

Total Revenue

295.89M

Total Orders

131,525

Average order price

2,249.72

Total Unique retailers

39,436

Customer retention rate

94.35%

Revenue Growth ( February)

-13.31%

Orders Growth (February)

-15.94%

AOV Growth ( February)

3.13%

Retailers Growth (February)

-3.18%

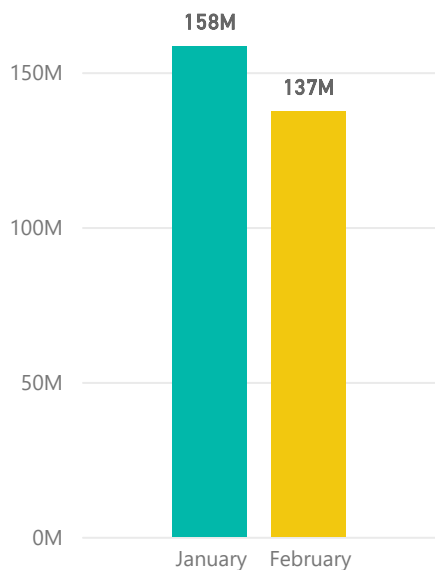
Total Profit

165.63M

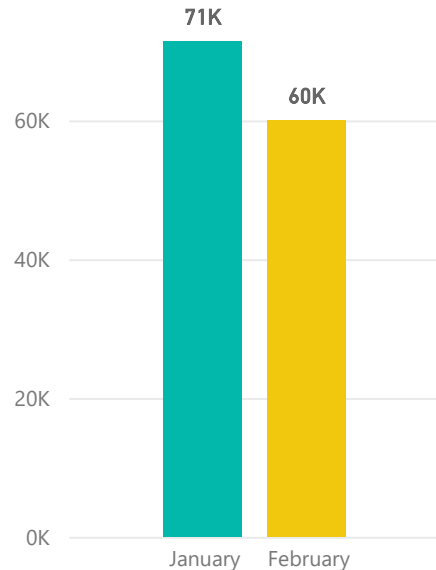
Gross Profit Margin

