

Demo Management Dashboard Webshop





KPI Omzet

Omzet € 83.000 ↑ 13.7%	Omzet in % target 111% ↑ 13.7%	% Bruto Marge 65% ↑ 1.6%	Omzet jaar totaal € 745.500	Omzet jaar te realiseren € 154.500
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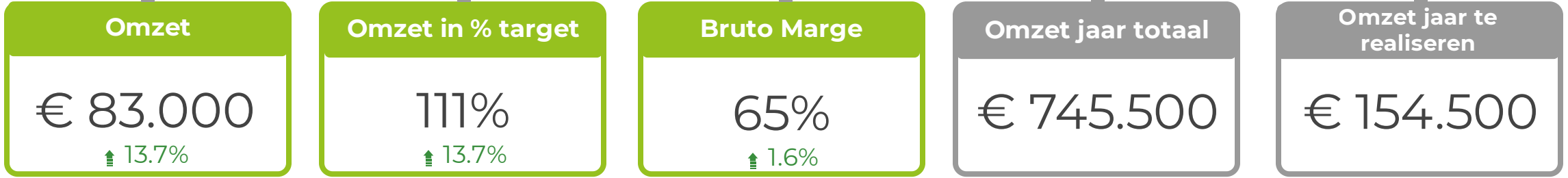
KPI Winst & Verlies

Omzet € 83.000 ↑ 13.7%	Inkoop € 29.050 ↑ 10.5%	Marketingkosten € 12.450 ↑ 21.8%	Verzendkosten jaar € 12.450 ↑ 13.7%	Brutowinst € 29.050 ↑ 13.7%
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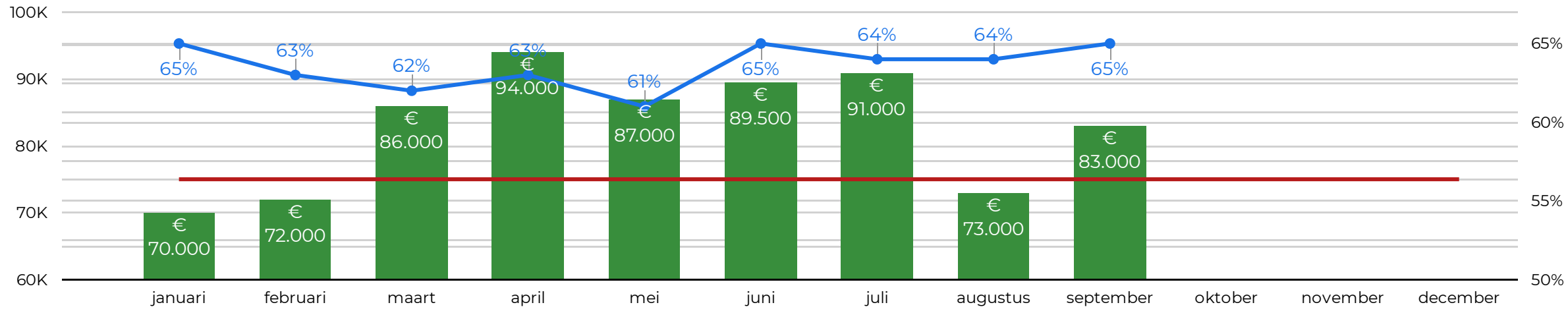
KPI Marketing & Verkoop

Marketing Cost of Sale 15% ↑ 7.1%	Conversies 419 ↓ -0.2%	Conversie % 6% ↑ 22.8%	Retouren 18 ↑ 38.5%	Retour % 4% ↑ 38.8%
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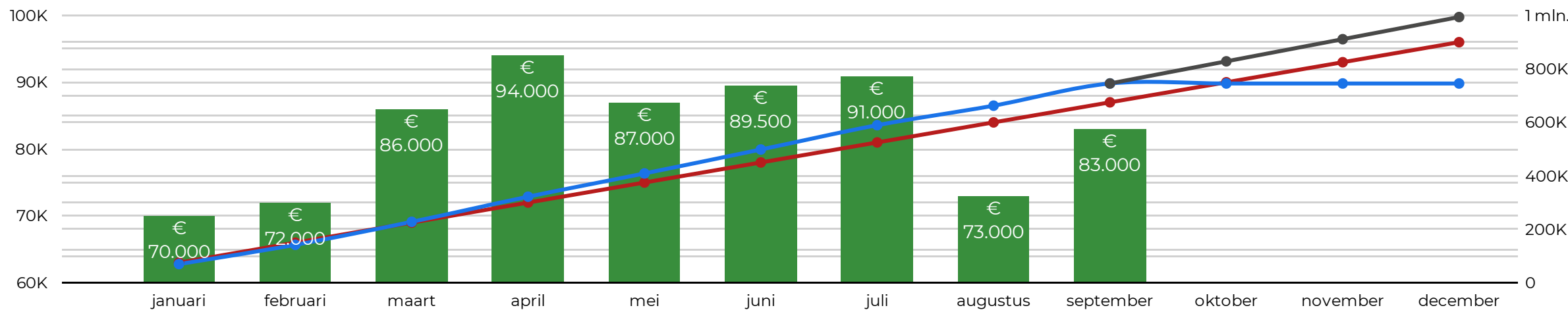
KPI Omzet



