

Performance Buckets

All the buckets are based on the performance in the **index** group. These are ideal performers.

This group is based on a 700% ROAS, CVR and Clicks

The groups **near** and **over** index are performing close to or above our ideal range.

The groups **under** index are performing worse and **no** index are products that aren't shown enough to gather the data.

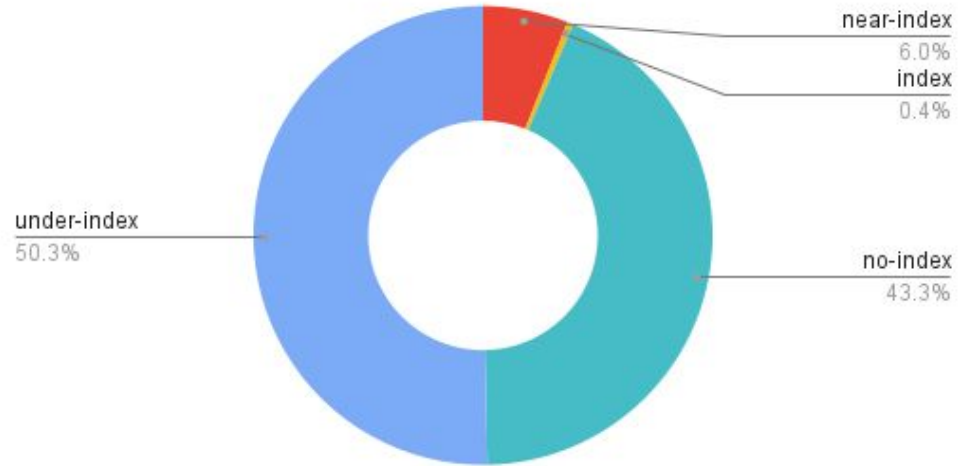
near-index	622
index	41
over-index	3
	0
no-index	4482
under-index	5208

Group Sizes

As you can see in this chart the majority of our products at the moment aren't being shown enough to even have an index.

This shows that **87% (8.8k products)** aren't even being seen at the moment.

Amount of product IDs per productType

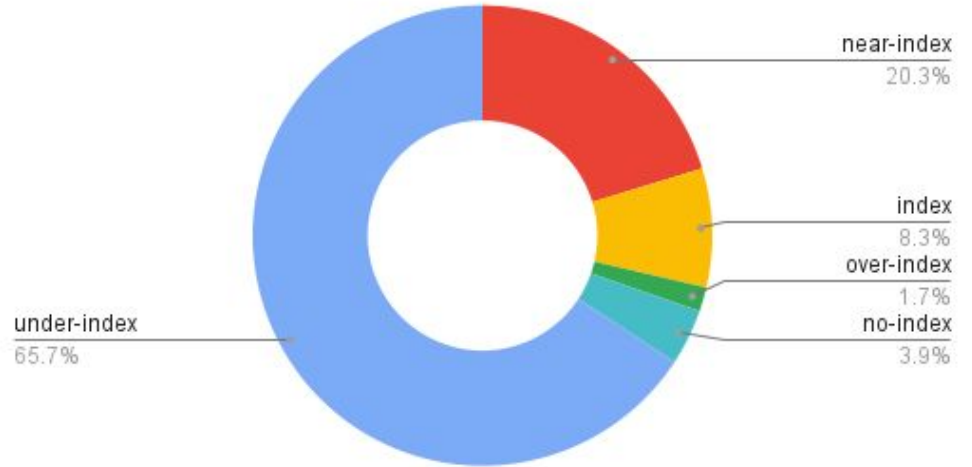


Group Spend

This chart shows how much we spend on pushing products in each performance bucket.

As you can see the majority of spend (66% £5.2k) goes through under-performing products which is less than ideal

Cost per productType



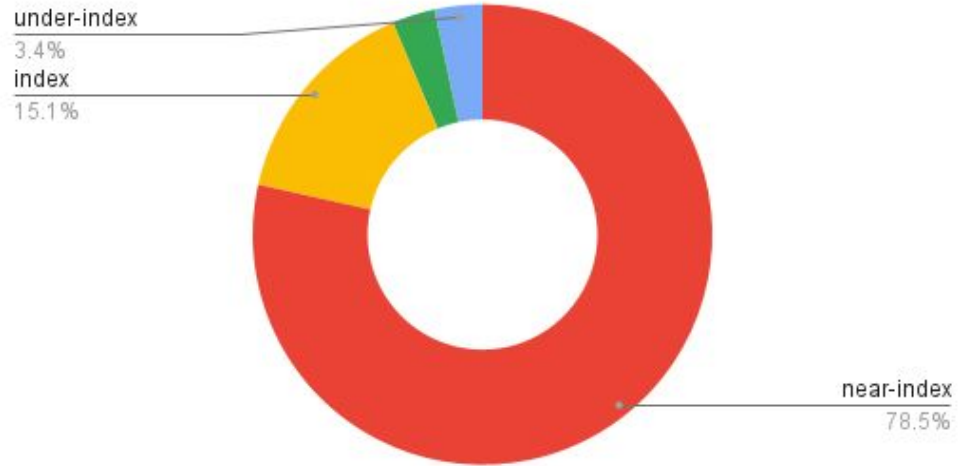
Group Revenue

This is where this gets super exciting.

Near index despite being only 20% of cost brings in nearly 80% of the revenue 🤖

This also shows that the under-index products are losing money.

Revenue per productType



What does this mean?

We can reduce our spend massively by excluding or limiting the under-index product bucket. This will massively improve efficiency and profitability however it will reduce unprofitable orders. The chart below shows this (assumed 50% profit margin) until we can get the COGS Sheet

Group	Product Count	Cost	Conversions	Profit
Over Index	3	£133.29	22.28	£731.05
Index	41	£655.69	77.02	£3,673.79
Near Index	622	£1,595.27	580.35	£20,858.17
Under Index	5208	£5,167.44	36.59	-£4,207.39