

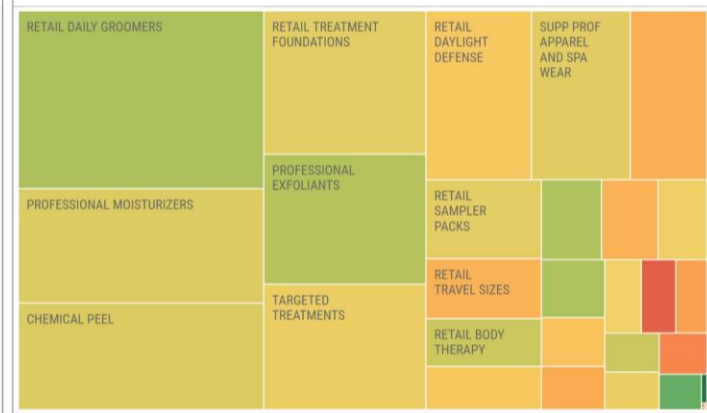
Year Over Year 2019

<b>Total orders</b> 1,466,215 -1.701%	<b>Total revenue</b> \$340,806,320 2.636%	<b>Total customers acquired</b> 985,826 0.2093%	<b>Highest grown store region</b> CA - Ventura County 33.81%	<b>Highest grown Channel</b> <a href="#">Detailed view</a> WALMART 309.8%
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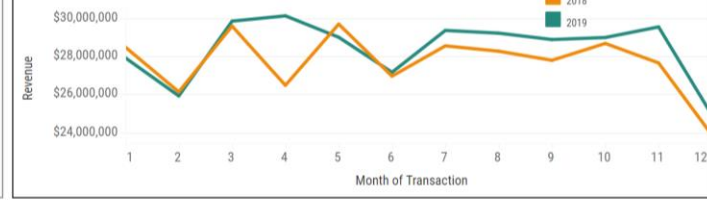
YoY revenue difference for states



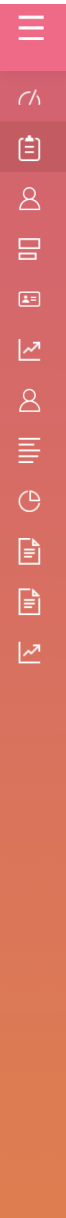
Product category performance



Revenue trend per month



1. MAP - Revenue dashboard screen – gives information on number of customers/revenue performance/ green indicated YoY revenue increase, red is YoY decrease/
2. Product category wise performance.
3. Revenue trend YoY
4. Top – Total orders/customers acquired/store performance/channel performance



Channel Filter

Channel

AMAZON



EBAY



KIOSK



PROFESSIO..



RETAIL



WALMART



WEB

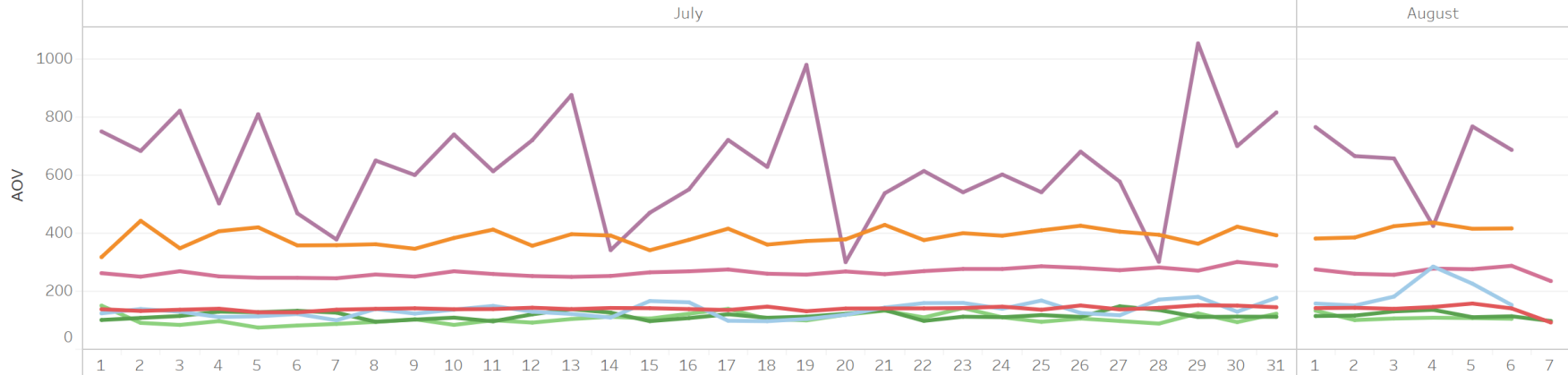


Calendar Date

Last 4 quarters

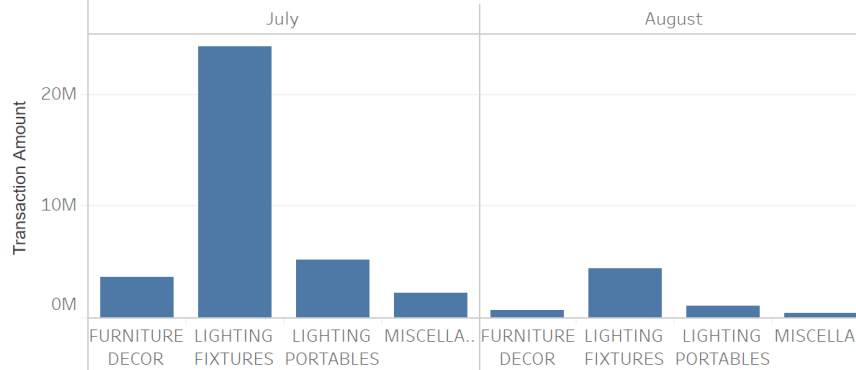
Sales Report

Calendar Date  
2019



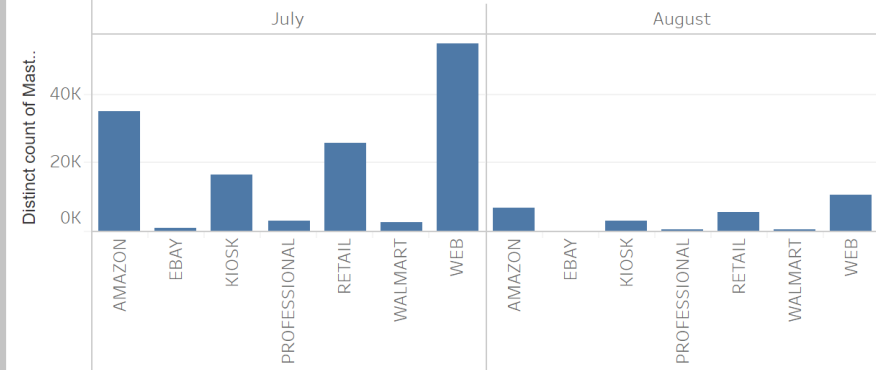
Sales by Product Category & Channel

Calendar Date / Product Category  
2019



Customer Count by Channel

Calendar Date / Channel  
