



Report date: 1/1/17 – 12/31/17

Compared to: 1/1/16 – 12/31/16

Duration: 365 days

Your e-commerce report

Revenue

Purchase value generated through your website.



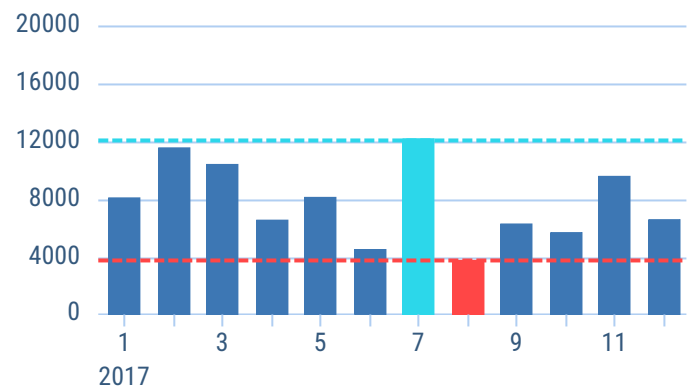
\$10,182.00

+5.56%

Previous:
\$9,646.00



Source: whatagraph.com



Transactions

Amount of orders completed through your website.



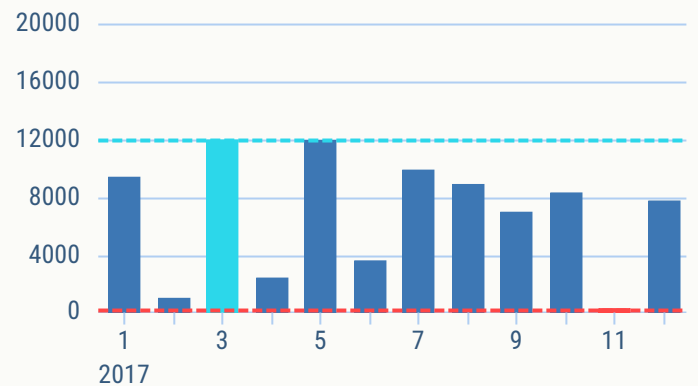
6 401
Transactions

-6.50%

Previous:
6 846



Source: whatagraph.com



Quantity

Amount of units sold through transactions.



5 634
Products sold

-41.82%

Previous:
9 684



Source: whatagraph.com

Conversion rate

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



6.22%
Conversion rate

-75.30%


Previous:
25.18%



Source: whatagraph.com

Products by revenue


	Revenue	Quantity	Change
1. Product 1	\$1,137.06	\$1,137.06	404%
2. Product 2	\$827.25	\$827.25	414%
3. Product 3	\$237.03	\$237.03	101%
4. Product 4	\$203.60	\$203.60	79.57%
5. Product 5	\$145.19	\$145.19	147%
6. Product 6	\$130.52	\$130.52	636%
7. Product 7	\$83.66	\$83.66	407%
8. Product 8	\$40.73	\$40.73	231%
9. Product 9	\$16.67	\$16.67	80.41%
10. Product 10	\$15.45	\$15.45	116%

 Source: whatagraph.com

Trending products

Products with highest increase in revenue


	Growth	Revenue	Quantity
1. Product 8	583%	\$0.41	6
2. Product 6	154%	\$0.33	10
3. Product 11	152%	\$0.63	5

 Source: whatagraph.com



Descending products


Products with biggest decrease in revenue

	Decrease	Revenue	Quantity
1. Product 9	-94.79	\$0.05	5
2. Product 8	-90.79	\$0.07	5
3. Product 4	-86.17	\$0.13	74

 Source: whatagraph.com


Performance by device

	Transactions	Conversion rate	Revenue
 Desktop	6 556	28.53%	\$117.27
 Mobile	12 156	96.84%	\$703.98
 Tablet	4 979	31.10%	\$182.62

 Source: whatagraph.com




Revenue sources


	Sessions	Revenue		Transactions	Conversion rate
1. (direct) / (none)	11 764	\$580.56	-5.06%	7 142	59.60%
2. google / organic	2 393	\$512.92	355%	6 124	0.69%
3. facebook / referral	1 113	\$194.82	864%	2 607	0.10%
4. retrieve.com / referral	255	\$31.79	282%	1 313	0.70%
5. LinkedIn / referral	78	\$12.49	99.52%	1 214	0.63%
6. Google+ / referral	58	\$10.16	71.04%	460	0.79%
7. launchingnext.com / referral	52	\$7.84	33.11%	213	0.44%
8. twitter.com / referral	37	\$7.24	23.34%	191	0.17%
9. yahoo.com / organic	28	\$6.86	17.06%	116	0.14%
10. bing.com / organic	11	\$5.72	-0.52%	104	0.22%

 Source: whatagraph.com

Least active countries




At least 100 sessions


	Conversion rate	Transactions
 United Kingdom	7%	5
 United States	8%	5
 Costa Rica	9%	5

 Source: whatagraph.com

Least active cities




At least 100 sessions


	Conversion rate	Transactions
 Rome	5%	5
 Chicago	5%	5
 New York	9%	5

 Source: whatagraph.com

Most active countries




At least 100 sessions


	Conversion rate	Transactions
 Australia	51%	378
 United Kingdom	116%	1 159
 United States	953%	3 148

 Source: whatagraph.com











Most active cities


At least 100 sessions

	Conversion rate	Transactions
 New York	1 689%	690
 Sydney	3 253%	1 100
 London	7 815%	4 194

 Source: whatagraph.com

Revenue by country

	Revenue	Transactions	Change
 United States	\$7,266.00	10 075	202%
 United Kingdom	\$3,824.00	9 773	222%
 Australia	\$2,685.00	1 352	24 309%
 Italy	\$2,615.00	140	28 956%
 Canada	\$1,376.00	59	27 420%
 Lithuania	\$429.00	19	8 480%
 Germany	\$368.00	8	7 260%
 France	\$142.00	5	2 740%
 Sweden	\$142.00	5	2 740%
 Costa Rica	\$139.00	5	2 680%

 Source: whatagraph.com