



DASHBOARD



SALES



REFUNDS



TIME INTELLIGENCE



CITY



RFM Analysis



1/10/2018 9/23/2022

City
All

Country
All

Accepts Marketing
All

Financial Status
All



Current Month Revenue	Current Year Revenue	Current Month Refunds	Current Month Orders
Rs 17.15M! Last Month Revenue: Rs 20.37M (-15.81%)	Rs 182.12M! Last Year Revenue: Rs 200.4M (-9.12%)	Rs 0 Last Month Refund: Rs 3 (+100%)	3489! Last Month Orders: 3932 (-11.27%)



Total Active Products	Total Revenue	Total Active Locations	Total Product Variants
13,974	Rs 534.26M	5	61,203



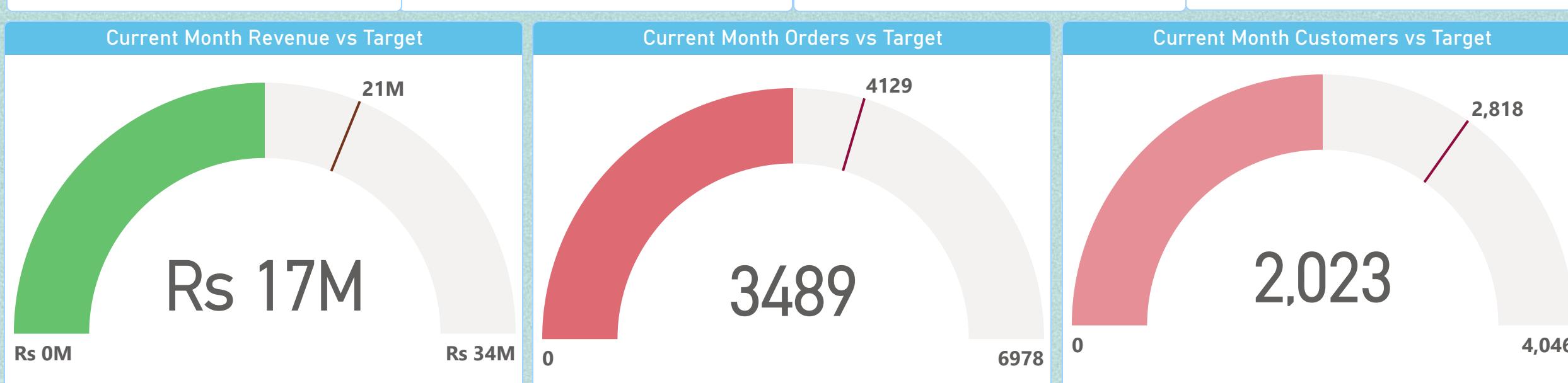
Total Orders	Total Orders In Progress	Total Orders Cancelled	Average Order Value
117K	87,815	32,452	Rs 4,556



Total Customers	Revenue Per Customer	Abandoned Carts Customers	Total Refunds
111K	Rs 4.80K	3750	Rs 803



Inventory Quantity	Units Sold	Average Qty Per Order	Return Rate
1,172,137	268,437	1.84	0.03%





