

Your performance report



Report date: from 2/1/18 to 2/28/18

Compared to: from 1/3/18 to 1/31/18

Duration: 28 days

Revenue

Purchase value generated through your website.



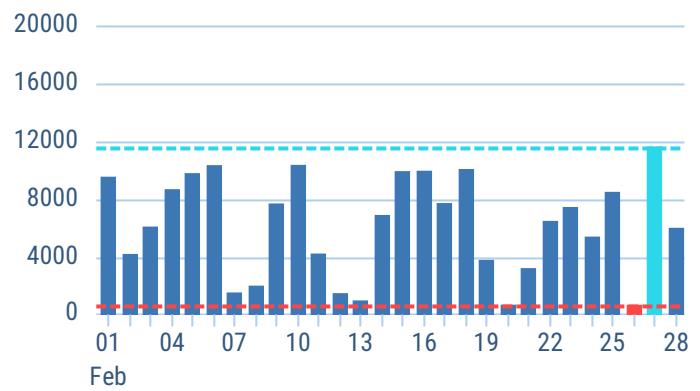
\$7,970.00

-33.72%

Previous:
\$12,025.00



Source: whatagraph.com



Transactions

Amount of orders completed through your website.



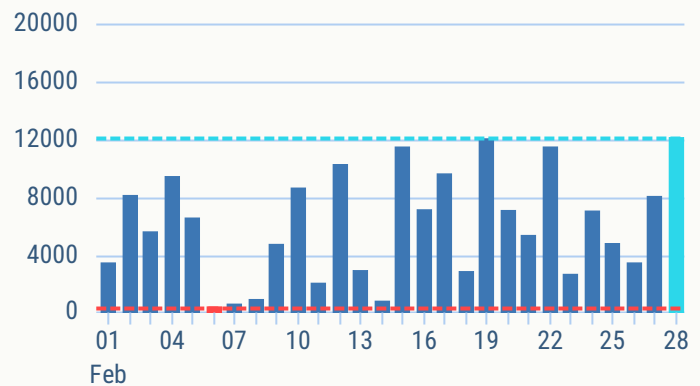
1151
Transactions

-83.86%

Previous:
7131



Source: whatagraph.com



Quantity

Amount of units sold through transactions.



8159
Products sold

-23.90%

Previous:
10722



Source: whatagraph.com

Conversion rate

Visitors who clicked on a link from another site, such as an article that linked to your website.



62.58%
Conversion rate

+72.02%


Previous:
36.38%



Source: whatagraph.com

Products by revenue


	Revenue	Quantity	Change
1. Product 1	\$1,182.39	\$1,182.39	91.21%
2. Product 2	\$213.51	\$213.51	-52.96%
3. Product 3	\$95.58	\$95.58	2.91%
4. Product 4	\$62.01	\$62.01	288.78%
5. Product 5	\$58.11	\$58.11	562.60%
6. Product 6	\$15.94	\$15.94	98.75%
7. Product 7	\$9.54	\$9.54	32.87%
8. Product 8	\$9.42	\$9.42	61.03%
9. Product 9	\$8.05	\$8.05	38.32%
10. Product 10	\$7.86	\$7.86	35.99%

 Source: whatagraph.com

Trending products

Products with highest increase in revenue


	Growth	Revenue	Quantity
1. Product 10	7800.00%	\$0.79	16
2. Product 5	122.22%	\$0.80	425
3. Product 11	100.00%	\$0.38	16

 Source: whatagraph.com

Descending products


Products with biggest decrease in revenue

	Decrease	Revenue	Quantity
1. Product 6	-97.14	\$0.01	81
2. Product 5	-84.27	\$0.14	104
3. Product 4	-75.51	\$0.24	663

 Source: whatagraph.com


Performance by device

	Transactions	Conversion rate	Revenue
 Desktop	9203	23.71%	\$1,017.60
 Mobile	2947	50.31%	\$501.17
 Tablet	6173	23.73%	\$581.68

 Source: whatagraph.com

Revenue sources

	Sessions	Revenue	Transactions	Conversion rate
1. (direct) / (none)	6062	\$767.12 -3.65%	9655	42.01%
2. google / organic	927	\$657.02 20.57%	6074	0.89%
3. facebook / referral	214	\$145.12 668.24%	5780	0.88%
4. retrieve.com / referral	20	\$17.51 163.70%	3656	0.73%
5. LinkedIn / referral	9	\$6.48 10.77%	209	0.69%
6. Google+ / referral	5	\$5.96 3.11%	32	0.10%
7. launchingnext.com / referral	5	\$5.90 2.43%	31	0.03%
8. twitter.com / referral	5	\$5.81 1.04%	17	0.01%
9. yahoo.com / organic	5	\$5.81 1.22%	9	0.43%
10. bing.com / organic	5	\$5.77 0.87%	9	0.51%

 Source: whatagraph.com




Least active countries


At least 100 sessions


No data available

Least active cities

At least 100 sessions




	Conversion rate	Transactions
 Rome	5.00%	5
 Chicago	6.00%	5
 New York	8.00%	5


 Source: whatagraph.com

 Source: whatagraph.com

Most active countries




At least 100 sessions


	Conversion rate	Transactions
 Australia	2414.00%	3173
 United Kingdom	2524.00%	10033
 United States	2606.00%	11007

 Source: whatagraph.com









Most active cities


At least 100 sessions

	Conversion rate	Transactions
 New York	1988.00%	3406
 Sydney	2191.00%	4638
 London	3261.00%	5529

 Source: whatagraph.com

Revenue by country

	Revenue	Transactions	Change
 United States	\$5,886.00	12091	391.32%
 United Kingdom	\$1,055.00	3794	348.94%
 Australia	\$94.00	1915	42.42%
 Italy	\$69.00	1905	40.82%
 Canada	\$5.00	971	-80.77%
 Lithuania	\$5.00	291	-75.00%
 Germany	\$5.00	176	-50.00%
 France	\$5.00	37	0.00%
 Sweden	\$5.00	15	0.00%
 Costa Rica	\$5.00	9	0.00%

 Source: whatagraph.com