# eCommerce Performance Dashboard

*This dashboard provides an overview of key eCommerce performance metrics for the given reporting period. The purpose of this document is to help stakeholders understand how the online store is performing in terms of user engagement, sales efficiency, and traffic acquisition.*

## General Overview

**Reporting Period:** {reportingPeriod}

**Prepared by:** {preparedBy}

**Date:** {reportDate}

## Key Metrics

|  |  |
| --- | --- |
| **Metric** | **Value** |
| {#metrics}{metricName} | {value}{/metrics} |

## Conversion Funnel

|  |  |  |
| --- | --- | --- |
| **Funnel Stage** | **Visitors** | **Conversion Rate** |
| {#funnelStages}{stage} | {visitors} | {conversionRate}{/funnelStages} |

## Traffic Sources

{#trafficSources}

* **{source}:** {visits} visits ({percentage}%)

{/trafficSources}

## Top Performing Products

|  |  |  |
| --- | --- | --- |
| **Product** | **Units Sold** | **Revenue** |
| {#topProducts}{productName} | {unitsSold} | {revenue}{/topProducts} |

## Notes & Recommendations

{notes}

{#hasRecommendations}

1. {recommendation}

{/hasRecommendations}

{^hasRecommendations}*No specific recommendations at this time.*{/hasRecommendations}