

E-Commerce Analytics Report

90-Day Trend Review & Channel Mix Analysis

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Executive Summary

Objective. Provide a concise review of 90 days of e-commerce performance using daily KPIs and channel mix data.

Headline Findings Revenue shows a steady upward trajectory with mild weekly seasonality; volatility is manageable at the daily level. Orders follow the same pattern as sessions, indicating traffic volume is the primary short-term growth lever. Average Order Value (AOV) remains stable with a slight positive drift—no major pricing anomalies detected. Channel mix is dominated by Organic and Paid, while Email shows stable contribution suitable for nurture/retention.

Recommendations Prioritize consistent traffic acquisition—optimize Paid for cost-per-order efficiency; protect Organic share. Formalize a weekly KPI cadence with a 7-day moving average to detect signal vs. noise. Test AOV-focused tactics (bundles, threshold shipping) without hurting conversion.

Data & Methodology

Datasets. Two CSVs maintained in the website bucket: (1) *Daily KPIs* with revenue, sessions, orders, and AOV; (2) *Channel Mix* with daily proportions by source (Organic, Paid, Email, Social, Referral).

Period. Most recent 90 calendar days.

Processing. Light cleaning and aggregation; trends visualized with sparsified axis labels to improve readability. A simple 7-day moving average is suggested for operational monitoring (not shown in every chart).

Definitions. *Revenue*: Gross daily sales (\$). *Orders*: Count of completed transactions. *Sessions*: Site visits (proxy for traffic). *AOV*: Average Order Value = Revenue / Orders.

KPI Snapshot — Averages (Last 10 Days)

Metric	Average (Last 10 Days)
Revenue (USD)	19,524.62
Orders	69
Sessions	4,913
AOV (USD)	309.24

