

Global Dashboard Year To Date

Amount in USD

152M

Current Year

98M

Previous Year

53.58%

Variance

Chapters

All

Cumulative Montly Trend

Month	2018	2019	2020
Jan	3M	2M	2M
Feb	5M	5M	5M
Mar	9M	13M	13M
Apr	22M	14M	60M
May	47M	38M	123M
Jun	63M	65M	132M
Jul	73M	71M	140M
Aug	76M	75M	156M
Sep	81M	77M	3M
Oct	89M	79M	
Nov		81M	
Dec		85M	

Non Cumulative Monthly Trend

Month	2018	2019	2020
Apr	8.2M	4.0M	44.0M
Aug	3.8M	4.0M	15.7M
Dec	3.1M	8.2M	
Feb	2.8M	2.4M	
Jan	2.1M	2.4M	
Jul	9.5M	5.6M	
Jun	26.8M	9.2M	
Mar	3.8M	8.4M	
May	16.7M	33.6M	62.5M
Month	0.0M	0.0M	
Nov	2.8M	2.1M	
Oct	7.5M	2.1M	
Sep	1.9M	1.9M	

Year	Canada	Pakistan	United Kingdom	United States
2018	96%			
2019	97%			
2020	98%			

Category	2018	2019	2020
Pakistan	22%	27%	51%
United States	20%	24%	55%
Canada	25%	30%	45%
United Kingdom	31%	19%	49%
Country	33%	33%	33%

