

Year

Month

Select date range

Website

Sales (Orders)



2020 2021 2022 2023 2024

4.5K

4K

3.5K

3K

2.5K

2K

1.5K

1K

500

0

4K

1.6K

682

1,855

1.1K

1,151

2.2K

1.7K

395

948

345

383

370

127

258

161

202

212

30

92

265

229

115

100

244

191

147

10

245

188

145

162

195

226

177

177

316

226

196

183

655

521

461

348

1.4K

1.5K

1,400

883

1.6K

2.3K

1,600

874

January

February

March

April

May

June

July

August

September

October

November

December

Month

Year

Month

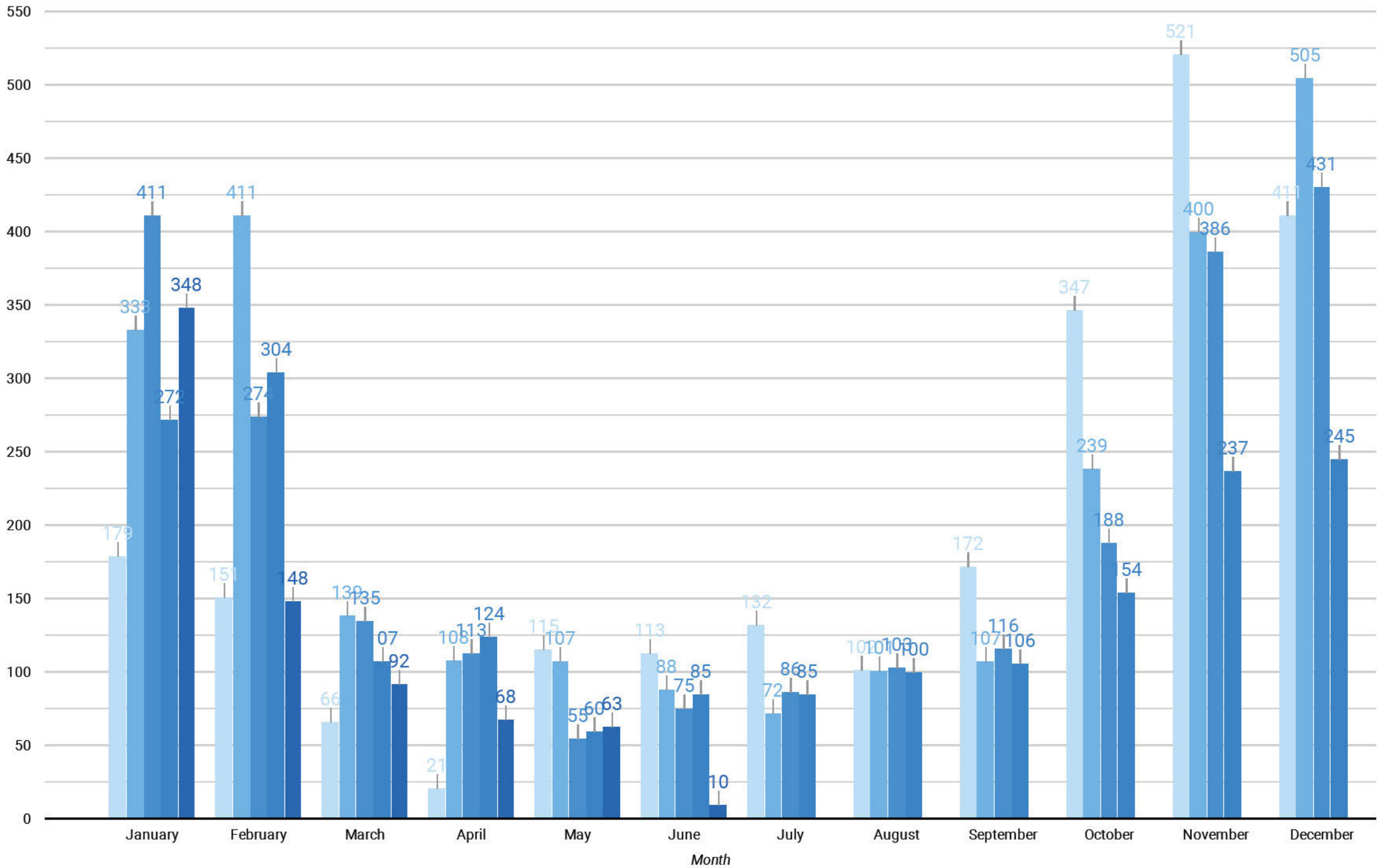
Select date range

Website

Sales (Net)



