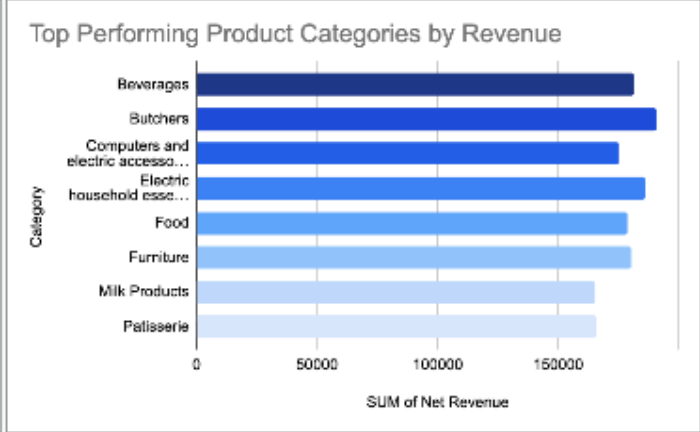
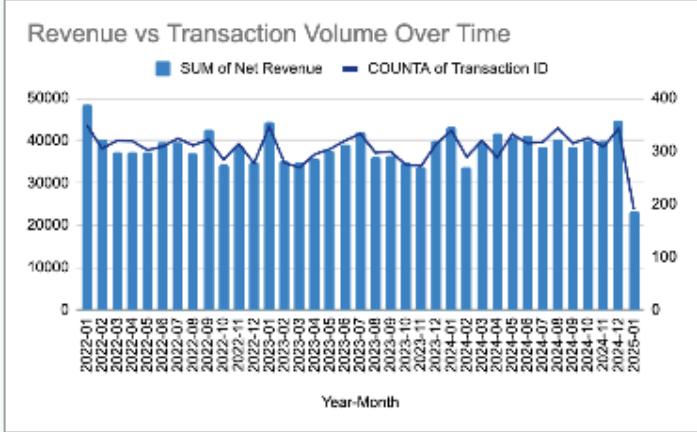
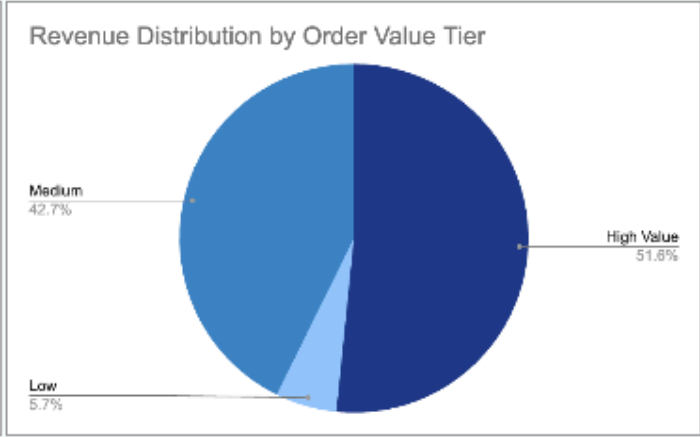
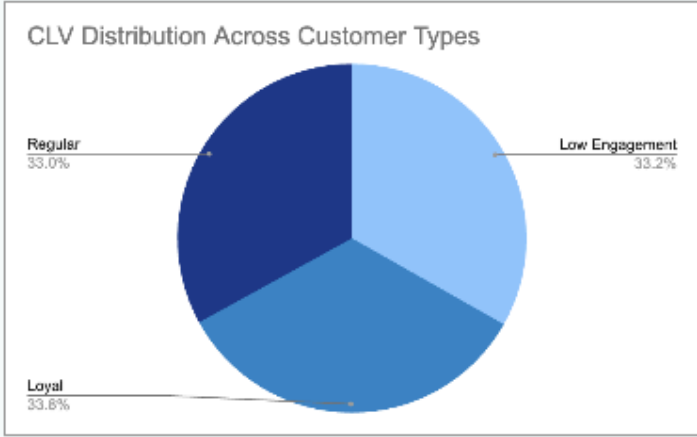
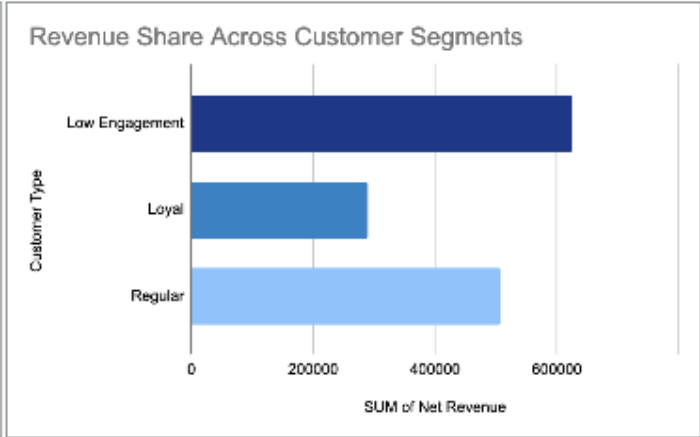
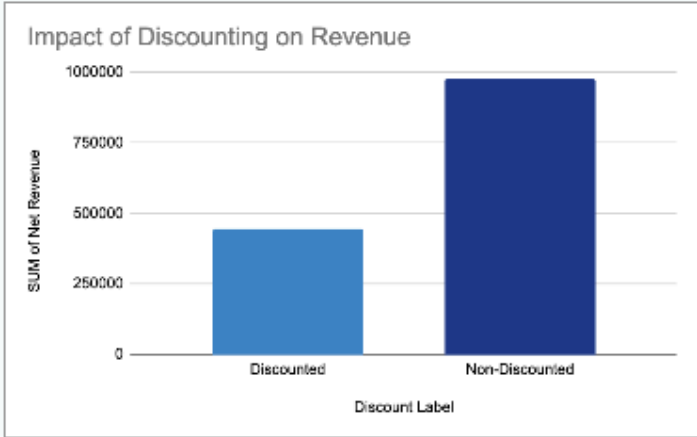