Pakistan Dashboard

Year To Date

Amount in PKR

152M

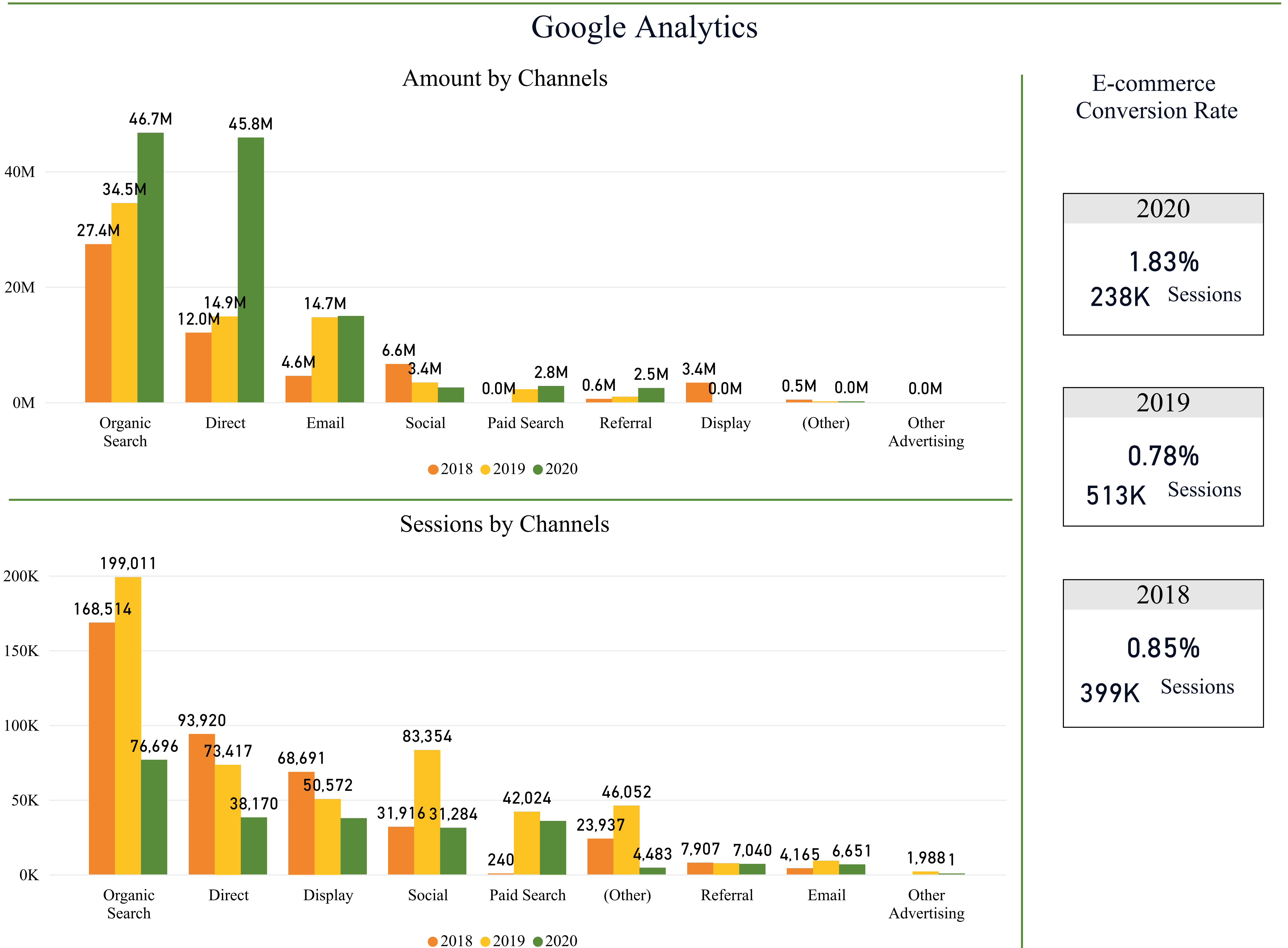
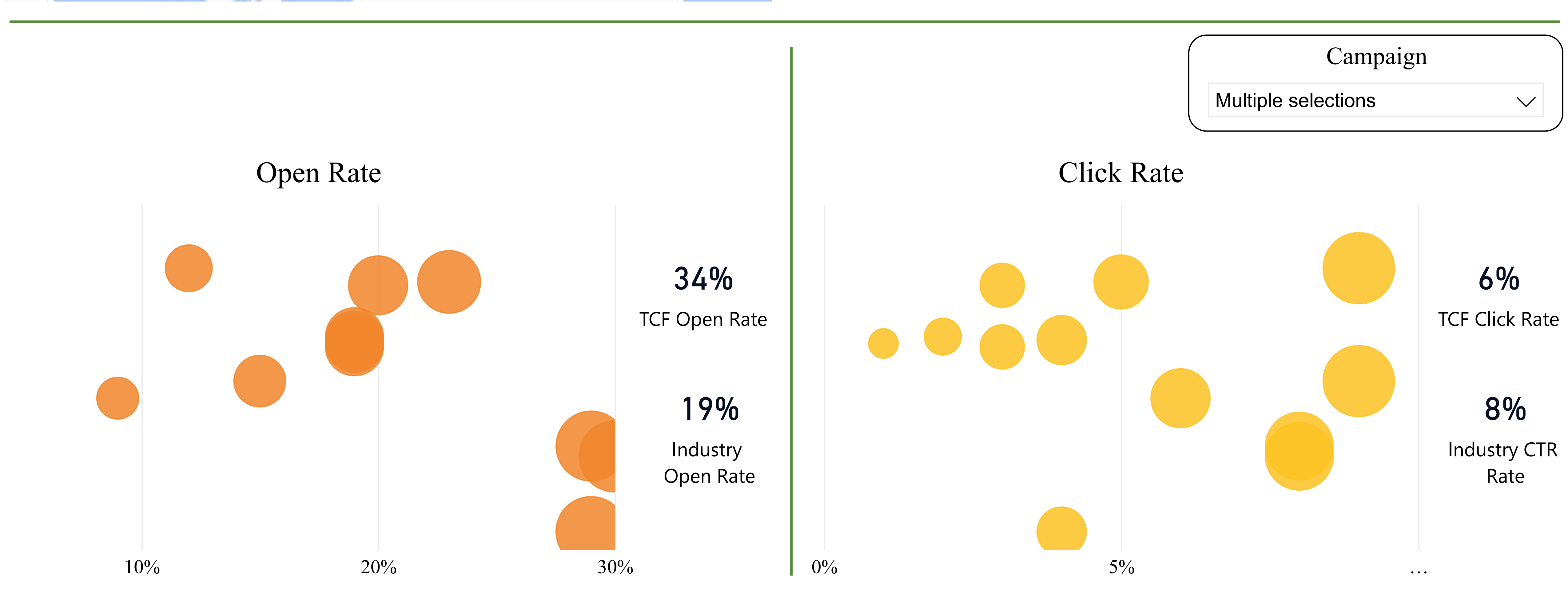
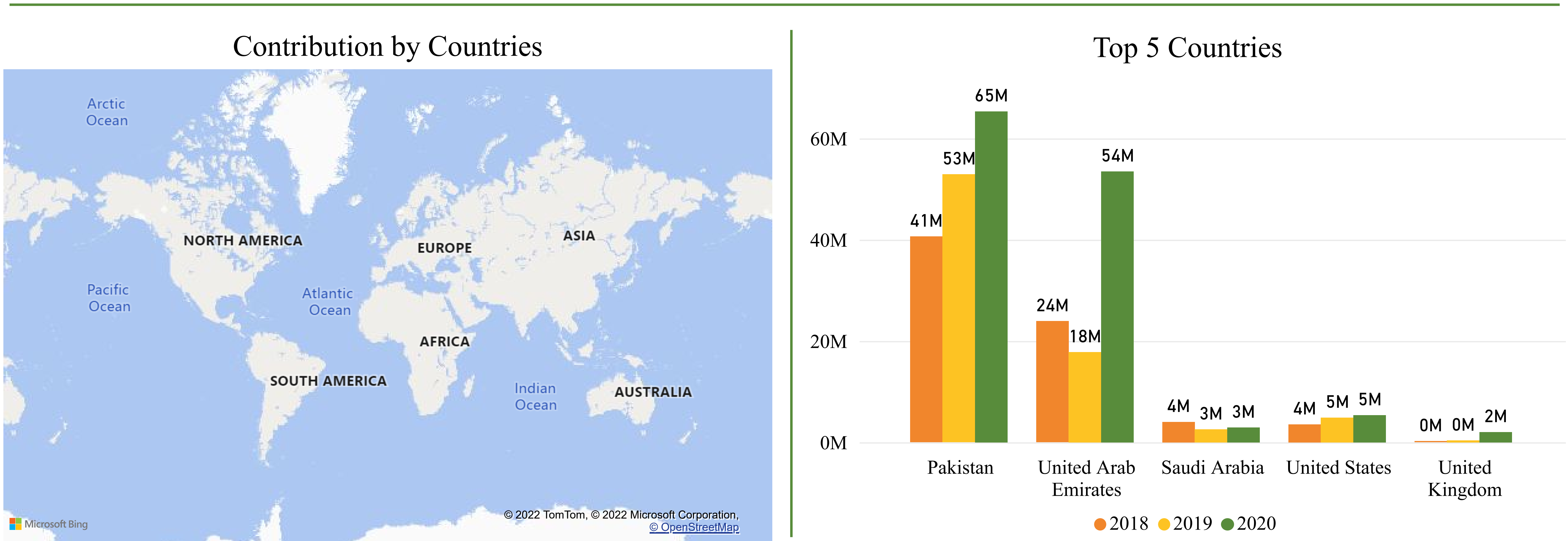
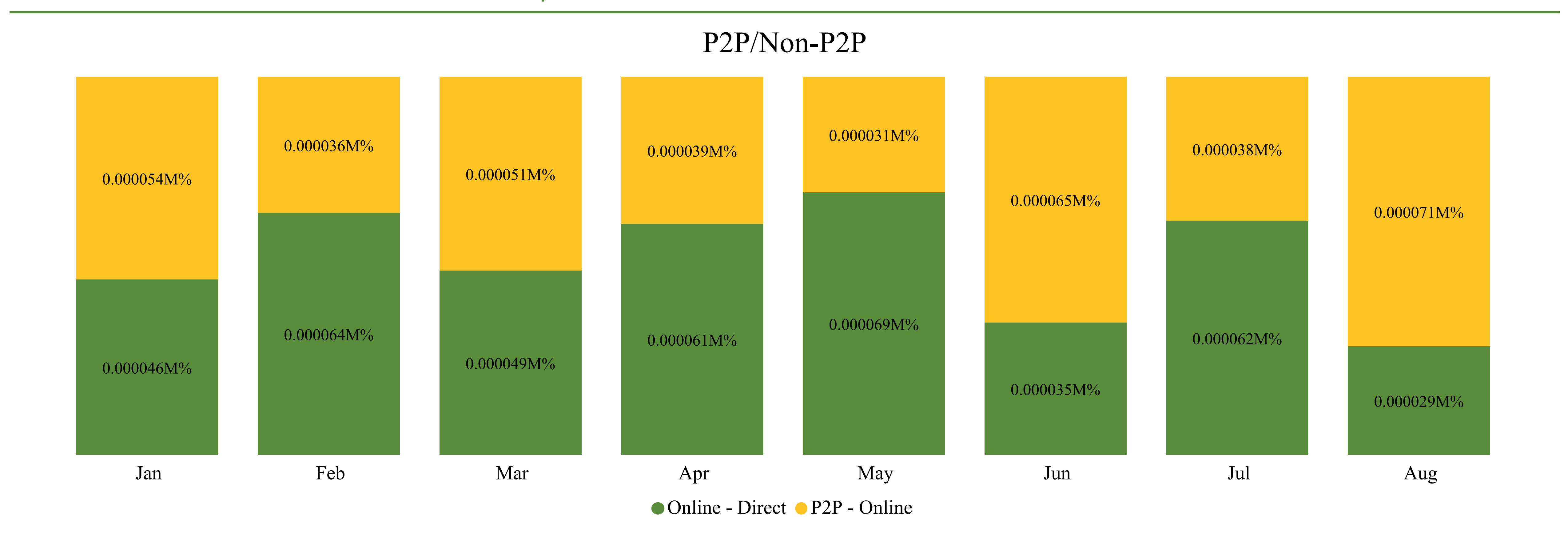
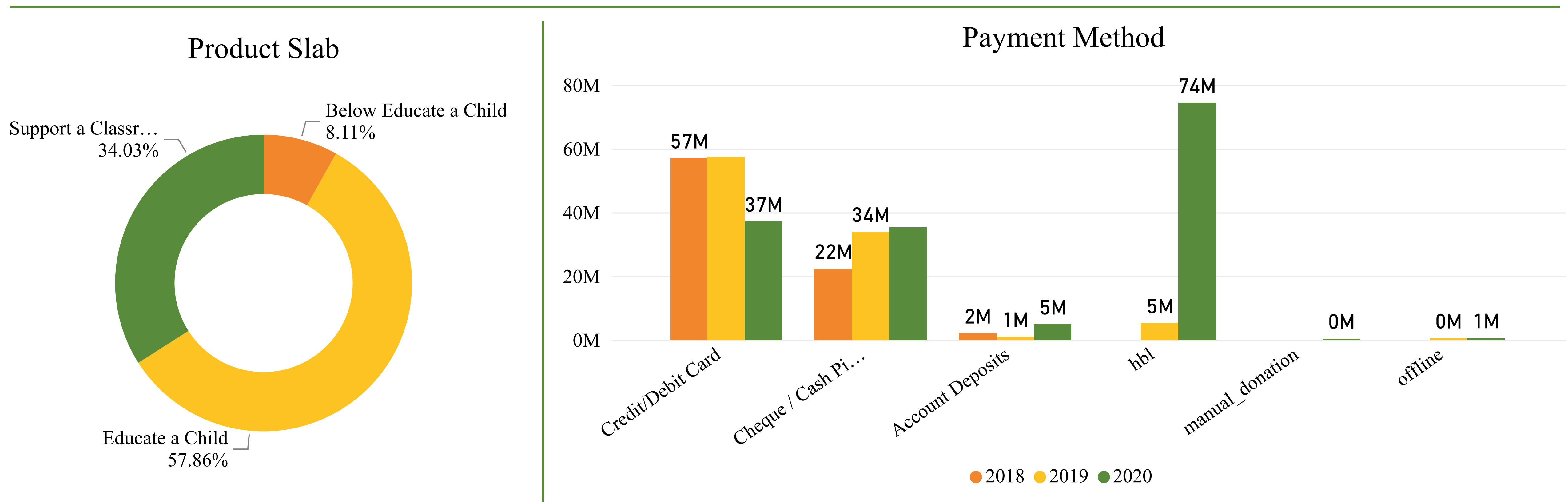
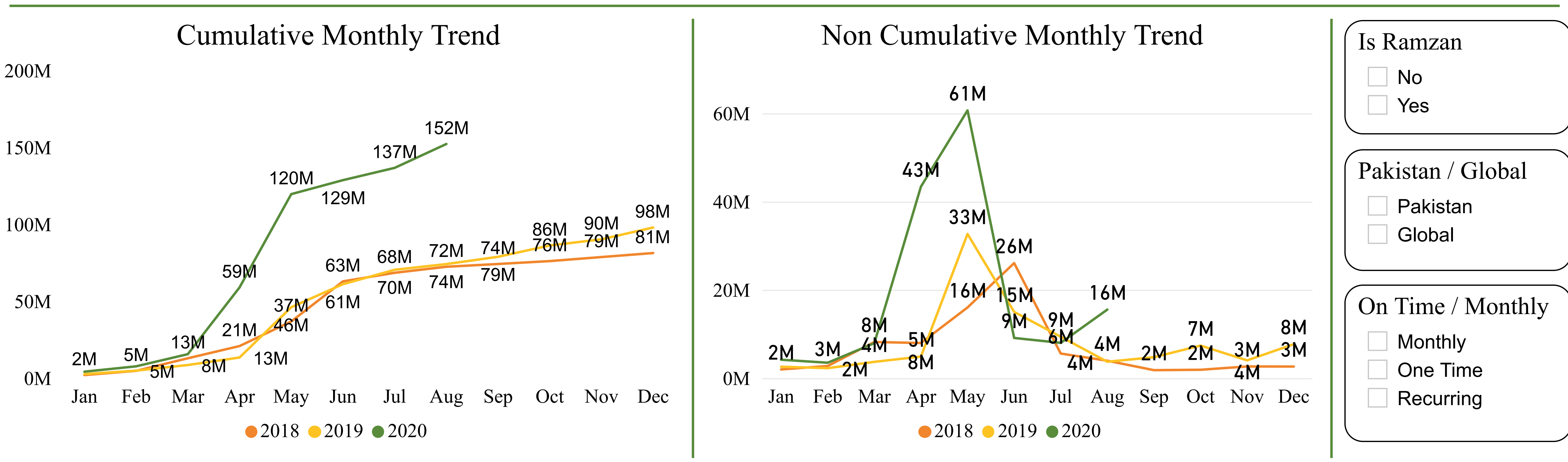
Current Year

