

Revenue Performance

Device Category

Jan 1, 2019 - Jan 31, 2019

Revenue

₹ 63.35M

0.9% from previous month

=

Sessions

2.20M

10.3% from previous month

×

Conversion Rate

2.30%

2.6% from previous month

×

Avg. Quantity

1

0.0% from previous month

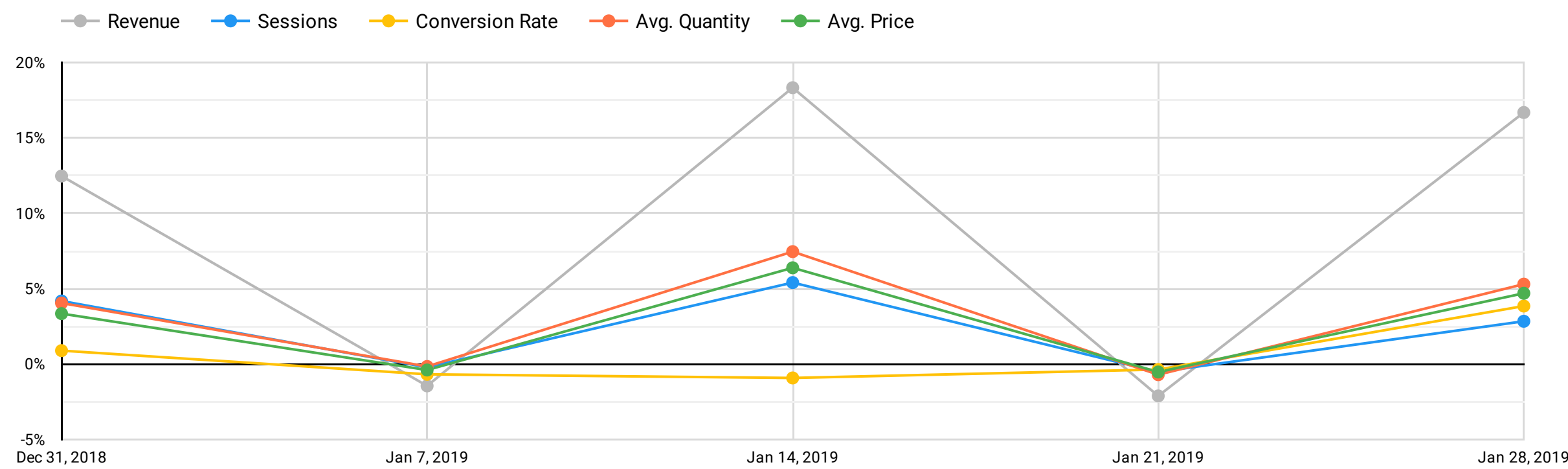