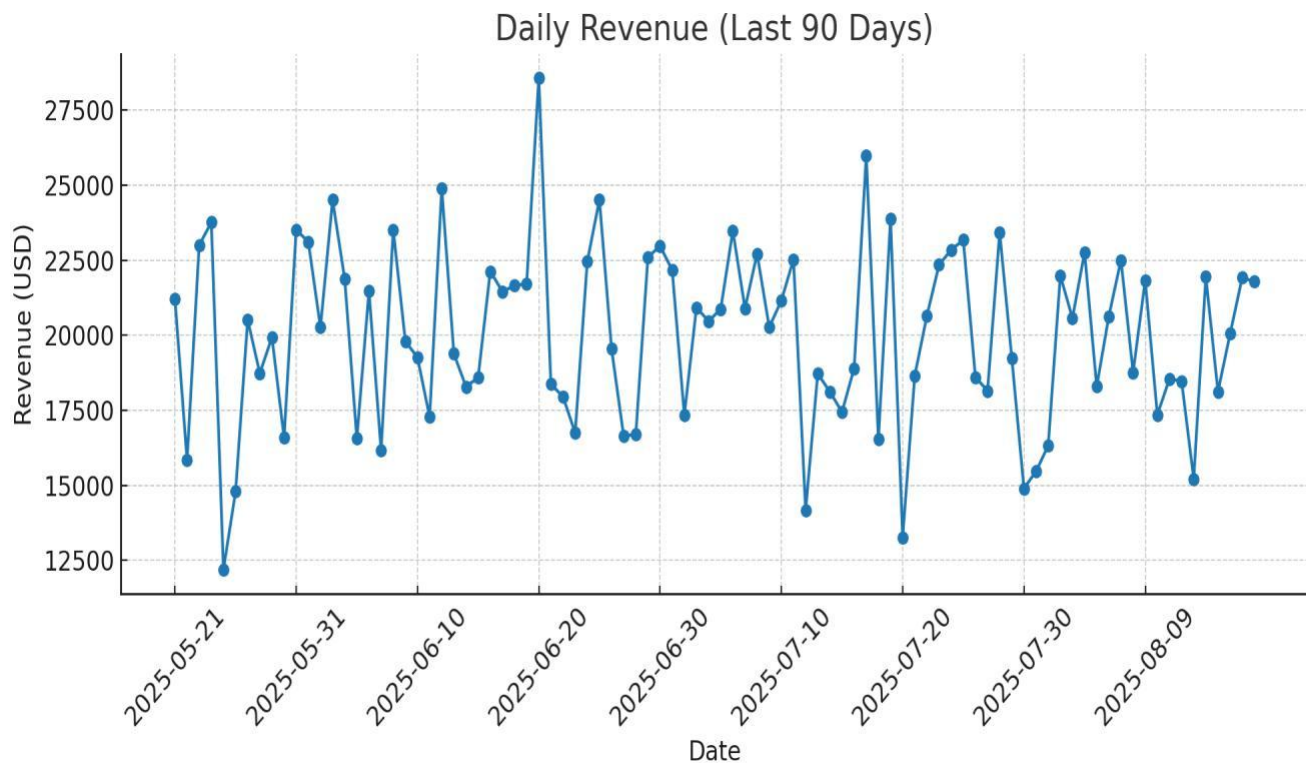


Figure 1 — Daily Revenue (Last 90 Days)

