



Making Sales and Marketing Data Work Harder for Your E-Commerce Business

Lucia Dello • Dello Insights

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Luciadello



E-commerce Data Challenges



Keys to E-commerce Data Success

Having:

- ✓ a comprehensive data strategy and executing it effectively
- ✓ a long-term marketing strategy & the technical skills to analyse campaigns

Being:

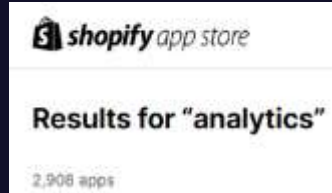
- ✓ an integrated business with regular performance reviews
- ✓ obsessed with your kpi's and making confident data-informed decisions

Supported by:

- ✓ a consistent, customised reporting system
- ✓ a long-term and short-term view of what's happening to your sales

E-commerce Platform Data Reports

- Platforms were mainly built to drive sales and to manage orders
- Most analytics reports are individual, not designed for complex segmenting and filtering
- Common solutions:



- Reduced agility, increased costs and resources tied up

E-commerce Reporting Options

Platform Reports

Shopify, Magento, WooCommerce

Limited & Questionable Calculations
Shopify has questionable sales calculations.
WooCommerce and Magento reporting are severely outdated.
Multiple reports needed.

Marketing Platform

Google Analytics, Meta Ads, Google Ads

Inconsistent & Inflated Results
Each platform reports differently, creating confusion.
Results tend to be inflated and don't provide a unified view of your business.

Dashboard Solutions

Power BI, Tableau, Looker

Complex Setup & High Maintenance
Require data connectors, significant technical expertise, and ongoing maintenance.
You're paying for complexity you don't need.

Specialised Apps

Triple Whale, Sweet Analytics, Polar

Expensive for Basic Features
Good tools but require significant ad spend to justify costs.
Limited integration between different specialised solutions.

Dello Insights Formation



- E-commerce client whose demand soared, but their reports were lacking



- Knew the raw data was there and the challenges SME's face using data. From prior experience, was sure a better solution could be found



- Researched the market, found the opportunity, set-up Dello Insights

Dello Insights Team



Lucia Dello

- From Rugby
- 25 years working with data
- Large banks, lenders and specialist agencies
- SME data analysis



Paul Hudson

- E-commerce website builder
- Servers and data warehousing
- Coding, PHP-CMS
- Moved to Faversham for the project!

Proof of Concept: First Reporting Platform



WooCommerce Store



Data Warehouse



Data Dashboards

Proof of Concept: First Reporting Platform



WooCommerce Store

- Extracted orders and current product data

Data Warehouse

- Server built
- Daily processes to get sales
- Checks, processing
- Calculations
- Data tables for dashboards

Data Dashboards

- Orders, products and customer dashboards built

Feedback on the Proof of Concept

Painless Xmas Planning

Launching a new product range



"I found the whole service VERY helpful. Running my own ecommerce store it was such a valuable service to sit down with Lucia and look at the whole Christmas sales period together.

Going through what worked last time and making strategic decisions based on the data.

The written report made a lot of sense, was very easy to digest and a great follow-on from the face-to-face meeting. This was so much easier for me than trying to pick out key trends myself from the dashboards, charts and tables that sit behind it.

I feel much more confident about our strategy and my ability to deliver the sales I want.

I'd definitely recommend this service to SME retailers wanting to maximise their sales over the Christmas period."

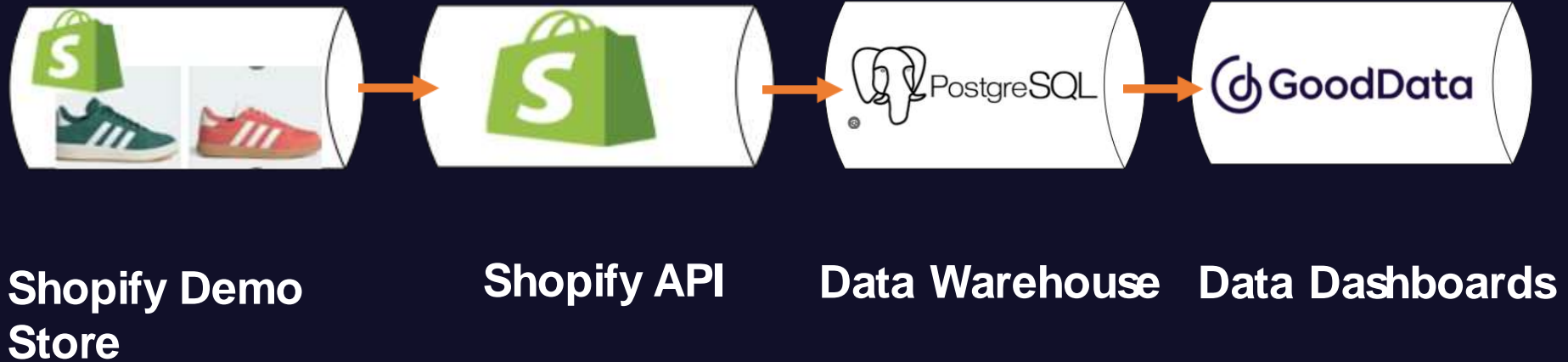
Caz, Cyclechic Founder and Director



2024



Beta Version: Shopify



Beta Version: Shopify



Shopify Demo Store

- Set up a footwear store
- Placed orders
- Tested returns, exchanges, added discounts and products on sale
- Added a few orders each week

