74	2.45	177	2.06	978	
⊕ April, 2022	52	4.32	3109	3.25	102	2.45	166	2.06	976	
⊕ May, 2022	58	4.32	3190	3.25	124	2.45	153	2.06	993	
⊕ June, 2022	44	4.32	2869	3.25	82	2.45	145	2.06	880	
⊕ July, 2022	67	4.32	2653	3.25	102	2.45	134	2.06	859	
⊕ August, 2022	78	4.32	3175	3.25	118	2.45	133	2.06	1037	
⊕ September, 2022	75	4.32	3282	3.25	106	2.45	132	2.06	1079	
⊕ October, 2022	2	4.32	331	3.25	4	2.45				
Total	584	4.32	27170	3.25	861	2.45	1307	2.06	9883	

[illegible]

Order Type	▼
Status Name	▼
Category	▼
Brand Name	▼
Colour	▼
Fabric Name	▼
Fabric Family	▼
Composition	▼

Average Days Between Status

Order ID	Order Status ID	Latest Status Date	Order Created Date	Status Name	Days Between
199935	24	Tuesday, 4 October, 2022	Wednesday, 21 September, 2022	Measurements Submitted	13
201452	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201453	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201454	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201455	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201456	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201457	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201457	29	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201458	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201459	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201460	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201461	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201461	29	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201462	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Payment Accepted	0
201463	2	Tuesday, 4 October, 2022	Tuesday, 4 October, 2022	Photos Uploaded	0