OptiFlow - Dispatch & Revenue Risk Dashboard

Identifying high-value orders, customer segments, and revenue risk drivers

Total Net Revenue	Transactions	Customers	Avg Order Value	% High Value	Avg Discount
₹1,423,310	11362	25	125.27	25.18%	3.35%



Order Category		Customer Type		Year-Month		Year-Month						
High Value	734547.1	Low Engagemen	56,953.89	2022-01	48493.75	349	2022-01	349	48493.75	138.95	3.81%	25
Low	81063.35	Loyal	57,937.67	2022-02	40159.85	305	2022-02	305	40159.85	131.67	3.57%	25
Medium	607700	Regular	56,610.14	2022-03	37290.45	320	2022-03	320	37290.45	116.53	3.47%	25
Grand Total	1423310.45	Grand Total	57,028.13	2022-04	37435.1	319	2022-04	319	37435.1	117.35	3.01%	25
				2022-05	37302.2	302	2022-05	302	37302.2	123.52	3.48%	25
				2022-06	39555.3	309	2022-06	309	39555.3	128.01	3.20%	25
				2022-07	39521.7	324	2022-07	324	39521.7	121.98	3.46%	25
				2022-08	37136.15	311	2022-08	311	37136.15	119.41	3.12%	25
				2022-09	42675.8	322	2022-09	322	42675.8	132.53	3.39%	25
				2022-10	34455.6	284	2022-10	284	34455.6	121.32	3.20%	25
		Grand Total		2022-11	38632.8	314	2022-11	314	38632.8	123.03	3.22%	25
				2022-12	34925.3	277	2022-12	277	34925.3	126.08	3.65%	25
				2023-01	44429.6	347	2023-01	347	44429.6	128.04	3.31%	25
		Discounted		2023-02	35233.65	278	2023-02	278	35233.65	126.74	3.71%	25
		Non-Discounted		2023-03	34953.75	269	2023-03	269	34953.75	129.94	2.86%	25
		Grand Total		2023-04	35755.55	294	2023-04	294	35755.55	121.62	3.10%	25
				2023-05	37509.2	304	2023-05	304	37509.2	123.39	2.96%	25
				2023-06	39013.55	320	2023-06	320	39013.55	121.92	3.59%	25
				2023-07	41889	333	2023-07	333	41889	125.79	3.45%	25
				2023-08	36206.65	297	2023-08	297	36206.65	121.91	2.86%	25
				2023-09	36396	299	2023-09	299	36396	121.73	4.05%	25
				2023-10	34934.4	274	2023-10	274	34934.4	127.50	3.07%	25
				2023-11	33770.15	272	2023-11	272	33770.15	124.15	3.20%	25
				2023-12	39812.4	314	2023-12	314	39812.4	126.79	3.25%	25
				2024-01	43238.7	339	2024-01	339	43238.7	127.55	3.42%	25
				2024-02	33868.8	289	2024-02	289	33868.8	117.19	3.18%	25
				2024-03	39221.55	320	2024-03	320	39221.55	122.57	3.75%	25
				2024-04	41883.45	288	2024-04	288	41883.45	145.43	3.26%	25
				2024-05	40798.95	332	2024-05	332	40798.95	122.89	3.34%	25
				2024-06	41257.4	315	2024-06	315	41257.4	130.98	3.11%	25
				2024-07	38511.35	317	2024-07	317	38511.35	121.49	3.56%	25
				2024-08	40150	344	2024-08	344	40150	116.72	3.14%	25
				2024-09	38582	315	2024-09	315	38582	122.48	3.37%	25
				2024-10	40082.6	325	2024-10	325	40082.6	123.33	3.51%	25
				2024-11	39940.7	308	2024-11	308	39940.7	129.68	3.64%	25
				2024-12	44825.05	343	2024-12	343	44825.05	130.69	3.27%	25
				2025-01	23462	190	2025-01	190	23462	123.48	2.95%	25
				Grand Total	1423310.45	11362	Grand Total	11362	1423310.45	125.27	3.35%	25