2019



Estimated CLTV(Quarterly)  
\$9,350,189.79

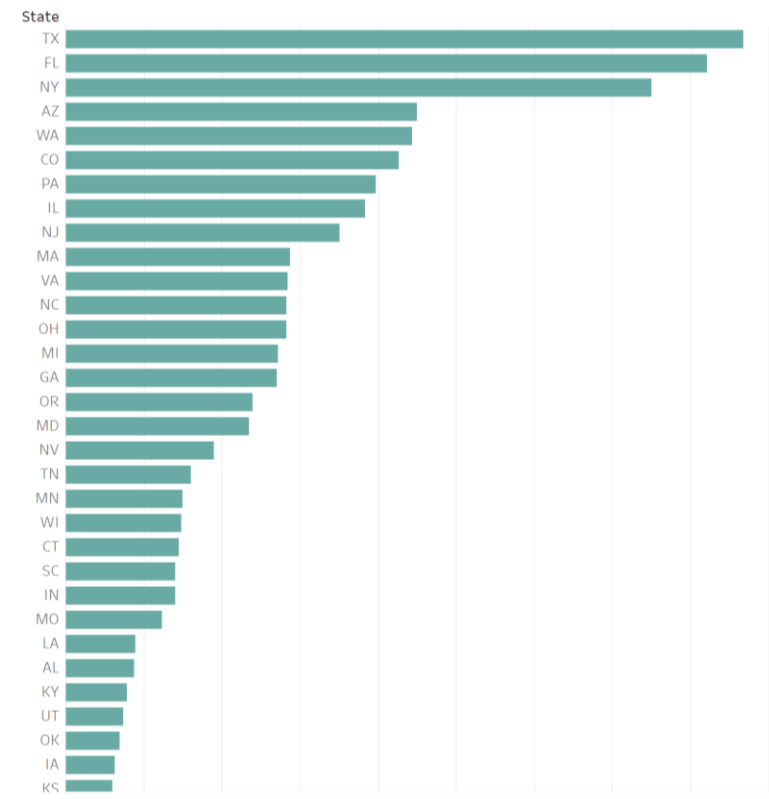
Top Products Purchased

Rank	Product Depart..	
1	TABLE LAMPS	16.38%
2	FLOOR LAMPS	8.59%
3	CLOSE TO CEILI..	6.62%
4	CEILING FANS	6.26%
5	CHANDELIERS, ..	6.18%
6	OUTDOOR LIGH..	5.92%
7	LAMP SHADES	5.89%
8	LIGHT BULBS	4.12%
9	CHANDELIERS, ..	3.67%
10	BATHROOM LI..	3.24%

