

# 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%**

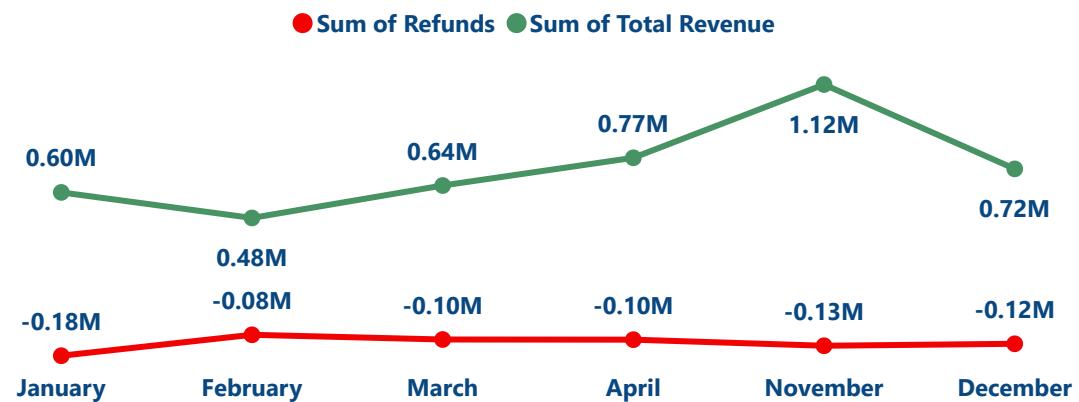
Count Customer

**25K**

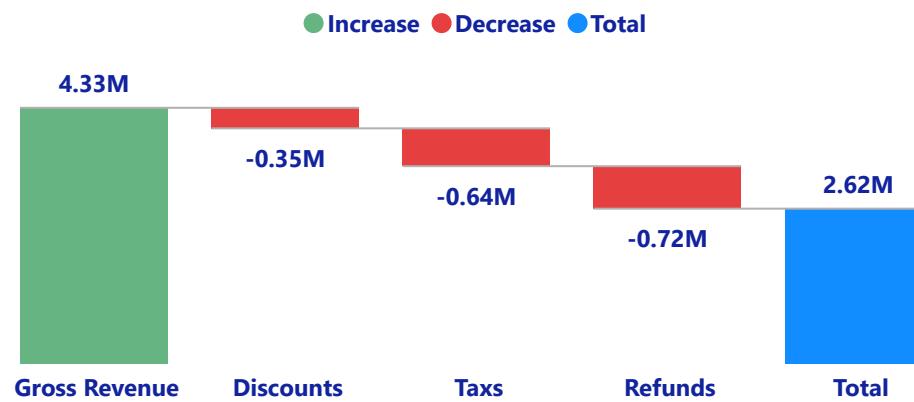
Total Transaction

**70K**

Revenue VS Refunds by Month



Revenue Breakdown



Total Quantity

**71K**

Quantity sold

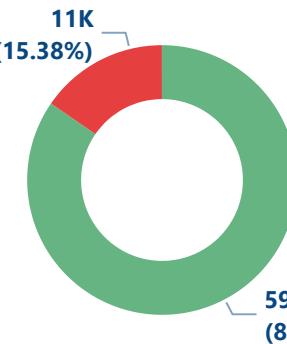
**60K**

Quantity Refunds

**-11K**

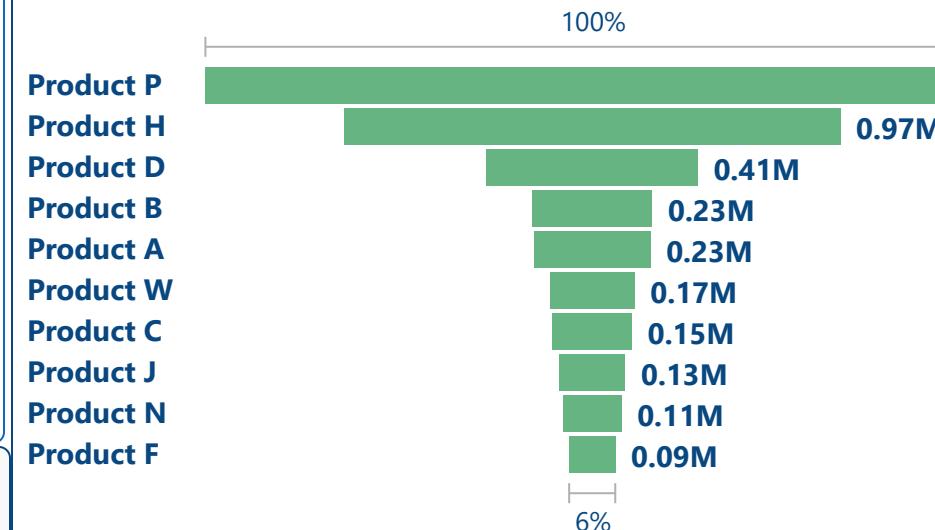
State Of Transaction

● Full sold ● Full Refund ● Other

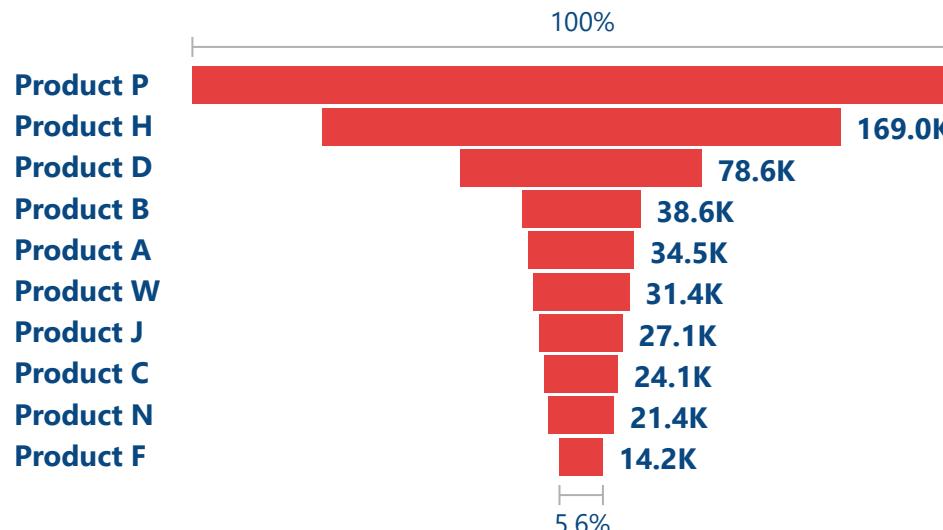


Analyst/ Aya Ashraf

Top 10 Category By Sales



