# Magento Live

### Magento Business Intelligence: The Essential Dashboards of Online Leaders





### **Robert J. Moore**

Head of Magento Business Intelligence Twitter: @robertjmoore



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# **Imagine Recap: MBI Essentials**



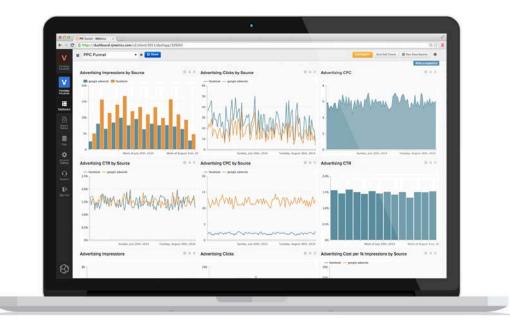
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# ANNOUNCING MAGENTO BUSINESS INTELLIGENCE PRO & ESSENTIALS

### **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



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### **MBI Essentials**

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

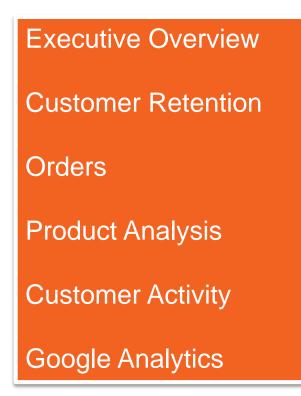
An easy and affordable way to begin analyzing your Magento data. Merchants connect their Magento database and Google Analytics, gaining access to library of 75 customizable reports based on transaction, customer, and web traffic data.

#### 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 3<sup>rd</sup> party SaaS platforms. Custom implementations and unrestricted functionality allow for an unlimited universe of charts, dashboards, and insights.



#### **Essentials Dashboards**



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.

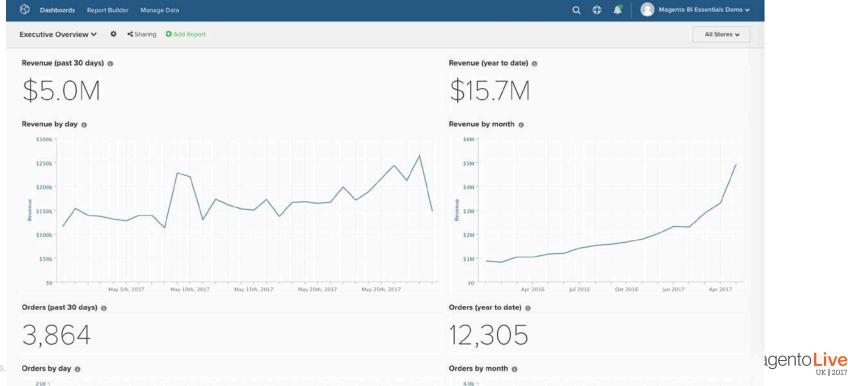


# The Executive Overview Dashboard



### The Executive Overview Dashboard

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



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#### Revenue

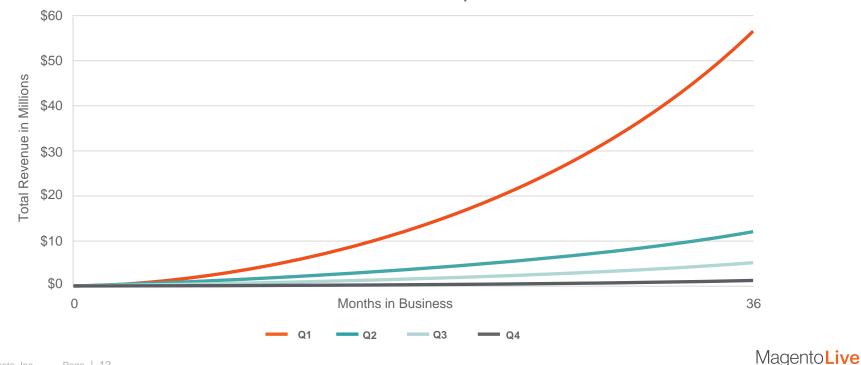
This is an easy one: GMV, Sales, or Revenue – whatever you call it, this is how much you've sold. This is your top line.