×

Avg. Price

₹ 887.98

-21.2% from previous month

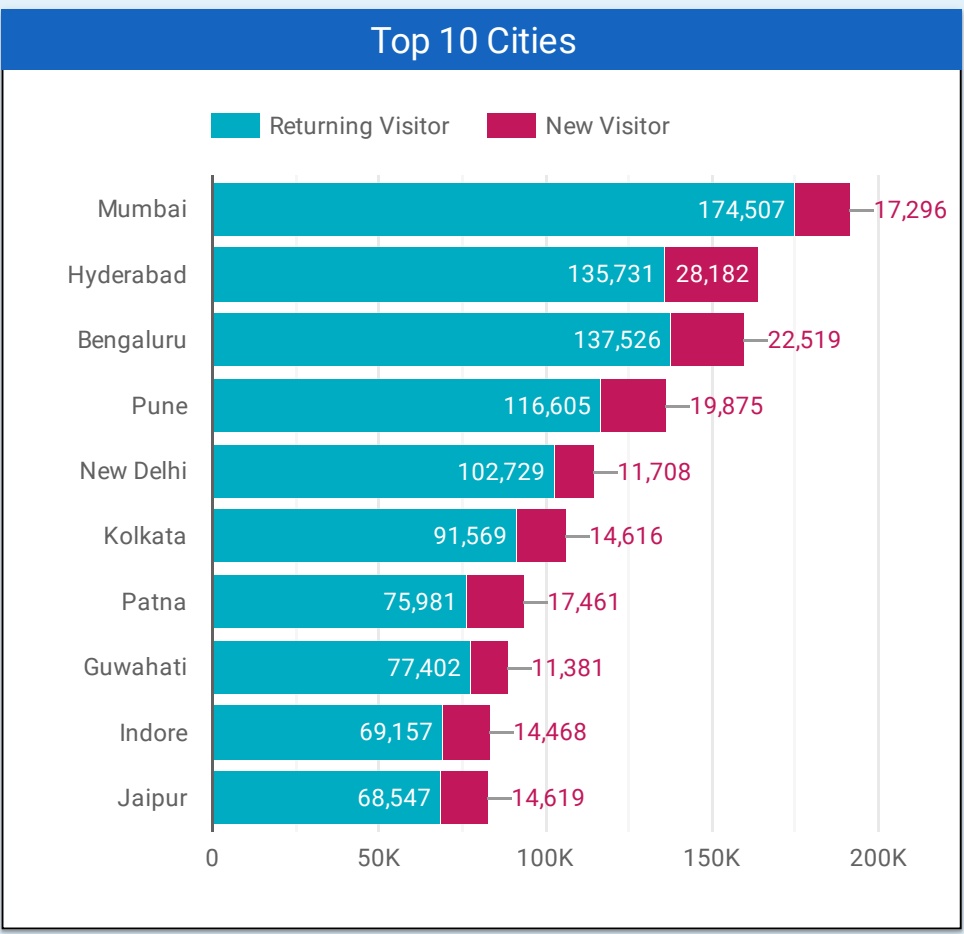
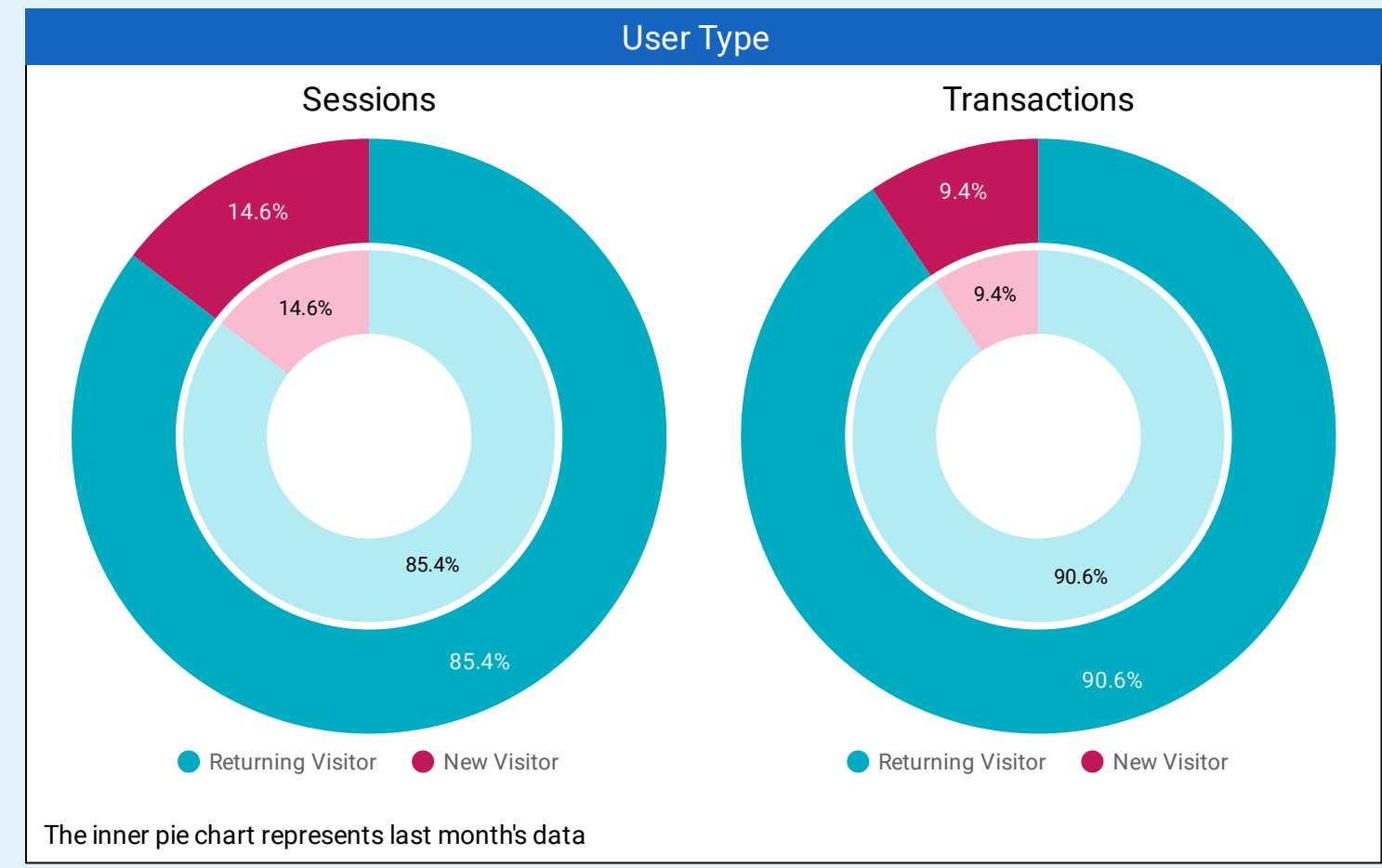
