

Company Report

Report Contents

Contents

Report Contents	1
Summary	2
Executive Summary	2
Recommendations	2
Recommendation 1: Referral Incentive.....	2
Recommendation 2: Boosting Organic Sales	2
Main Content	3
Methodology.....	3
Data Collection and Storage.....	3
Data Manipulation	3
Findings and Analysis	3
Financial	3
Useful Insights.....	4
Conclusions	6
Figures.....	7
Figure 1:	7
Figure 2:	7
Figure 3:	8
Figure 4:	8
Figure 5:	9
Figure 6:	9

Summary

Executive Summary

Upon review of the data provided, total revenue for the covered period was \$1.9 million. Per month, revenue stayed above \$210,000 and peaked at \$254,583 at the beginning of Spring in March (Fig. 1). Revenue did not decline to less than \$225,000 for the rest of the covered term.

Sales data showed that Sunday, Thursday, and Saturday were the highest performing days bringing in over \$280,000 each. Tuesday and Friday underperformed at less than \$260,000. No significant pattern was found with each source for these days, but this is an observation worth looking into further as to a cause.

Across customer sources, most performed well with conversion rates of around 4.4%. Paid Ads, however, had the lowest conversion rate of all the sources with 1% while having the highest number of visits (Fig. 3, 4). The average revenue per visit for Paid Ads was under a dollar (\$0.82) compared to roughly \$3.80 from other sources (Fig. 4). This suggests the company is overspending on Paid Ads relative to the value of customers acquired.

Recommendations

Recommendation 1: Referral Incentive

Referrals performed strongly, with conversion rates in line with Organic and Social Media (4.4%) and with revenue per visit averaging \$3.74 (Fig. 3). Developing a referral incentive program could help boost sales and increase the potential for repeat customers long term. For example, offering a 10% discount on the next purchase in exchange for a referral would still generate significantly more revenue than the returns currently achieved through Paid Ads.

Referral (baseline): $\$3.74 \times 100 \text{ visits} = \$374 \text{ in total revenue}$

Paid Ads: $\$0.82 \times 100 \text{ visits} = \$82 \text{ in total revenue}$

Referral with 10% Incentive: $\$3.74 \times 0.9 = \$3.37 \times 100 \text{ visits} = \$337 \text{ in total revenue}$

Recommendation 2: Boosting Organic Sales

Organic sources performed strongly, with conversion rates of 4.4% and revenue per visit averaging \$3.86 (Fig. 2). Increasing organic visibility could amplify these results and drive additional high-value traffic.

Options to Support This Strategy

- **Search Optimization:** Focus on targeted keywords relevant to the business to improve organic search rankings and capture more intent driven customers.
- **Review Program:** Encourage satisfied customers to leave online reviews. Higher review counts and ratings improve search visibility, strengthen credibility, and attract higher-value organic traffic at a fraction of the cost of Paid Ads.

Main Content

Methodology

Data Collection and Storage

The data used in this report was provided directly by your company. It is securely stored in Microsoft SharePoint under Pivot Line Analytics' management, unless deletion is requested, at which time historical project data cannot be recovered for future use.

If this dataset or project is considered for use in initiatives beyond your company's scope, Pivot Line Analytics will first request permission, and terms of use will be agreed upon prior to proceeding.

Data Manipulation

The dataset provided was cleaned to eliminate duplicates and null values. Multiple new columns were created based on the data to support deeper analysis.

- **Day:** Converted the date field into the corresponding day of the week to enable weekday trend comparisons.
- **Day Number and Source Number:** Created as dummy variables for regression and multiple regression analysis. This allowed categorical variables to be tested for correlation to other variables within the dataset.
- **Conversion Rate:** Calculated by dividing conversions by visits per day, enabling comparisons of efficiency across sources and days.
- **Revenue by Visit:** Calculated by dividing revenue by the visits per day, showing the average revenue generated per visitor.
- **Revenue Per Conversion:** Calculated by dividing revenue by the conversions per day, showing the average revenue generated per successful conversion.

Findings and Analysis

Financial

Total Revenue: \$1,915,734.95

From January through September, total revenue reached \$1.92 million. Monthly revenue remained stable above \$210,000, peaking in March at \$254,584 (Fig. 1). Revenue stayed above \$225,000 from April onward, reflecting consistent performance after the seasonal uptick in spring with a strong end of summer closing in August.