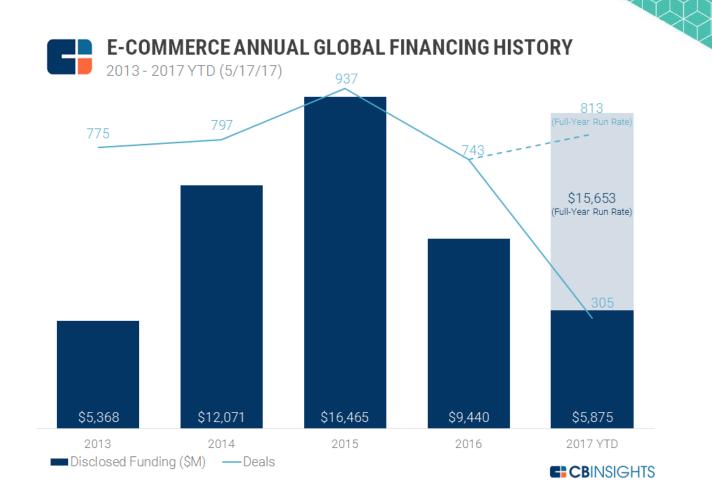
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### **Why Revenue Growth Matters**

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

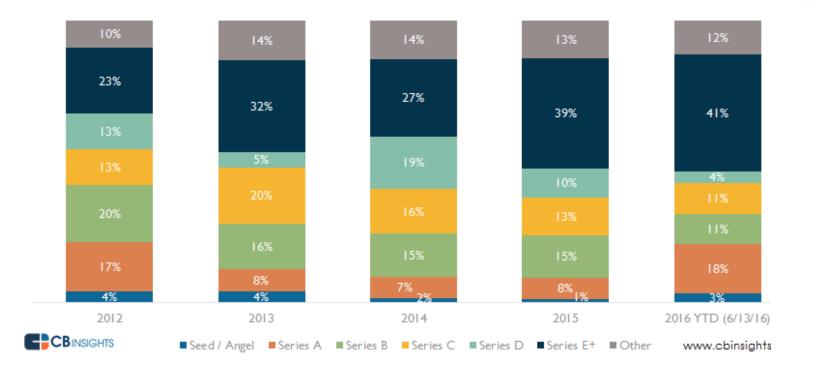


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#### eCommerce Global Dollars by Stage





## 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.



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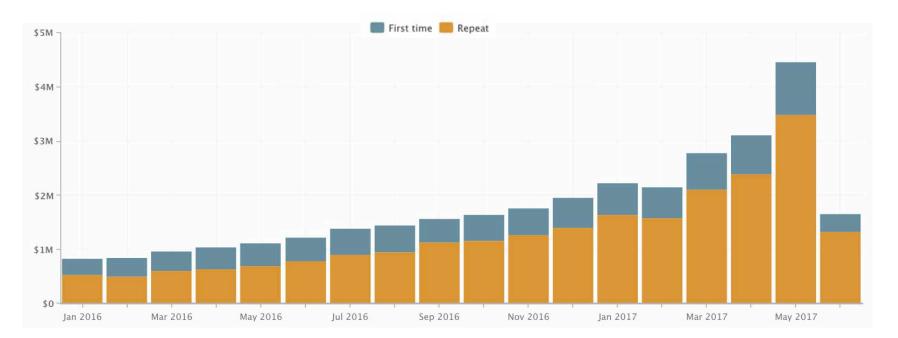
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customer_email	Revenue
Derek Massey/baol.com	\$3,620.
Gussle.Keller@aol.com	\$3,610.