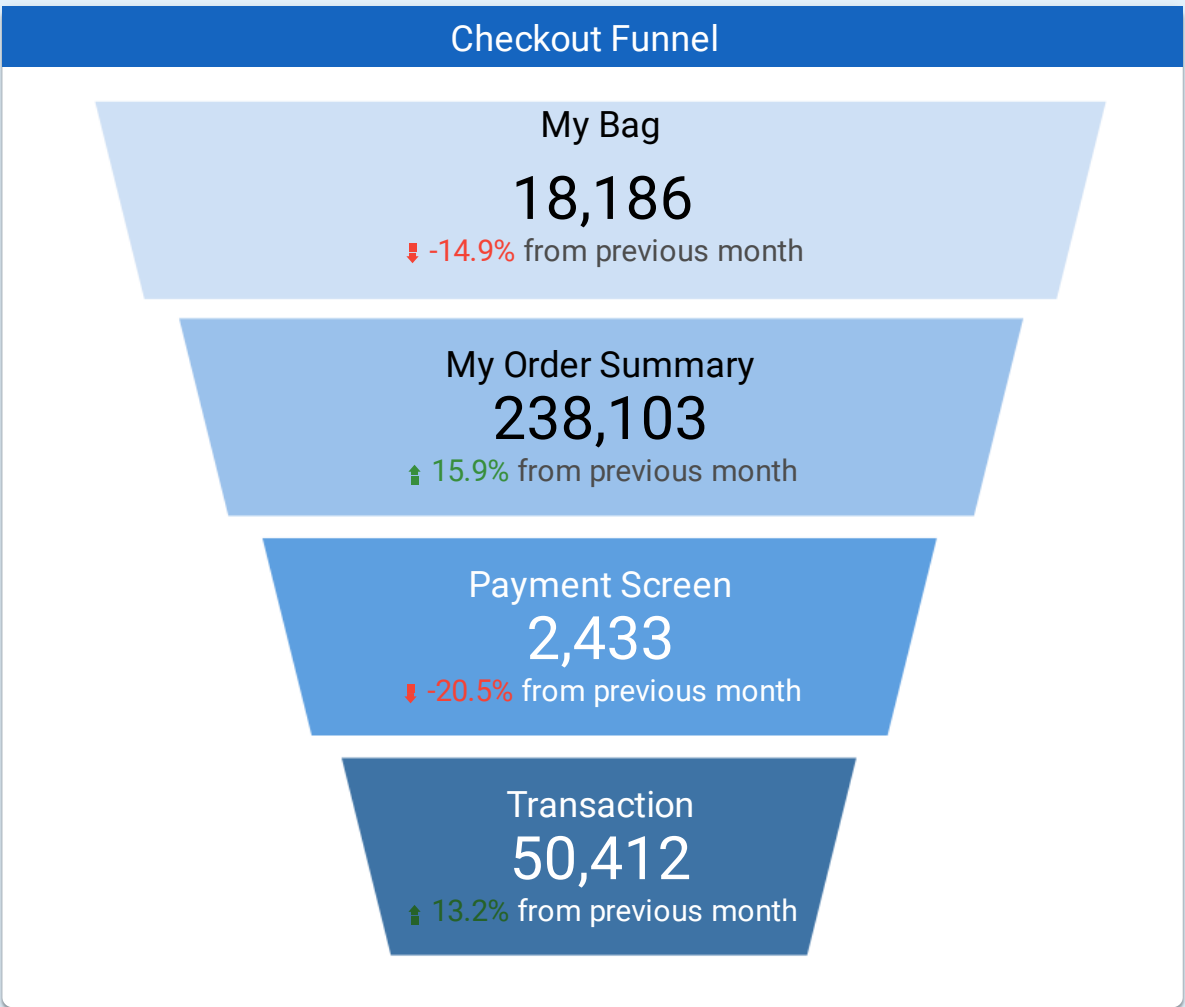
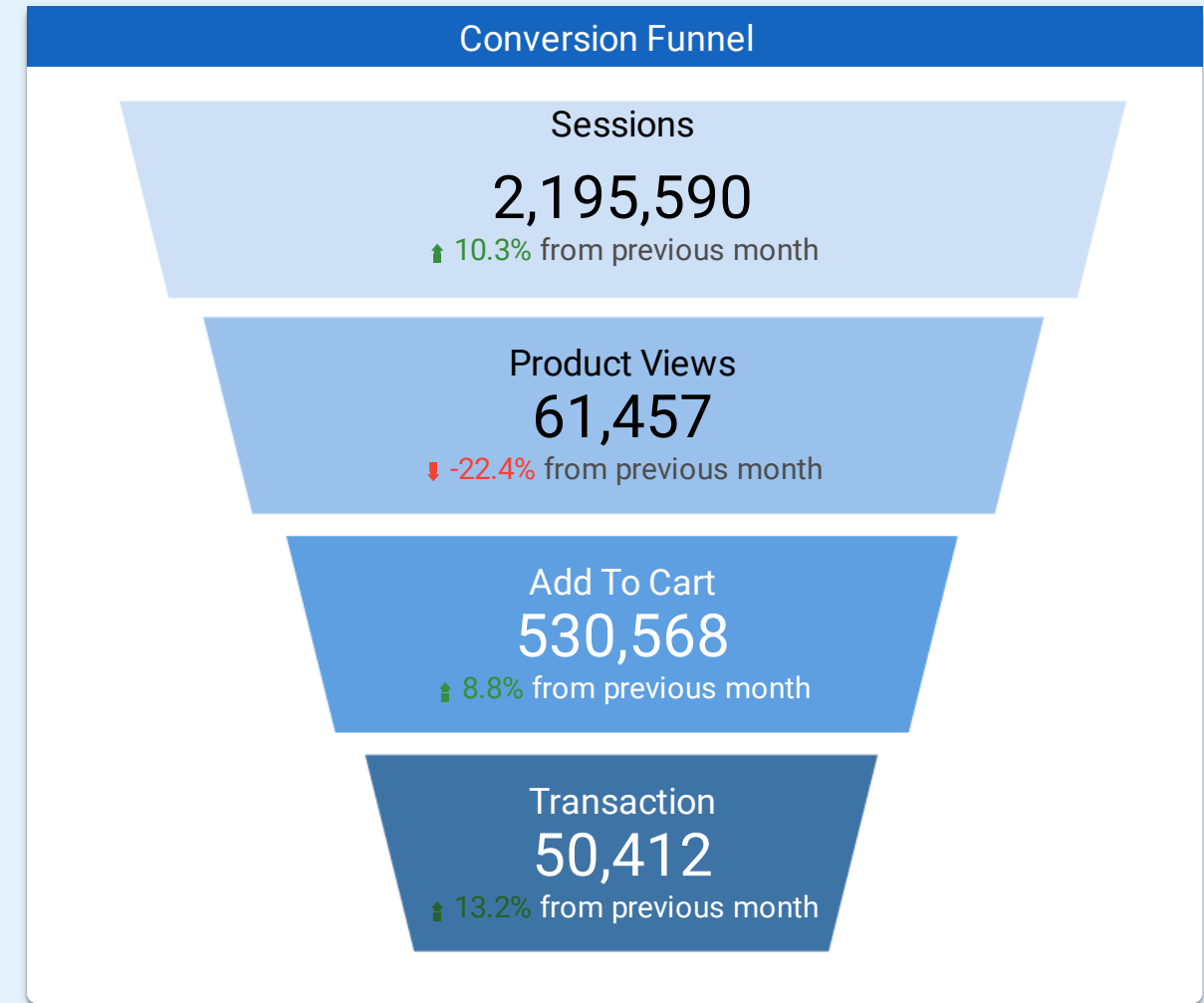
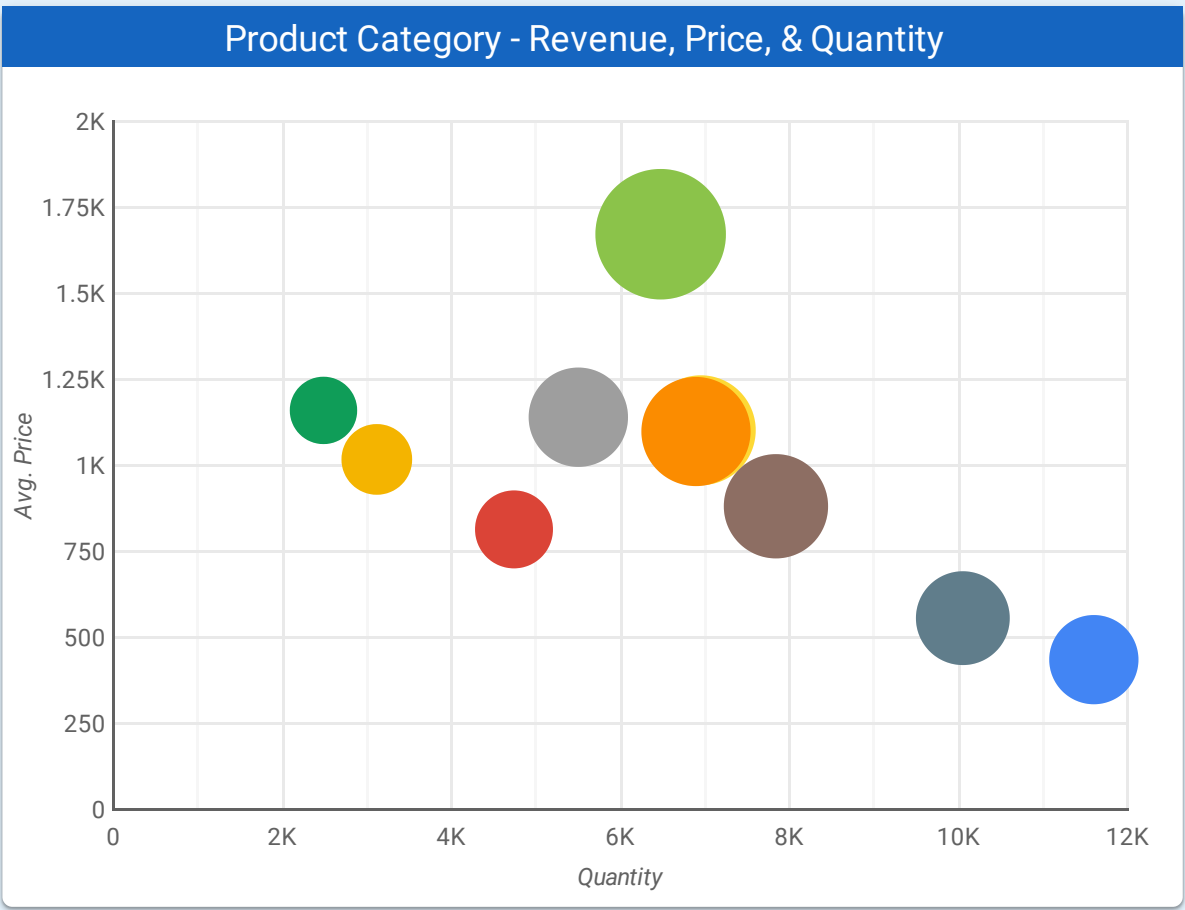
Revenue Contributors



