

Sales & Returns Performance OverView

Year

All

Category

All

Sold State

All

Total Revenue

4.33M

Return Rate

15%

Total Refunded

-718K

Net Revenue

2.62M

Refund Impact

17%

Discount Rate

8%

Count Customer

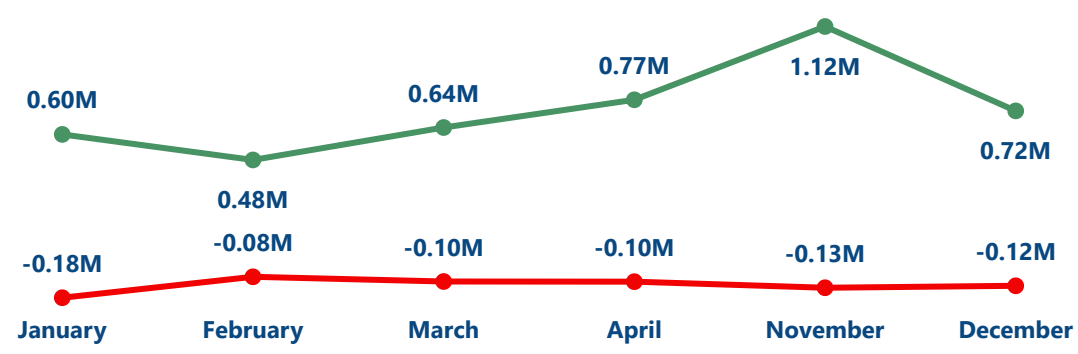
25K

Total Transaction

70K

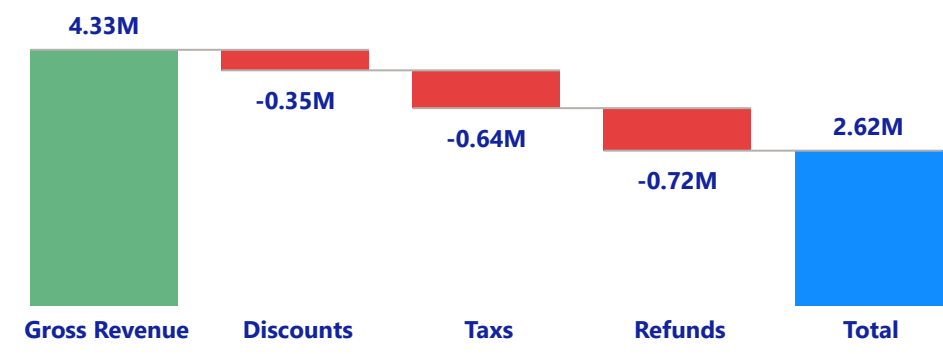
Revenue VS Refunds by Month

● Sum of Refunds ● Sum of Total Revenue



Revenue Breakdown

● Increase ● Decrease ● Total



Total Quantity

71K

Quantity sold

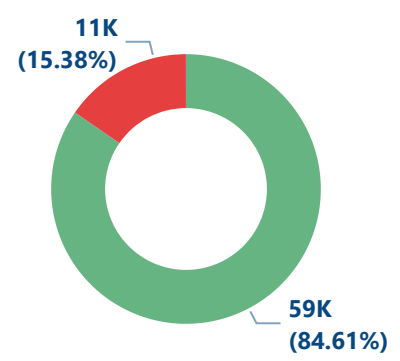
60K

Quantity Refunds

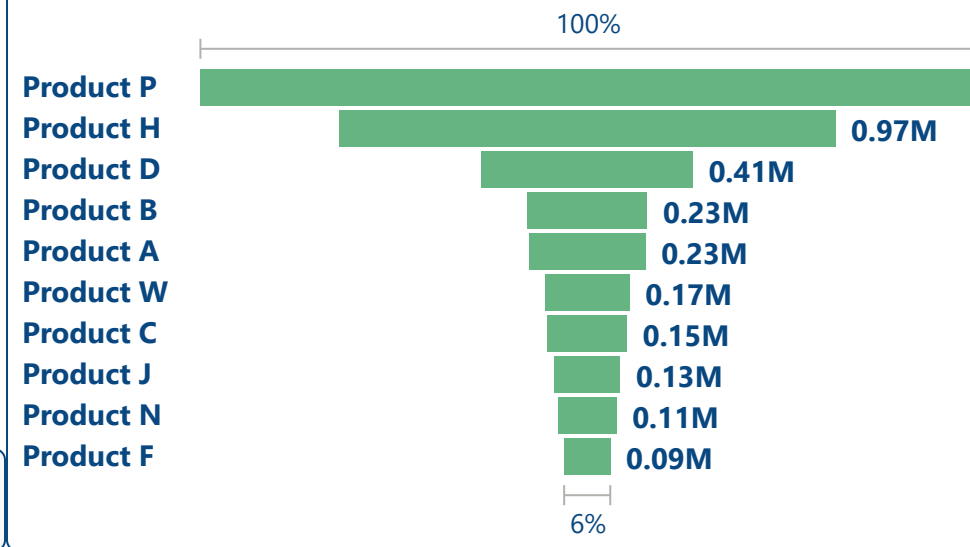
-11K

State Of Transaction

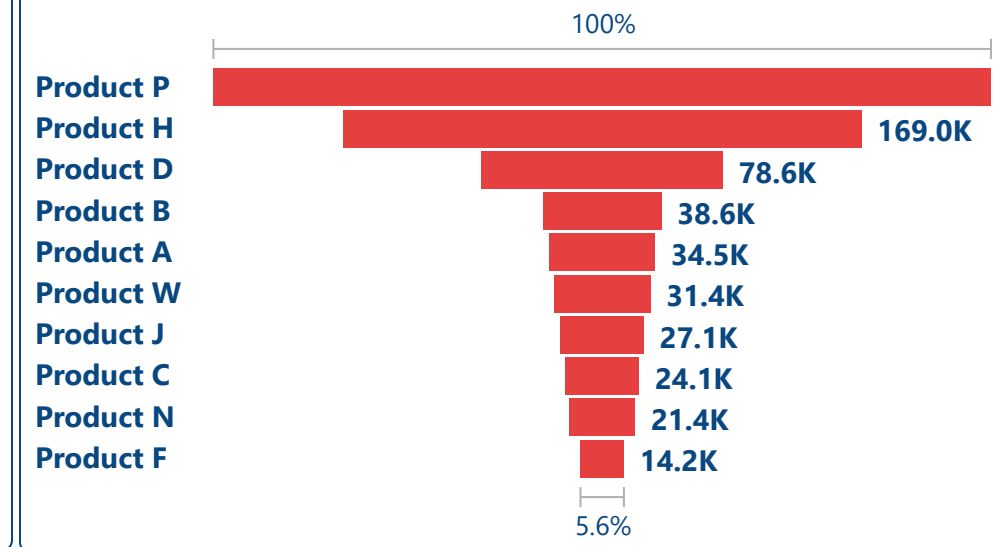
● Full sold ● Full Refund ● Other



Top 10 Category By Sales



Top 10 Category By Refunds



Analyst/ Aya Ashraf



Refunds& Discount Analysis