Shopify API feed

- 4-month approval process
- Access to UTM data and other fields on raw files
- All marketing platform data blocked
- Shopify calculations, now available to test
- Speed restrictions on back-up server slowed initial data capture
- Shopify bulk loading routines

Beta Version: Shopify



Data Warehouse

- Doubled server capacity and processing speed
- Only brought in new and changed data
- Picked the date range
- Separated into multiple jobs
- Replicated Shopify reports and calculations
- More customisations online / store sales

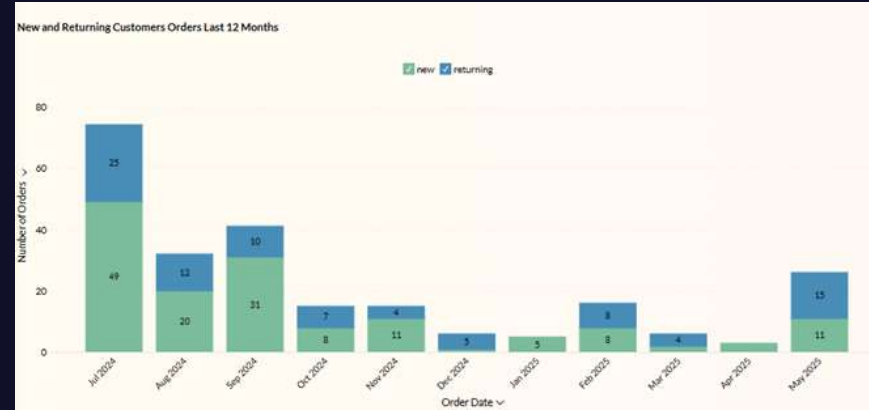
Dashboards

- Refined customer, order and product dashboards
- Added Cohort Tracking
- Shopify App and desktop

Data Warehouse Calculations

New and Returning Customers

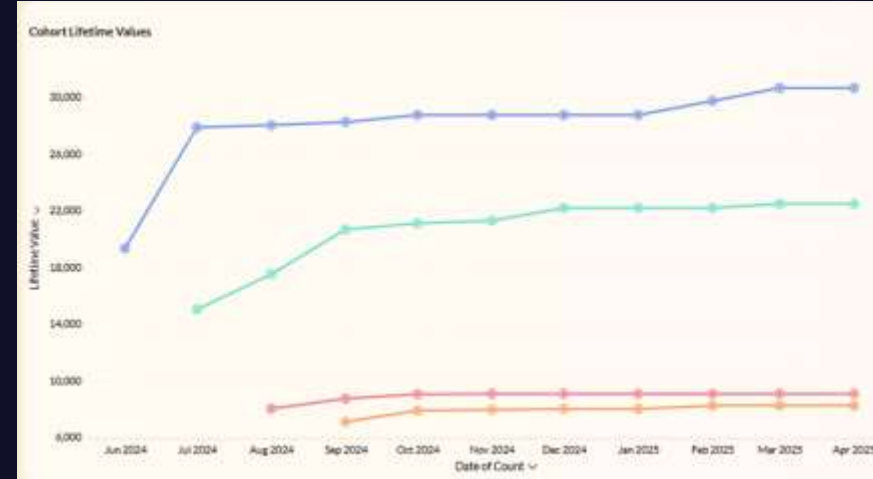
- Logic for a new customer is based on date order is placed, not when register
- Also calculates life-time values, number of purchases, time since first and last purchase
- Because it's a dashboard, you can filter by channel, Facebook ad campaign, discount coupons, region and many other factors



Data Warehouse Calculations

Cohort Calculations

- Each new customer is allocated into a "cohort-month", based on when they make their first purchase
- These are tracked and updated at each month-end
- The final summarised cohort table is brought into the dashboard. This uses far less data and processing capacity than generating this report in the dashboard



Total Sales Calculations

WooCommerce Calculation

Gross Sales – Returns – Coupons + Taxes + Shipping

Uses the activity date of the refund or exchange

Shopify Calculation

Gross sales - Discounts - Returns + Taxes + Duties + Shipping charges + Fees

- Relates the activity back to the original order so order values are retrospectively affected by returns, exchanges and refunds
- Only includes fulfilled orders in some reports
- Results change based on the date period selected
- Rounding inconsistent
- Documentation skims over complexities
- Forums- Shopify built with store activity not sound accounting principles, unhappy store owners, Shopify promises fixes

Reverted to WooCommerce logic

Feedback from the Beta Testers



"As an independent clothing brand, knowing how much stock to order of each design and size has been one of our biggest challenges. Dello Insights was the perfect tool for being able to see how much stock we had sold previously and to then calculate how much we needed going forward."