98M

Previous Year

55.44%

Variance



US Dashboard Year To Date

2.54M
Current Year

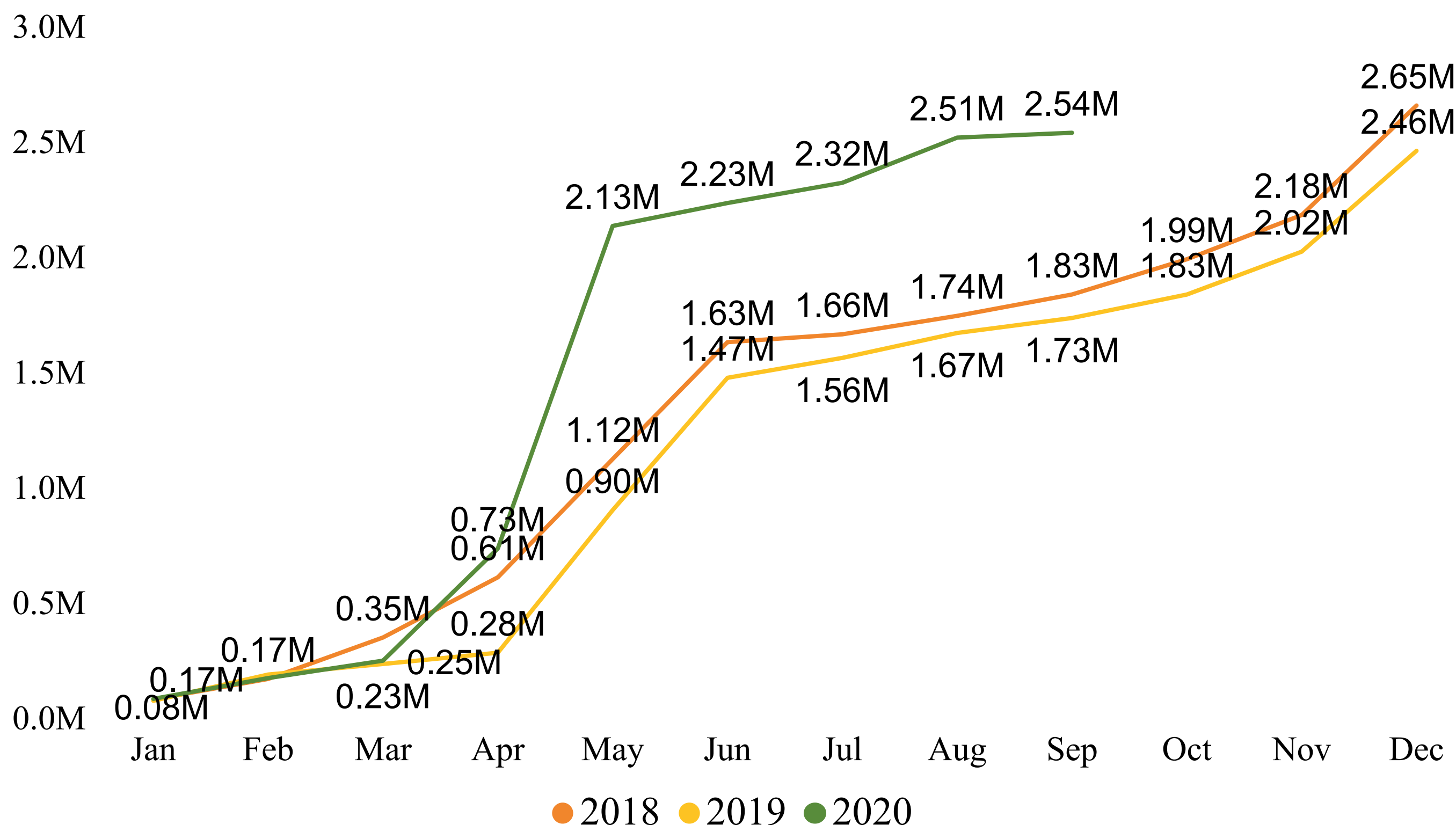
2.46M
Previous Year

3.19%
Variance

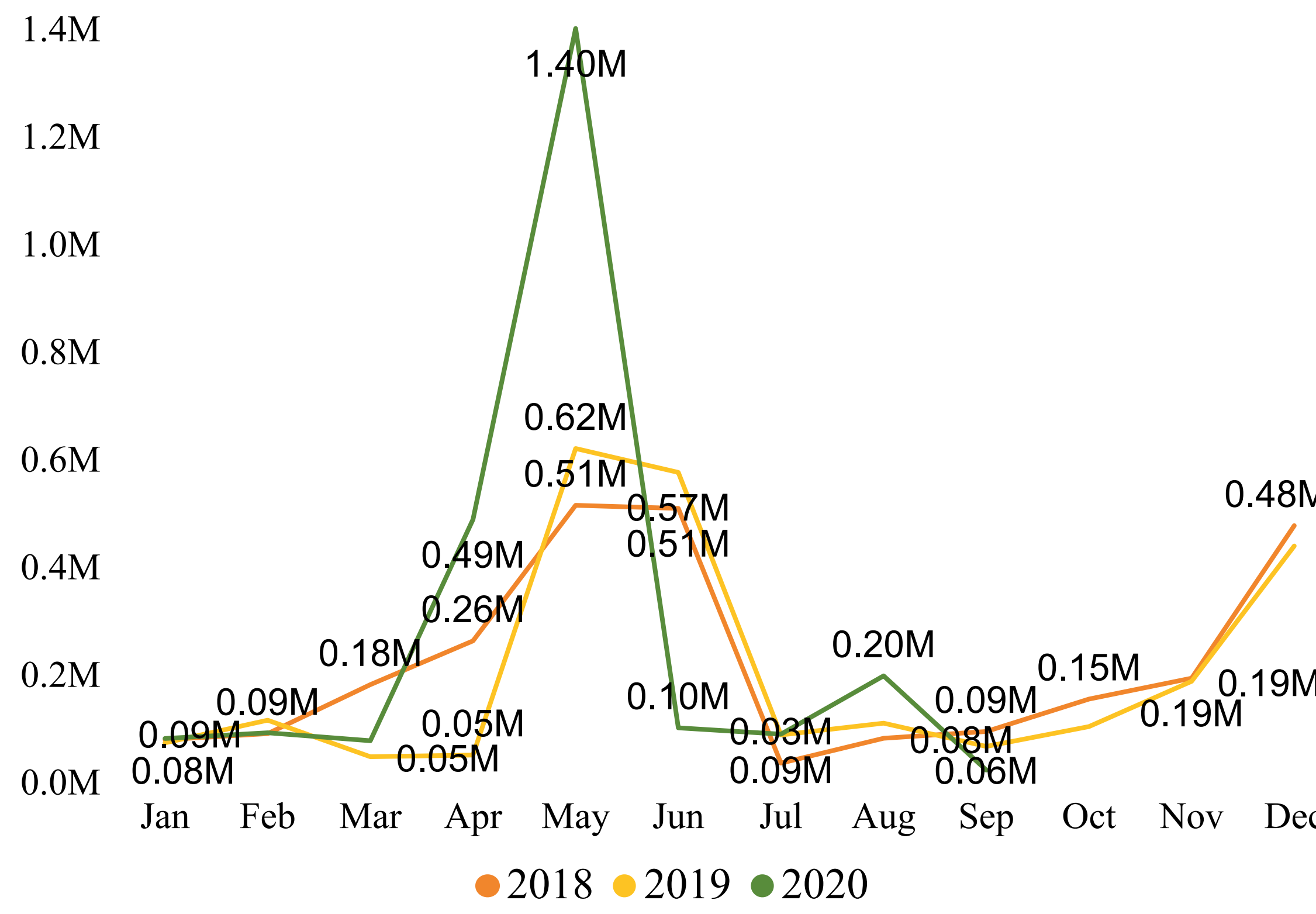
Is Ramzan

- ☐ No
- ☐ Yes

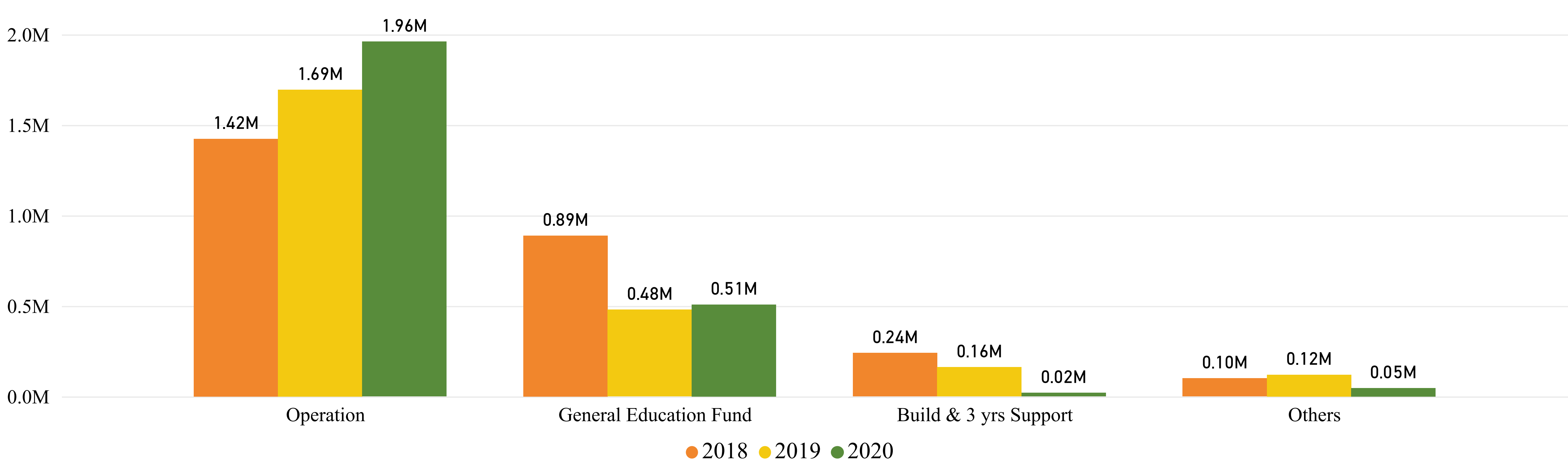
Cumulative Monthly Trend