Total Customers  
937,200

Report ran on:  
12/30/2019

Distribution



State

- (All)
- Null
- AA
- AB
- AE
- AK
- AL
- AP
- AR
- AZ
- BC
- CA
- CO
- CT
- DC
- DE
- FL
- GA
- GU

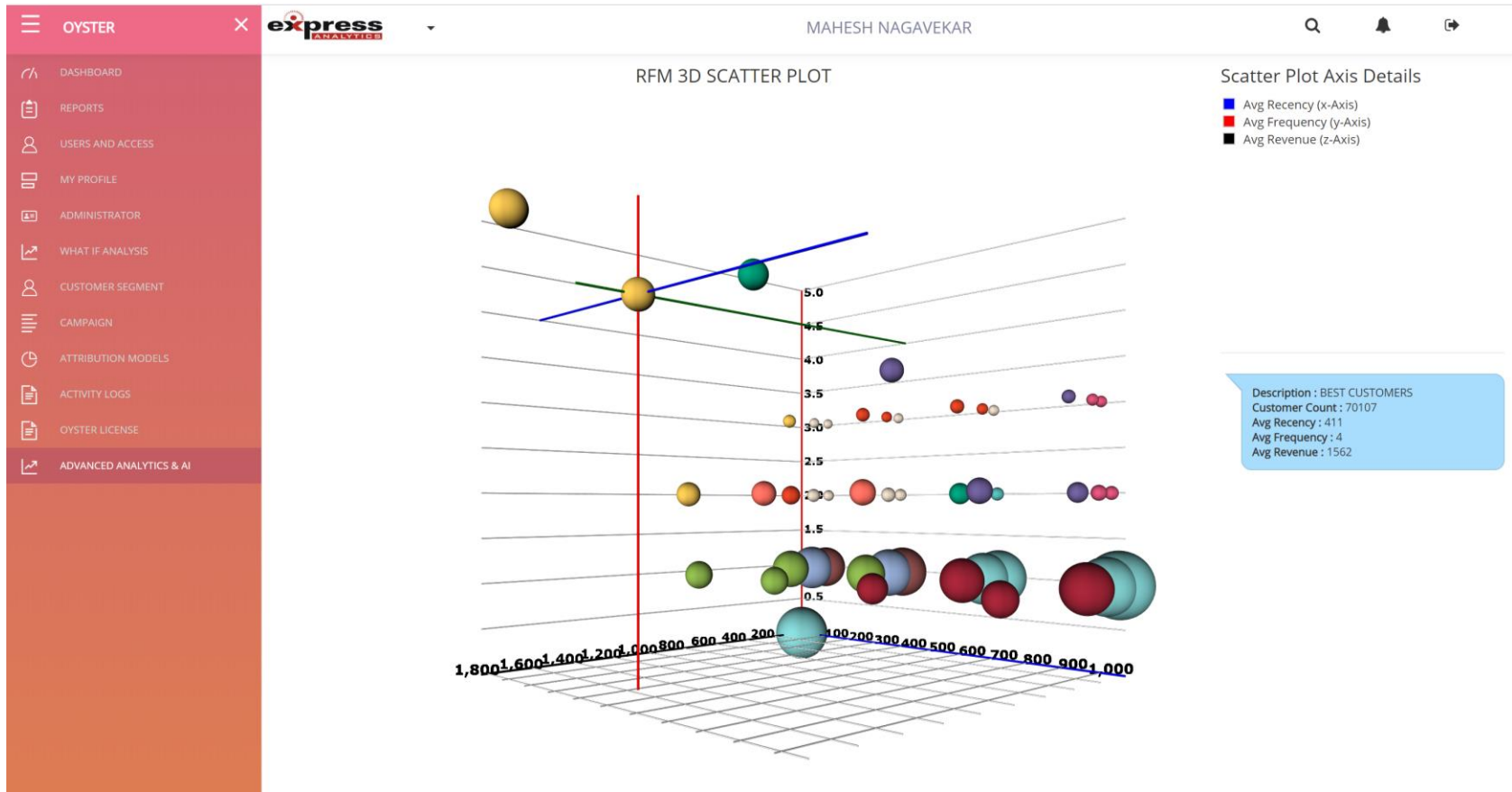
RFM Segment

- (All)
- Almost churned goo...
- Best Customers
- Inactive Bulk Buyers
- Inactive cheap custo...
- Inactive good custo...
- Low value recent cus...
- Loyal Customers
- Potential good custo...
- Price Sensitive
- Recent Cheap Custo...
- Single Big Purchase

