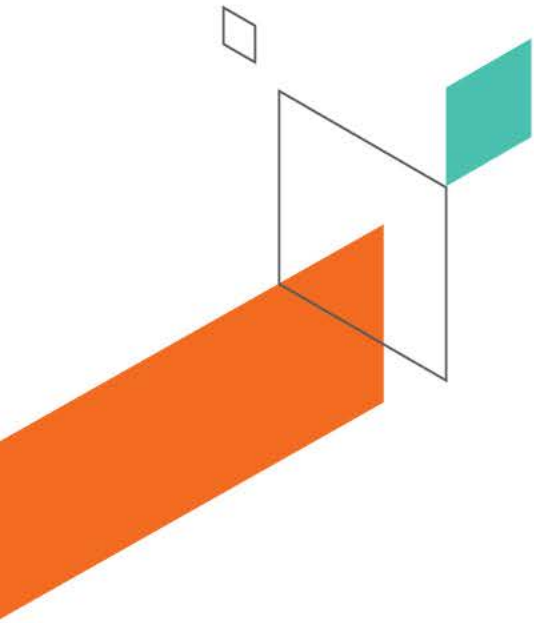




Magento **Live**

UK | 2017

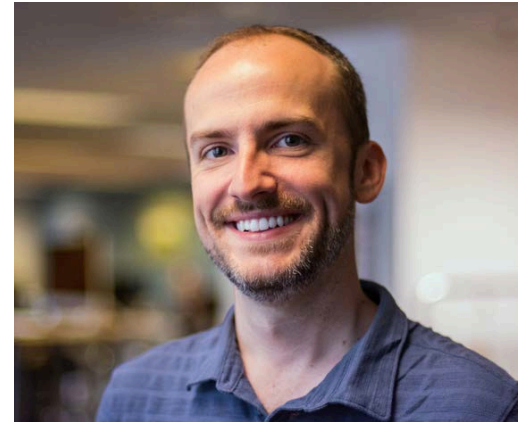


Magento Business Intelligence: The Essential Dashboards of Online Leaders

Robert J. Moore

Head of Magento Business Intelligence

Twitter: @robertjmoore



Imagine Recap: MBI Essentials

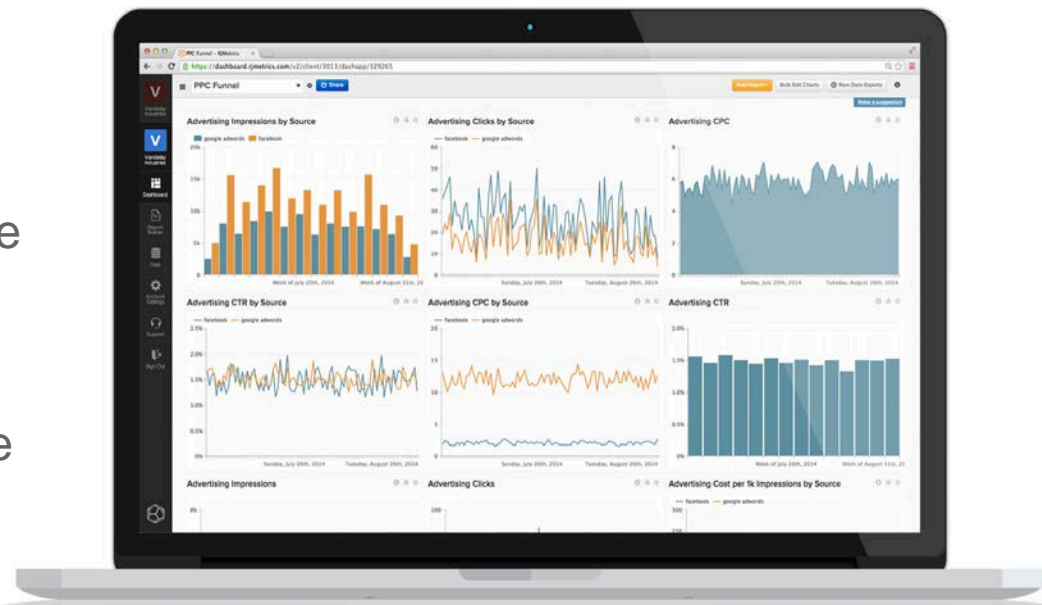
ANNOUNCING MAGENTO BUSINESS INTELLIGENCE
PRO & ESSENTIALS



Magento Business Intelligence

Data infrastructure & dashboarding in one platform

- ✓ Create custom metrics without formal analytical training
- ✓ Empower your whole team to be data-driven without any of the technical headaches
- ✓ Perform advanced analyses like customer lifetime value and cohort analysis with ease



MBI Essentials

Magento Business Intelligence Essentials (starting at \$100 / month)

An easy and affordable way to begin analyzing your Magento data. Merchants connect their Magento database and Google Analytics, gaining access to library of 75 customizable reports based on transaction, customer, and web traffic data.

Magento Business Intelligence Pro (starting at \$500 / month)

The most powerful version of the platform. Merchants can connect and analyze their entire Magento database along with dozens of 3rd party SaaS platforms. Custom implementations and unrestricted functionality allow for an unlimited universe of charts, dashboards, and insights.

Essentials Dashboards

Executive Overview

Customer Retention

Orders

Product Analysis

Customer Activity

Google Analytics

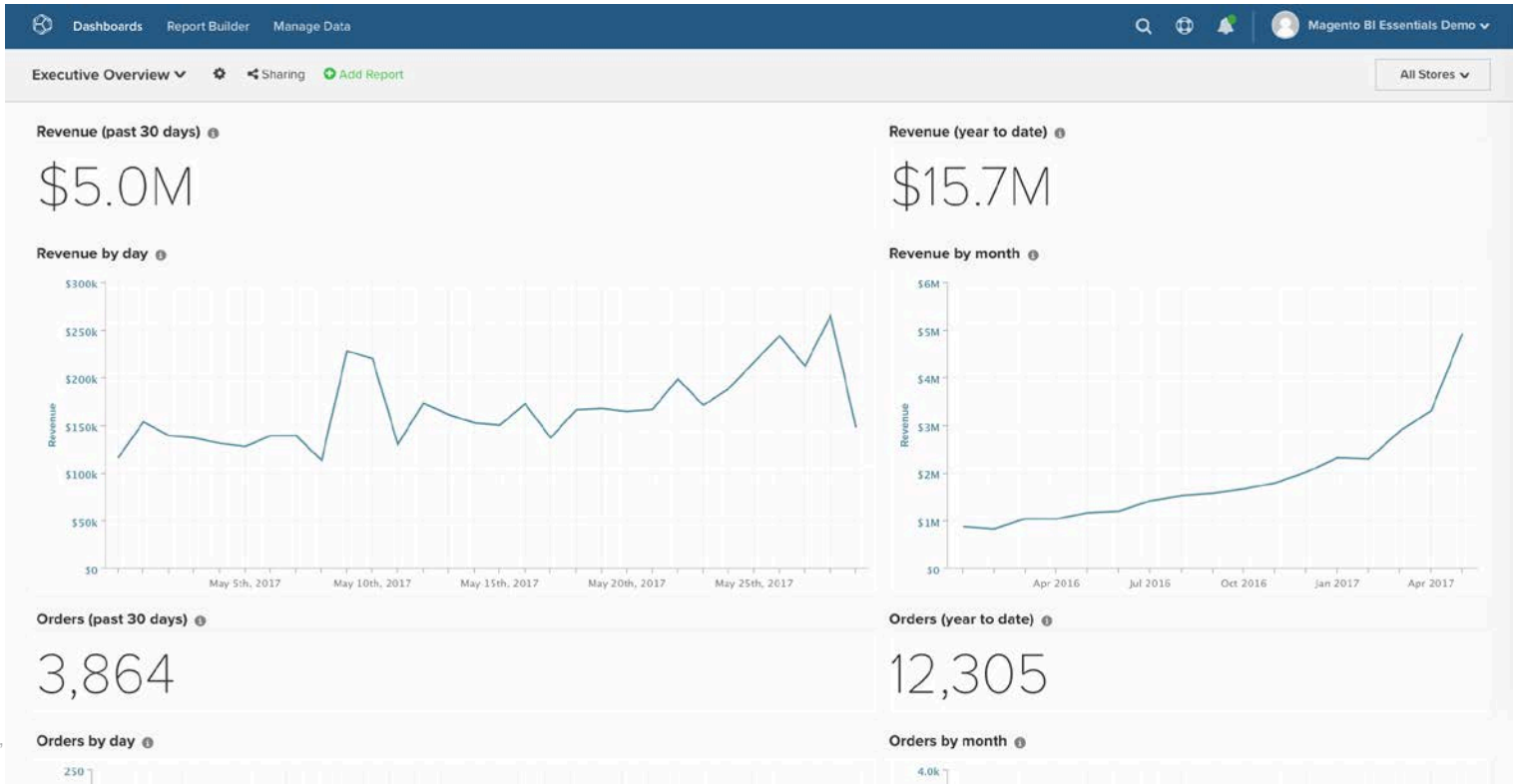
We've spent years identifying the most important dashboards and reports across hundreds of merchants.

This is what you get with Essentials, and we'll step through them all today.

The Executive Overview Dashboard

The Executive Overview Dashboard

A high-level performance overview. These KPIs are top-of-mind for company leadership and stakeholders.



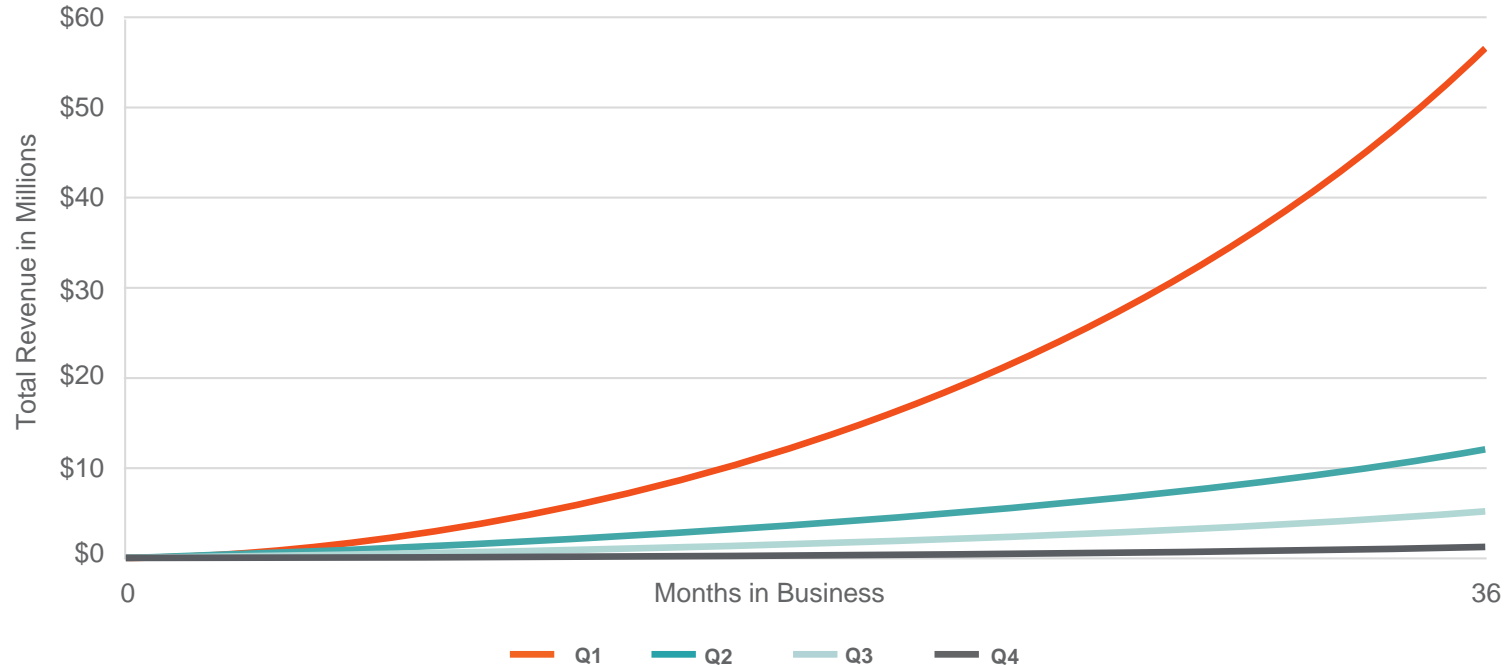
Revenue

This is an easy one: GMV, Sales, or Revenue – whatever you call it, this is how much you've sold. This is your top line.



