


Ecommerce Overview


Feb 17, 2009 - Mar 19, 2009


Comparing to: Site



Sales of 157 products generated \$107,869.21

 1.57% Conversion Rate

 184 Transactions

 \$586.25 Average Order Value

 1,872 Purchased Products

Top Revenue Sources

Products	Items	Revenue	Sources / Medium	Revenue	% Revenue
Product 1	215	\$16,233.00	(direct) ((none))	\$68,228.65	63.25%
Product 2	137	\$123.55	google (organic)	\$21,289.16	19.74%
Product 3	110	\$999.80	alltheweb (organic)	\$6,963.75	6.46%
Product 4	101	\$3,441.01	www.amazon.com	\$3,600.00	3.34%
Product 5	66	\$329.34	yahoo directory	\$3,318.00	3.08%