

Revenue
\$410K

-34.9%↓

Cost
\$324K

-34.3%↓

Profit
\$86K

-37.2%↓

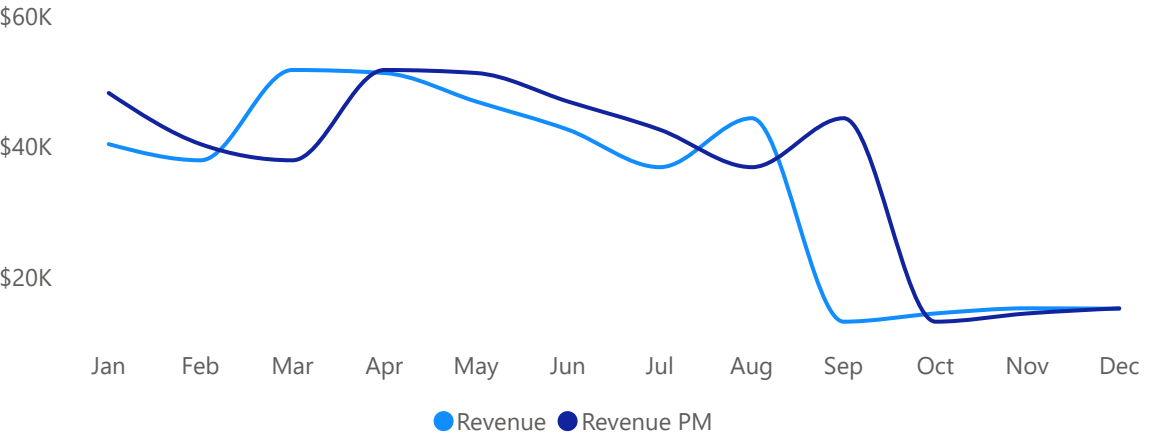
Avg Conversion Rate
17

-0.4%↓

Views
31K

-32.7%↓

Revenue by Month

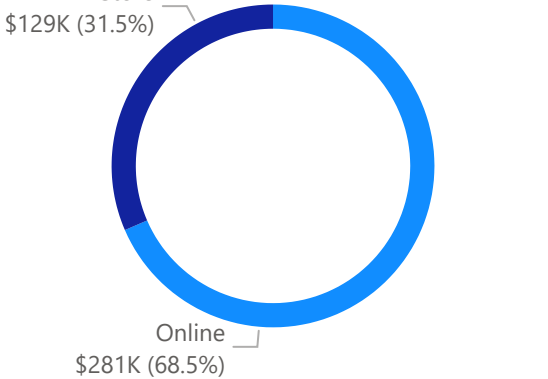


Month	Revenue	Revenue PM
Jan	\$40K	\$48K
Feb	\$38K	\$38K
Mar	\$52K	\$38K
Apr	\$52K	\$52K
May	\$48K	\$52K
Jun	\$42K	\$48K
Jul	\$38K	\$42K
Aug	\$45K	\$38K
Sep	\$12K	\$45K
Oct	\$10K	\$10K
Nov	\$12K	\$12K
Dec	\$12K	\$12K

Revenue by Lead Source

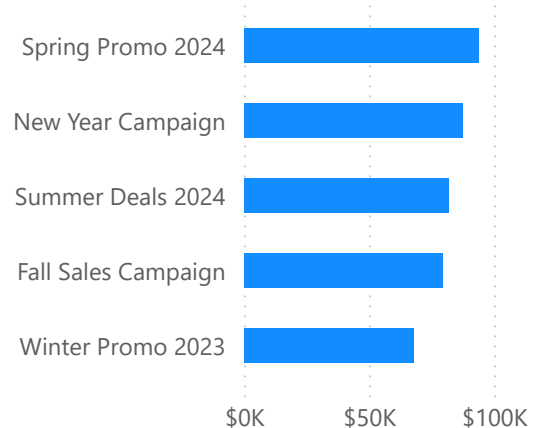
Lead Source	Count	Percentage
Email	88706	22%
Cold Calling	85007	21%
Website	84508	21%
Referral	78786	19%
Social Media	72892	18%