1/10/2018	9/23/2022	City	Country	Province	Payment Method
All	All	All	All	All	All



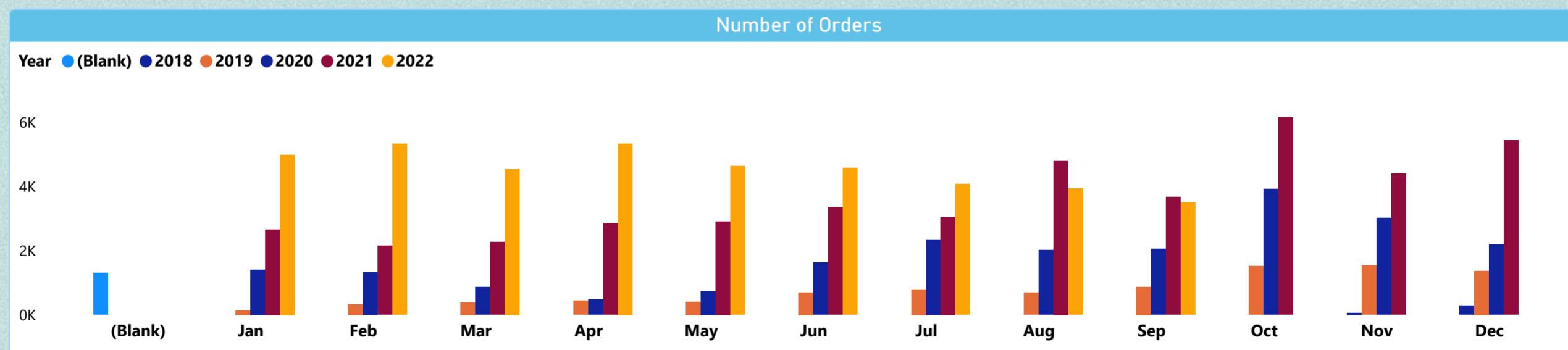
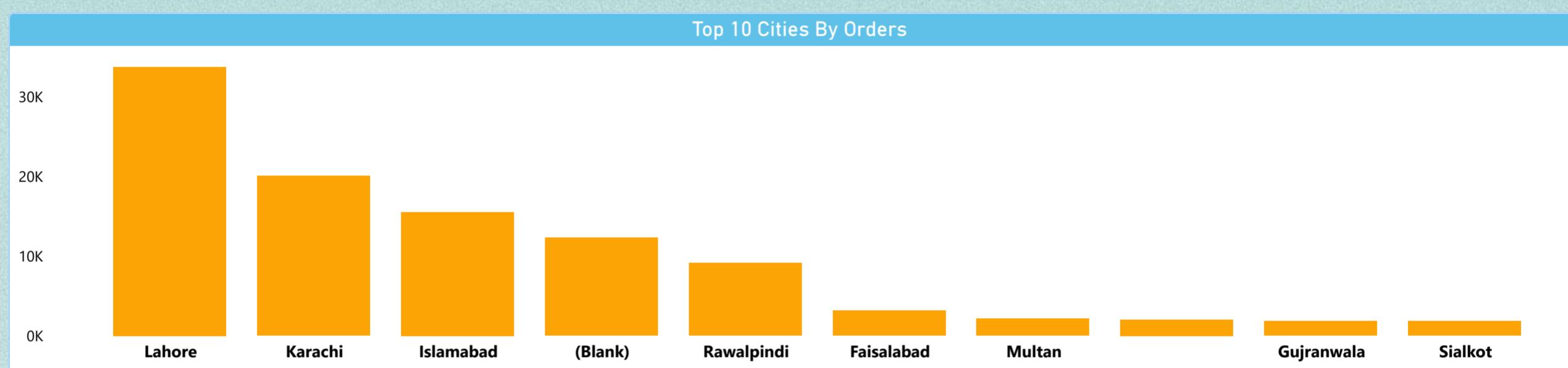
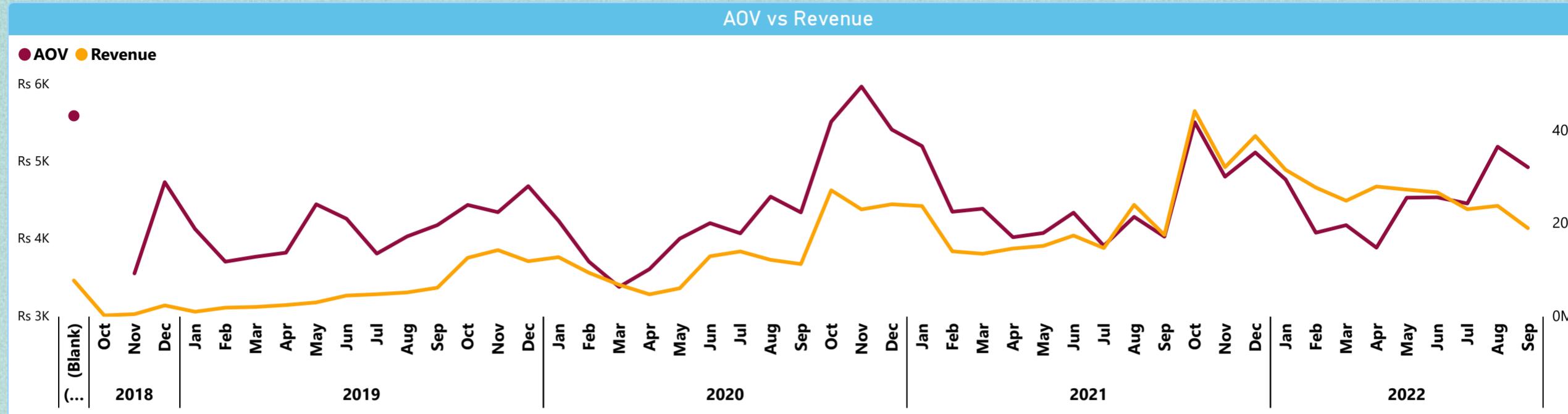
Dashboard



