



Fresco

Home

Dashboard

Sales

Refunds

Time Intelligence

City

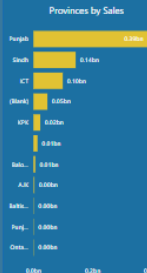
RFM Analysis

Fresco Financial Report

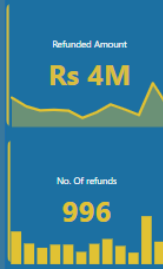
Dashboard



Sales



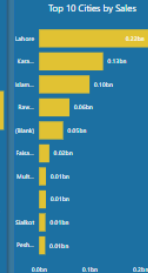
Refunds



Time Intelligence



City



RFM Analysis

Average of r, value

496.04

Average of f, value

2.04

Average of m, value

4.41K

See more



Fresco

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Dashboard

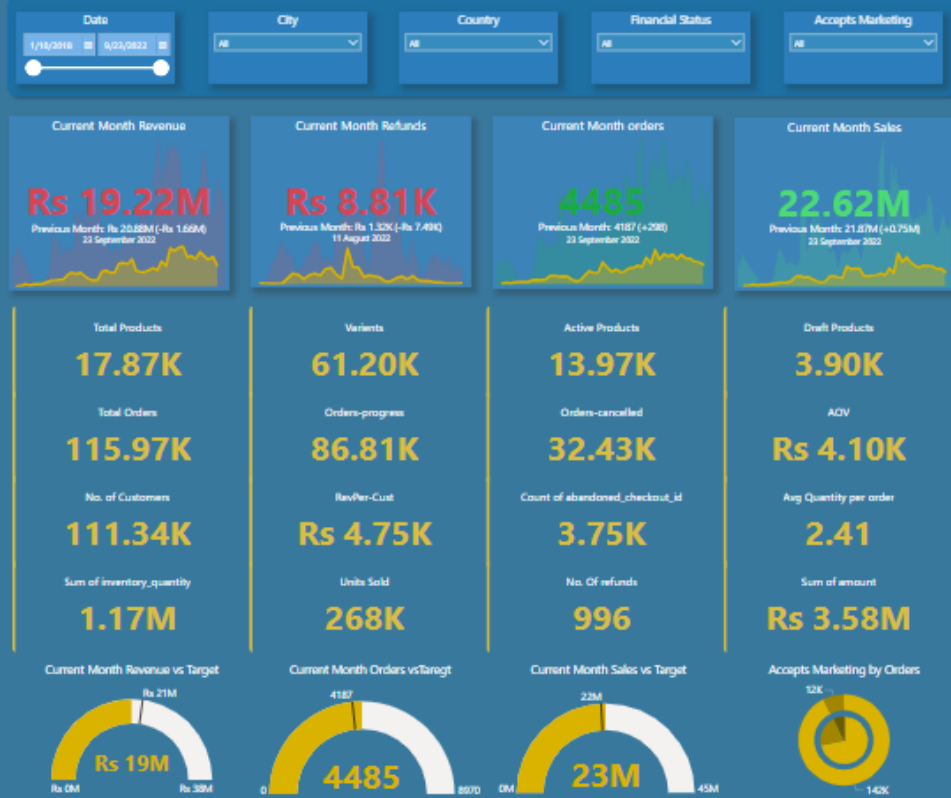
Sales

Refunds

Time Intelligence

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RFM Analysis





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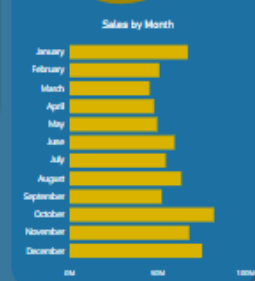
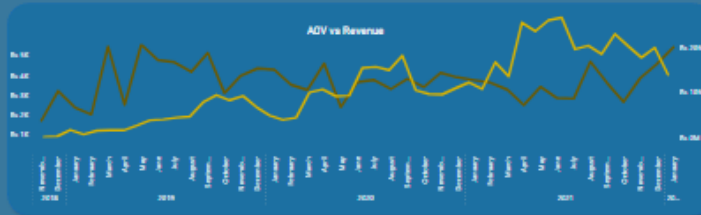
Refunds