Non Cumulative Monthly Trend



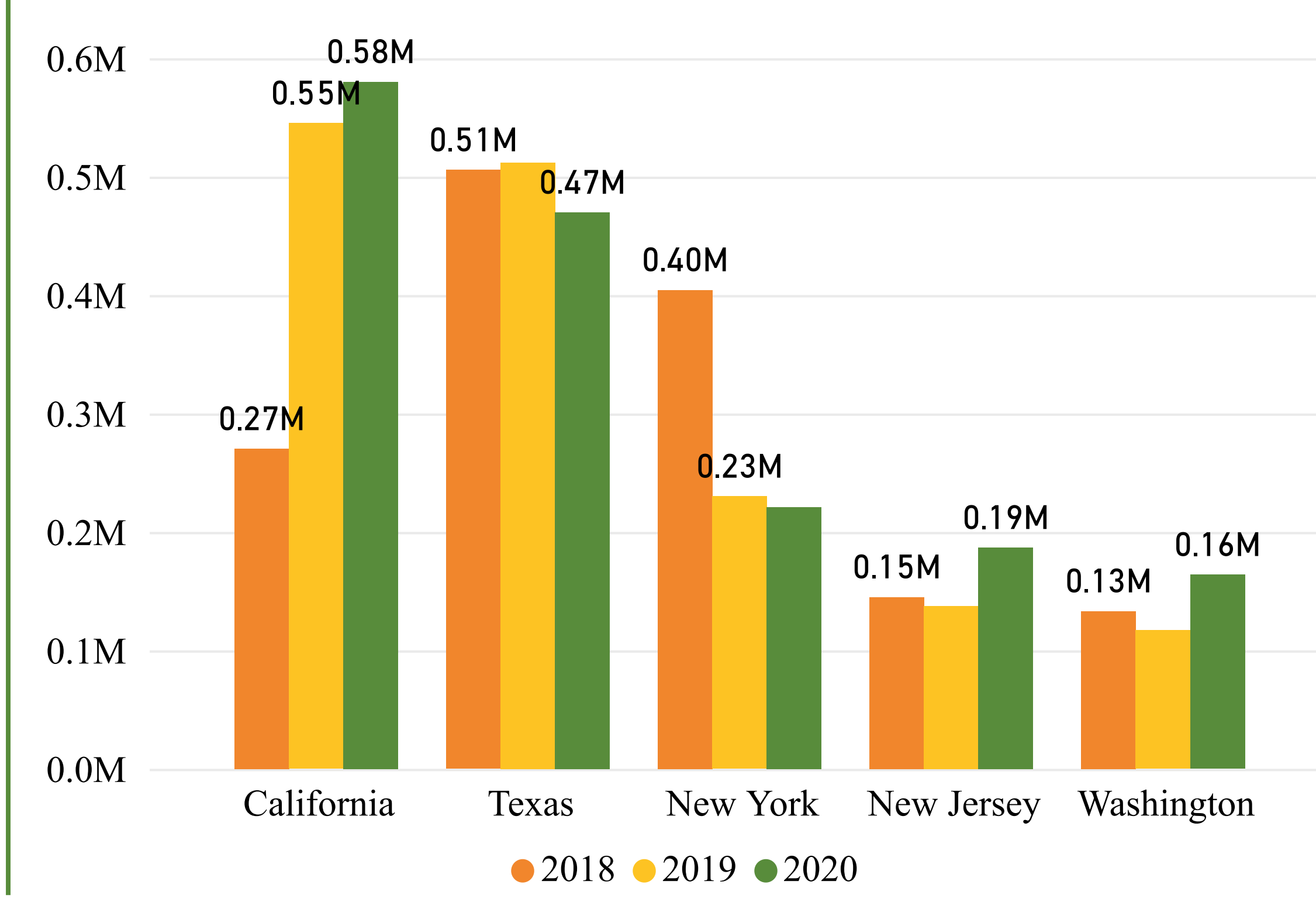
Fund Category



Contribution by Countries

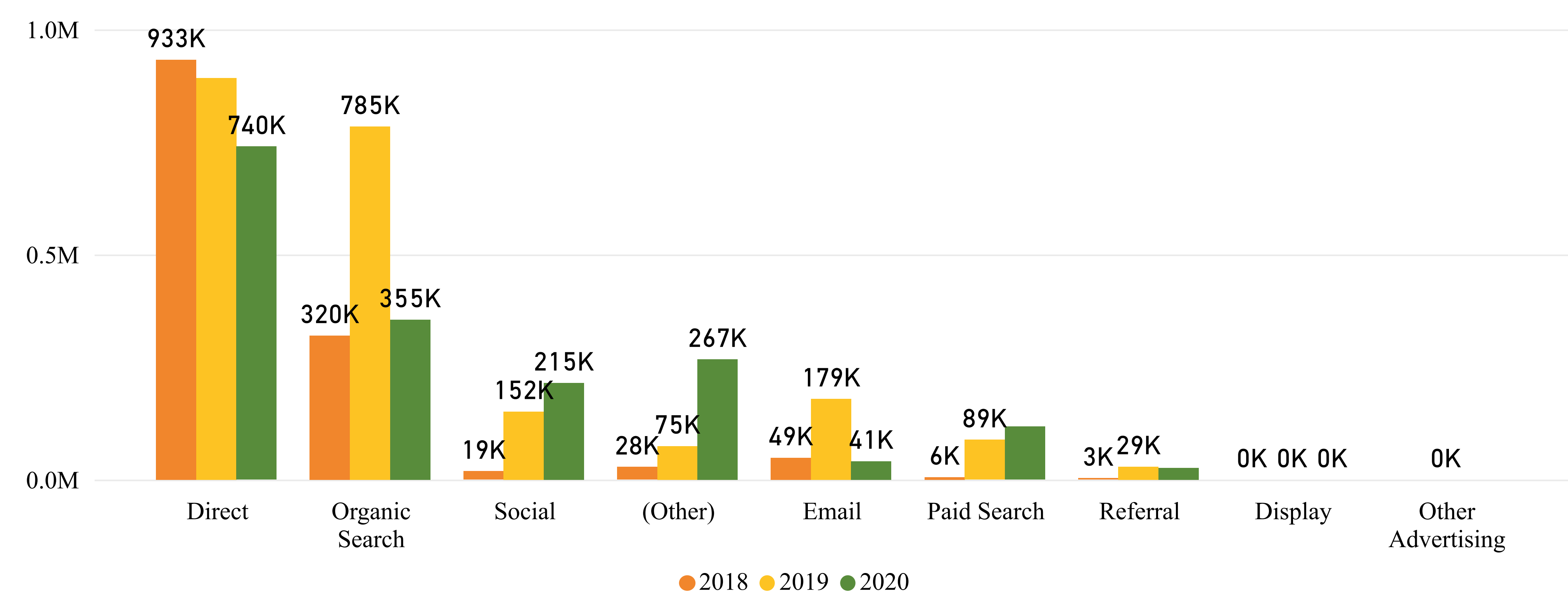


Top 5 Countries

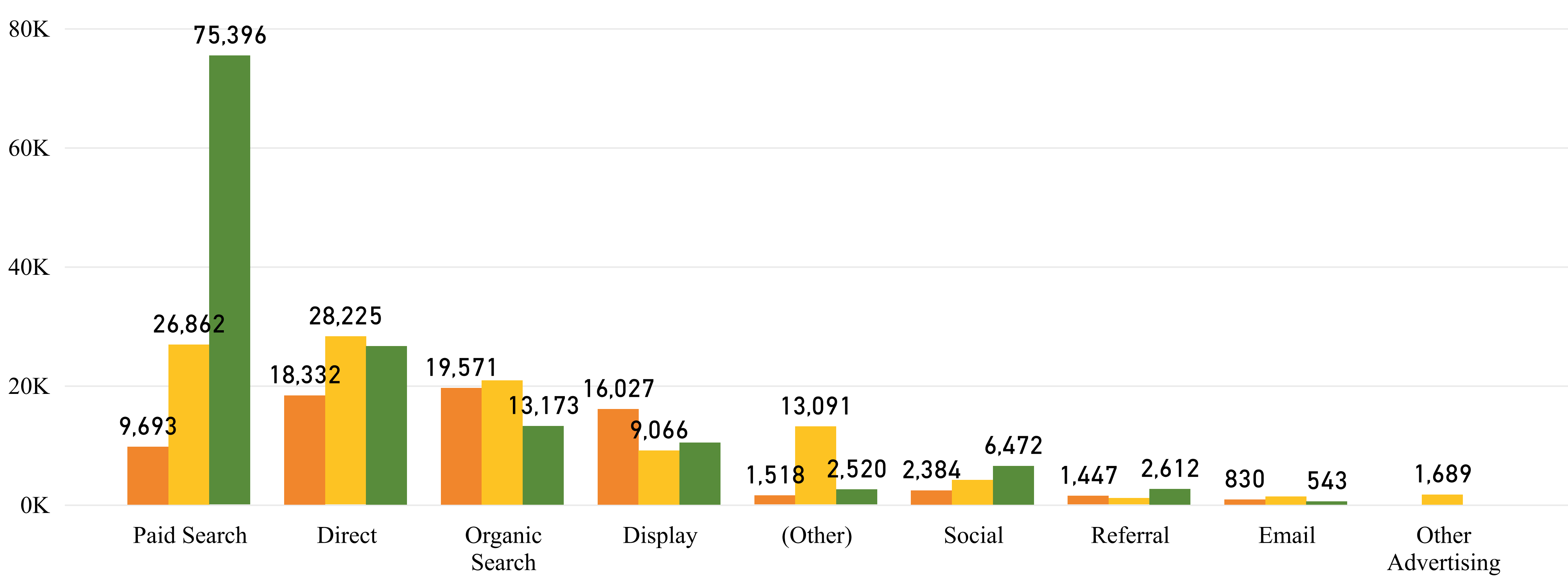


Google Analytics

Amount by Channels



Sessions by Channels



E-commerce Conversion Rate

