



INTRO

MARKETING

CUSTOMER & FEEDBACK

ORDER & PRODUCT



TOTAL CAMPAIGNS
3bn

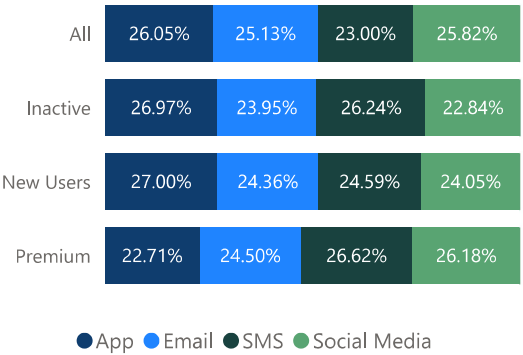
CONVERSION RATE
10.02%

TOTAL REVENUE
32.19M

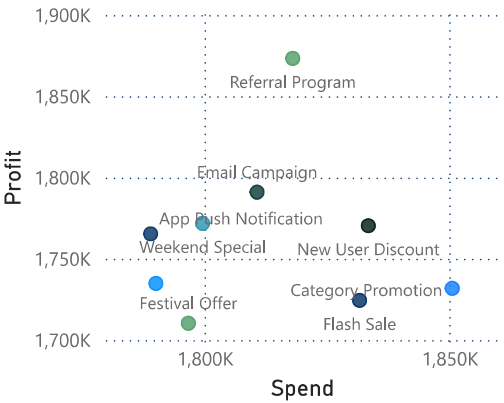
TOTAL PROFIT
15.87M

ROAS
2.74

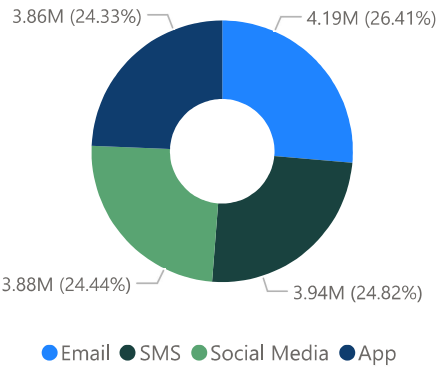
% Campaign By Channels & Customers



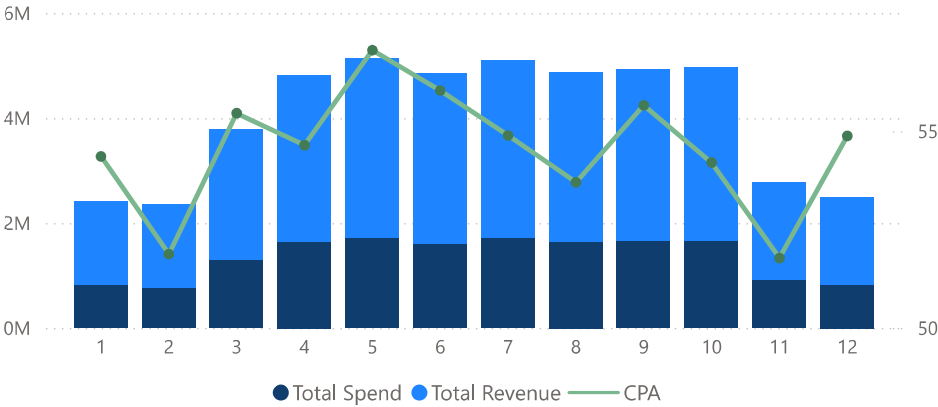
Campaign Efficiency Matrix



% PROFIT



Ad Budget Efficiency



Campaign	AVG profit	Conver%	CPA	CPC	CPM
Weekend Special	2,953.07	10.28%	54.09	5.56	546.91
New User Discount	2,950.68	10.22%	53.98	5.52	560.63
Category Promotion	2,886.45	10.18%	55.13	5.61	556.86
Referral Program	3,122.26	10.17%	54.29	5.52	554.88
App Push Notification	2,942.30	10.06%	54.57	5.49	571.56
Festival Offer	2,850.63	10.05%	54.84	5.51	543.36
Flash Sale	2,874.00	9.98%	55.15	5.50	561.18
Membership Drive	2,891.47	9.69%	54.99	5.33	536.96
Email Campaign	2,985.09	9.58%	55.82	5.35	549.92
Total	2,939.55	10.02%	54.76	5.49	553.45



