

Total Revenue

7.79M

Total Revenue

Total Users

5K

Total Users

Total Orders

13K

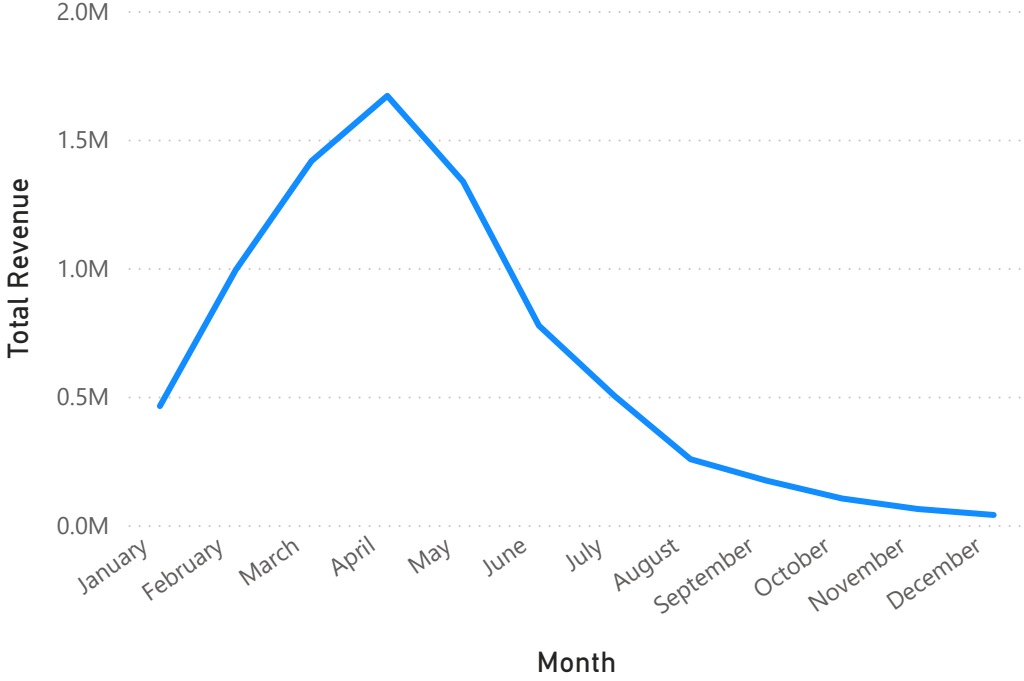
Total Orders

Average Order Value

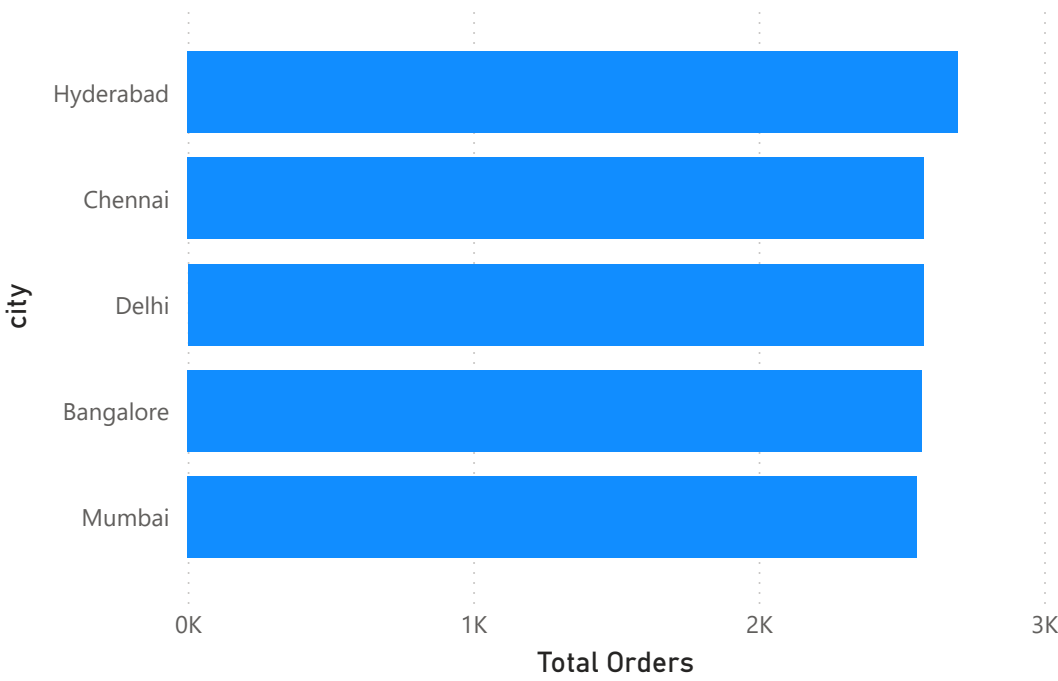
599.70

AOV

Monthly Revenue Trend

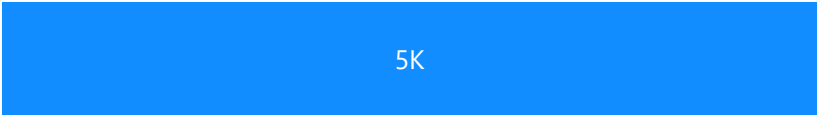


