

# Ecommerce performance

March-September 2023

Selected commercial results from an independent online store operated through Etsy.

**£12,163.80**

Revenue

**1,408**

Orders

**32.6K**

Visits

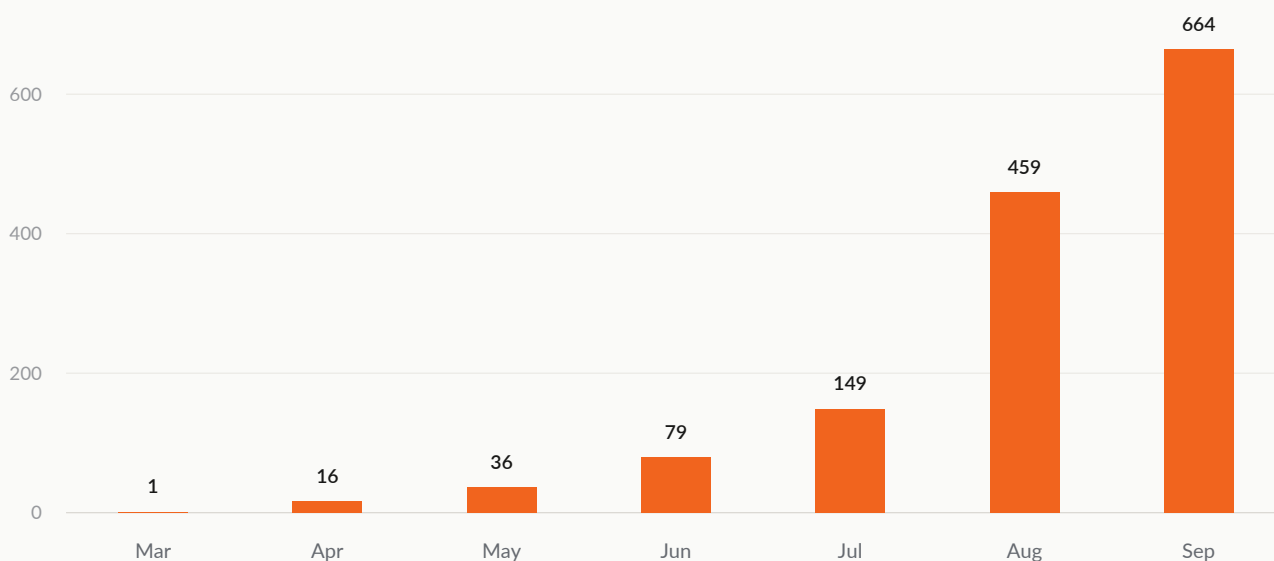
**4.3%**

Conversion rate

Native Etsy Shop Stats

## Monthly recorded orders

Underlying sold-orders export / 1,404 recorded orders



## Commercial story

Built and operated an independent ecommerce shop, managing product research, pricing, sourcing, listing optimisation, customer service and fulfilment. Activity accelerated sharply during the period, with 80% of recorded orders occurring in August and September.