"I'm using it to review our Black Friday and Christmas performance... our brand sells worldwide, it's so useful to breakdown sales by region and country"

Beta Testers Feedback

BARE KIND



"This is far more advanced than I expected, you've done things I haven't seen elsewhere"

loste



"It's been really interesting to see the data, especially the best-sellers and returns"

"Being able to split store sales from online sales is a huge win"

"We have too much unpublished stock"

"I'm going tochange the product publishing process, add the missing product category, update the cost of goods"

Beta Version: Evaluation

Our Evaluation

- ✓ Approved by Shopify, more robust warehouse process
- ✓ Testers loved the dashboards, customisations going deeper than Shopify
- × Time taken to make the changes
- × Time spent on Total Sales Calculations

Feature Requests

- AI Insights
- Alerts and active management
- Fewer dashboards, fewer graphs
- Include marketing data
- Magento and marketplace integrations

2025



bit.ly/e-commreport



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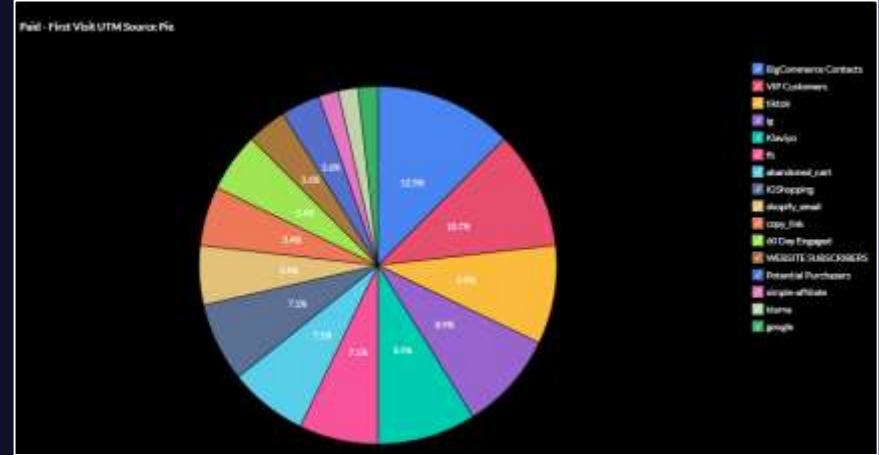
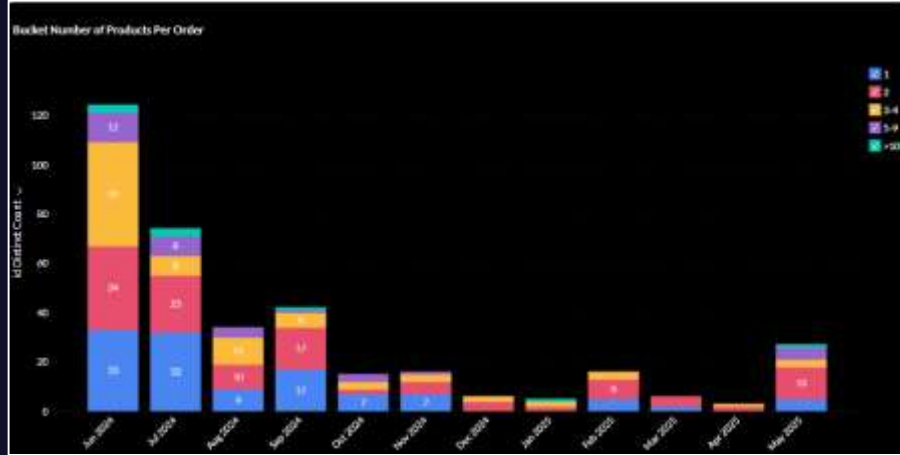


