

- Home
- Orders 9,999+
- Products
- Customers
- Marketing
- Discounts
- Content
- Markets
- Finance
- Analytics
- Reports
- Live View
- Sales channels >
- Online Store
- Point of Sale
- TikTok
- Apps >

Analytics Last refreshed: 5:28 PM

Create target New exploration

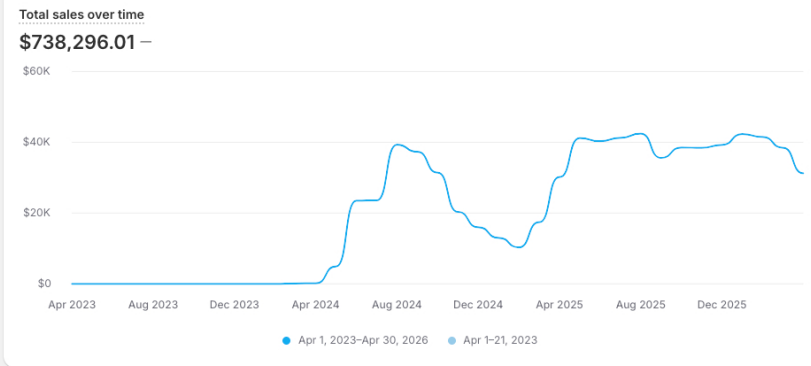
Apr 1, 2023-Apr 30, 2026 Apr 1-21, 2023 \$2 USD \$

Gross sales
\$727,761.57

Returning customer rate
70.24%

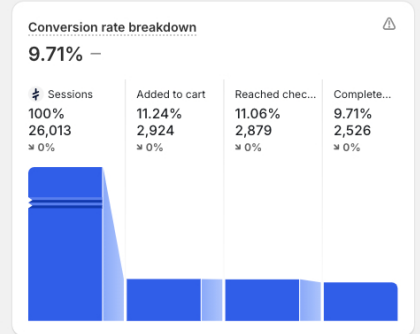
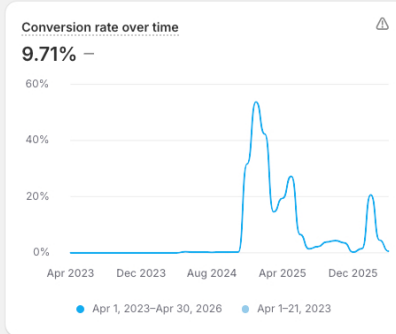
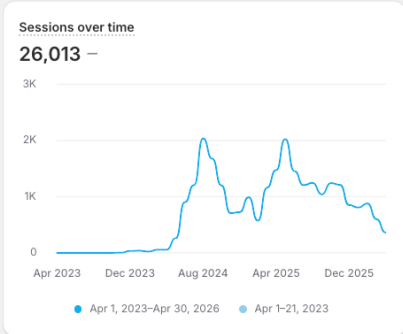
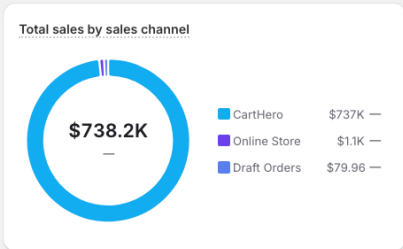
Orders fulfilled
38,405

Orders
39,565

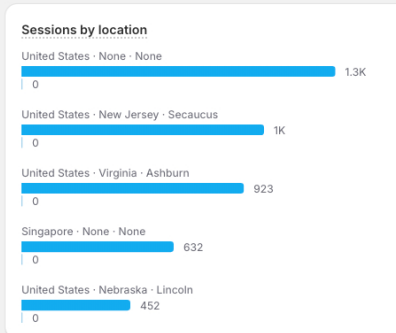
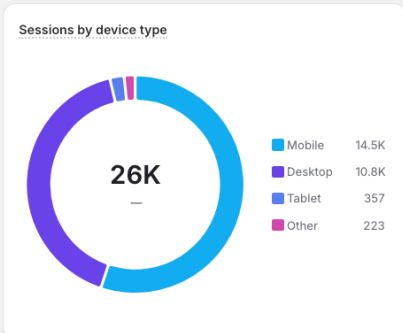


Total sales breakdown

Gross sales	\$727,761.57
Discounts	-\$28,947.13
Returns	-\$1,048.72
Net sales	\$697,765.72
Shipping charges	\$40,530.29
Return fees	\$0.00
Taxes	\$0.00
Total sales	\$738,296.01



Settings



Customer cohort analysis

Cohort	Months							
	Sep 2025	Oct 2025	Nov 2025	Dec 2025	Jan 2026	Feb 2026	Mar 2026	Apr 2026
Sep 2025	10.92%	45.38%	28.64%	18.93%	15.77%	10.43%	7.03%	4.61%
Oct 2025	9.32%	45.03%	29.36%	18.05%	10.51%	8.73%	6.15%	
Nov 2025	19.21%	43.64%	24.42%	12.7%	10.42%	6.51%		
Dec 2025	7.98%	48.5%	27.94%	17.96%	12.37%			
Jan 2026	17.88%	51.95%	31.51%	21.29%				
Feb 2026	16.23%	49.41%	30.35%					
Mar 2026	19.29%	46.3%						
Apr 2026	46.29%							

Sessions by landing page

Homepage - /	4,637
Custom Page - /pages/contact	2,096
Product - /products/forgotten-recipes-of-the-great-depression	1,663
Product - /products/forgotten-recipes-of-the-great-depression-pdf	568
None - /policies/refund-policy	400
None - /policies/terms-of-service	313
Product - /products/forgotten-recipes-of-the-great-depression-cookbook	292
Password - /password	247
Product - /products/membership-the-flavor-folio	148

