

**8.0M**

Net Revenue

**24.2%**

Gross Margin %

**22.8%**

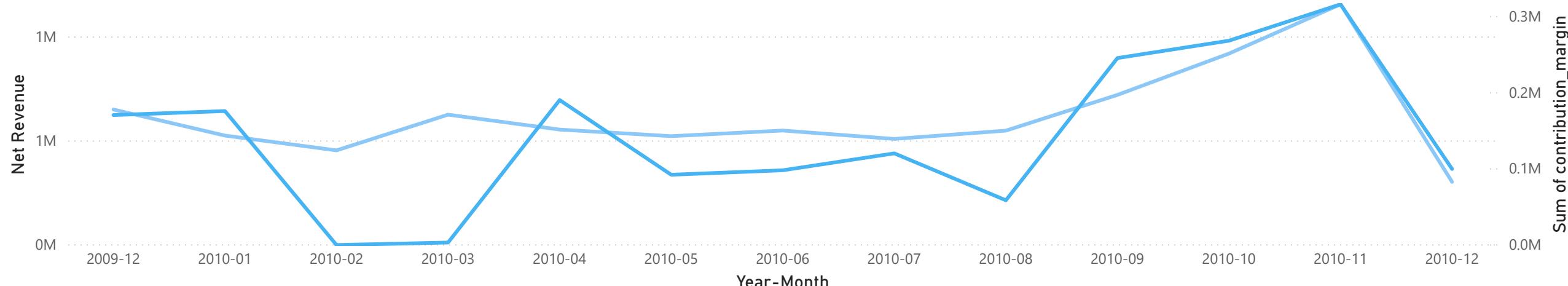
Contribution Margin %

**87%**

% Order Lines with Negative Contrib...

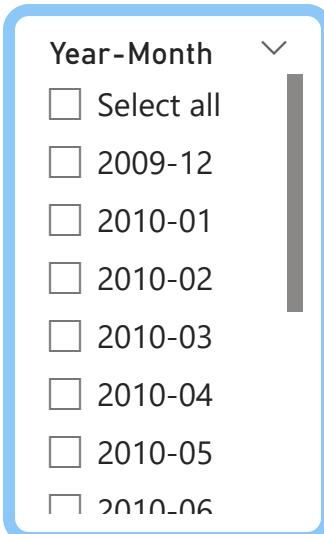
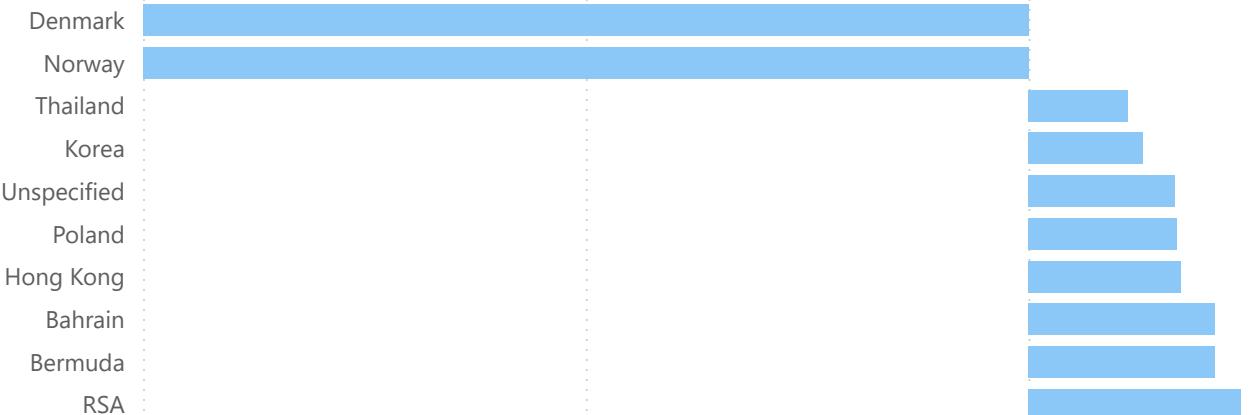
### Net Revenue and Sum of contribution\_margin by Year-Month

