

Total Revenue

7.79M

Total Revenue

Total Users

5K

Total Users

Total Orders

13K

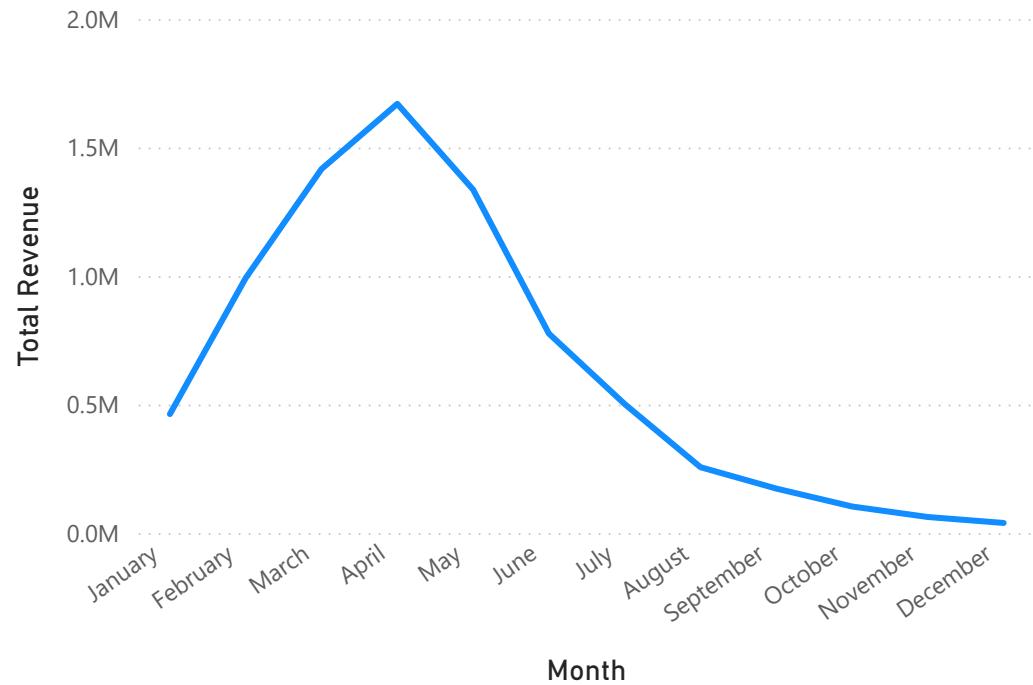
Total Orders

Average Order Value

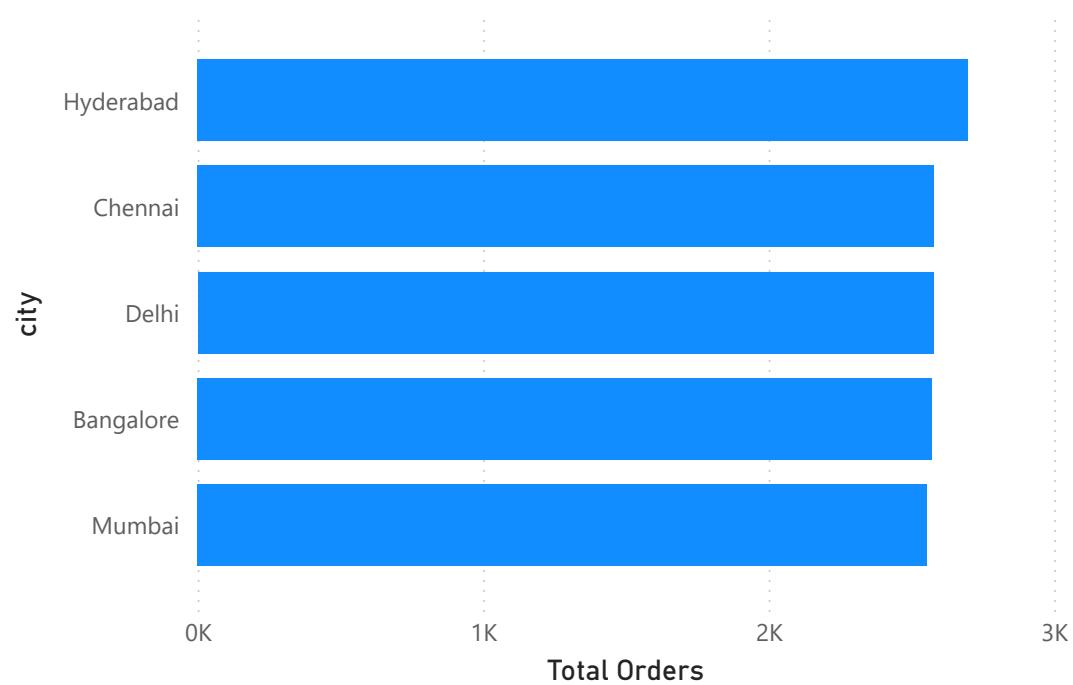
599.70

AOV

Monthly Revenue Trend



Orders by city



User Conversion Funnel

Total Users

5K

