

Maven Fuzzy Factory

Total Revenue
1.94M

Orders
32K

Total COGS
722.37K

Product Name

All

Year

All

Product Analysis

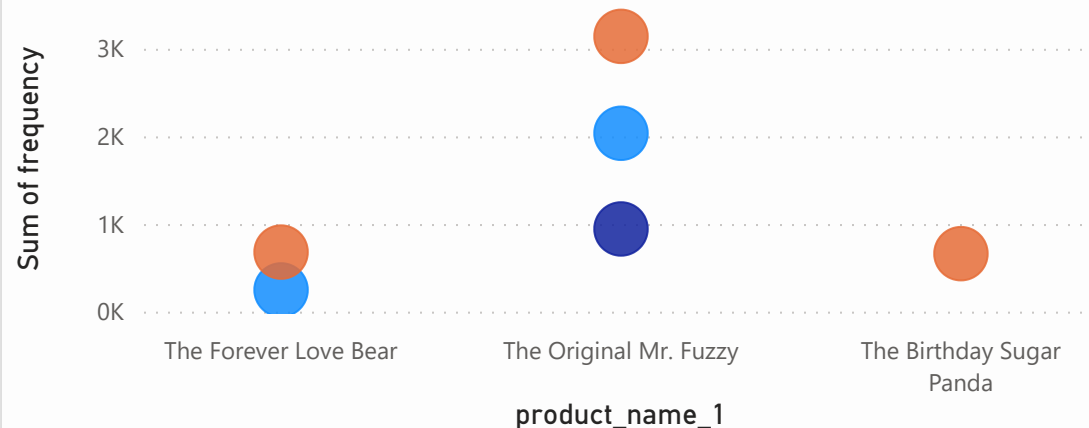
Product Analysis 2

Website Analysis

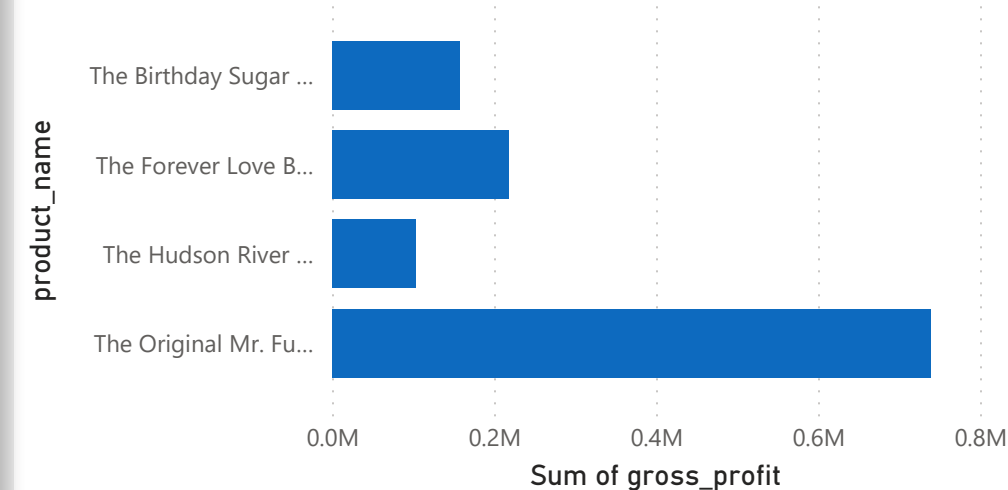
Refund Analysis

Basket Market Analysis

product_name_2 ● The Birthday Sugar Panda ● The Forever Love B... ● The Hudson River ...