Revenue by Month (Fig. 1)

- **Highest Month:** March (254,584) – Indicative of strong seasonal demand.
- **Lowest Month:** February (\$214,200) – The only month below \$225,000.
- **Trend:** After February, revenue strongly rebounded in March, only to decrease throughout the summer and rebound close to March levels again in August. This may suggest stronger

sales cycles in Spring and late Summer/Fall, though more years of data are needed to confirm.

Monthly Totals

This table reinforces the March peak and February low, while showing stability above \$225,000 in later months

Jan: \$224,065.01
Feb: \$214,200.16
Mar: \$254,583.62
Apr: \$245,173.05
May: \$232,568.31
Jun: \$228,222.61
Jul: \$225,444.48
Aug: \$249,660.95

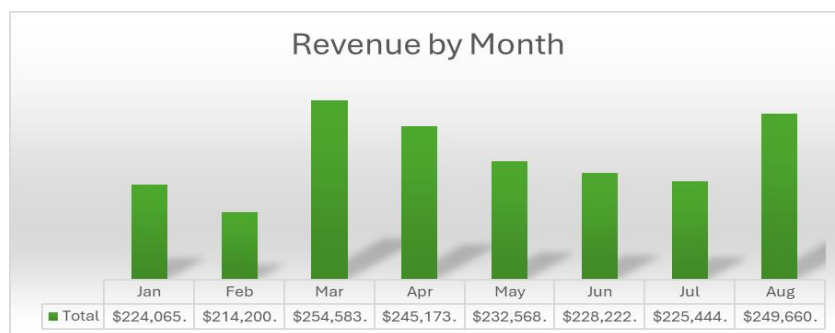
Revenue by Source (Fig. 2)

Organic: \$546,749.88 (Largest share, 29%)
Social Media: 520,897.98 (27%)
Referral: \$510,901.01 (27%)
Paid Ads: \$337,186.08 (18%)

Useful Insights

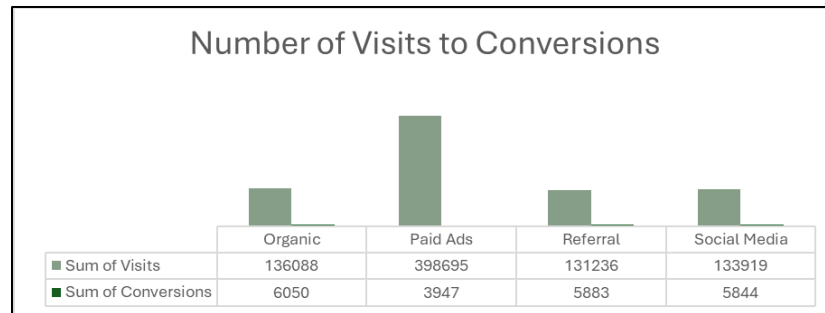
From these findings, several key insights emerge:

- **Stable Revenue with Seasonal Peaks:** Revenue was steady across the period covered, with notable peaks during March and August (Fig. 1). This suggests potential seasonal demand cycles in Spring and Late Summer/Fall, though more data is needed to confirm.