■ Omzet maand realisatie — Omzet jaar target ● Bruto Margin in %

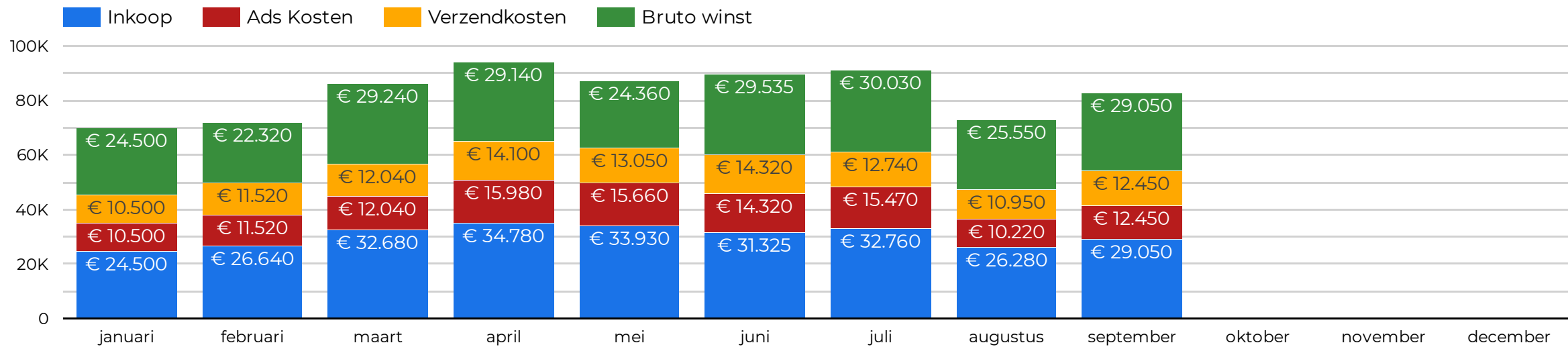
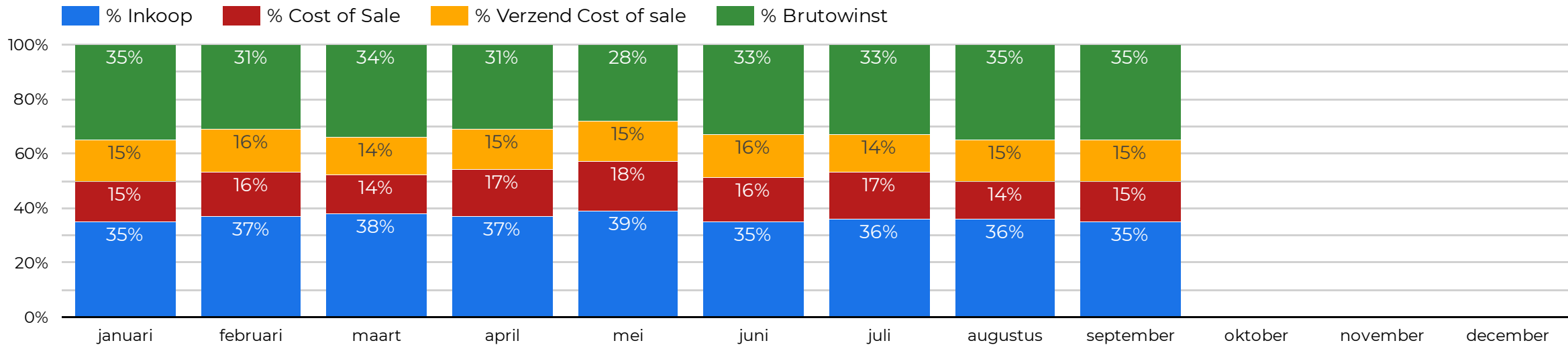


