

# Your e-commerce site performance report

Website:  
whatagraph.com



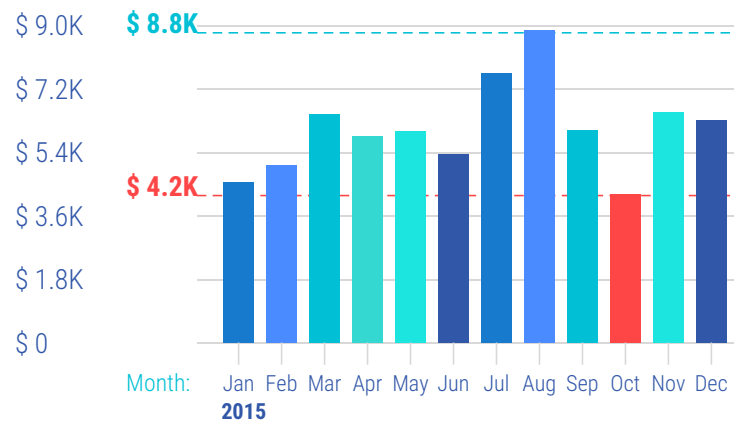
Report period:  
1/1/15 — 12/31/15

## Revenue

Purchase value generated through your website



\$ 103.5K



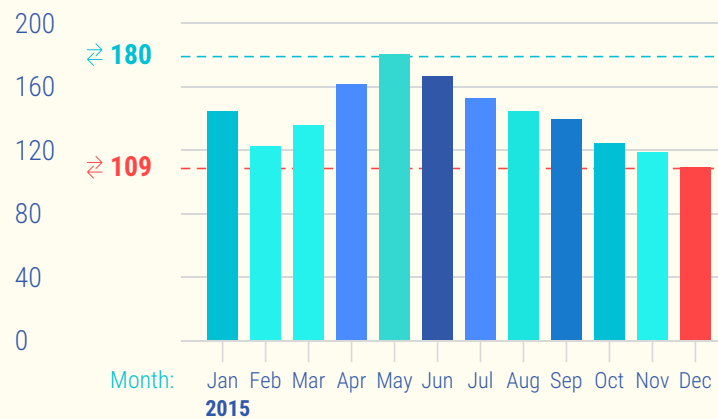
## Transactions

Amount of orders completed through your website



2.1K

Transactions



## Quantity



2.4K

Amount of units sold through transactions

## Conversion rate



0.3%

Visits that converted to transactions

## Products by revenue

<b>1</b>	<b>Product 1</b>
<b>2</b>	<b>Product 2</b>
<b>3</b>	<b>Product 3</b>
<b>4</b>	Product 4
<b>5</b>	Product 5
<b>6</b>	Product 6
<b>7</b>	Product 7
<b>8</b>	Product 8
<b>9</b>	Product 9
<b>10</b>	Product 10

	Revenue	Quantity
<b>1</b>	\$ 3.3K	180
<b>2</b>	\$ 3.1K	154
<b>3</b>	\$ 2.8K	137
<b>4</b>	\$ 2.8K	120
<b>5</b>	\$ 2.8K	117
<b>6</b>	\$ 2.7K	109
<b>7</b>	\$ 2.6K	97
<b>8</b>	\$ 2.6K	88
<b>9</b>	\$ 1.3K	84
<b>10</b>	\$ 1.1K	79

## Trending products

Products with biggest increase in revenue

<b>1</b>	<b>Product 9</b>
<b>2</b>	<b>Product 1</b>
<b>3</b>	<b>Product 8</b>

	Revenue	Quantity
<b>1</b>	\$ 229	25
<b>2</b>	\$ 1.3K	75
<b>3</b>	\$ 1.2K	29

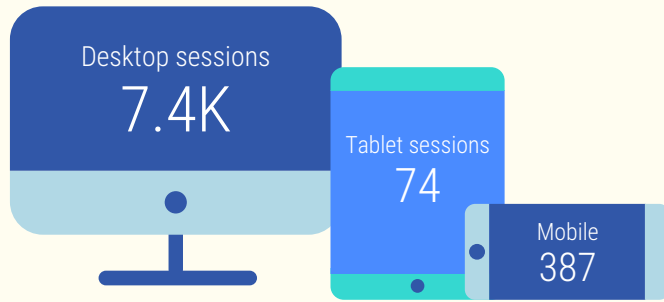
## Descending products

Products with biggest decrease in revenue

<b>1</b>	<b>Product 12</b>
<b>2</b>	<b>Product 4</b>
<b>3</b>	<b>Product 2</b>

	Revenue	Quantity
<b>1</b>	\$ 32	10
<b>2</b>	\$ 220	35
<b>3</b>	\$ 348	28

## Performance by device



	Transactions	Conversion rate	Revenue
Desktop	1.8K	5.6%	\$ 83.5K
Tablet	105	4.2%	\$ 8.0K
Mobile	200	3.6%	\$ 12.0K

## Revenue sources

= Sessions



Rank	Revenue	Transactions	Conversion
1	\$ 18.9K	1.3K	22.0%
2	\$ 16.3K	524	13.8%
3	\$ 1.9K	104	10.3%
4	\$ 1.0K	91	8.8%
5	\$ 997	88	5.0%
6	\$ 946	79	3.9%
7	\$ 850	68	3.2%
8	\$ 773	56	3.0%
9	\$ 669	32	2.3%
10	\$ 583	11	2.0%

## Least active countries

\* At least 100 sessions

Conversion rate    Transactions

	Israel	5.9%	268
	Belgium	6.4%	279
	France	8.6%	287

## Least active cities

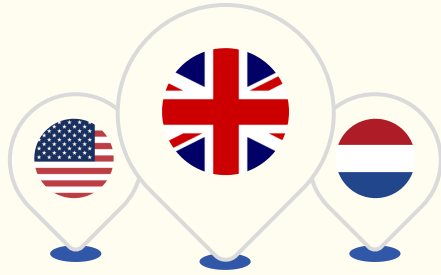
\* At least 100 sessions

Conversion rate    Transactions

1	Vilnius	3.9%	95
2	Helsinki	4.7%	99
3	Seattle	5.7%	108

# Most active countries

With more than 100 sessions



Transactions Conversion rate

<b>United Kingdom</b>	1.4K	23.9%
<b>United States</b>	1.3K	19.0%
<b>Netherlands</b>	602	15.6%

# Most active cities

\* At least 100 sessions



Transactions Conversion rate

<b>1</b> London	475	19.7%
<b>2</b> New York	396	17.6%
<b>3</b> Amsterdam	281	15.7%

# Revenue by country

<b>1</b> <b>United Kingdom</b>
<b>2</b> <b>United States</b>
<b>3</b> <b>Netherlands</b>
<b>4</b> Sweden
<b>5</b> Canada
<b>6</b> Finland
<b>7</b> Croatia
<b>8</b> Ukraine
<b>9</b> Italy
<b>10</b> France

Revenue

Transactions

<b>1</b>	\$ 28.4K	1.4K
<b>2</b>	\$ 22.1K	130
<b>3</b>	\$ 16.0K	602
<b>4</b>	\$ 13.0K	451
<b>5</b>	\$ 12.1K	396
<b>6</b>	\$ 10.8K	344
<b>7</b>	\$ 10.0K	329
<b>8</b>	\$ 9.1K	306
<b>9</b>	\$ 8.9K	299
<b>10</b>	\$ 8.7K	287