2020 2021 2022 2023 2024



Year

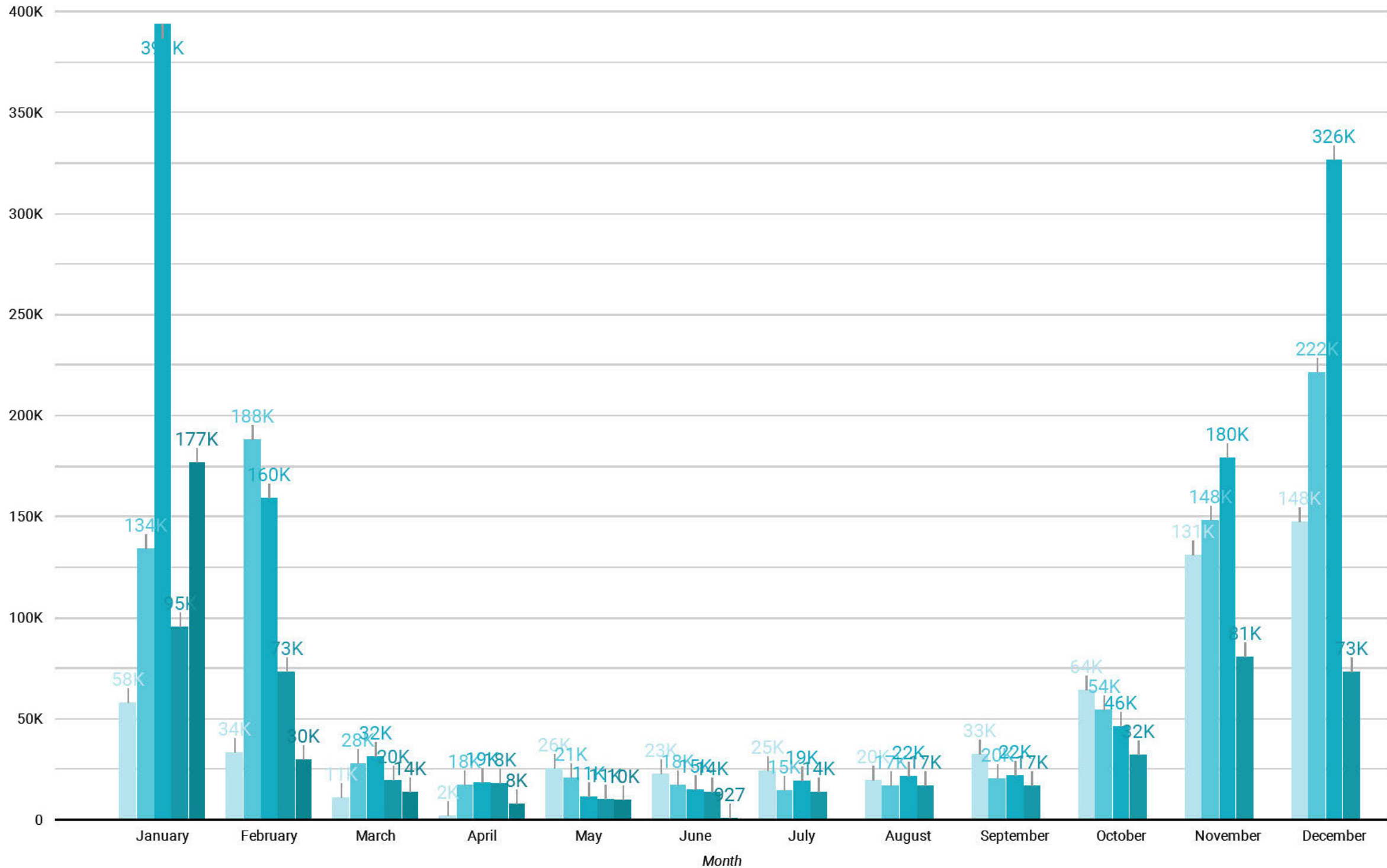
Month

Select date range

Website

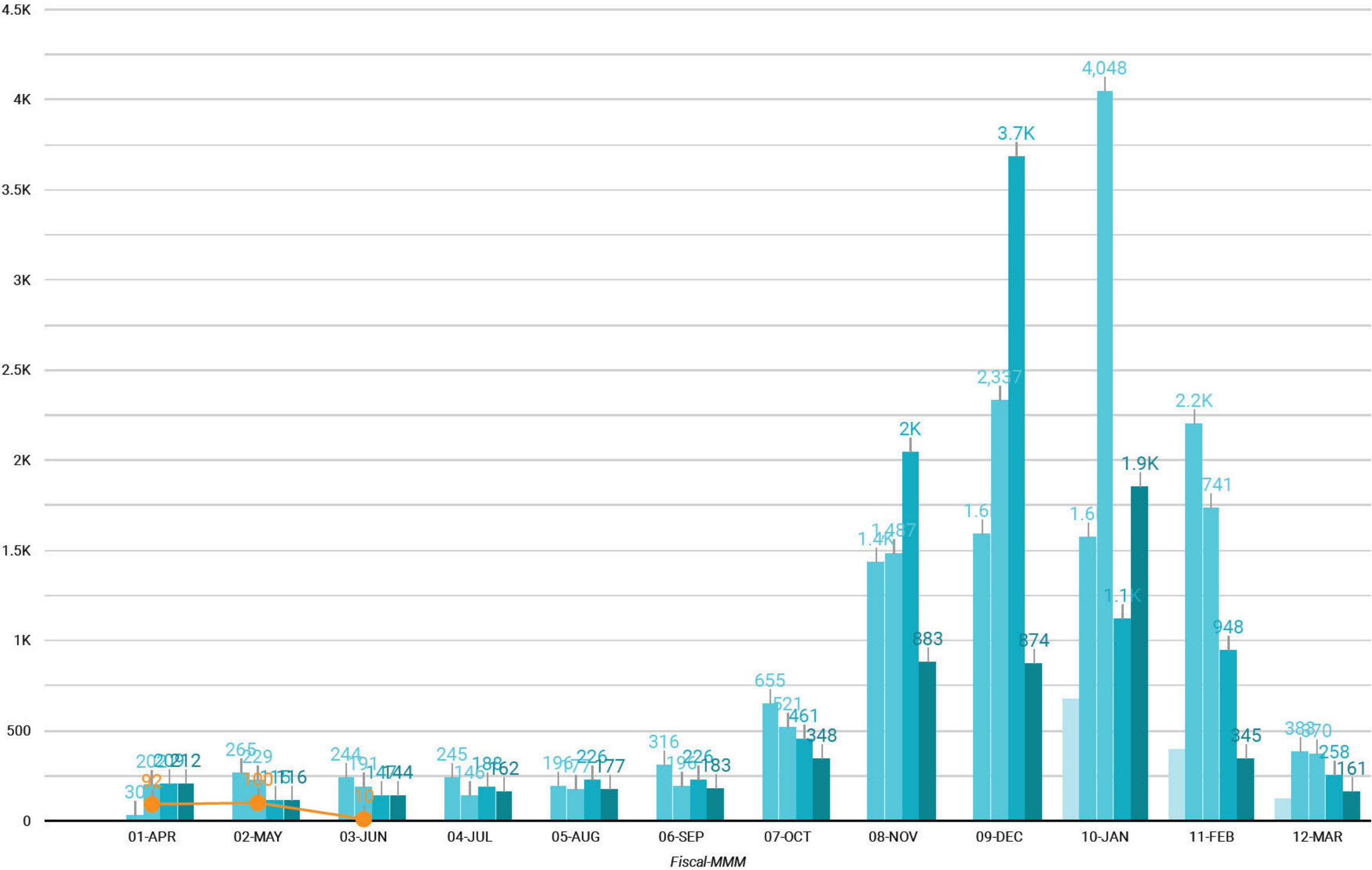
Sales (Gross) \$

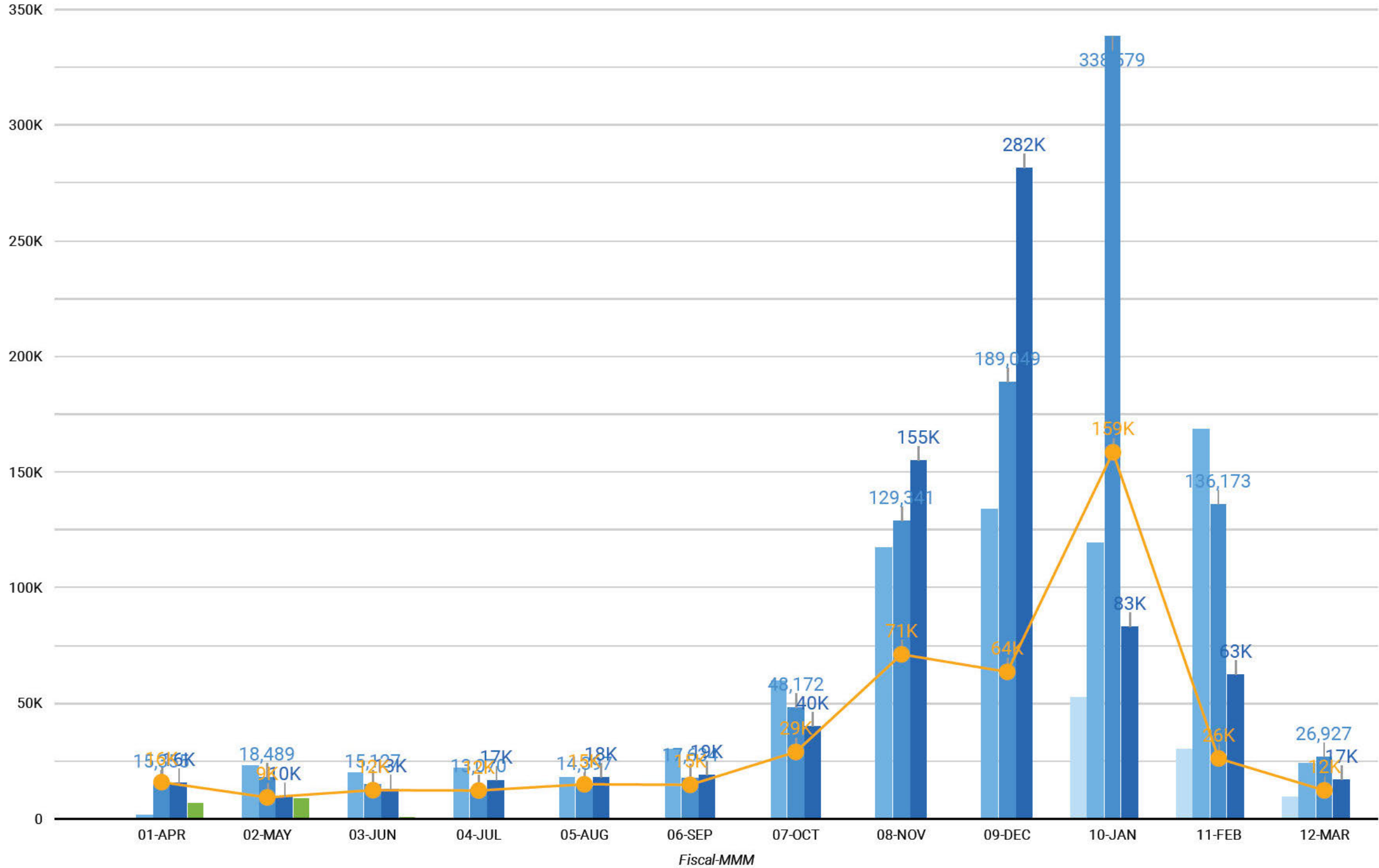
2020 2021 2022 2023 2024





2020 2021 2022 2023 2024 2025





Year

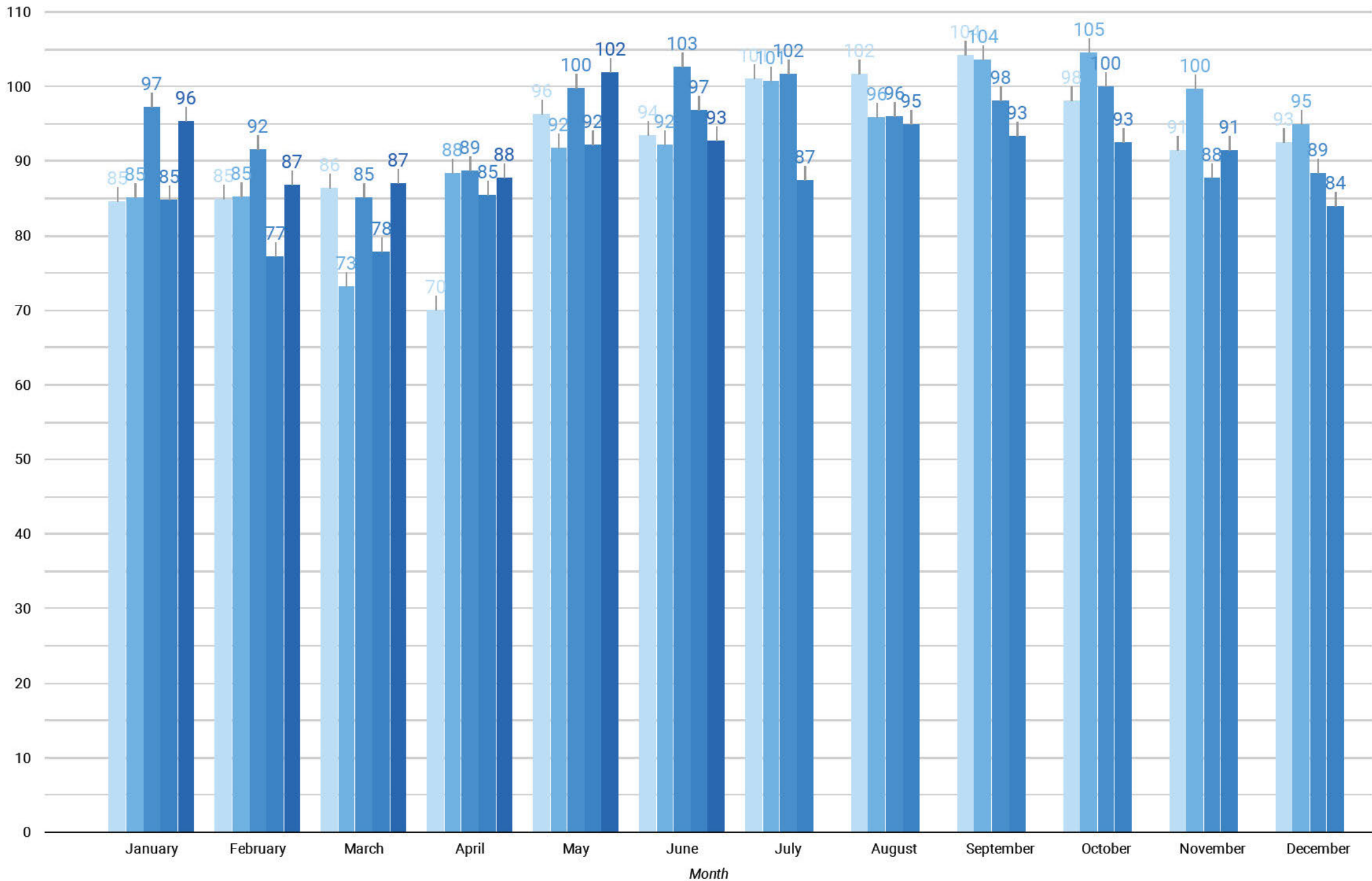
Month

Select date range

Website



2020 2021 2022 2023 2024



Year ▾

Month ▾

Day ▾

Hour ▾

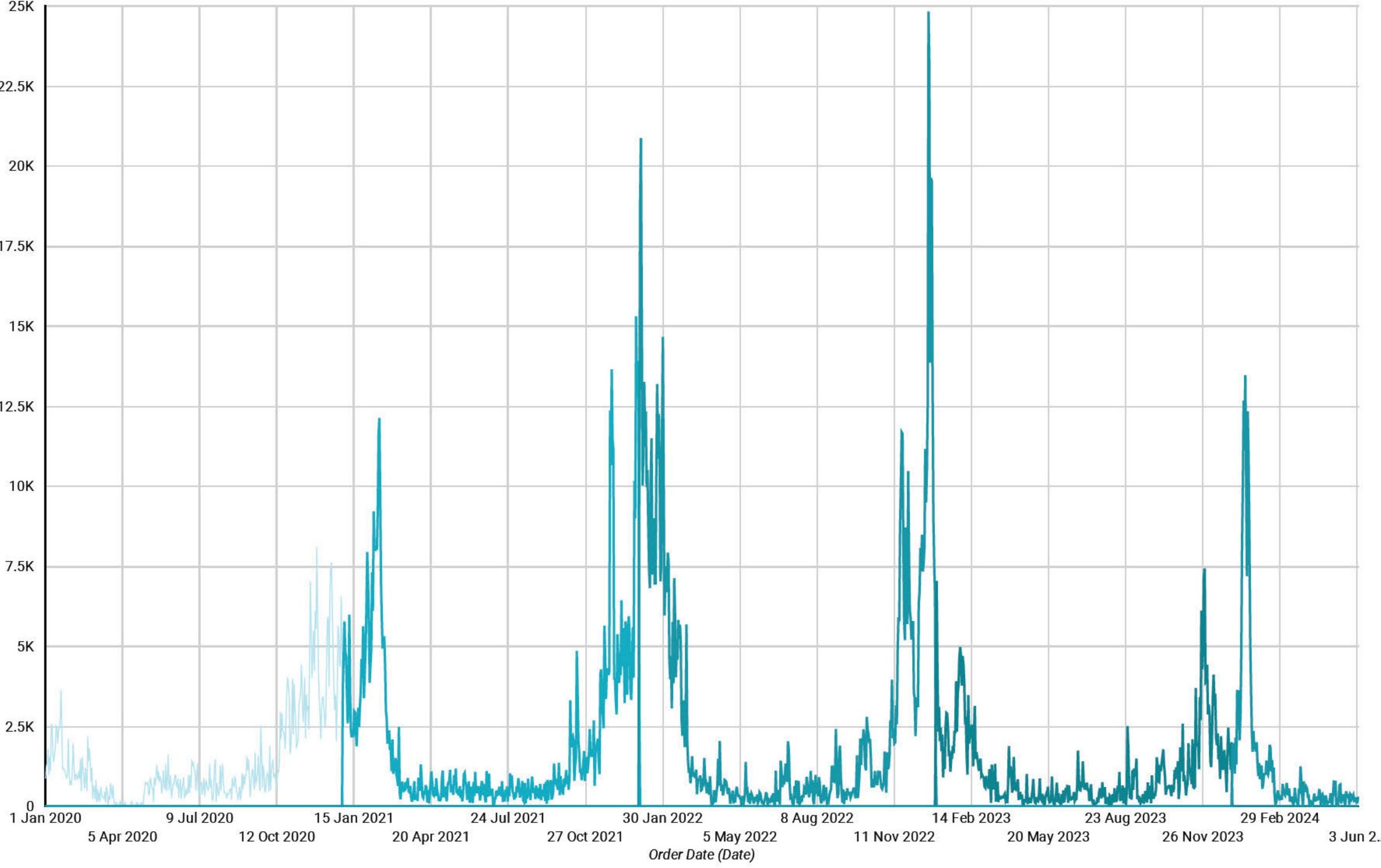
Select date range ▾

Website ▾

Net



2020 2021 2022 2023 2024



Year ▾

Month ▾

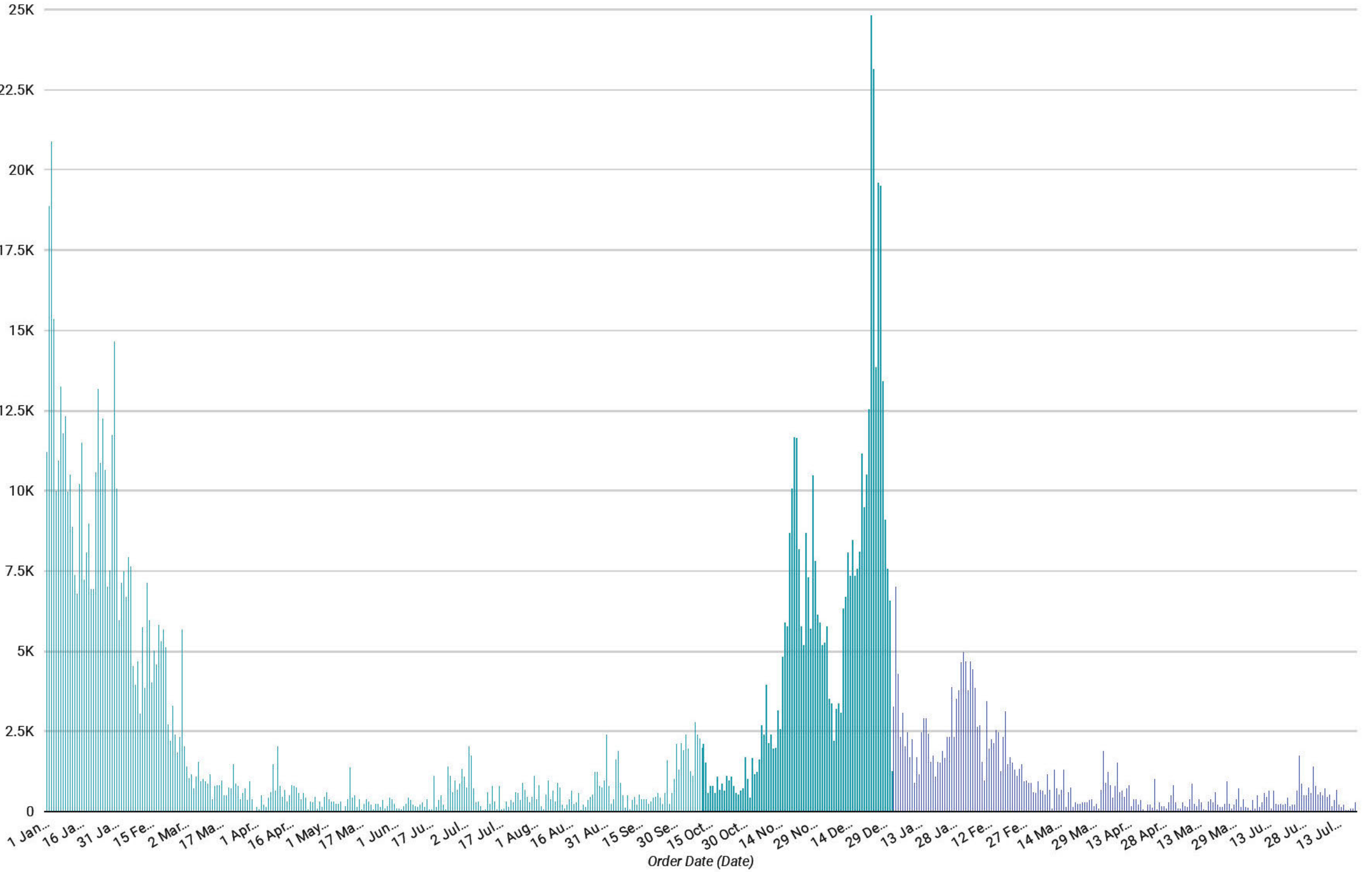
MM-DD ▾

Select date range ▾

Website ▾

Net \$

2022 2023 2024



Year ▾

Month ▾

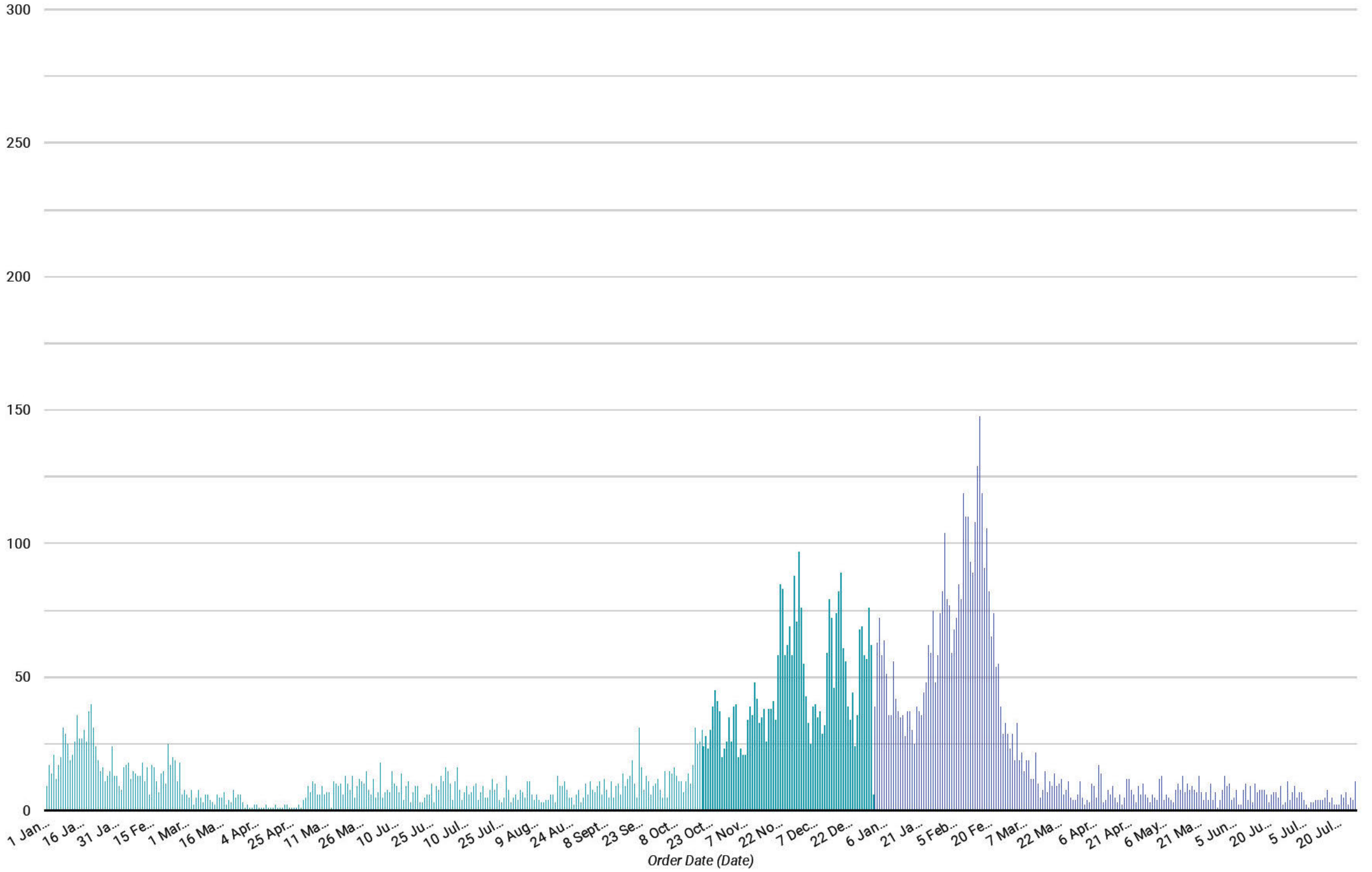
MM-DD ▾

Select date range ▾

Website ▾



2020 2021 2022



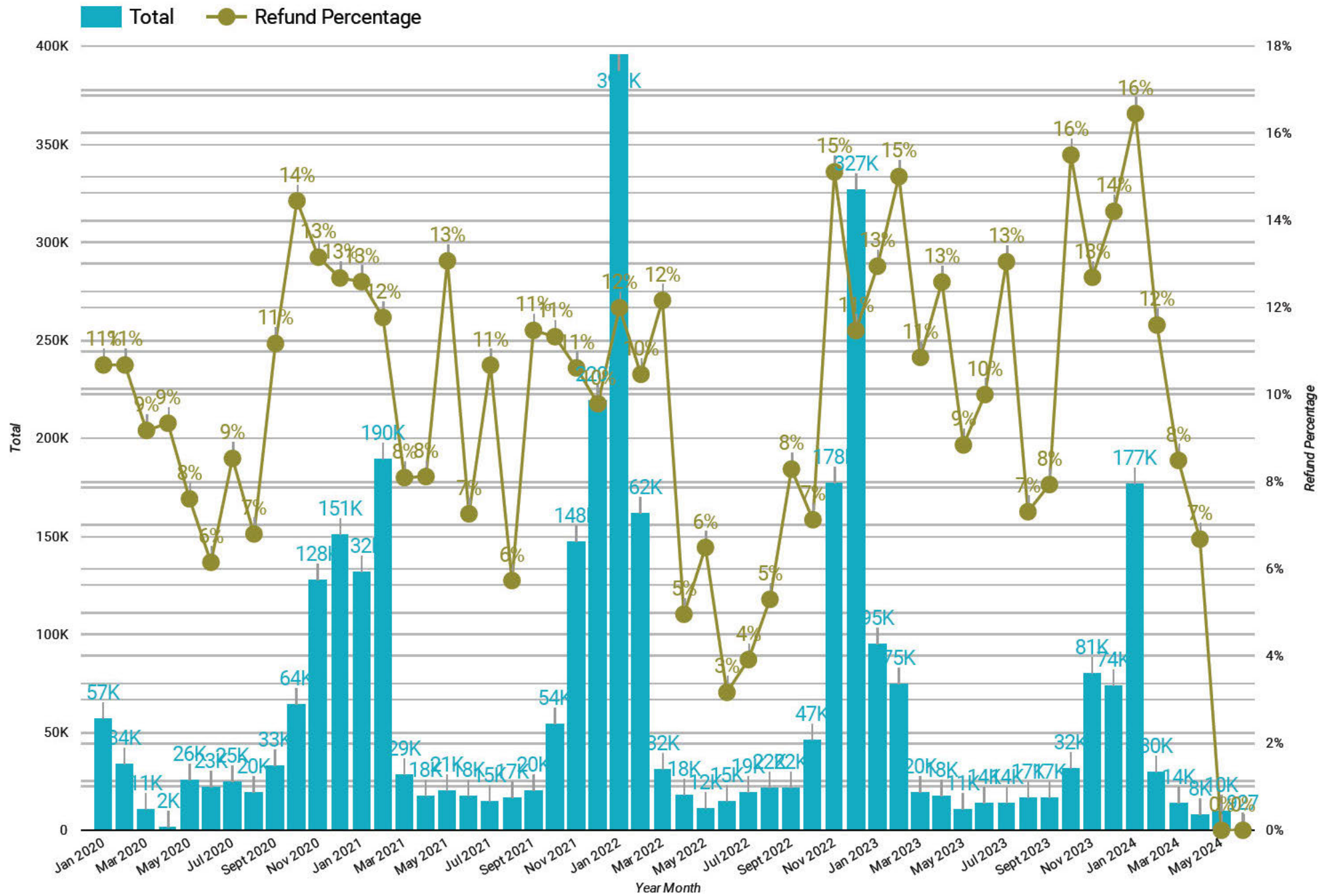
Order Date (Date)