● Net Revenue ● Sum of contribution\_margin

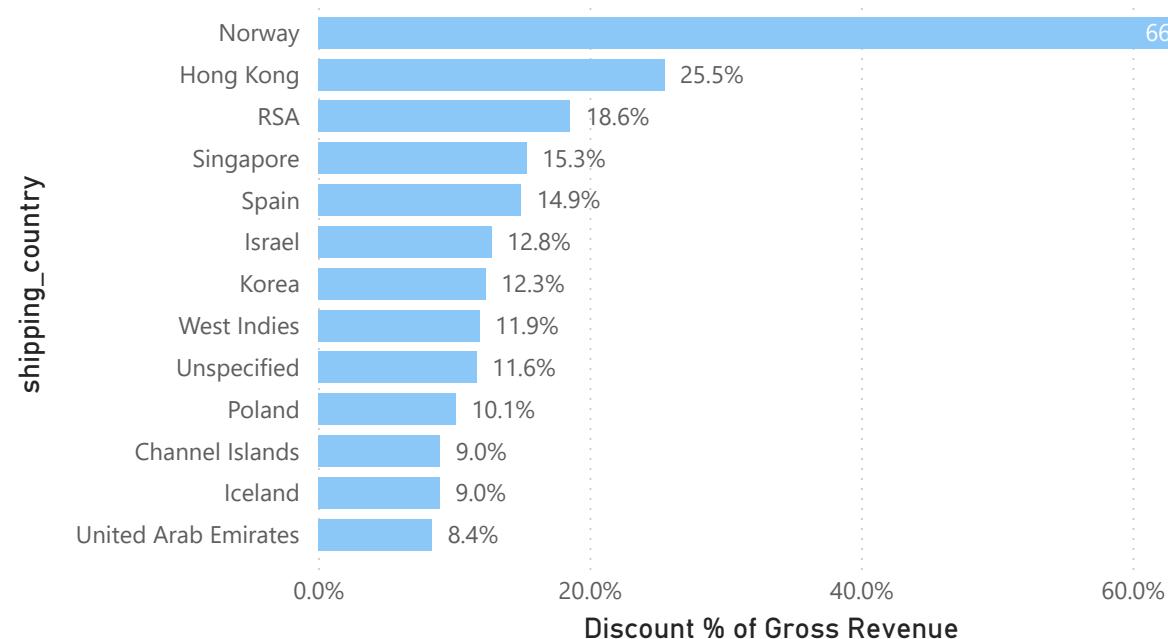


### Contribution Margin % by Shipping Country (after shipping & returns)

shipping\_country



## Discount % of Gross Item Revenue

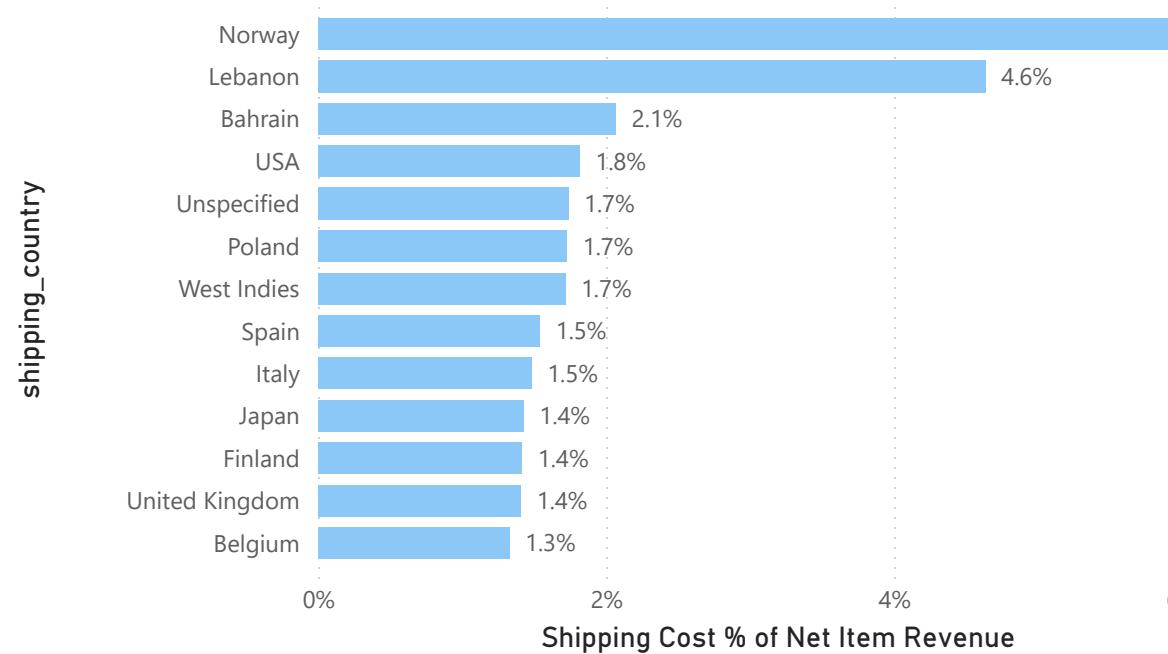


Year-Month ▾  
 Select all  
 2009-12  
 2010-01  
 2010-02  
 2010-03  
 2010-04  
 2010-05

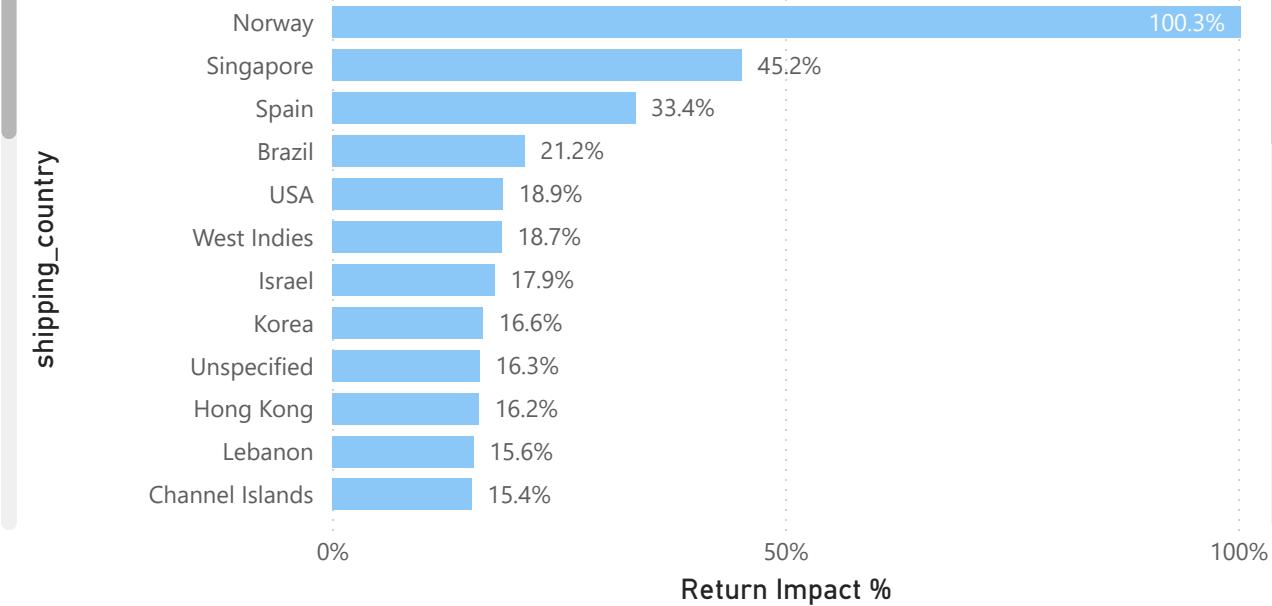
**100.3%**

Max Return Impact %

## Shipping cost as % of Net Item Revenue



## Revenue lost to returns (% of Net Item Revenue)



## Return impact over time: Norway vs other countries

Country Group ● Norway ● Other Countries

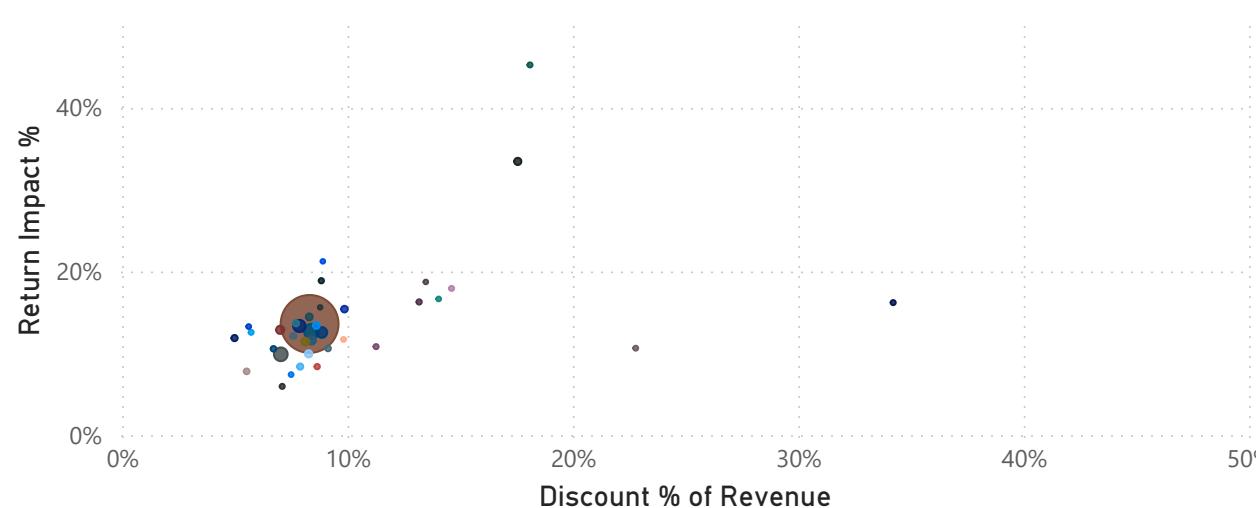


- Year-Month ▾
- Select all
- 2009-12
- 2010-01
- 2010-02
- 2010-03

## Norway's return problem is not price-driven

Most markets cluster within a narrow discount–return range, suggesting operational rather than pricing issues.

## Weak relationship between discounts and return impact across markets



## Return Lines by Year-Month

