

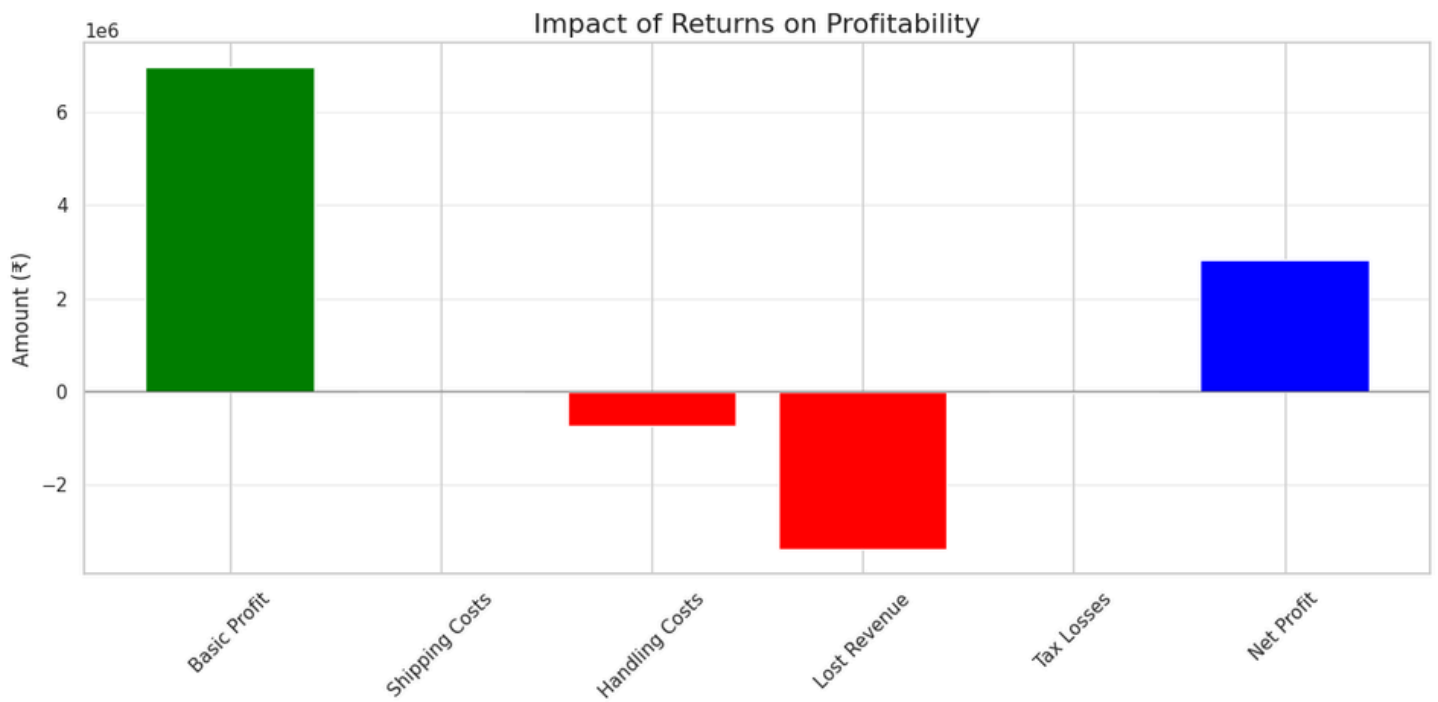
# Order Flow Report

## Summary

- BASIC PROFIT → Total Customer Paid Amount - Total Commission by the Platform
- RETURN SHIPPING COST → Set default to Rs 50
- RETURN HANDLING COST → Assuming 15% of the Customer Paid Amount
- LOST REVENUE → Returned Customer Paid Amount
- TAX LOSS → TCS Tax Losses
- NET PROFIT → BASIC PROFIT - RETURN SHIPPING COST - RETURN HANDLING COST - LOST REVENUE- TAX LOSS