Year

Month

Website

Refund



Year

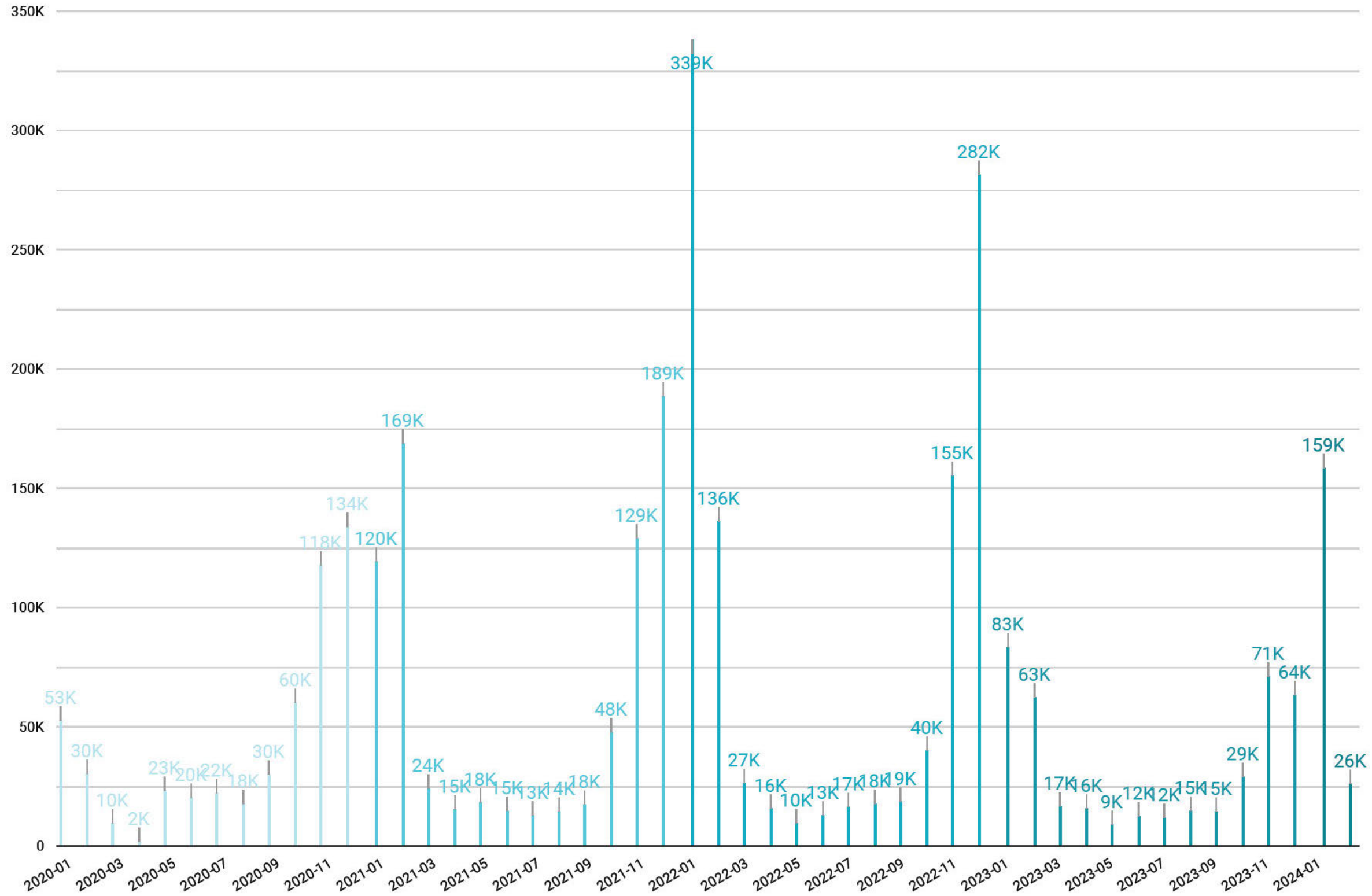
Month

Website

Net

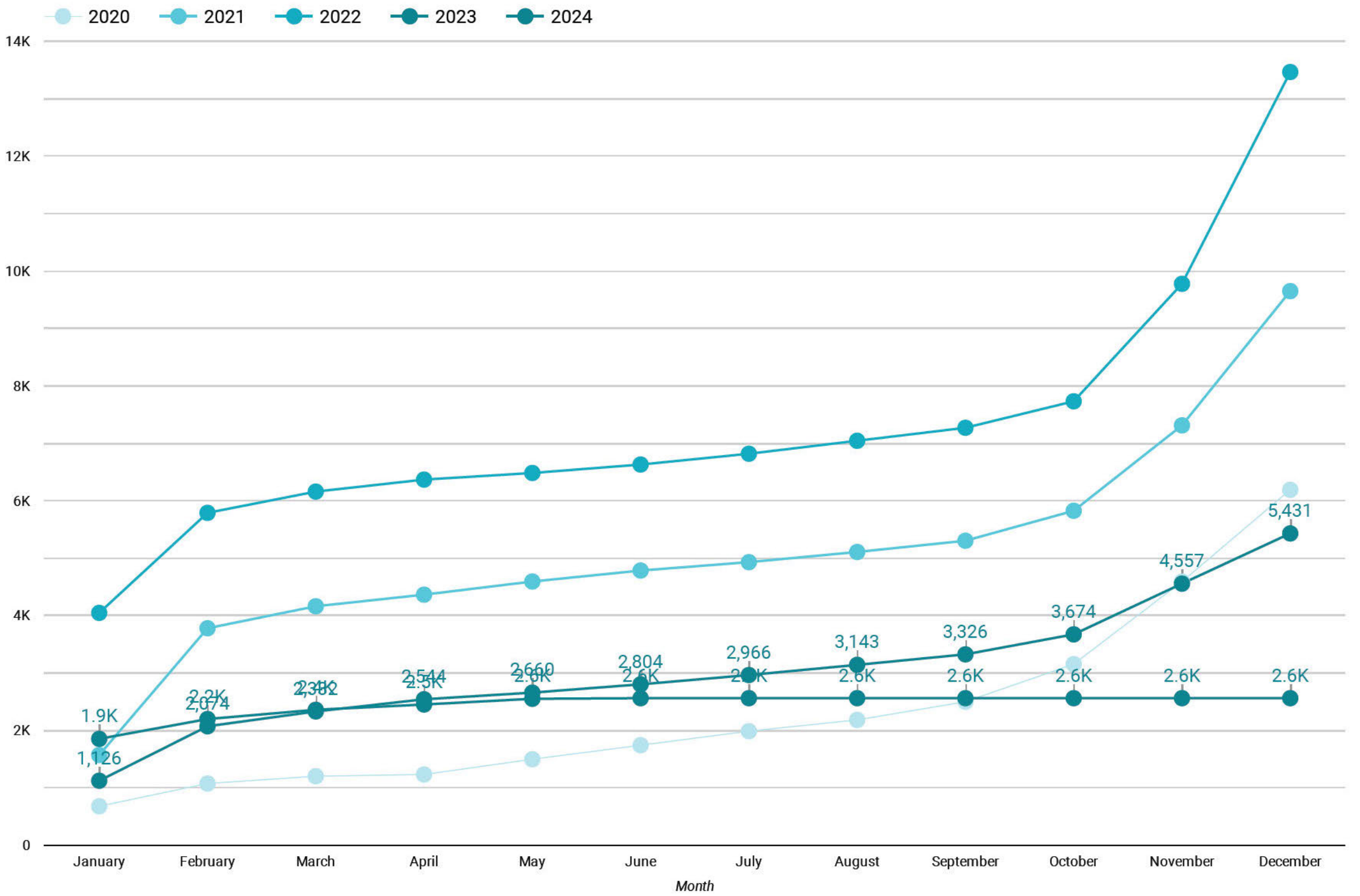


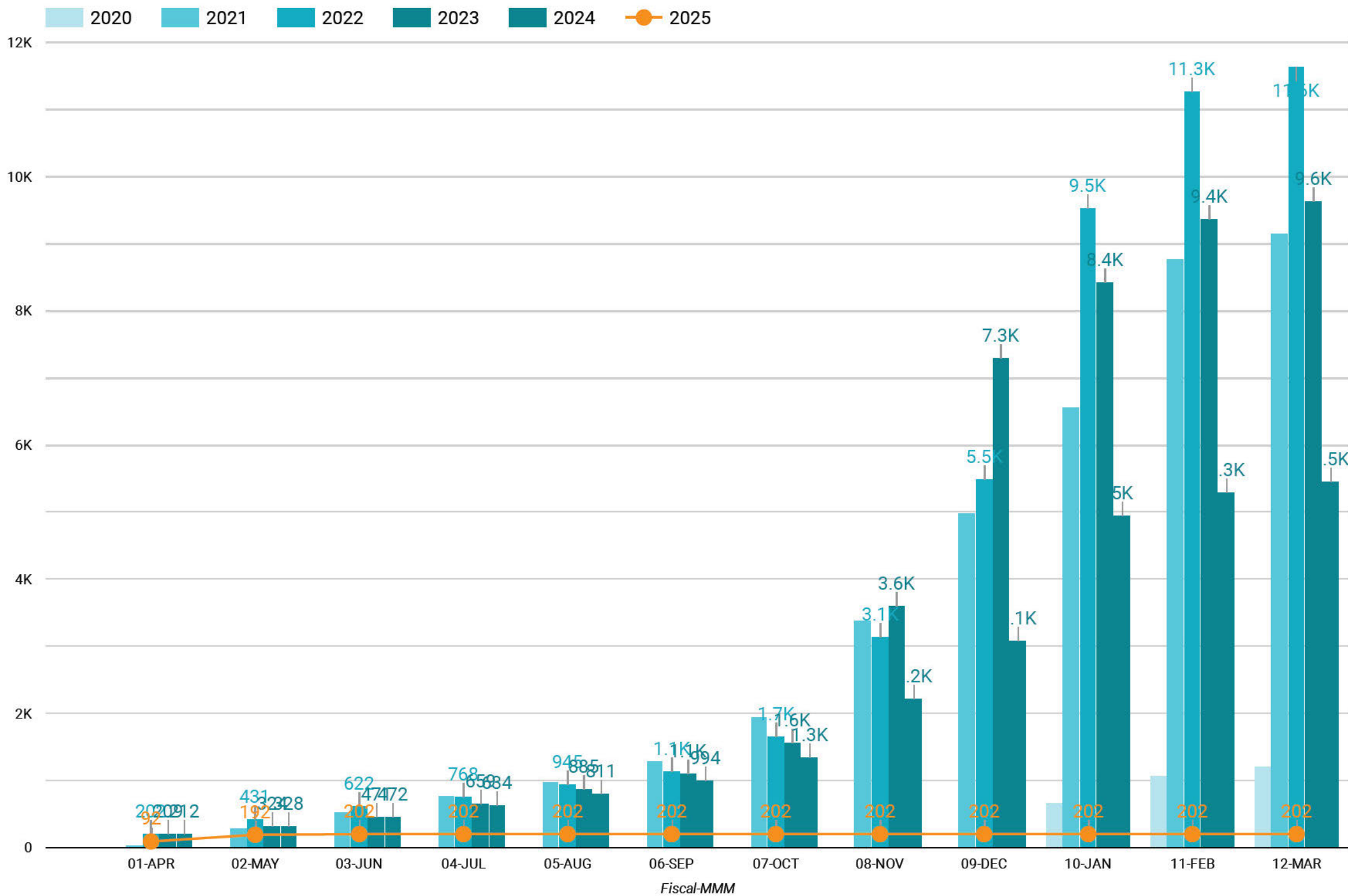
2020 2021 2022 2023 2024



Year 

Website 



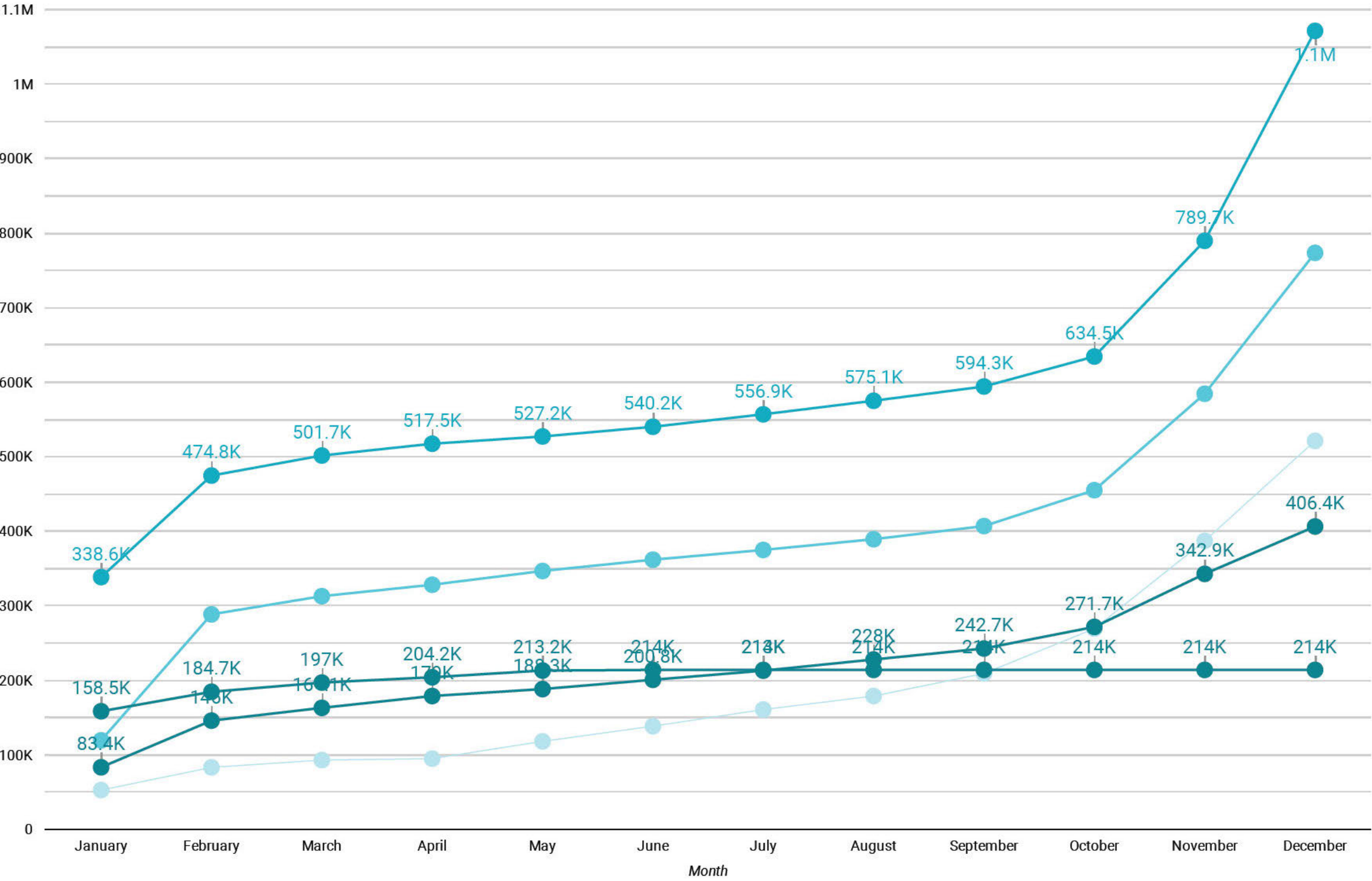


Year

Website

Gross \$

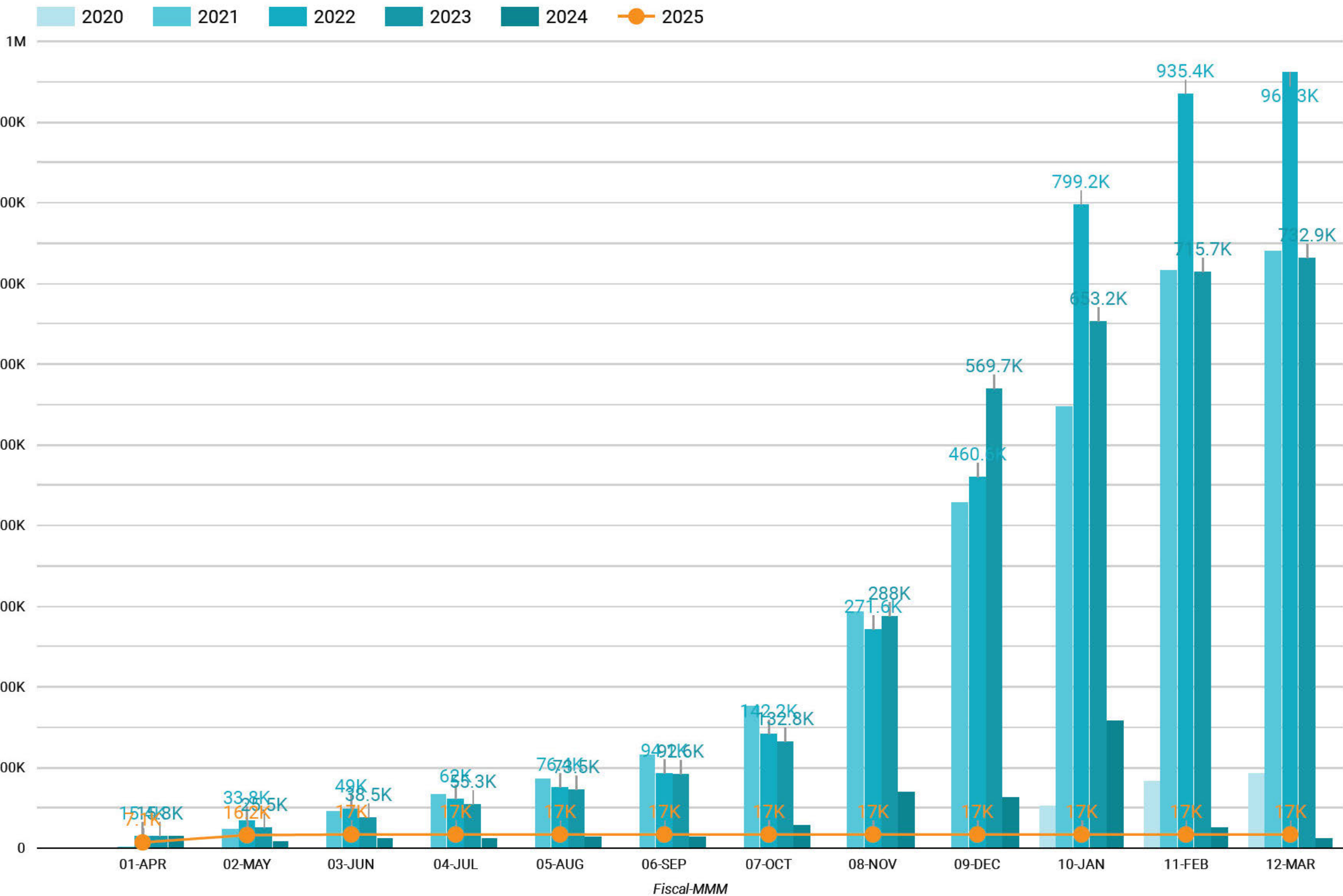
2020 2021 2022 2023 2024



Fiscal

Website

Gross



Year

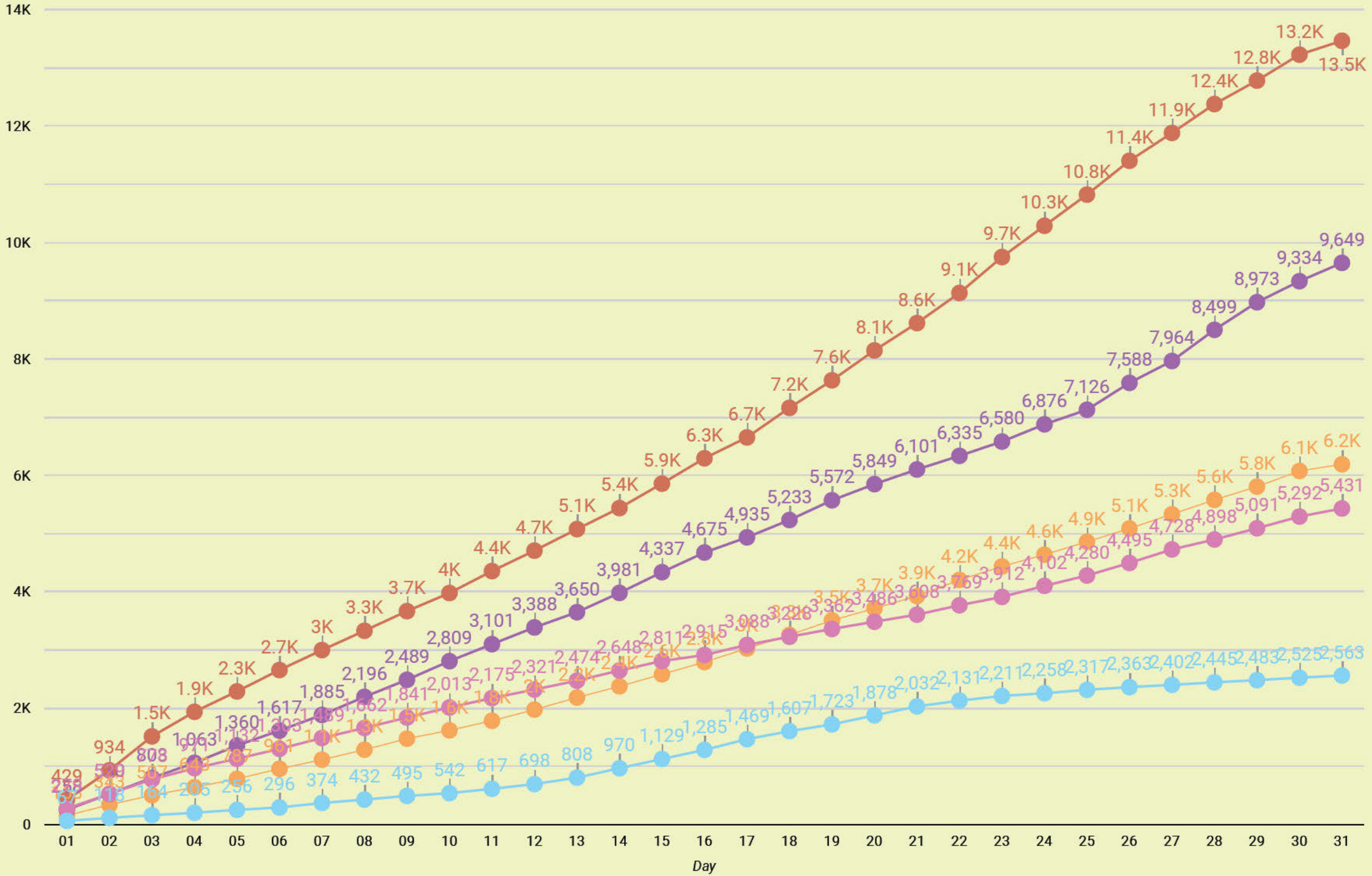
Month

Website

Orders Accum.



2020 2021 2022 2023 2024



Year

Month

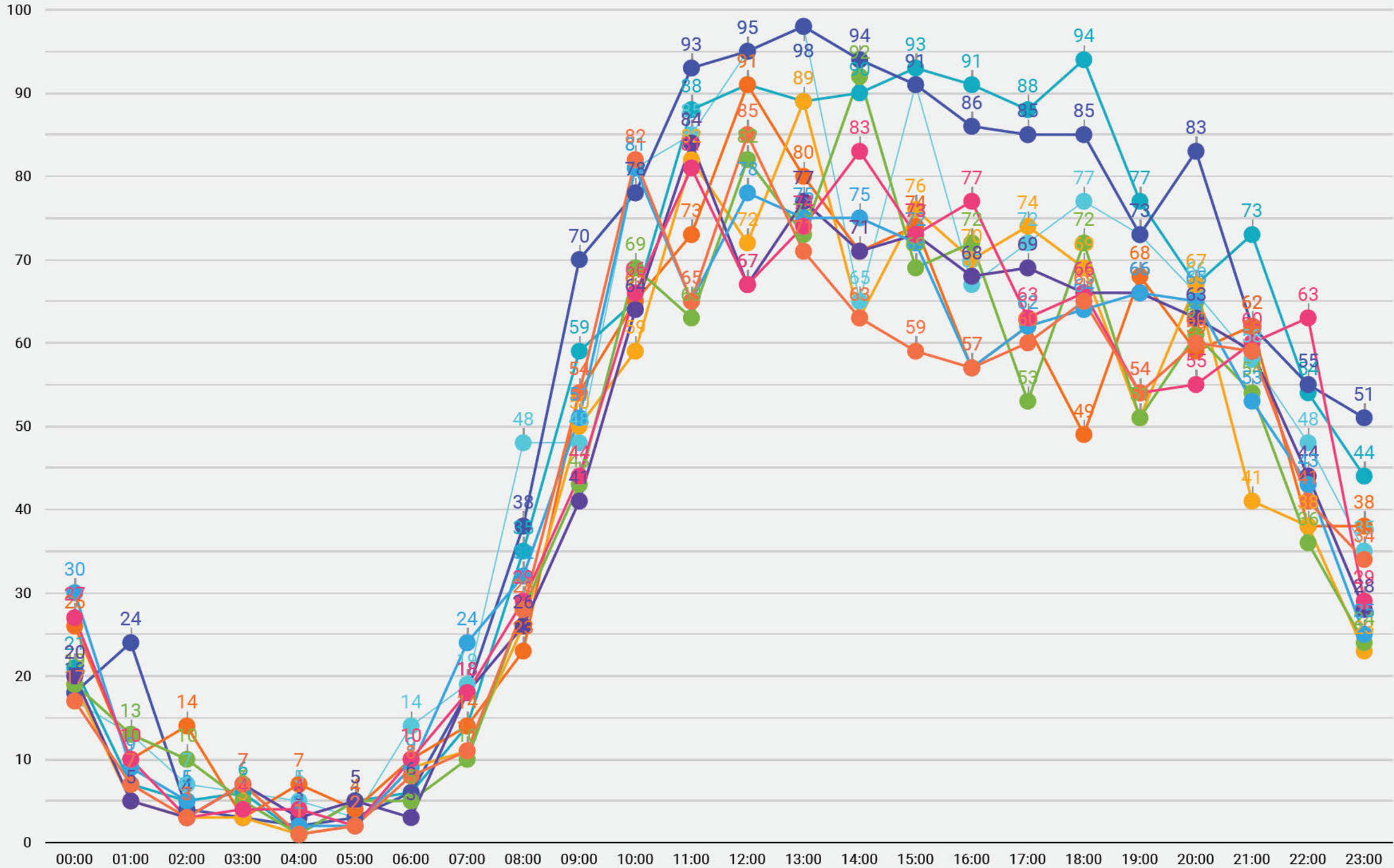
MM-DD

Website

Orders Single



01 02 03 04 05 06 07 08 09 10



Hour

Year ▾

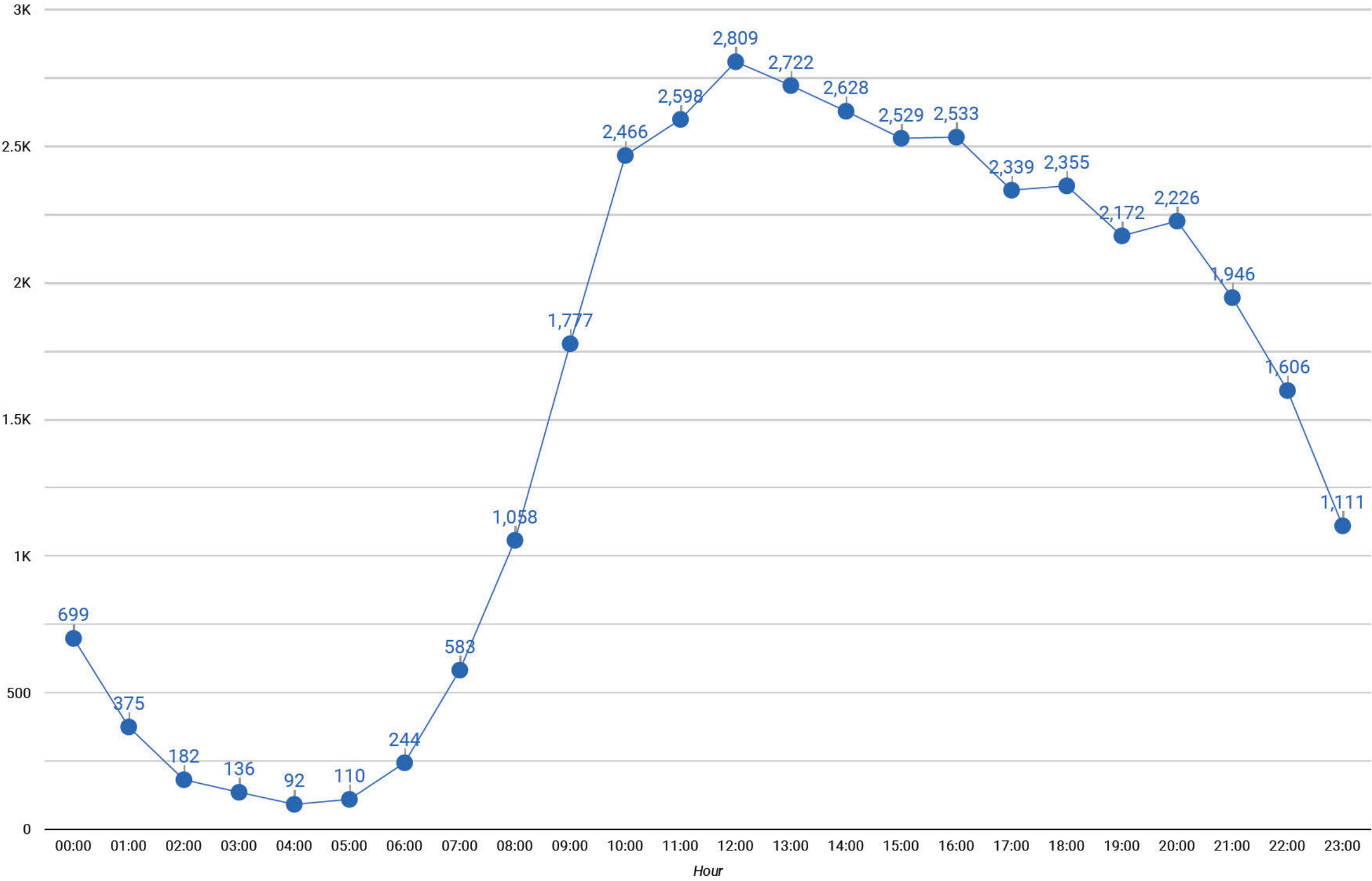
Month ▾

MM-DD ▾

Website ▾

Hourly Snapshot

● Orders



Black Friday & Cyber Week



Website

2020

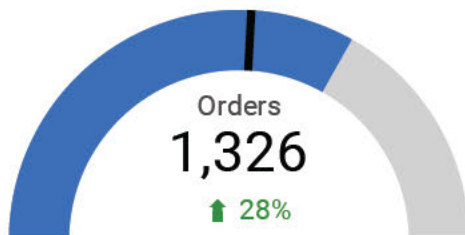


Orders
1,034