Why Revenue Growth Matters

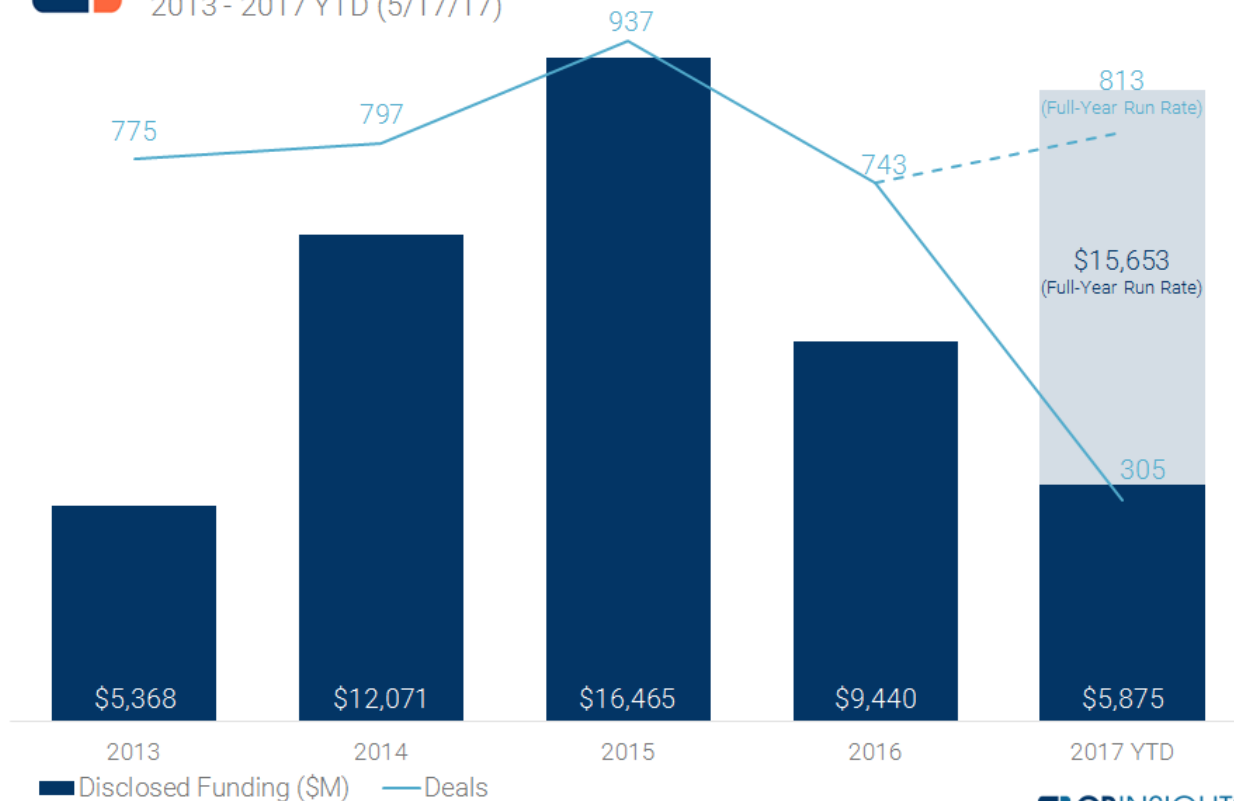
Growth is king. The top 25% of merchants are able to grow revenue more than 5x faster than the rest of the pack.



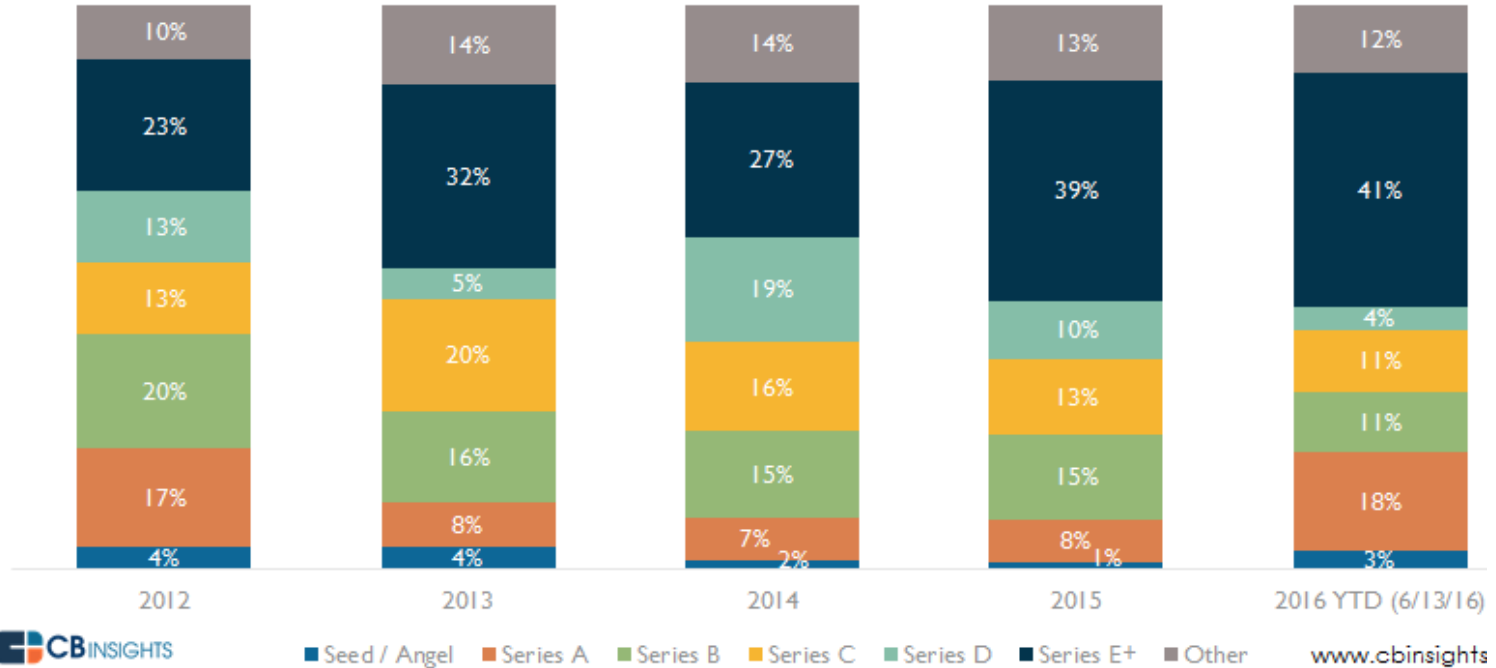


E-COMMERCE ANNUAL GLOBAL FINANCING HISTORY

2013 - 2017 YTD (5/17/17)