Refunds



Time Intelligence





Home



Dashboard



Sales



Time Intelligence



City



RFM Analysis



1/10/2018

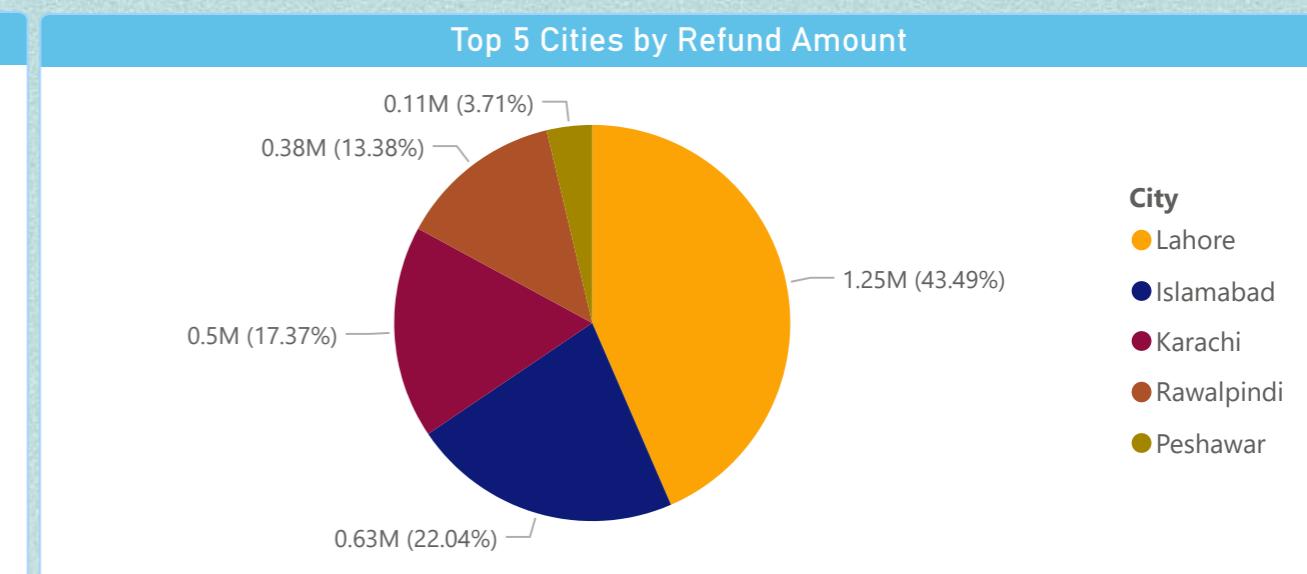
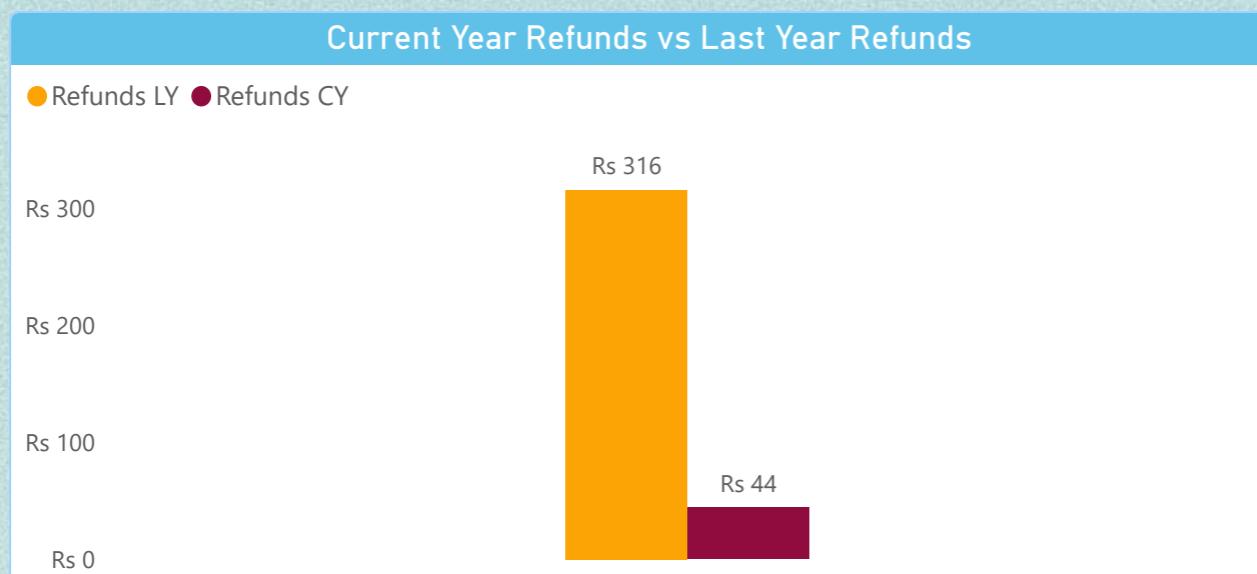
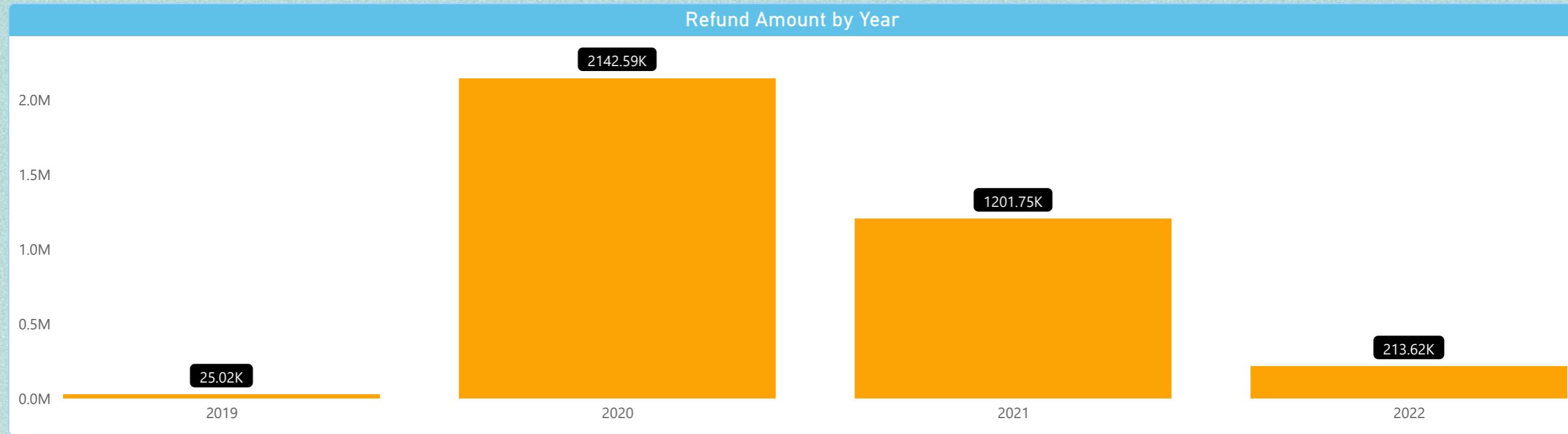
9/23/2022