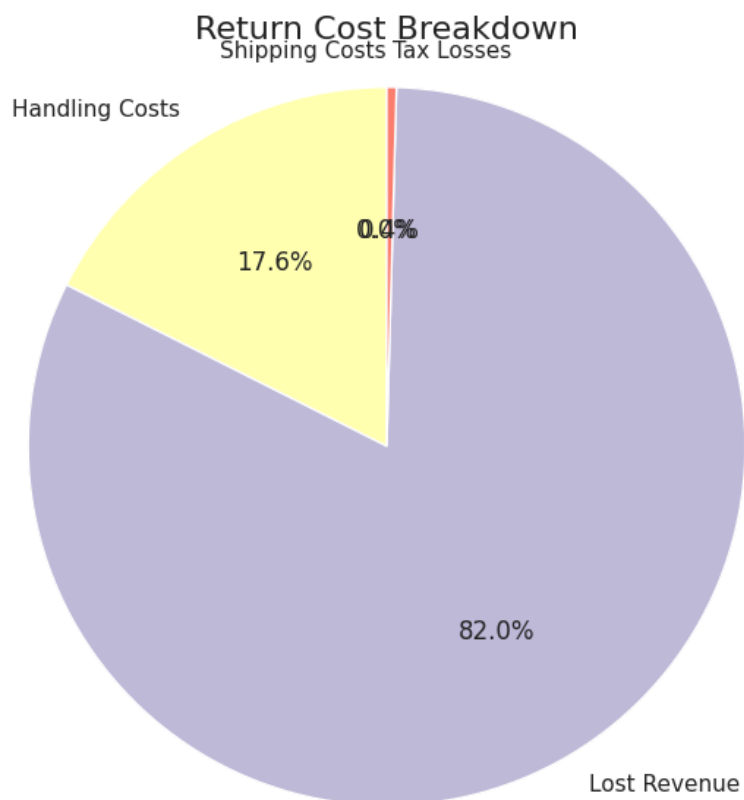
### PROFITABILITY OVERVIEW

- TOTAL REVENUE : SUM(Total Customer Paid Amount) = ₹9,275,502.28
- TOTAL COMMISSION COSTS: SUM(Commission amount paid) = ₹2,299,959.64
- BASIC PROFIT (before returns) = ₹6,975,542.64
- RETURN HANDLING COST = ₹727,448.58
- LOST REVENUE = ₹3,392,941.84
- TAX LOSS TOTAL = ₹17,896.76
- TOTAL LOSS IN RETURNS: (RETURN HANDLING COST + LOST REVENUE + TAX LOSS TOTAL) = ₹4,138,287.18
- NET PROFIT = ₹2,837,255.46
- BASIC PROFIT MARGIN: ( [ SUM(basic\_profit)/SUM(customer\_paid\_amount) ] \* 100) = 75.20%
- NET PROFIT MARGIN:( [ SUM(net\_profit)/SUM(customer\_paid\_amount) ] \* 100) = 30.59%
- MARGIN REDUCTION DUE TO RETURNS: (BASIC PROFIT MARGIN - NET PROFIT MARGIN) = 44.62%