Subtotal
79K

Total
90K

2021



Orders
1,326
↑ 28%

Subtotal
109K
↑ 38%

Total
127K
↑ 40%

2022

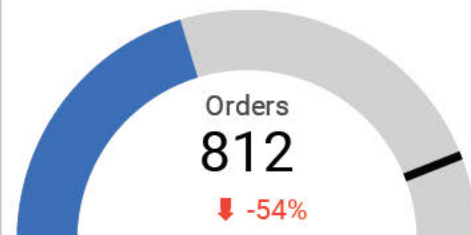


Orders
1,760
↑ 33%

Subtotal
130K
↑ 19%

Total
152K
↑ 19%

2023



Orders
812
↓ -54%

Subtotal
65K
↓ -50%

Total
75K
↓ -50%

Pre-Christmas & Boxing Week



2020

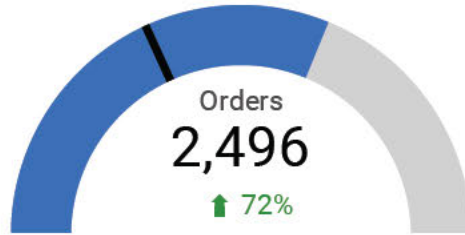


Orders
1,455

Subtotal
122K

Total
90K

2021



Orders
2,496
↑ 72%

Subtotal
204K
↑ 67%

Total
239K
↑ 77%

2022



Orders
3,345
↑ 34%

Subtotal
259K
↑ 27%

Total
300K
↑ 25%

2023



Orders
660
↓ -80%

Subtotal
48K
↓ -82%

Total
74K
↓ -51%



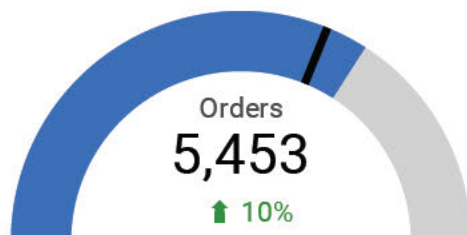
2020+1



Subtotal
428K

Total
472K

2021+1



Subtotal
461K
↑ 8%

Total
533K
↑ 13%

2022+1



Subtotal
570K
↑ 24%

Total
1M
↑ 111%

2023+1



Subtotal
243K
↓ -57%

Total
204K
↑ 34%

Fiscal Year (JAN-MAR)