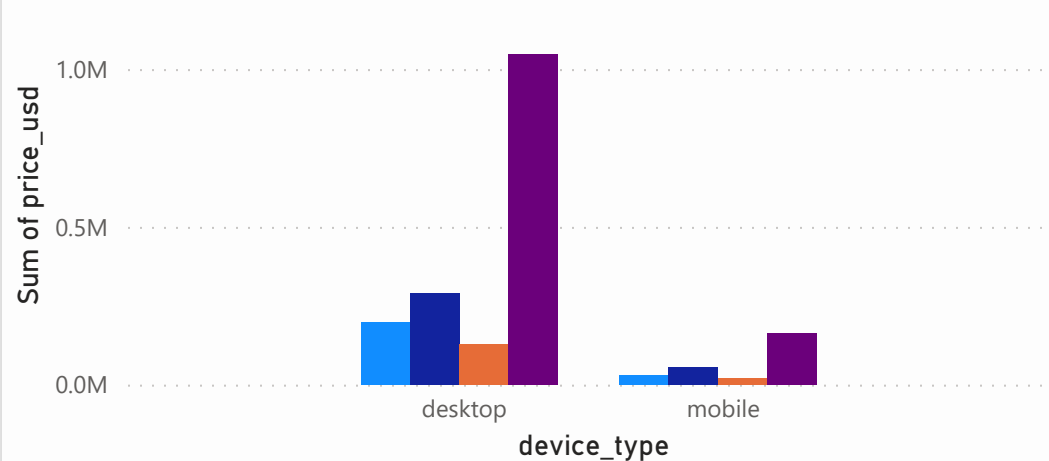


Gross Profit for Products



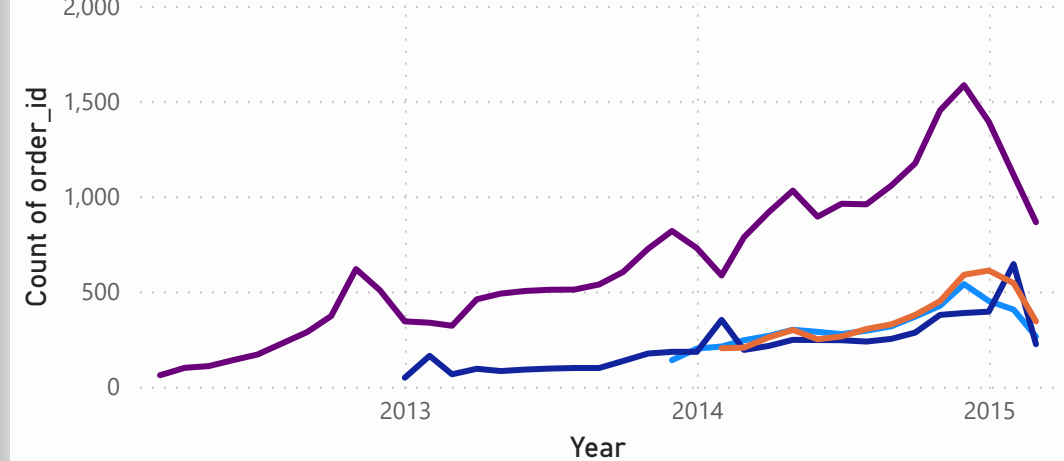
Total Revenue for different device type

product_name ● The Birthday S... ● The Forever L... ● The Hudson ... ● The Origin...



Monthly Order Count across product categories

product_name ● The Birthday S... ● The Forever L... ● The Hudson ... ● The Origin...



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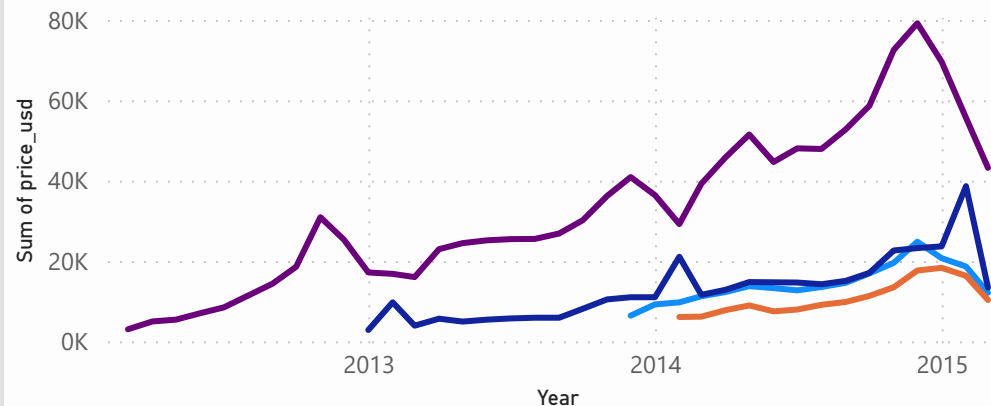
Product Analysis 2