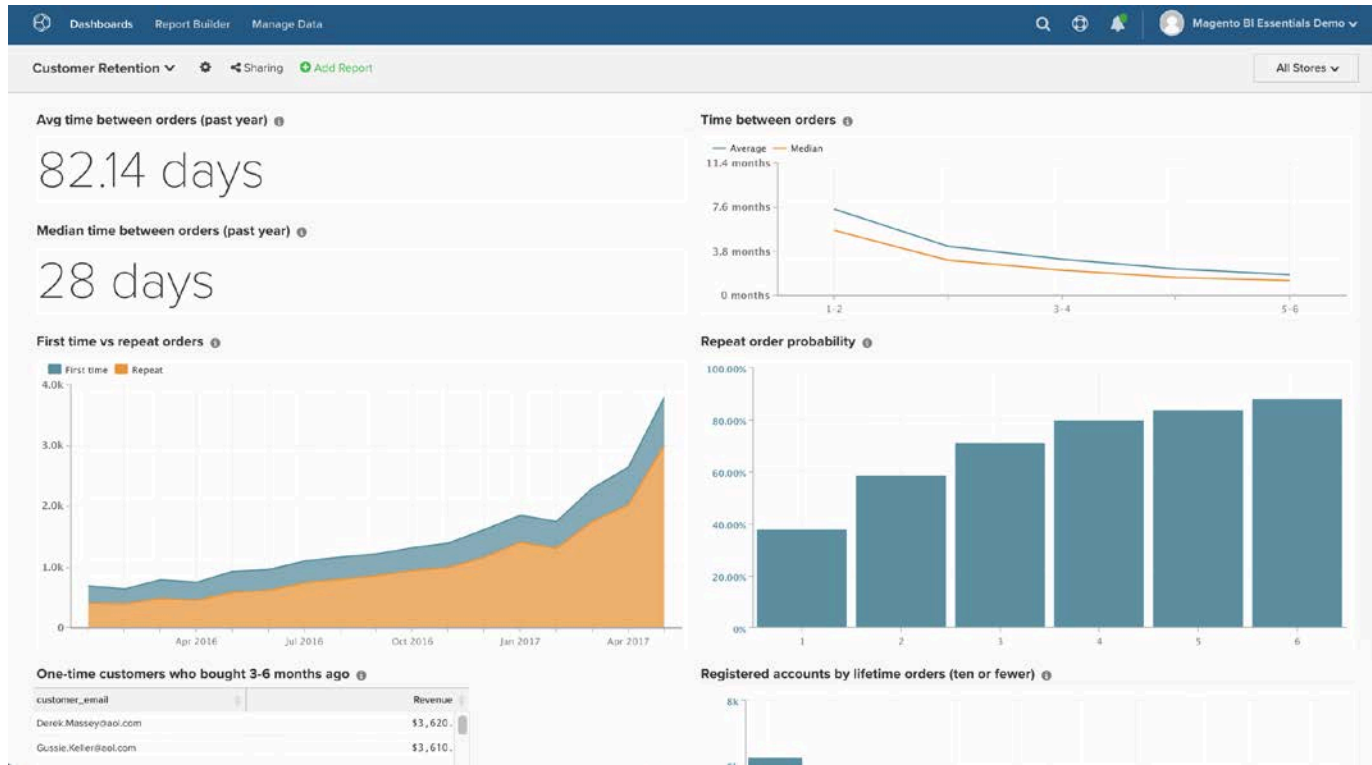
eCommerce Global Dollars by Stage



The Customer Retention Dashboard

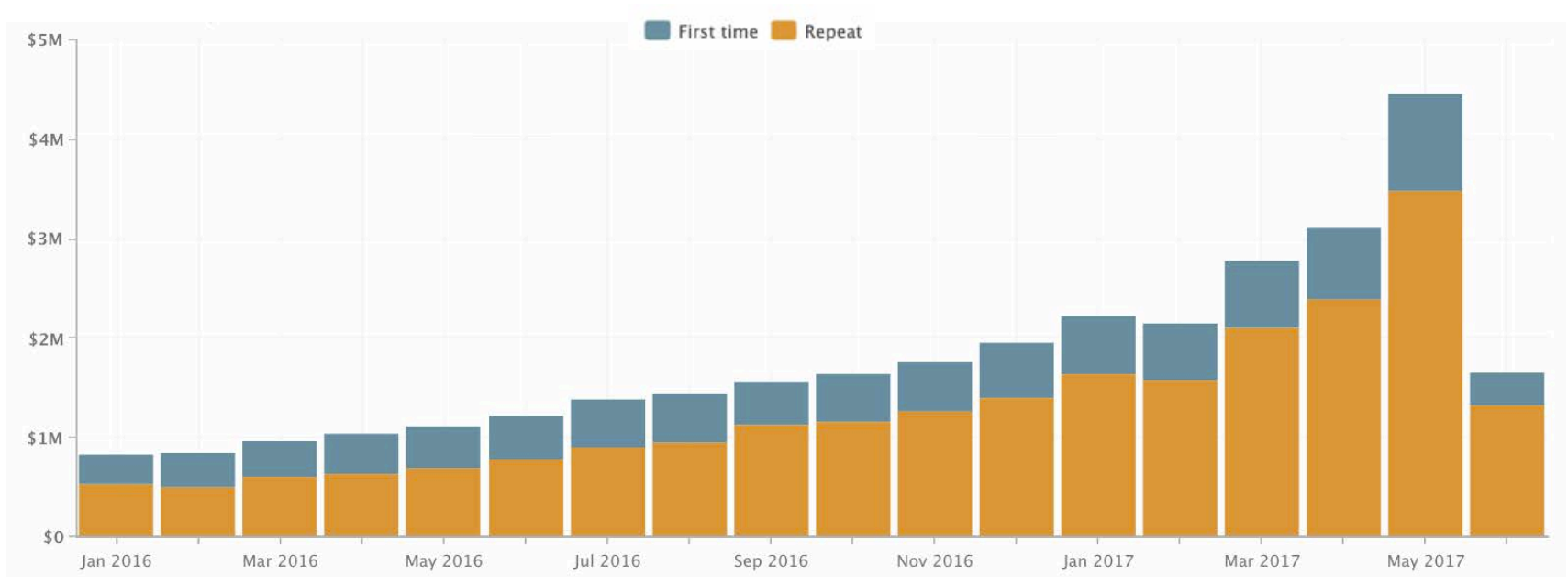
The Customer Retention Dashboard

Reports focused on existing customers. These include time between orders, repeat order probability, and orders per customer.



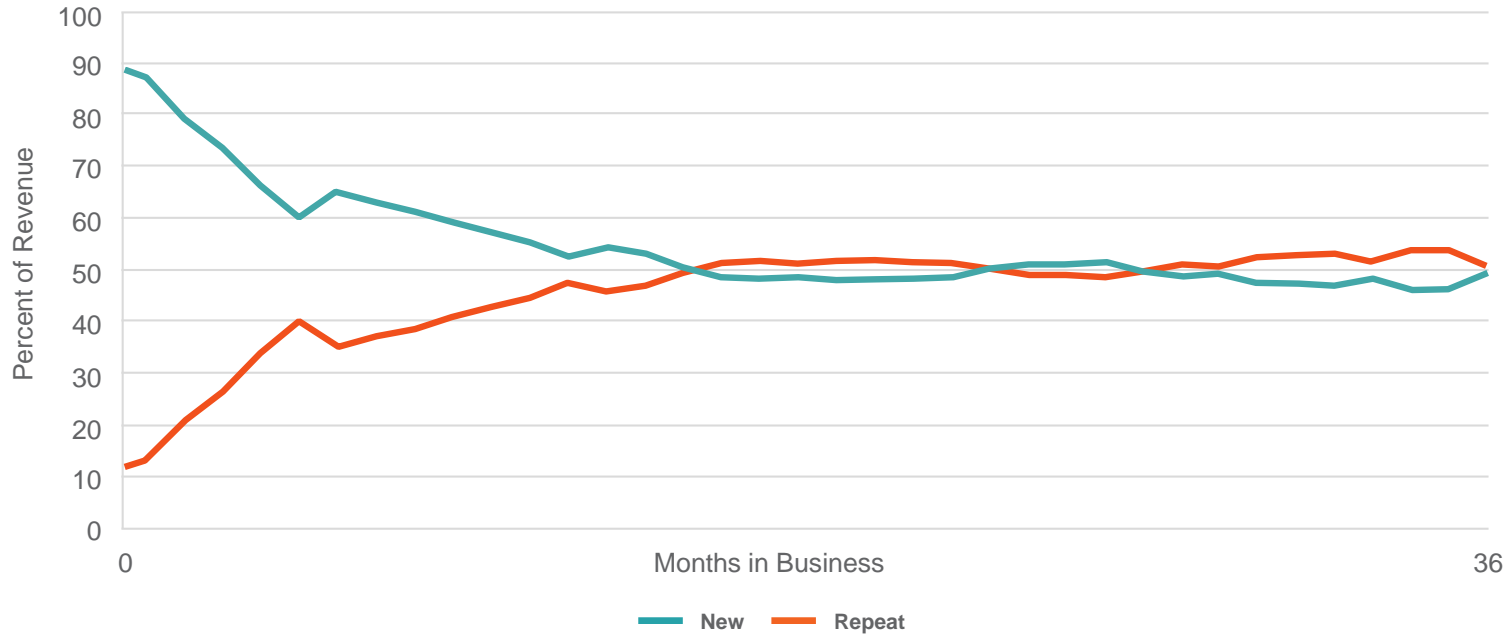
First Time vs Repeat Orders

Example Magento BI Essentials Report:



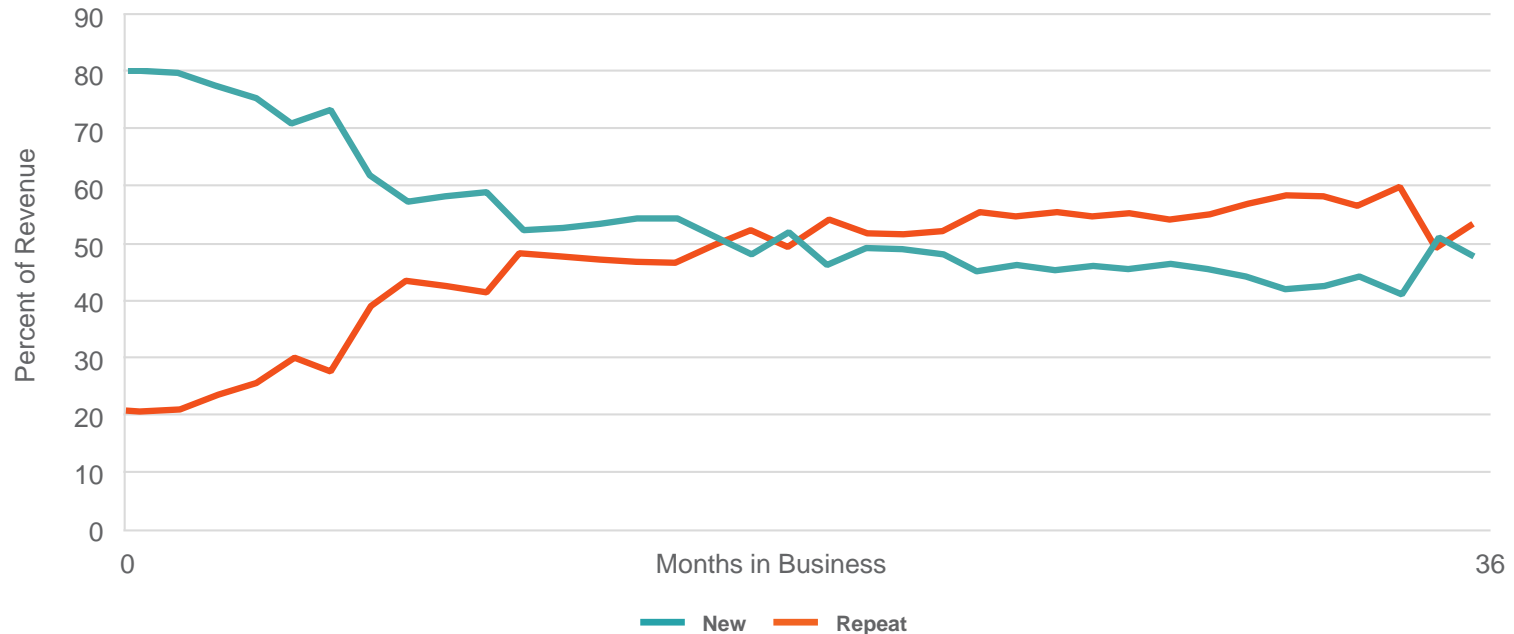
Benchmark Study

Revenue From New & Repeat Purchases, Bottom Three Quartiles



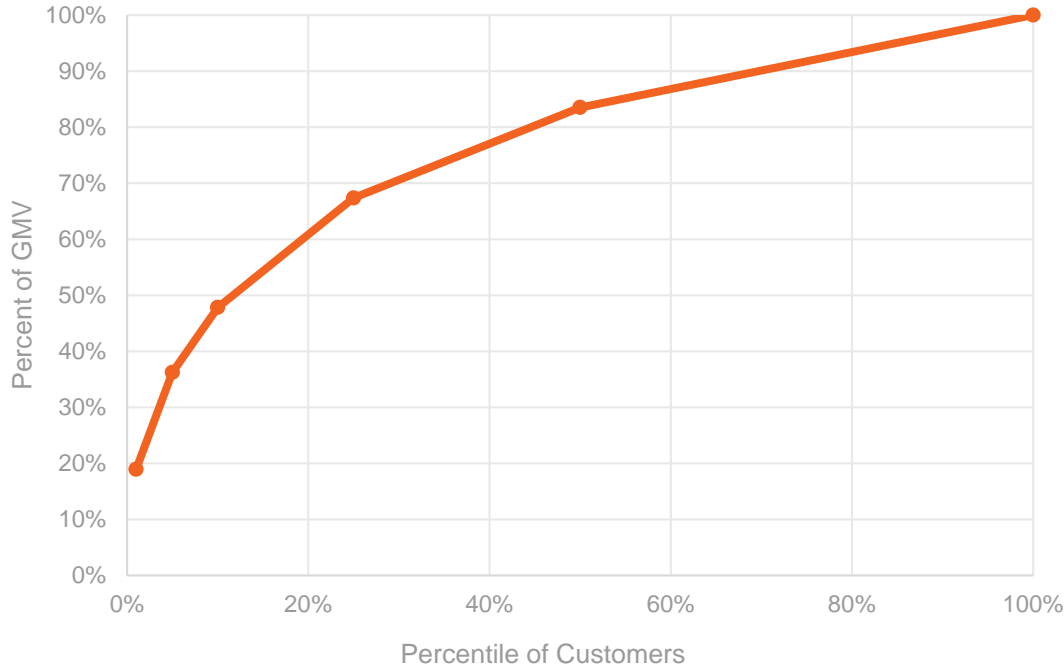
Benchmark Study

Revenue From New & Repeat Purchases, Top Quartile



Top Customers Dominate GMV Generation

Top Customers as Percent of All GMV



Customer GMV Contributions:

Top 1% = 19% of revenue

Top 5% = 36% of revenue

Top 10% = 48% of revenue

Top 25% = 67% of revenue

Top 50% = 84% of revenue

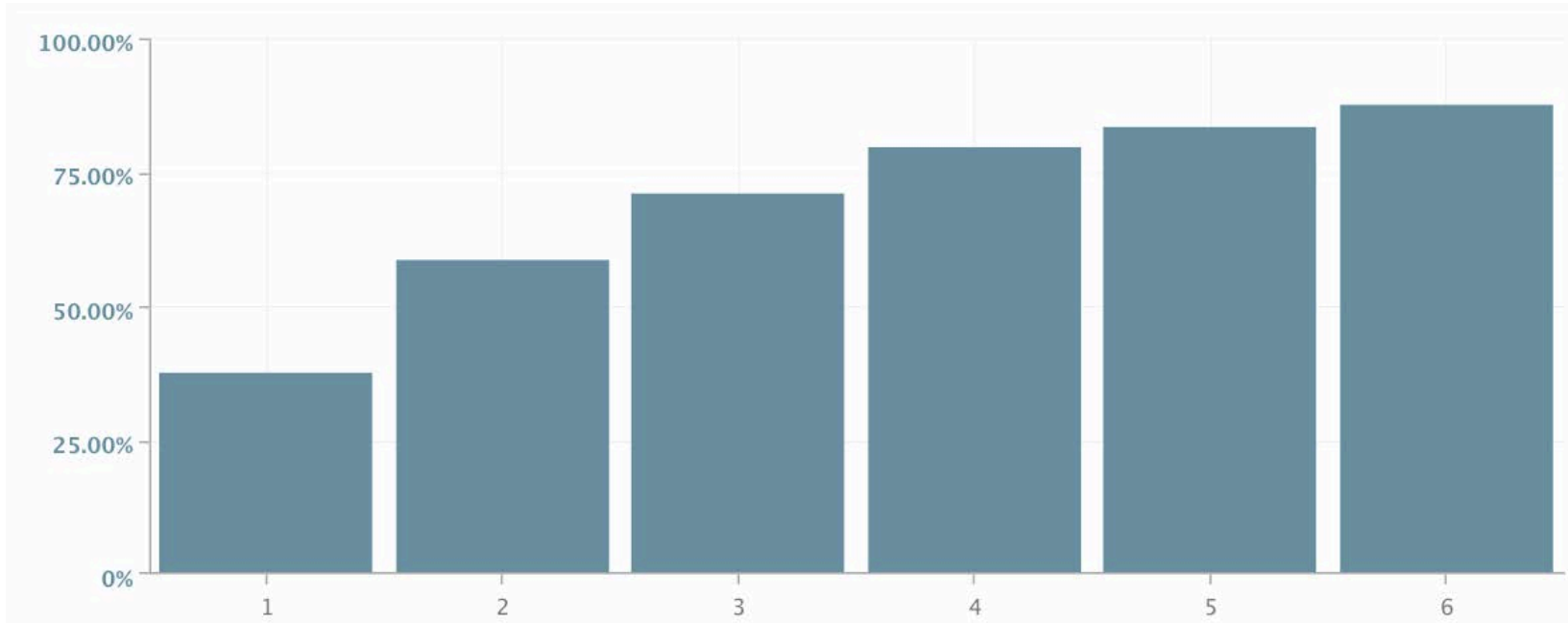
Top 25 Customers by Lifetime Revenue

Example Magento BI Essentials Report:

email	Lifetime revenue
Cole.Webster@gmail.com	\$77,297.00
Amy.Clayton@gmail.com	\$76,366.00
Mittie.Taylor@hotmail.com	\$74,966.00
Harold.Stone@aol.com	\$74,906.00
Phillip.Lawson@hotmail.com	\$74,367.00
Jeremiah.Becker@hotmail.com	\$73,842.00
Ann.Carter@aol.com	\$72,495.00
Jimmy.Wright@magento.com	\$71,687.00
Robert.Washington@aol.com	\$71,525.00
Bobby.Harper@yahoo.com	\$70,837.00
Mathilda.Mullins@hotmail.com	\$69,802.00
Jeremiah.Baker@magento.com	\$69,593.00
Johnny.McLaughlin@hotmail.com	\$67,671.00
Charlie.Gibson@gmail.com	\$67,666.00
Lillie.West@yahoo.com	\$66,608.00
Fliza.Higgins@yahoo.com	\$66,130.00

Repeat Order Probability

Example Magento BI Essentials Report:



Product Optimization: Case Study



Sean Fisher
Director of eCommerce

Driving CLV can be difficult for low repeat businesses.

Identifying high-value customer segments and provide more focus to marketing and acquisition efforts.

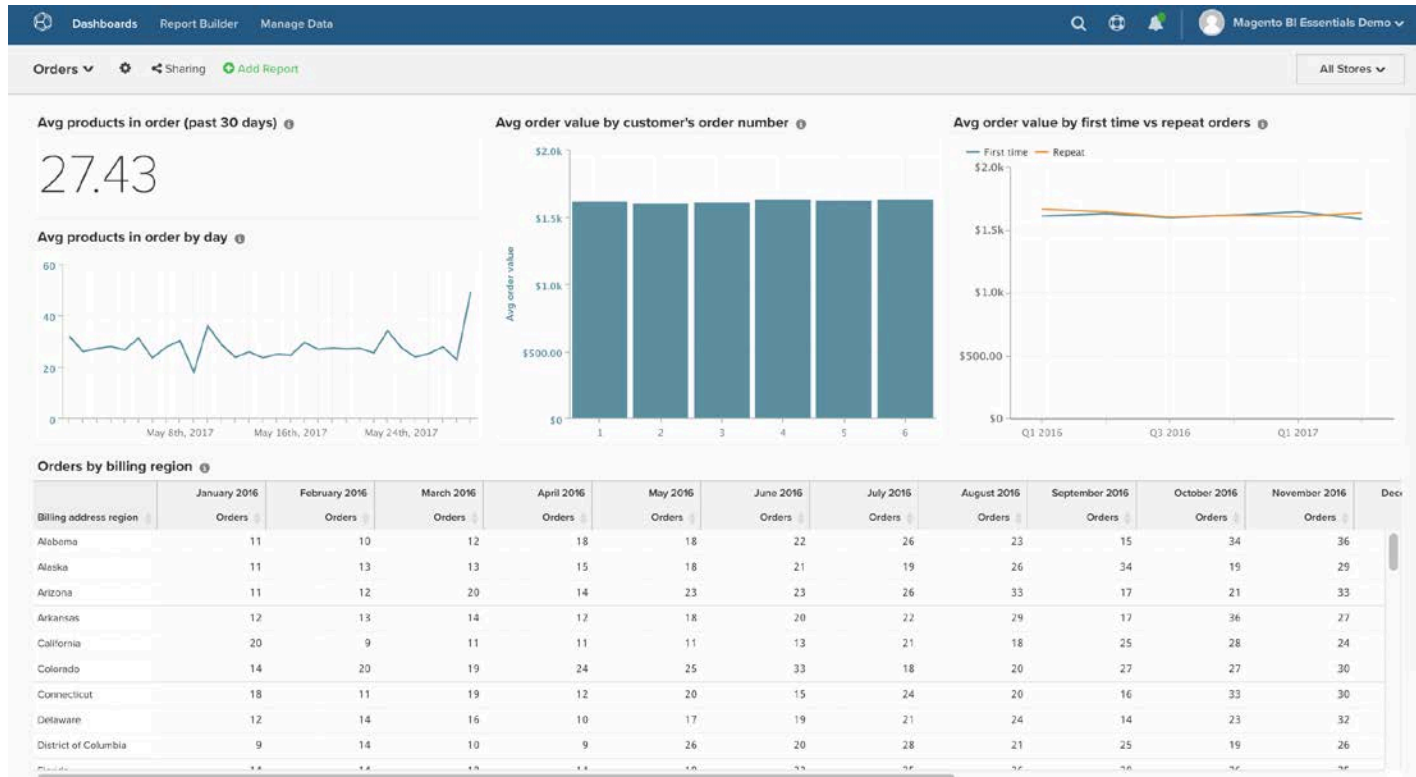
Case Study: Repeat Purchase Probability Segmentation



Orders Dashboard

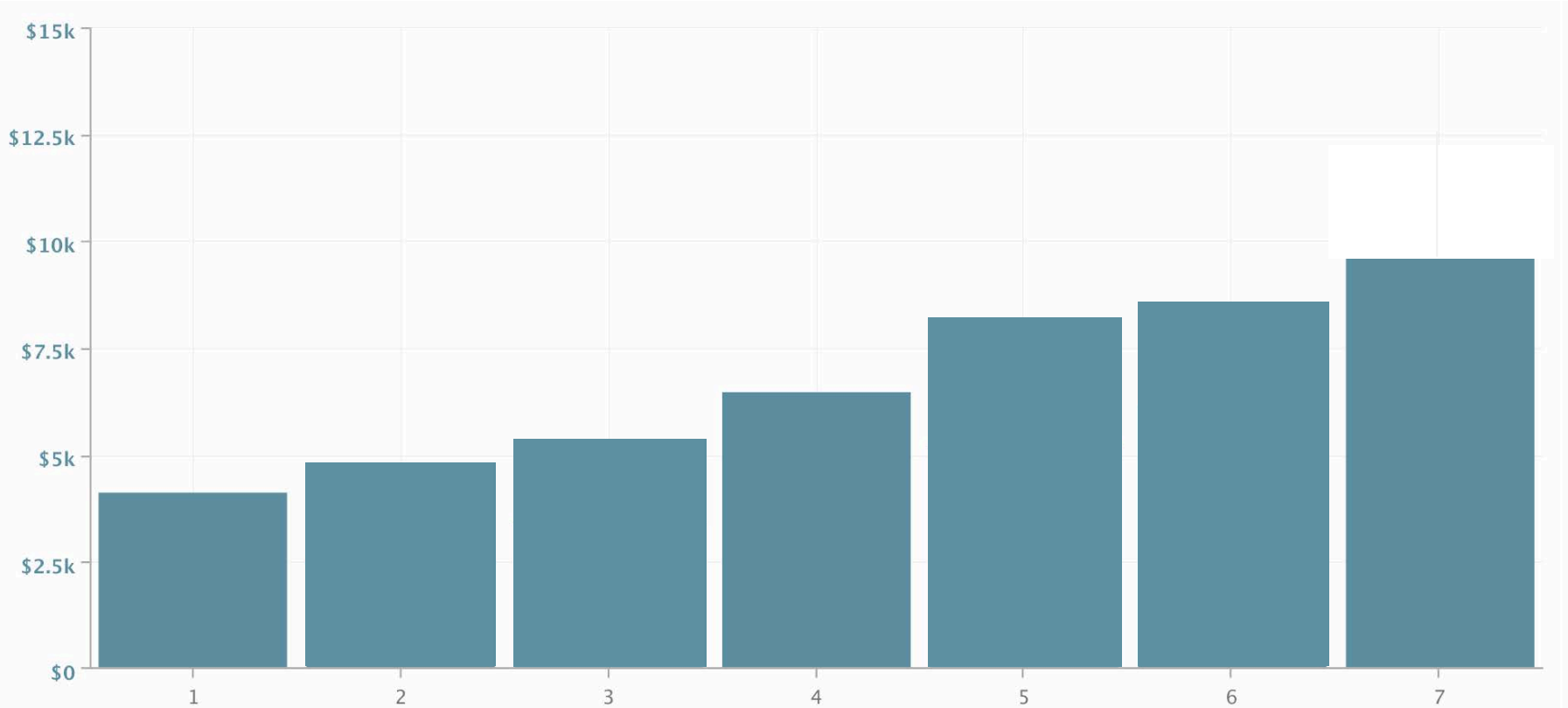
The Orders Dashboard

What's happening in your orders? Reports explore average order value, product mix, status, and coupon usage.