Launch Version: Armadello Dashboards



E-Commerce Report Examples

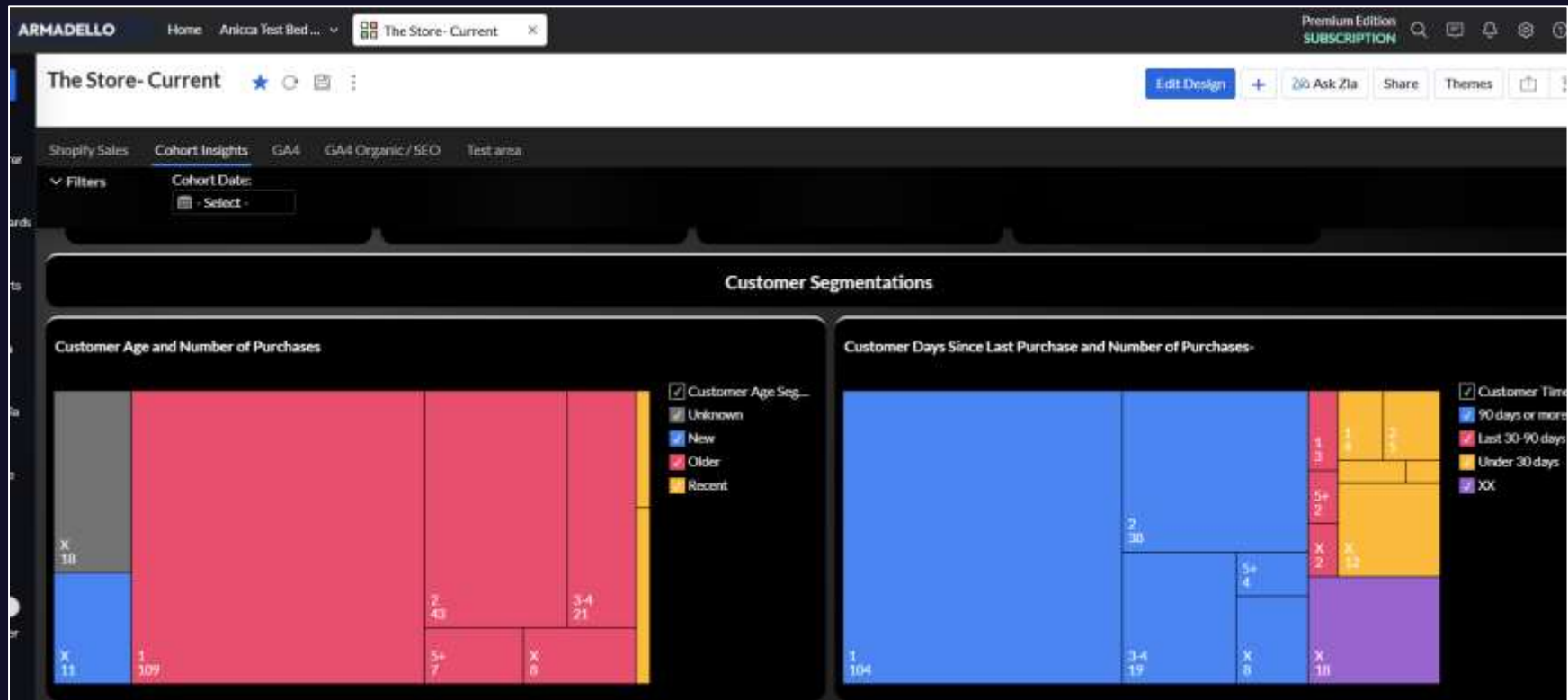
Date Filter:
 Order Discount Code:
 First Visit Utm Source:
 Product Primary Category:
 Product Parent Name:
 Product Name:
 Product Vendor:
 Product Stock Status:



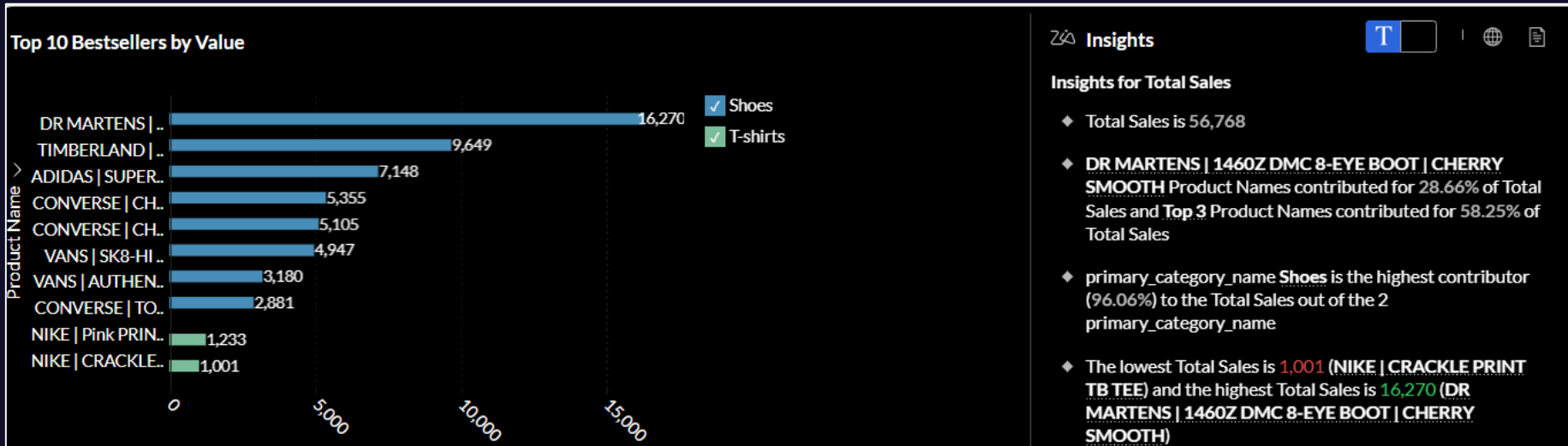
Stock Master Table:

| | Product Name | sku | primary_category_name | Stock Quantity | % Stock Quantity | Stock Value (Cost) | % Stock Value |
|---|--|-----------------|-----------------------|----------------|------------------|--------------------|---------------|
| 1 | DR MARTENS 1460Z DMC 8 EYE BOOT CHERRY SMOOTH (15 / red) | DM-03-red-15 | Shoes | 15 | 1.5% | 3,000.0 | 4.5% |
| 2 | DR MARTENS 1460Z DMC 8 EYE BOOT CHERRY SMOOTH (13 / red) | DM-03-red-13 | Shoes | 14 | 1.4% | 2,800.0 | 3.8% |
| 3 | DR MARTENS 1460Z DMC 8 EYE BOOT CHERRY SMOOTH (12 / red) | DM-03-red-12 | Shoes | 12 | 1.2% | 2,400.0 | 3.3% |
| 4 | TIMBERLAND MENS 6 INCH PREMIUM BOOT (12 / yellow) | TM-05-yellow-12 | Shoes | 19 | 1.9% | 3,775.0 | 5.2% |

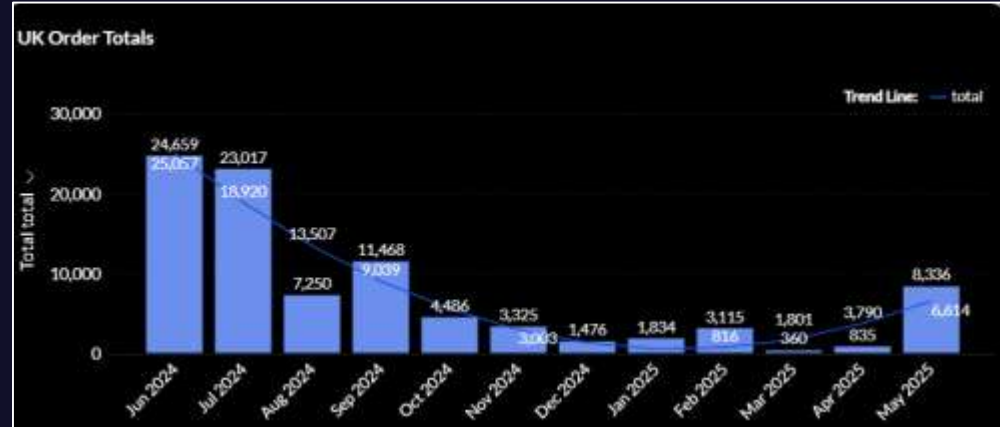
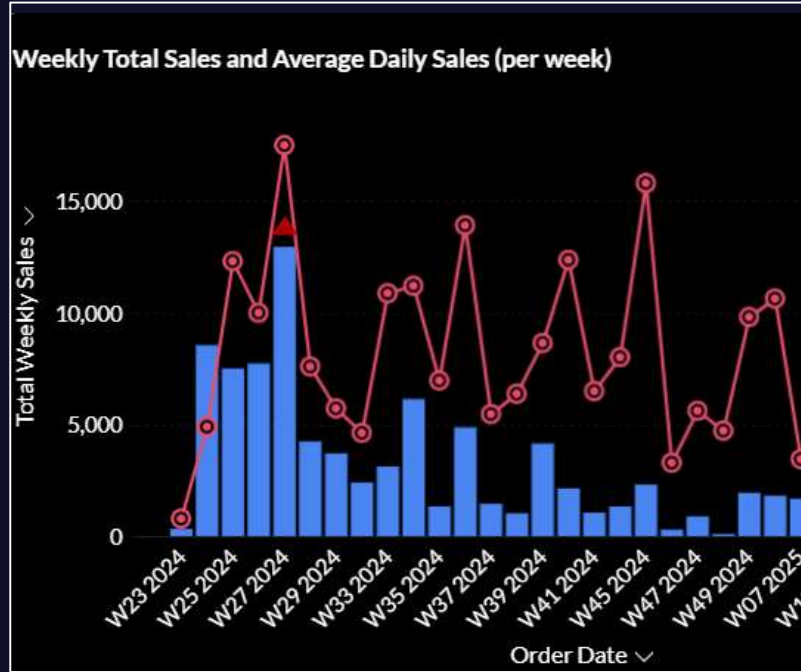
Customer Segmentations



