

E-shop performance

 whatagraph.com

 Whatagraph

Period: 2017-12-25 — 2017-12-31

Compared to: 2017-12-18 — 2017-12-24

Revenue


Purchase value generated through your website

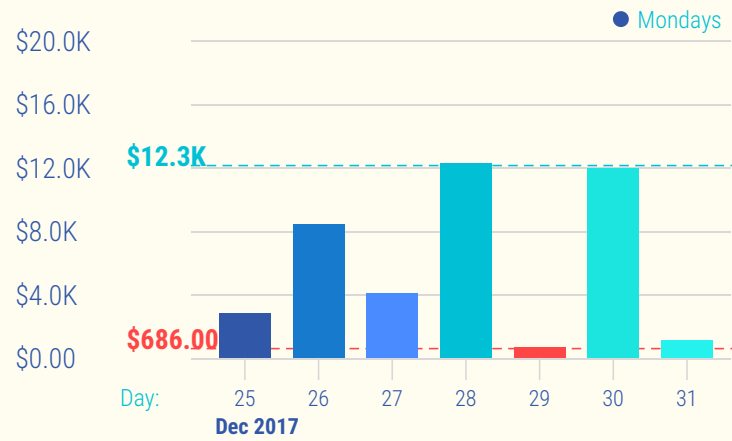
\$2.6K



↓ -66.5%

Previous: \$7.8K

 Source: whatagraph.com



Transactions

Amount of orders completed through your website



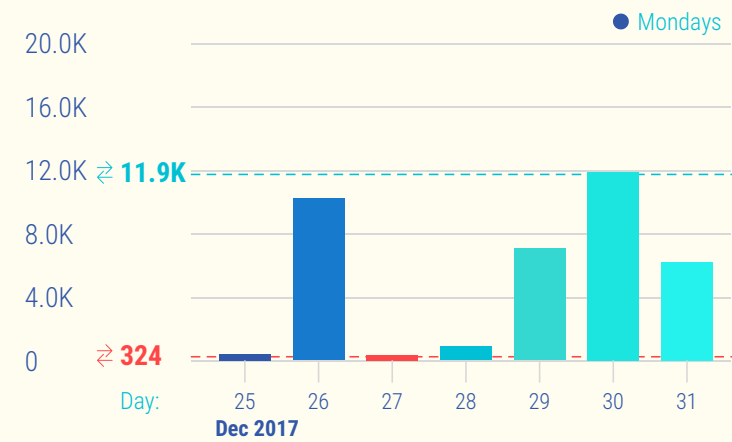
1.6K

Transactions

↓ -32.6%

Previous: 2.4K

 Source: whatagraph.com



Quantity

Amount of units sold through transactions




7.2K

Products sold

↓ -11.3%

Previous: 8.1K

 Source: whatagraph.com

Conversion rate


The percentage of visits that resulted in a transaction



17.0%

↓ -66.3%

Previous: 50.4%

 Source: whatagraph.com

Products by revenue

1	Product 1
2	Product 2
3	Product 3
4	Product 4
5	Product 5
6	Product 6
7	Product 7
8	Product 8
9	Product 9
10	Product 10

	Revenue	Quantity	Change
1	\$949.73	5.6K	↑ 272%
2	\$677.31	5.0K	↑ 293%
3	\$315.63	2.0K	↑ 349%
4	\$228.49	2.0K	↑ 2106%
5	\$13.49	1.9K	↑ 121%
6	\$11.87	1.2K	↑ 105%
7	\$5.87	600	↑ 3%
8	\$5.87	208	↑ 3%
9	\$5.81	121	↑ 2%
10	\$5.75	20	↑ 1%

Source: whatagraph.com

Trending products

Products with biggest increase in revenue

1	Product 10
2	Product 6
3	Product 1

	Growth	Revenue	Quantity
1	↑ 200%	\$0.96	61
2	↑ 77%	\$0.99	409
3	↑ 76%	\$0.65	788

Source: whatagraph.com

Descending products

Products with biggest decrease in revenue

1	Product 10
2	Product 1
3	Product 3

	Decrease	Revenue	Quantity
1	↓ -76%	\$0.12	114
2	↓ -61%	\$0.29	456
3	↓ -37%	\$0.42	587

