



DASHBOARD

SALES

REFUNDS

TIME INTELLIGENCE

CITY

RFM ANALYSIS



1/10/2018 9/23/2022

City

All

Country

All

Financial Status

All

Accepts Marketing

All



Current Month Revenue

Rs 2.10M

Previous Month: Rs 18.45M (- Rs 16.35M)
3 October 2022

Current Year Revenue

Rs 239.72M

Previous Month: Rs 173.4M (+ Rs 66.33M)
3 October 2022

Current Month Refunds

Rs 8.81K

Previous Month: Rs 1.32K (- Rs 7.49K)
11 August 2022

Current Month orders

399

Previous Month: 4394 (- 3995)
3 October 2022

Total Products

17,872

Total Products Variants

61,203

Total Active Products

13,974

Total Draft Products

3,898

Total Orders

117K

Total Orders in Progress

87,815

Total Orders Cancelled

32K

Average Order Value

Rs 4,102

Total Customers

111K

Revenue Per Customer

Rs 4,805

Abandoned Cart Customers

3,750

Average Quantity Per Order

2.41

Inventory Quantity

1.17M

Units Sold

268K

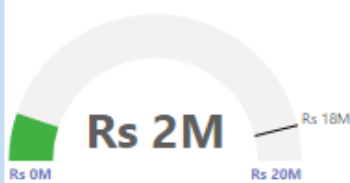
Total Refunds

996

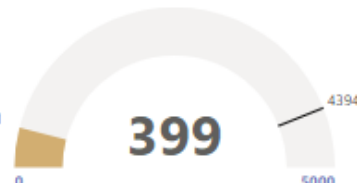
Total Refunded Amount