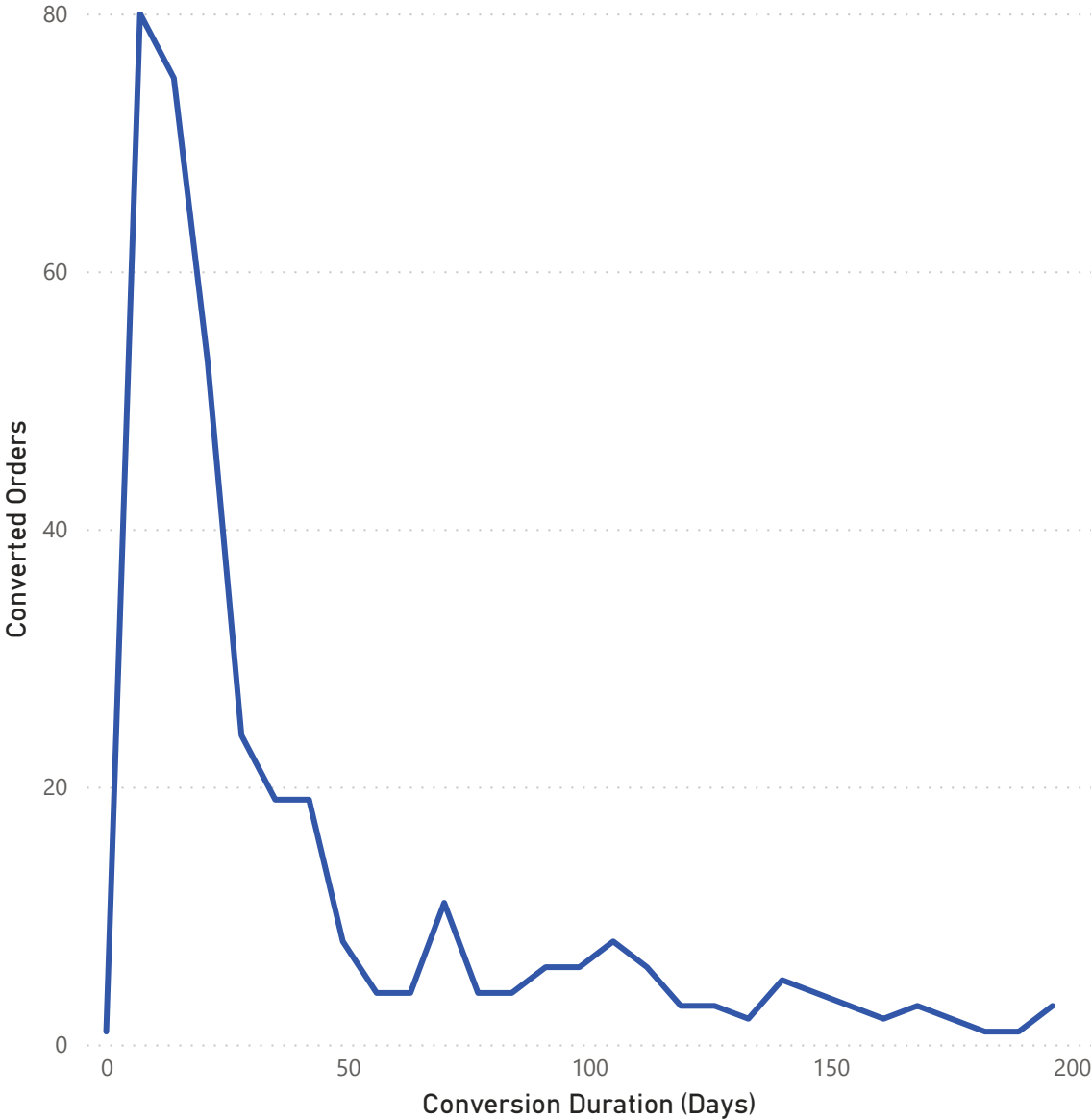
Last

4

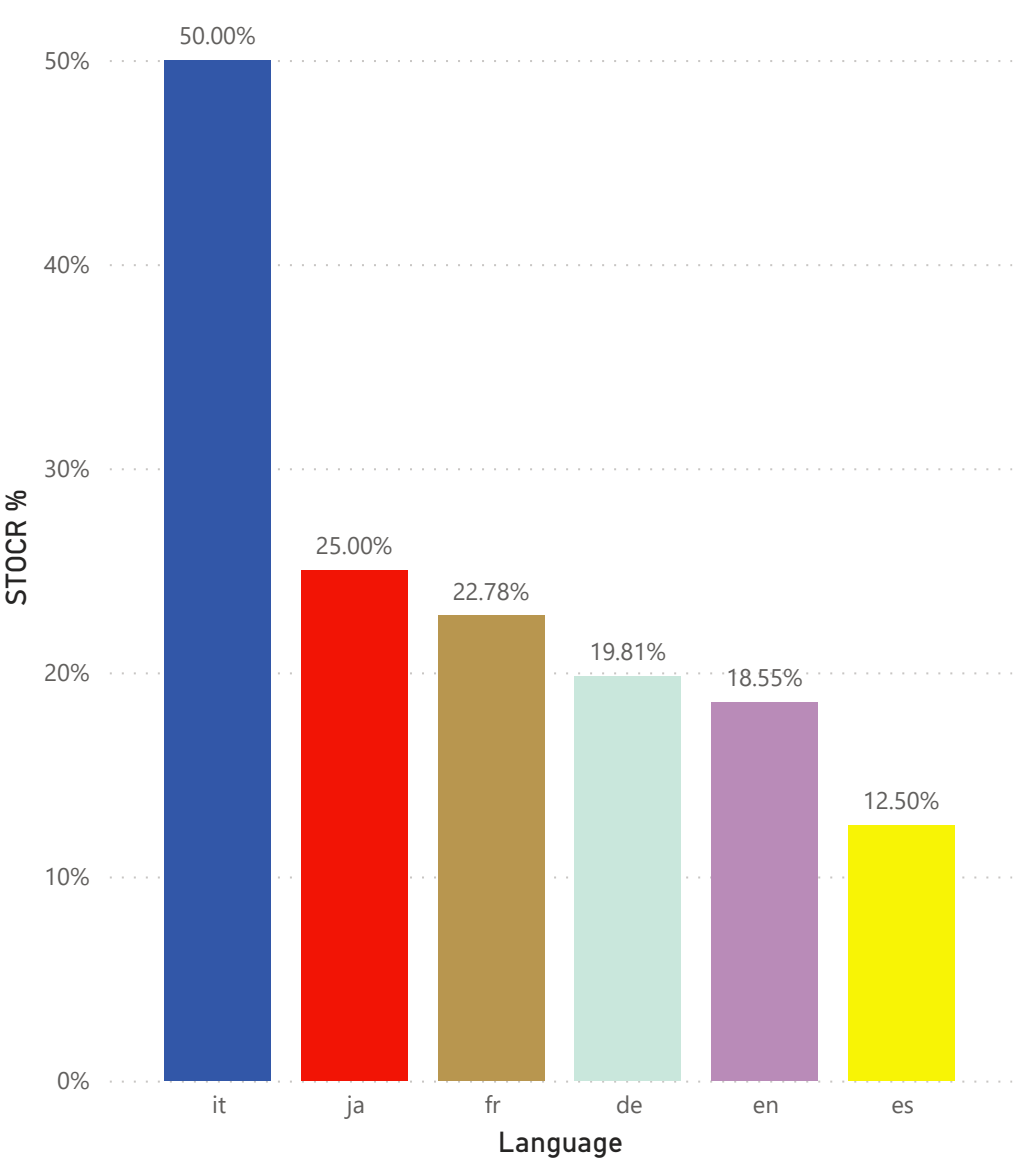
Weeks (Calendar)

