

8.0M

Net Revenue

24.2%

Gross Margin %

22.8%

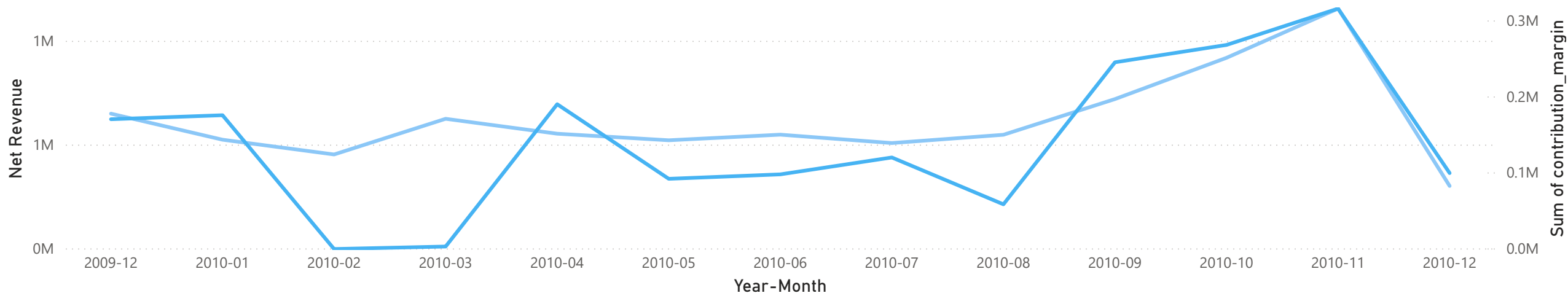
Contribution Margin %

87%

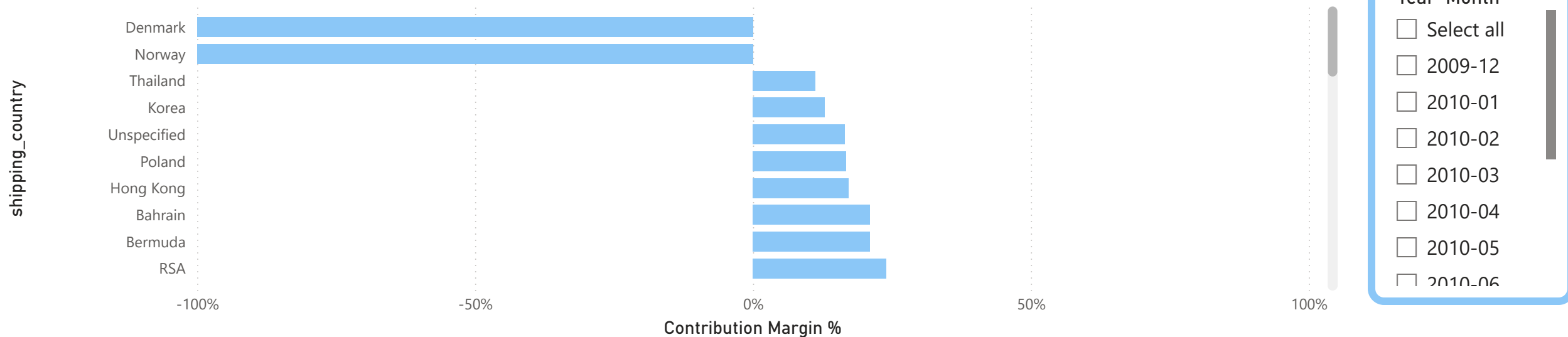
% Order Lines with Negative Contrib...