### **First Time vs Repeat Orders**

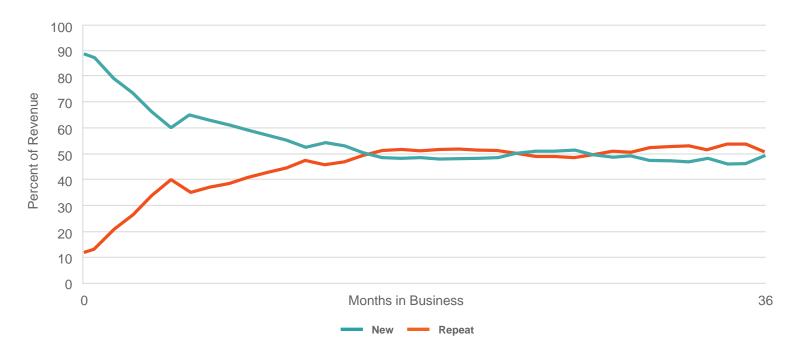
Example Magento BI Essentials Report:





### **Benchmark Study**

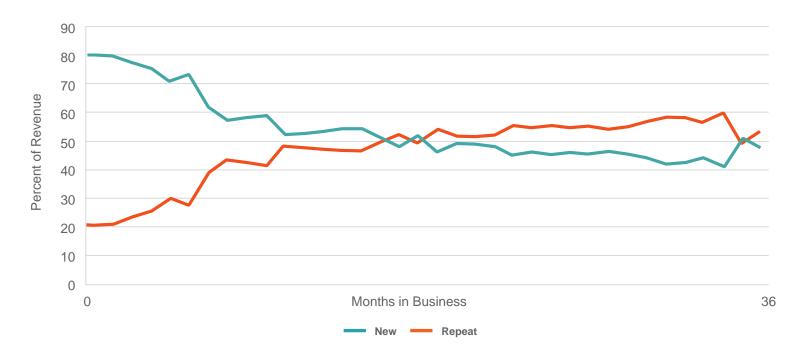
Revenue From New & Repeat Purchases, Bottom Three Quartiles





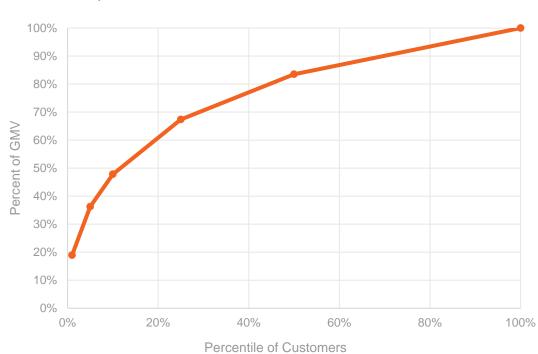
### **Benchmark Study**

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@vahoo.com	\$66.130.00

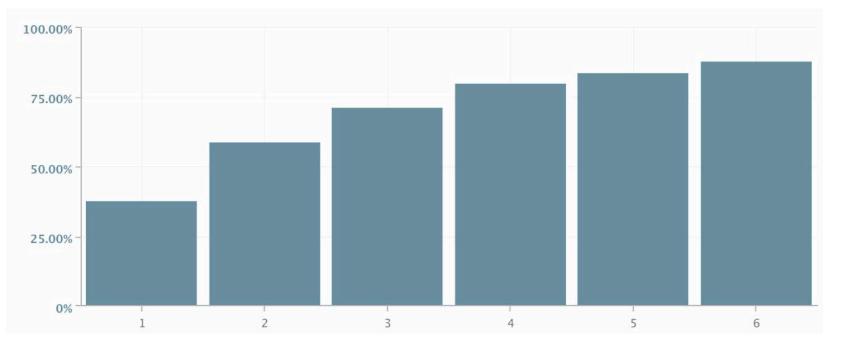
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### **Repeat Order Probability**