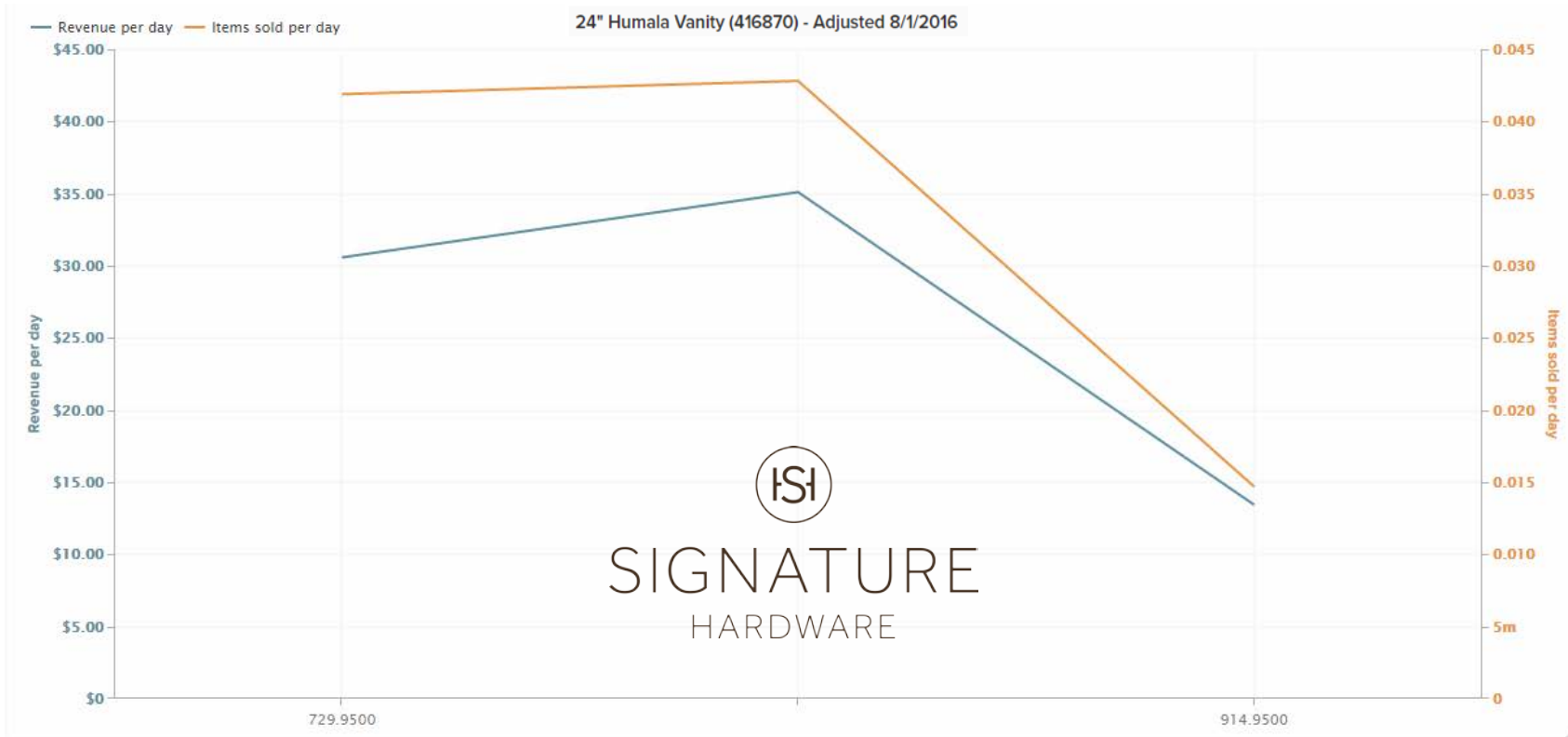


Average Order Value by Order Number

Example Magento BI Essentials Report:



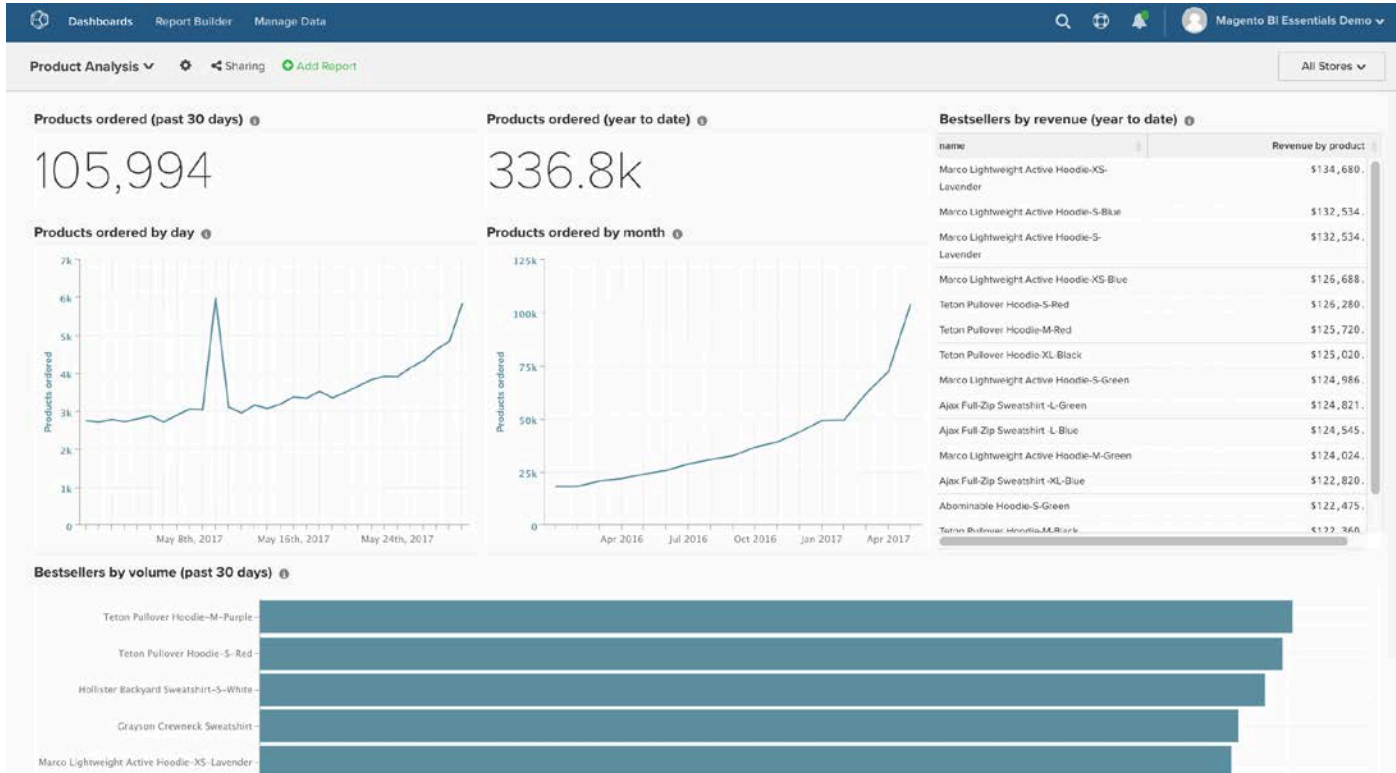
Data-Driven Merchandizing and Pricing



Product Analysis Dashboard

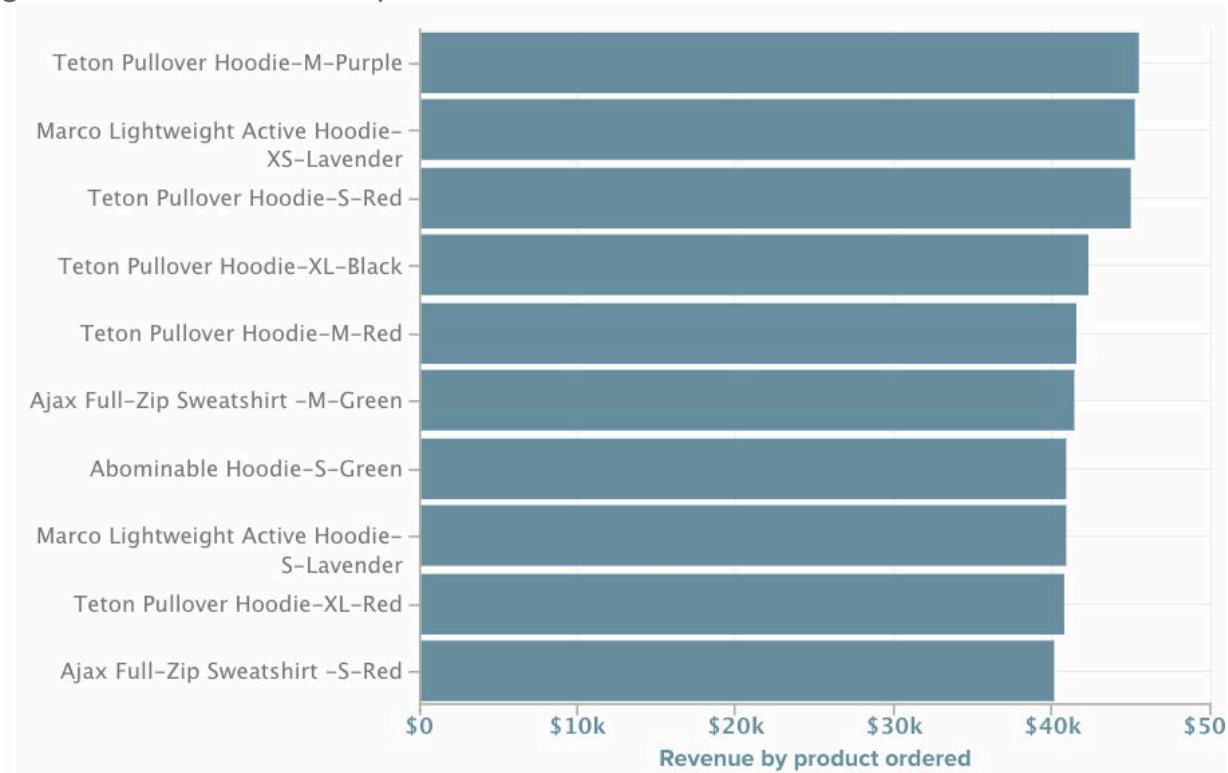
The Product Analysis Dashboard

Which products are selling and what does that mean for your business? Reports on bestsellers, products ordered, and growth rates.



Bestsellers by Revenue (past 30 days)

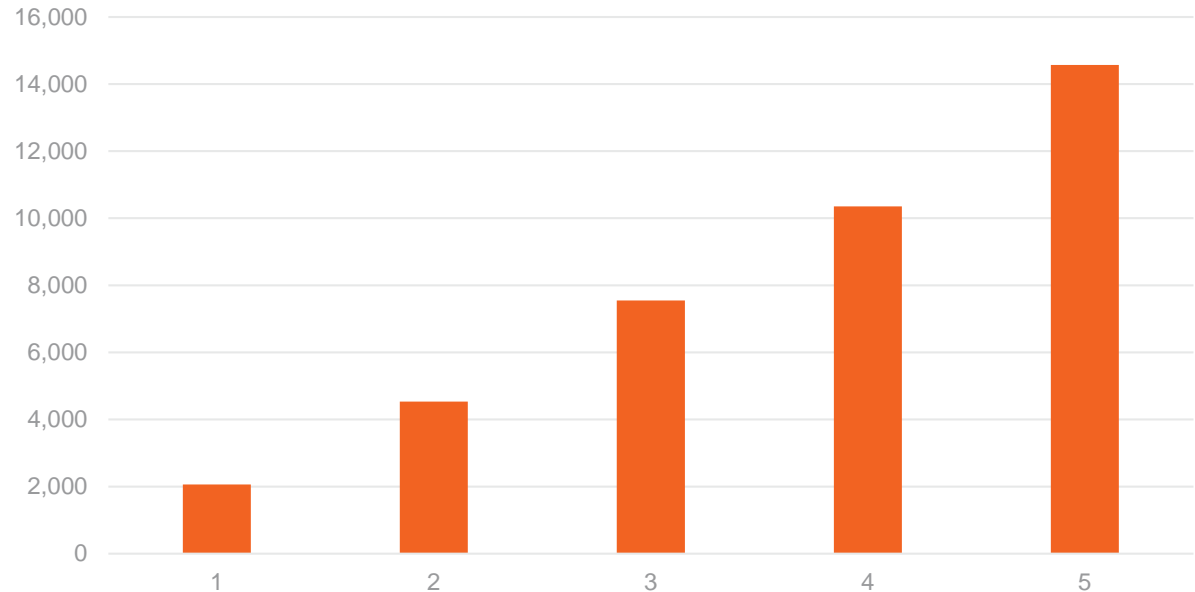
Example Magento BI Essentials Report:



Benchmark: SKU Growth by Year

Merchants experience drastic growth in SKU counts over their first 5 years of operation, making data-driven management and optimization necessary.