Orders by city



User Conversion Funnel

Total Users

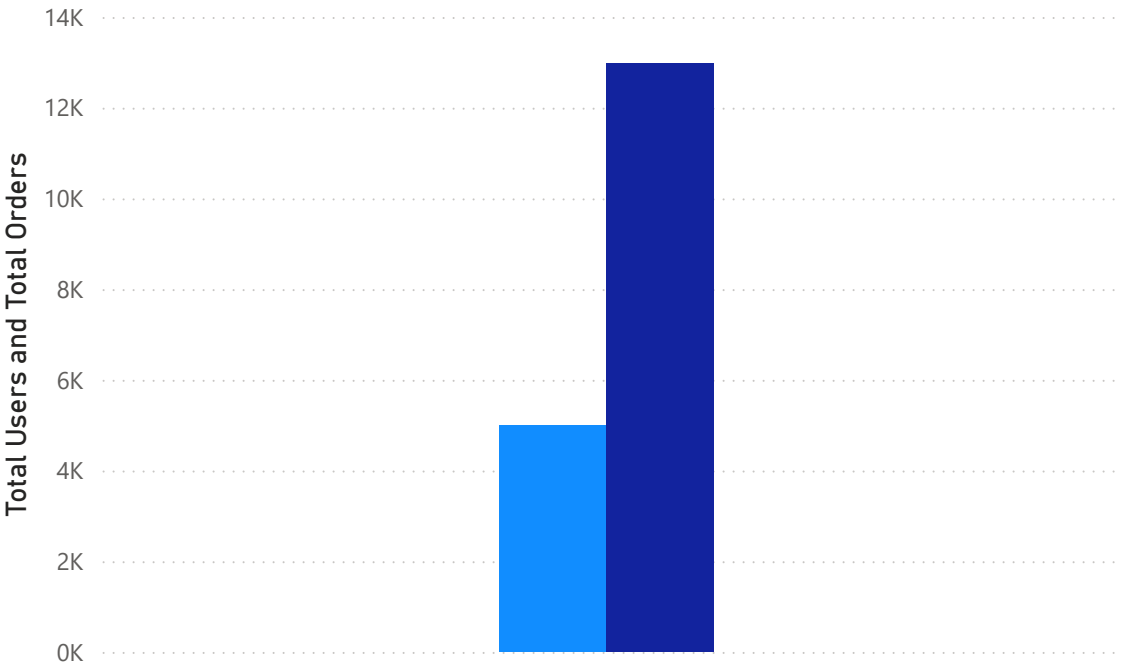


Key Insight:
A visible drop-off after user acquisition indicates friction between signup and first order.
Optimizing onboarding, first-order offers, and nudges can improve conversion.