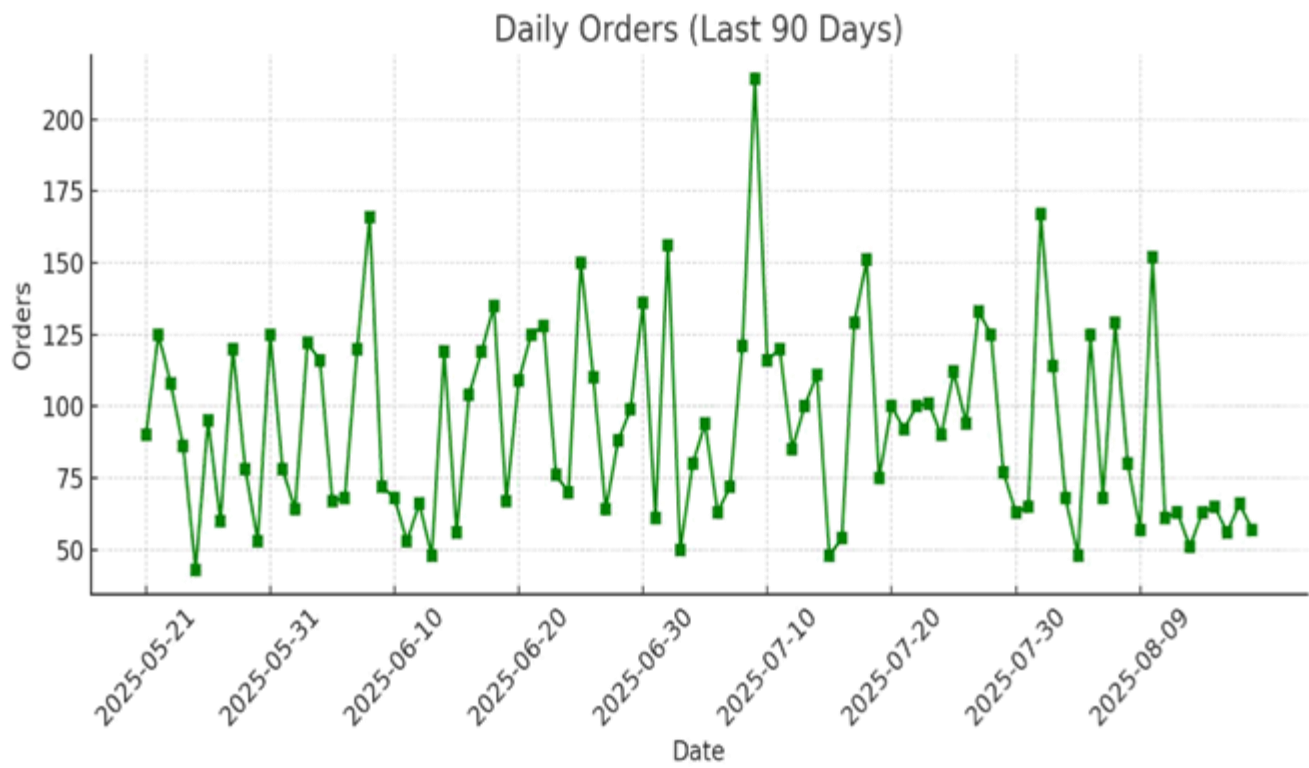


Figure 2 — Daily Orders (Last 90 Days)

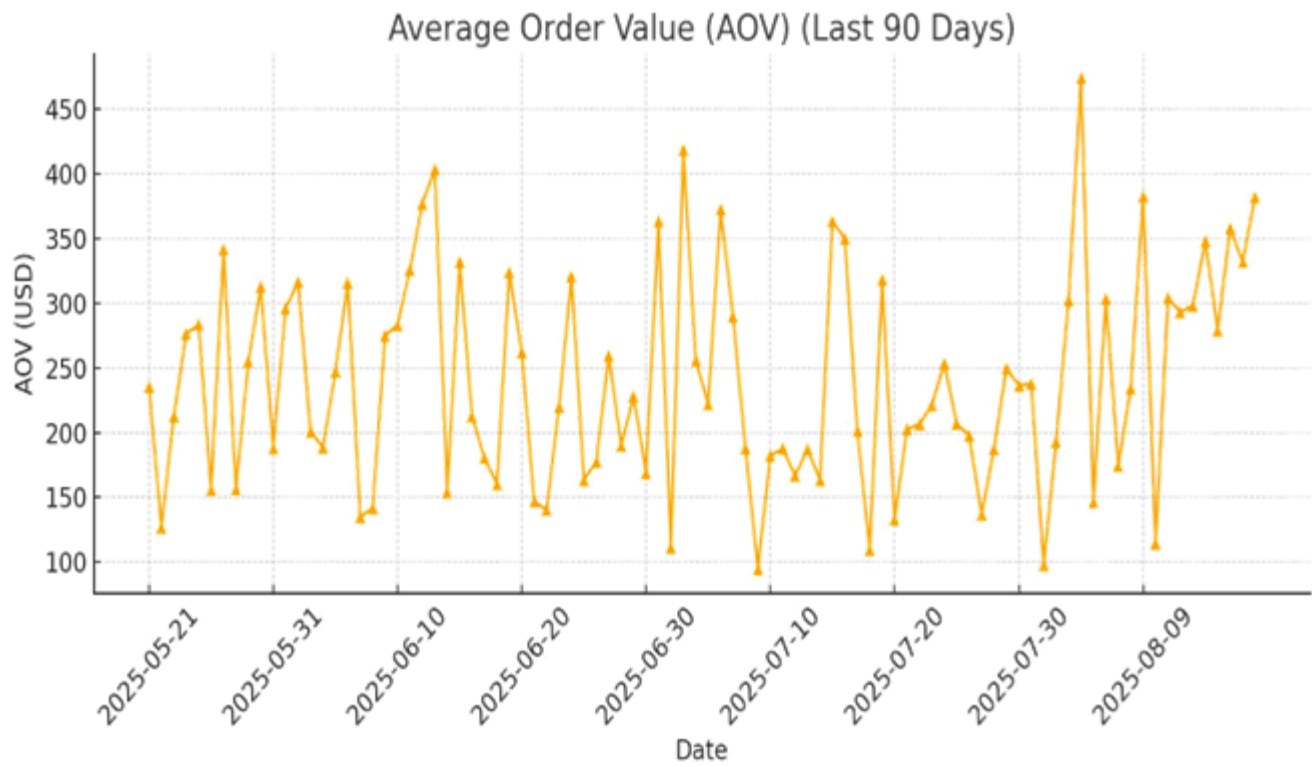


Figure 3 — Average Order Value (Last 90 Days)