2020+1



Orders
4,163

Subtotal
313K

Total
350K

2021+1

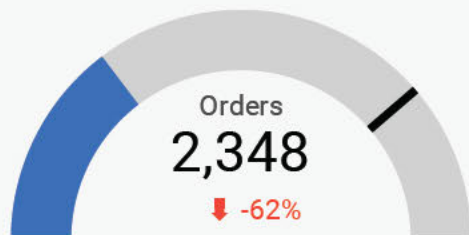


Orders
6,192
↑ 49%

Subtotal
502K
↑ 60%

Total
585K
↑ 67%

2022+1



Orders
2,348
↓ -62%

Subtotal
163K
↓ -67%

Total
189K
↓ -68%

2023+1



Orders
2,360
↑ 1%

Subtotal
197K
↑ 21%

Total
221K
↑ 17%

Fiscal Year



2020+1



Orders
4,163

Subtotal
741K

Total
822K

2021+1

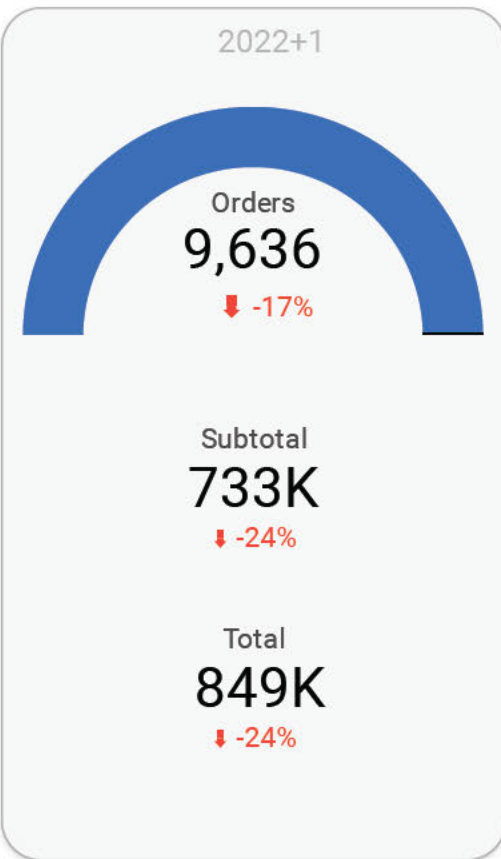


Orders
11,645
↑ 27%

Subtotal
962K
↑ 30%

Total
1M
↑ 36%

2022+1

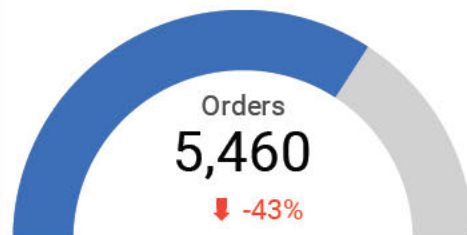


Orders
9,636
↓ -17%

Subtotal
733K
↓ -24%

Total
849K
↓ -24%

2023+1



Orders
5,460
↓ -43%

Subtotal
440.4K
↓ -40%

Total
498.4K
↓ -41%

Year

Month

Website



2020 2021 2022 2023 2024

1.6K

1.4K

1.2K

1K

800

600

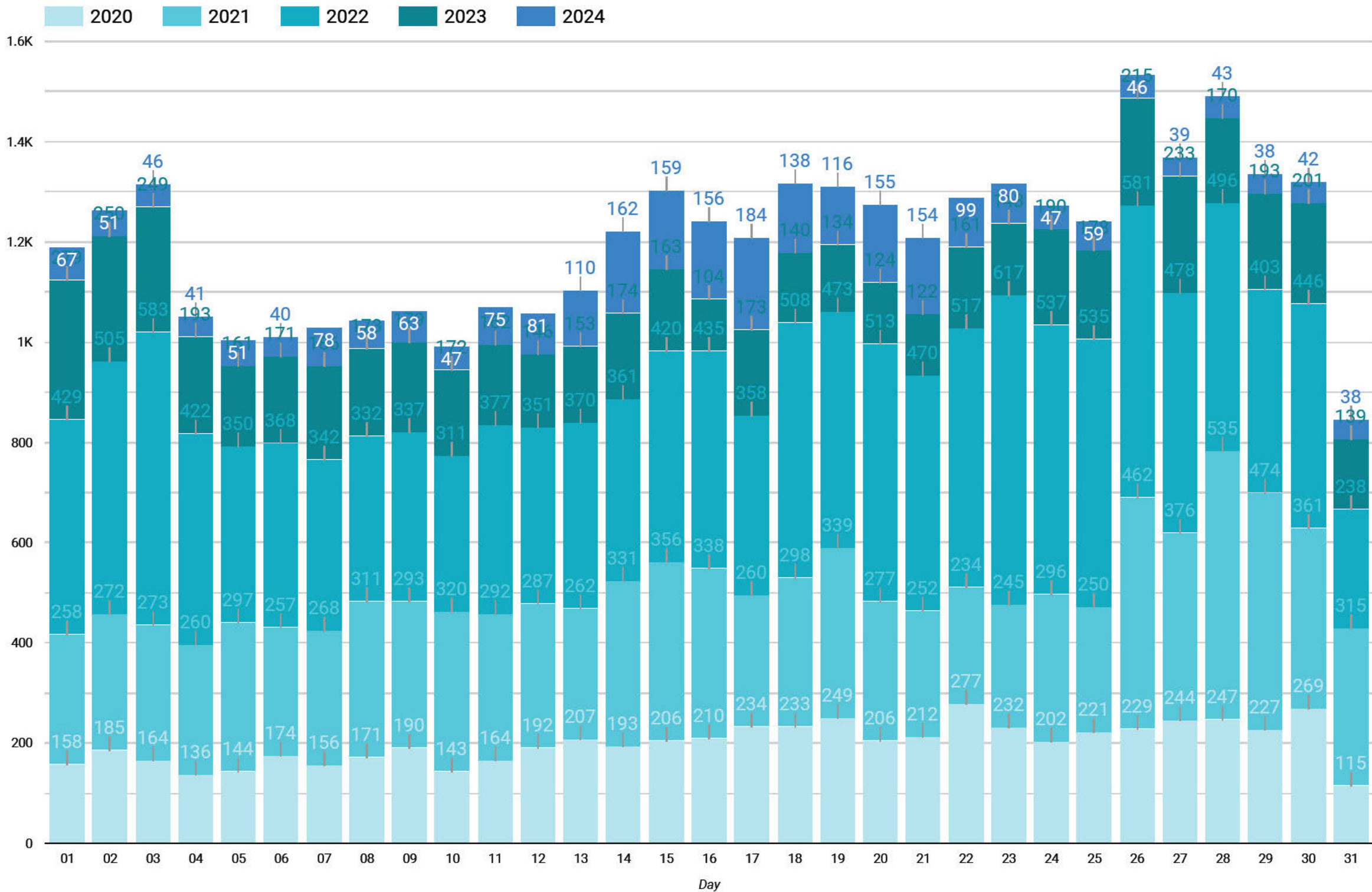
400

200

0

01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 30 31

Day



Year

Month

Website

Order



2020 2021 2022 2023 2024

7K

6K

5K

4K

3K

2K

1K

0

Week 1

Week 2

Week 3

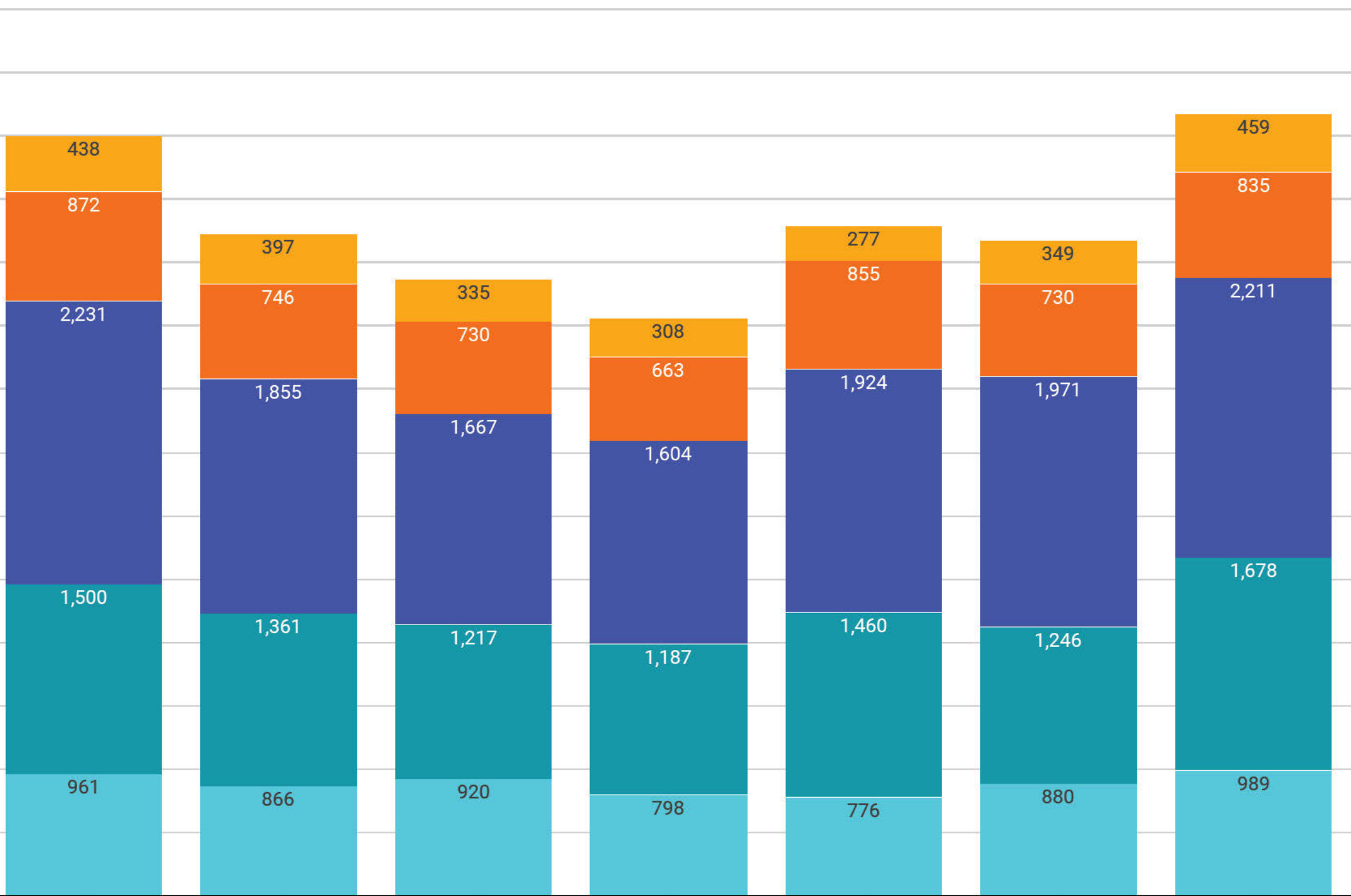
Week 4

Week 5

Week 6

Week 7

Weekday



Sales (Net) \$

Year / Subtotal			
Month	2021	2022	2023
January	120K	339K	83K
December	189K	282K	64K
February	169K	136K	63K
November	129K	155K	71K
October	48K	40K	29K
March	24K	27K	17K
April	15K	16K	16K
September	18K	19K	15K
August	14K	18K	15K
May	18K	10K	9K
July	13K	17K	12K
June	15K	13K	12K
Grand t...	774K	1M	406K

Sales (Gross) \$

Year / Total			
Month	2021	2022	2023
January	134K	394K	95K
December	222K	326K	73K
February	188K	160K	73K
November	148K	180K	81K
October	54K	46K	32K
March	28K	32K	20K
April	18K	19K	18K
September	20K	22K	17K
August	17K	22K	17K
May	21K	11K	11K
July	15K	19K	14K
June	18K	15K	14K
Grand t...	884K	1M	466K

Orders

Year / Record Count			
Month	2021	2022	2023
January	2K	4K	1K
December	2K	4K	874
February	2K	2K	948
November	1K	2K	883
October	521	461	348
March	383	370	258
April	202	209	212
September	196	226	183
August	177	226	177
May	229	115	116
July	146	188	162
June	191	147	144
Grand t...	10K	13K	5K

Sales (Net) \$

Sales (Gross) \$

Orders

Year / Subtotal				Year / Total				Year / Number of Orders			
MM-DD	2021	2022	2023	MM-DD	2021	2022	2023	MM-DD	2021	2022	2023
12-26	11.1K	23.1K	1.1K	12-26	12.9K	26.6K	1.1K	01-01	52	179	64
01-02	4.9K	20.5K	7.5K	01-03	6.5K	26.6K	4.1K	01-02	66	236	82
01-03	5.9K	22.4K	3.3K	01-02	5.3K	23.3K	1.1K	01-03	70	292	47
11-28	15.8K	11.3K	4.4K	11-28	18.8K	12.8K	1.1K	01-04	59	138	26
12-27	10.5K	17K	2.2K	12-28	18.6K	14.9K	1.1K	01-05	62	122	33
12-28	15.9K	12.9K	1.1K	12-27	12.3K	19.3K	1.1K	01-06	48	132	40
01-15	2.9K	10.9K	3.3K	01-15	3.4K	12.6K	1.1K	01-07	34	155	27
12-23	3.8K	24.8K	9.9K	12-23	4.2K	28.2K	1.1K	01-08	37	117	31
12-24	6.3K	21.3K	8.7K	12-24	7.5K	24.2K	1.1K	01-09	55	145	32
01-16	3.2K	11.3K	1.1K	01-30	6.8K	18K	1.1K	01-10	47	117	21
01-30	5.9K	15.4K	1.1K	01-16	3.5K	13.1K	1.1K	01-11	36	133	31
01-01	4.8K	15K	4.4K	01-01	5.2K	17.3K	1.1K	01-12	36	99	14
01-20	3.6K	7.3K	1.1K	11-26	17.4K	5.9K	1.1K	01-13	31	86	28
11-26	15.5K	5K	5.5K	01-20	4.1K	8.4K	1.1K	01-14	27	94	47
01-23	3.8K	13.8K	1.1K	01-23	4.1K	16.3K	1.1K	01-15	36	126	34
01-17	2.3K	8K	1.1K	01-31	9.9K	10.1K	1.1K	01-16	38	127	27
01-14	2.1K	6.9K	1.1K	01-14	2.3K	8.2K	1.1K	01-17	29	88	30
01-31	8.7K	8.5K	5.5K	11-29	15.8K	7.4K	1.1K	01-18	28	103	28
11-27	8.8K	6.6K	8.8K	01-17	2.6K	9K	1.1K	01-19	38	93	20
11-29	13.3K	6.5K	4.4K	12-29	15.9K	10.2K	1.1K	01-20	43	86	28
01-25	4.7K	13.2K	3.3K	01-29	5.9K	15.5K	1.1K	01-21	34	89	23
01-09	6.3K	12.9K	1.1K	11-27	10.2K	7.7K	1.1K	01-22	38	129	23
12-29	13.4K	8.8K	1.1K	01-25	5.3K	15.7K	1.1K	01-23	51	157	27
01-29	5.2K	12.9K	3.3K	01-09	7K	14.6K	1.1K	01-24	70	114	28
01-22	2.7K	11.8K	1.1K	01-22	3.2K	13.7K	1.1K	01-25	63	159	29
01-07	2.5K	13.6K	2.2K	01-07	2.8K	15.7K	1.1K	01-26	69	109	42
02-14	13.5K	5.8K	2.2K	02-14	14.7K	6.9K	1.1K	01-27	51	102	28
01-18	2.1K	8.6K	1.1K	01-18	2.3K	10K	1.1K	01-28	57	93	49
01-21	2.2K	6.4K	1.1K	01-21	2.5K	7.8K	1.1K	01-29	75	147	52
12-30	12.6K	6.8K	1.1K	12-30	14.8K	7.8K	1.1K	01-30	80	169	66
12-22	3K	15.3K	2.2K	12-31	14.9K	7.1K	1.1K	01-31	114	112	69
Grand to...	773.6K	1.1M	406K	Grand to...	883.7K	1.2M	406K	Gr...	9,649	13,463	5,431

Year ▾

Month ▾

Website ▾

YYYY-MM ▾

Sales (Net) \$

YYYY-MM	Subtotal
2022-01	338.6K
2022-12	281.7K
2021-12	189K
2021-02	169K
2024-01	158.5K
2022-11	155.2K
2022-02	136.2K
2021-11	129.3K
2021-01	119.5K
2023-01	83.4K
2023-11	71.2K
2023-12	63.6K
2023-02	62.6K
2021-10	48.2K
2022-10	40.2K
2023-10	29K
2022-03	26.9K
2024-02	26.1K
2021-03	24.4K
2022-09	19.1K
2021-05	18.5K
2022-08	18.2K
2021-09	17.6K
2023-03	17.1K
2022-07	16.7K
2023-04	15.9K
2022-04	15.8K
2021-04	15.4K
2021-06	15.1K
Grand t...	2.5M

Sales (Gross) \$

YYYY-MM	Total
2022-01	394.3K
2022-12	326.4K
2021-12	222K
2021-02	188.2K
2022-11	179.7K
2024-01	177.2K
2022-02	159.6K
2021-11	148.4K
2021-01	134.1K
2023-01	95.5K
2023-11	80.8K
2023-12	73.5K
2023-02	73.2K
2021-10	54.5K
2022-10	46.1K
2023-10	32.2K
2022-03	31.5K
2024-02	30K
2021-03	28.1K
2022-09	22.2K
2022-08	21.7K
2021-05	21K
2021-09	20.3K
2023-03	20.1K
2022-07	19.1K
2022-04	18.6K
2023-04	18.1K
2021-04	17.9K
2021-06	17.6K
Grand t...	2.8M

Orders 

YYYY-MM	Numb...
2021-01	1,574
2021-02	2,206
2021-03	383
2021-04	202
2021-05	229
2021-06	191
2021-07	146
2021-08	177
2021-09	196
2021-10	521
2021-11	1,487
2021-12	2,337
2022-01	4,048
2022-02	1,741
2022-03	370
2022-04	209
2022-05	115
2022-06	147
2022-07	188
2022-08	226
2022-09	226
2022-10	461
2022-11	2,045
2022-12	3,687
2023-01	1,126
2023-02	948
2023-03	258
2023-04	212
2023-05	116
Grand total	31,106

Year

Month

Day

Provinces in Canada



	Province	Orders	Total
1.	Ontario	13,373	1,115,649.06
2.	Alberta	4,148	364,310.82
3.	Quebec	3,824	297,156.56
4.	British Columbia	1,832	156,443.46
5.	Manitoba	1,277	102,963.64
6.	Saskatchewan	777	65,315.81
7.	New Brunswick	297	25,971.64
8.	Nova Scotia	289	25,626.7
9.	Newfoundland and Labra...	246	24,006.28
10.	Yukon	101	11,612.23
11.	Northwest Territories	86	9,217.66
12.	Prince Edward Island	71	6,003.92
13.	Nunavut	26	3,422.99

1 - 13 / 13 < >

States in US



	Province	Orders	Total
1.	Minnesota	1,602	163,545
2.	Illinois	1,553	160,394
3.	New York	1,415	139,207
4.	Colorado	1,068	111,509
5.	California	1,098	108,553
6.	Michigan	810	84,422
7.	Wisconsin	814	81,915
8.	Massachusetts	691	70,057
9.	Ohio	516	49,810
10.	Pennsylvania	436	44,306
11.	Washington	437	42,232
12.	Texas	370	34,857
13.	New Jersey	337	34,549
14.	Arizona	343	33,886
15.	Florida	292	31,947
16.	Virginia	275	28,694
17.	Connecticut	251	26,091
18.	New Hampshire	232	25,180
19.	Montana	229	24,553
20.	Oregon	228	24,296
21.	Vermont	205	21,188
22.	Utah	208	20,465

1 - 53 / 53 < >

Year



Month



Day



All : 100%

Ontario : 48.94%

Alberta : 16.72%

British Columbia : 7.3%

Quebec : 14.46%

Saskatchewan : 3.17%

Manitoba : 5.07%

New Bruns...

Newfoundl...

Yukon : 0.5...

Nova Scoti...

North...

Prin...

Nu...

Year

Month

Day



All : 100%

Minnesota : 10.04%

Illinois : 9.84%

Wisconsin : 5.03%

Pennsylvania : 2.72%

Washington : 2.59%

Massachusetts : 4.3%

Ohio : 3.06%

Texas : 2.14%

New Jersey : ...

Arizona : 2.08%

Florida : 1.96%

Colorado : 6.84%

New Hampshire : 1.55%

Alaska : 1.14%

North Carolina : 0.87%

Virginia : 1.76%

Connecticut...

Maine : 1.08%

Missouri : 1.0...

Marylan...

Kansas : 0.72%

New York : 8.54%

Montana : 1.51%

Nevada : 0....

Nebraska : ...

New Me...

North D...

Kentucky : 0.5...

California : 6.66%

Michigan : 5.18%

Oregon : 1.49%

Utah : 1.26%

Nevada : 0....

Nebraska : ...

New Me...

North D...

Kentucky : 0.5...

South Dakota...

Wyoming : 0.63...

South Carolina...

West Vi... Alaba...

Vermont : 1.3%

Indiana : 1.23%

Iowa : 1.17%

Georgi...

Wyoming : 0.63...

South Carolina...

West Vi... Alaba...

Rho...

Oklahom...

Washi... Hawaii...

Tennessee : 0.6...

Arkansa...

Louisi... M. Del...

Dist...