# RETURN ANALYSIS

- OVERALL RETURN RATE = 52.01%
- TOTAL COST OF RETURNS = ₹4,138,287.18
- AVERAGE COST PER RETURN = ₹961.05

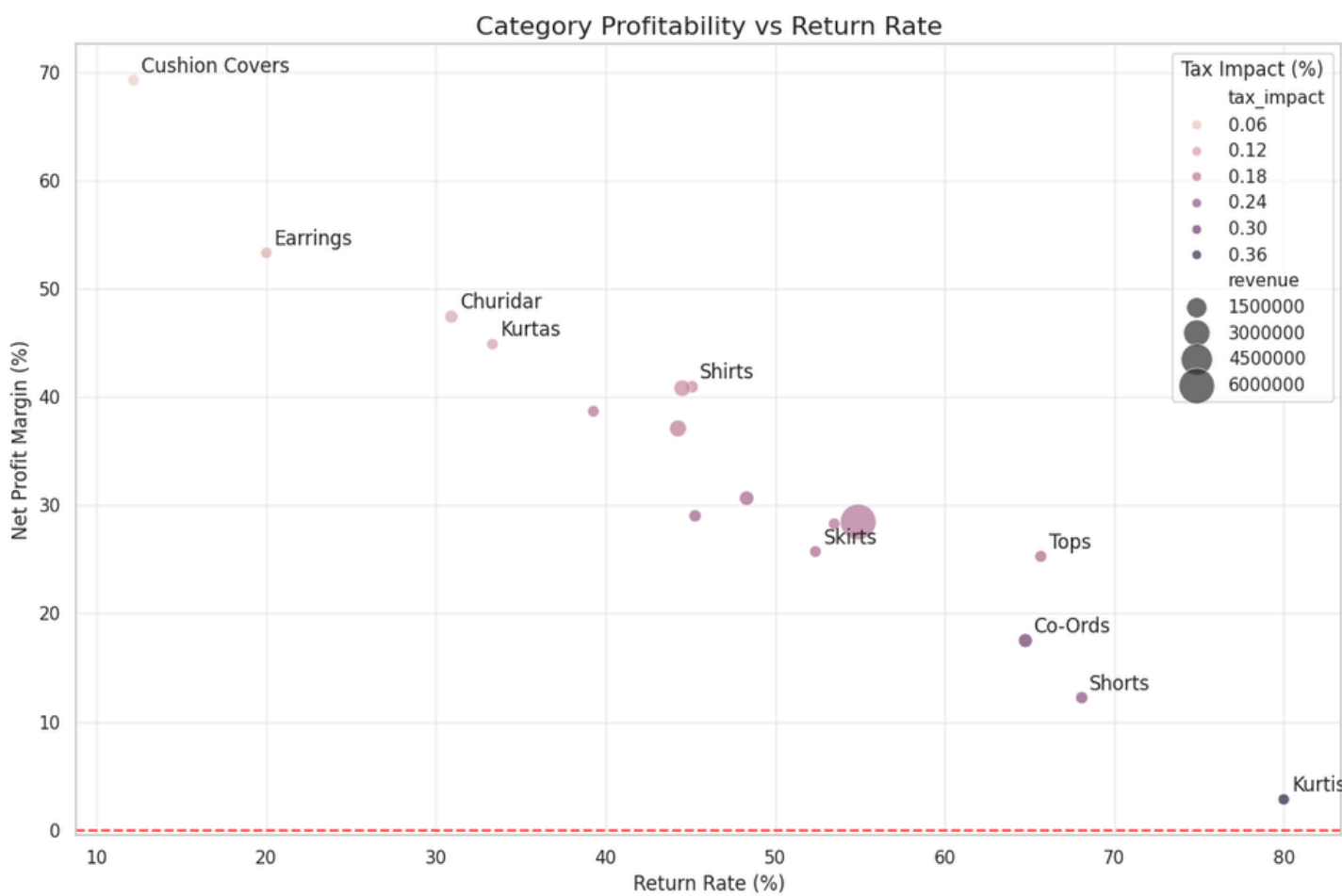


## MOST PROFITABLE CATEGORIES:

Cushion Covers , Earrings , Churidar , Kurtas , Shirts , Salwar , trousers , Palazzos , Dresses , Harem Pants

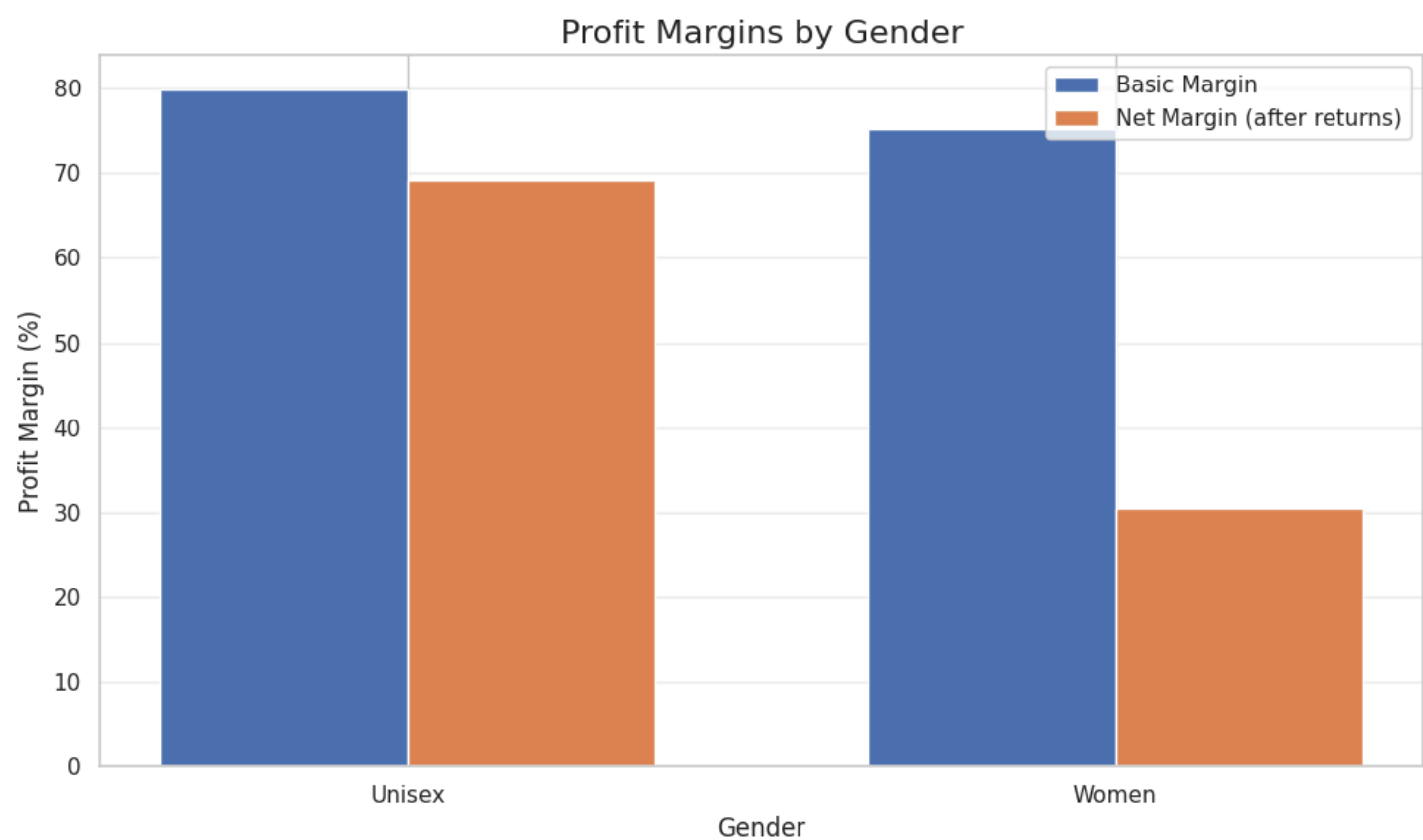
## LEAST PROFITABLE CATEGORIES:

Saree Blouse, Ethnic Dresses ,Skirts , Tops , Co-Ords, Shorts , Kurtis



## PROFITABILITY BY GENDER:

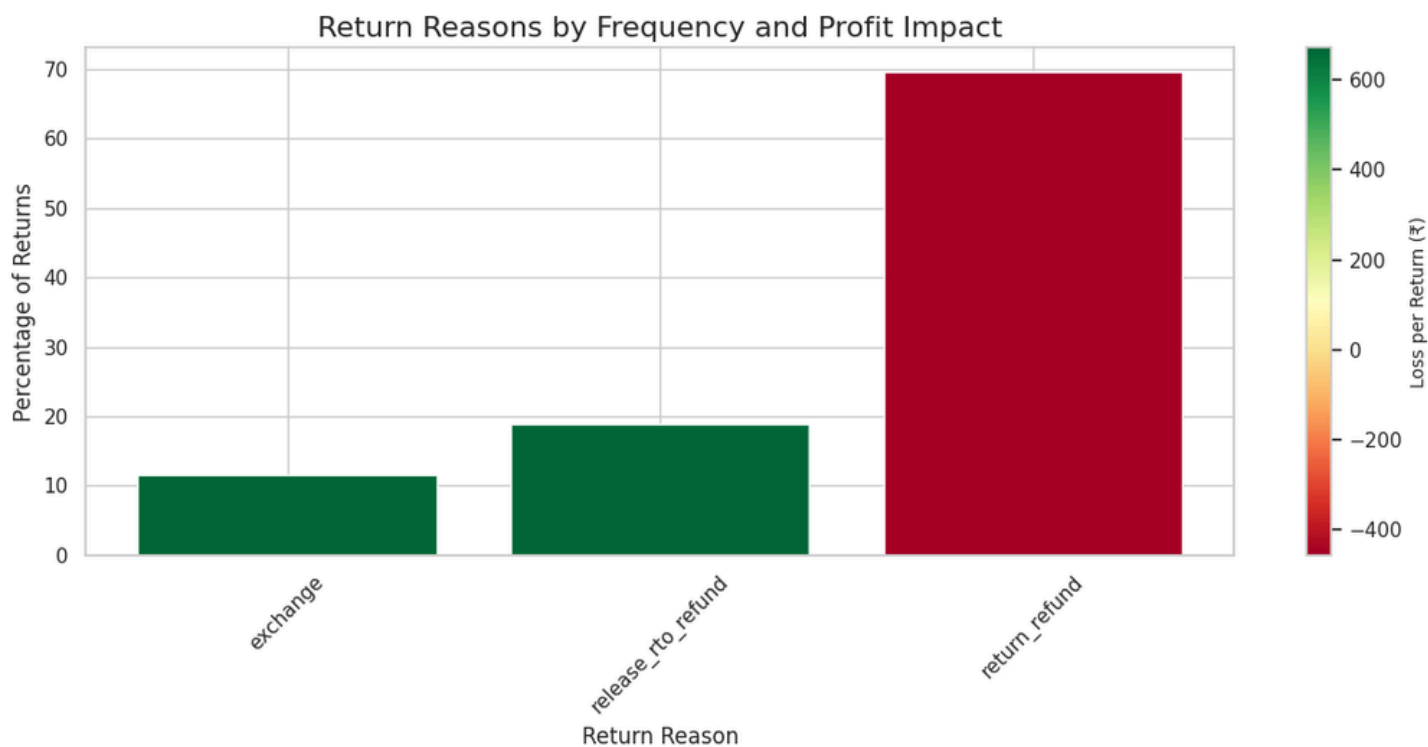
GENDER	REVENUE	NET PROFIT	NET MARGIN	RETURN RATE	TAX IMPACT
UNISEX	31110.14	21543.02	69.25	12.16	0.05
WOMEN	9244392.14	2815712.44	30.46	52.37	0.19