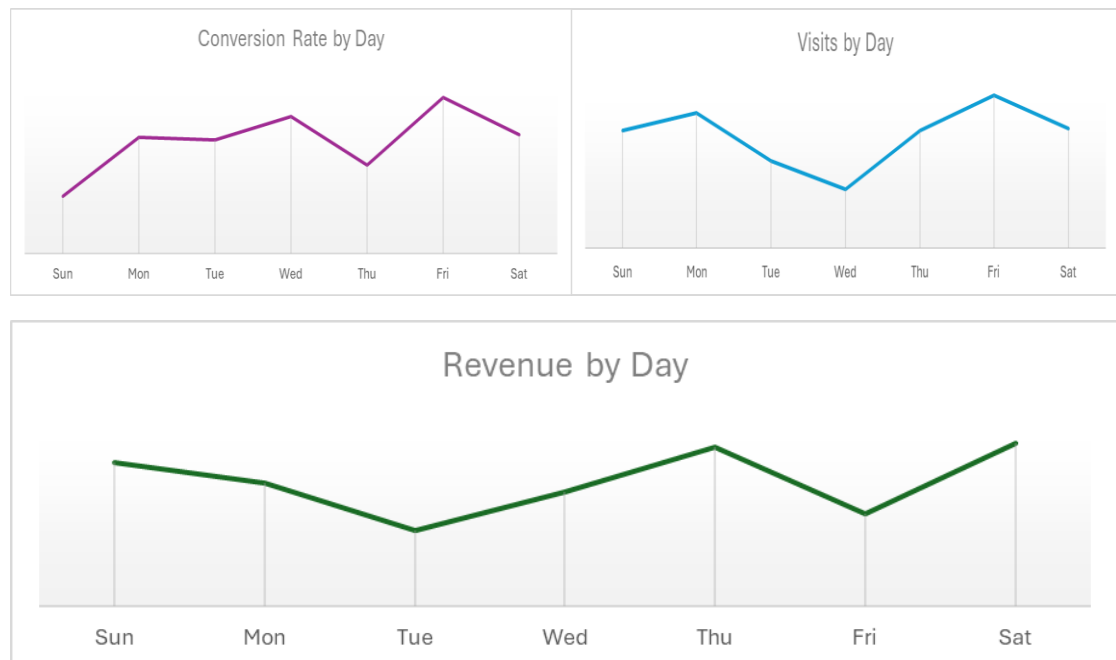


- **Efficiency Opportunity:** Revenue per conversion was consistent across all sources (\$82-\$88). The key differentiator was conversion frequency. Paid Ads showed a significant disparity between visits and conversions (Fig. 3), suggesting that reallocating resources could improve results. Redirecting spending from Paid Ads (1.0% conversion rate) to stronger performing channels (4.4% conversion rate) would increase efficiency and reduce costs without sacrificing customer value.

Row Labels	Average of Conversion Rate	Average of Conversions	Sum of Revenue	Revenue Per Conv	Revenue by Visit
Organic	0.044	24.664	\$ 546,749.88	\$ 88.24	3.86
Paid Ads	0.010	16.064	\$ 337,186.08	\$ 82.94	0.82
Referral	0.044	24.18	\$ 510,901.01	\$ 85.15	3.74
Social Media	0.044	23.86	\$ 520,897.98	\$ 86.53	3.79



- Abandoned Carts:** Fridays show strong traffic and conversion rates but lower total revenue, while Saturday demonstrates higher revenue with lower conversion and traffic rates (Fig. 5, 6, 7). This pattern suggests that customers may browse or initiate purchases on Fridays but postpone checkout until the weekend. Introducing cart recovery campaigns, Friday-specific promotions, or urgency messaging could capture this intent earlier and increase same-day sales. When paired with a referral campaign, this strategy could also amplify weekend performance.



- Balanced Sources:** Organic, Social Media, and Referrals (Fig. 2) each contributed roughly a quarter of total revenue, with consistent conversion rates and revenue per visit (\$3.74-\$3.86). This balanced performance provides stability and multiple growth opportunities.



Conclusions

Overall, the company generated \$1.92M in revenue from January to September, with stable monthly performance and potential seasonal peaks in Spring and late Summer. Organic, Social Media, and Referrals each contributed about a quarter of revenue with consistent conversion rates and revenue per visit. With Paid Ads significantly underperforming, redesigning the ad campaign or redirecting resources toward higher converting sources would improve overall efficiency and drive revenue growth.

Figures

Figure 1:

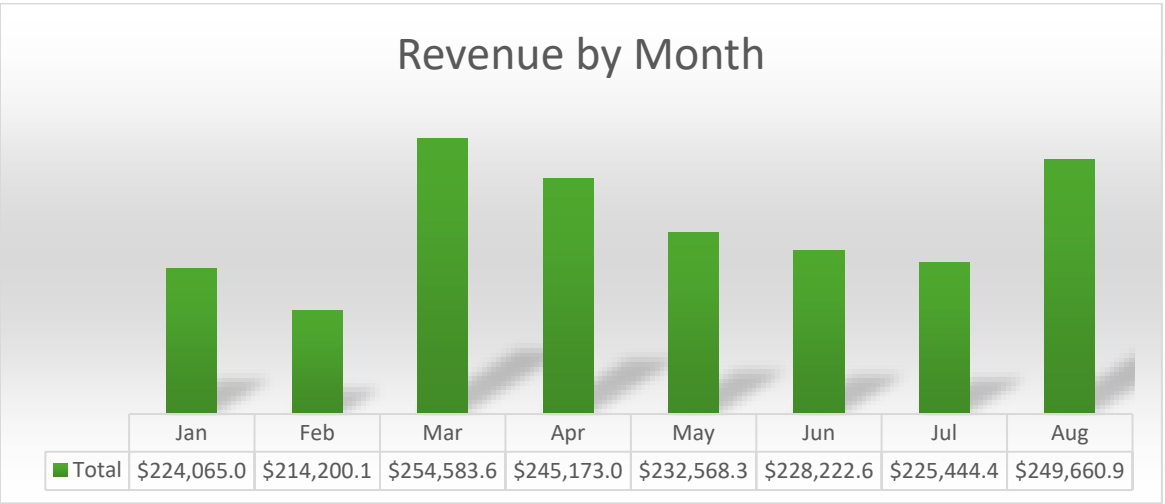


Figure 2:

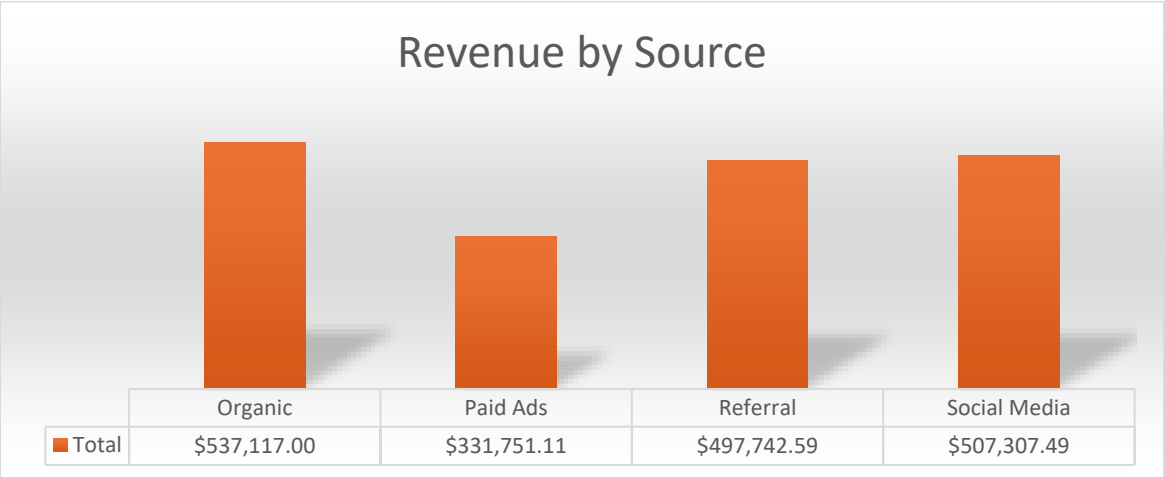


Figure 3:

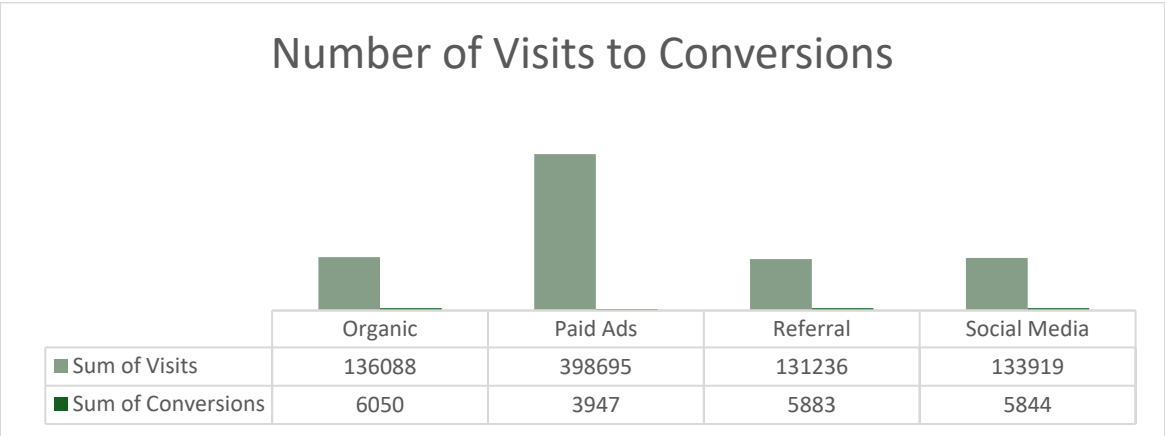


Figure 4:

Row Labels	Average of Conversion Rate	Average of Conversions	Sum of Revenue	Average of Rev Per Conv	Average of Rev by Visit
Organic	0.044	24.664	\$ 546,749.88	\$ 88.24	3.86
Paid Ads	0.010	16.064	\$ 337,186.08	\$ 82.94	0.82
Referral	0.044	24.18	\$ 510,901.01	\$ 85.15	3.74
Social Media	0.044	23.86	\$ 520,897.98	\$ 86.53	3.79

Figure 5:

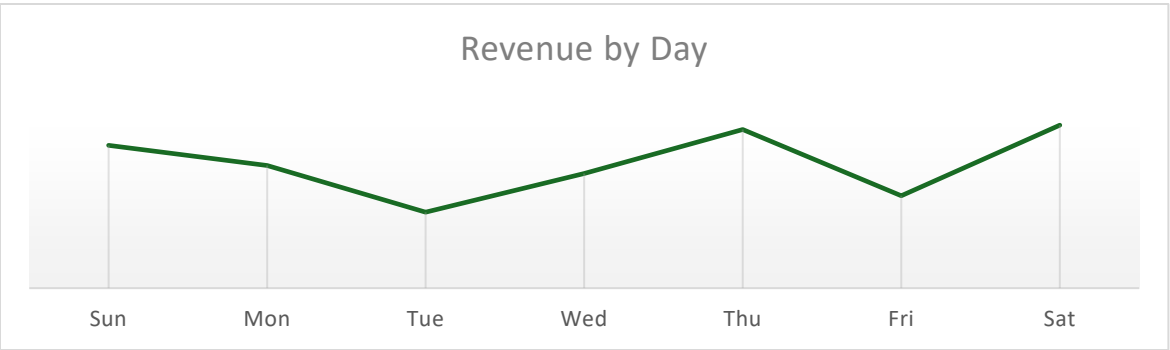


Figure 6:

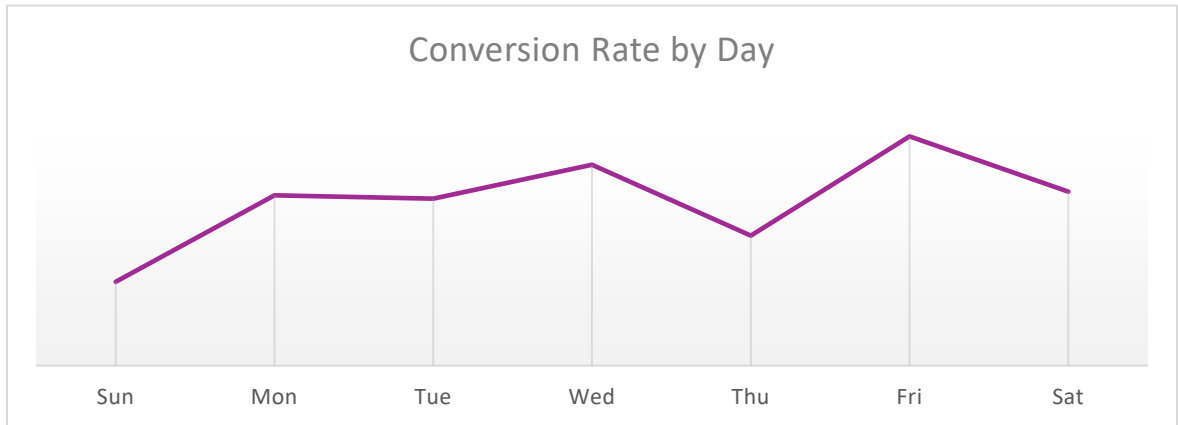


Figure 7:

