Executive Business Review

Year-End Performance Analysis and Strategic Recommendations for **Dynamite Clothing**

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Introduction: Dynamite Clothing

Founded: in 1984

Parent Company: Groupe Dynamite

Headquarters: Montreal, Quebec, Canada.

Target Audience: includes two brands: *Garage*, for young women aged 15 to 22, and *Dynamite*, for women aged 25 to 30

Locations: Over 300 stores across Canada and the United States.

Websites: garageclothing.com and dynamiteclothing.com

ARR: $156,000

IPO: Went public in November 2024 on the Toronto Stock Exchange, raising CA$300M and a $2.3B valuation

Syte Deployed Scope: Camera, Personalization Carousel, Similar Items, Shop the Look

Annual Allotment: 63,060 API Calls

Performance Metrics

Total Website

Revenue	Transactions	ARPU
$12,724,255	158,065	$3.3

Unique Users	CVR	AOV
3,855,835	4.10%	$80.5

→

Through Syte Products

Revenue	Transactions	ARPU
$4,540,312 (35.68%)	55,922 (35%)	$13.2

Unique Users	CVR	AOV
343,990 (8.92%)	16.26%	$81.19

Syte Products

Metric / Product	Camera	Personalization	Similar Items	Shop the Look
Unique Users	2,777 (0.81%)	70,335 (20.45%)	141,151 (41.03%)	129,727 (37.71%)
Transactions	265 (0.5%)	10,604 (19%)	21,491 (38.4%)	23,562 (42.1%)
Revenue	$19,495 (0.43%)	$921,424 (20.31%)	$1,683,817 (37.13%)	$1,915,576 (42.19%)
CVR	9.54%	15.08%	15.23%	18.16%
AOV	$73.6	$86.9	$78.3	$81.3
ARPU	$7.0	$13.1	$11.9	$14.8

Green represents the highest score, red the lowest. The % of the total is shown in (parentheses).

Assumptions

Offer Clicks: Represent unique users, while Syte Sessions may include multiple sessions by the same user.

Transactions Count: Only the first Syte product clicked in a session is counted for performance metrics to make sure there's no duplication in totals, which is why direct are excluded

Annual Allotment: Customers who exceed their annual usage allotment will be invoiced for overages based on their billing cycle

API Calls: Higher volume of API calls in a month is assumed to indicate better performance, but no direct correlation is confirmed, and further clarity is needed.
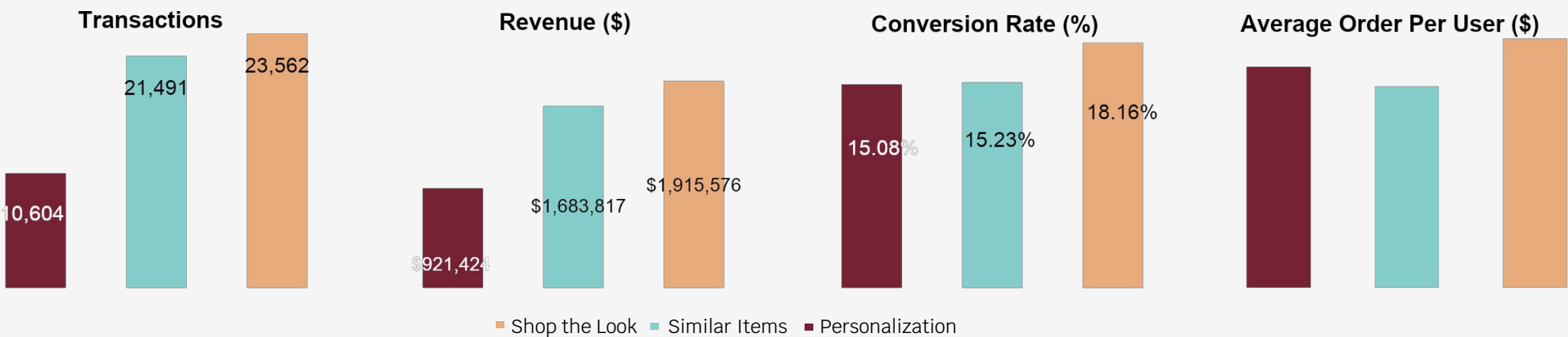
Key Insights & Trends

Success

Users who engage with a Syte product during a session are **5.6 times more likely to complete a transaction**. However, the **cart value** (AOV) remains **nearly unchanged**, with less than a 1.5% difference.

Shop the Look is the most successful product across nearly all metrics, including CVR, transactions, revenue, and ARPU.