■ Omzet maand realisatie ● Omzet jaar target ● Omzet jaar realisatie ● Omzet jaar verwacht





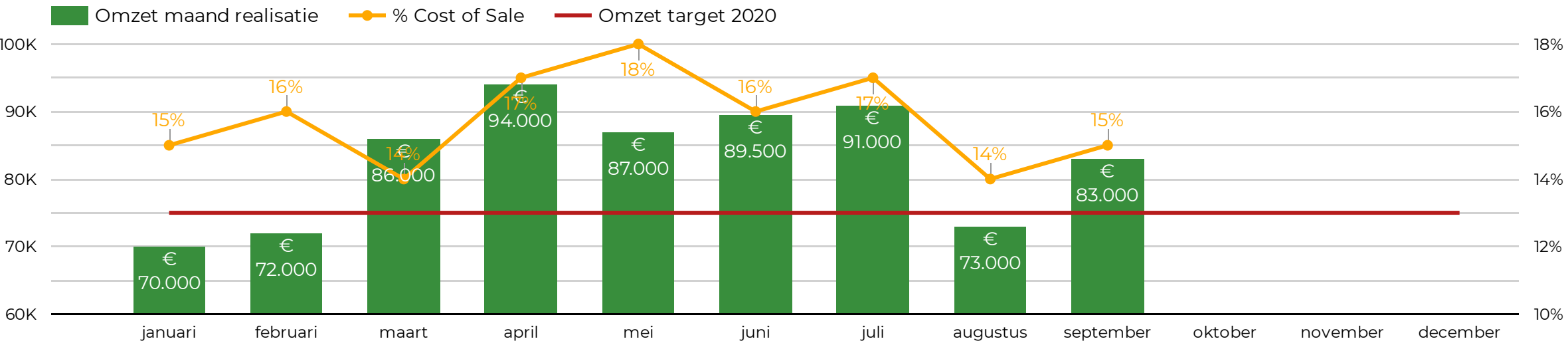
KPI Winst & Verlies



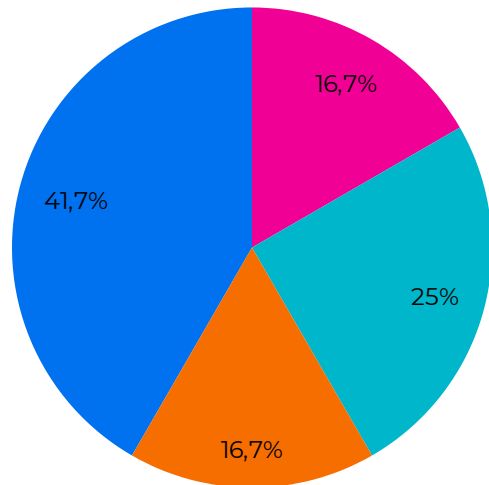


KPI Marketing

<p>Omzet</p> <p>€ 83.000</p> <p>↑ 13.7%</p>	<p>Marketing kosten</p> <p>€ 12.450</p> <p>↑ 21.8%</p>	<p>Cost of sale</p> <p>15%</p> <p>↑ 7.1%</p>	<p>Omzet jaar totaal</p> <p>€ 745.500</p>	<p>Marketing kosten jaar</p> <p>€ 118.160</p>
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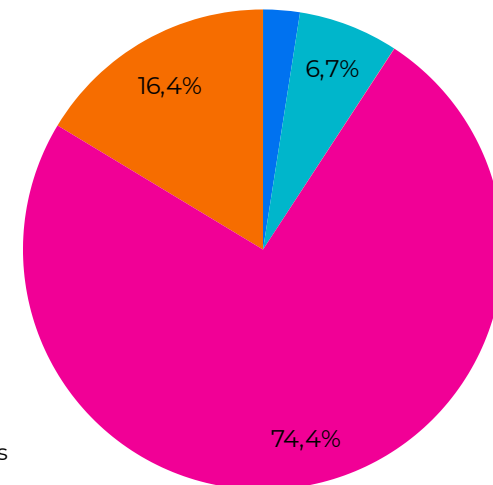
Omzet % per platform