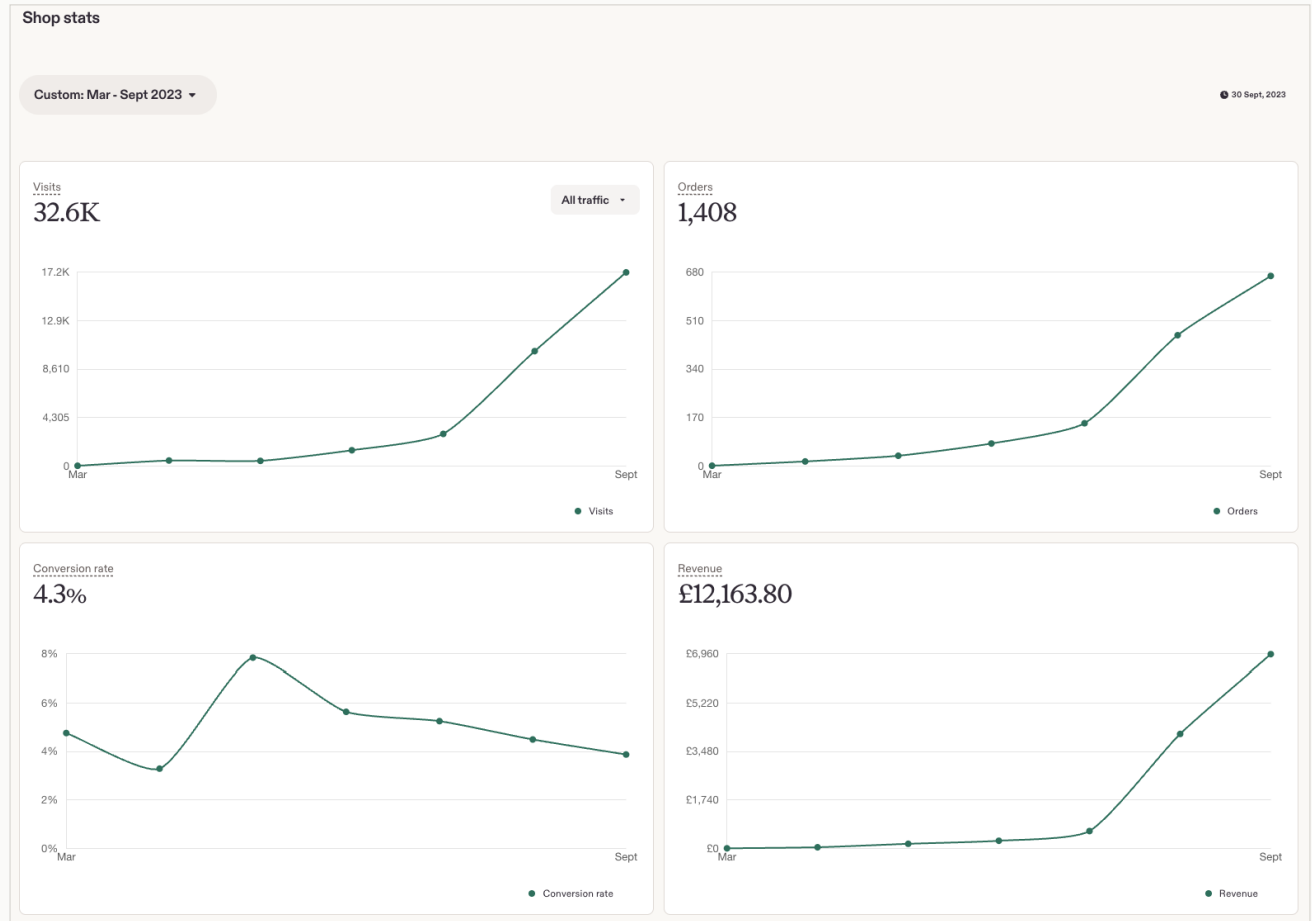
**1,123 of 1,404** recorded orders occurred in August and September

Product & competitor research / Pricing & sourcing / Listing SEO & optimisation  
Customer service / Fulfilment / Commercial tracking

# Native performance evidence

Etsy Shop Stats / March-September 2023

Primary platform source supporting the headline commercial metrics shown on Page 1.



Source: Native Etsy Shop Stats

Revenue £12,163.80 / Orders 1,408 / Visits 32.6K / Conversion 4.3%

# Customer reach & engagement

Native Etsy shopper statistics

**4,107**

Item favourites

**217**

Reviews

**4.8 / 5**

Average rating

**31**

Countries

**1,122 cities**

**18 repeat buyers**

Geographic reach and customer activity shown in the source record below.

### Shopper Stats

Get a snapshot of how buyers interacted with your shop – stats are based on the date range set at the top of the page.

Hide ^

|                                                                                                                                                                  |                                                                                                                                                                              |                                                                                                                                                                                       |
|------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Item favourites</b><br><b>4,107</b><br>Hearts galore! 3,801 shoppers favourited 92 of your items. 2,031 offers were emailed.<br><a href="#">Offer details</a> | <b>Shop follows</b><br><b>83</b><br>Now you've got 98 followers total. Add an About section to your shop to help buyers get to know you!<br><a href="#">Add your story →</a> | <b>Reviews</b><br><b>217</b><br>You had a 4.8 star average for that date range. Read and reply to reviews to keep your customer service top notch.<br><a href="#">Go to reviews →</a> |
| <b>Repeat buyers</b><br><b>18</b><br>683 thank you offer emails were sent – you're giving shoppers a reason to come back!<br><a href="#">Offer details</a>       | <b>Cities reached</b><br><b>1,122</b><br>You reached 1,122 cities in 31 countries – wonder where you'll go next!                                                             |                                                                                                                                                                                       |

Source: Native Etsy shopper statistics

Follower figures remain visible in the source view for context and are not used as headline metrics.

