

# Puffy Marketing Analytics - Executive Summary

14-day window (2025-02-23 to 2025-03-08) | Sessions: 30-min inactivity | Attribution: 7-day lookback

Total revenue

**\$278,799**

Purchases

**276**

Sessions

**40,133**

Session conversion

**0.69%**

Avg order value (AOV)

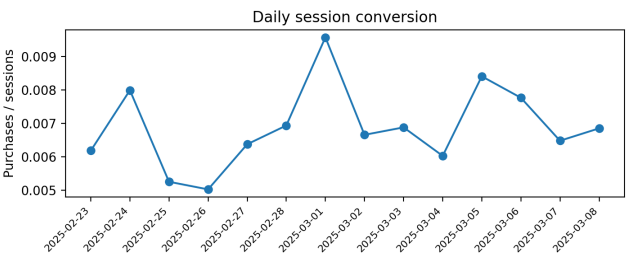
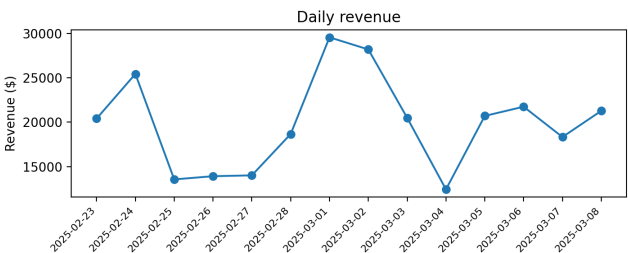
**\$1,010**

Revenue / session

**\$7**

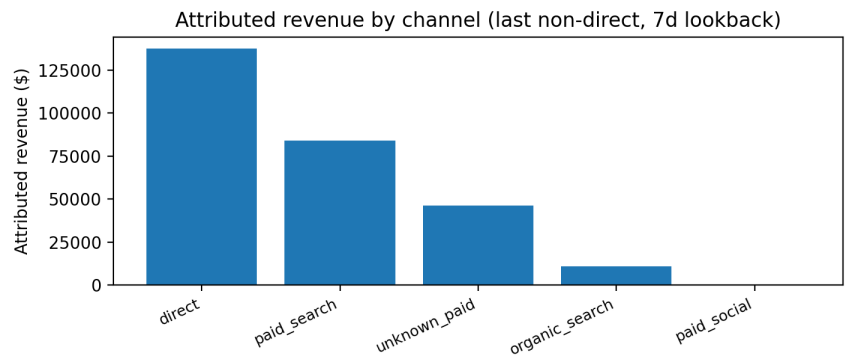
## Key takeaways

- Revenue in this window is \$278,799 across 276 purchases (AOV \$1,010).
- Session conversion is 0.69%. Returning sessions convert ~2.6x vs new (1.48% vs 0.57%).
- Channel mix (last non-direct): direct 49.30%, paid\_search 30.17%, unknown\_paid 16.57%, organic\_search 3.88%.
- Desktop converts better than mobile (0.81% vs 0.62%); mobile is ~68.90% of sessions.
- Purchase timing is fast: median 5.4 min from session start; 90% within 24.5 min.



# Drivers: channel, device, and reliability

Channel results are attribution-based (7-day lookback). Reliability notes reflect the raw data quality gate.



## Attribution model sensitivity (revenue share)

Channel	First-click	Last-click	Last non-direct
direct	51.38%	58.20%	49.30%
paid_search	31.61%	25.71%	30.17%
unknown_paid	13.53%	12.70%	16.57%
organic_search	3.40%	3.30%	3.88%
paid_social	0.09%	0.09%	0.09%

### Reliability notes (so we trust decisions)

- DQ score avg 76.4/100; P0 issue days 4/14.
- client\_id field rename on 2025-02-27 (handled in cleaning).
- Referrer missing from 2025-03-04; channel after that is conservative.
- Txn id collisions / \$0 purchases quarantined before analytics.