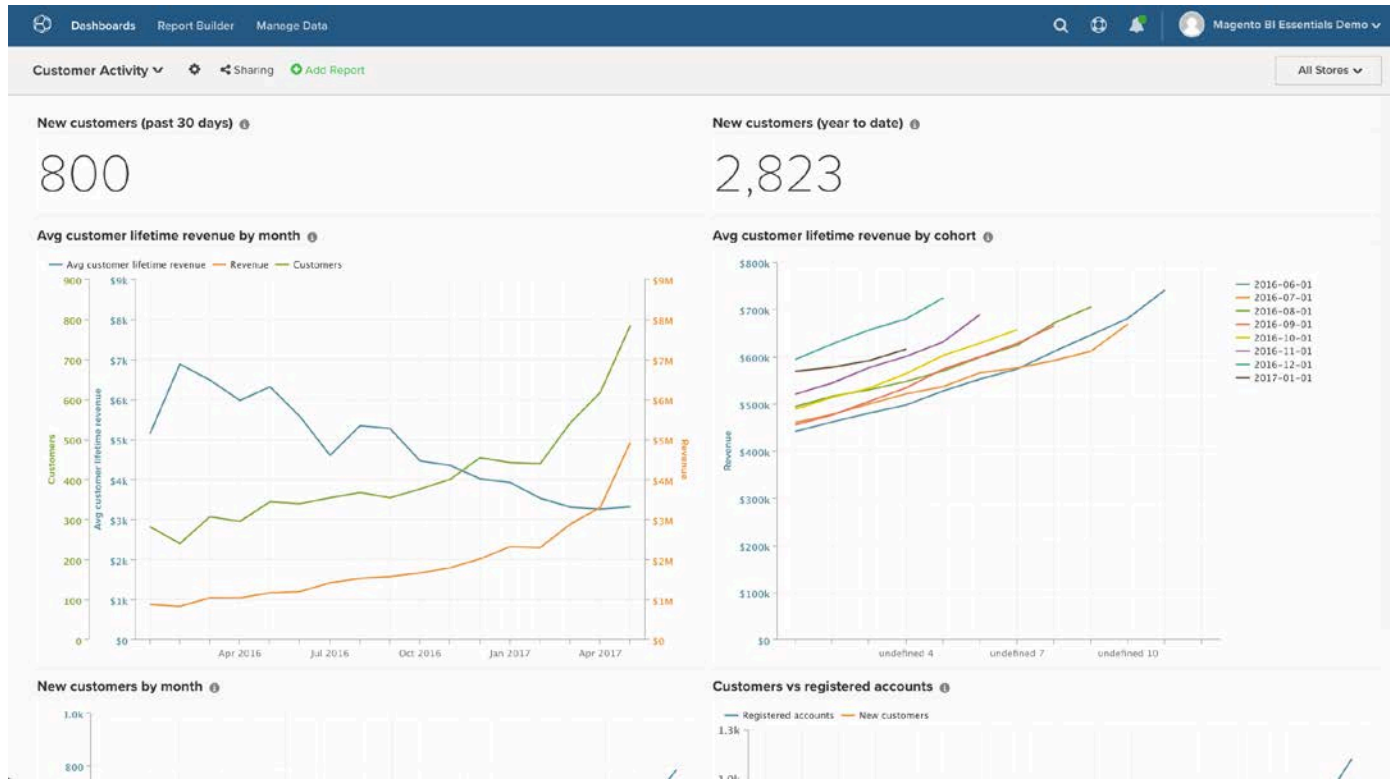
SKUs by Year of Operation



Customer Activity Dashboard

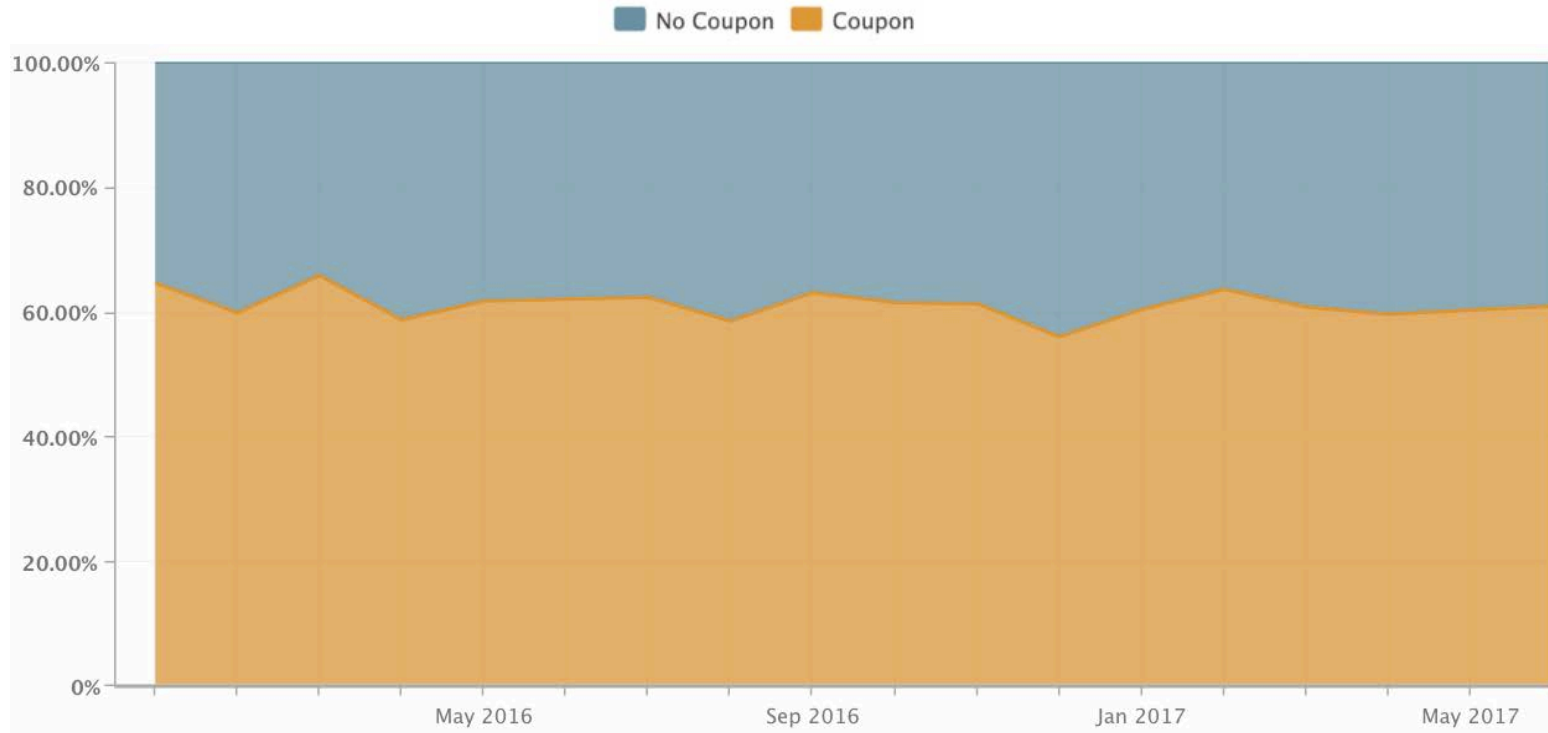
The Customer Activity Dashboard

Reports about customer activity and behavior including cohort analysis, coupon usage, and lifetime revenue.



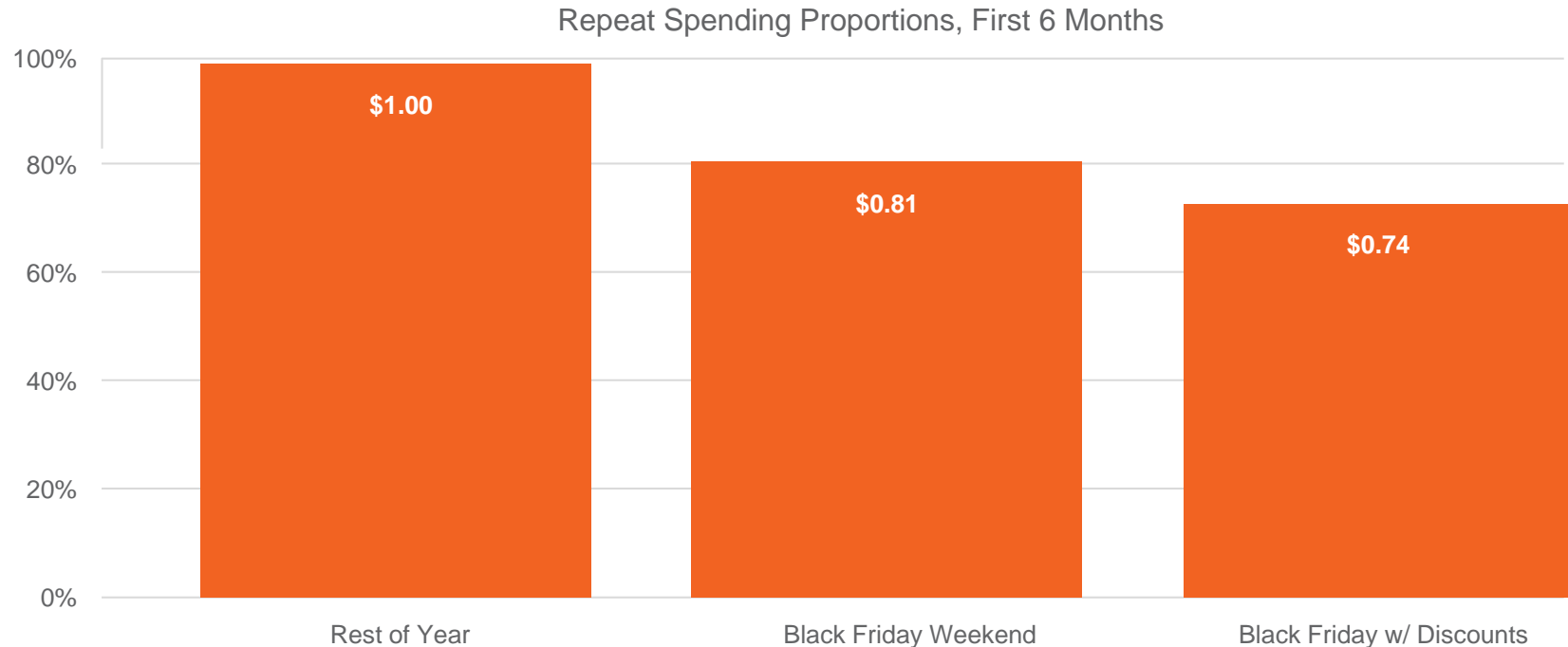
New Customers Acquired with Coupons

Example Magento BI Essentials Report:



Discounts and Loyalty: Black Friday

Coupons can cost you more than the initial discount value!