City

All

Country

All





Home



1/10/2018 9/23/2022

City

All

Country

All

Yesterday Last Month Last Year MTD QTD YTD 3 Months

Dashboard



Sales



Refunds



City



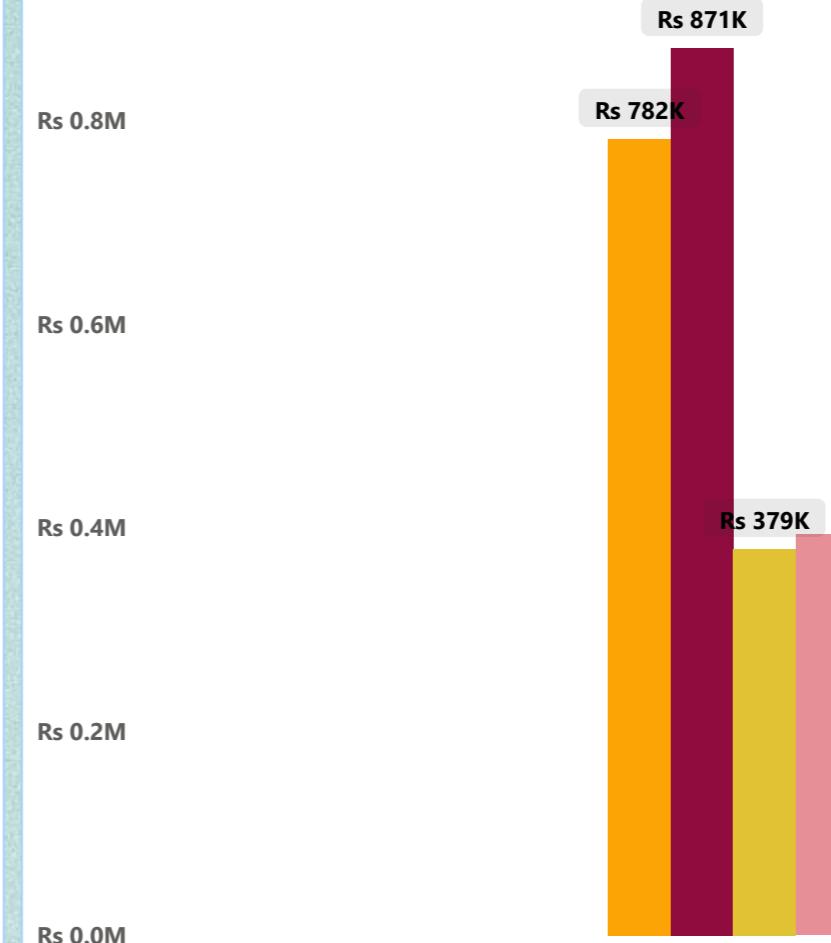
RFM Analysis



City	Revenue Today	Revenue Yesterday	Revenue Today LY	Revenue Yesterday LY
	Rs 310,493	Rs 320,683	Rs 50,018	Rs 84,048
Abbottabad	Rs 22,383	Rs 37,839	Rs 25,092	Rs 3,679
Bahawalpur	Rs 5,760			
Bhera	Rs 5,051			
Chiniot	Rs 9,213			
Dera Ghazi Khan	Rs 1,340			
Dir			Rs 7,780	
Faisalabad	Rs 6,480			
Gujranwala	Rs 4,829	Rs 19,444	Rs 20,306	Rs 3,373
Gujrat		Rs 12,940	Rs 4,737	Rs 2,409
Hafizabad		Rs 8,400		
Haripur		Rs 13,850		Rs 5,026
Hyderabad	Rs 6,800	Rs 68,726	Rs 16,801	Rs 5,499
Islamabad	Rs 72,006	Rs 98,668	Rs 29,358	Rs 53,570
Jhang	Rs 5,838			
Kamalia			Rs 4,799	
Karachi	Rs 103,710	Rs 66,800	Rs 86,687	Rs 88,858
Total	Rs 781,754	Rs 871,094	Rs 379,104	Rs 393,521

Today vs Yesterday Revenue

Revenue Today Revenue Yesterday Revenue Today LY Revenue Yesterday LY





1/10/2018

9/23/2022

City

All

Country

All

Home



Dashboard



Sales



Refunds



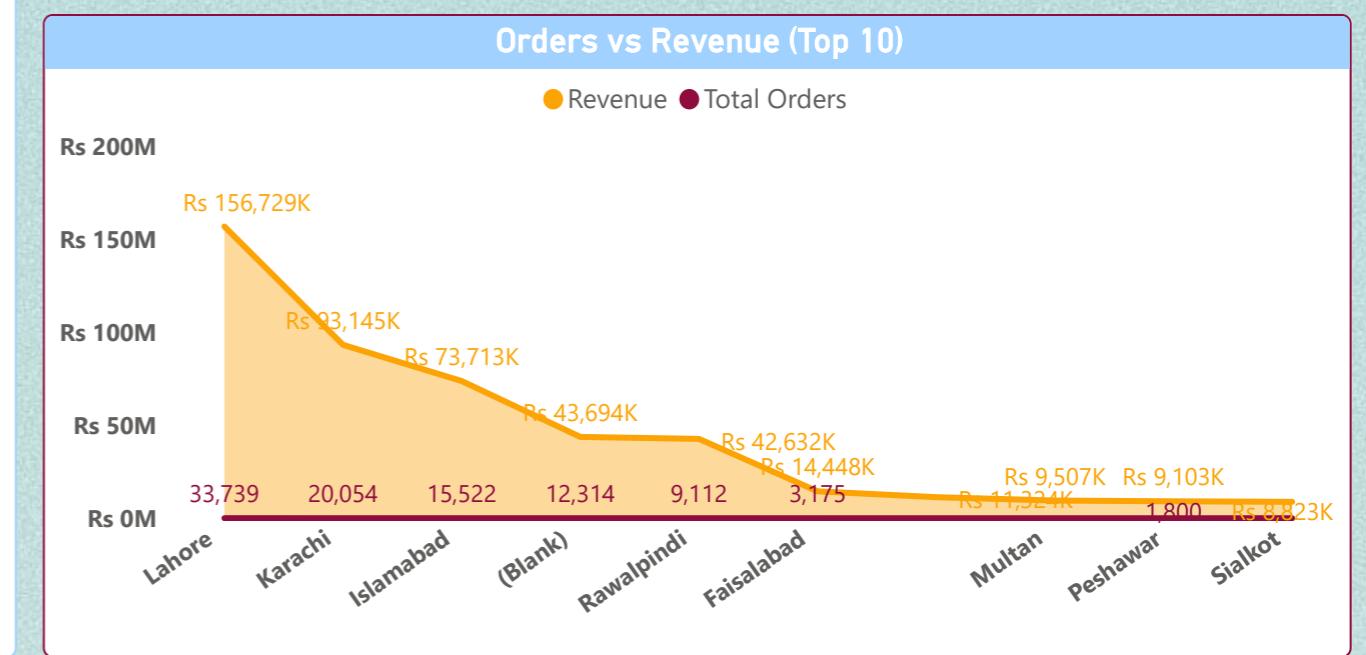
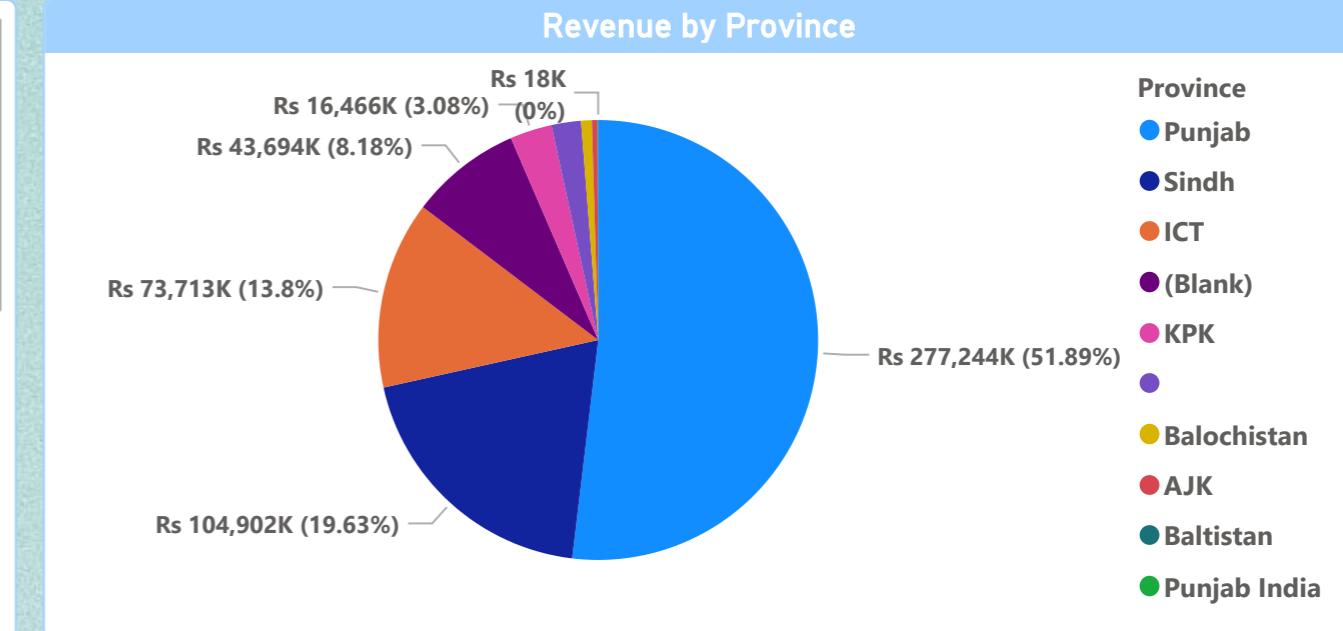
Time Intelligence