Year

All

Month

All

Category

All

Total Refunded

-718K

Return Rate

15%

Total discount Value

-347K

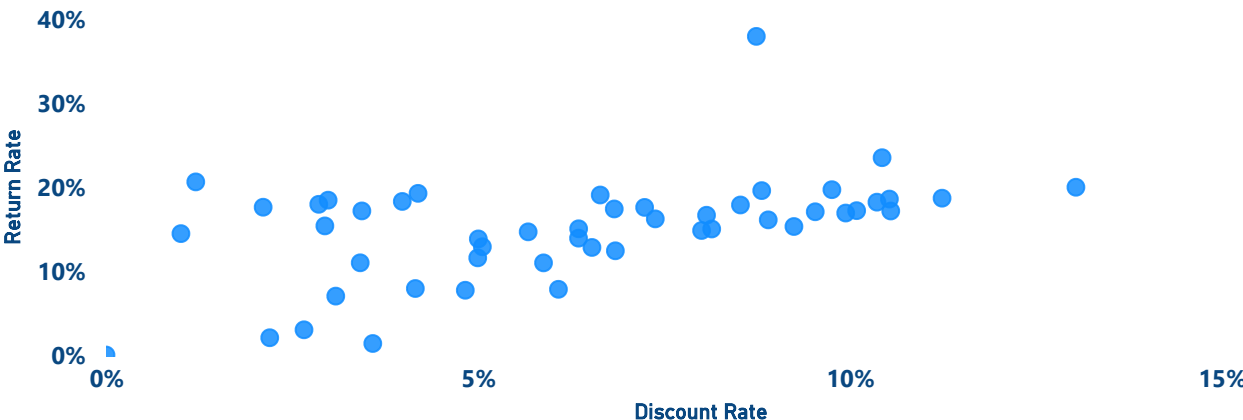
Discount Rate

8%

Correlation Refund & Discount

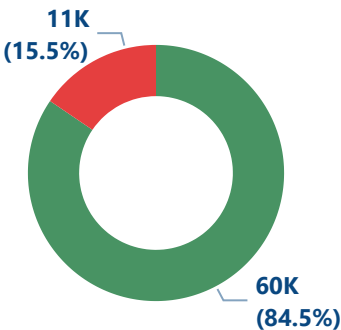
48%

Discount Rate & Refunds Rate

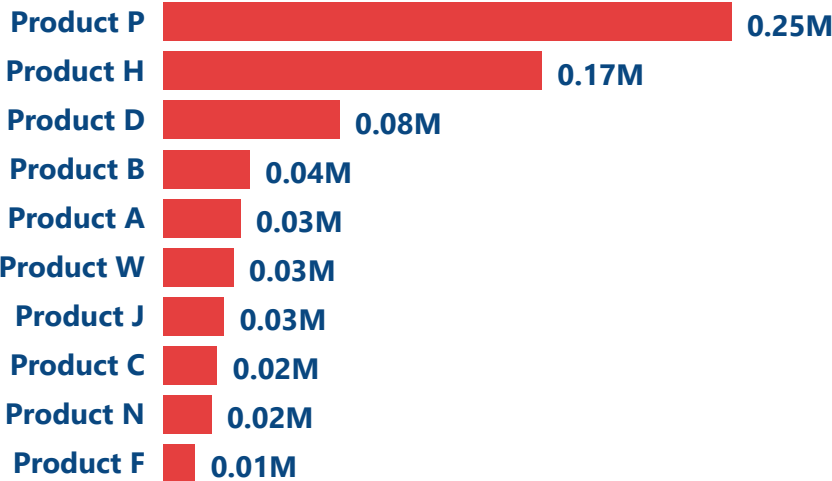


State Of Quantity

Sold Refund



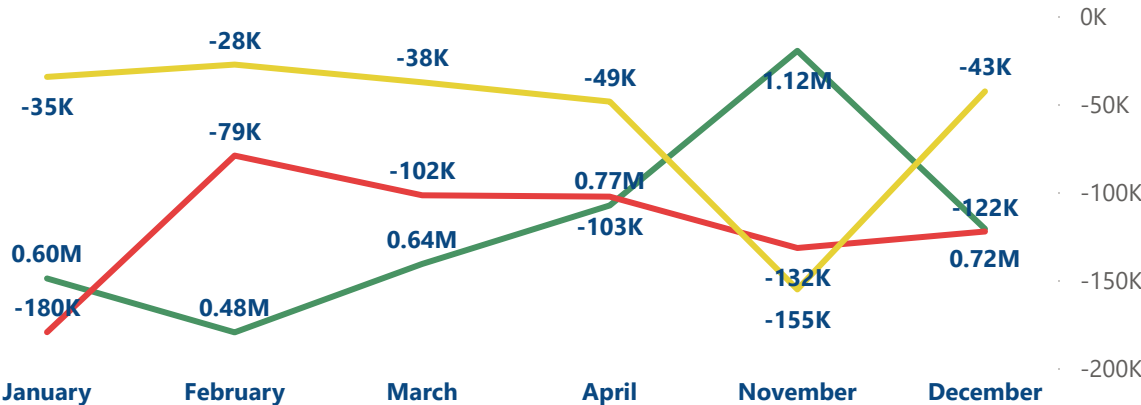
Top 10 Category By Refunds



Analyst/ Aya Ashraf

Total Revenue & Refund & Discount by Month

Total Revenue Refunds Amount Discount Amount



Month	January		February		March	
Category	Return Rate	Discount Rate	Return Rate	Discount Rate	Return Rate	Discount Rate
DPR	0.00%	0.00%	11.11%	0.00%	0.00%	0.00%
Product A	20.50%	5.56%	11.53%	4.24%	15.04%	5.56%
Product B	22.25%	4.14%	23.48%	3.45%	17.19%	4.14%
Product C	23.15%	3.68%	28.57%	4.58%	17.06%	3.68%
Product D	30.13%	5.05%	14.73%	4.49%	14.13%	5.05%
Product E						
Product F	29.90%	3.29%	7.57%	7.18%	15.79%	3.29%
Product G						
Product H	22.14%	7.61%	18.31%	8.55%	14.60%	7.61%
Product I						
Product J	64.04%	2.67%	2.40%	0.70%	47.39%	2.67%
Product K						
Product L						
Product M	12.77%	2.46%	100.00%		100.00%	
Product N	20.61%	2.91%	16.39%	3.42%	11.94%	2.91%
Total	23.44%	5.73%	16.69%	5.74%	13.55%	5.73%



Customer Behavior Analysis

Year

All



Month

All



Category

All



Total Customer

25K

Total Transaction

70K

Average Order Per Customer

3

Average Quantity Per Customer

2

Customer Refund

6474

Refund Customer Rate

25%

Customer Value Gross

170

Customer Value Net

153

Discount Rate Per Customer

8%

Analyst/ Aya Ashraf