4/9/2022 - 1/10/2022

Distribution of Conversion Duration



STOCR %, STOCR Revenue %, Slipcover Orders, Sample Orders, an...



\$629

STOC AOV

19.03%

STOCR

16.01%

STOCR 180

36.09%

of NSM

Order Type

Fabric Family

Brand Name

Product Series

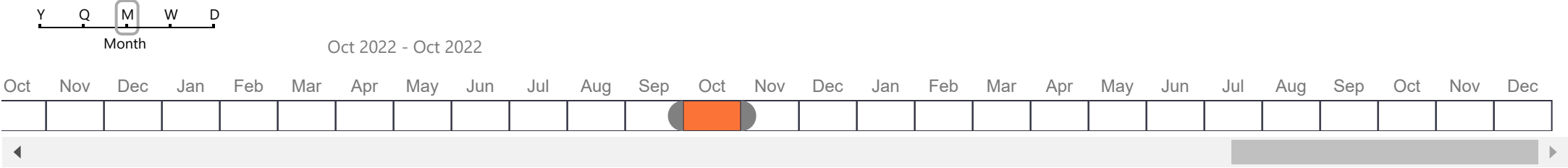
Style

Status Name

Country

Language

Currency



71.57K			424		134	
Gross Product Sales			Orders		Slipcover Orders	
Product Reference	Product Name	Fabric Code	Orders	Total Quantity Sold	Gross Product Sales	Revenue (Checkout)
PB-YSAD-25-1C	York Square Arm Deep Bench Seat Sofa 79" Slipcover	1003-05	1	1	659.00	\$659
MJ-OTH-3BX	Wooden Sofa Bed Cover	1003-24	1	1	258.28	\$258
CB-WW-84	Willow 84" Sofa Slipcover	YH1918-6	1	1	824.00	\$824
IK-VE-2BX	Vimle Sofa Bed Cover Section	WS237-11	1	1	479.32	\$479
IK-VE-8	Vimle Armrest Covers (One Pair)	S610-17	1	1	164.00	\$164
IK-VA-8	Vallentuna Backrest Cover	WS237-1	1	10	1,828.00	\$1,828
IK-VA-CC	Vallentuna Back Cushion Cover	YH1918-7	1	2	158.00	\$158
IK-VA-8M	Vallentuna Armrest Cover (Single)	WS237-1	1	2	1,828.00	\$1,828
IK-UD-3	Uppland 3 Seater Sofa Cover	YH1918-7	1	1	649.00	\$649
IK-TD-3B	Tylosand Sofa Bed Cover	FM-06P	1	1	596.56	\$597
IK-TD-5X	Tylosand Chaise Lounge Cover	1003-37	1	1	420.71	\$421
IK-TD-1X	Tylosand 1 Seat Section Sofa Cover	1003-37	1	1	420.71	\$421
TKIT	Tufting Kit	WS237-11	1	1	503.00	\$503
IK-SR-0	Strandmon Footstool Loose Fit Cover	WS237-5	1	1	847.00	\$847
IK-SR-1	Strandmon Armchair Cover (Loose Fit)	WS237-5	1	2	847.00	\$847
IK-SR-1	Strandmon Armchair Cover (Loose Fit)	YH1918-7	1	2	591.44	\$591
Total			424	2158	71,573.24	\$71,578

At \$663,332, November had the highest Revenue 2020 and was 129.81% higher than March, which had the lowest Revenue 2020 at \$288,641.

