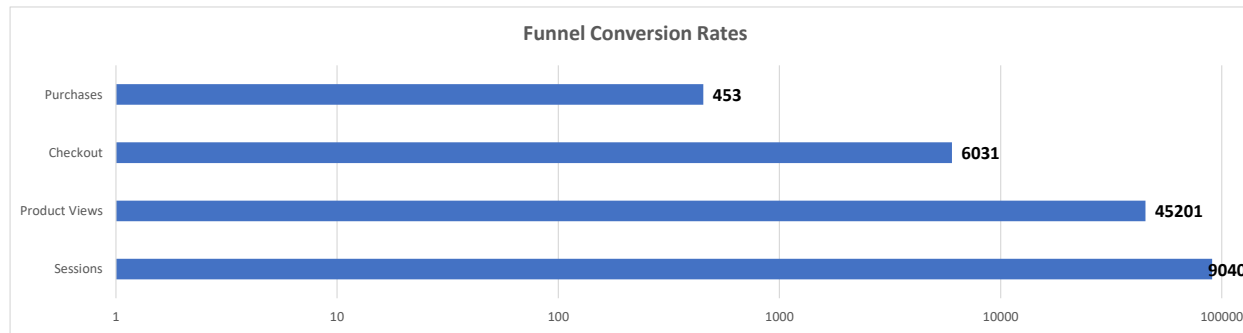
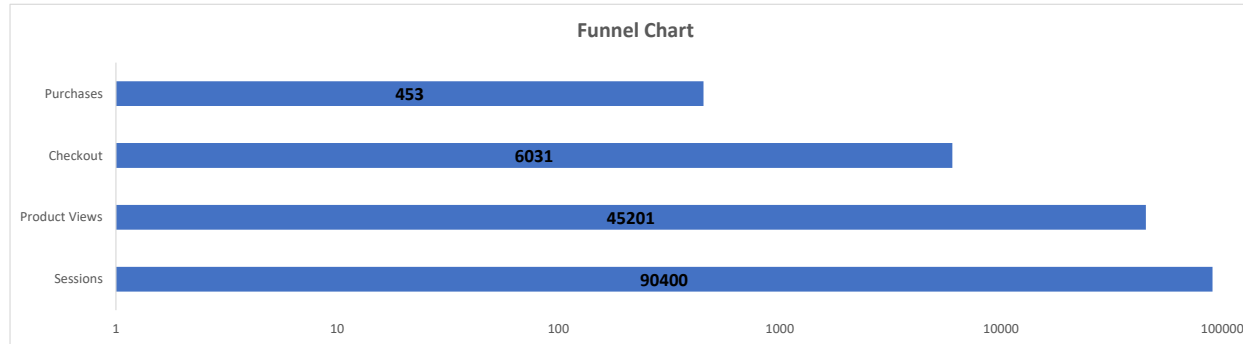


GOOGLE ANALYTICS FUNNEL REPORT

Total Sessions	Overall CVR	Checkout Rate	Purchases
\$ 90,400.00	0.50%	7.51%	453.00

Report Generated: 23-Jun-2026



KPI ALERT SYSTEM

KPI	Current Value	Target/Threshold	Status	Action Required
ROAS	12.27	2	✓ ON TRACK	No action needed
Refund Rate	0.63%	0.03	✓ ON TRACK	No action needed
Overall CVR	0.50%	0.01	⚠ LOW CONVERSION	Review checkout process and product pages
CTR	0.02%	0.01	⚠ LOW CTR	Refresh ad creatives and test new audiences
CPA	\$12.23	50	✓ ON TRACK	No action needed

