

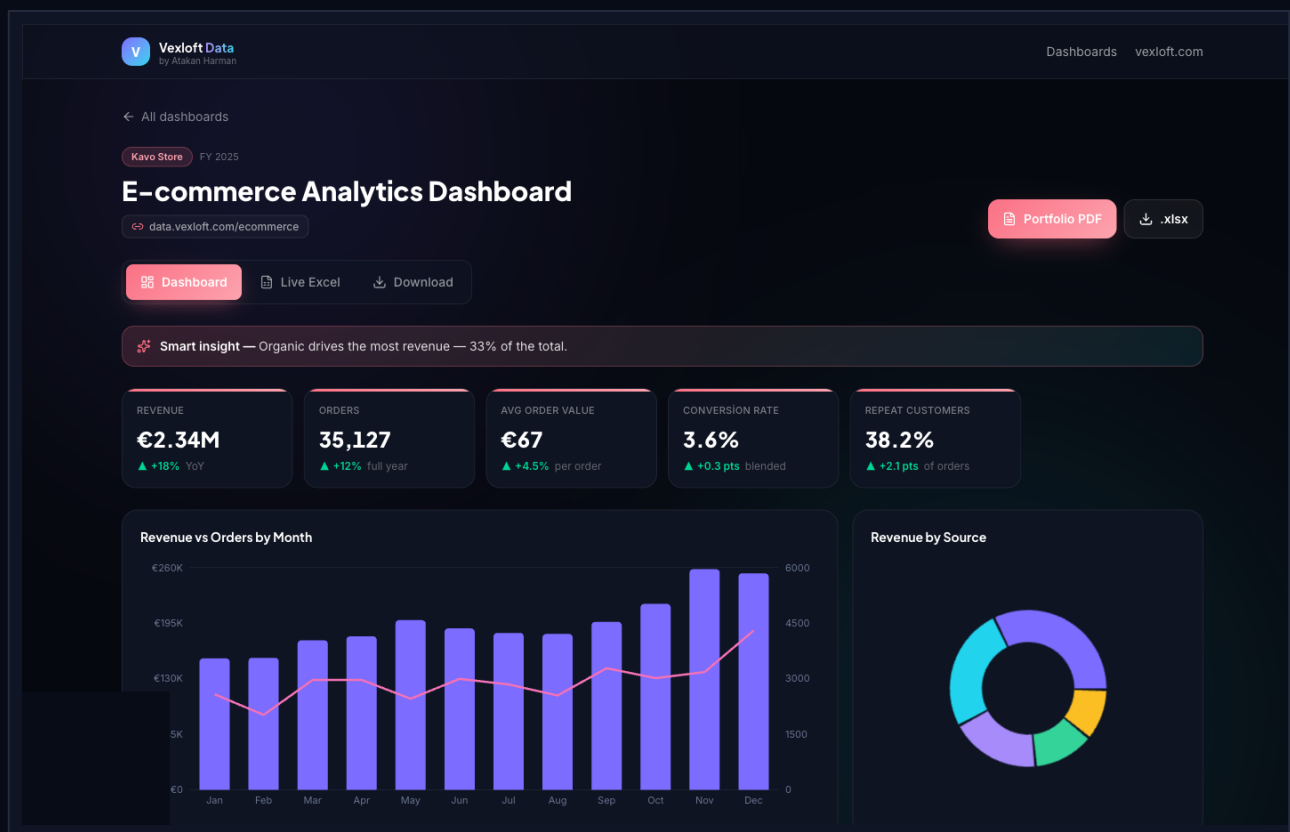
KAVO STORE — INTERACTIVE EXCEL & BI DASHBOARD

E-commerce Analytics Dashboard

Where the revenue really comes from — and what to sell more of.

■ Explore it live data.vexloft.com/ecommerce

Store analytics are usually buried three clicks deep across five different tabs. This dashboard puts Kavo Store's whole picture on one screen — revenue and orders month by month, average order value, conversion, and exactly which traffic sources and products are pulling their weight. The stuff you need to decide where to spend and what to restock.



Live interactive dashboard — filter, drill down, then open the real Excel file behind it.

WHAT IT DELIVERS

- Revenue, orders, AOV, conversion and repeat-rate KPIs
- Revenue vs orders trend across the year
- Revenue and conversion by traffic source
- Top products and a full source-performance table

WHY IT MATTERS

- Double down on the channels that convert
- See which products actually drive revenue
- Track AOV and repeat rate over time
- One screen instead of five analytics tabs

HEADLINE METRICS

€2.34M
REVENUE

35,127
ORDERS

€67
AVG ORDER VALUE

3.6%
CONVERSION RATE