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**



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### **Orders Dashboard**



### **The Orders Dashboard**

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

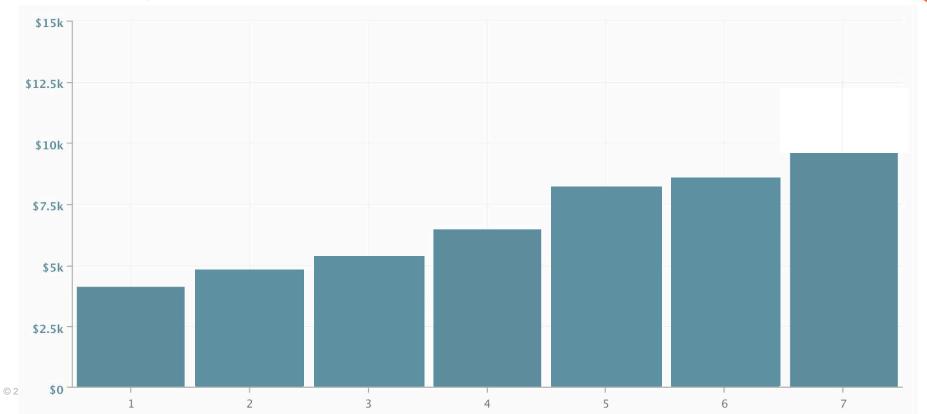
Orders 🗸 🌣 <	Sharing O Add Rej	port									All Store	es 🗸
Avg products in ord	ler (past 30 days)	0	4	Avg order value by	customer's orde	r number 💿		Avg order va	lue by first time v	s repeat orders	0	
27.43				\$2.0k				First time \$2.0k	— Repeat			
Avg products in ord	er by day 👩			\$1.5k -				\$1.5k-				
40				fer st.0k -				\$1.0k-				
20-	$\sim$		$\checkmark$	\$500.00 -				\$500.00 -				
		16th, 2017 May 24	uth, 2017	50	2 3	4	5 6	\$0Q1	2015	Q3 2016	Q1 2017	
May		16th, 2017 May 24 February 2016	(th, 2017 March 2016	50 1 April 2016	2 3 May 2016	4 June 2016	5 6 July 2016		2015 September 2016	Q3 2016 October 2016	Q1 2017 November 2016	Dec
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### Average Order Value by Order Number

Example Magento BI Essentials Report:



### **Data-Driven Merchandizing and Pricing**



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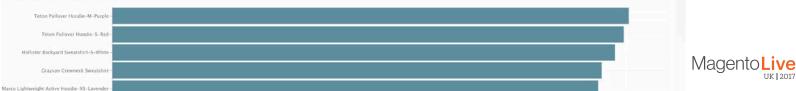
# Product Analysis Dashboard



### **The Product Analysis Dashboard**

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

oduct Analysis V O < Sharing O Add Report			All Stores 🗸
roducts ordered (past 30 days) 👩	Products ordered (year to date) 💿	Bestsellers by revenue (year to date) 👔	
0 - 0 0 1		name 8	Revenue by product
105,994	336.8k	Marco Lightweight Active Hoodie-XS- Lavender	\$134,680.
		Marco Lightweight Active Hoodie-S-Blue	\$132,534.
Products ordered by day	Products ordered by month	Marco Lightweight Active Hoodie-S- Lavender	\$132,534.
		Marco Lightweight Active Hoodle XS-Bive	\$126,688.
64	/ 100k-	/ Teton Pullover Hoodia-S-Red	\$125,280
Sk *	TOOK	Teton Pullover Hoodie-M-Red	\$125,720
8	3	Teton Pullover Hoodie-XL-Black	\$125,020
4k-		Marco Lightweight Active Hoodie-S-Green	\$124,986
34-	ducts	Ajax Full-Zip Sweatshirt -L-Green	\$124,821
	SOK-	Ajax Full-Zip Sweatshirt -L-Blue	\$124,545
2k-		Marco Lightweight Active Hoodie-M-Green	\$124,024
16	25k -	Ajax Full-Zip Sweatshirt -XL-Blue	\$122,820
		Abominable Hoodie-S-Green	\$122,475
0		Toton Pulmuer Hoortia M. Bark	\$122 360