GENDER	ORDER COUNT
UNISEX	74
WOMEN	8205

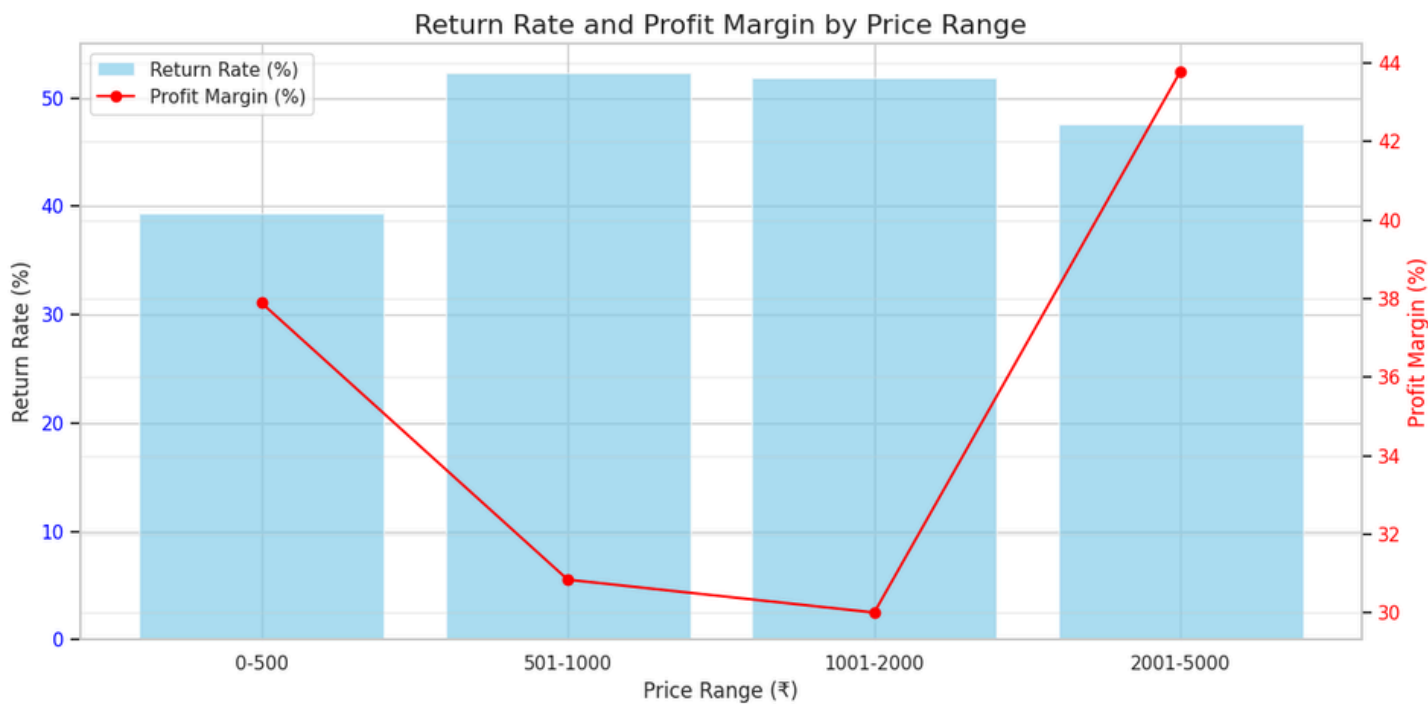
RETURN TYPE ANALYSIS:

RETURN TYPE	RETURN COUNT	%AGE OF RETURNS	LOSS PER RETURN
RETURN_REFUND	2999	69.65	-456.39
RETURN_RTO_REFUND	810	18.81	670.97
EXCHANGE	497	11.54	671.75

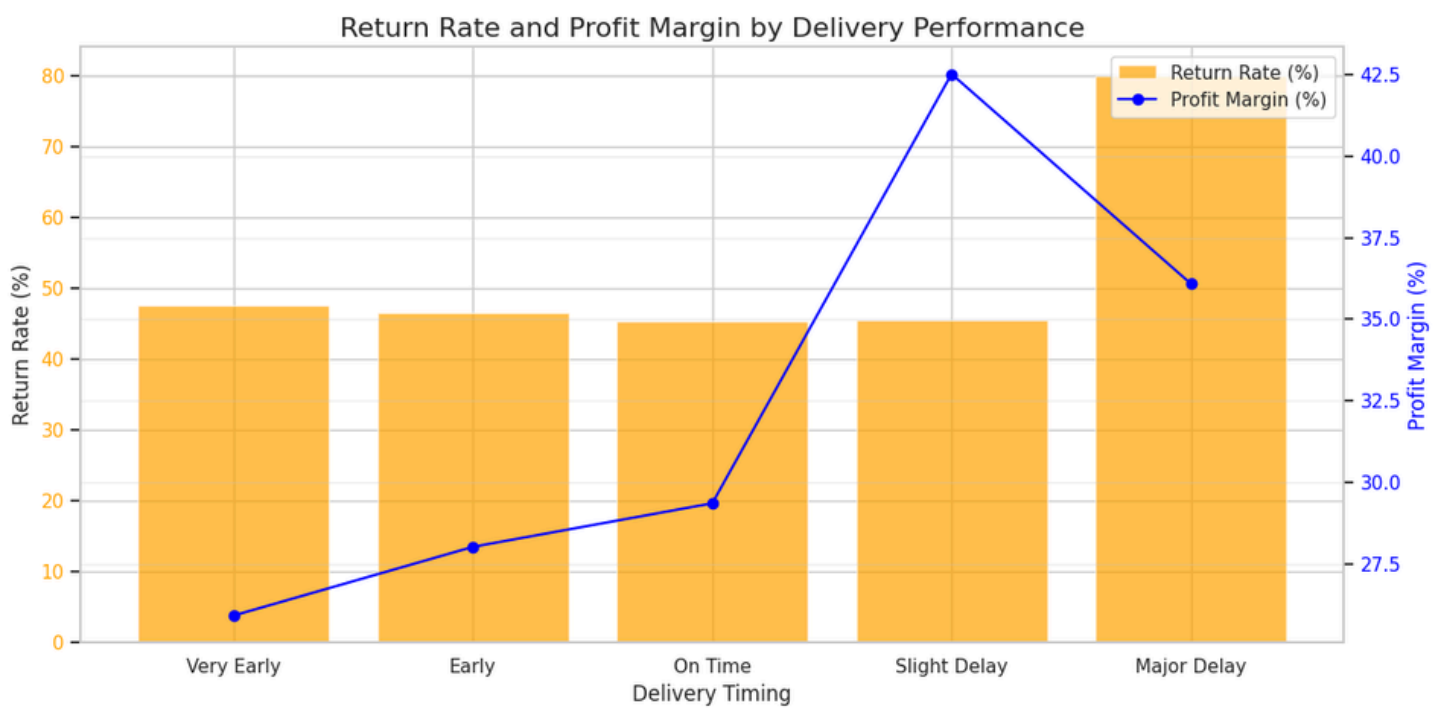


## RETURN RATE AND PROFITABILITY BY PRICE RANGE:

PRICE RANGE	RETURN RATE	AVG PRICE	AVG PROFIT	PROFIT MARGIN	TAX PER ORDER	ORDER COUNT
0-500	39.34	439.90	166.69	37.89	0.74	122
501-1000	52.38	902.64	278.40	30.84	1.74	5678
1001-2000	51.83	1646.48	494.07	30.01	3.19	2458
2001-5000	47.62	2362.33	1034.51	43.79	3.57	21