TOTAL CUSTOMERS

2500

TOTAL REVENUE

29.03M

TOTAL FEEDBACKS

5000

RATING

3.34

FEEDBACK RATE

86.88%

Year

All

Month

All

Inactive

Premium

New

Regular

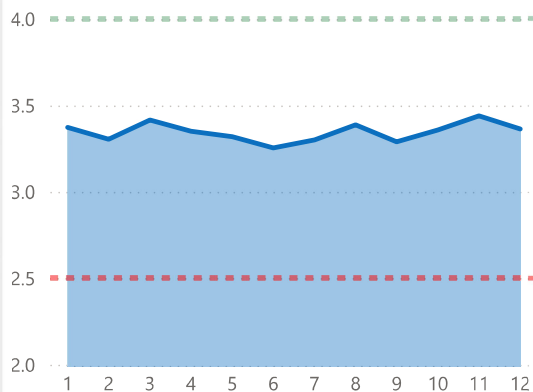
Feedback sentiment

☐ Positive☐ Neutral☐ NegativeApp
Experience

Delivery

Customer
ServiceProduct
Quality

AVG Rating By Months



Positive VS Negative



REVENUES BY CUSTOMES

New

7.68M

Regular

7.16M

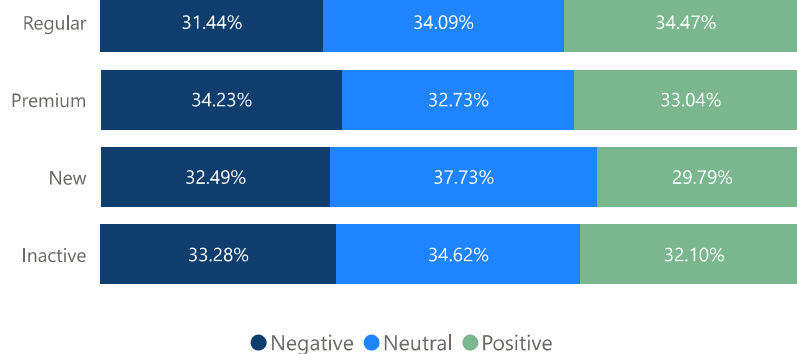
Inactive

7.11M

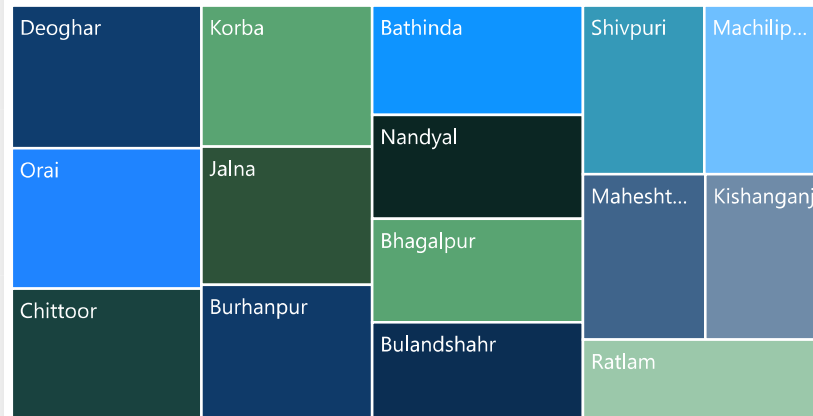
Premium

7.08M

% Feedback By Customer Segments



HIGHEST REVENUE AREAS





TOTAL REVENUE

2.46M

TOTAL UNITS

4918

TOTAL ORDERS

2444

MARGIN %

27.78

AVG DELI MINUTES

19.33

Year, Month

2023

Category Order

- ☐ Baby Care
- ☐ Cold Drinks & Juices
- ☐ Dairy & Breakfast
- ☐ Fruits & Vegetables
- ☐ Grocery & Staples
- ☐ Household Care
- ☐ Instant & Frozen Food

On Time

Significantly Delayed

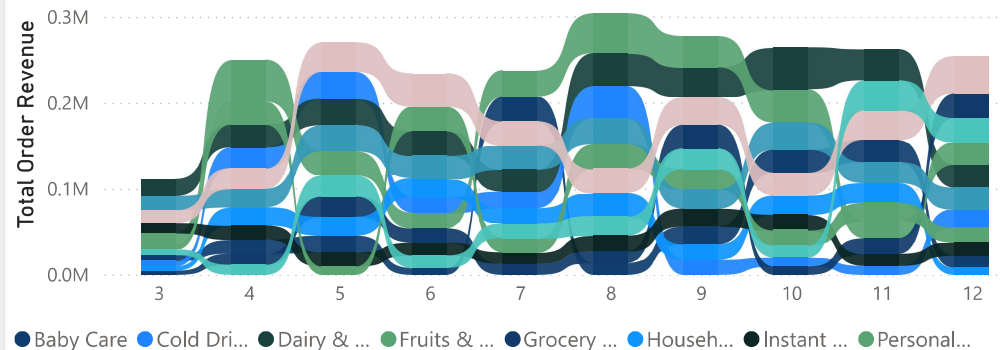
Card

UPI

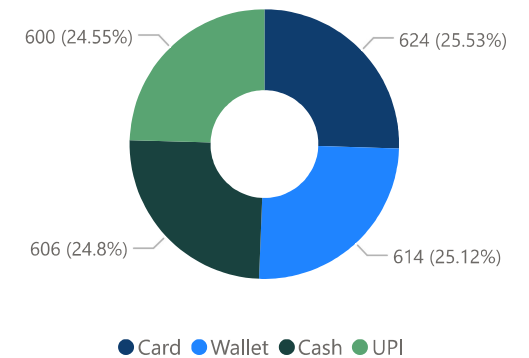
Cash

Wallet

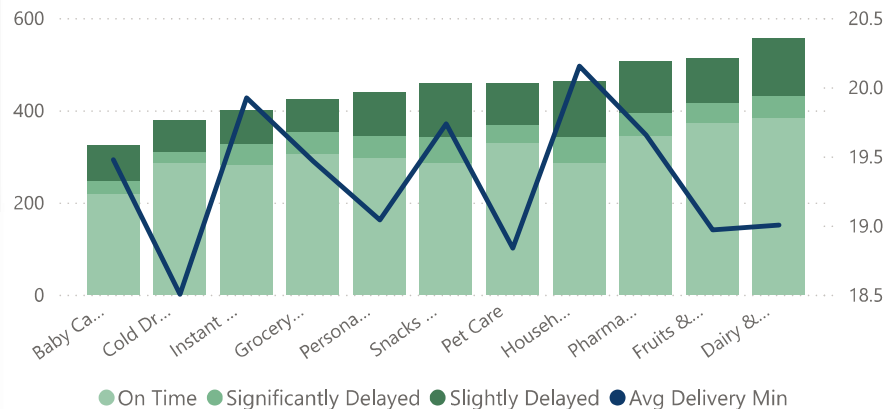
Category Contribution to Total Revenue



Payment Method



Delivery Performance By Categories



Product Efficiency Matrix

