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## Overview dashboard

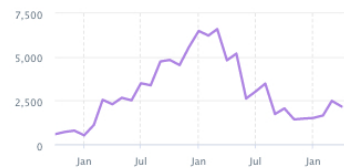
Oct 1, 2016–Apr 30, 2019

### Total sales

**\$93,192.40**

Online Store	\$47,082.24
Amazon	\$36,349.84
Point of Sale	\$5,313.79
Pinterest	\$2,790.75
eBay	\$959.06
Draft Orders	\$665.09
Facebook	\$31.63

### SALES OVER TIME

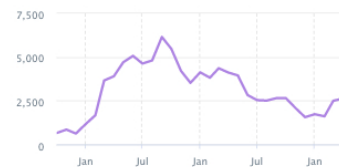


### Online store sessions

**96,692**

Visitors: 90,715

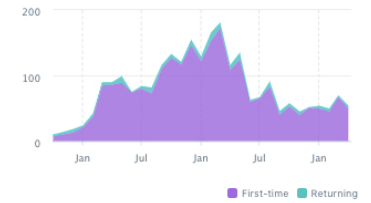
### SESSIONS OVER TIME



### Returning customer rate

**4.99%**

### CUSTOMERS



### Online store conversion rate

**1.08%**

### CONVERSION FUNNEL

Added to cart	5.60%
5,415 sessions	
Reached checkout	2.15%
2,080 sessions	
Sessions converted	1.08%
1,040 sessions	

### Top products by units sold

Smoke Fountains	468
Smoke Fountains - Red, Blue, Green, & Yellow (4 Pack)	271
7 Color Smoke Fountain Pack	190
Selenite Crystal Brick - Energy Infused, Natural Healing Gemstone - use it to recharge your crystals!	145
Crystal Candles (options available)	133

### Online store sessions by traffic source

Social	52,248
Search	20,437
Direct	19,525
Unknown	4,407
Email	75

### Sales by social source

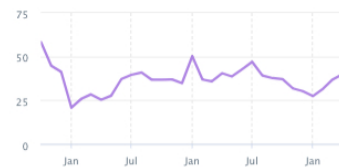
Pinterest	\$12,062.80
Instagram	\$2,582.57
Facebook	\$649.74

### Top referrers by sessions

linktr.ee	629
www.format.com	554
fstoppers.com	548
www.pinterest.ca	516
www.adsensecustomsearchads.com	439

### Average order value

**\$36.65**



### Online store sessions by location

United States	68,283
Canada	6,556
India	2,806
United Kingdom	2,437
Australia	1,872

### Sales by traffic source

Direct	\$65,073.74
Social	\$15,295.11
Search	\$10,390.18
Unknown	\$2,363.81
Email	\$69.56

### Top landing pages by sessions

/products/smoke-sticks	48,813
/blogs/news/smoke-fountains-101	12,529
Frontpage (sparklerockpop.com)	9,258
/collections/smoke-fountains	2,249
/products/7-colors-smoke-fountain-pack	1,938

### Sales by POS location

Los Angeles	\$4,893.78
4208 Clayton Ave	\$420.01

### Total orders

**2,591**

### ORDERS OVER TIME



### Online store sessions by device type

Mobile	68,497
Desktop	24,241
Tablet	3,886
Unknown	62
Game Console	6

### Online store sessions by social source

Pinterest	47,466
Facebook	2,617
Instagram	2,093
Twitter	38
Youtube	15

### Sales attributed to marketing

**\$9,800.23**



### Sales by staff

Sparkle Rock Pop	\$5,313.79
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Learn more about [overview dashboard](#).

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May 2019

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