The chart shows an impact on weekly revenue trend by the change in 4 base metrics - Sessions, Conversion Rate, Avg. Price, and Avg. Quantity.

	Product Category	Quantity	% Δ	Product Revenue	% Δ
1.	T-Shirts & Polo Shirts	11.60K	24.7% ↑	₹ 5,061,243	-6.1% ↓
2.	Tops	10.05K	22.6% ↑	₹ 5,596,471	-18.1% ↓
3.	Dresses	7.84K	29.7% ↑	₹ 6,913,612	-16.5% ↓
4.	Footwear	6.95K	-12.9% ↓	₹ 7,665,115	-22.2% ↓
5.	Shoes	6.89K	24.8% ↑	₹ 7,576,323	7.6% ↑
6.	Coats & Jackets	6.47K	6.8% ↑	₹ 10,828,952	-6.5% ↓
7.	Jeans	5.50K	0.4% ↑	₹ 6,274,690	-15.0% ↓
8.	Shirts	4.74K	6.9% ↑	₹ 3,861,584	-15.8% ↓
9.	Hoodies & Sweatshirts	3.12K	87.0% ↑	₹ 3,172,875	40.6% ↑
10.	Cardigans & Pullovers	2.86K	131.2% ↑	₹ 2,484,640	80.8% ↑