Rs 3.58M

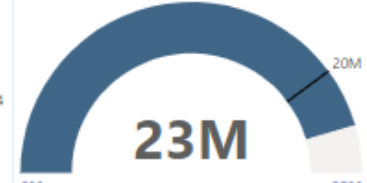
Current Month Revenue vs Target



Current Month Orders vs Target

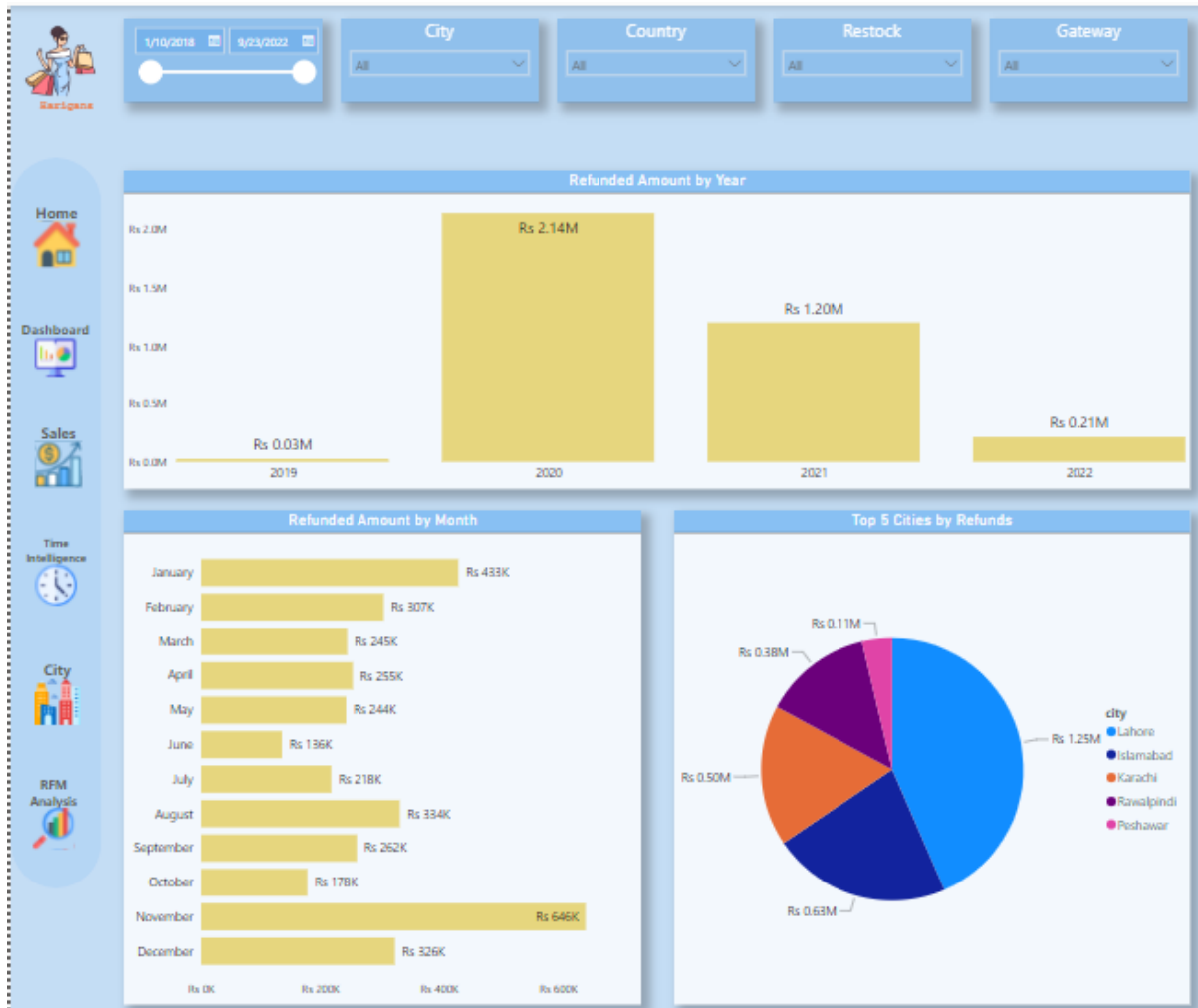


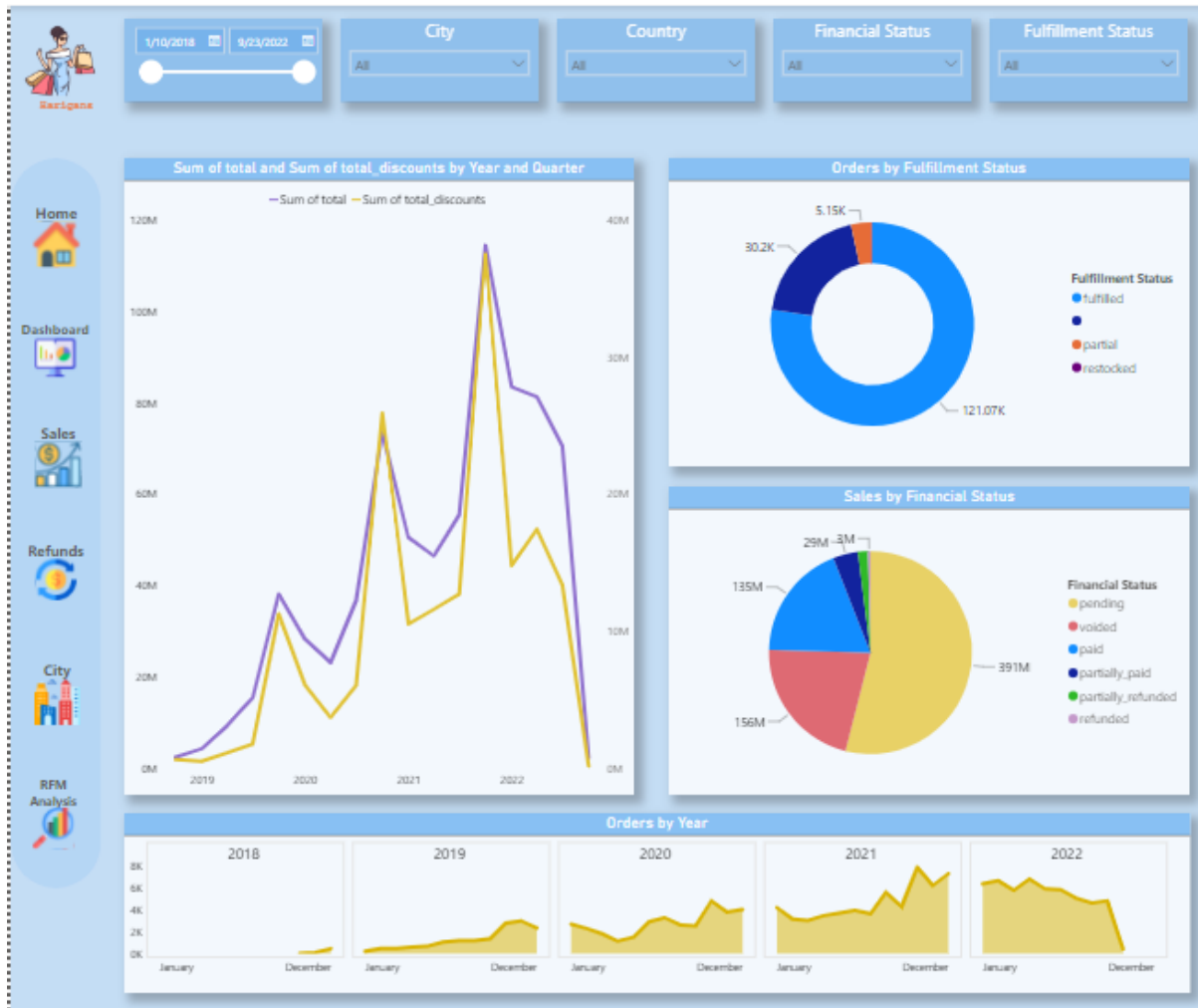
Current Month Sales vs Target

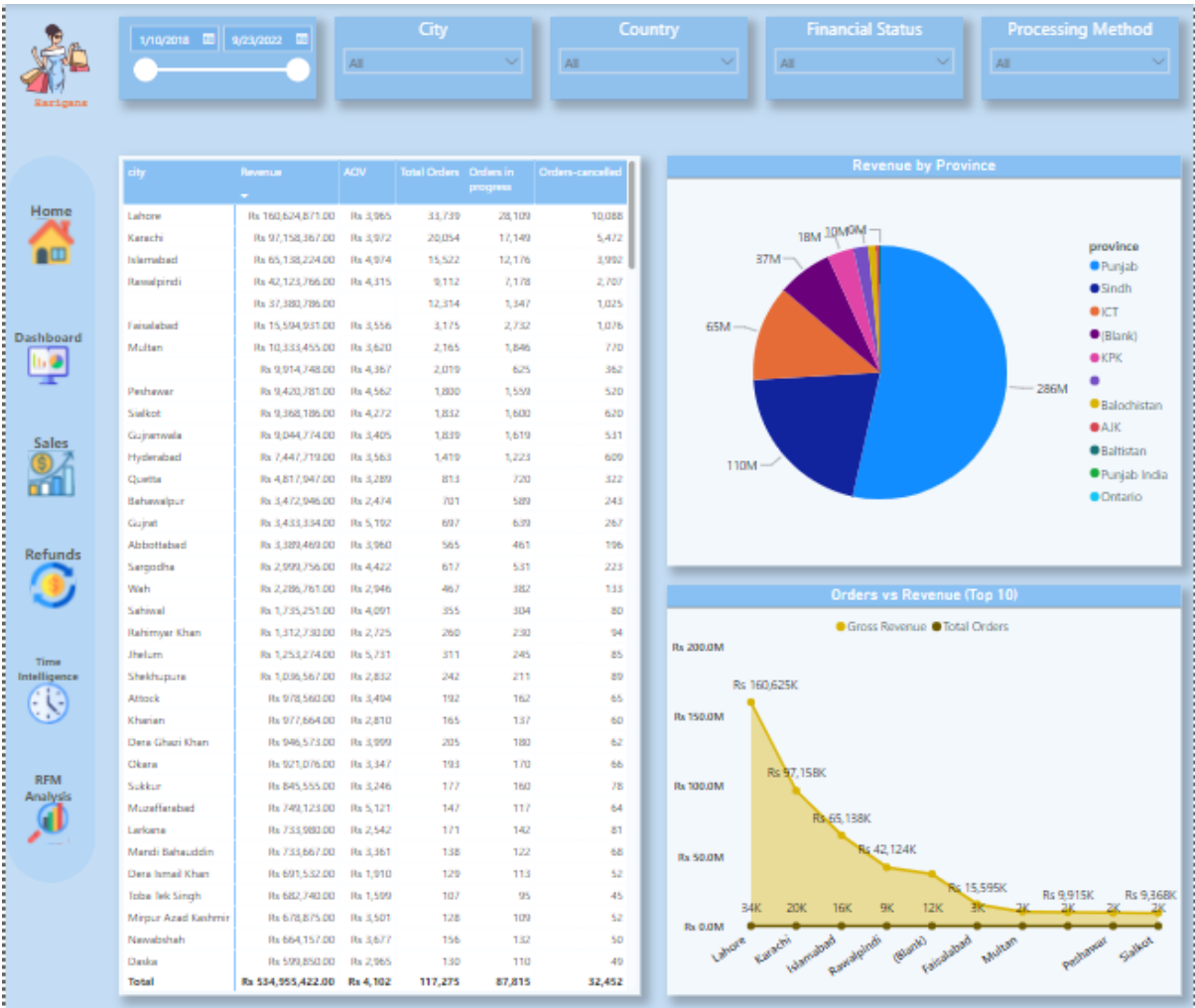




- Home
- Dashboard
- Refunds
- Time Intelligence
- City
- RFM Analysis









RFM Score

111

555

- Home
- Dashboard
- Sales
- Refunds
- Time Intelligence
- City

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)

4406.96