Website Analysis

Refund Analysis

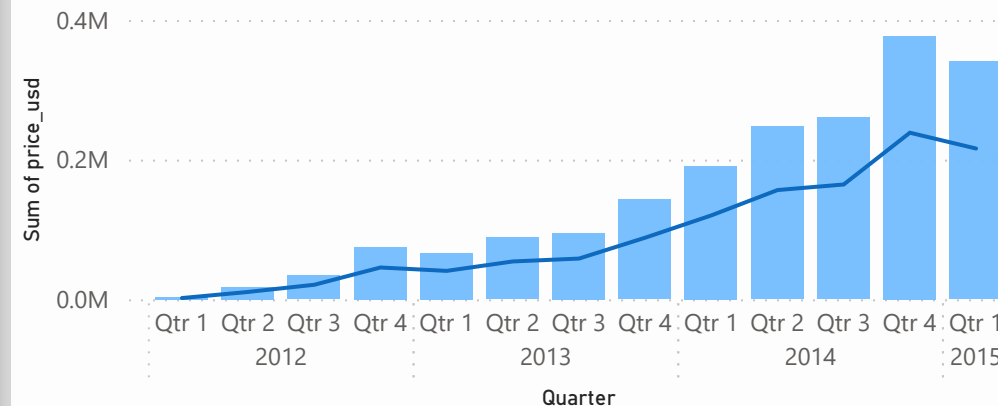
Monthly Revenue across product categories

product_name ● The Birthday Su... ● The Forever L... ● The Hudson ... ● The Original ...



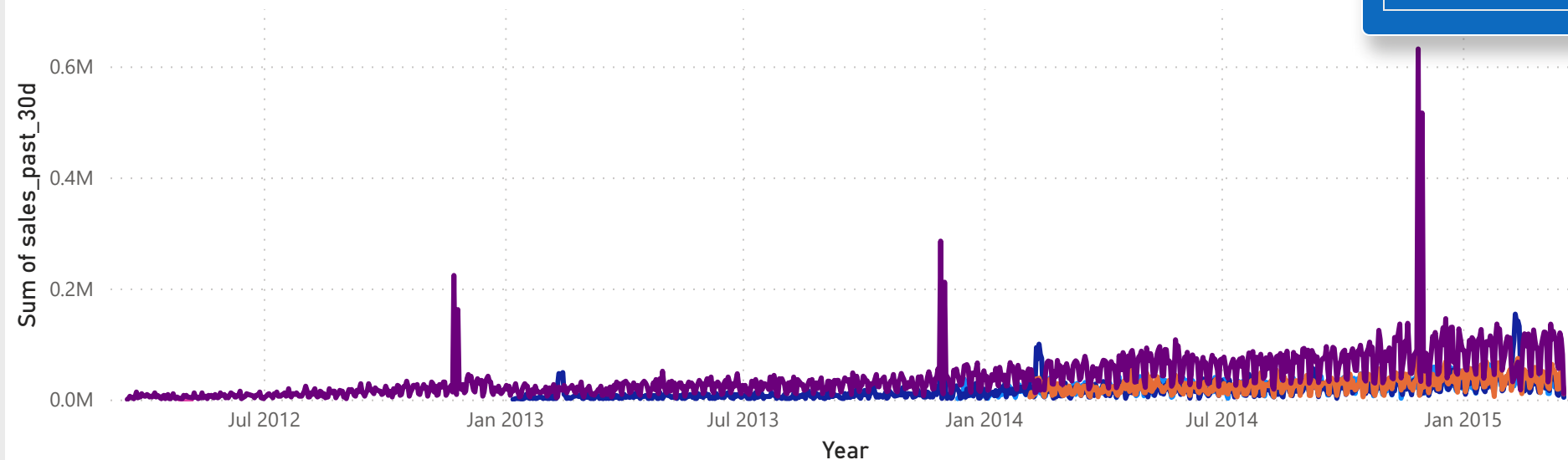
Revenue and Margin analysis

● Sum of price_usd ● Sum of gross_profit



Rolling past 30 days sales trends for different products

ProductName ● (Blank) ● The Birthday Sugar Panda ● The Forever Love Bear ● The Hudson River Mini bear ● The Original Mr. Fuzzy