Time Intelligence

City

RFM Analysis

Date: 1/10/2019 to 5/23/2022
City: All
Country: All
Province: All
Payment Method: All



Fresco

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Sales

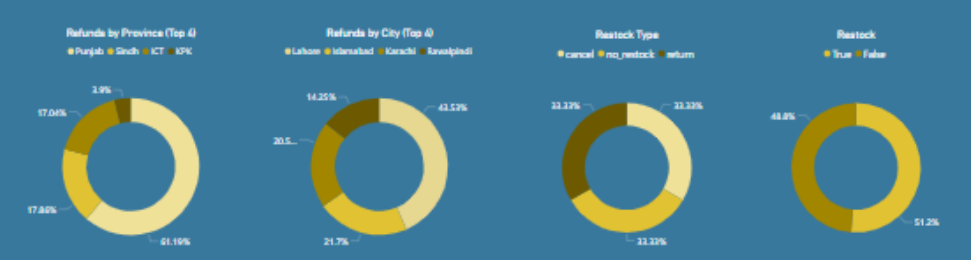
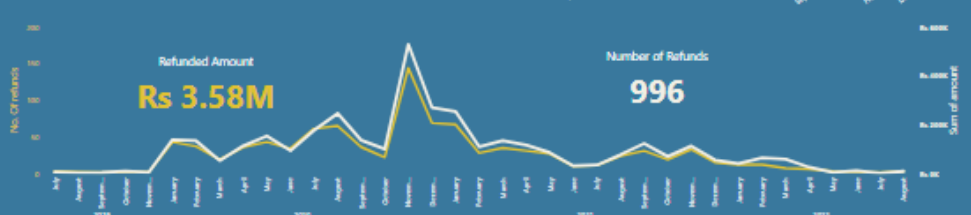
Refunds