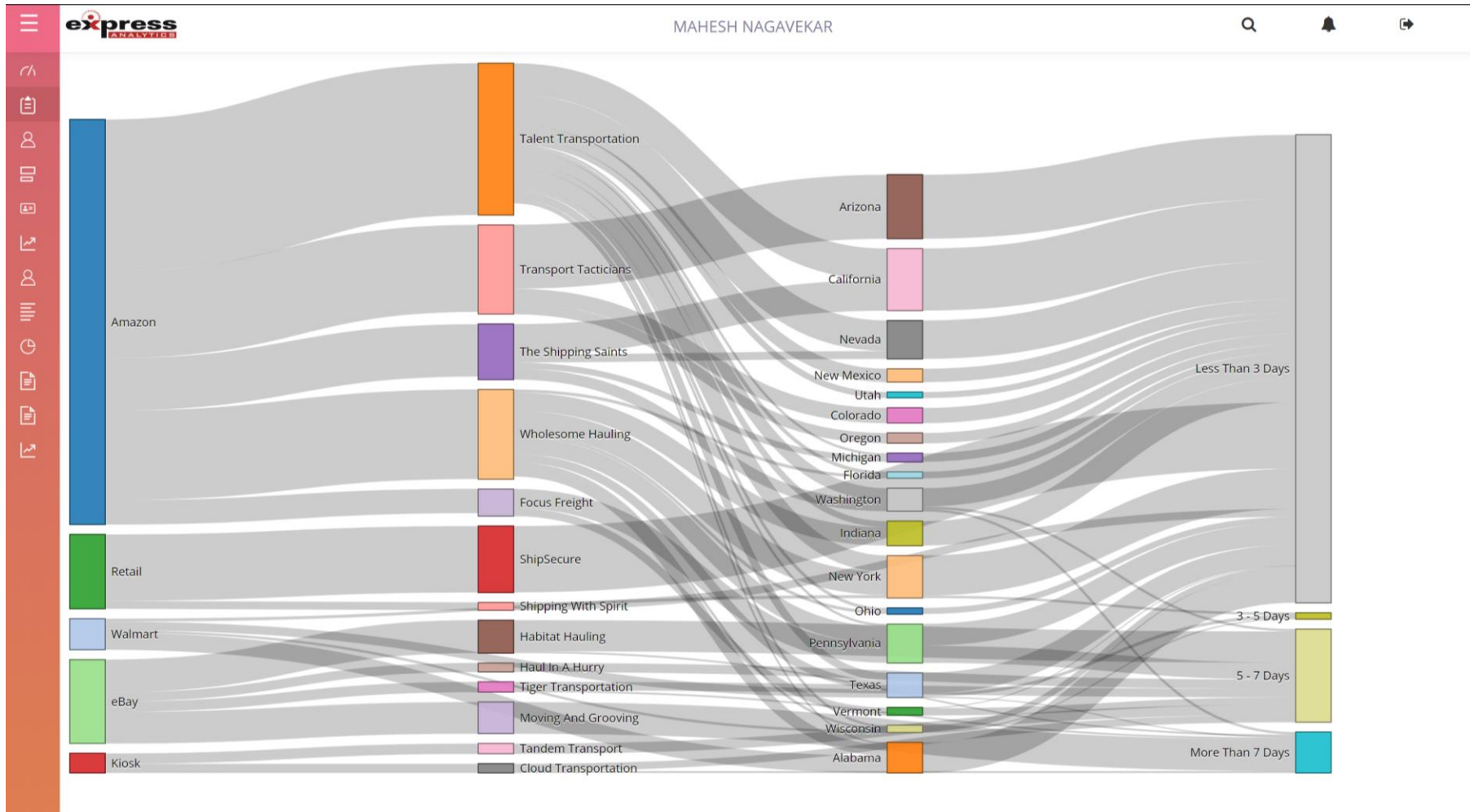
Cancel Apply

Rank Ca... Ap...

Estimated Life Time value of all customers - statewise



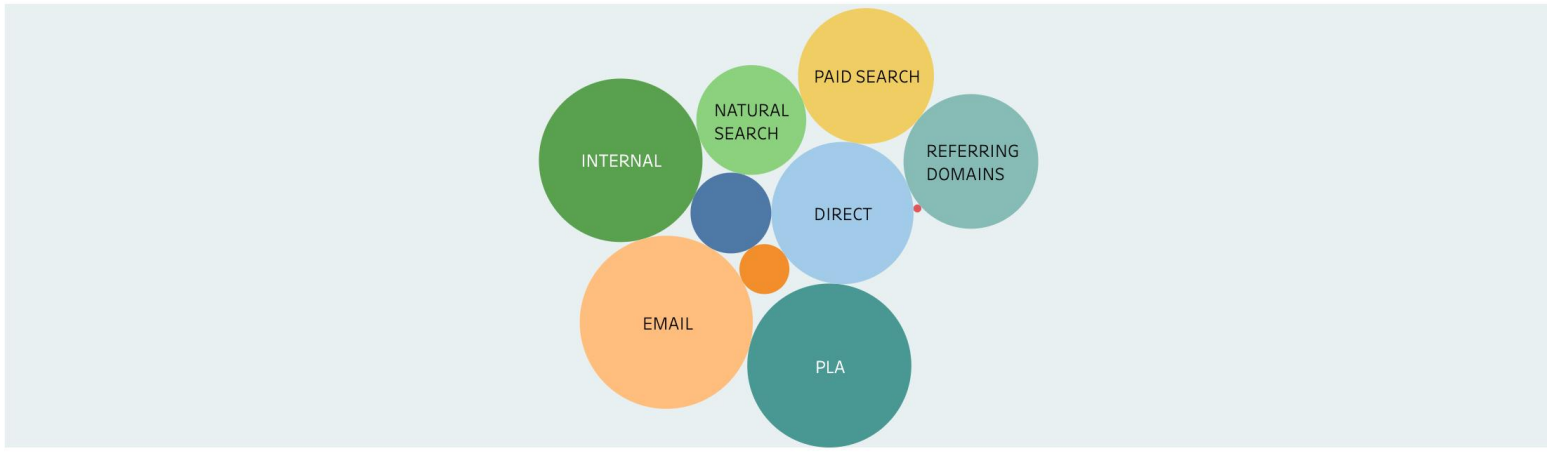
RFM – 3D plot of Recency/Frequency /Monetary value of all customers