Net Revenue and Sum of contribution_margin by Year-Month

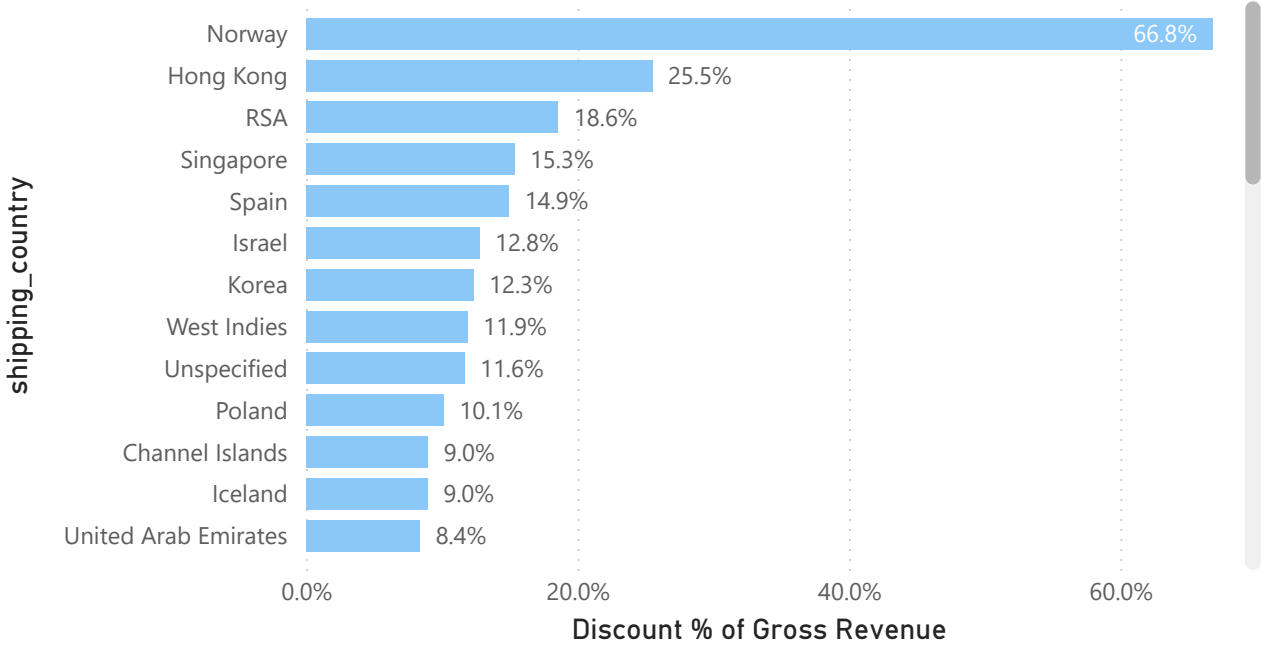
Net Revenue Sum of contribution_margin



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



Discount % of Gross Item Revenue



Year-Month

☐ Select all

☐ 2009-12