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

14K

12K

10K

8K

6K

4K

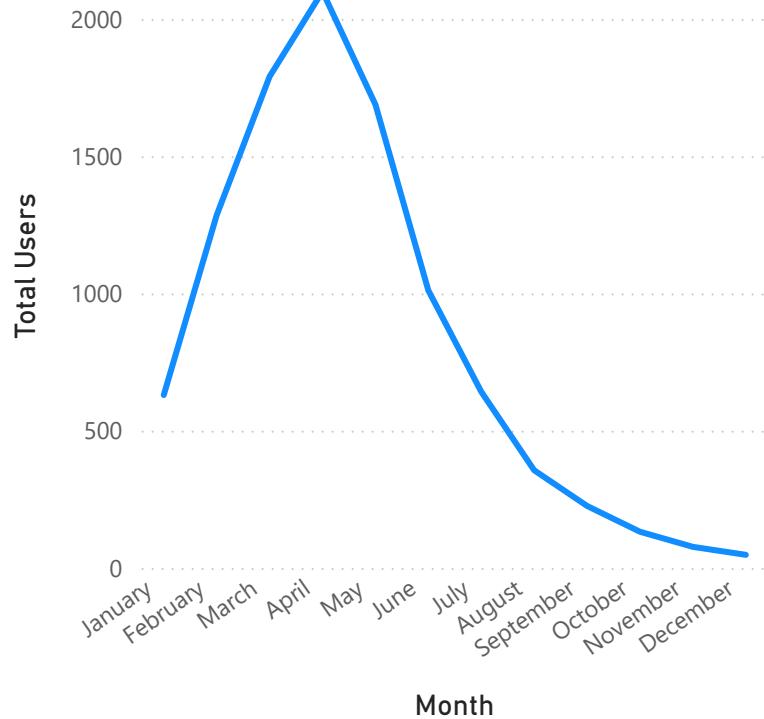
2K

0K

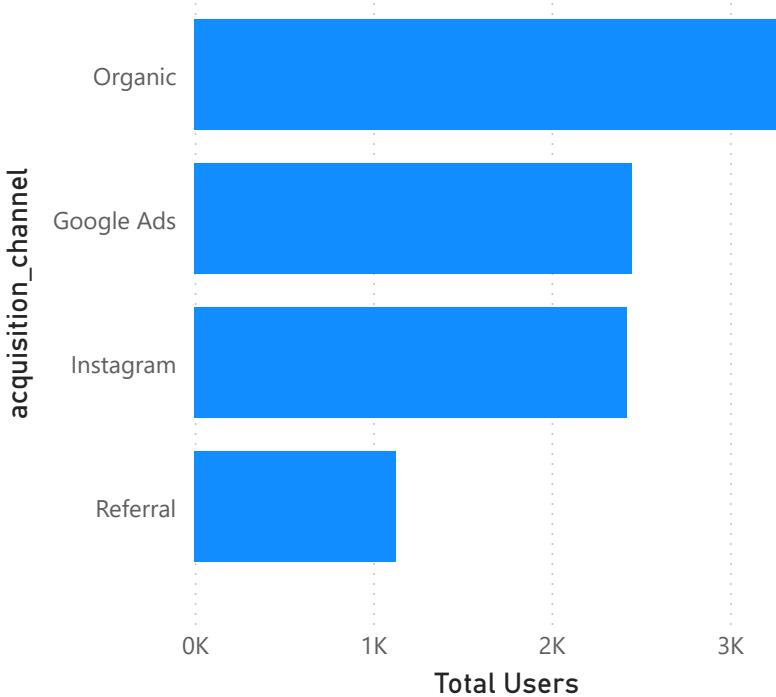
Total Users and Total Orders



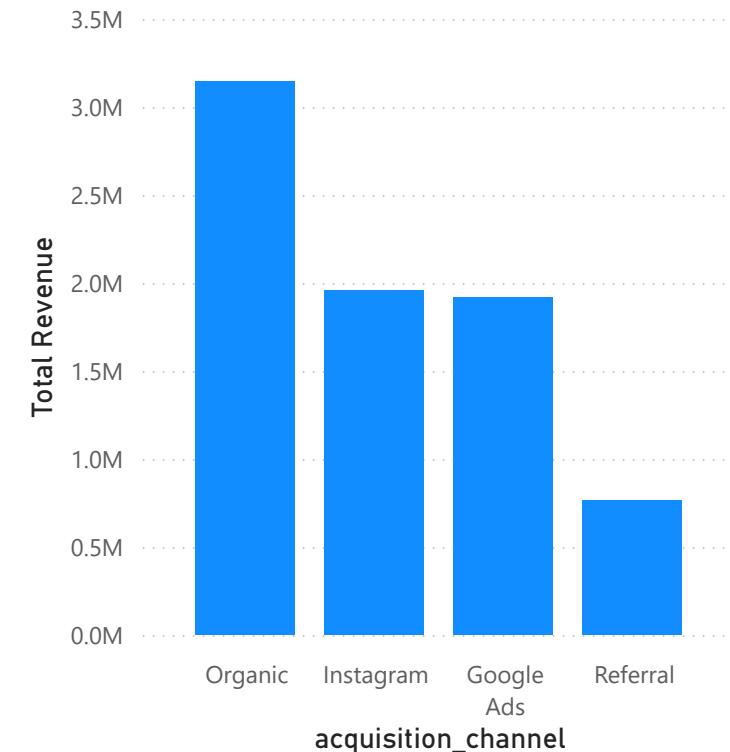
Active Users Trend



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.