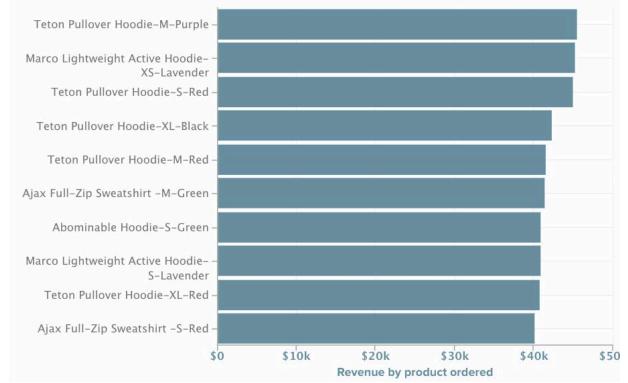


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### **Bestsellers by Revenue (past 30 days)**

#### Example Magento BI Essentials Report:

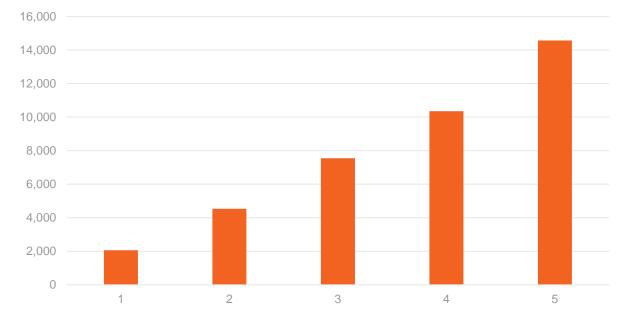




### **Benchmark: SKU Growth by Year**

SKUs by Year of Operation

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





# Customer Activity Dashboard



### **The Customer Activity Dashboard**

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

Customer Activity A < Sharing Add Report New customers (past 30 days) (a) 8000 Aug customer lifetime revenue by month (a) Aug customer lifetime revenue by month (a) Aug customer lifetime revenue by cohort (a) State S	
800 Avg customer lifetime revenue by month () Avg customer lifetime revenue by cohort () Stational Stational Stat	All Stores 🗸
Avg customer lifetime revenue by month  Avg customer lifetime revenue by cohort  Avg customer lifetime revenue  Revenue  Customers	
- Arg customer lifetime revenue - Revenue - Customers 5800k 900 - 55k 200 - 55k 200 - 57k 57M - 57M - 560k	
900 \$984 800 \$684 700 \$784 57M \$600x	
	- 2016-06-01 - 2010-07-01 - 2016-08-01 - 2016-08-01 - 2016-09-01 - 2016-10-01 - 2016-11-01 - 2016-11-01 - 2016-12-01 - 2016-12-01 - 2016-10-01 - 2016-10-01 - 2017-01-01
Lew customers by month  Customers vs registered accounts	
1.3k	

1

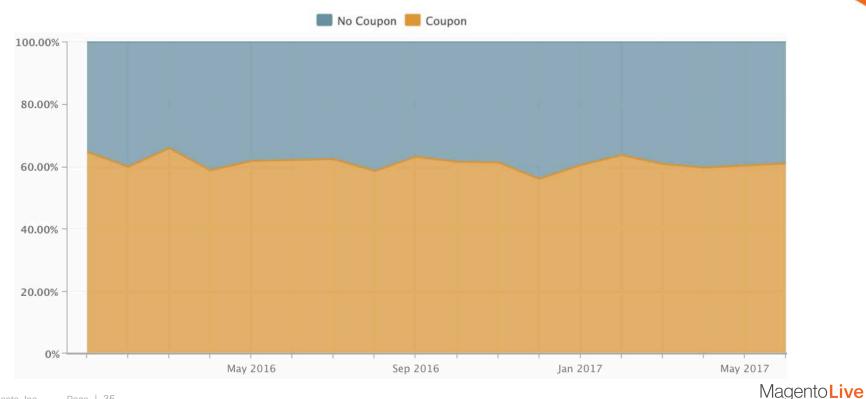
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### **New Customers Acquired with Coupons**

Example Magento BI Essentials Report:



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### **Discounts and Loyalty: Black Friday**

Coupons can cost you more than the initial discount value!