☐ 2010-01

☐ 2010-02

☐ 2010-03

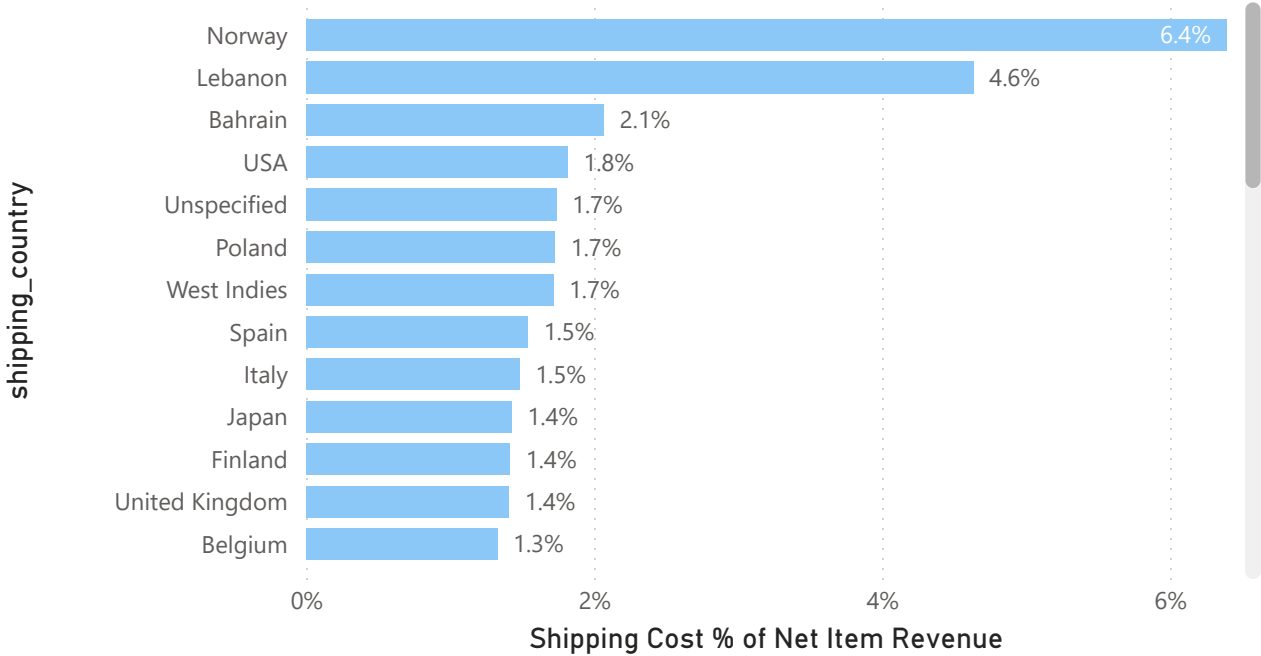
☐ 2010-04

☐ 2010-05

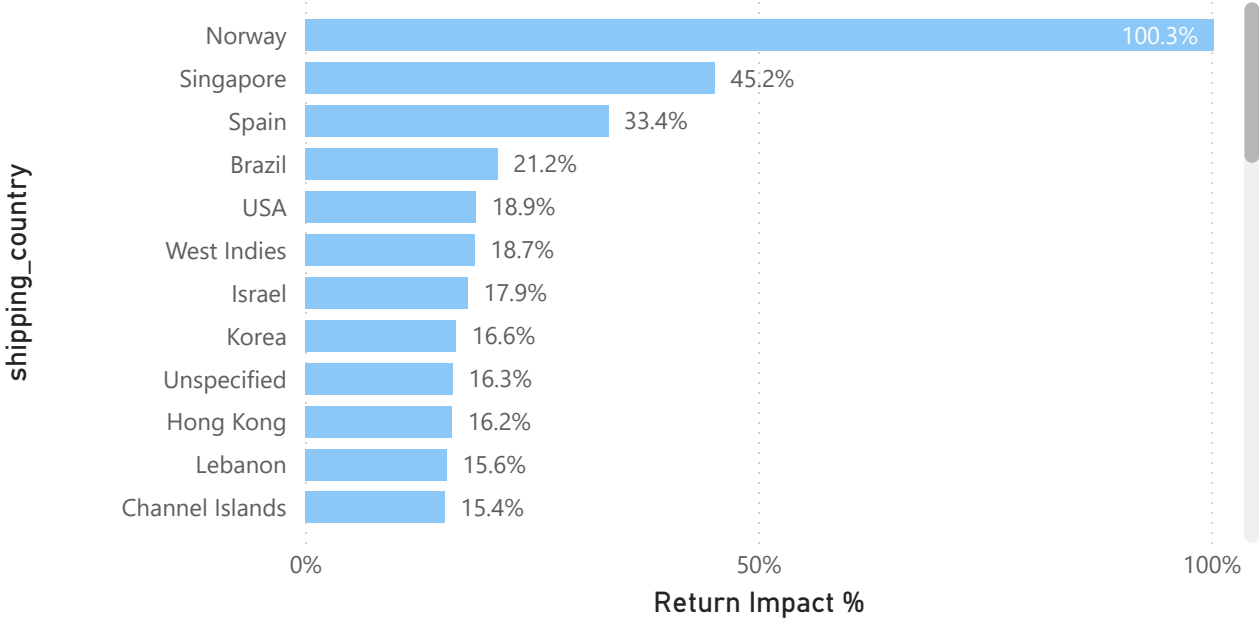
100.3%

Max Return Impact %

Shipping cost as % of Net Item Revenue

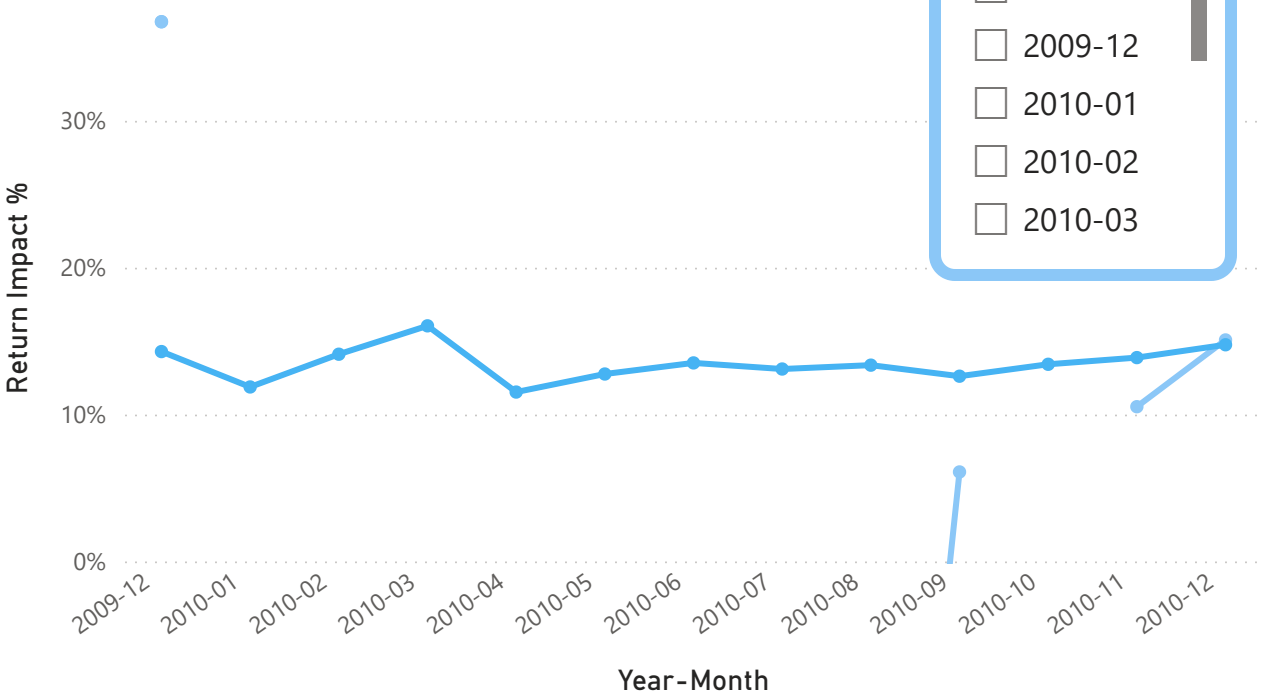