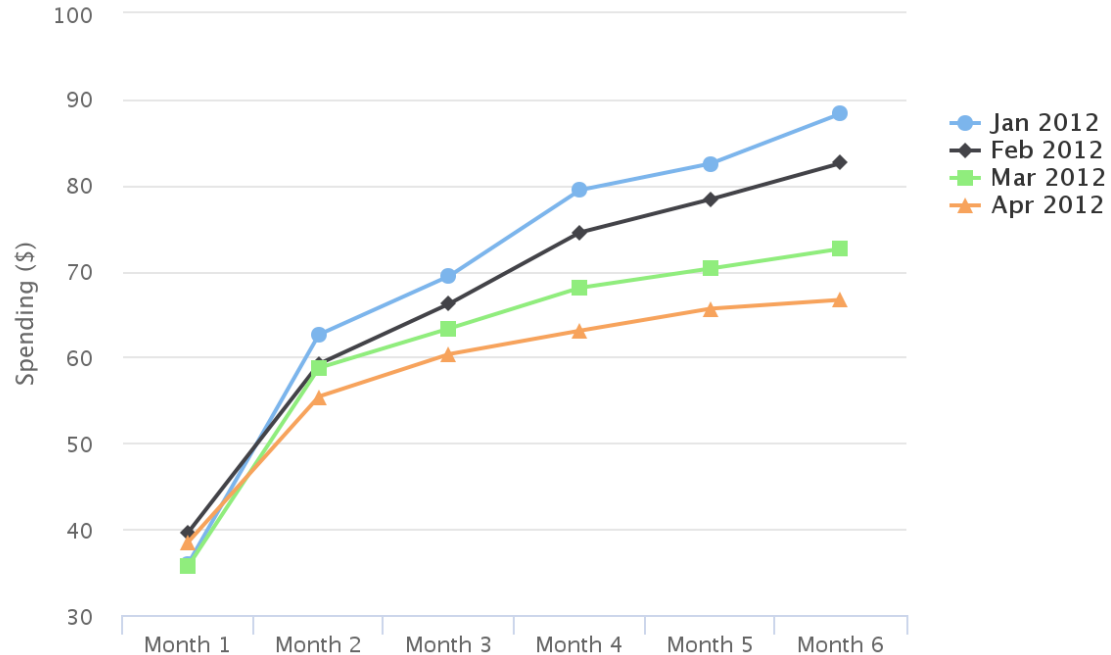


Cohort Analysis

Cohort Analysis allows you to compare your customers based on when they made their first purchase.

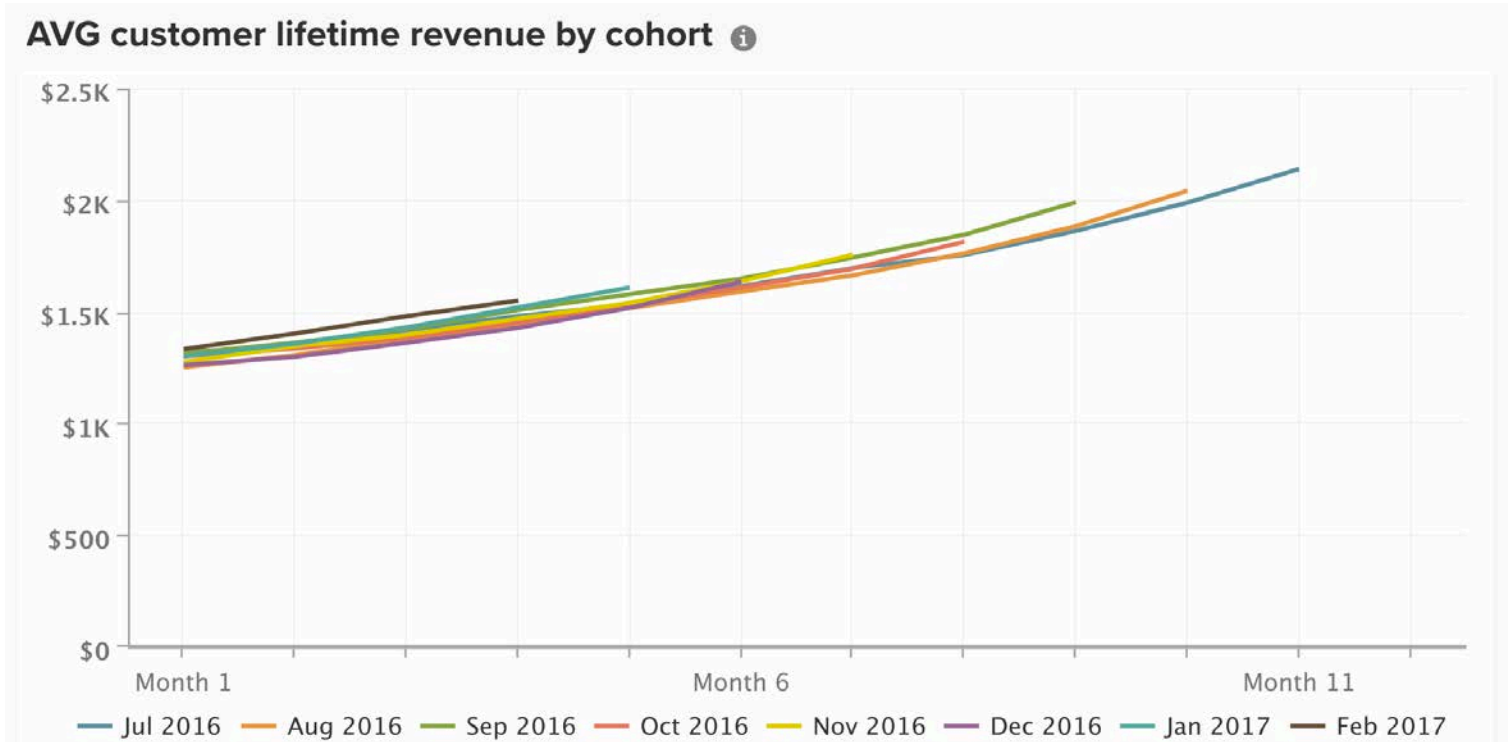
The most important question it answers: Are my new customers behaving differently than ones I have acquired in the past?