Maven Fuzzy Factory

Distinct Page View
1M

Website Session Id
473K

Year

2012

2013

2014

2015

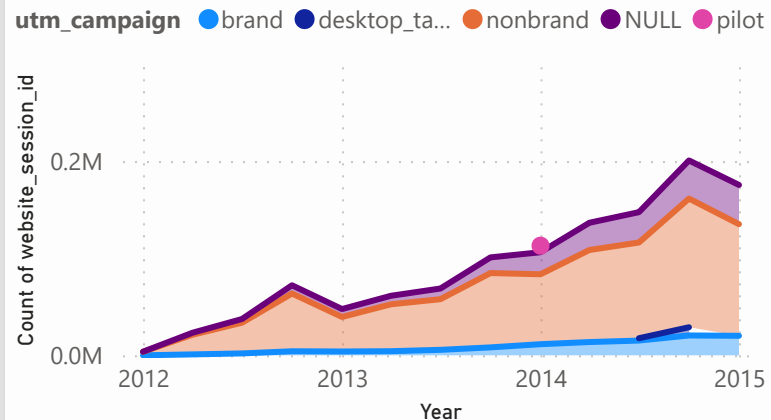
Product Analysis

Product Analysis 2

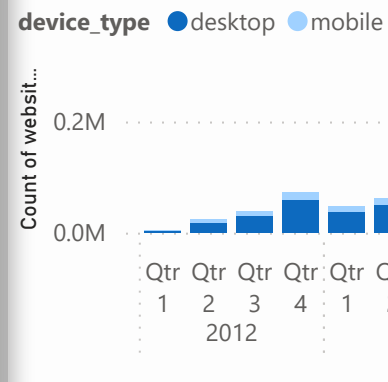
Website Analysis

Refund Analysis

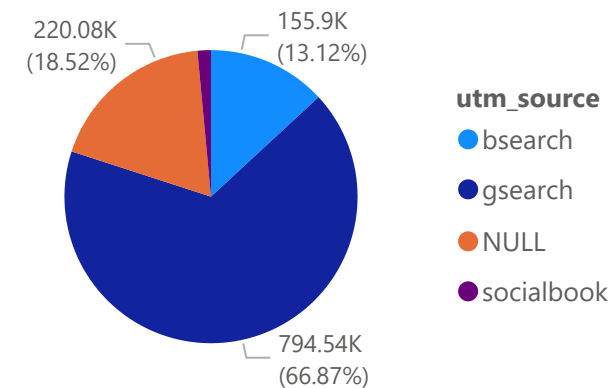