Transactions

- 10,604
- 21,491
- 23,562

Revenue ($)

- $921,424
- $1,683,817
- $1,915,576

Conversion Rate (%)

- 15.08%
- 15.23%
- 18.16%

Average Order Per User ($)

Legend: Shop the Look · Similar Items · Personalization

Challenges & Opportunities

Opportunity

Syte users represent **less than 10% of total users** but generate **more than 30%** of total revenue.

Syte Unique Users	Syte Revenue	Total Revenue
343,990 (8.92%)	$4,540,312 (35.68%)	$12,720,255

Doubling Syte users would result in a **29% increase** in total website revenue.

| Syte Unique Users	Syte Revenue	Total Revenue
687,980 (17.84%)	$9,080,623 (55.16%)	$16,462,938
X2	X2	+29%

Challenge

The **Camera** product is the weakest performer, generating no revenue and **failing across all KPIs**.

Challenges & Opportunities

Worth Mentioning

The yearly API Calls allotment was exceeded within 7 months, with an **average monthly usage of 9,191**, nearly double the allocated amount (**5,255).** Additionally, The usage behavior contradicts the common trends on e-commerce*.
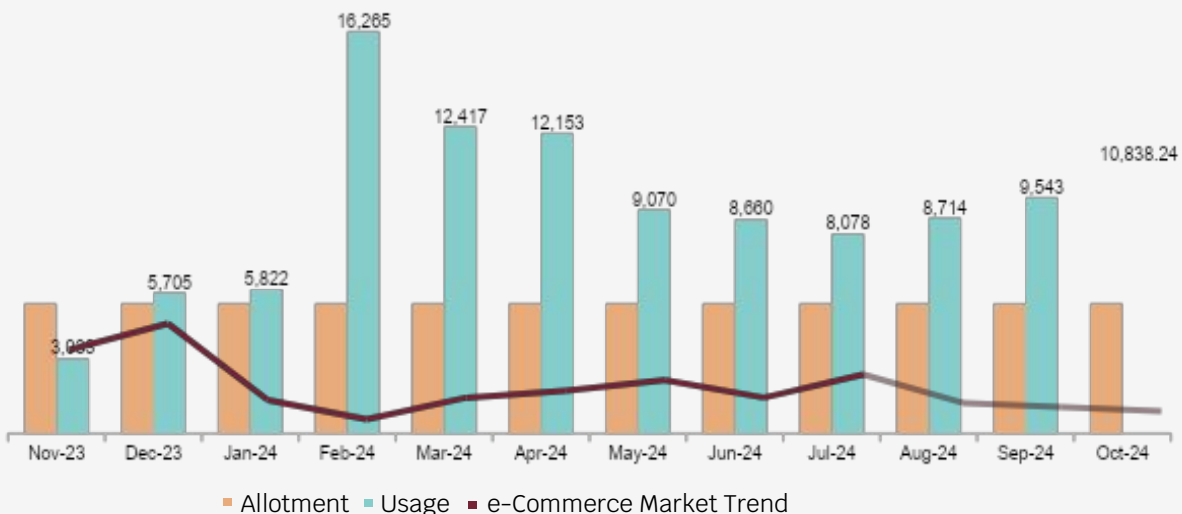
For future consideration, analyzing **customer retention** (repeat purchase rates), **marketing effectiveness** (comparing revenue to marketing spend), and **traffic sources** (organic, paid, social media) will help refine acquisition strategies.

Moreover, the lack of detailed **operational cost** data and **performance metrics across customers** limits the ability to prioritize product deployments and accurately assess their potential impact.

Actionable Recommendations

- **Remove the Camera Product**: Temporarily discontinue the Camera product and focus on other high-performing products. Considering replacing it with a different product or a suite, such as Serchandising.

- **Increase Engagement with Syte Products**: Boost promotion of the visual search feature through targeted campaigns. Adjust the UX by adding popups during search, position the features higher in the page and in the shopping cart. Conduct A/B testing to measure effectiveness.

- **Collect Feedback & Analyze Churn**: Track session drop-offs and gather feedback through surveys and usability testing to identify pain points. Regularly update the platform with new features that enhance user experience.

- **Expand Training & Support:** Provide targeted training and support sessions for the Dynamite Clothing team to help them fully leverage features and enhance upselling strategies.

Next Steps

Towards the Upcoming Meeting

- New metrics to data collection

- Marketing / CS sync

- Feedback session discussion

- Training Session

Thank You