Sankey diagram of channel- shipper- state



## CUSTOM ATTRIBUTION MODEL



### Attribution

- CUSTO
- LAST T
- TIME D

### Channel

- AFFILI
- DIREC
- DISPLA
- EMAIL
- INTERI
- NATUR
- NONE
- PAID S
- PLA
- REFER
- SOCIAL

## ATTRIBUTION COMPARISON

Channel	Attribution Type		
	LAST TOUCH	TIME DECAY	CUSTOM
AFFILIATE	\$728,137.17 \$0.00	\$638,031.82 (\$90,105.35)	\$606,225.88 (\$121,911.29)
DIRECT	\$1,461,243.84 \$0.00	\$1,903,638.56 \$442,394.72	\$1,880,144.93 \$418,901.09
DISPLAY	\$232,412.61 \$0.00	\$240,701.27 \$8,288.66	\$231,901.84 (\$510.77)
EMAIL	\$2,623,944.11 \$0.00	\$2,739,120.77 \$115,176.66	\$2,785,788.07 \$161,843.96
INTERNAL	\$2,028,338.15 \$0.00	\$2,402,118.22 \$373,780.07	\$2,486,070.10 \$457,731.95
NATURAL SEARCH	\$671,348.49 \$0.00	\$1,165,989.36 \$494,640.87	\$1,120,367.51 \$449,019.02
NONE	\$1.00 \$0.00	\$29.07 \$28.07	\$23.07 \$22.07

## Marketing Attribution

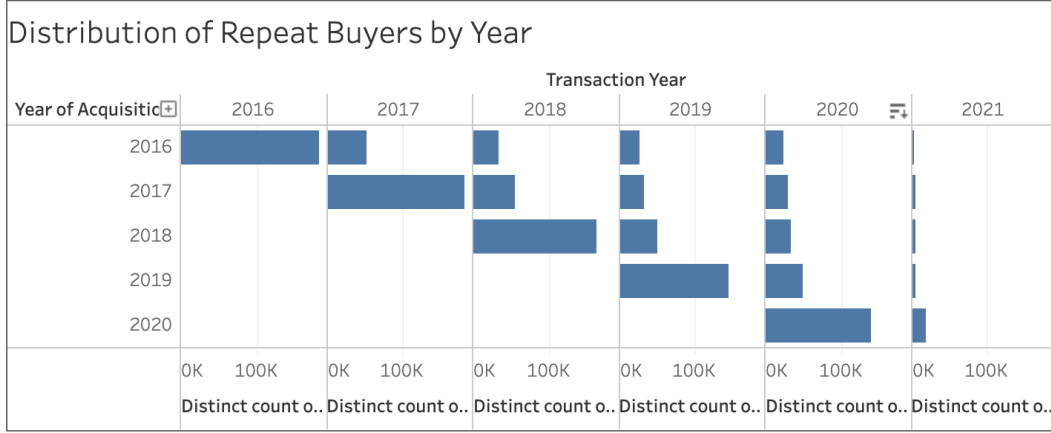
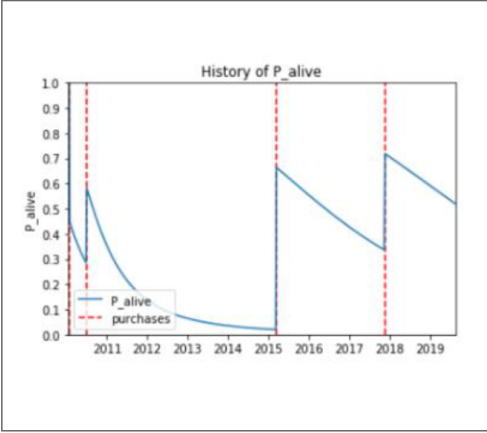
How many customers/revenue did we get through which campaign?