quarterly trends for UTM_Campaign



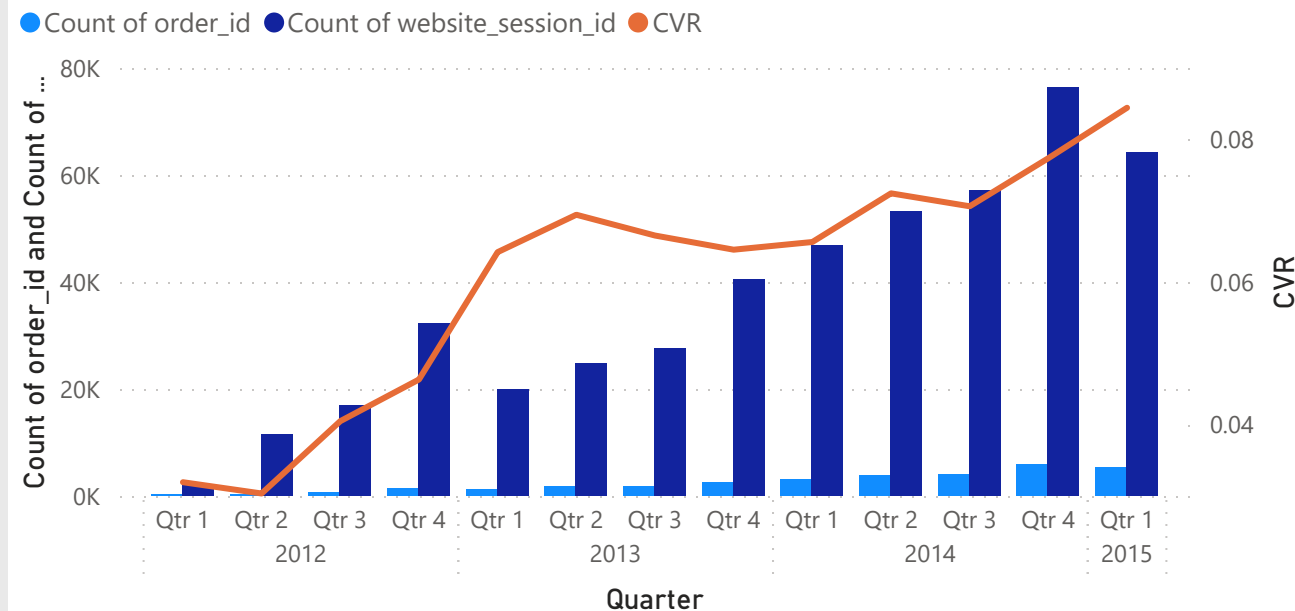
Quarterly Website traffic analysis from device type



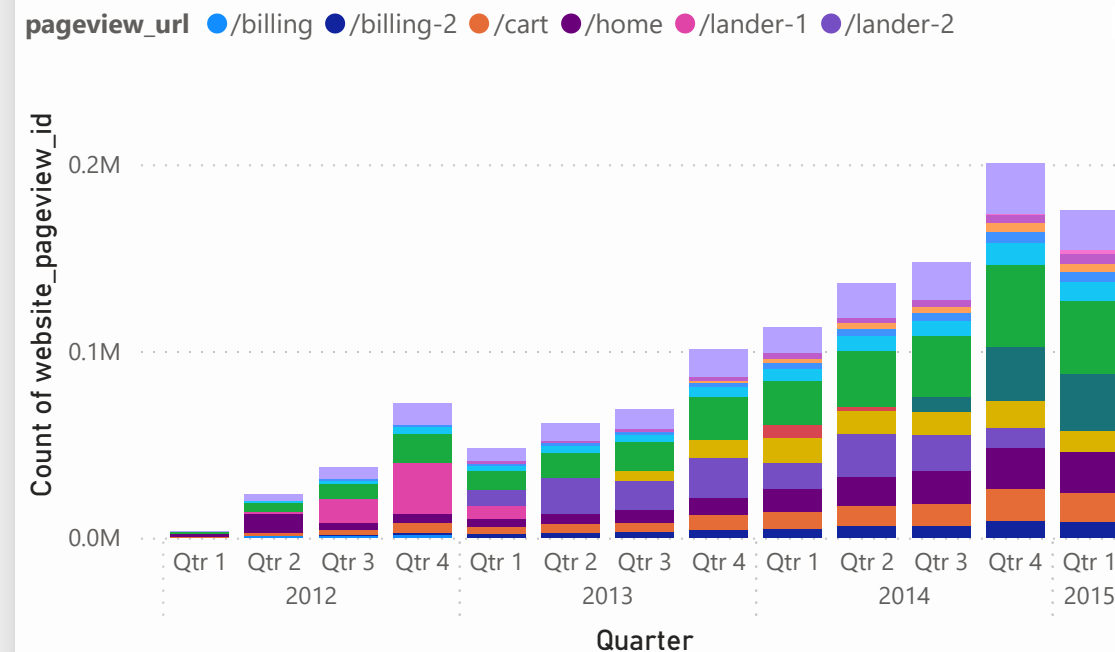
Session ID for UTM_Source



Quarterly Conversion Rate (CVR) trend compare to the total number of sessions and orders