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	Channel	Sessions	% Δ	Conversion Rate	% Δ	Bounce Rate	% Δ	Revenue	% Δ
1.	Display	1,689,279	15.5% ↑	0.16%	32.8% ↑	9.96%	-12.5% ↓	₹ 3,181,289	38.8% ↑
2.	Generic Paid Search	1,027,868	4.3% ↑	0.38%	10.9% ↑	3.04%	-59.6% ↓	₹ 5,273,424	0.8% ↑
3.	Paid Search	432,826	9.4% ↑	1.34%	21.1% ↑	1.53%	-11.5% ↓	₹ 6,222,257	14.9% ↑
4.	Direct	362,677	5.9% ↑	0.9%	1.7% ↑	15.64%	16.6% ↑	₹ 4,742,186	-3.5% ↓
5.	Organic Search	307,801	-8.5% ↓	1.01%	14.1% ↑	16.97%	-11.7% ↓	₹ 4,188,751	-14.7% ↓
6.	Branded Paid Search	249,862	-1.5% ↓	1.62%	15.3% ↑	5.27%	-11.5% ↓	₹ 5,127,965	-10.0% ↓
7.	Social	94,758	-17.4% ↓	1.63%	26.2% ↑	5.16%	-28.7% ↓	₹ 2,169,818	-4.9% ↓
8.	Affiliate	87,622	35.2% ↑	1.19%	-1.0% ↓	9.22%	-11.0% ↓	₹ 1,386,681	19.8% ↑
9.	Email	8,395	35.1% ↑	1.51%	-19.0% ↓	12.08%	40.0% ↑	₹ 176,231	2.5% ↑
10.	Referral	6,931	1.9% ↑	1.66%	14.0% ↑	14.37%	30.3% ↑	₹ 138,006	-0.8% ↓