Revenue lost to returns (% of Net Item Revenue)



Return impact over time: Norway vs other countries

Country Group ● Norway ● Other Countries



Year-Month

Select all

2009-12

2010-01

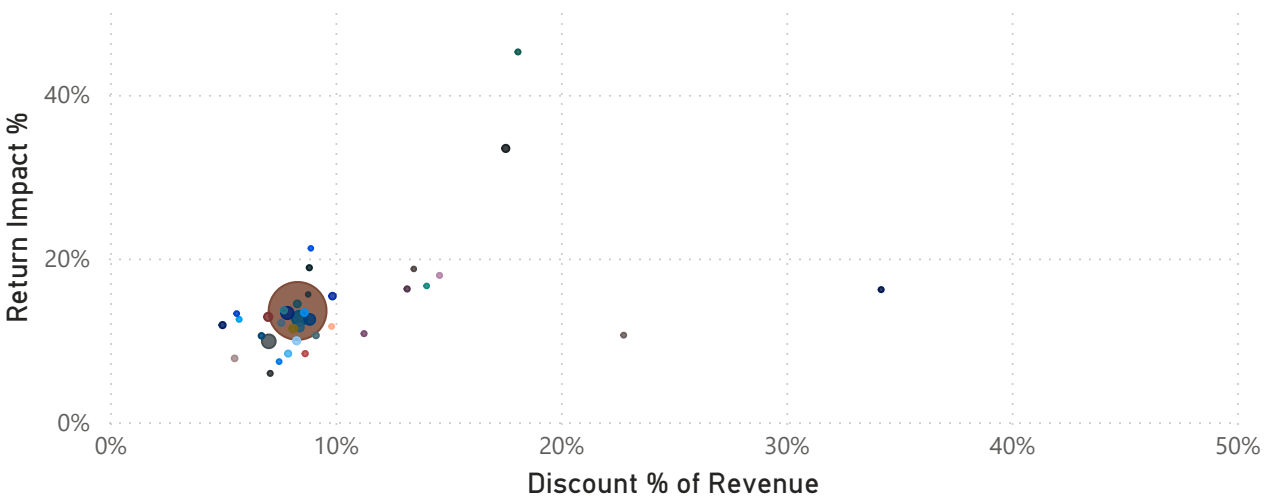
2010-02

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