Order Category		Customer Type		Year-Month		Year-Month						
High Value	25.18%	Low Engagemen	625851.65	2022-01	48493.75	349	2022-01	349	48493.75	138.95	3.81%	25
Low	24.93%	Loyal	288892.05	2022-02	40159.85	305	2022-02	305	40159.85	131.67	3.57%	25
Medium	49.89%	Regular	508440.15	2022-03	37290.45	320	2022-03	320	37290.45	116.53	3.47%	25
Grand Total	100.00%	Grand Total	1423183.85	2022-04	37435.1	319	2022-04	319	37435.1	117.35	3.01%	25
				2022-05	37302.2	302	2022-05	302	37302.2	123.52	3.48%	25
				2022-06	39555.3	309	2022-06	309	39555.3	128.01	3.20%	25
				2022-07	39521.7	324	2022-07	324	39521.7	121.98	3.46%	25
				2022-08	37136.15	311	2022-08	311	37136.15	119.41	3.12%	25
				2022-09	42675.8	322	2022-09	322	42675.8	132.53	3.39%	25
				2022-10	34455.6	284	2022-10	284	34455.6	121.32	3.20%	25
				2022-11	38632.8	314	2022-11	314	38632.8	123.03	3.22%	25
				2022-12	34925.3	277	2022-12	277	34925.3	126.08	3.65%	25
				2023-01	44429.6	347	2023-01	347	44429.6	128.04	3.31%	25
				2023-02	35233.65	278	2023-02	278	35233.65	126.74	3.71%	25
				2023-03	34953.75	269	2023-03	269	34953.75	129.94	2.86%	25
				2023-04	35755.55	294	2023-04	294	35755.55	121.62	3.10%	25
				2023-05	37509.2	304	2023-05	304	37509.2	123.39	2.96%	25
				2023-06	39013.55	320	2023-06	320	39013.55	121.92	3.59%	25
				2023-07	41889	333	2023-07	333	41889	125.79	3.45%	25
				2023-08	36206.65	297	2023-08	297	36206.65	121.91	2.86%	25
				2023-09	36396	299	2023-09	299	36396	121.73	4.05%	25
				2023-10	34934.4	274	2023-10	274	34934.4	127.50	3.07%	25
				2023-11	33770.15	272	2023-11	272	33770.15	124.15	3.20%	25
				2023-12	39812.4	314	2023-12	314	39812.4	126.79	3.25%	25
				2024-01	43238.7	339	2024-01	339	43238.7	127.55	3.42%	25
				2024-02	33868.8	289	2024-02	289	33868.8	117.19	3.18%	25
				2024-03	39221.55	320	2024-03	320	39221.55	122.57	3.75%	25
				2024-04	41883.45	288	2024-04	288	41883.45	145.43	3.26%	25
				2024-05	40798.95	332	2024-05	332	40798.95	122.89	3.34%	25
				2024-06	41257.4	315	2024-06	315	41257.4	130.98	3.11%	25
				2024-07	38511.35	317	2024-07	317	38511.35	121.49	3.56%	25
				2024-08	40150	344	2024-08	344	40150	116.72	3.14%	25
				2024-09	38582	315	2024-09	315	38582	122.48	3.37%	25
				2024-10	40082.6	325	2024-10	325	40082.6	123.33	3.51%	25
				2024-11	39940.7	308	2024-11	308	39940.7	129.68	3.64%	25
				2024-12	44825.05	343	2024-12	343	44825.05	130.69	3.27%	25
				2025-01	23462	190	2025-01	190	23462	123.48	2.95%	25
				Grand Total	1423310.45	11362	Grand Total	11362	1423310.45	125.27	3.35%	25