# RETURN RATE AND PROFIT MARGIN BY DELIVERY PERFORMANCE:



# RETURN RATE AND PROFITABILITY BY DAY OF WEEK:

DAY	RETURN RATE	PROFIT MARGIN	TOTAL ORDERS
MONDAY	53.28	27.53	1203
TUESDAY	50.93	32.60	1186
WEDNESDAY	54.18	29.83	1159
THURSDAY	52.71	29.92	1070
FRIDAY	50.28	34.48	1070
SATURDAY	51.57	31.09	1212
SUNDAY	51.16	29.42	1378

# ARTICLE TYPE ANALYSIS : POPULARITY v/s PROFITABILITY:

ARTICLE TYPE	COUNT	REVENUE	NET PROFIT	MARGIN	RETURN
Saree Blouse	5481	6,032,676.36	1,717,098.83	28.46	54.90
Palazzos	777	826,812.55	306,630.60	37.09	44.27
Salwar	676	783,294.98	319,624.47	40.81	44.53
Dresses	298	425,223.54	130,313.56	30.65	48.32
Co-Ords	210	347152.16	60764.10	17.50	64.76
Churidar	165	220479.78	104517.25	47.40	30.91
Shirts	153	152503.26	62423.34	40.93	45.10
Harem Pants	106	122062.27	35423.02	29.02	45.28
Shorts	94	112269.95	13729.29	12.23	68.09
Skirts	84	42516.16	10937.79	25.73	52.38
Cushion Covers	74	31110.14	21543.02	69.25	12.16
Tops	67	71563.10	18084.78	25.27	65.67
Ethnic Dresses	43	53986.02	15265.38	28.28	53.49
Trousers	28	32819.99	12692.07	38.67	39.29
Kurtas	12	11412.04	5120.60	44.87	33.33
Earrings	5	2995.00	1596.42	53.30	20.00
Kurtis	5	4825.00	136.99	2.84	80.00

MOST PROFITABLE CATEGORIES BASED ON RETURN RATE:

# ===== MOST PROFITABLE CATEGORIES =====

article_type	revenue	net_profit	net_margin	return_rate	tax_impact
Cushion Covers	31110.14	21543.02	69.25	12.16	0.05
Earrings	2995.00	1596.42	53.30	20.00	0.10
Churidar	220479.78	104517.25	47.40	30.91	0.11
Kurtas	11412.04	5120.60	44.87	33.33	0.12
Shirts	152503.26	62423.34	40.93	45.10	0.16
Salwar	783294.98	319624.47	40.81	44.53	0.15
Trousers	32819.99	12692.07	38.67	39.29	0.19
Palazzos	826812.55	306630.60	37.09	44.27	0.18
Dresses	425223.54	130313.56	30.65	48.32	0.22
Harem Pants	122062.27	35423.02	29.02	45.28	0.23

## order\_count

article_type	order_count
Cushion Covers	74
Earrings	5
Churidar	165
Kurtas	12
Shirts	153
Salwar	676
Trousers	28
Palazzos	777
Dresses	298
Harem Pants	106

## LEAST PROFITABLE CATEGORIES BASED ON RETURN RATE:



# ===== LEAST PROFITABLE CATEGORIES =====

	revenue	net_profit	net_margin	return_rate	tax_impact
article_type					
Palazzos	826812.55	306630.60	37.09	44.27	0.18
Dresses	425223.54	130313.56	30.65	48.32	0.22
Harem Pants	122062.27	35423.02	29.02	45.28	0.23
Saree Blouse	6032676.36	1717098.83	28.46	54.90	0.19
Ethnic Dresses	53986.02	15265.38	28.28	53.49	0.19
Skirts	42516.16	10937.79	25.73	52.38	0.21
Tops	71563.10	18084.78	25.27	65.67	0.21
Co-Ords	347152.16	60764.10	17.50	64.76	0.30
Shorts	112269.95	13729.29	12.23	68.09	0.26
Kurtis	4825.00	136.99	2.84	80.00	0.38

## order\_count

article_type	
Palazzos	777
Dresses	298
Harem Pants	106
Saree Blouse	5481
Ethnic Dresses	43
Skirts	84
Tops	67
Co-Ords	210
Shorts	94
Kurtis	5