RFM Analysis



City	Revenue	AOV	Total Orders
Lahore	Rs 156,729,090	Rs 4,645	33,739
Karachi	Rs 93,145,119	Rs 4,645	20,054
Islamabad	Rs 73,712,579	Rs 4,749	15,522
	Rs 43,694,237	Rs 3,548	12,314
Rawalpindi	Rs 42,631,840	Rs 4,679	9,112
Faisalabad	Rs 14,448,115	Rs 4,551	3,175
	Rs 11,323,684	Rs 5,609	2,019
Multan	Rs 9,507,004	Rs 4,391	2,165
Peshawar	Rs 9,103,045	Rs 5,057	1,800
Sialkot	Rs 8,822,977	Rs 4,816	1,832
Gujranwala	Rs 8,802,713	Rs 4,787	1,839
Hyderabad	Rs 6,564,533	Rs 4,626	1,419
Quetta	Rs 3,975,497	Rs 4,890	813
Bahawalpur	Rs 3,412,745	Rs 4,868	701
Gujrat	Rs 3,382,437	Rs 4,853	697
Abbottabad	Rs 2,901,863	Rs 5,136	565
Sargodha	Rs 2,873,672	Rs 4,657	617
Wah	Rs 2,147,031	Rs 4,597	467
Sahiwal	Rs 1,740,359	Rs 4,902	355
Jhelum	Rs 1,269,499	Rs 4,082	311
Rahimyar Khan	Rs 1,158,065	Rs 4,454	260
Dera Ghazi Khan	Rs 904,107	Rs 4,410	205
Kharian	Rs 892,889	Rs 5,411	165
	Rs 2,022,701	Rs 2,652	242
Total	Rs 534,260,598	Rs 4,556	117,275





Home



Dashboard



Sales



Refunds



Time
Intelligence



City



RFM Analysis

Recency
Frequency
Monetary

R Score

Select all	3
1	4
2	5

F Score

Select all	4
1	5

M Score

Select all	3
1	4
2	5

Average Recency (R)

496.04

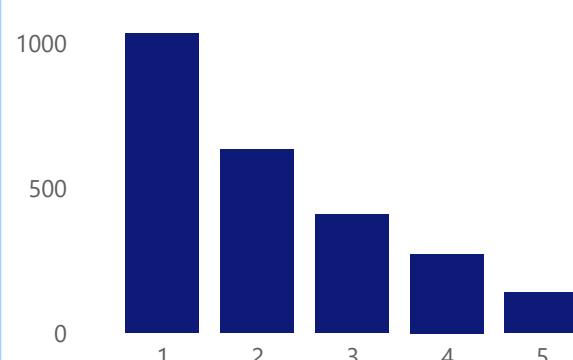
Average Frequency (F)

2.04

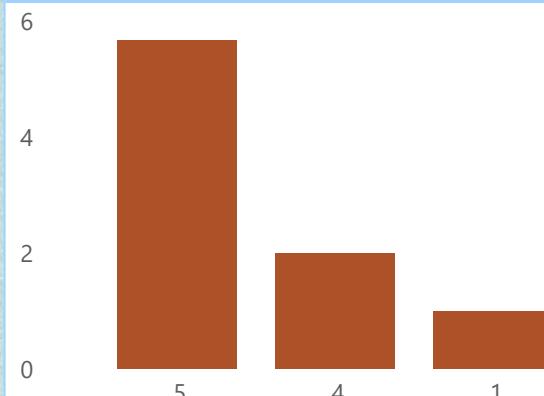
Average Monetary (M)

4.41K

Avg Value of R per R-score



Avg Value of F per F-score



Avg Value of M per M-score