Estimated CLTV  
\$21,784,859

Total Customers  
1,839,405

YTD Revenue  
\$28,369,656



Decile

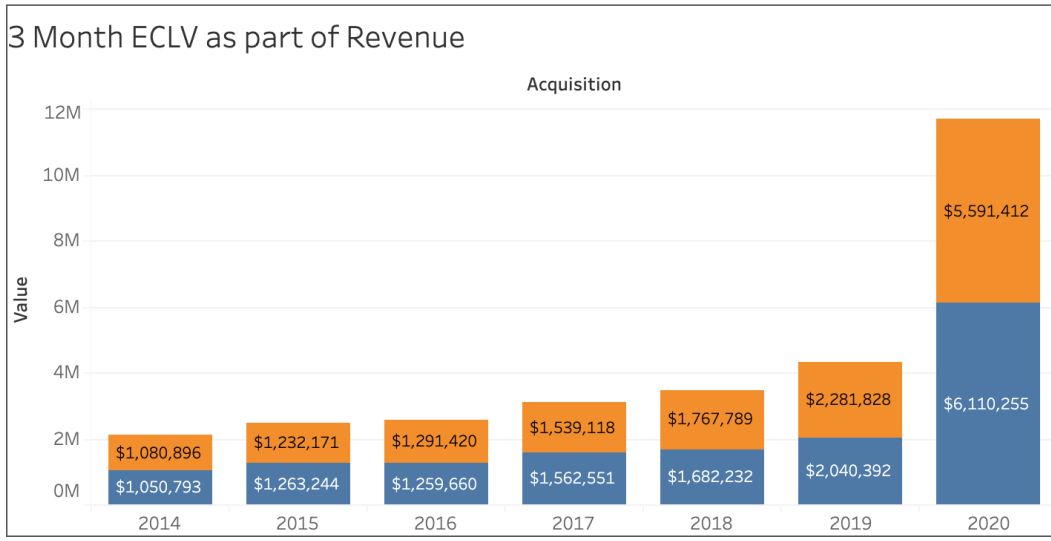
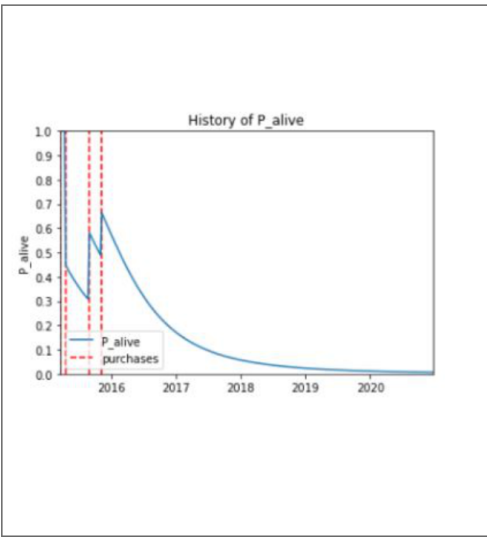
- (All)
- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

Cancel Apply

Measure Names

- Estimated CLTV
- YTD Revenue

Model Run Date:  
3/1/2021 04:48:36



Year of Acquisiti...

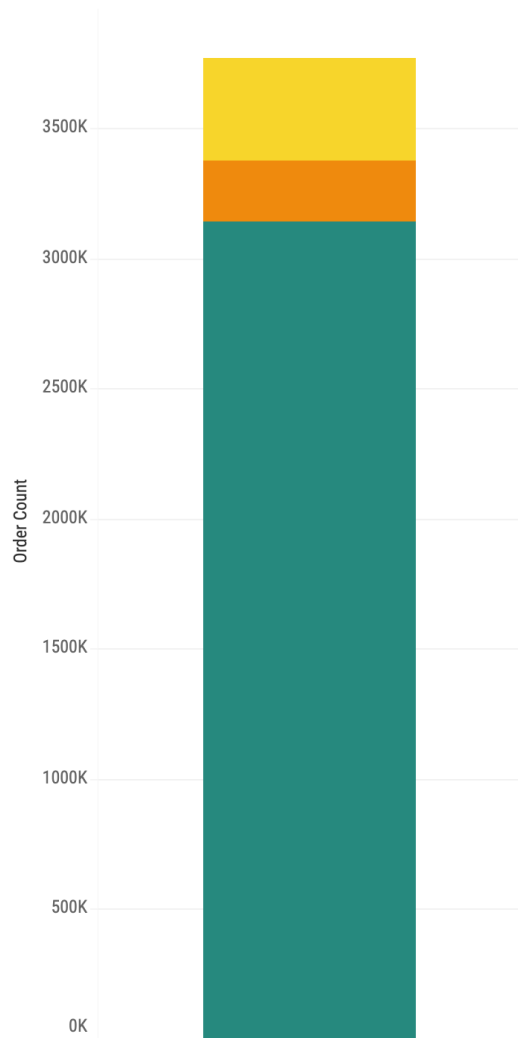
- (All)
- 1999
- 2000
- 2001
- 2002
- 2003
- 2004
- 2005
- 2006
- 2007
- 2008
- 2009
- 2010
- 2011
- 2012
- 2013