Average Cumulative Customer Spending based on Date of 1st Purchase

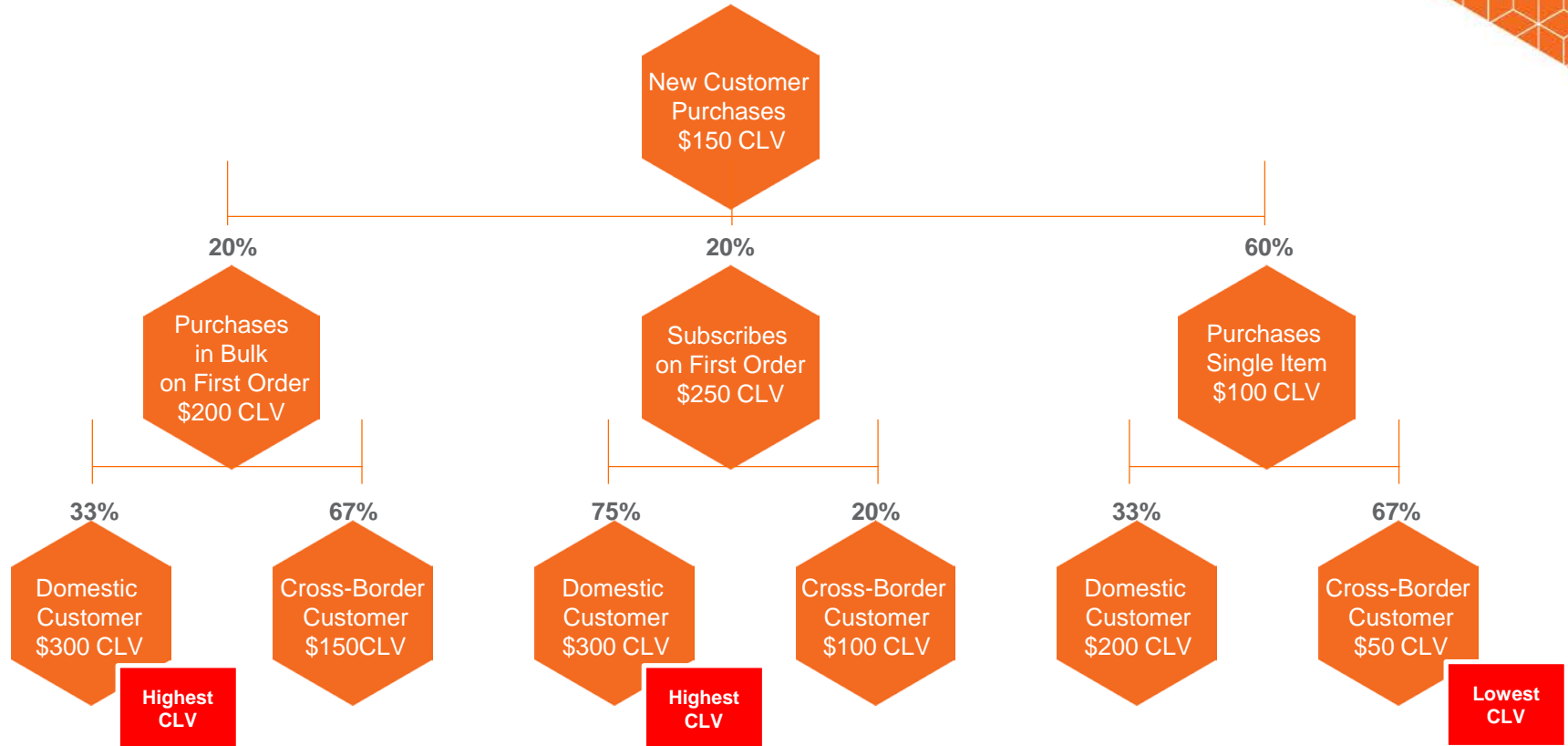


Cohort Analysis in MBI Essentials

With Cohort Analysis, you can watch CLV become realized over time



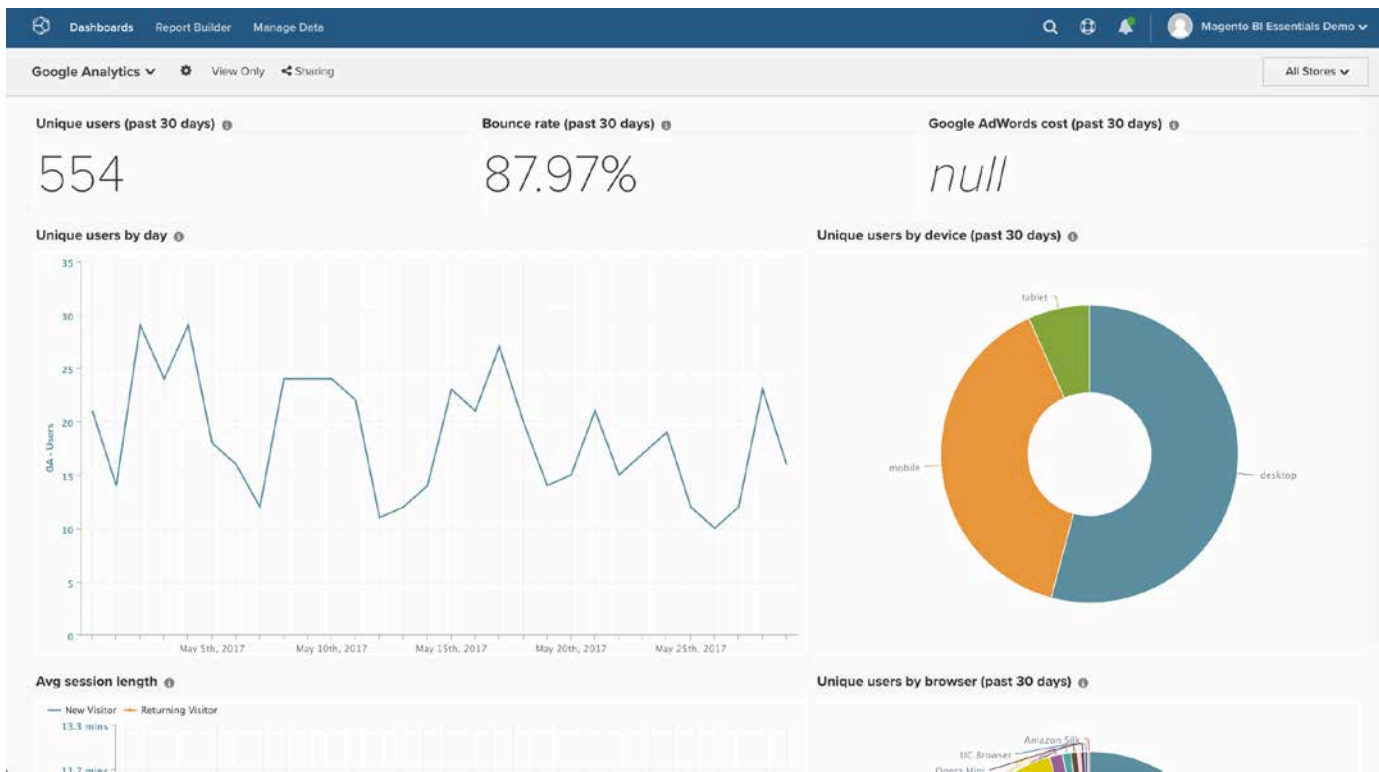
Data Superpower: CLV Segmentation



Google Analytics Dashboard

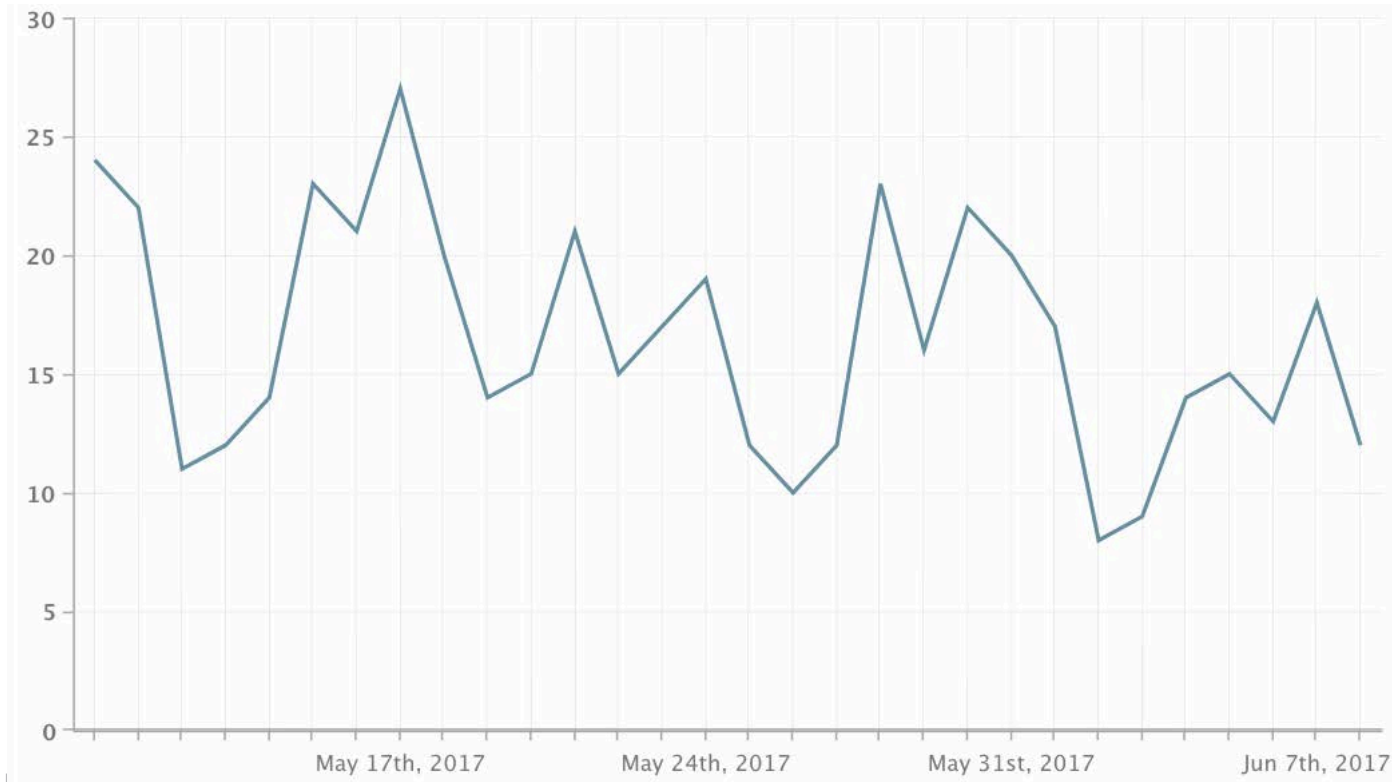
The Google Analytics Dashboard

Access the insights from your Google Analytics account without leaving the MBI interface. Combine that data with MBI data for new insights.



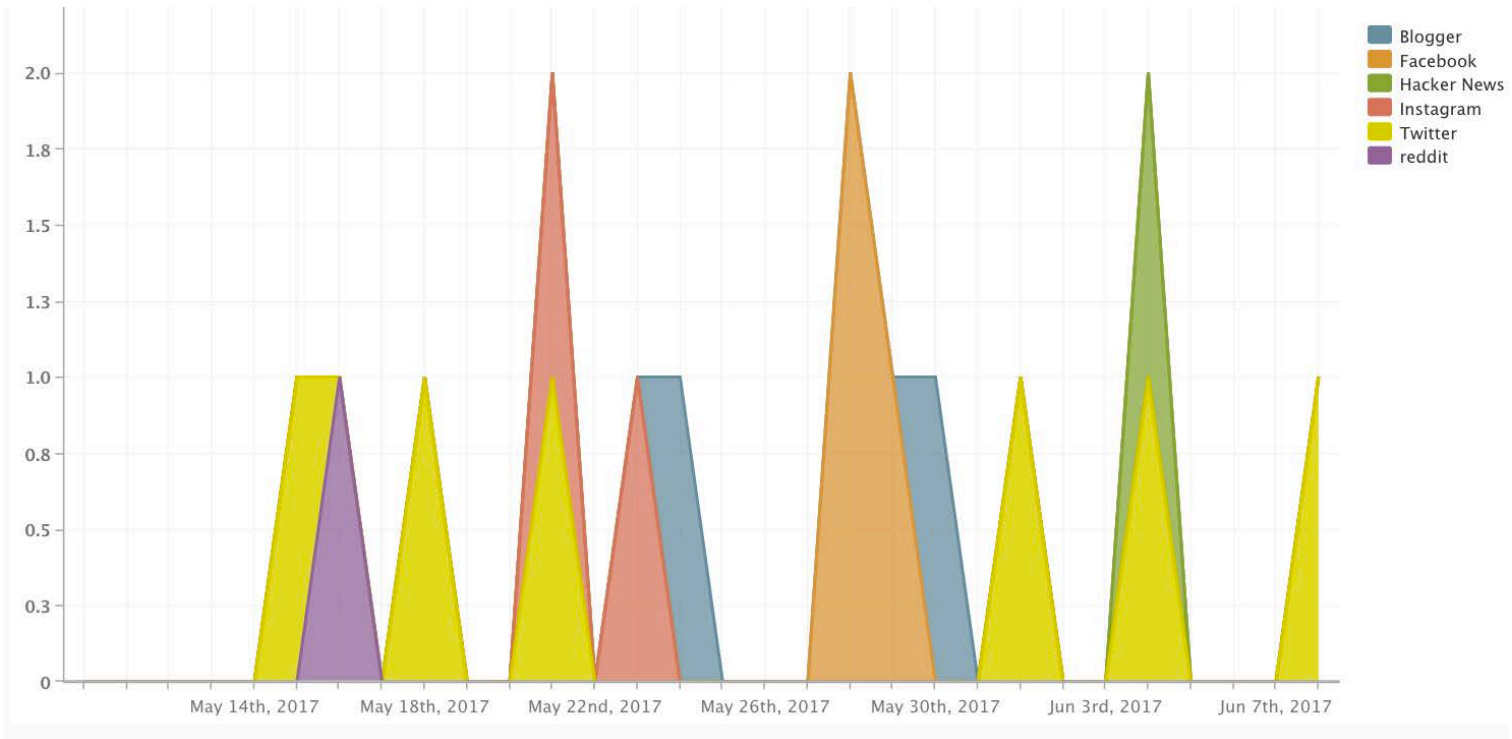
Unique Users [past 30 days]

Example Magento BI Essentials Report:



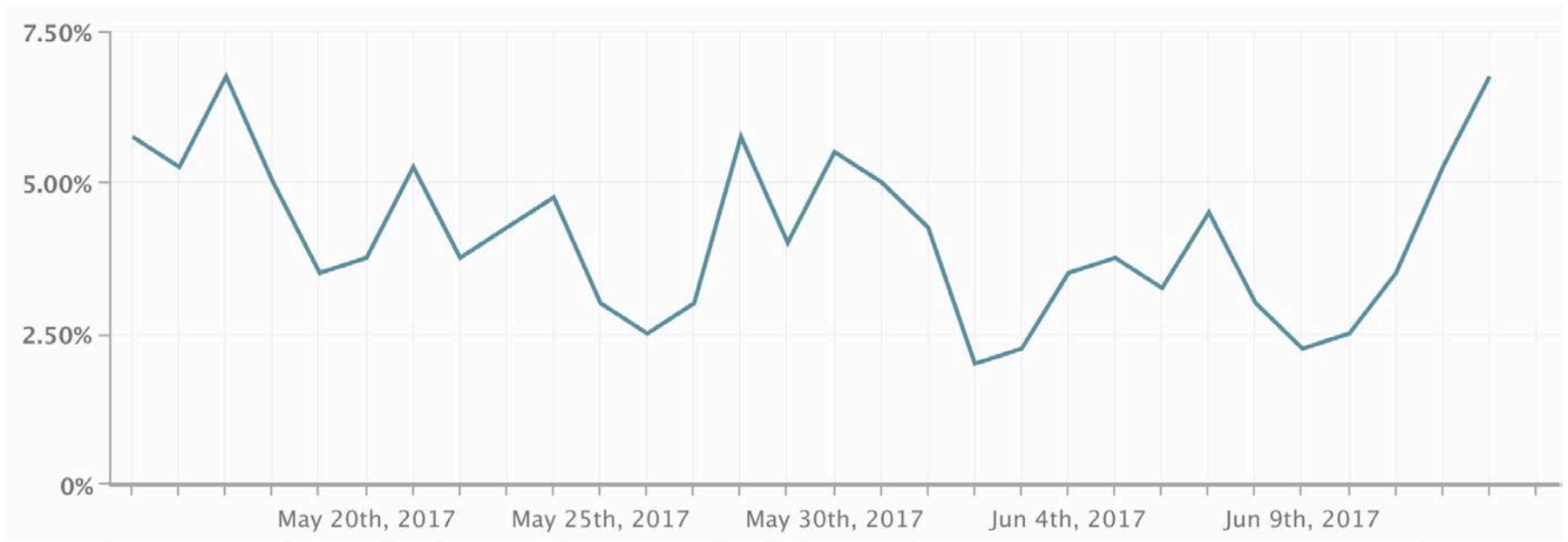
Social Media Traffic (past 30 days)

Example Magento BI Essentials Report:



Combining Magento + GA for New Insights

Visitor to Purchaser Conversion Rate by Day (Custom Chart):



Conclusion

Conclusion

- Data is a powerful tool for merchants of all sizes
- We've developed MBI Essentials to make it easy and affordable to access these insights about your Magento store
- Even if you don't use essentials, make sure you're using something! The fastest-growing stores are using data to grow.

**You can sign up for Magento Business Intelligence Essentials
at [Magento.com](https://magento.com)**

Q&A