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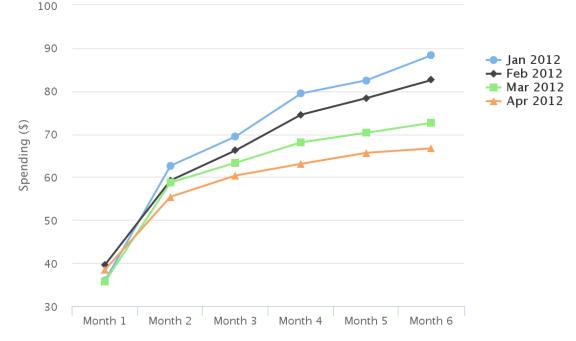
Repeat Spending Proportions, First 6 Months

### **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?

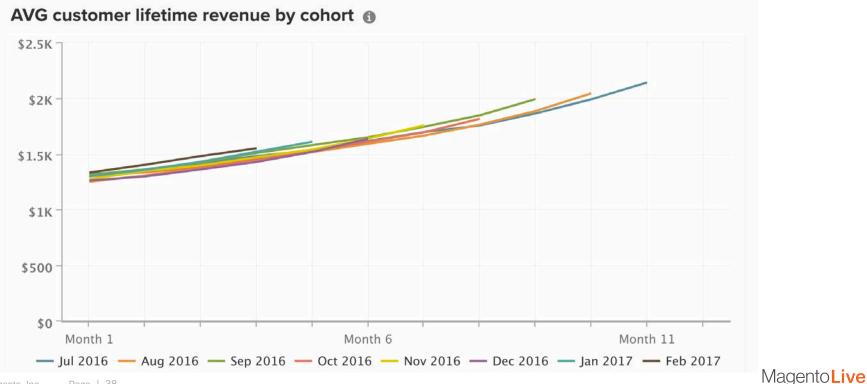




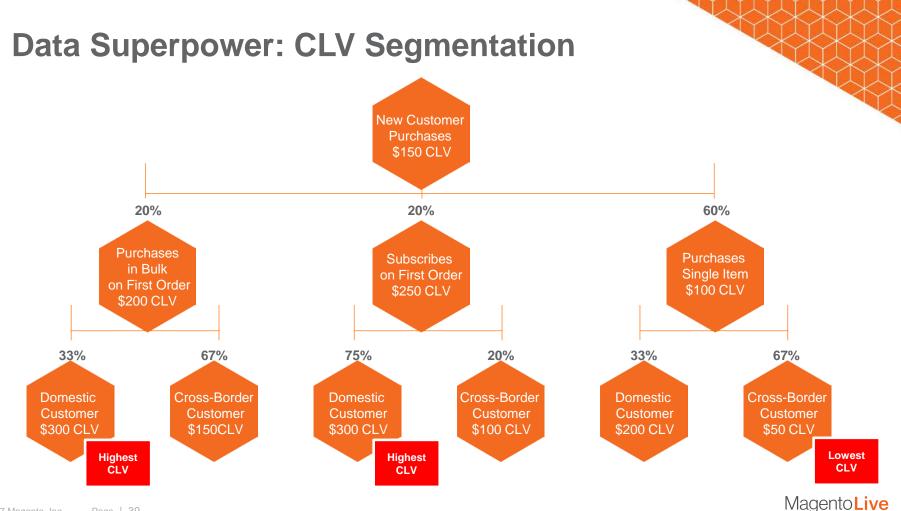


### **Cohort Analysis in MBI Essentials**

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



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# Google Analytics Dashboard