Revenue 2020 and total Revenue 2019 are positively correlated with each other.

November accounted for 11.52% of Revenue 2020.

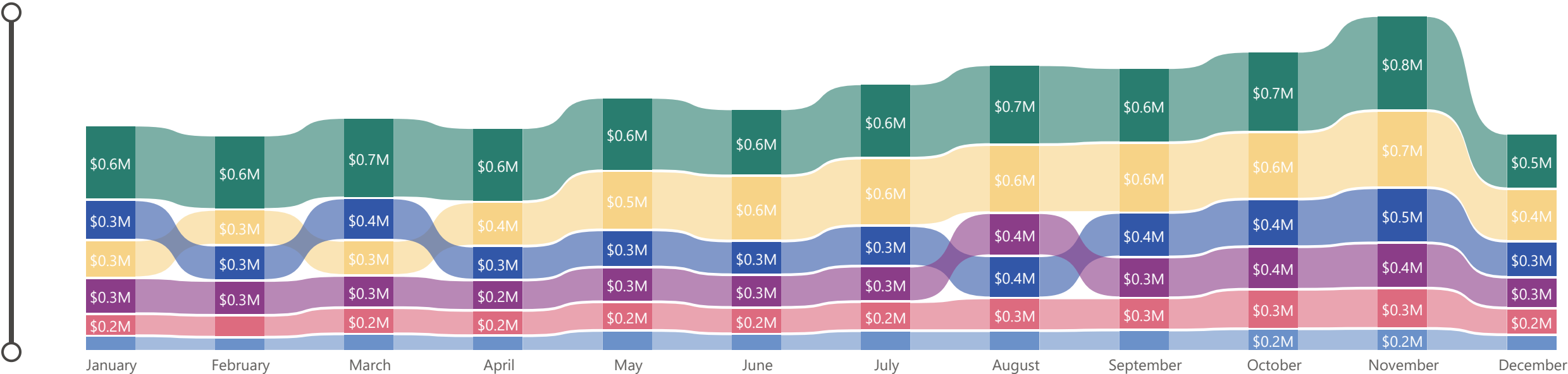
Across all 12 Month, Revenue 2020 ranged from \$288,641 to \$663,332, Revenue 2019 ranged from \$276,545 to \$467,865, and Revenue 2018 ranged from \$246,270 to \$378,564.