Bron: Webshop

● Amazon ● Bol ● Marktplaats ● Webshop

Omzet % per kanaal



Bron: Google Analytics

● Social ● Referral ● Paid Search ● Organic Search ● Direct ● (Other)

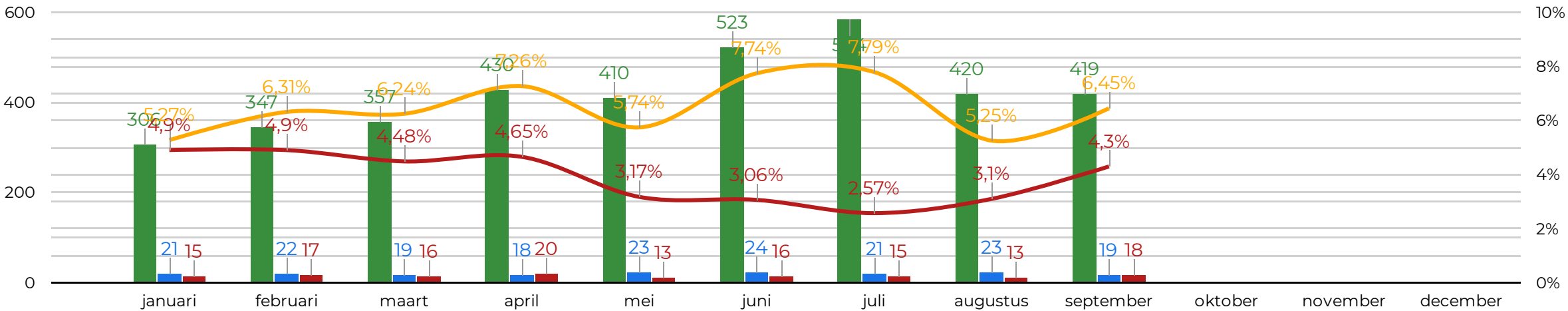


KPI Verkoop

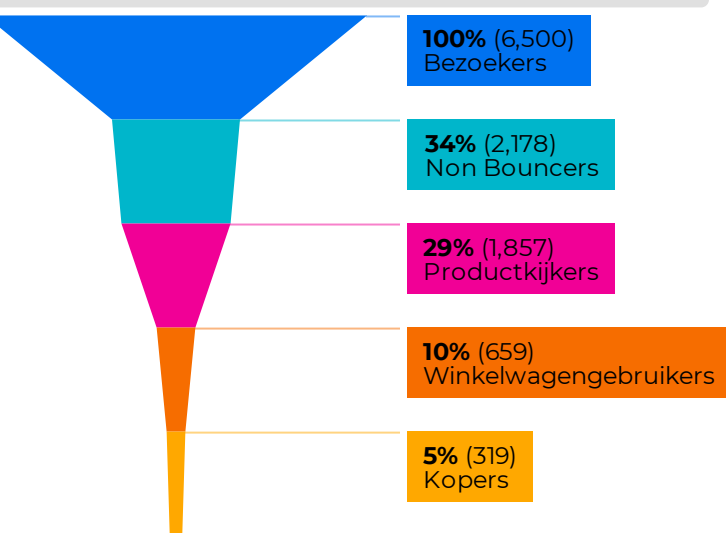
<p>Conversies</p> <p>419</p> <p>↓ -0.2%</p>	<p>Conversie %</p> <p>6%</p> <p>↑ 22.8%</p>	<p>Retouren</p> <p>18</p> <p>↑ 38.5%</p>	<p>Retour %</p> <p>4%</p> <p>↑ 38.8%</p>	<p>Sample aanvragen</p> <p>19</p> <p>↓ -17.4%</p>
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■ Conversies
 ■ Sample aanvragen
 ■ Retouren
 — Retour %
 — Conversie %

Bron: Webshop



Verkoopfunnel



Maand	Drop off Bezoekers	Drop off Non Bouncers	Drop off Productkijkers	Drop off Winkelwagen
januari	60,89%	16,86%	70,09%	61,95%
februari	62,29%	15,97%	64,93%	63,18%
maart	60,53%	18,43%	63,88%	65,41%
april	51,66%	16,11%	61,79%	67,28%
mei	60,49%	13,5%	61,26%	60,99%
juni	62,78%	14,83%	62,25%	53,65%
juli	82,83%	18,56%	65,68%	50,56%
augustus	70,26%	14,92%	67,49%	59,27%
september	66,49%	14,74%	64,51%	51,59%