Revenue by Sales Channel



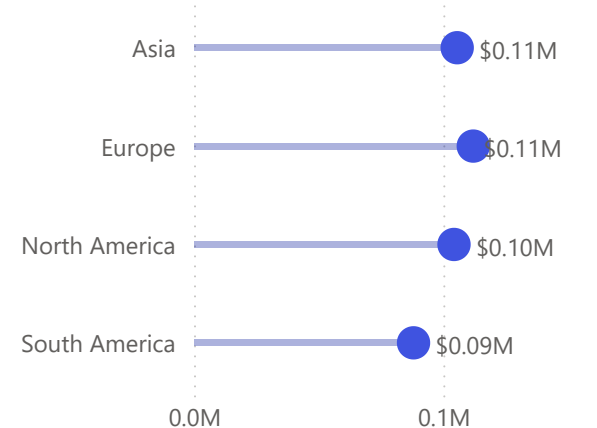
Sales Channel	Revenue	Percentage
In-Store	\$129K	31.5%
Online	\$281K	68.5%

Revenue by Marketing Campaign



Marketing Campaign	Revenue
Spring Promo 2024	\$95K
New Year Campaign	\$85K
Summer Deals 2024	\$75K
Fall Sales Campaign	\$75K
Winter Promo 2023	\$65K

Revenue and by Region



Region	Revenue
Asia	\$0.11M
Europe	\$0.11M
North America	\$0.10M
South America	\$0.09M

Revenue & Sessions by Country

Country	Session	Revenue
Germany	959	\$65K
United States	958	\$63K
Canada	945	\$66K
South Korea	814	\$47K
Japan	727	\$48K
Brazil	701	\$44K
United Kingdom	638	\$44K
France	502	\$33K



Search				2022	2023	2024	Overview		Product Details	
ID	Product	Avg Rating	Scoring	Stock	No of Invoices	Price	Views	Revenue	Cost	
3		Camera Pro S	5.9 ★★★★★☆☆☆☆	84	50	809.04	2819	\$40,452	\$31,337	
5		Smartphone X	5.9 ★★★★★☆☆☆☆	138	37	864.73	2289	\$31,995	\$25,336	
8		Gaming Console Z	5.6 ★★★★★☆☆☆☆	234	61	939.31	3509	\$57,298	\$46,187	
9		VR Headset Pro	5.6 ★★★★★☆☆☆☆	151	49	834.22	2938	\$40,877	\$32,829	
13		Laptop Pro 14	5.5 ★★★★★☆☆☆☆	98	51	725.27	3042	\$36,989	\$27,921	
15		Drone Vision	5.7 ★★★★★☆☆☆☆	261	51	911.18	3065	\$46,470	\$37,478	
1		Tablet Z	5.4 ★★★★★☆☆☆☆	185	57	763.56	3645	\$43,523	\$33,355	
2		Smartwatch 3	5.2 ★★★★★☆☆☆☆	133	42	856.21	2348	\$35,961	\$27,966	
4		Soundbar 360	5.0 ★★★★★☆☆☆☆	172	57	880.84	3622	\$50,208	\$39,032	
6		Smart TV QLED	5.4 ★★★★★☆☆☆☆	78	49	766.86	3109	\$37,576	\$28,469	
7		Desktop PC Ultra	5.4 ★★★★★☆☆☆☆	266	40	924.93	2696	\$36,997	\$28,669	
10		Headphones Plus	5.4 ★★★★★☆☆☆☆	109	52	808.81	3213	\$42,058	\$32,478	
11		Fitness Tracker X	4.6 ★★★★★☆☆☆☆	152	56	846.91	3540	\$47,427	\$37,509	
12		Monitor HD 24	5.4 ★★★★★☆☆☆☆	271	50	870.04	2974	\$43,502	\$34,966	
14		Wireless Speaker	5.2 ★★★★★☆☆☆☆	123	47	812.28	3052	\$38,177	\$29,644	