Time Intelligence

City

RFM Analysis

Date: 1/10/2019 to 5/23/2022
City: All
Country: All
Restock: All
Gateway: All





Fresco

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Refunds

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City

RFM Analysis

Date: 1/10/2018 to 9/10/2022

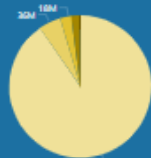
City: AB

Country: AB

Financial Status: AB

Fulfillment Status: AB

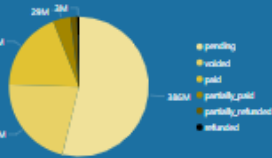
Sales by Processing Method



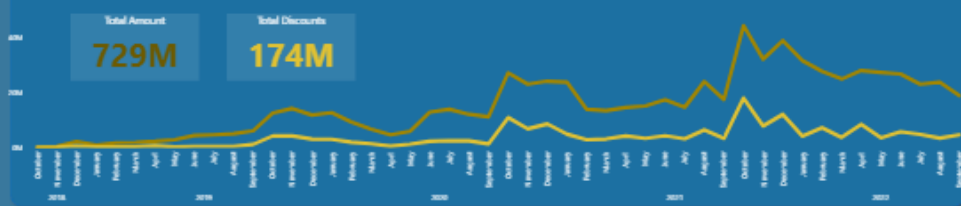
Order Binning by Total Orders



Sales by Financial Status



Total Amount vs Discounts



Cum-Month Sales vs Target



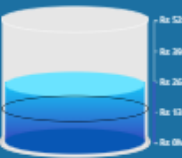
Cum-Month Orders vs Target



Cum-Month Revenue vs Target



Cum-Year Revenue vs Target



Fresco

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Sales

Refunds

Time Intelligence

City

RFM Analysis

Date: 1/10/2018 to 9/10/2022

City: AB

Country: AB

Financial Status: AB

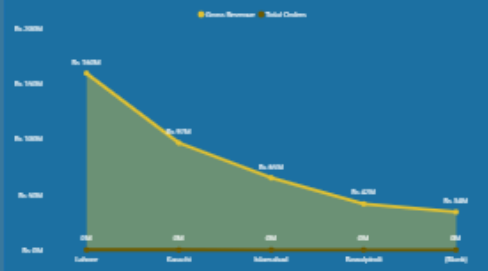
Processing Method: AB

city	Revenue	AOV	Total Orders	Orders in progress	Orders-cancelled
Lahore	Rs 159,603,767.00	Rs 1,965	33,530	27,936	10,083
Karachi	Rs 96,606,194.00	Rs 1,972	19,554	17,063	5,471
Islamabad	Rs 65,039,406.00	Rs 4,974	15,414	12,062	3,990
Rawalpindi	Rs 41,560,068.00	Rs 4,315	9,053	7,133	2,706
Faisalabad	Rs 15,476,229.00	Rs 3,556	3,153	2,713	1,075
Multan	Rs 10,311,738.00	Rs 3,620	2,157	1,839	770
Gujranwala	Rs 8,974,703.00	Rs 3,405	1,833	1,614	531
Sialkot	Rs 9,316,980.00	Rs 4,272	1,825	1,593	620
Peshawar	Rs 9,315,877.00	Rs 4,562	1,788	1,550	520
Hyderabad	Rs 7,384,533.00	Rs 3,563	1,410	1,214	609
	Rs 34,215,958.00		11,649	866	1,010
Quetta	Rs 4,799,853.00	Rs 3,289	810	718	322
Gujrat	Rs 3,383,461.00	Rs 5,192	693	636	267
	Rs 9,814,471.00	Rs 4,367	1,993	615	362
Bahawalpur	Rs 3,454,112.00	Rs 2,474	699	587	243
Sargodha	Rs 2,990,956.00	Rs 4,422	615	529	223
Abbottabad	Rs 3,373,789.00	Rs 3,960	561	457	196
Wah	Rs 2,284,051.00	Rs 2,946	465	380	133
Sahiwal	Rs 1,735,251.00	Rs 4,091	355	304	80
Jhelum	Rs 1,243,331.00	Rs 5,731	309	243	85
Rahimyar Khan	Rs 1,312,730.00	Rs 2,725	260	230	94
Shahpur	Rs 978,428.00	Rs 2,832	238	207	88
Deva Ghazi Khan	Rs 946,573.00	Rs 3,999	205	180	62
Okara	Rs 907,675.00	Rs 3,347	191	168	66
Attock	Rs 974,865.00	Rs 1,494	190	160	65
Sukkur	Rs 837,275.00	Rs 1,246	176	159	78
Larkana	Rs 726,380.00	Rs 2,542	170	141	81
Khanan	Rs 959,768.00	Rs 2,810	164	137	60
Nawabshah	Rs 684,157.00	Rs 3,677	156	132	50
Mandi Bahaudin	Rs 717,170.00	Rs 3,361	156	120	68
Muzaffargarh	Rs 745,494.00	Rs 5,121	147	117	64
Mardan	Rs 532,694.00	Rs 2,950	135	115	36
Chakwal	Rs 490,798.00	Rs 3,757	123	113	38
Deva Ismail	Rs 691,532.00	Rs 1,910	129	113	52
Total	Rs 528,573,591.00	Rs 4,102	115,971	86,805	32,425

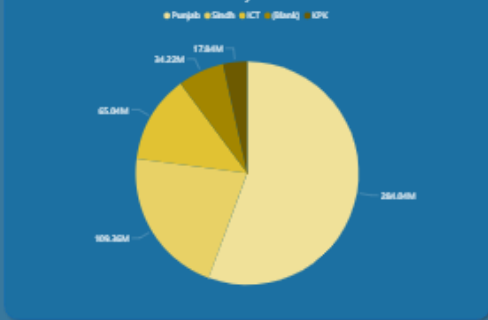
Top 5

Bottom 5

Revenue vs Orders

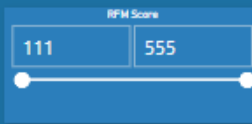


Revenue by Provinces





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



R Score		F Score		M Score	
Select all	7	Select all	2	Select all	5
1	4			1	4
2	1	1	0	2	0

Average Recency (R)

496.04

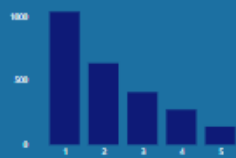
Average Frequency (F)

2.04

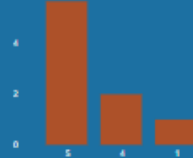
Average Monetary (M)

4406.96

Avg Value of R per R-Score



Avg Value of F per F-Score



Avg Value of M per M-Score