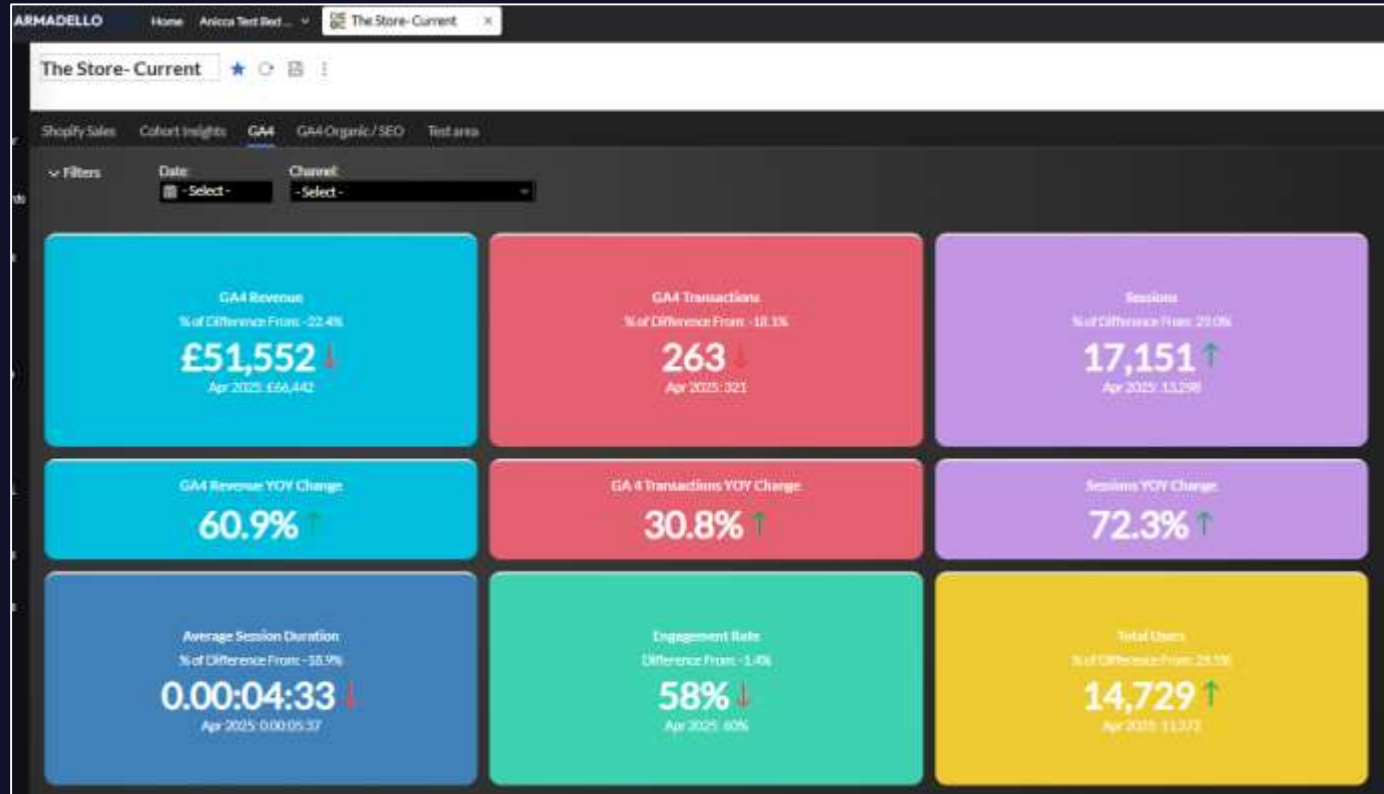
AI Insights



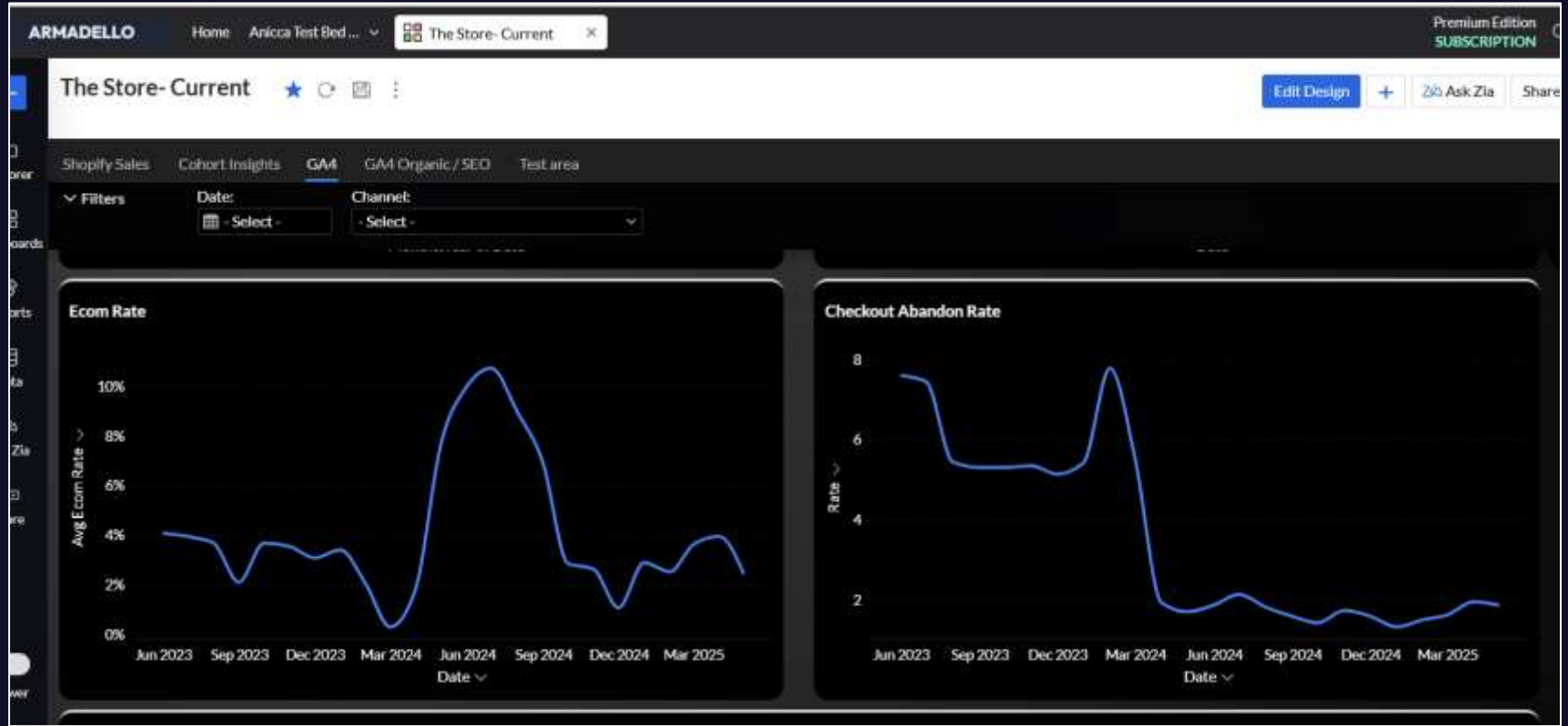
Alerts, Trendlines & Forecasts



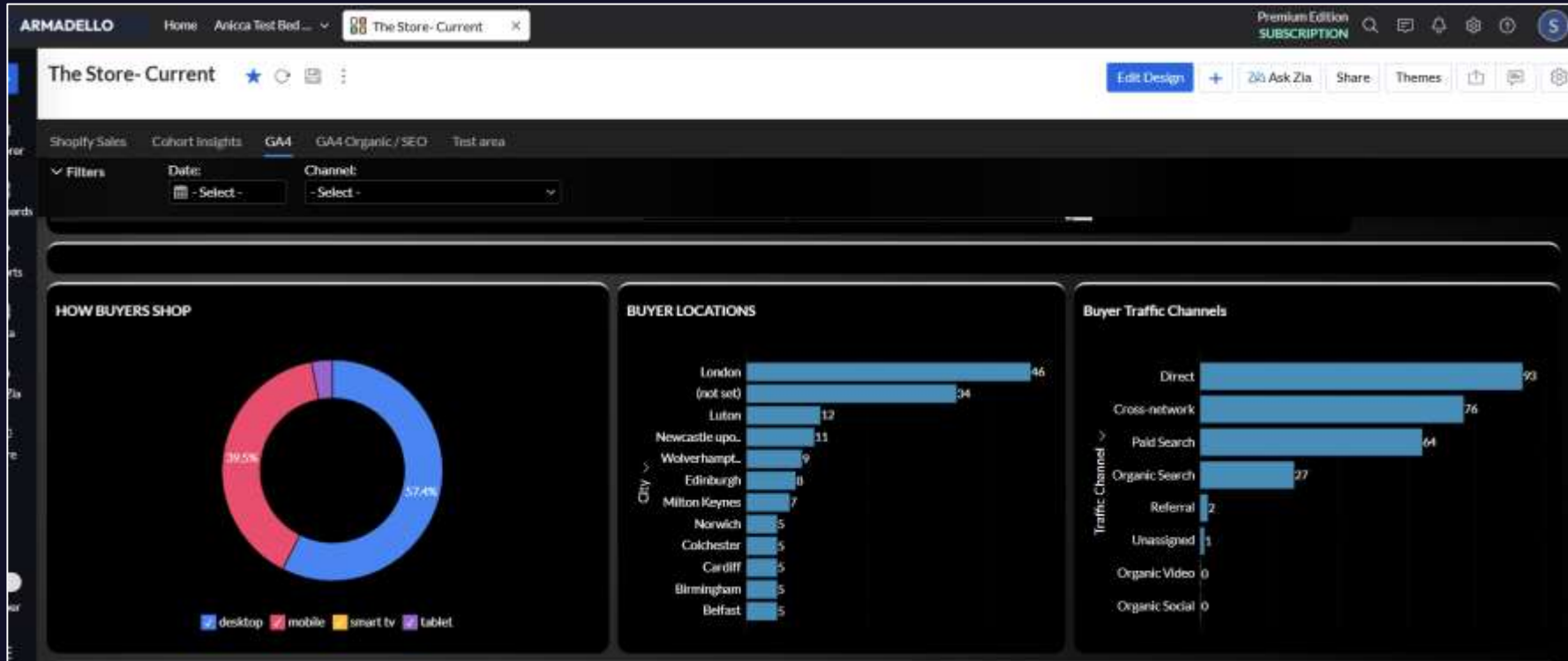
Google Analytics 4 Dashboard



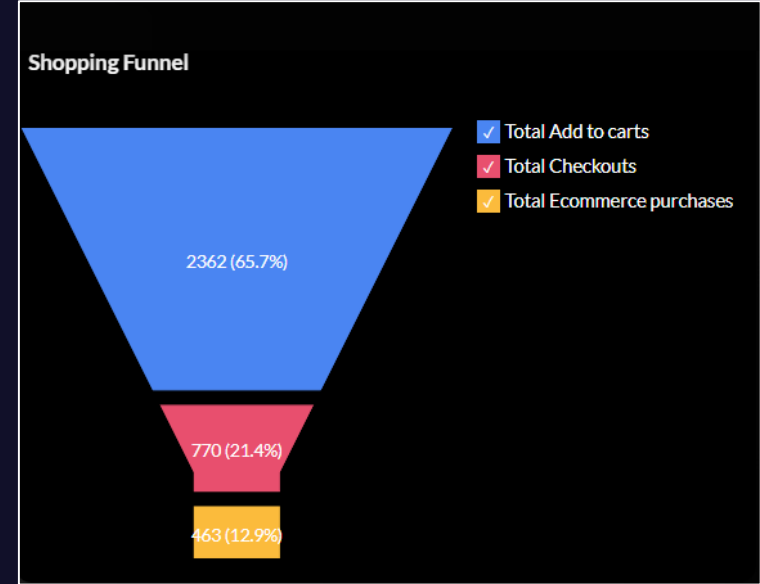
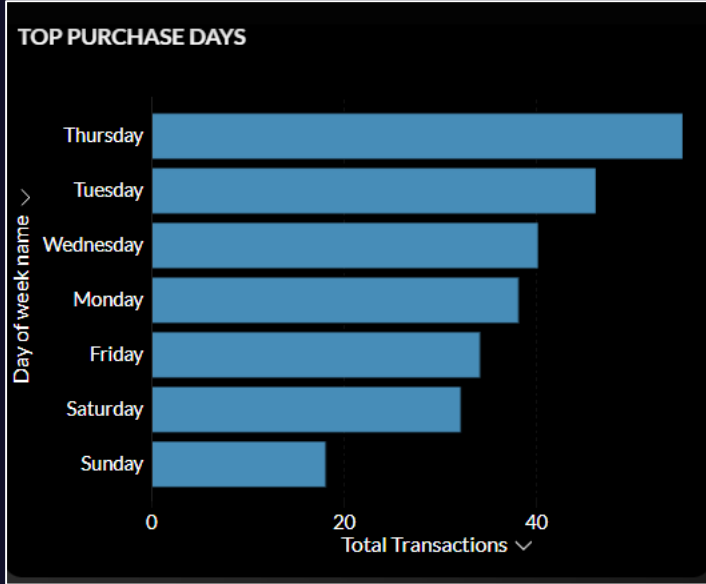
Google Analytics 4 Dashboard



Google Analytics 4 Dashboard



Google Analytics 4 Dashboard



Armadello Packages – Shopify Launch

Off-the-Shelf

£49 /month

Up to £1M revenue

- ✓ 2 Users
- ✓ Standard reports + AI insights
- ✓ **Choose any 3:** Shopify, Google Analytics 4, Search Console, Google Ads, Meta Ads, Google Sheets
- ✓ 13 months data retention
- ✓ Multiple daily updates
- ✓ Email support
- ✓ Free 14-day trial

[Start Free Trial](#)

MOST POPULAR Custom

£299 /month