## MOST PROFITABLE STATES BASED ON RETURN RATE:

# ===== MOST PROFITABLE STATES =====

	revenue	net_profit	net_margin	return_rate	tax_impact
customer_state					
TR	10103.01	6998.73	69.27	33.33	0.00
PY	13071.02	8612.38	65.89	20.00	0.03
MZ	7175.01	4288.63	59.77	33.33	0.05
SK	6096.01	3511.54	57.60	14.29	0.07
MN	18825.03	9493.95	50.43	31.25	0.11

## order\_count

customer_state	
TR	9
PY	10
MZ	6
SK	7
MN	16

## LEAST PROFITABLE STATES BASED ON RETURN RATES:

===== LEAST PROFITABLE STATES =====					
	revenue	net_profit	net_margin	return_rate	tax_impact
customer_state					
DL	863043.67	198316.02	22.98	58.27	0.23
HR	762804.99	164492.70	21.56	59.08	0.24
OR	150306.25	31465.37	20.93	64.96	0.24
UT	142269.24	26909.25	18.91	63.71	0.25
RJ	172785.23	31211.43	18.06	61.18	0.25
order_count					
customer_state					
DL	750				
HR	655				
OR	137				
UT	124				
RJ	170				

## WEEKLY ANALYSIS OF RETURN RATE AND PROFITABILITY:

Return Rate and Profitability by Day of Week:			
	return_rate	profit_margin	order_number
order_day_name			
Monday	53.28	27.53	1203
Tuesday	50.93	32.60	1186
Wednesday	54.18	29.83	1159
Thursday	52.71	29.92	1070
Friday	50.28	34.48	1070
Saturday	51.57	31.09	1212
Sunday	51.16	29.42	1378

## Price Range analysis of Items:

- Cushion Covers:

### Return Rate by Price Range for Cushion Covers:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	15.00	318.75	40
501-1000	8.82	540.00	34
1001-2000	NaN	NaN	0
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Earrings:

### Return Rate by Price Range for Earrings:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	20.00	599.00	5
1001-2000	NaN	NaN	0
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Churidar:

### Return Rate by Price Range for Churidar:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	31.48	877.96	54
1001-2000	30.63	1559.19	111
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Kurtas:

### Return Rate by Price Range for Kurtas:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	33.33	951.00	12
1001-2000	NaN	NaN	0
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Shirts:

### Return Rate by Price Range for Shirts:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	43.61	873.11	133
1001-2000	57.89	1749.00	19
2001-5000	0.00	3149.00	1
5000+	NaN	NaN	0

- Salwar:

### Return Rate by Price Range for Salwar:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	45.11	925.76	470
1001-2000	43.39	1635.39	189
2001-5000	41.18	2300.00	17
5000+	NaN	NaN	0

- Trousers:

### Return Rate by Price Range for Trousers:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	47.06	910.59	17
1001-2000	27.27	1576.36	11
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Palazzos:

### Return Rate by Price Range for Palazzos:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	47.48	851.56	535
1001-2000	37.19	1534.00	242
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Dresses:

### Return Rate by Price Range for Dresses:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	52.27	914.58	88
1001-2000	46.67	1641.62	210
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Harem Pants:

### Return Rate by Price Range for Harem Pants:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	43.59	918.75	78
1001-2000	50.00	1800.00	28
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Saree Blouse:

#### Return Rate by Price Range for Saree Blouse:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	54.56	910.38	4120
1001-2000	55.82	1674.92	1358
2001-5000	100.00	2453.33	3
5000+	NaN	NaN	0

- Ethnic Dresses:

#### Return Rate by Price Range for Ethnic Dresses:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	61.90	914.10	21
1001-2000	45.45	1581.36	22
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Skirts:

#### Return Rate by Price Range for Skirts:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	51.22	499.00	82
501-1000	100.00	799.00	2
1001-2000	NaN	NaN	0
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Tops:

### Return Rate by Price Range for Tops:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	62.26	935.70	53
1001-2000	78.57	1569.36	14
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Co-ords:

### Return Rate by Price Range for Co-Ords:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	NaN	NaN	0
1001-2000	64.76	1653.11	210
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Shorts:

### Return Rate by Price Range for Shorts:

	return_rate	customer_paid_amount	order_number
price_range			
0-500	NaN	NaN	0
501-1000	72.55	874.02	51
1001-2000	62.79	1574.30	43
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0

- Kurtis:

Return Rate by Price Range for Kurtis:

price_range	return_rate	customer_paid_amount	order_number
0-500	NaN	NaN	0
501-1000	80.00	965.00	5
1001-2000	NaN	NaN	0
2001-5000	NaN	NaN	0
5000+	NaN	NaN	0