Source: whatagraph.com

Revenue sources

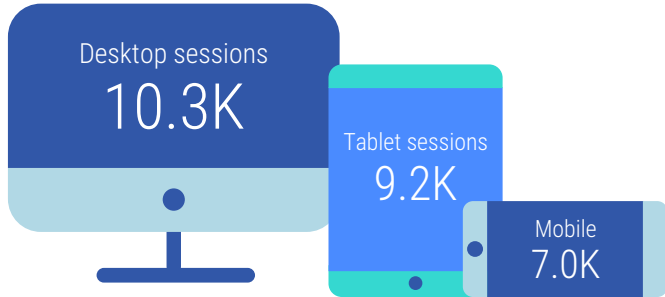
= Sessions



	Revenue	Transactions	Conversion
1	\$111.45	11.2K	66.5% ↓ -77.8%
2	\$102.15	4.7K	0.8% ↑ 73.4%
3	\$49.94	3.7K	0.6% ↑ 130.1%
4	\$10.21	3.0K	1.0% ↓ -31.6%
5	\$5.72	2.3K	0.1% ↓ -49.6%
6	\$5.72	2.2K	0.3% ↓ -6.5%
7	\$5.72	992	0.2% ↑ 0.4%
8	\$5.70	497	0.4% ↑ 0.4%
9	\$5.67	61	0.9% ↑ 0.0%
10	\$5.67	58	0.1% ↑ 0.0%

Source: whatagraph.com

Performance by device

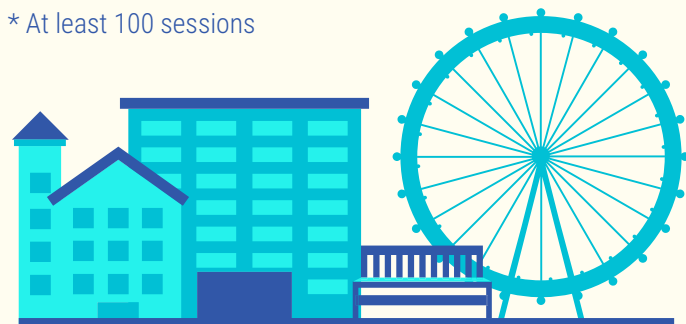


	Transactions	Conversion rate	Revenue
Desktop	11.0K	15.1%	\$165.22
Tablet	5.9K	36.0%	\$51.43
Mobile	4.8K	11.4%	\$610.95

Source: whatagraph.com

Most active cities

* At least 100 sessions



	Transactions	Conversion rate
1 London	8.5K	1.3K%
2 Sydney	6.4K	1.1K%
3 New York	946	210.0%

Source: whatagraph.com

Facebook e-shop performance

Website leads

The number of lead events tracked by the pixel on your website and attributed to your adverts



34.25K

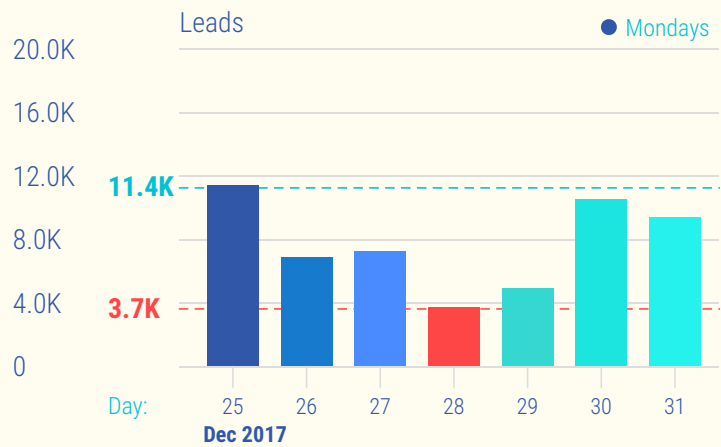
Leads

↓ -30.90%

Previous: **49.56K**



Source: Whatagraph



Website purchases

The number of purchase events tracked by the pixel on your website and attributed to your adverts



1.4K

Website purchases

↑ 13.2%

Previous: **1.3K**



Source: Whatagraph

Cost per website purchase



\$0.17

Per website purchase

↑ 79.48%

Previous: **\$0.10**



Source: Whatagraph

Website purchase conversion value



\$3.1K

Conversion value

↓ -55.28%

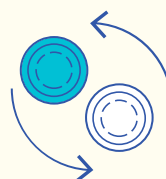
Previous: **\$7.0K**



Source: Whatagraph

Website purchase ROAS

Return On Ad Spend



0.60%

ROAS

↓ -40.28%

Previous: **1.01%**



Source: Whatagraph