

Glew. University

Deep dive: Product analytics and reporting

→ June 22nd

→ 4 PM EST



Christian Elovsson
Head of Client Success



Katie Roberts
Director of Client Success

PRODUCT ANALYTICS AND REPORTING

What we'll cover:

- **Syncing your COGS** in Glew for product costs and profitability analysis
- **Product KPIs** in Glew by SKU, category, vendor and more - what should you be tracking?
- **Product segments** - pre-built and creating your own
- **How to use product tags** to get more granular insights on product performance
- Finding the products that help you **acquire and retain high-value customers**

THE IMPORTANCE OF PRODUCT ANALYTICS

What product data can tell you:











- Identify customer behavior trends - what products drive high conversion rates, repeat purchases, LTV, AOV, bundling?
- Identify customer characteristics - what products do high-spending customers buy vs. discount shoppers?
- Track hot and cold products to better manage inventory and cash flow
- Use data to develop product strategy that drives customers to take specific actions - buy more frequently, spend more, etc.

COST MANAGER

- COGS sync automatically from most ecommerce platforms
- You can also update COGS via CSV import or manual update on the SKU level
- Allows us to calculate product profit, margin

Manage your Product Cost
Use this tool to add or modify cost data for your products. You can import cost data in bulk using our [CSV Template](#) or you can update products individually by clicking into the cost column below.
Metrics that involve product cost data will be updated once an hour to reflect any changes made here.

Search by Name or Sku All visible

Product	SKU	Product ID	Price	Cost	Margin	Last Updated
 Sally Red Hat	SKU001	1	\$218.77	<input type="text" value="\$ 358.13"/>	-\$139.36	Jul 10, 2020 – 5:23 am
 Sonya Pump	SKU002	2	\$225.71	<input type="text" value="\$ 249.01"/>	-\$23.30	Jun 27, 2020 – 1:48 am
 Anna Wrap Sandal	SKU003	3	\$386.29	<input type="text" value="\$ 320.03"/>	\$66.27	Jun 25, 2020 – 11:06 am
 Black and White Striped Clutch	SKU004	4	\$433.48	<input type="text" value="\$ 125.90"/>	\$307.58	Jun 22, 2020 – 2:45 am
 Samantha Pump	SKU005	5	\$98.30	<input type="text" value="\$ 5.94"/>	\$92.36	Jul 1, 2020 – 8:50 am
 Black Faux Snake Pump	SKU006	6	\$272.56	<input type="text" value="\$ 351.20"/>	-\$78.65	Jul 3, 2020 – 5:20 pm
 Blue Calypso Heel	SKU007	7	\$66.33	<input type="text" value="\$ 115.37"/>	-\$49.04	Jun 25, 2020 – 10:10 am
 Carmen Riding Boot	SKU008	8	\$265.95	<input type="text" value="\$ 116.13"/>	\$149.82	Jun 30, 2020 – 2:03 am
 Chris English Shoe	SKU009	9	\$375.30	<input type="text" value="\$ 218.25"/>	\$157.06	Jun 18, 2020 – 9:45 pm
 Costa Rica Sandal	SKU0010	10	\$185.71	<input type="text" value="\$ 428.55"/>	-\$242.84	Jun 22, 2020 – 7:59 pm









PRODUCT KPIs

- KPIs on SKU level: revenue, orders, refunds, profit, margin, LTV and more
- Data sorting and filtering
- Create and save custom product segments

Product List Variant Configurable ⋮

25 products of 25 total (100%).

All Products + Add Filters Q Name ▼ Search Products ☰ 2 hidden · 1 pinned ▼

Product	SKU	Status	Revenue	Orders	Qty Sold	Qty Refunded	Amount Refunded	COGS	Gross Profit	Margin	Customer
 Leopard Clutch	SKU018	active	\$11.70	42	32	24	\$18.50	\$28.89	\$37.01	39.84%	
 Kelly Clutch	SKU015	prestige	\$11.62	38	31	27	\$16.16	\$34.57	\$32.46	66.18%	
 Anna Wrap Sandal	SKU003	active	\$11.35	39	28	24	\$12.89	\$30.01	\$40.31	64.29%	
 Mac Oxford Shoe	SKU020	active	\$11.25	40	33	23	\$15.48	\$27.40	\$37.51	75.05%	
 Megan Brown Felt Hat	SKU021	premium	\$11.15	34	36	21	\$15.19	\$27.48	\$30.89	40.32%	\$
 Meredith Heel	SKU022	active	\$11.00	39	31	27	\$16.95	\$30.34	\$35.88	81.94%	
 Lauren Ankle Boot	SKU017	prestige	\$10.98	32	32	28	\$17.03	\$34.26	\$29.19	6.64%	
 Winter White Wedge	SKU024	active	\$10.93	30	26	22	\$17.31	\$30.05	\$37.99	23.86%	\$
Totals			\$255.64	900	766	637	\$391.99	\$779.73	\$890.51	33.96%	

PRODUCT KPIs

Product

 Sally Red Hat ▼

Product KPIs ⓘ

Product KPIs pulled from your Ecommerce platform.