Customer Life time value and frequency of buying

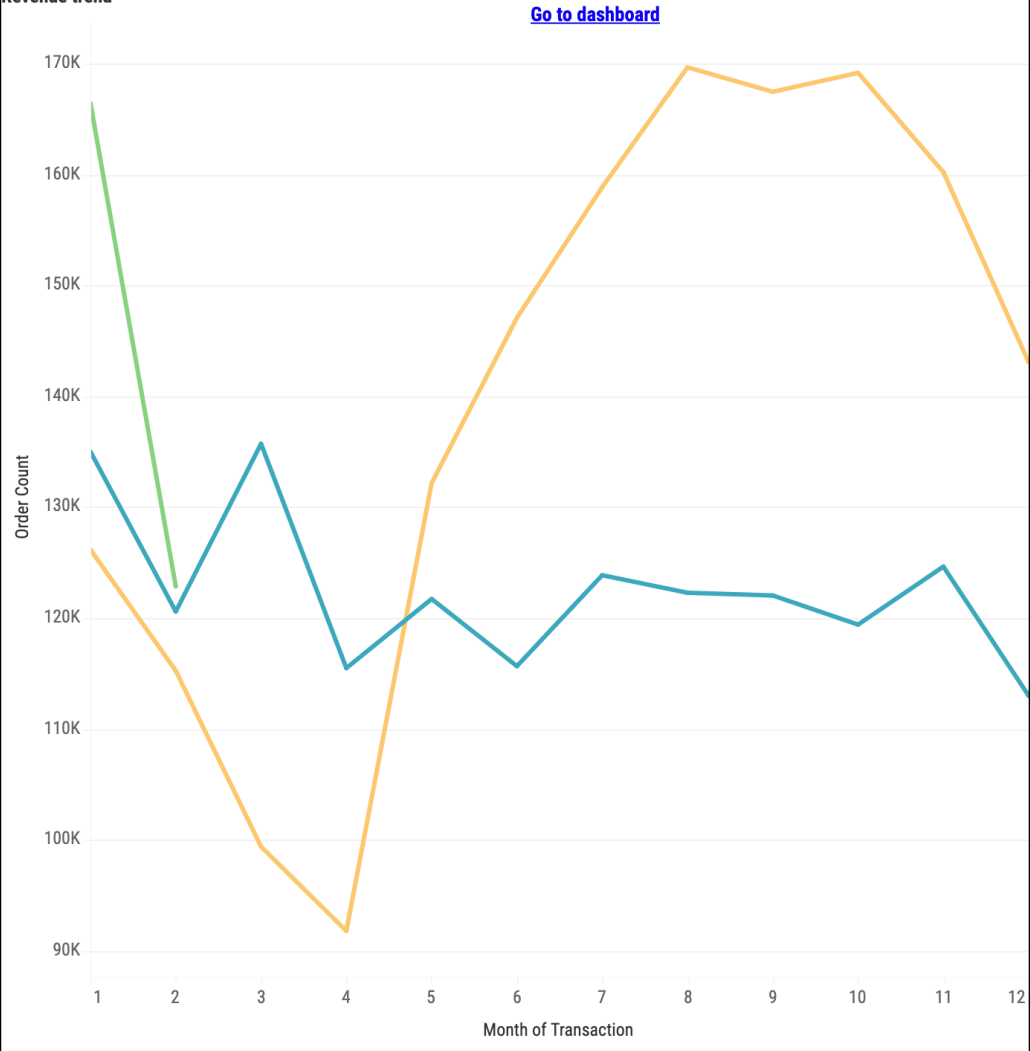
How many customers acquired in a particular year have repeated?



Orders/Returns



Revenue trend



- Order Status
  - Returns/Cancell...
  - Undefined
  - Ordered/Delivered
- Year of Transaction
  - 2019
  - 2020
  - 2021

# Orders/deliveries/returns