Website Traffic by Page View



Maven Fuzzy Factory

Total Refund
85.34K

Refund Orders
2K

Product Name

All

Year

All

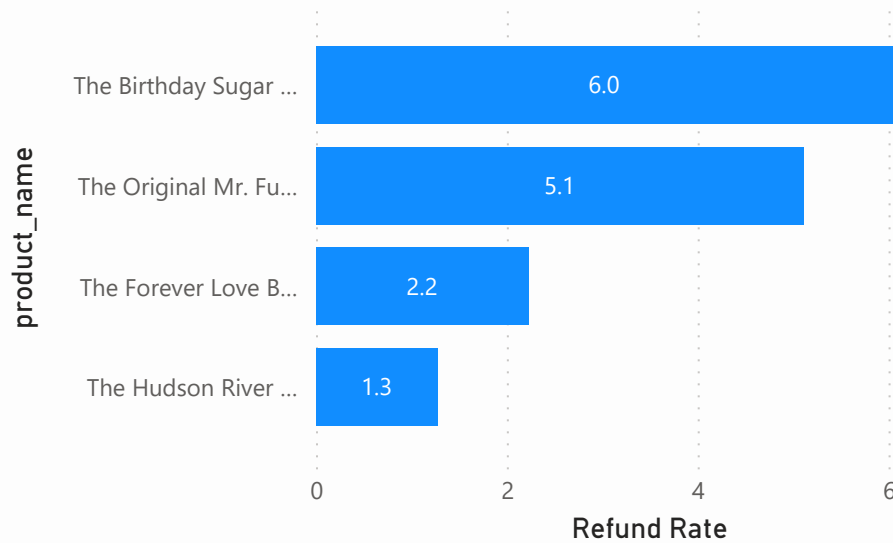
Product Analysis

Product Analysis 2

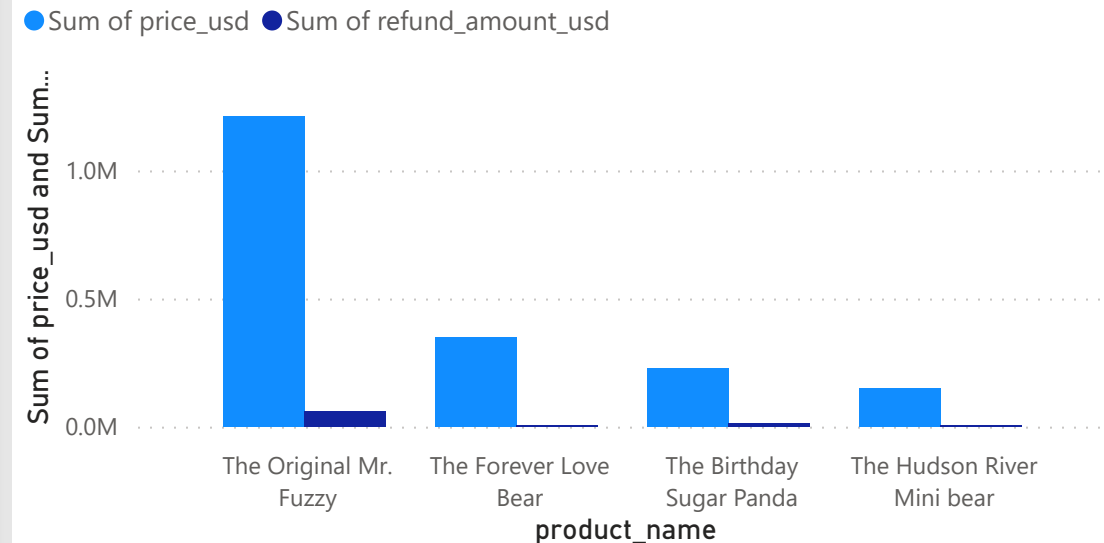
Website Analysis

Refund Analysis

Refund rate vary for different products



Sales and refund value for products



Monthly Refund Amount