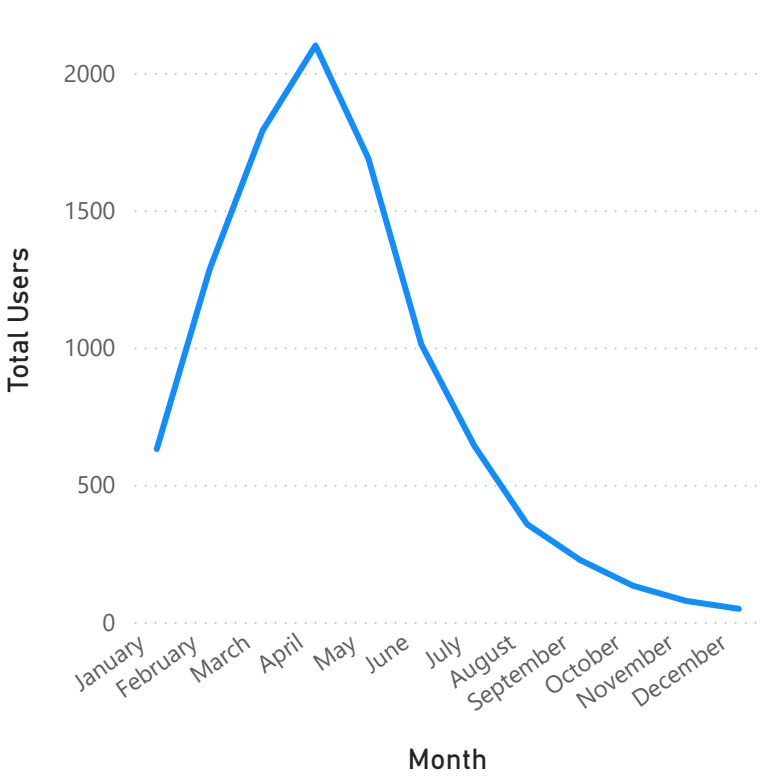


Users vs Orders Comparision

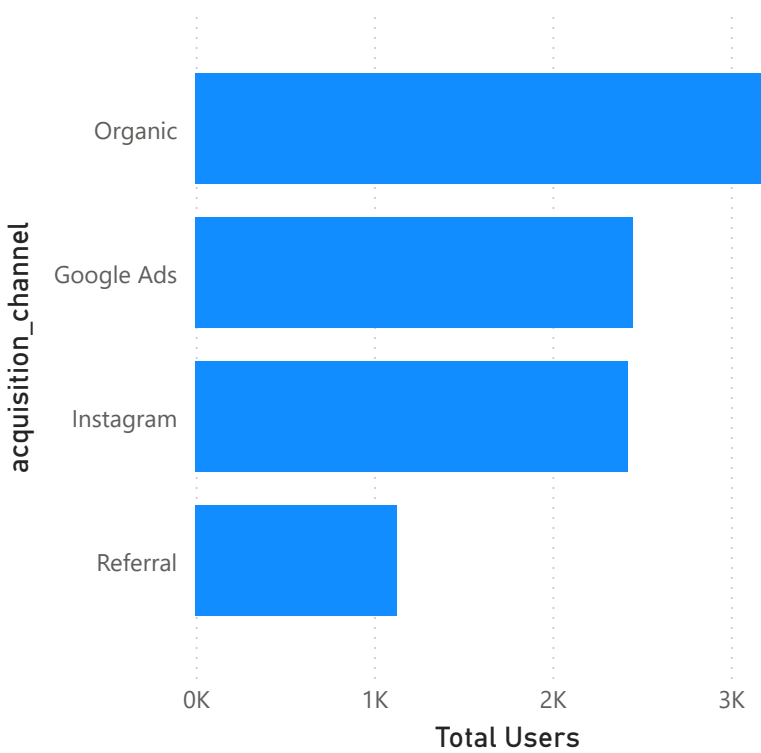
Total Users Total Orders



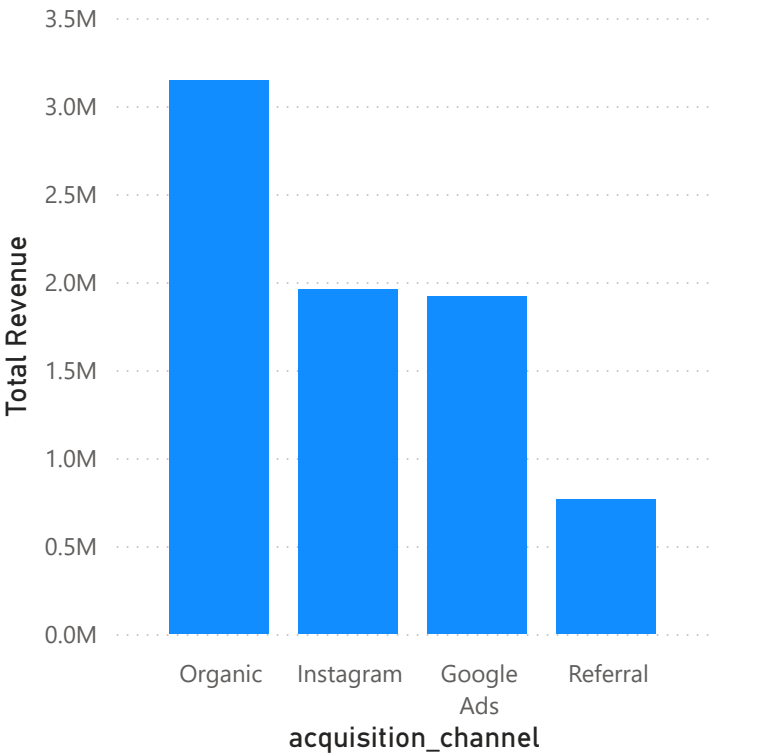
Active Users Trend



Users By Acquisition Channel



Revenue Contribution by Channel



- Key Insights:
- Organic and referral channels drive higher-quality users with better revenue contribution.
 - Paid channels may need optimization to improve user LTV.
 - Retention trends indicate opportunities for re-engagement campaigns.