

Insights Dashboard

Campaign

All

Traffic Source

All

Customer Type

All

Date

1/1/2023

4/30/2023

Granularity

Campaign

Traffic_Source

Customer_Type

Total Revenue

2.44M

AOV

34.21

Cart Abandonment Rate

70.00

3.00

29.53

Total Purchases

71K

ROI

1.13

Conversion Rate

5.64

Conversion Funnel

100%

Active Visitors

493K

Total Add To Ca...

124K

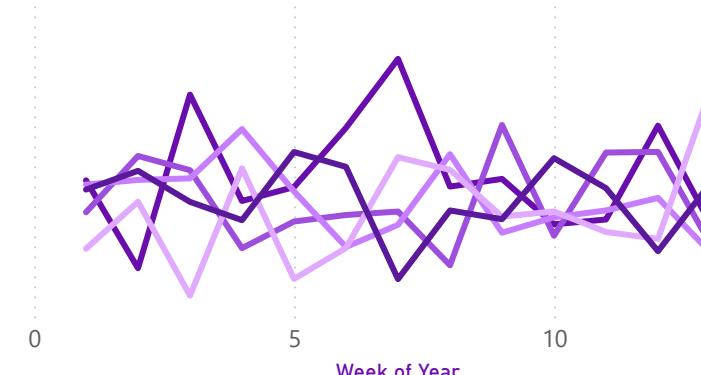
Total Purchases

71K

14.5%

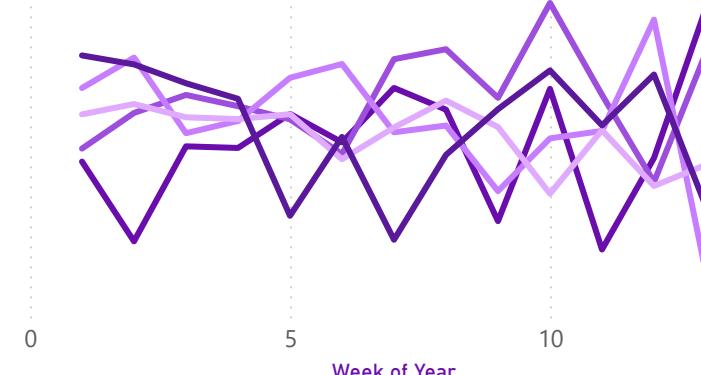
Total Revenue by Week of Year and Traffic_Source

Traffic_Source ● Direct ● Email Ca... ● Google A... ● Organic ...



Conversion Rate by Week of Year and Traffic_Source

Traffic_Source ● Direct ● Email Ca... ● Google A... ● Organic ...



Traffic_Source	Total Revenue	AOV	Total Purchases	Conversion Rate	Cost Per Purchase	Conversion Rate	ROI
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Direct	580,113.79	36.24	16008	5.31	15.21	5.31	1.38
Social Media	479,923.67	36.80	13041	5.66	16.29	5.66	1.26
Organic Search	426,692.13	35.31	12085	5.43	16.63	5.43	1.12
Email Campaign	474,540.72	32.94	14406	5.99	16.04	5.99	1.05
Google Ads	477,224.01	30.31	15743	5.84	16.23	5.84	0.87
Total	2,438,494.32	34.21	71283	5.64	16.04	5.64	1.13