Year



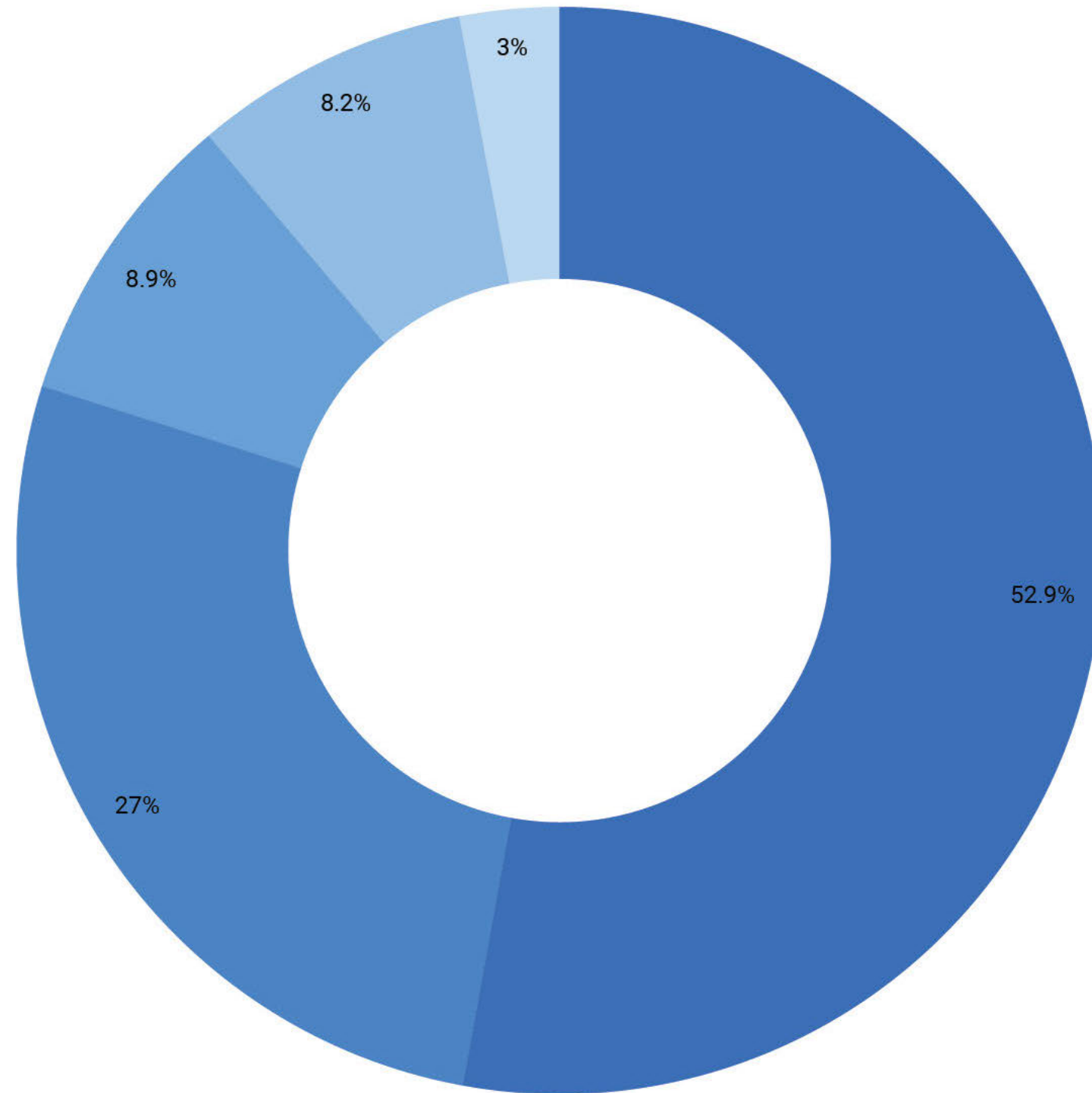
Month



Day



Top Provinces in Canada



- Ontario
- Alberta
- Manitoba
- Quebec
- Saskatchewan

Year



Month



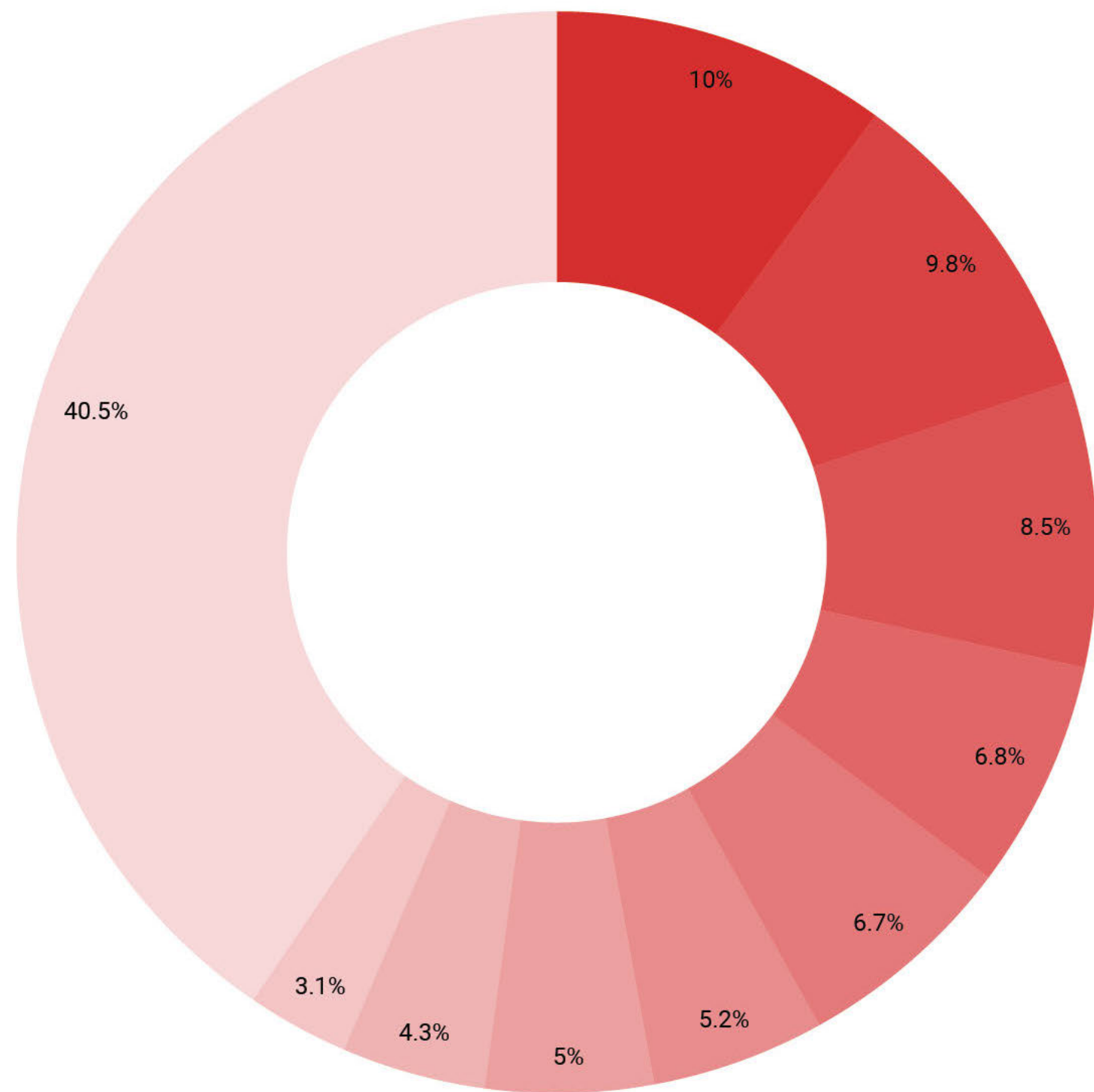
Day



Top States in US



- Minnesota
- Illinois
- New York
- Colorado
- California
- Michigan
- Wisconsin
- Massachusetts
- Ohio
- Others



Year



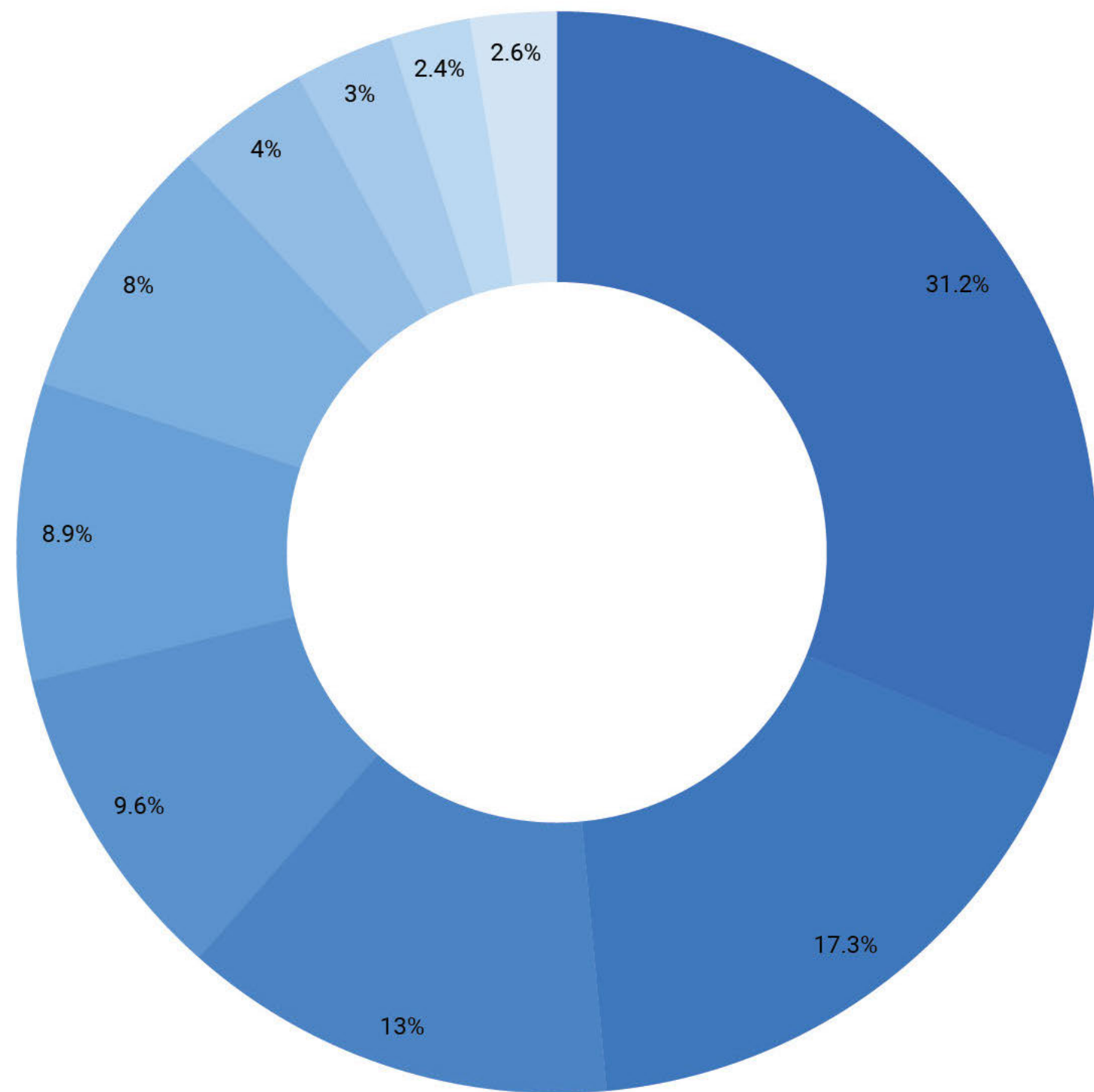
Month



Day



Top Cities in Canada



- Toronto
- Calgary
- Ottawa
- Edmonton
- Winnipeg
- Montreal
- Mississauga
- Saskatoon
- Hamilton
- Others