 Revenue
\$188,843

 Qty Sold
3,834

 COGS ⓘ
\$1.99

 Gross Profit
\$197,533

 Gross Margin
65.00%

 CLTV ⓘ
\$325

Sales ⓘ

KPIs and trend for product sales.

Trend

Summary ⋮

 Line Chart ▼

Group by Day ▼

Revenue **\$219,635.23**

Total Orders **4,233**

Average Order Value **\$51.89**

Repeat Customers **3,312**

New Customers **897**

Inventory ⓘ

KPIs and trend for product sales.

Trend

Summary ⋮

 Line Chart ▼

Group by Day ▼

Qty Available **55,658 units**



Refunds ⓘ

KPIs and trend for product refunds.

Trend

Summary ⋮

 Line Chart ▼

Group by Day ▼

Units Refunded **4 units**










INVENTORY KPIs

- KPIs on SKU level: revenue, orders, refunds, profit, margin, LTV and more
- Data sorting and filtering
- Create and save custom product segments

Product Inventory ⌵
25 products of 25 total (100%).

All Inventory ⌵ Add Filters ⌵ Name ⌵ Search Products ⌵

Product ⌵	SKU ⌵	Status ⌵	Qty Available ⌵	Qty Sold ⌵	Sell Through Rate ⌵	Inventory Velocity ⌵	Depletion Days ⌵	Out of Stock Date ⌵
 Chris English Shoe Siz...	SKU009	active	233	148	17.2%	168.6	206 days	Jun 5, 2022
 Gold Sequin Pump...	SKU012	prestige	223	128	14.6%	153.2	181 days	Jun 9, 2022
 Blue Sway Jeans...	SKU025	inactive	221	137	82.0%	147.8	198 days	Jun 22, 2022
 Lori Leopard Pump...	SKU019	premium	219	113	30.9%	133.2	166 days	May 26, 2022
 Meredith Heel Size 8.5	SKU022	active	218	106	13.9%	163.7	187 days	Jun 15, 2022
 Leopard Clutch One Siz...	SKU018	active	211	104	85.9%	133.0	173 days	Jun 2, 2022
 Samantha Pump Size 9	SKU005	active	209	113	67.3%	155.0	175 days	Jun 5, 2022

PRODUCT TAGS

- KPIs by product tag
- Useful for reporting on a product collection/category level
- Example: tees, pants, accessories, new arrivals, Spring/Summer 2020
- See purchasing customers by product tags

Product Tags ⌵
Order and product level data rolled up by tag. One product can be in many tags, so keep this in mind when viewing totals.

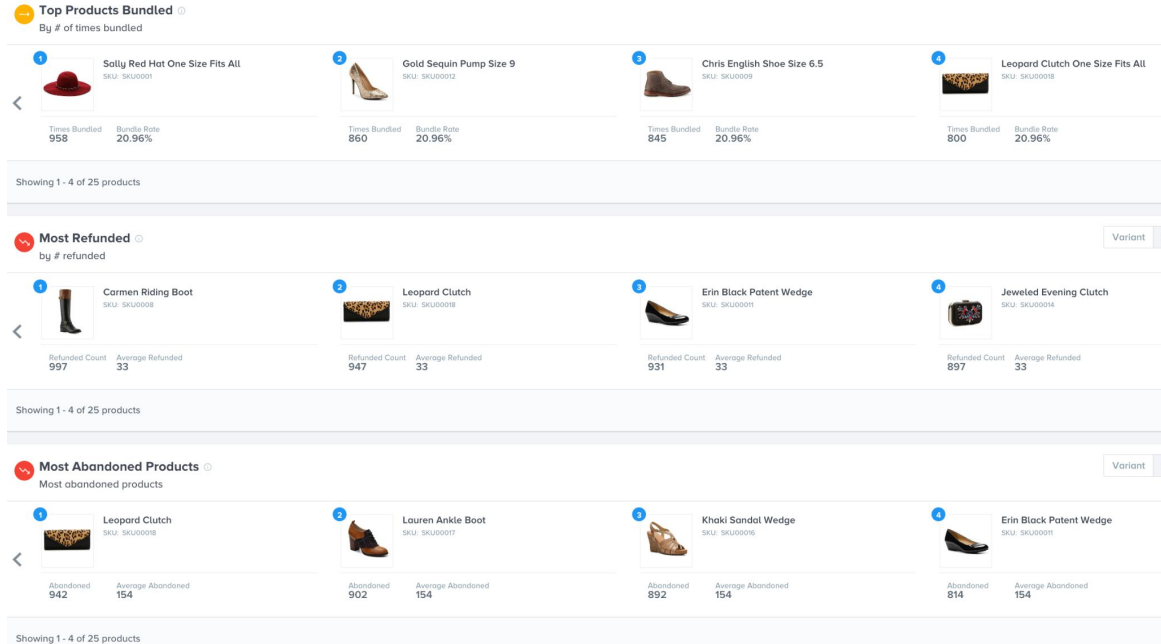
☰ Add Filters ☰ All visible - 1 pinned ⌵