2020
9.39%
138K Sessions

2019
17.33%
106K Sessions

2018
43.63%
70K Sessions

Canada Dashboard
Year To Date

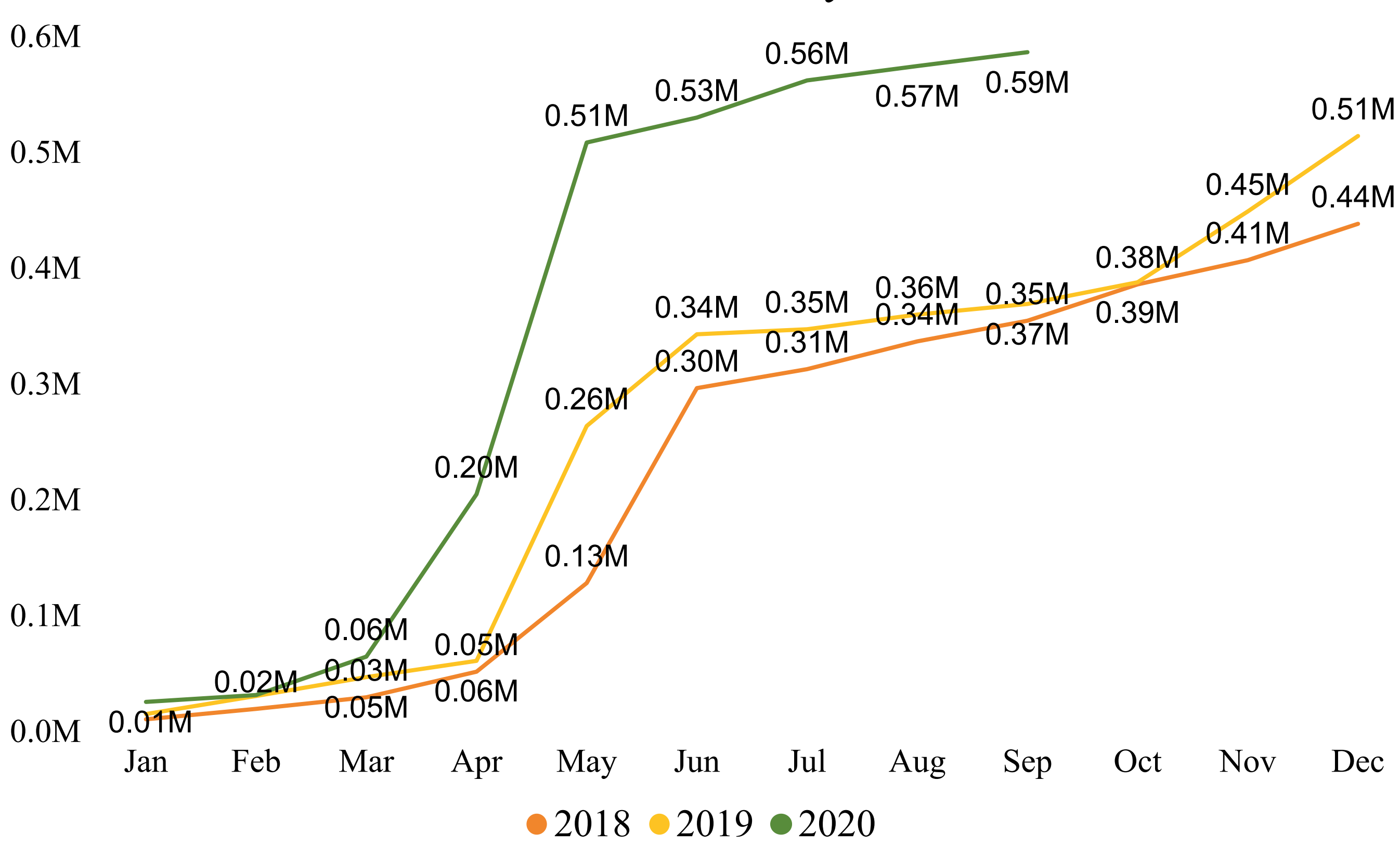
585K
Current Year

513K
Previous Year

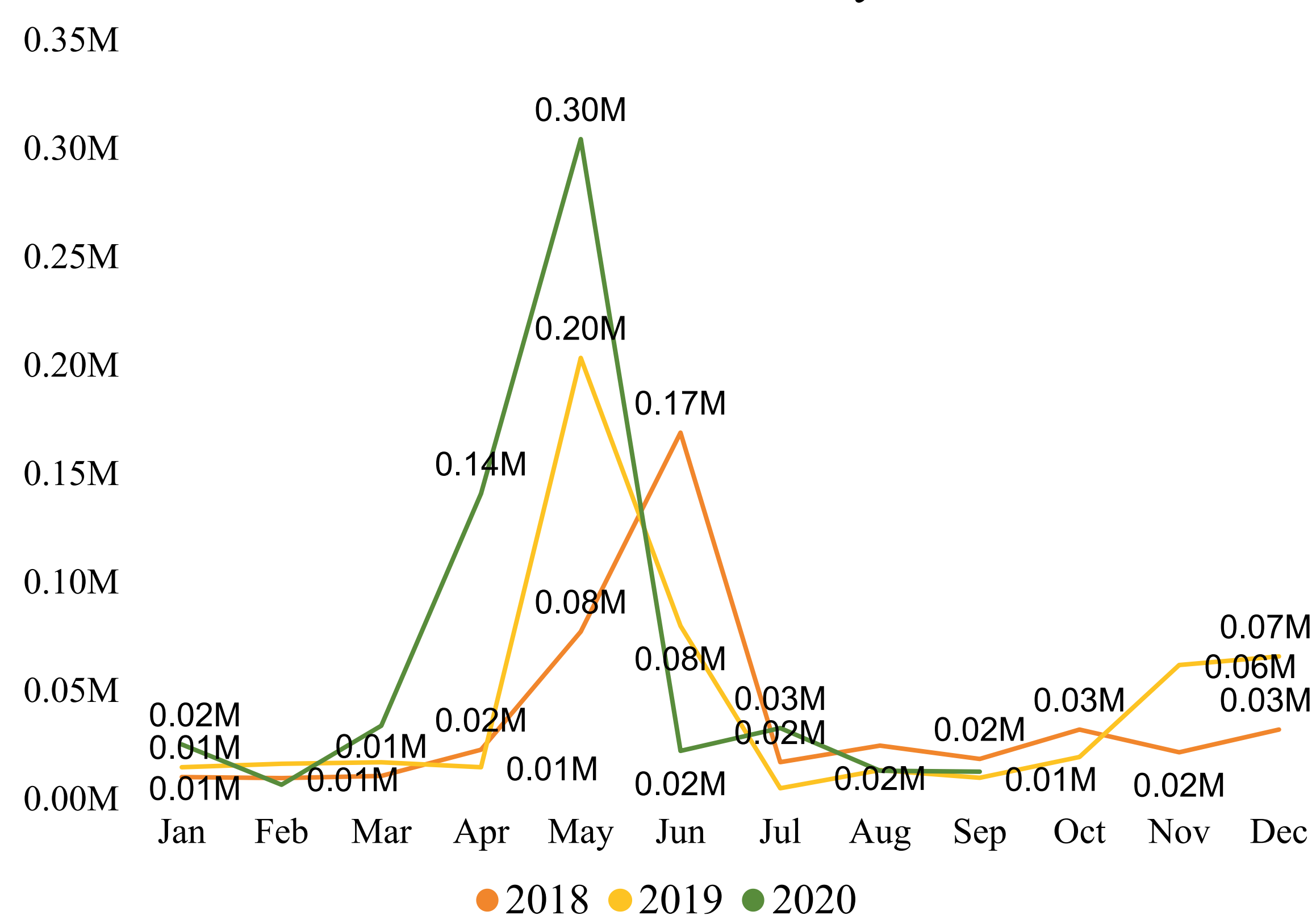
14.10%
Variance

Is Ramzan
☐ No
☐ Yes

Cumulative Monthly Trend