WEEKLY SUMMARY

Report Week Week 26 - 2026

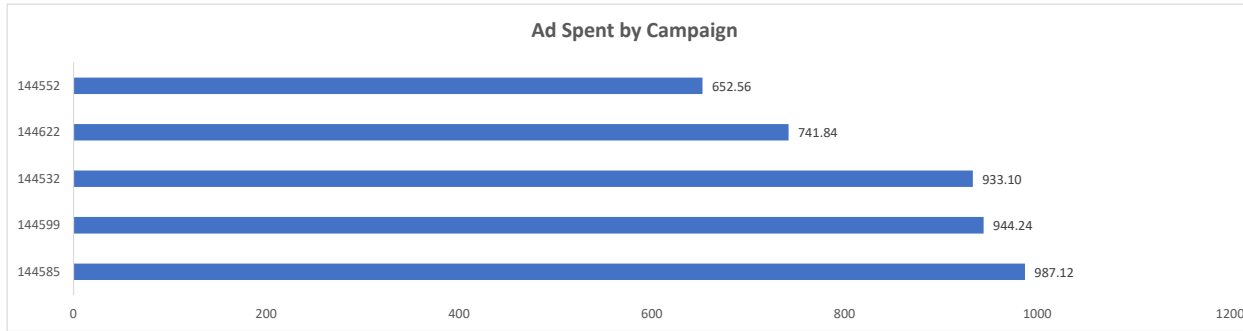
This Week Orders 0

Report Generated 23-Jun-2026

META ADS PERFORMANCE REPORT

Total Spend	CTR	CPA	ROAS
\$ 20,114.24	0.02%	\$ 12.23	12.27

Report Generated: 23-Jun-2026



ECOMMERCE EXECUTIVE DASHBOARD

TOTAL REVENUE
\$ 15,843,553.24

Total Orders
99,441

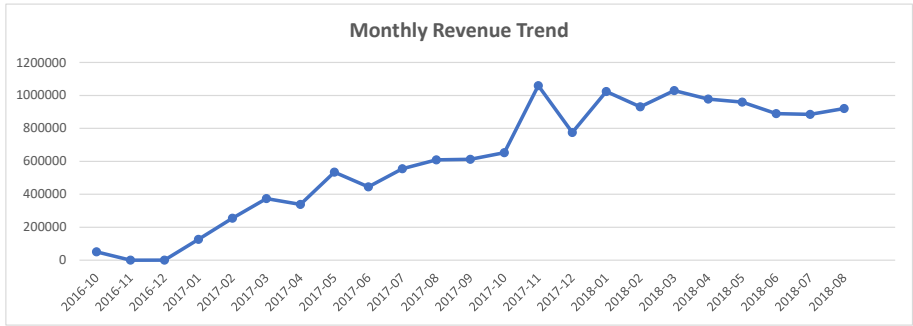
AOV
\$ 159.33

Refund Rate
0.63%

ROAS
\$ 12.27

Overall CVR
0.50%

Report Generated: 23-Jun-2026



SHOPIFY KPIs	Column1
Total Revenue	\$15,843,553.24
Total Orders	99441
AOV	\$159.33
Delivered Orders	96478
Canceled Orders	625
Refund Rate	0.63%
Total Customers	99441
META ADS KPIs	
Total Ad Spend	20114.24
Total Impressions	78552681
Total Clicks	13293
Total Conversions	1645
CTR	0.02%
CPC	\$1.51
CPA	\$12.23
ROAS	12.27
GOOGLE ANALYTICS KPIs	
Total Sessions	90400
Product Views	45201
Checkout Started	6031
Purchases	453
Session→View Rate	50.00%
View→Checkout Rate	13.34%
Checkout→Purchase Rate	7.51%
Overall CVR	0.50%

Month	Revenue
2016-09	745.36
2016-10	51288.27
2016-11	0
2016-12	39.1
2017-01	126743.6
2017-02	254395
2017-03	373965.6
2017-04	338089.8
2017-05	533795.9
2017-06	444477.6
2017-07	555184.1
2017-08	608898.8
2017-09	612374.6
2017-10	652582.1
2017-11	1059594
2017-12	775115.2
2018-01	1023850
2018-02	931194.2
2018-03	1029384
2018-04	978110.4
2018-05	959256.3
2018-06	889101.4
2018-07	884970.4
2018-08	920349.7

FUNNEL DATA	
Stage	Users
Sessions	90400
Product Views	45201
Checkout	6031
Purchases	453