# Underlying order evidence

## Sanitised sold-order records

Sanitised extract from the underlying sold-order records. Customer-identifying information has been removed for privacy.

|    | A         | G               | H              | O                | P        | Q           | T               | V        | X           | Z                    | AA        | AF         | AG           |
|----|-----------|-----------------|----------------|------------------|----------|-------------|-----------------|----------|-------------|----------------------|-----------|------------|--------------|
| 1  | Sale Date | Number of Items | Payment Method | Delivery Country | Currency | Order Value | Discount Amount | Delivery | Order total | Card Processing Fees | Order Net | Order Type | Payment Type |
| 2  | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 4.5         | 2.25            | 2.19     | 4.65        | 0.39                 | 4.05      | online     | online_cc    |
| 3  | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 19          | 9.5             | 2.19     | 12.51       | 0.7                  | 10.99     | online     | online_cc    |
| 4  | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 29.99       | 15              | 0.99     | 17.52       | 0.9                  | 15.08     | online     | online_cc    |
| 5  | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 29.99       | 15              | 0.99     | 15.98       | 0.84                 | 15.14     | online     | online_cc    |
| 6  | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 9.38        | 4.69            | 0.99     | 5.68        | 0.43                 | 5.25      | online     | online_cc    |
| 7  | 08/31/23  | 2               | Credit Card    | France           | GBP      | 4.4         | 0               | 3.9      | 9.96        | 0.6                  | 7.7       | online     | online_cc    |
| 8  | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 9.38        | 4.69            | 0.99     | 6.01        | 0.44                 | 5.24      | online     | online_cc    |
| 9  | 08/31/23  | 1               | Credit Card    | Ireland          | GBP      | 15.99       | 0               | 0.99     | 20.89       | 1.04                 | 15.94     | online     | online_cc    |
| 10 | 08/31/23  | 1               | Credit Card    | Australia        | GBP      | 29.99       | 15              | 0.99     | 17.58       | 0.9                  | 15.08     | online     | online_cc    |
| 11 | 08/31/23  | 1               | Credit Card    | Germany          | GBP      | 149.99      | 0               | 0.99     | 150.98      | 6.24                 | 144.74    | online     | online_cc    |
| 12 | 08/31/23  | 1               | Credit Card    | Germany          | GBP      | 1.34        | 0.2             | 0        | 1.36        | 0.25                 | 0.89      | online     | online_cc    |
| 13 | 08/31/23  | 2               | Credit Card    | Germany          | GBP      | 64.98       | 0               | 1.28     | 78.85       | 3.35                 | 62.91     | online     | online_cc    |
| 14 | 08/31/23  | 2               | Credit Card    | United Kingdom   | GBP      | 18.76       | 9.38            | 1.28     | 10.66       | 0.63                 | 10.03     | online     | online_cc    |
| 15 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 3.26        | 0.49            | 0.75     | 3.52        | 0.34                 | 3.18      | online     | online_cc    |
| 16 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 29.99       | 15              | 0.99     | 15.98       | 0.84                 | 15.14     | online     | online_cc    |
| 17 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 36          | 18              | 0.89     | 18.89       | 0.96                 | 17.93     | online     | online_cc    |
| 18 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 29.99       | 15              | 0.99     | 15.98       | 0.84                 | 15.14     | online     | online_cc    |
| 19 | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 13.99       | 7               | 1.49     | 9.22        | 0.57                 | 7.91      | online     | online_cc    |
| 20 | 08/31/23  | 1               | Credit Card    | Germany          | GBP      | 1.34        | 0               | 0        | 1.59        | 0.26                 | 1.08      | online     | online_cc    |
| 21 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 3.26        | 0               | 0.75     | 4.01        | 0.36                 | 3.65      | online     | online_cc    |
| 22 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 1.5         | 0.23            | 0.99     | 2.26        | 0.29                 | 1.97      | online     | online_cc    |
| 23 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 3.26        | 0               | 0.75     | 4.01        | 0.36                 | 3.65      | online     | online_cc    |
| 24 | 08/31/23  | 1               | Credit Card    | United States    | GBP      | 6.2         | 0               | 0        | 6.74        | 0.47                 | 5.73      | online     | online_cc    |
| 25 | 08/31/23  | 1               | Credit Card    | Ireland          | GBP      | 15.99       | 0               | 0.99     | 20.89       | 1.04                 | 15.94     | online     | online_cc    |
| 26 | 08/31/23  | 1               | Credit Card    | United Kingdom   | GBP      | 9.38        | 4.69            | 0.99     | 5.68        | 0.43                 | 5.25      | online     | online_cc    |

Source: Sanitised underlying sold-orders export

## 1,404

unique Order IDs recorded across March-September

## 1,926

units recorded in the underlying export

## Scope of ownership

Product & competitor research

Listing SEO & optimisation

Fulfilment

Pricing & sourcing

Customer service

Commercial tracking

The monthly growth chart on Page 1 is derived from this sold-orders export.

Its 1,404 recorded orders are presented separately from the 1,408 orders shown in native Etsy Shop Stats.