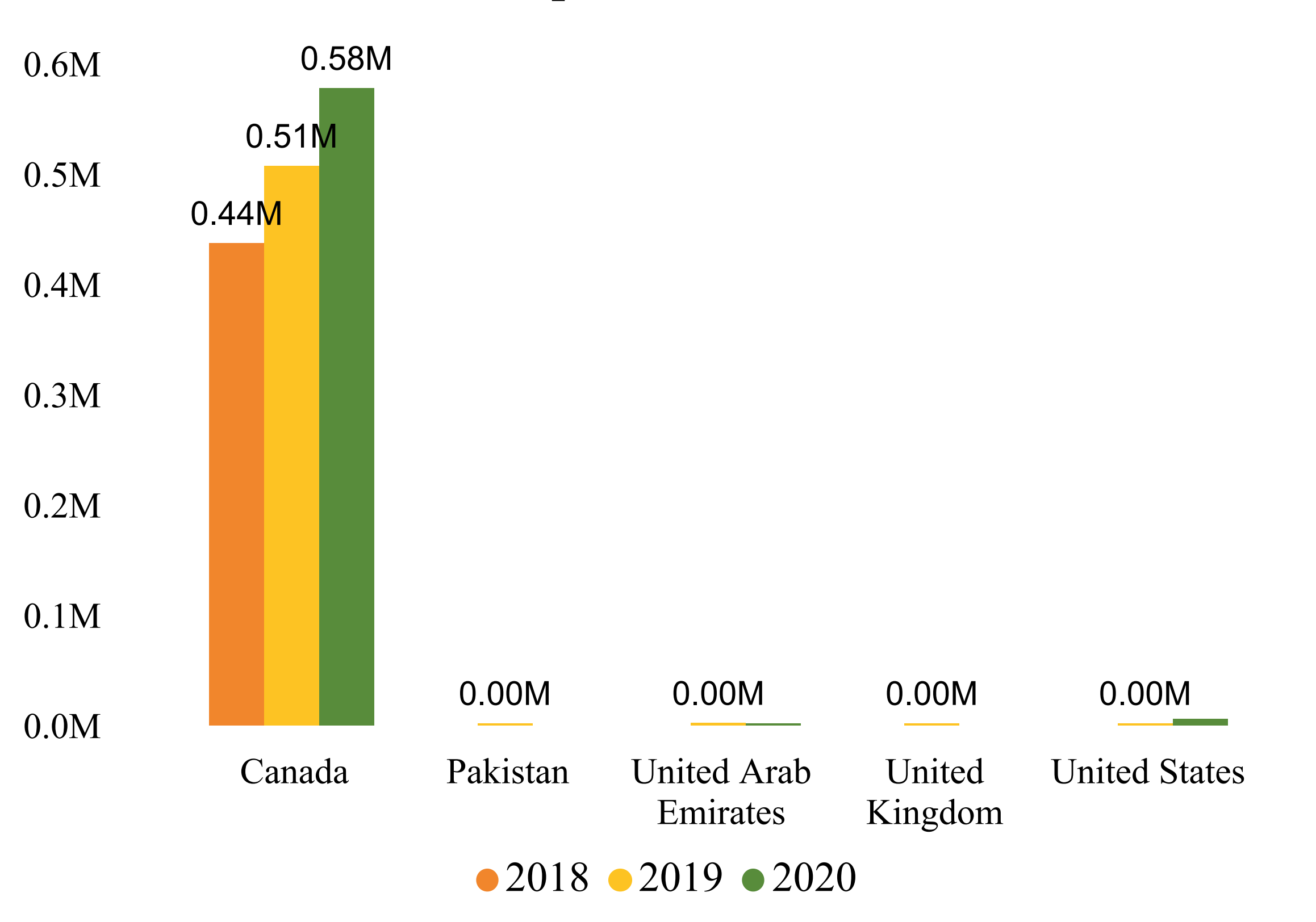
Non Cumulative Monthly Trend



Contribution by Countries

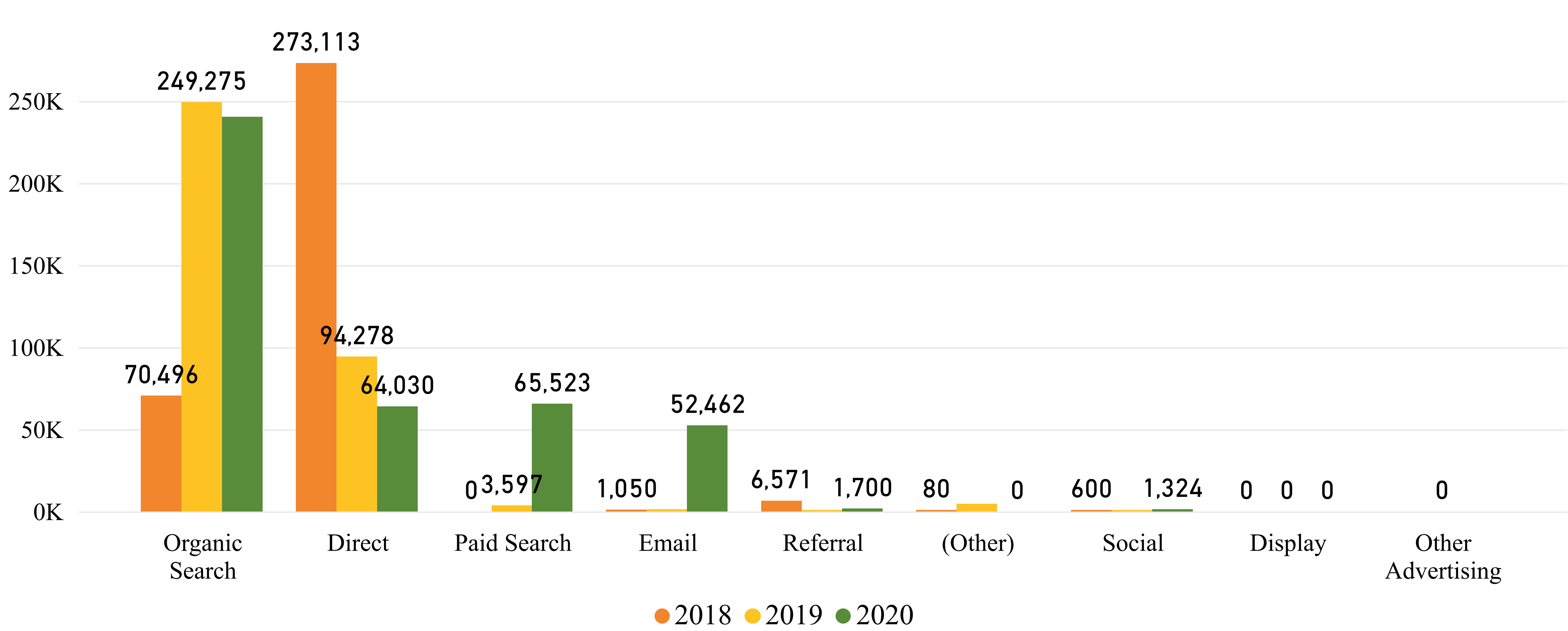


Top 5 Countries



Google Analytics

Amount by Channels



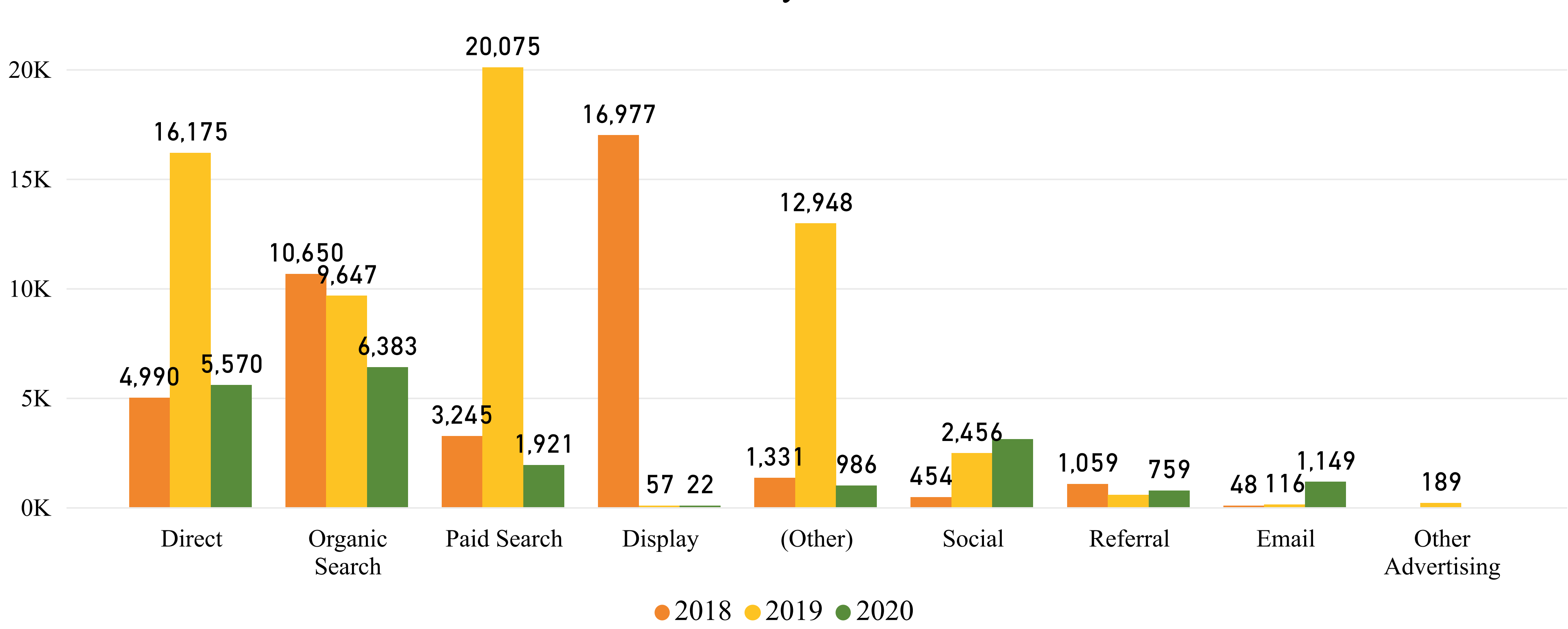
E-commerce Conversion Rate

2020
6.27%
20K Sessions

2019
2.19%