55.98%

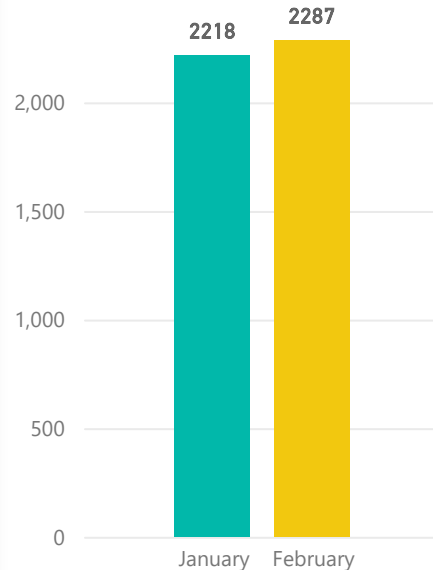
Total Revenue by month



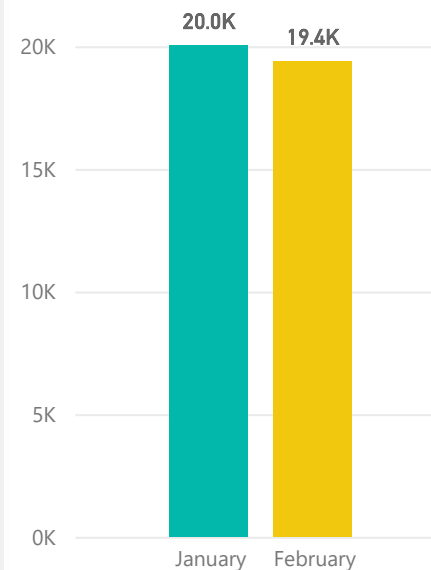
Total Orders by month



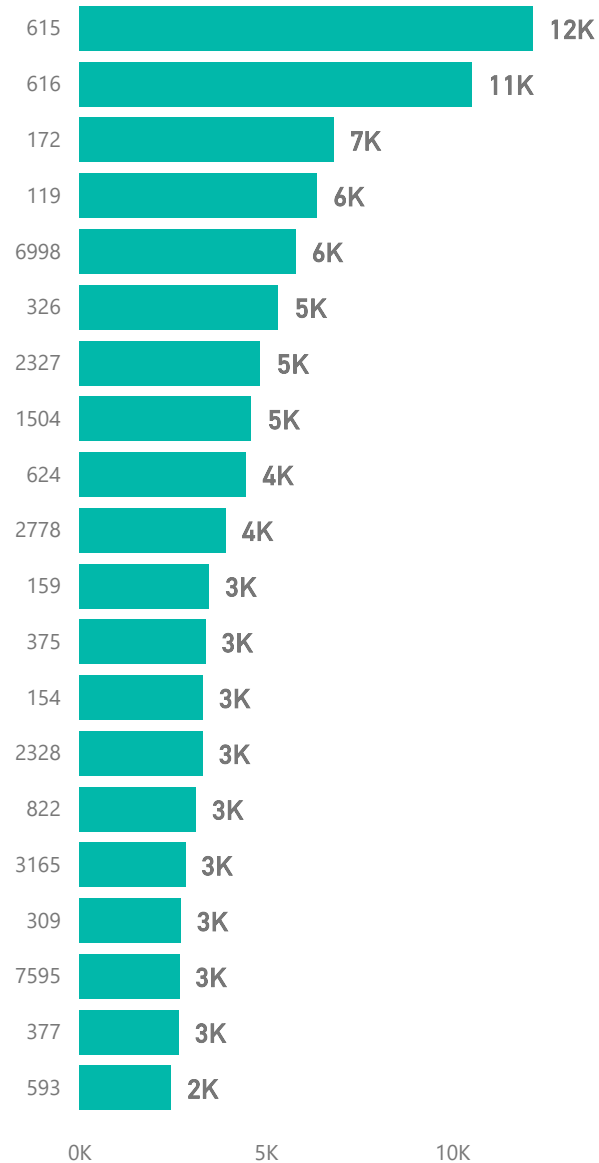
AOV by month



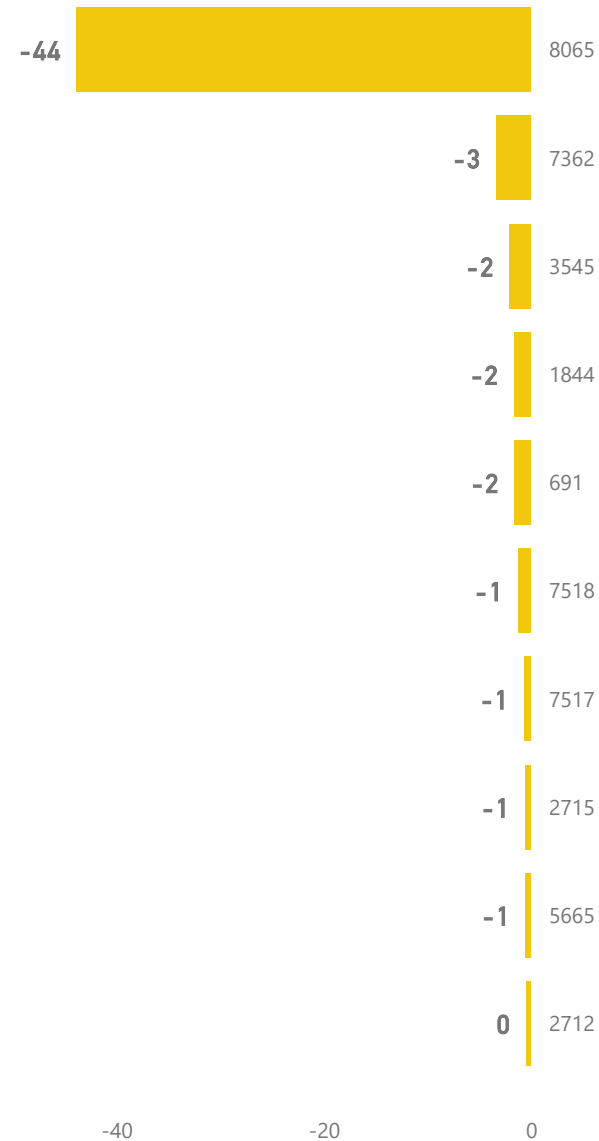
Unique Retailers by month



### Top 20 products by margin



### Bottom 10 products by margin



How can we focus on high margin products and improve them even more:

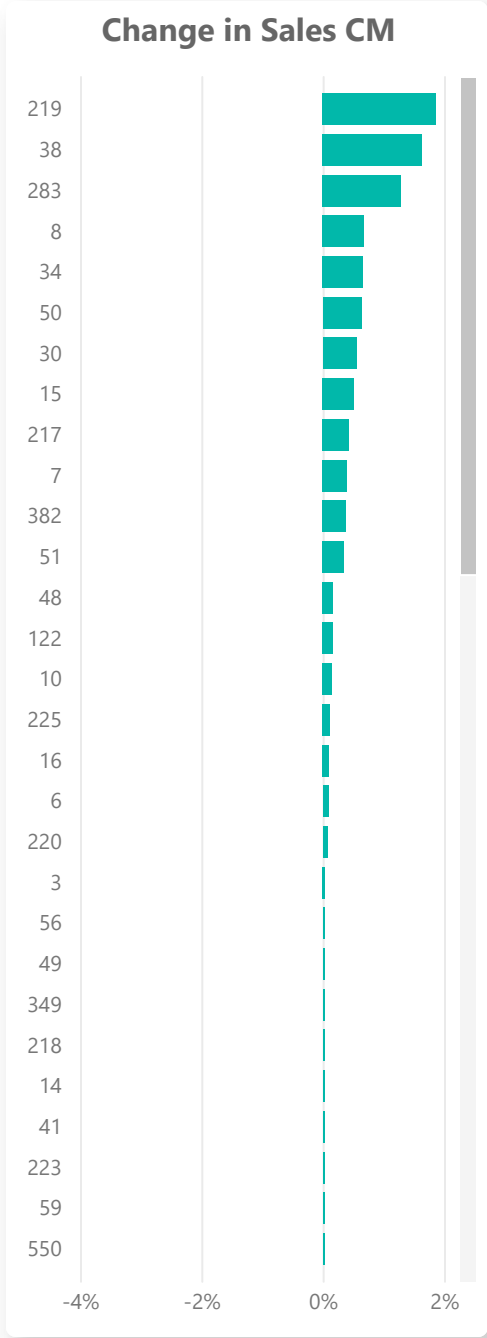
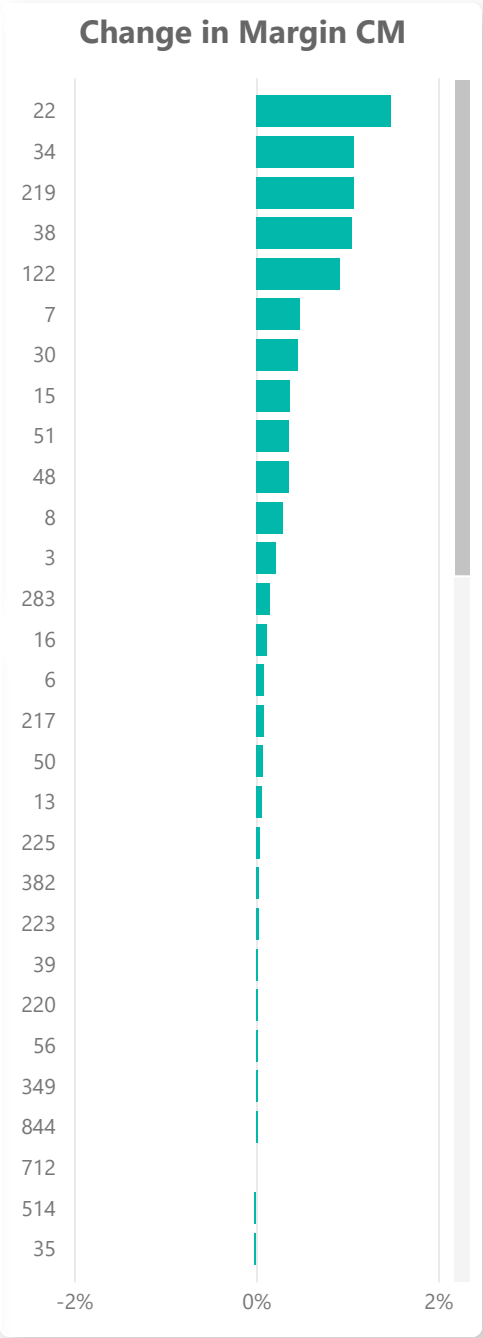
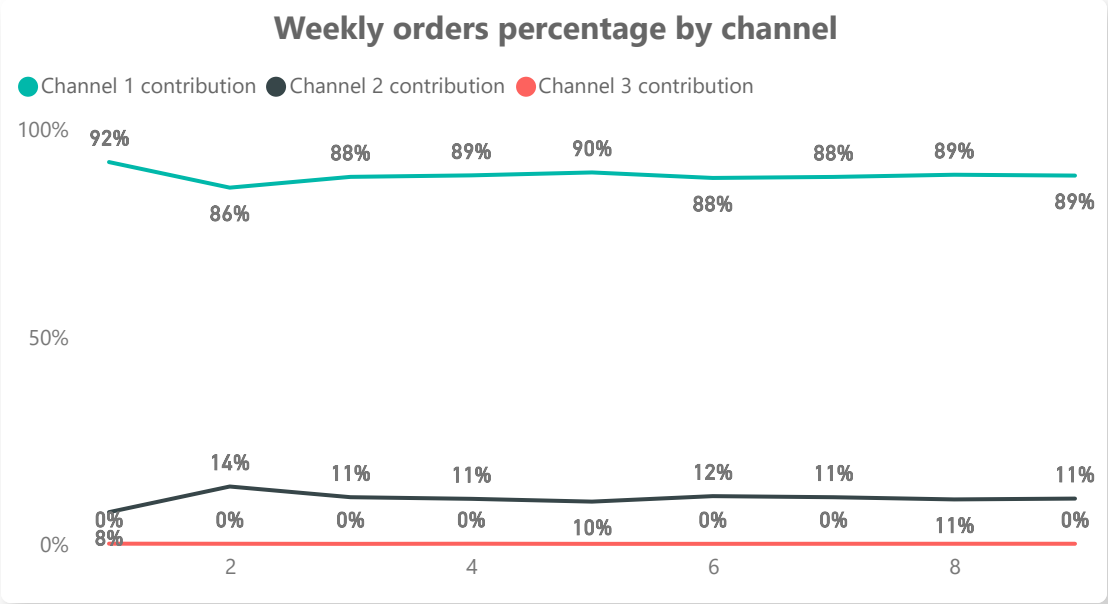
- Increase promotion: we can increase marketing on high margin products by highlighting these products in sales campaigns, special offers etc.
- Inventory Management: Prioritize high margin products stock