	Campaign	Sessions	% Δ	Conversion Rate	% Δ	Cost	% Δ	ROAS	% Δ
	No data								

Revenue Performance

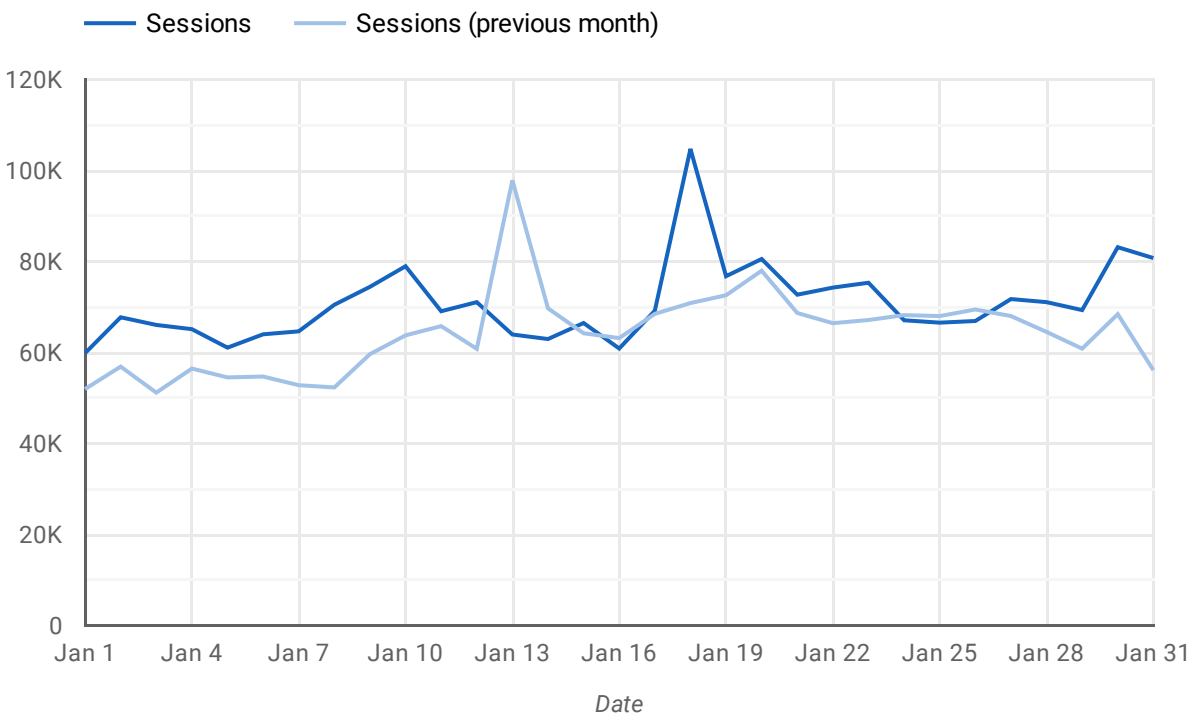
Channel Performance

Product Performance

Sessions

2.20M

↑ 10.3% from previous month



	Channel	Sessions ▾	% Δ	Revenue	% Δ
1.	Organic Search	1,287,574	19.2% ↑	₹ 39,533,019	8.3% ↑
2.	Direct	331,108	-10.8% ↓	₹ 12,167,683	-12.6% ↓
3.	Paid Search	319,552	10.4% ↑	₹ 4,132,780	-16.2% ↓
4.	Affiliates	235,955	9.4% ↑	₹ 6,598,347	8.2% ↑
5.	Display	18,661	-37.4% ↓	₹ 714,423	-35.3% ↓
6.	Email	1,767	-7.5% ↓	₹ 186,119	17.4% ↑
7.	Social	973	-51.6% ↓	₹ 15,706	-79.9% ↓

Insights

	User Type	Sessions ▾	% Δ	Revenue	% Δ
1.	Returning Visitor	1,874,991	9.9% ↑	₹ 57,286,315	1.6% ↑
2.	New Visitor	320,599	13.1% ↑	₹ 6,061,762	-6.0% ↓

	Campaign	Sessions ▾	% Δ
1.	(not set)	816,218	-1.1% ↓
2.	LF_customer	137,522	13.6% ↑
3.	Smart Display_Propectinging_23-10-2018	58,698	48.2% ↑
4.	DRM_Cart_Abondeners_100ct2018	48,856	10.0% ↑
5.	Web_CA_Conversion_New-customer_M	15,689	10.6% ↑
6.	23Jan_2	14,219	-
7.	Web_CA_Conversion_addtocart-3D	14,010	4.9% ↑
8.	20Janm	11,432	-
9.	22Janm	10,602	-
10.	Web_Open-audience_prospect_DPA_M	10,554	109.4% ↑

	City	Sessions ▾	% Δ	Revenue	% Δ
1.	Mumbai	191,803	3.3% ↑	₹ 5,788,921	-5.4% ↓
2.	Hyderabad	163,913	10.6% ↑	₹ 4,227,131	-3.2% ↓
3.	Bengaluru	160,045	13.4% ↑	₹ 4,804,796	5.2% ↑
4.	Pune	136,480	10.9% ↑	₹ 3,558,502	-5.7% ↓
5.	New Delhi	114,437	4.1% ↑	₹ 4,174,589	-1.2% ↓
6.	Kolkata	106,185	9.3% ↑	₹ 2,971,926	-10.1% ↓
7.	Patna	93,442	12.6% ↑	₹ 3,503,580	36.5% ↑
8.	Guwahati	88,783	19.1% ↑	₹ 2,831,866	0.8% ↑
9.	Indore	83,625	8.9% ↑	₹ 2,174,738	-3.9% ↓
10.	Jaipur	83,166	8.5% ↑	₹ 2,250,057	-4.0% ↓

Revenue Performance

Channel Performance

Product Performance

Sessions

2,195,590

↑ 10.3% from previous month

Product Views

7,518,447

↑ 10.4% from previous month

Add To Cart

530,568

↑ 8.8% from previous month

Transaction

50,412

↑ 13.2% from previous month

Engagement Metrics

Users

44.4K

↓ -7.9%

Sessions

58.9K

↓ -10.7%

% New Sessions

66.1%

↑ 4.4%

Bounce Rate

36.2%

↑ 1.8%

Avg. Session Duration

03:16

↓ -10.7%

Pages / Session

5.0

↓ -5.9%

	Keyword	Sessions ▾	% Δ	Revenue	% Δ
1.	(not set)	30.35K	-10.8% ↓	\$639	-66.0% ↓
2.	(not provided)	26.40K	-12.5% ↓	\$2,815	-32.0% ↓
3.	Google Merchandise Store	269.00	556.1% ↑	\$457	-
4.	https://shop.googlemerchan disestore.com/	194.00	-18.1% ↓	\$0	-
5.	youtube merch	155.00	1,191.7% ↑	\$0	-

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Revenue Performance

Channel Performance

Product Performance

	Product Category	Quantity	% Δ	Product Revenue	% Δ
1.	Coats & Jackets	6.47K	6.8% ↑	<div></div>	-6.5% ↓
2.	Footwear	6.95K	-12.9% ↓	<div></div>	-22.2% ↓
3.	Shoes	6.89K	24.8% ↑	<div></div>	7.6% ↑
4.	Dresses	7.84K	29.7% ↑	<div></div>	-16.5% ↓
5.	Jeans	5.50K	0.4% ↑	<div></div>	-15.0% ↓
6.	Tops	10.05K	22.6% ↑	<div></div>	-18.1% ↓
7.	T-Shirts & Polo Shirts	11.60K	24.7% ↑	<div></div>	-6.1% ↓
8.	Shirts	4.74K	6.9% ↑	<div></div>	-15.8% ↓
9.	Hoodies & Sweatshirts	3.12K	87.0% ↑	<div></div>	40.6% ↑
10.	Trousers & Chinos	2.49K	17.9% ↑	<div></div>	14.3% ↑
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