### **The Google Analytics Dashboard**

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

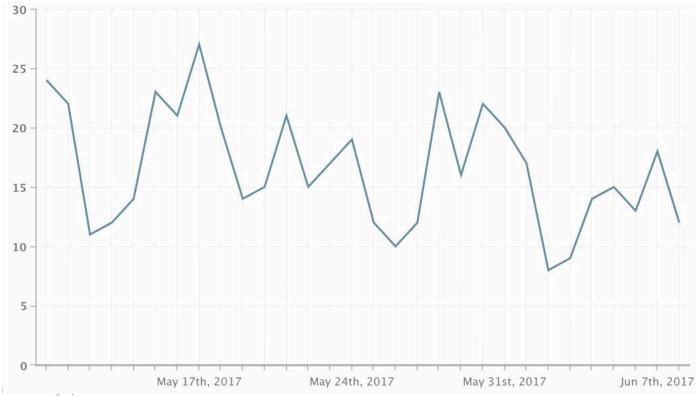
🕄 Dashboards Report Builder Manage Data		Q 🤀 🦨 🌔 Magento Bl Essentials Dem
Google Analytics V Only Sharing		Ali Stores v
Unique users (past 30 days) 🕤	Bounce rate (past 30 days) 🝵	Google AdWords cost (past 30 days) 💿
554	87.97%	null
Jnique users by day 🌒		Unique users by device (past 30 days) 💿
Avg session length @	117 May 15th, 2017 May 20th, 2017 May 25th, 2017	Unique users by browser (past 30 days)
		Unique users by prowser (past 30 days) @
New Visitor     13.3 mins		Amizon Sili

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### Unique Users [past 30 days]

Example Magento BI Essentials Report:

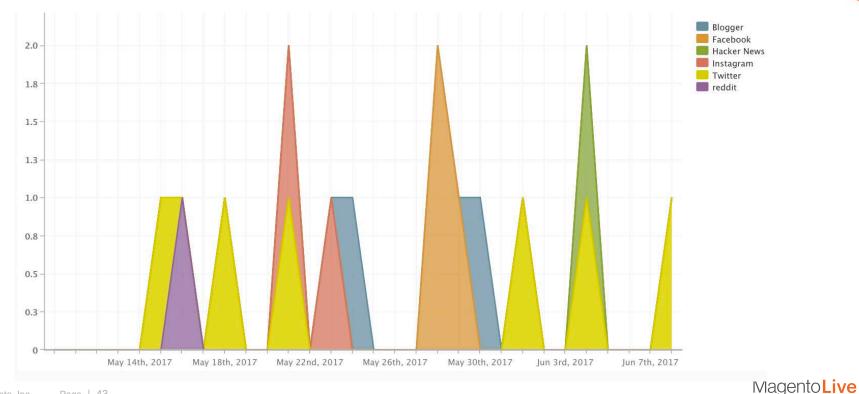


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### Social Media Traffic (past 30 days)

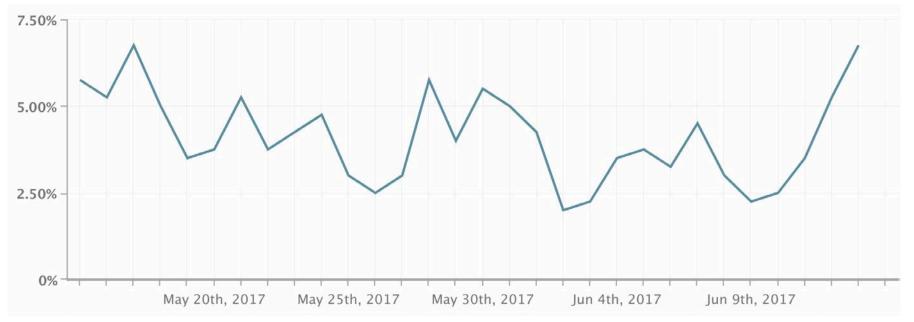




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### **Combining Magento + GA for New Insights**

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



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### 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