How can we act on Negative or low margin products:

- Cross-sell or product bundles: we achieve this by making a product package, encourage customers to buy high margin products with lower margin products, this will increase the whole profitability.
- Cost Reduction: reduce cost of good sold by negotiating with better suppliers, finding alternative materials.
- Price Adjustment: Evaluate if we can rise the product price without losing the competitiveness.
- Reduce Discounts on low margin products.
- Increase Perceived value: we can increase the perceived value by outlining the product features, packaging and quality enhancement.

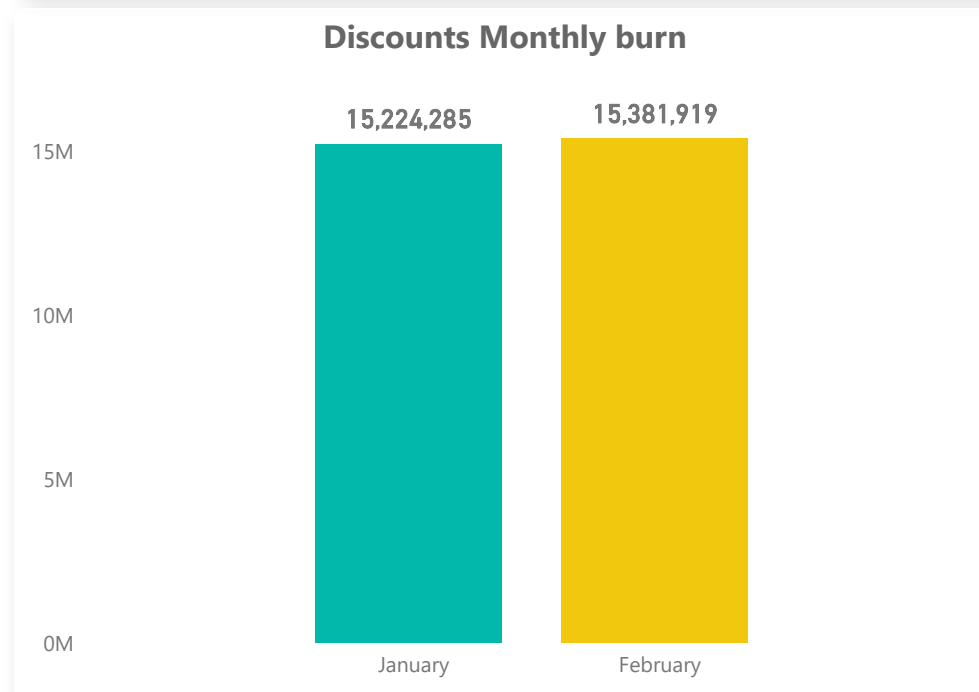
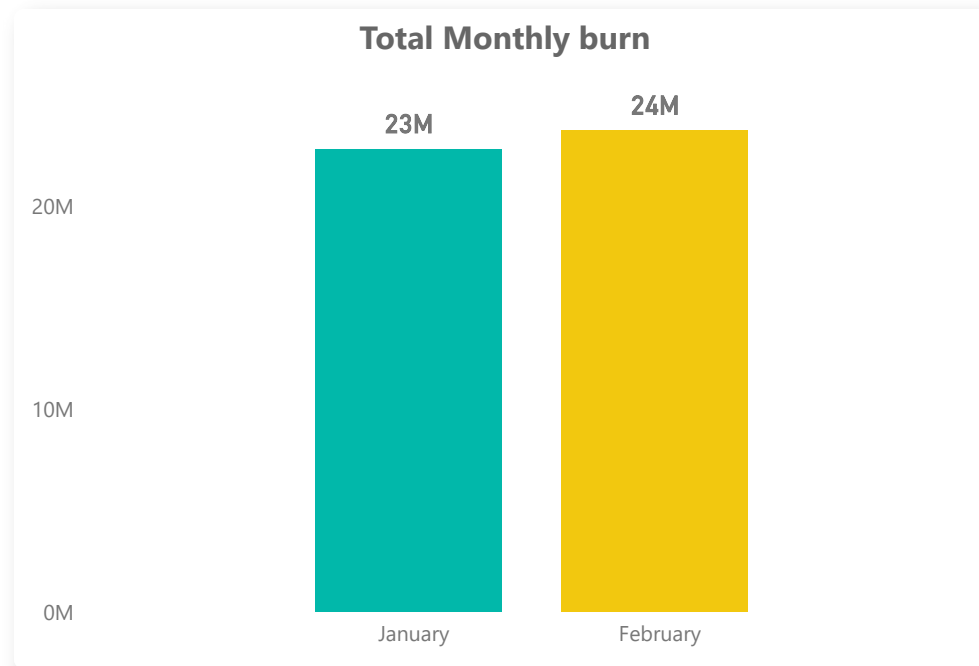
### Summary

Focusing on high margin or low margin products is critical for a business in order to sustain profitability.



### Category Contribution by sales & margin

CATEGORY_ID	Sales category contribution	margin category contribution	CM Change
22	22.49%	30.83%	-0.98%
9	10.68%	2.21%	-3.60%
34	5.48%	4.07%	0.66%
40	5.41%	4.32%	-0.50%
4	4.45%	2.05%	-0.20%
27	4.33%	1.98%	-1.12%
10	4.31%	2.82%	0.15%
23	3.90%	4.41%	-0.44%
38	3.48%	2.37%	1.63%
219	3.42%	1.99%	1.87%
41	2.64%	1.04%	0.02%
19	1.73%	2.27%	-0.77%
31	1.65%	2.70%	-0.55%
15	1.59%	1.20%	0.52%
16	1.51%	1.46%	0.10%
13	1.49%	0.96%	-0.12%
6	1.20%	1.07%	0.00%
Total	100.00%	100.00%	0.00%



What are the techniques we can use to reduce the burn on discounts:

- Targeted Discounts: Offer discounts based on customer segmentation where the customers that orders frequently gets offered the discount, by this we ensure that discounts reach worthy customers.
- Conditional Discounts: Offer discounts based on a condition and that might be minimum order price.
- Loyalty programs: Offer discounts based on the number of orders a customers place.
- Product bundles: Where discounts are given on products that are not ordered frequently as bundles with products that are more frequently ordered.

#### Summary

These techniques ensures that the discounts are not offered in a broad way but in a strategic one where discounts are given to the customers who truly needs them.