Historical Performance

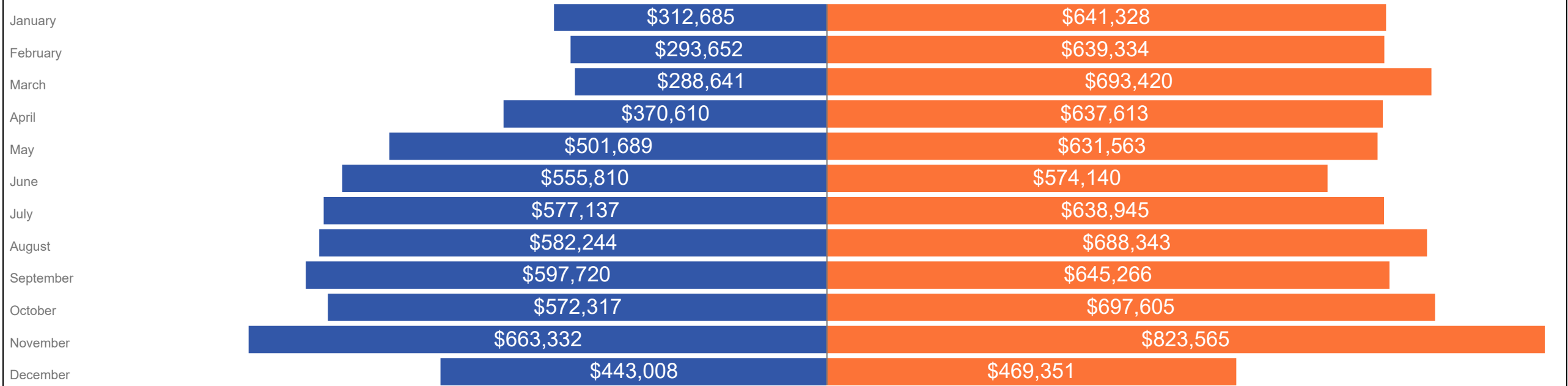
Country	Revenue 2016	Revenue 2017	Revenue 2018	Revenue 2019	Revenue 2020	Revenue 2021	Avg Market Share
	\$11,079	\$7,648	\$12,385	\$7,704	\$2,482	\$624	0.07%
AD						\$9	0.00%
AE	\$3,088	\$11,203	\$12,339	\$10,417	\$15,597	\$14,326	0.15%
AF				\$598	\$9		
AR		\$303	\$10	\$5			0.00%
AS					\$5		
AT	\$6,065	\$12,997	\$31,298	\$36,589	\$26,687	\$45,345	0.69%
AU	\$130,727	\$197,577	\$256,516	\$203,775	\$213,406	\$317,020	4.65%
AW					\$2,167	\$1,527	0.00%
BB					\$15		0.00%
BE	\$22,227	\$42,242	\$52,224	\$42,224	\$51,222	\$72,212	0.27%
Total	\$1,714,457	\$2,834,169	\$3,620,565	\$4,064,195	\$5,758,845	\$7,780,474	100.00%

5 Year Revenue Comparison

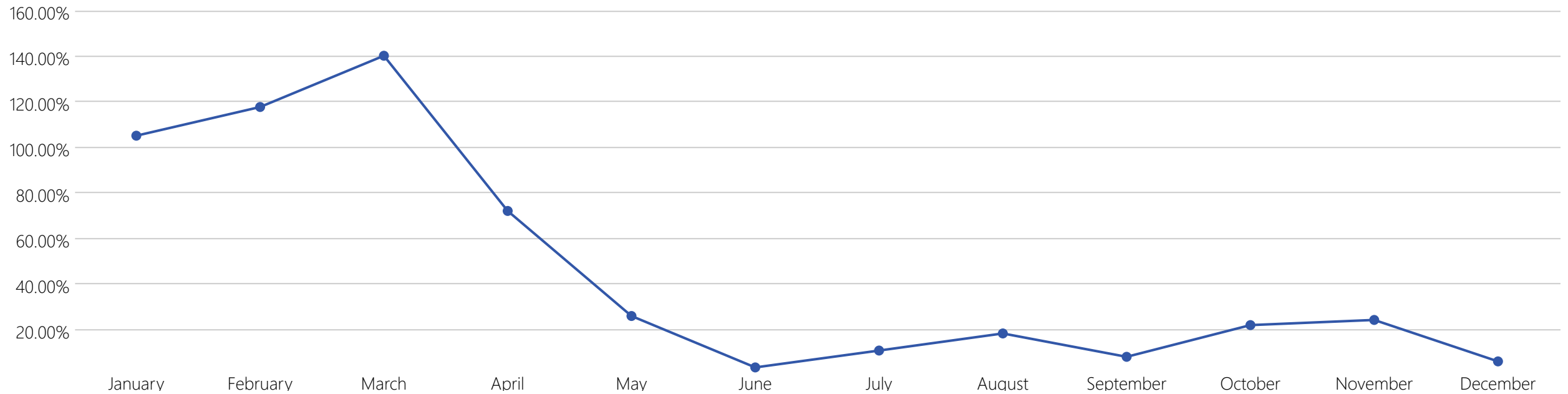
● Revenue 2020 ● Revenue 2019 ● Revenue 2018 ● Revenue 2017 ● Revenue 2016 ● Revenue 2021



Revenue 2020 and Revenue 2021 by Month



Revenue Growth 2021 and Avg. Daily Sales by Month



Gross Product Sales and Orders by Year

Gross Product Sales Orders