Top 10 Category By Refunds





# Refunds & Discount Analysis

Year

All

Month

All

Category

All

Total Refunded

**-718K**

Return Rate

**15%**

Total discount Value

**-347K**

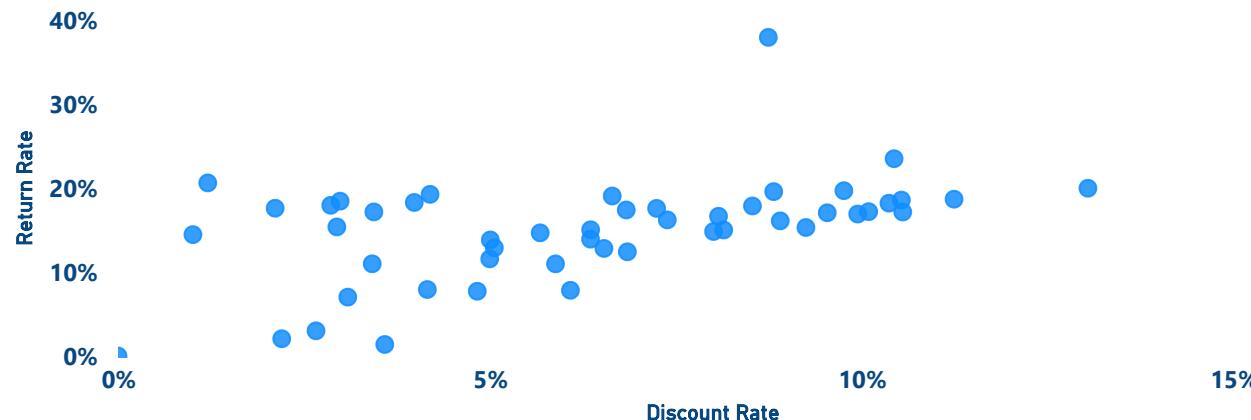
Discount Rate

**8%**

Correlation Refund &amp; Discount

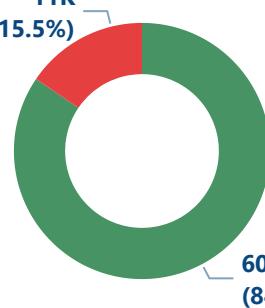
**48%**

Discount Rate & Refunds Rate



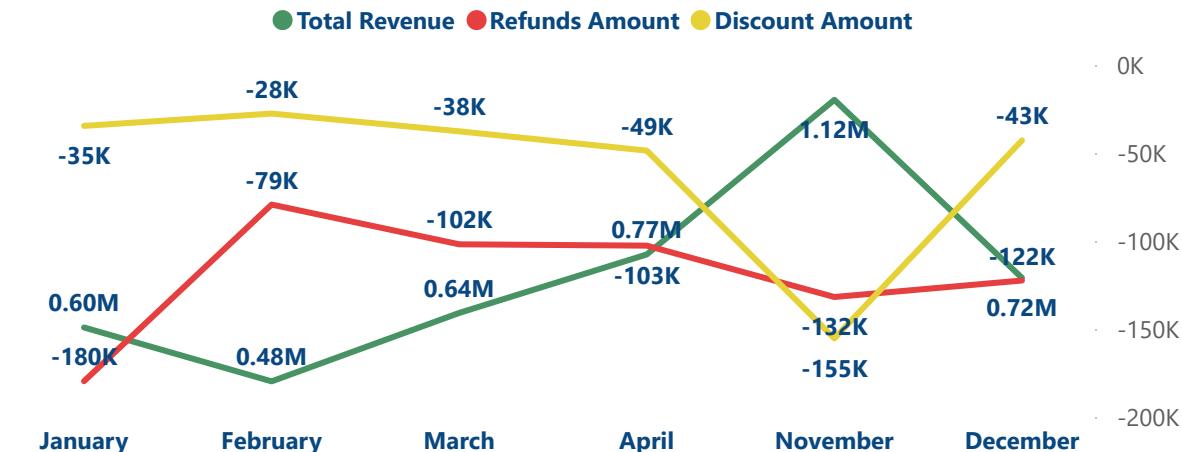
State Of Quantity

● Sold ● Refund

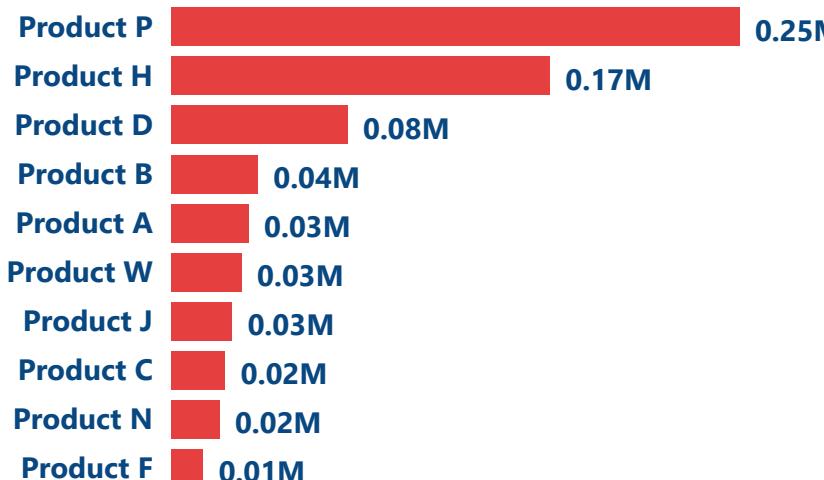


Analyst/ Aya Ashraf

Total Revenue & Refund & Discount by Month



Top 10 Category By Refunds



Month

Category

DPR

Product A

Product B

Product C

Product D

Product E

Product F

Product G

Product H

Product I

Product J

Product K

Product L

Product M

Product N

Total

Return Rate

Discount Rate

January

February

March

April

November

December

January

February

March

April

November

December

Return Rate

Discount Rate

Return Rate

Discount Rate

Return Rate

Discount Rate

Return Rate

Return Rate

Return Rate

Return Rate

Discount Rate



# 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