Tag	Number of SKUs	Margin	Orders	Qty Sold	Qty Available	Revenue	COGS	Gross Profit	Refunded
Premier	1,885	92,235.24%	1,610	1,379	268	\$343	\$1,912	\$2,308	\$2,347
2020	1,505	186,677.74%	1,732	476	1,022	\$2,081	\$2,008	\$2,223	\$1,507
Shoes	2,029	197,718.49%	1,248	1,990	555	\$225	\$676	\$2,056	\$1,688
Platinum	1,373	111,622.45%	1,054	396	490	\$2,005	\$432	\$2,032	\$186
Sandals	1,963	212,455.39%	2,211	1,902	2,137	\$1,151	\$11	\$1,914	\$217
Womens	1,382	186,918.55%	443	1,944	1,803	\$1,632	\$410	\$1,897	\$1,914
Boots	131	144,990.93%	1,931	2,212	1,197	\$204	\$1,108	\$1,301	\$108
Heels	732	141,868.45%	773	1,040	758	\$1,382	\$531	\$1,287	\$2,017
Purse	691	208,801.96%	1,456	1,076	251	\$1,361	\$813	\$1,082	\$1,865
Hats	1,295	47,690.18%	721	1,201	1,741	\$282	\$559	\$943	\$1,910
Jeans	754	155,343.29%	736	1,988	522	\$233	\$740	\$712	\$2,049
Mens	458	159,664.58%	840	415	1,460	\$1,112	\$1,623	\$675	\$1,703
Flagship	186	167,806.26%	1,170	143	1,147	\$127	\$1,657	\$325	\$940
OG	1,519	205,757.18%	2,045	1,073	127	\$2,137	\$1,294	\$11	\$781

Show 25 entries Showing 1 to 14 of 14 entries First 1 Last

PRODUCT SEGMENTS

- Pre-built product segments
- Performance-based (high volume, high margin, most profitable)
- Behavior-based (most bundled, most reordered, most refunded, most abandoned)
- Top sellers by channel



FINDING YOUR HIGH-VALUE PRODUCTS

- Finding the products that help you drive acquisition and retention
- Acquisition > high-converting products
- Retention > high-LTV products

Product List 25 products of 25 total (100%).

Variant Configurable

All Products Add Filters Name Search Products 2 hidden · 1 pinned

Product	Status	Revenue	Orders	Qty Sold	Qty Refunded	Amount Refunded	COGS	Gross Profit	Margin	Customer LTV
Kelly Clutch	5 prestige	\$31.65	25	8	19	\$8.32	\$10.22	\$21.91	14.97%	\$60.81
Gold Sequin Pump	2 prestige	\$31.26	21	8	17	\$9.25	\$12.51	\$17.86	59.32%	\$355.81
Carmen Riding Boot	8 active	\$31.10	24	8	18	\$9.58	\$11.92	\$22.93	10.22%	\$252.14
Sarah Black Hat	13 inactive	\$30.60	22	9	17	\$10.48	\$11.80	\$24.25	84.97%	\$302.82
Megan Brown Felt Hat	11 premium	\$29.89	24	9	19	\$8.87	\$10.13	\$20.31	55.43%	\$211.92
Lauren Ankle Boot	7 prestige	\$29.76	19	9	21	\$9.71	\$12.05	\$25.73	67.75%	\$41.62
Jeweled Evening Clutch	4 active	\$29.45	22	7	21	\$10.27	\$12.40	\$18.70	2.54%	\$429.60
Samantha Pump	5 active	\$29.22	26	6	18	\$10.85	\$10.83	\$19.22	29.55%	\$197.28
Totals		\$673.36	587	190	501	\$254.52	\$268.54	\$550.74	58.89%	

Products via Customer Segments

- Answering questions such as: “What products are my Most Profitable Customers buying”?
- “What products are my one time customers purchasing?”