62K Sessions

2018
4.12%
39K Sessions

Sessions by Channels



UK Dashboard Year To Date

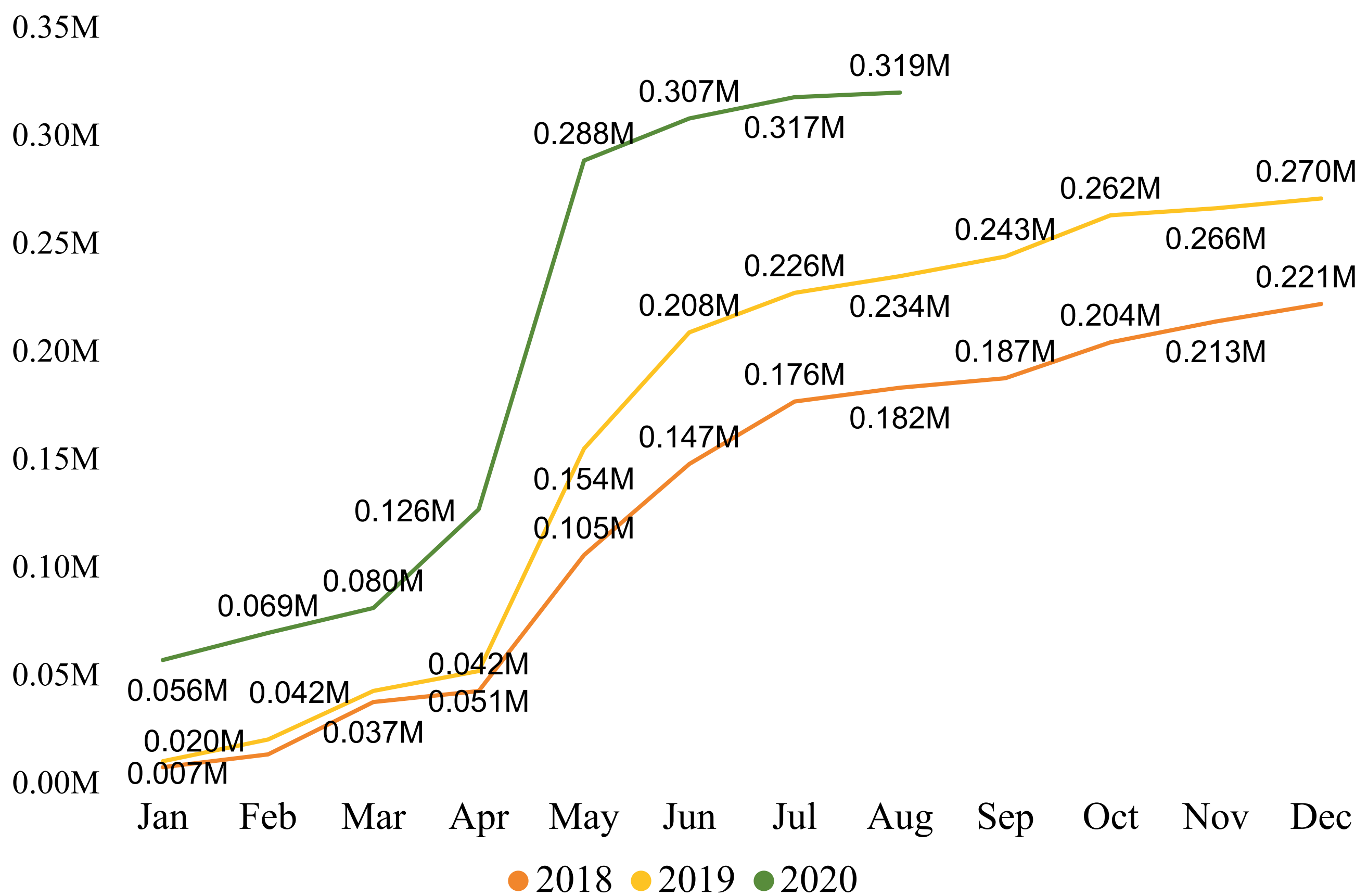
319K
Current Year

270K
Previous Year

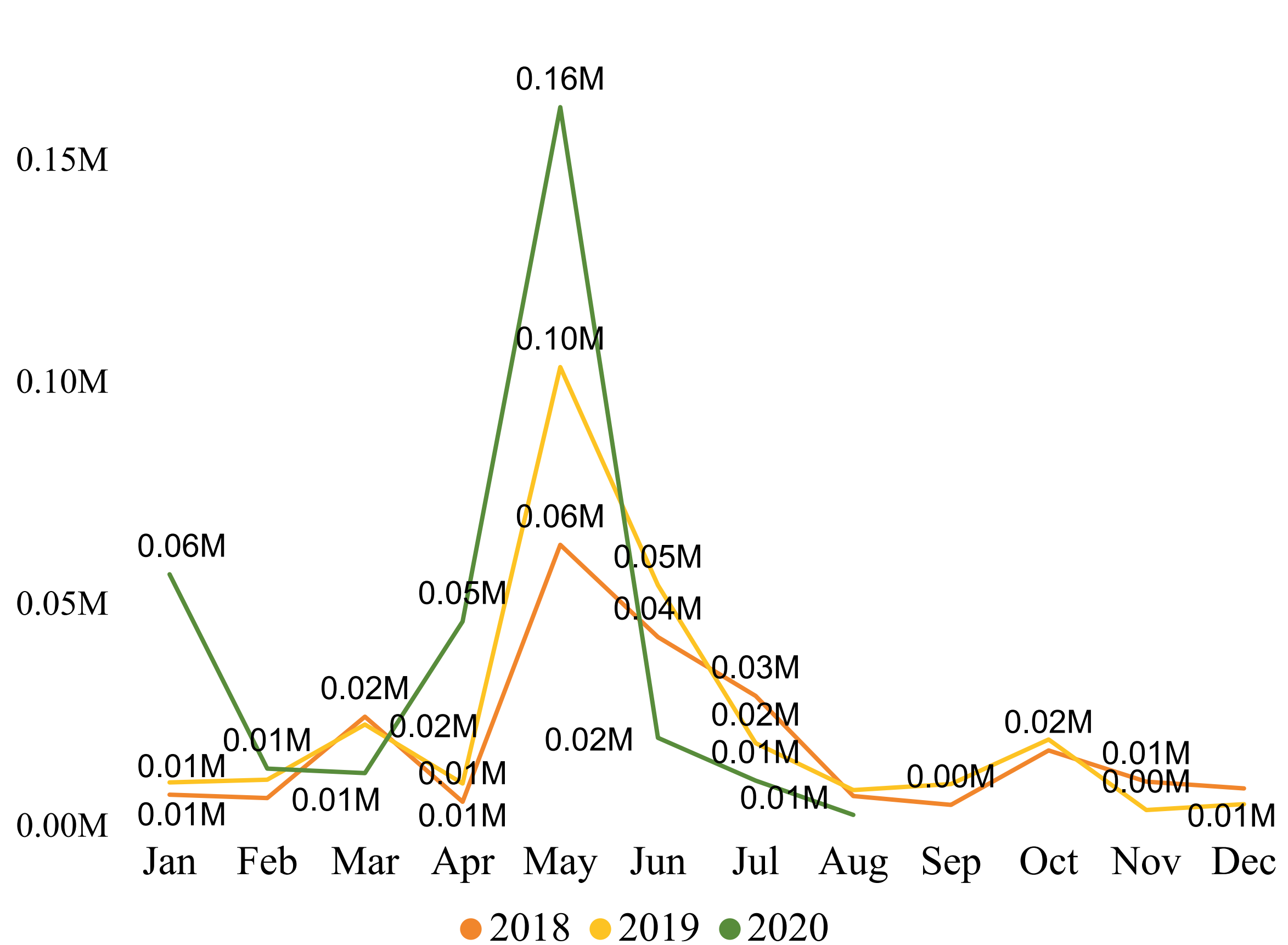
18.16%
Variance

Is Ramzan
☐ No
☐ Yes

Cumulative Monthly Trend



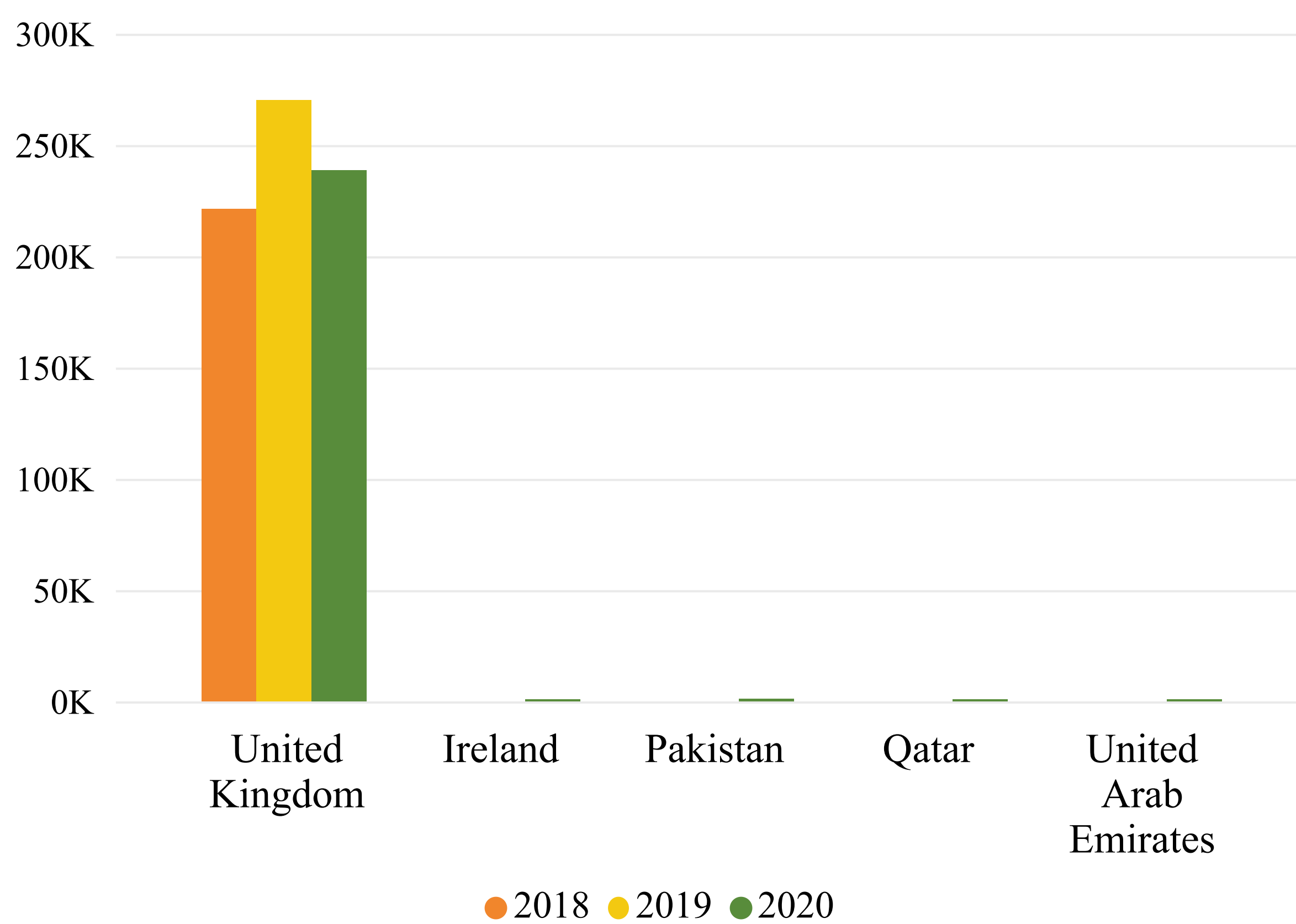