Up to £2.5M revenue

- ✓ 5 Users
- ✓ Customised report setup
- ✓ **Includes:** Shopify, Google Analytics 4, Search Console, Google Ads, Meta Ads (Facebook & Instagram), Google Sheets, Klaviyo, Mailchimp
- ✓ 25 months data retention
- ✓ Alerts & forecasts
- ✓ Quarterly review meetings
- ✓ Email & phone support

[Get Started](#)

Professional

£799 /month

Up to £20M revenue

- ✓ 10 Users
- ✓ Advanced customised reports
- ✓ **All platforms plus:** Shopify, Google Analytics 4, Search Console, Google Ads, Meta Ads, Google Sheets, Klaviyo, Mailchimp, Semrush
- ✓ 36 months data retention
- ✓ Advanced AI insights & forecasts
- ✓ Monthly review meetings
- ✓ Priority phone & email support
- ✓ Custom integrations available

[Upgrade Now](#)

Enterprise

POA

£20M+ revenue

- ✓ Unlimited users
- ✓ Bespoke reporting
- ✓ Case-by-case data sources
- ✓ Custom data retention
- ✓ Advanced AI features
- ✓ Dedicated support team
- ✓ Custom integrations
- ✓ On-site training available

[Contact Sales](#)

Armadello: Steps To Launch

- Jun 25 - Waitlist opens
- Dello Insights will become **Anicca Insights**
- Complete building dashboards with these data sources
- Sep 25 - Launch

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Armadello Roadmap: Post Launch



More AI + Anicca AI
agents for stock
ordering, segmentation

Q4 2025



Q1 2026



+ Other
Marketplaces

Q2 2026

Armadello Packages – Join the Wait list



bit.ly/Armadello-wait-list

Thanks for listening!

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Join the Waitlist

Get the Expert Tips