Year



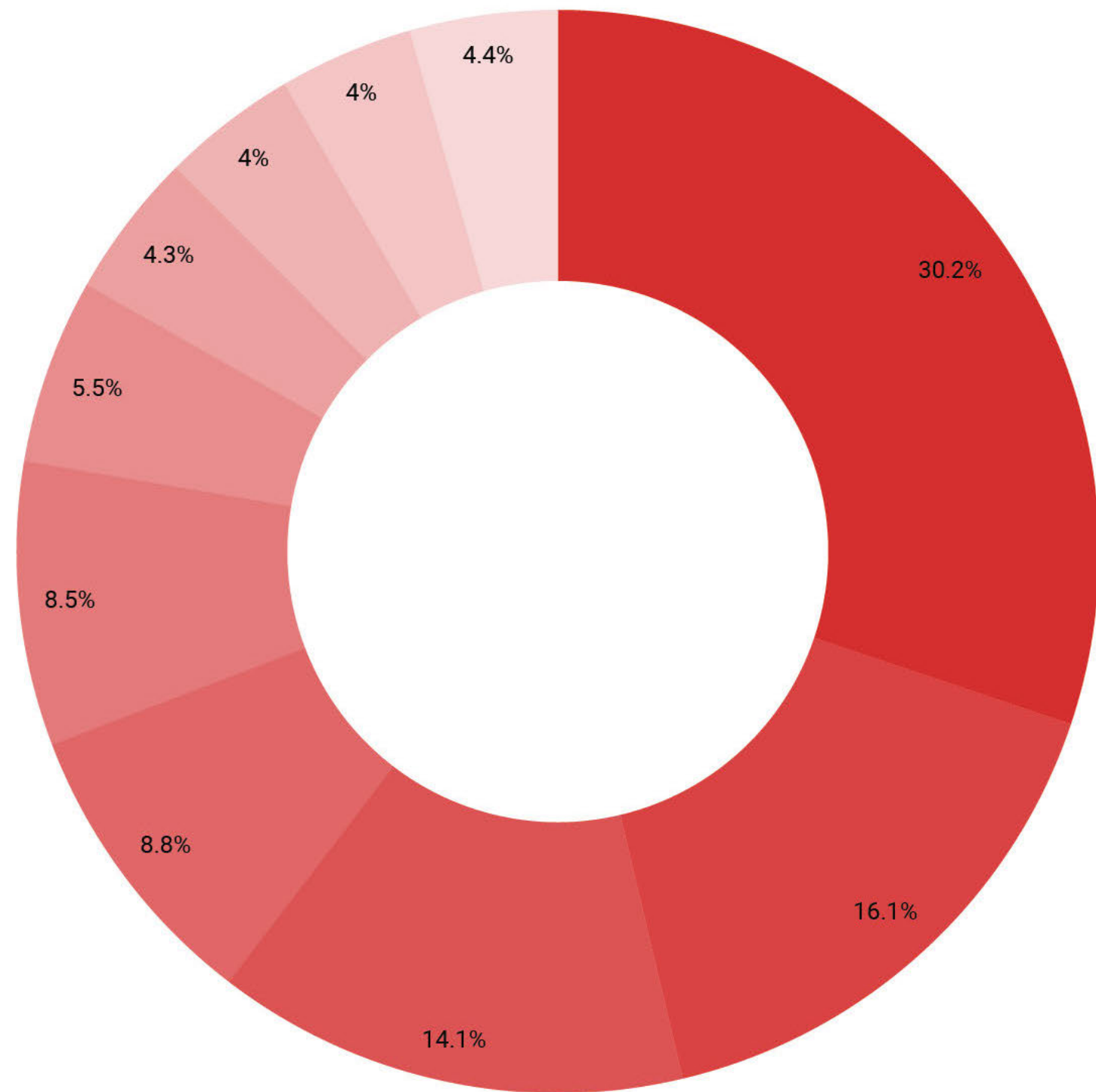
Month



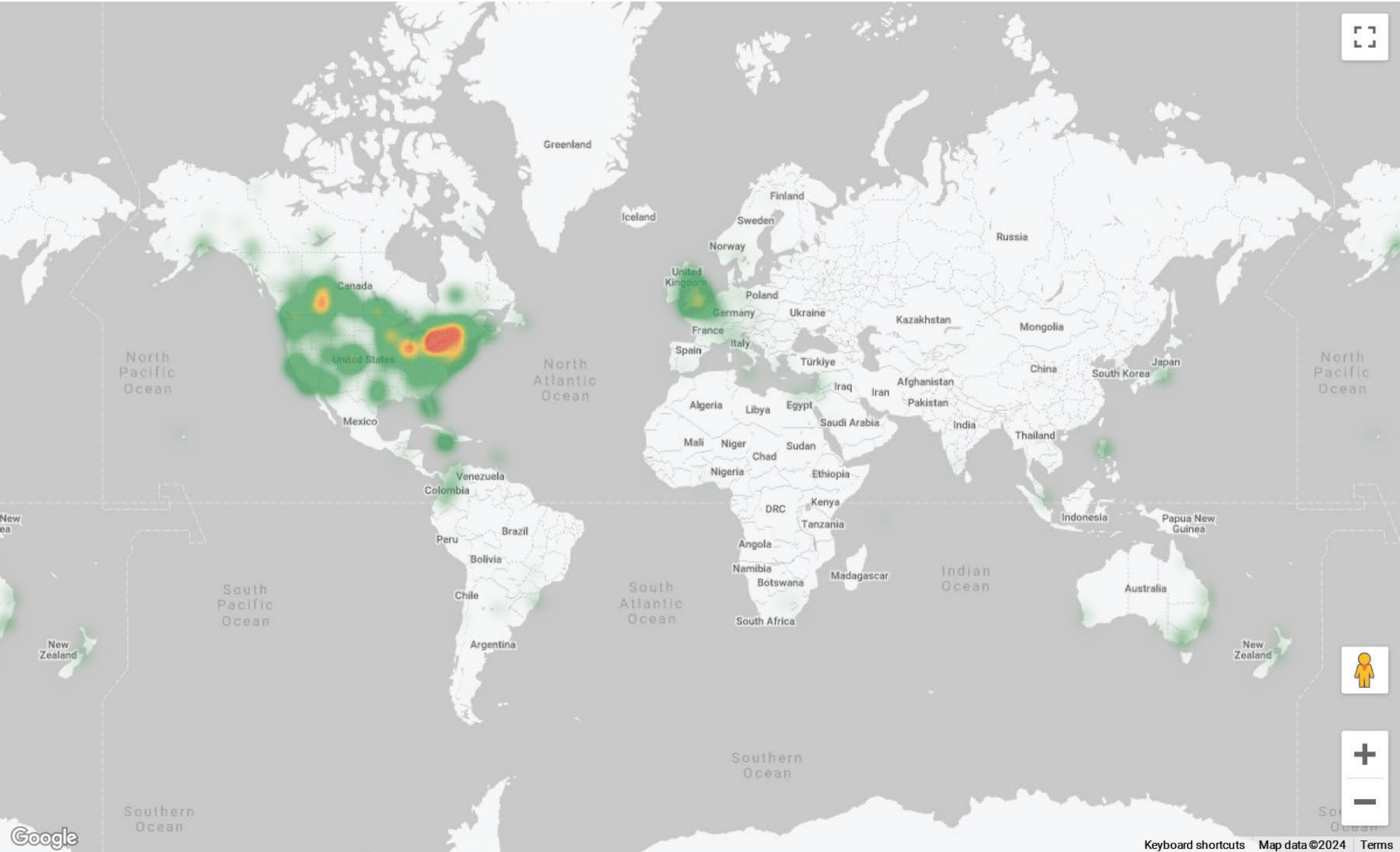
Day

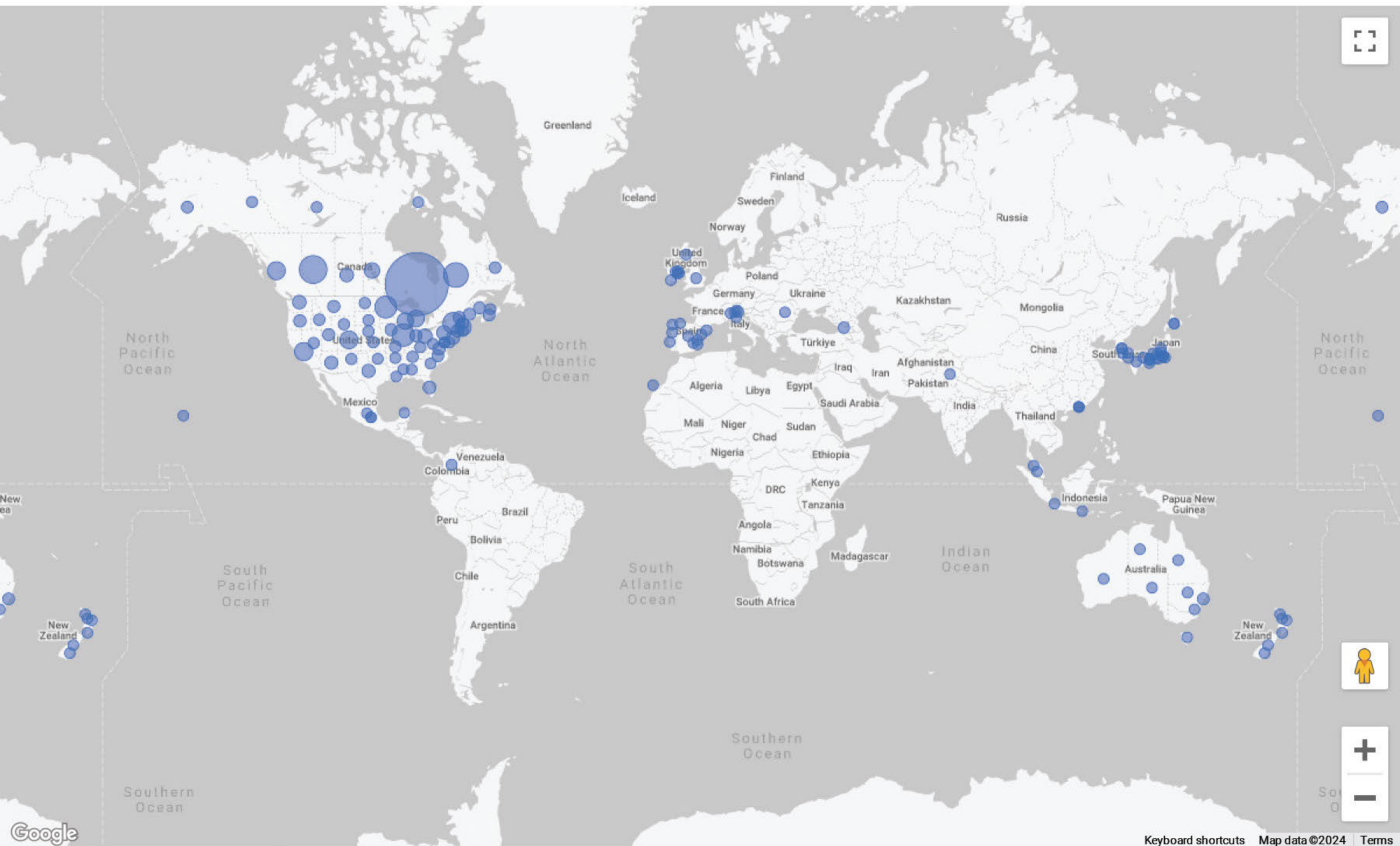


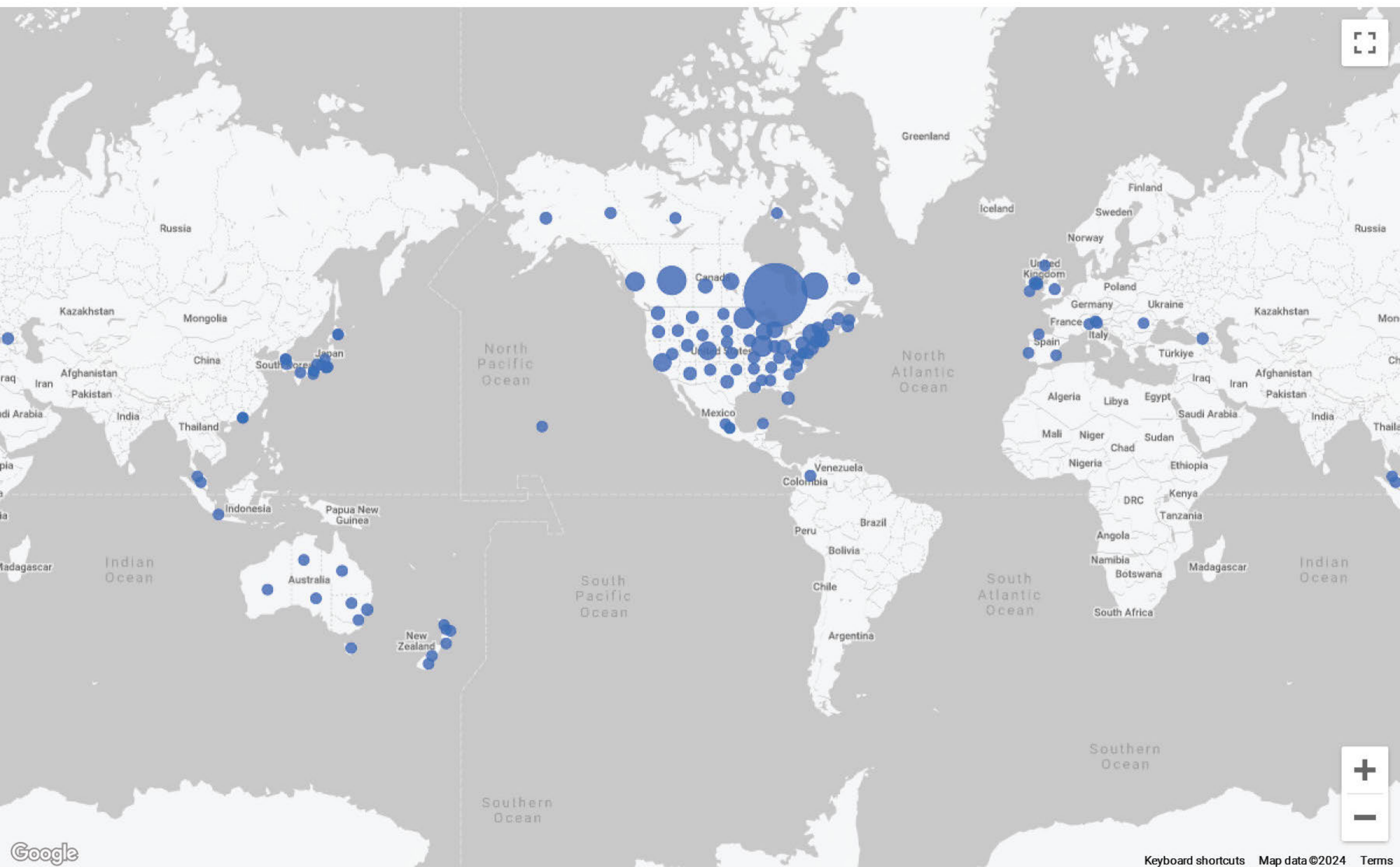
Top Cities in US



- Chicago
- Minneapolis
- New York
- Brooklyn
- Denver
- Saint Paul
- Madison
- Rochester
- Portland
- Others