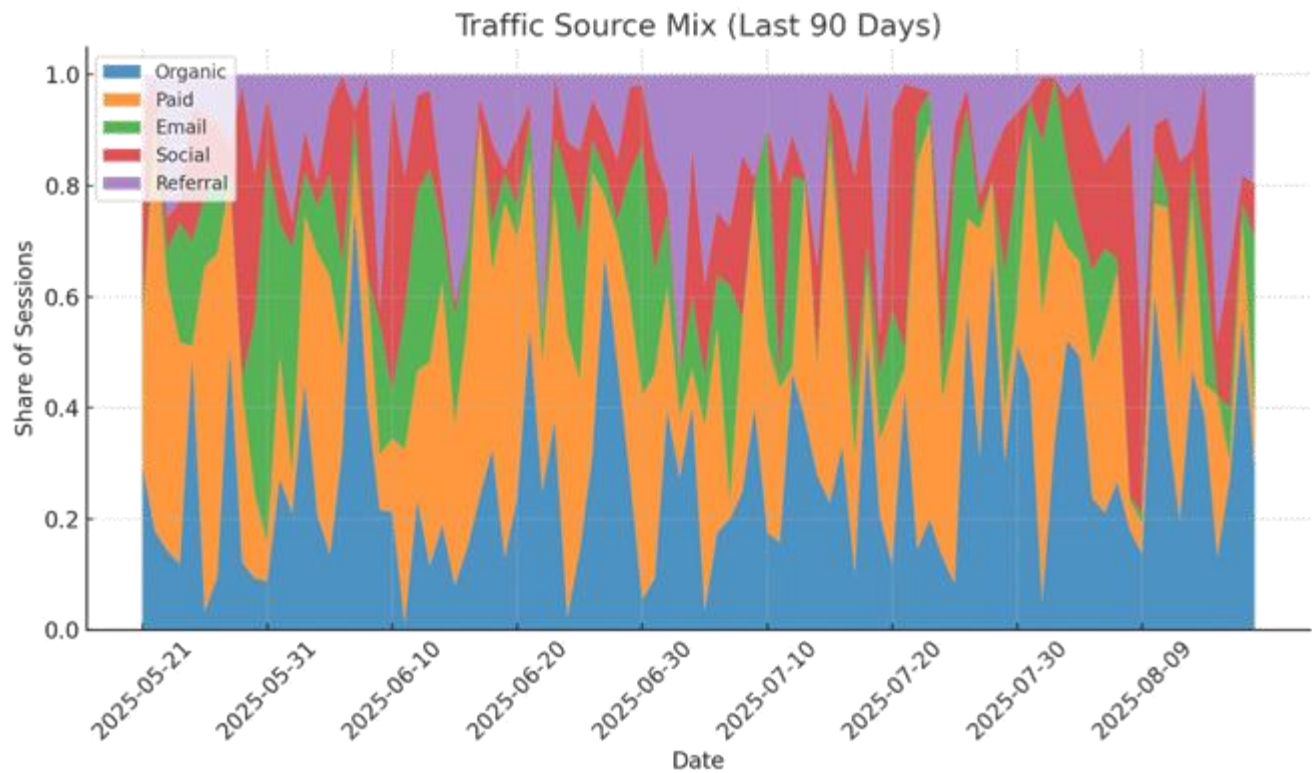


Figure 4 — Traffic Source Mix (Last 90 Days)

Notes & Next Steps

The patterns observed are consistent with a healthy direct-to-consumer shop: traffic drives orders, AOV remains within an expected band, and channel mix is balanced across Organic and Paid. Future iterations can incorporate statistical forecasting (e.g., Holt-Winters) and cohort analysis for retention insights, while the current approach prioritizes clarity and interpretability.