Non Cumulative Monthly Trend



Contribution by Countries

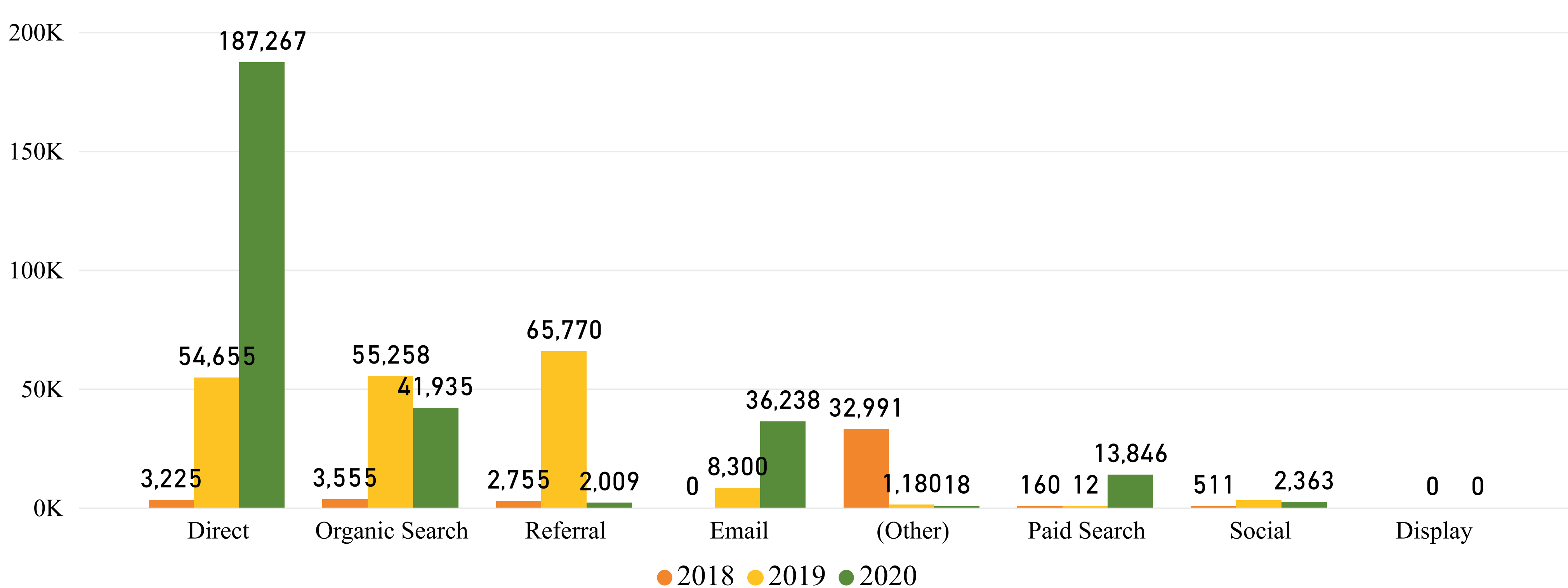


Top 5 Countries



Google Analytics

Amount by Channels



E-commerce Conversion Rate

2020

31.39%
8,204 Sessions

2019

9.10%
30K Sessions

2018

11.20%
18K Sessions

Sessions by Channels