Customers > Segment

So Far This Year
Jan 1, 2022 – Jun 23, 2022

Segment: Most Profitable

Products Purchased
236 products of 600 total (39%)

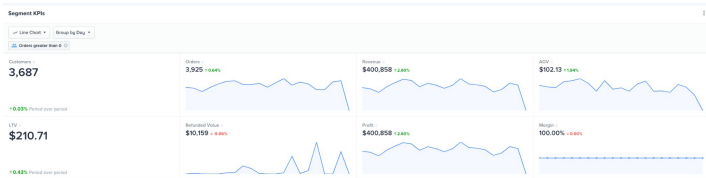
Export as CSV

Product Name Product ID SKU Manufacturer Status Revenue Orders Qty Sold Qty Refunded Refunded Value Refunded % COGS Cost Per Unit Profit Margin Lifetime Orders

Product Name	Product ID	SKU	Manufacturer	Status	Revenue	Orders	Qty Sold	Qty Refunded	Refunded Value	Refunded %	COGS	Cost Per Unit	Profit	Margin	Lifetime Orders
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$13,648.05	39	39	3	\$1,049.85	7.7%	\$0.00	\$0.00	\$13,648.05	100.0%	39
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$11,048.18	46	48	5	\$459.90	4.3%	\$0.00	\$0.00	\$11,048.18	100.0%	46
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$10,077.90	42	42	0	\$0.00	0.0%	\$0.00	\$0.00	\$10,077.90	100.0%	42
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$9,107.12	35	35	2	\$519.90	5.7%	\$0.00	\$0.00	\$9,107.12	100.0%	35
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,435.42	30	30	0	\$0.00	0.0%	\$0.00	\$0.00	\$8,435.42	100.0%	30
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,400.77	30	30	2	\$559.90	6.7%	\$0.00	\$0.00	\$8,400.77	100.0%	48
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,357.80	43	44	3	\$569.85	7.0%	\$0.00	\$0.00	\$8,357.80	100.0%	43
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,258.58	33	33	1	\$249.95	3.0%	\$0.00	\$0.00	\$8,258.58	100.0%	33
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,188.05	39	39	2	\$419.90	5.1%	\$0.00	\$0.00	\$8,188.05	100.0%	39
[Redacted]	[Redacted]	[Redacted]	[Redacted]	Visible	\$8,130.02	28	29	3	\$279.95	3.6%	\$0.00	\$0.00	\$8,130.02	100.0%	28
Totals					\$492,071.77	2,406	2,437	115	\$19,149.44	4.1%			\$492,071.77	100.0%	3,103

Using Customer Tags to Highlight Products

- Using customer tags/groups to isolate first time buyers of specific products to see LTV, and additional KPIS around that cohort.



Create Segment

Match filters:

Customer Tag

First Order Date

First Order Date

Orders

[+ Add filter](#)

Segment name

Segment description

Create new segment

Using Campaigns to Identify Product Sales

- Using this filter you can isolate customer on the last click campaign level, this allows you to see if they are indeed buying the product you are advertising or not.

Create Segment

Match **all** filters:

Last Click Campaign **is** Select

Orders **greater than or equal to** 1

[+ Add filter](#)

Segment name
Email + Product X campaign

Segment description
|

Create new segment

[Cancel](#) [Clear](#) [Create Segment](#)

Show 25 entries Showing 1 to 25 of 1,637 entries First 1 2 3 ... 66 Last

Products Purchased

213 products of 495 total (43%)

Variant Configurable [Export as CSV](#)

Edit Filters Search for products All visible - None pinned

[Product Orders greater than 0](#)

Product Name	Product ID	SKU	Manufacturer	Status	Revenue	Orders	Qty Sold	Qty Refunded	Refunded Value	Refunded %	COGS	Cost Per Unit	Profit	Margin	Lifetime Orders
--------------	------------	-----	--------------	--------	---------	--------	----------	--------------	----------------	------------	------	---------------	--------	--------	-----------------

FAQS AND RESOURCES

Where to find them:

- ✓ **FAQs:** <https://glew.io/faqs>
- ✓ **Webinars:** <https://glew.io/webinars>
- ✓ **Videos:** <https://glew.io/videos/>
- ✓ **In-app documentation:** Hover over tooltips in the app for more information
- ✓ **Look out for ongoing communication:** Monthly newsletters and webinars, bi-weekly training

Have a question? Here are your options:

- 1) In-app documentation
- 2) FAQs
- 3) support@glew.io

FAQS AND RESOURCES

QUESTIONS?