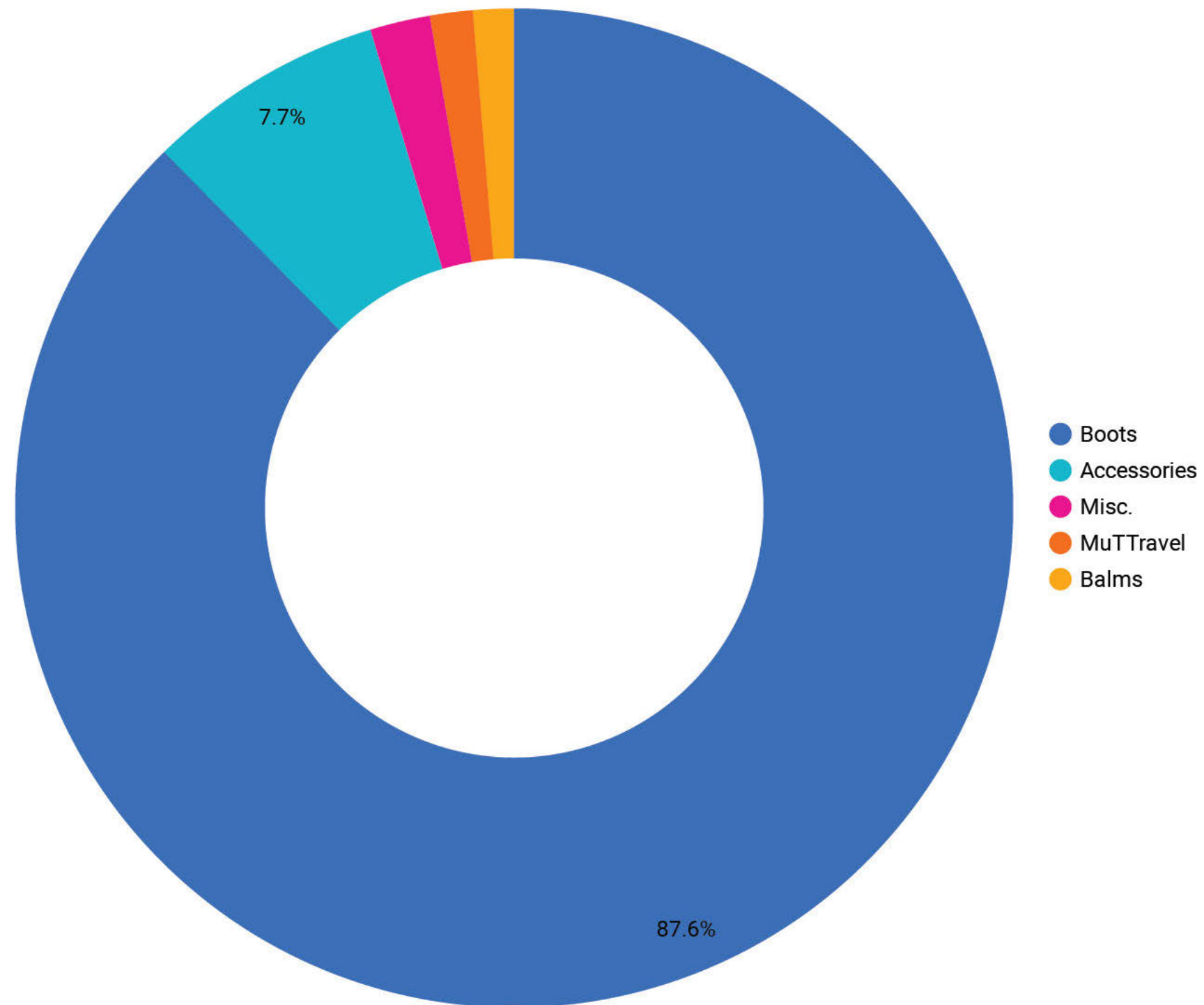
Year



Month



Website



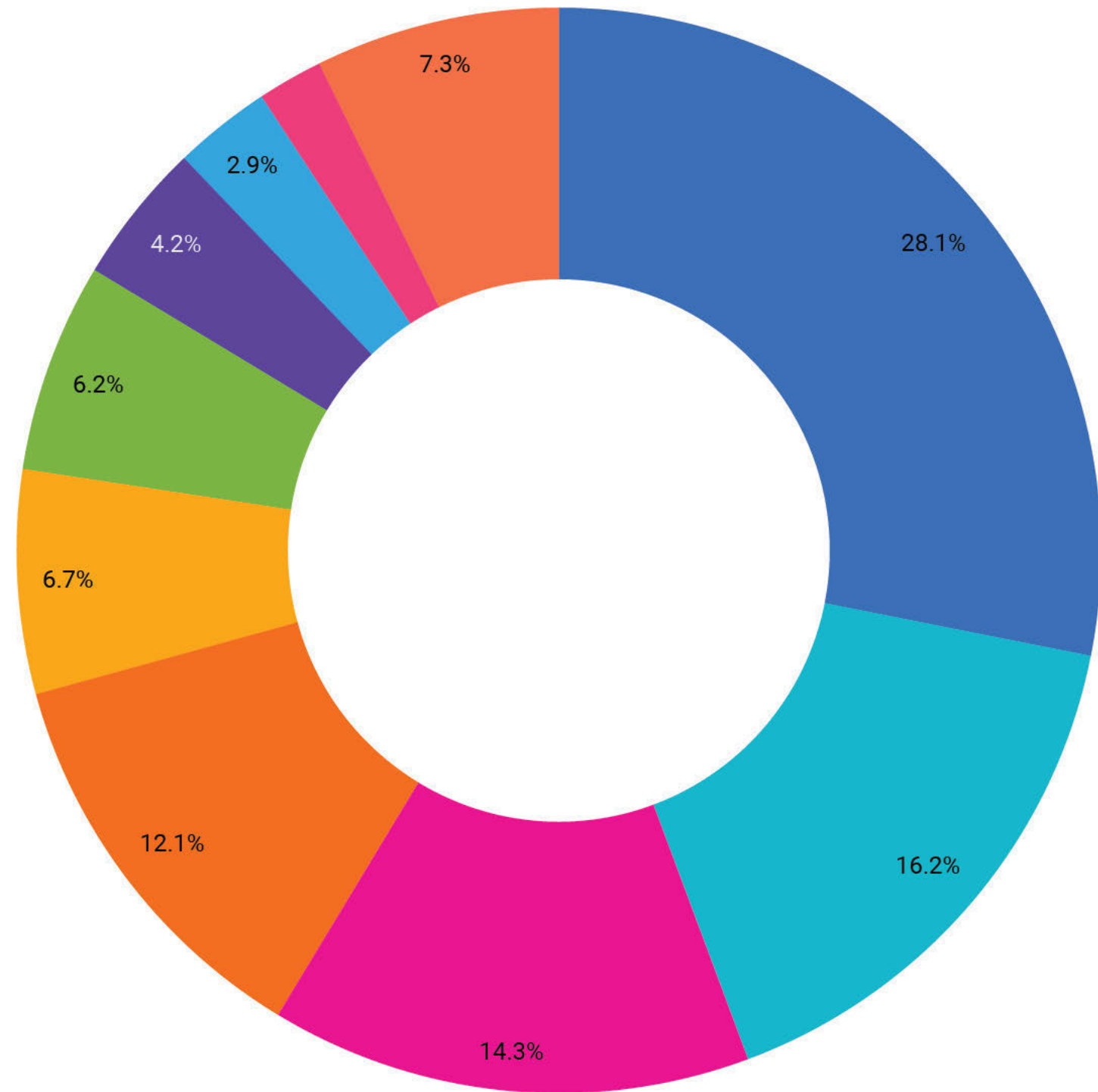
Year



Month



Website



Year

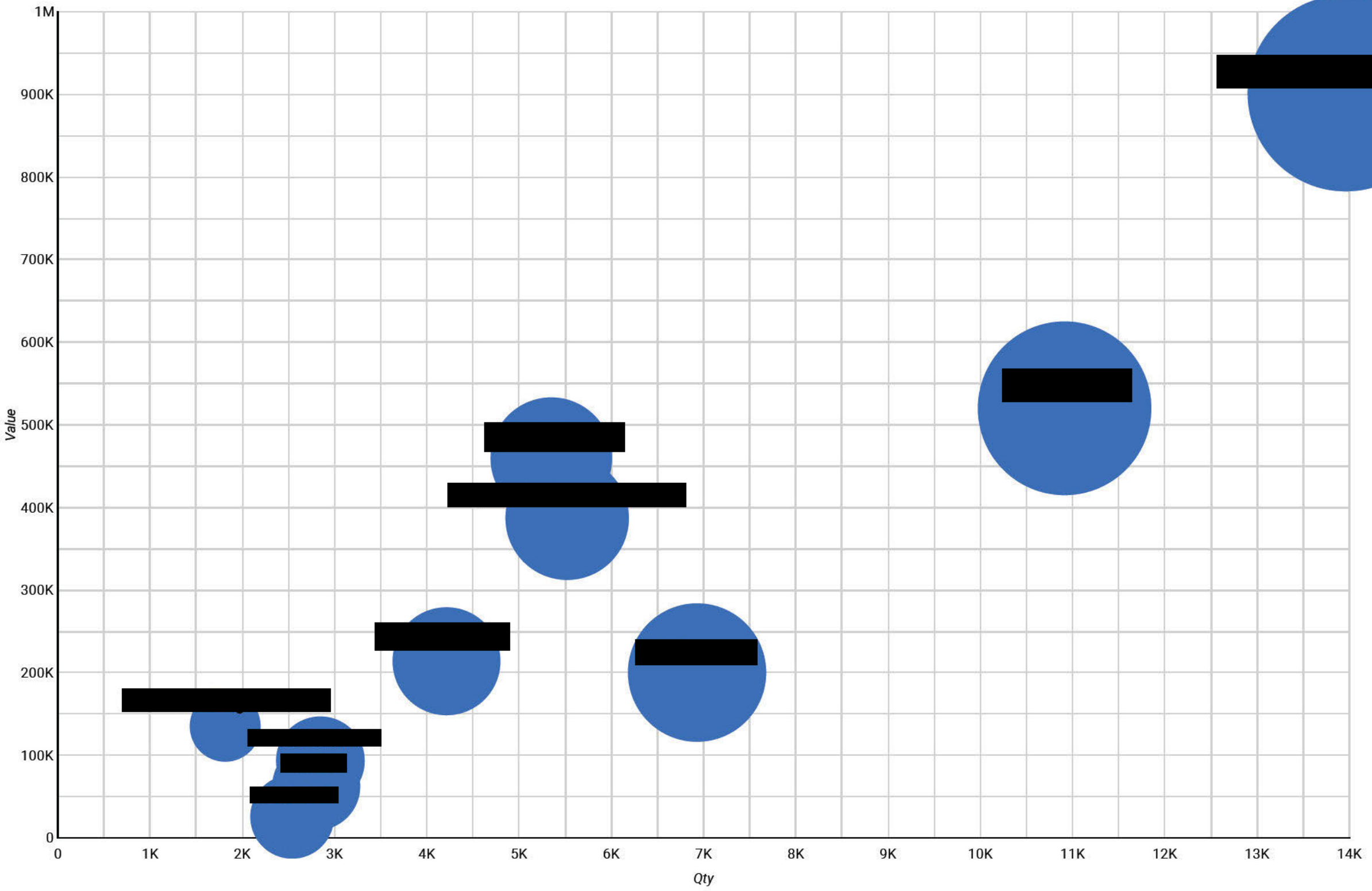
Month

Website

Product Name



● Product Name



Year

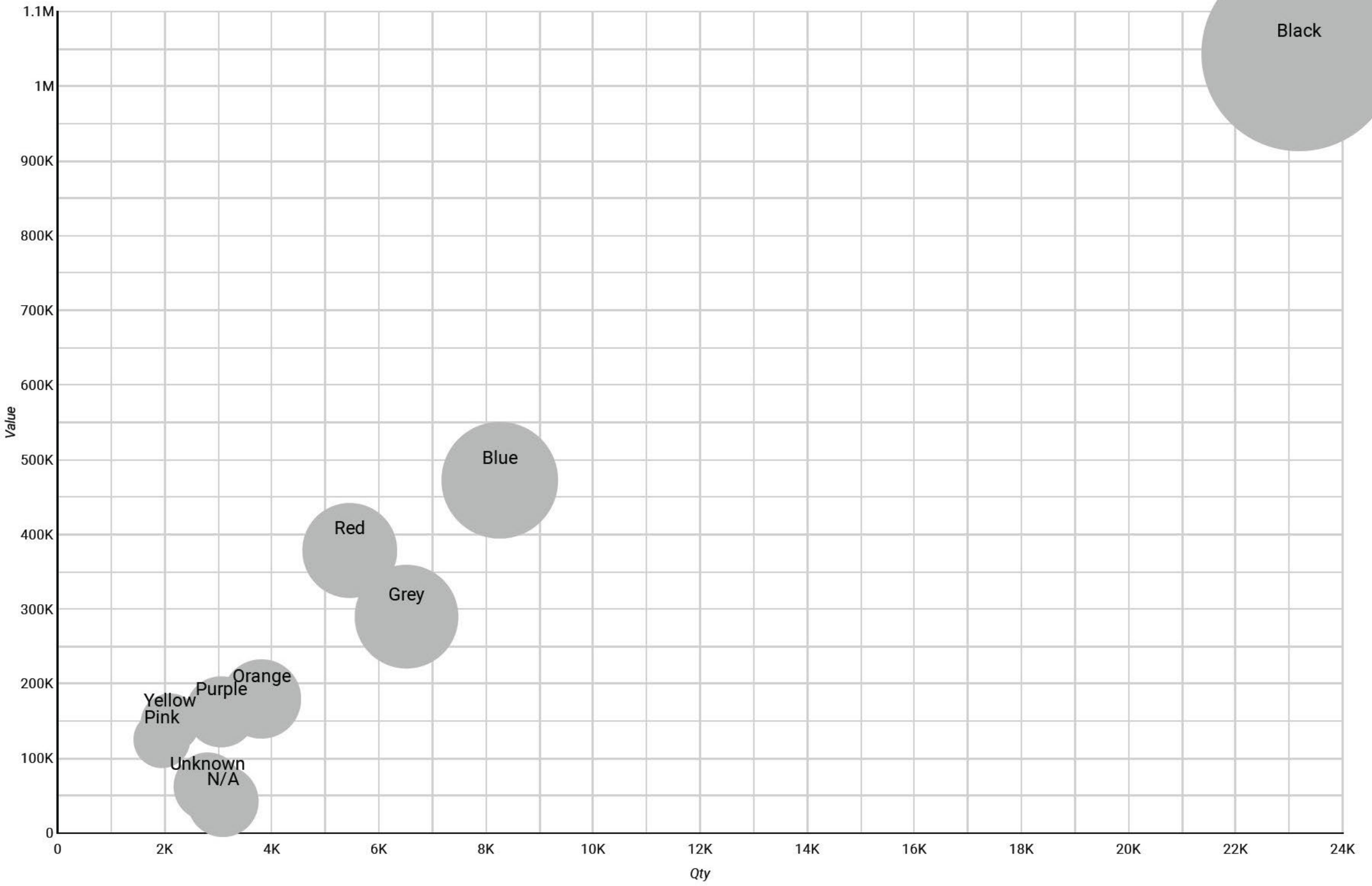
Month

Website

Product Colour



● Product Colour



Year ▾

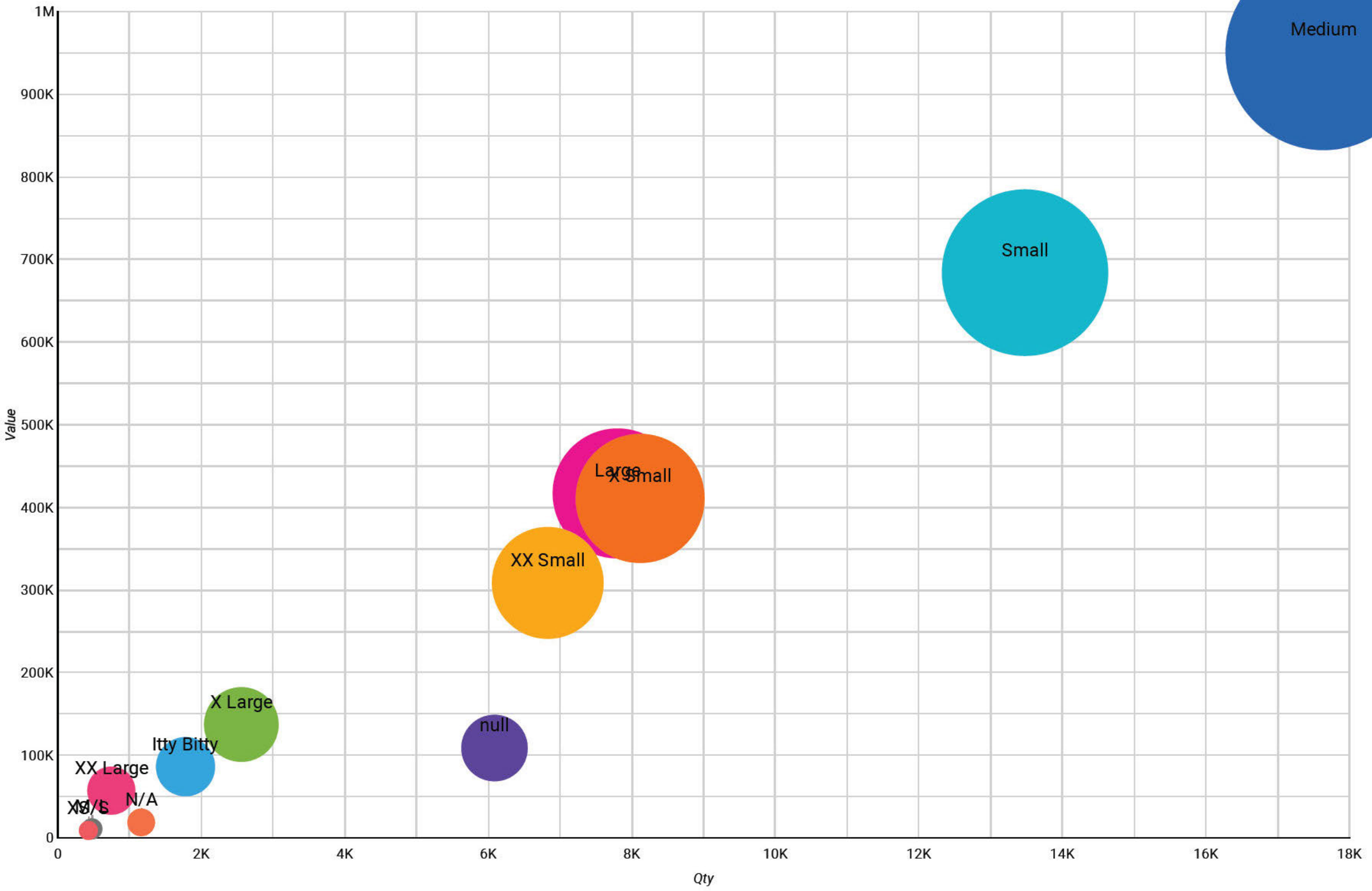
Month ▾

Website ▾

Product Size



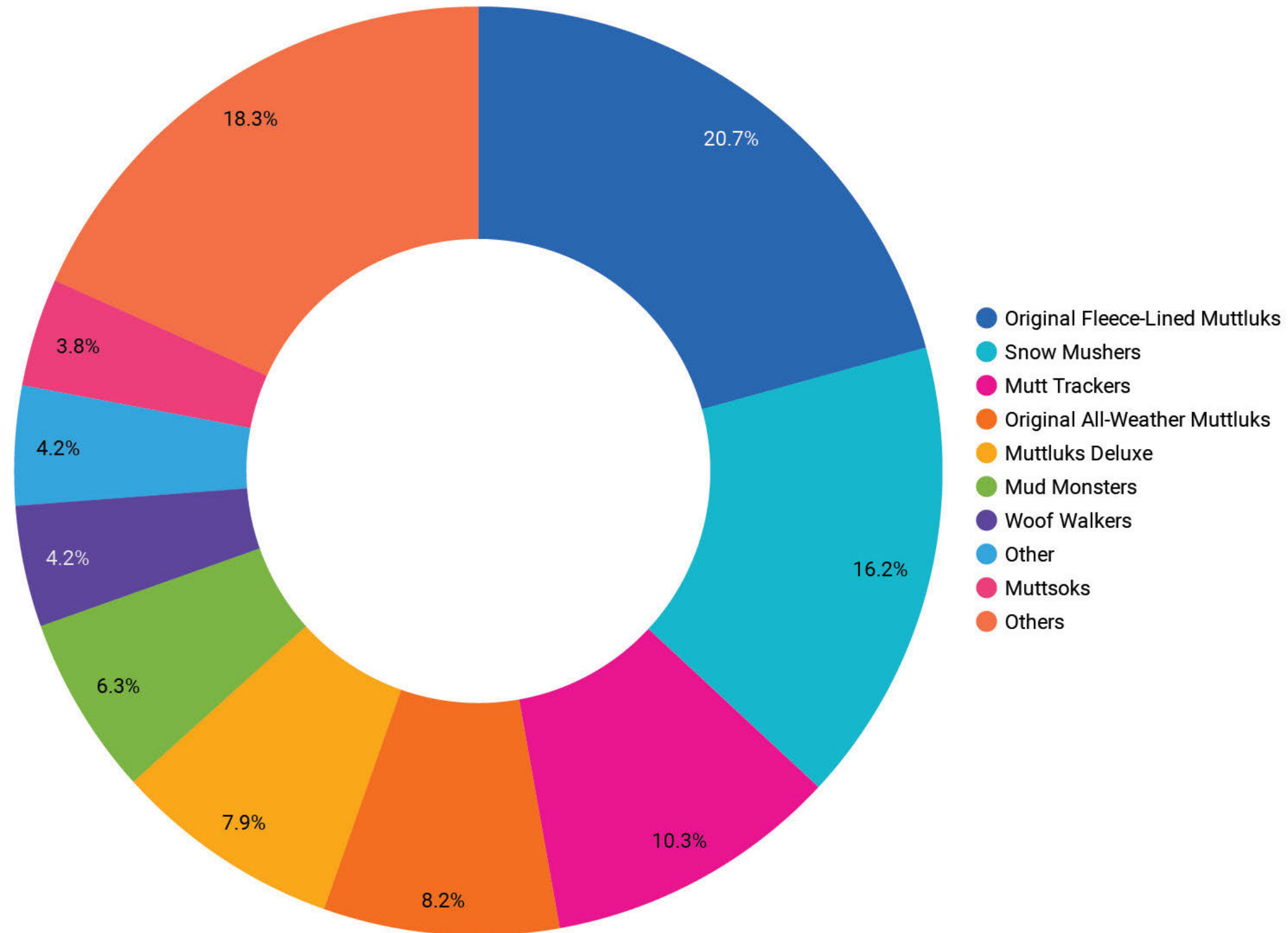
- Medium
- Small
- Large
- X Small
- XX Small
- X Large
- Value
- Itty Bitty
- XX Large
- N/A
- M/L
- XS/S



Year



Month



Year		Month		Website		Year / Record Count	
Product Name	Product Cate...	2020	2021	2022	2023	2024	
Original Fleece-Lined Muttluks	Boots	2,112	3,698	5,152	1,561	803	
Snow Musers	Boots	1,074	1,933	2,821	1,185	508	
Muttluks Deluxe	Boots	223	1,025	2,993	622	358	
Original All Weather Muttluks	Boots	1,055	1,429	1,718	664	283	
Mutt Trackers	Boots	771	1,126	1,193	975	397	
Mud Monsters	Boots	598	825	728	619	231	
Woof Walkers	Boots	557	716	782	409	150	
Muttsoks	Accessories	429	583	580	321	100	
Other	Misc.	621	558	488	238	100	
Reversible Dog Snowsuit	Accessories	284	263	405	469	327	
Hott Doggers	Boots	277	300	390	215	89	
MuTTuque	Accessories	74	214	526	195	49	
Pawmagik Cream	Balms	171	266	371	103	66	
MuttGators	Accessories	179	230	336	132	54	
MuttSlouchers	Accessories	43	130	205	149	42	
Pawmagik Roll up	Balms	76	145	207	68	27	
Pawmagik Mini	Balms	88	126	203	53	28	
MuTTravel Dog Seat Belt Clip	MuTTravel	62	114	178	91	23	
MuTTravel ViziNek	MuTTravel	31	119	127	80	20	
KoziNek	Accessories		56	164	64	11	
Nosemagik	Balms	51	69	119	37	11	
MuTTravel Collapsible Dog Bowl	MuTTravel	-	49	161	57	17	
Belted Winter Dog Coat	Accessories	83	156	16	-	-	
MuTTravel Dog Treat Bag	MuTTravel	13	26	92	56	18	
MuTTravel 2-in-1 Bottle with Collapsi...	MuTTravel	15	45	51	53	5	
MuTTravel 2-in-1 Hands-Free Bungee...	MuTTravel	-	20	89	38	8	
MuTTravel Dog Seat Belt Clip	MuTTravel		55	55	55		

Year	Month	Month / Record Count											Website
Product Name	Janu...	Febr...	March	April	May	June	July	Aug...	Sept...	Octo...	Nov...	Dece...	
Original Fleece-Lined M...	3,719	2,314	287	98	65	54	84	112	208	758	2,218	3,409	
Snow Musers	1,814	879	144	67	40	41	73	73	154	447	1,586	2,203	
Muttluks Deluxe	1,687	670	92	24	19	31	25	57	87	253	871	1,405	
Original All Weather Mu...	1,117	857	265	172	200	209	185	161	187	293	616	887	
Mutt Trackers	688	532	312	208	204	158	159	167	131	234	659	1,010	
Mud Monsters	309	325	195	258	325	285	296	258	187	116	214	233	
Woof Walkers	618	359	97	61	93	85	71	90	63	134	333	610	
Muttsoks	363	264	81	59	68	62	63	92	74	132	307	448	
Other	484	393	109	44	56	34	30	49	57	113	346	290	
Reversible Dog Snowsuit	396	230	36	14	9	7	11	25	52	117	467	384	
Hott Doggers	302	153	44	33	26	29	35	35	30	75	197	312	
MuTTuque	212	117	14	6	1	6	20	13	21	82	253	313	
Pawmagik Cream	270	84	23	8	18	20	25	21	30	53	170	255	
MuttGators	200	126	16	16	6	10	13	5	24	46	197	272	
MuttSlouchers	56	56	19	24	20	16	29	14	26	41	103	165	
Pawmagik Roll up	144	37	5	8	20	15	15	15	6	31	76	151	
Pawmagik Mini	112	104	14	3	10	9	16	10	14	23	85	98	
MuTTravel Dog Seat Bel...	66	67	7	19	17	27	17	9	14	38	86	101	
MuTTravel ViziNek	57	44	6	11	4	7	7	5	5	40	78	113	
KoziNek	52	33	10	2	3	7	15	3	4	18	54	94	
Nosemagik	50	31	8	4	17	8	8	7	8	17	54	75	