



Turning Logistics Insights into ROI



Date: 2022-01-02 to 2024-12-22 | Region: North, Central, South, East, West | Customer Type: B2B, B2C | Delivery Mode: Standard, Same-day, Express, Pickup | Weight Class: Light, Heavy, Oversized, Medium | Service Channel: Call Center, App, Website, Partner API | Account Type: Government, Corporate, SME, Individual | Customer Tier: Bronze, Gold, Silver, Platinum



Revenue & Profitability



Campaign Performance



Delivery & Service



Brand & Incidents



Download Data



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Executive Summary



415.65 Mn

Total Revenue

▼ 5.4%



50.37 Mn

Total Profit

▼ 13.2%



31.4%

Repeat Rate

▼ 2.2%



5.78

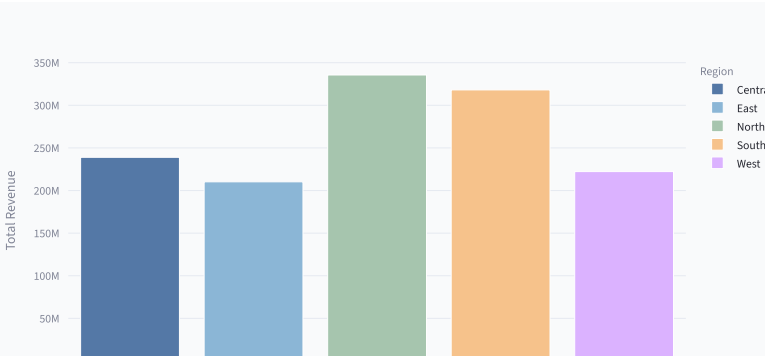
ROAS Avg

▼ 14.8%

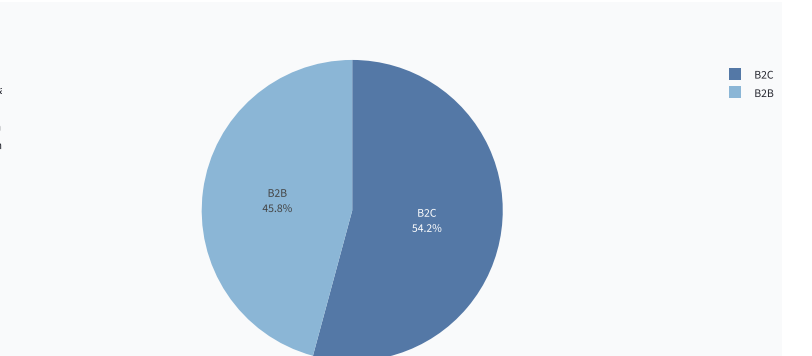
Revenue Trend by Region

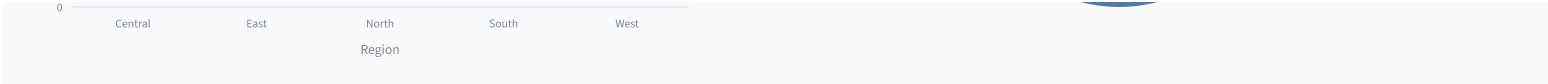


Revenue by Region

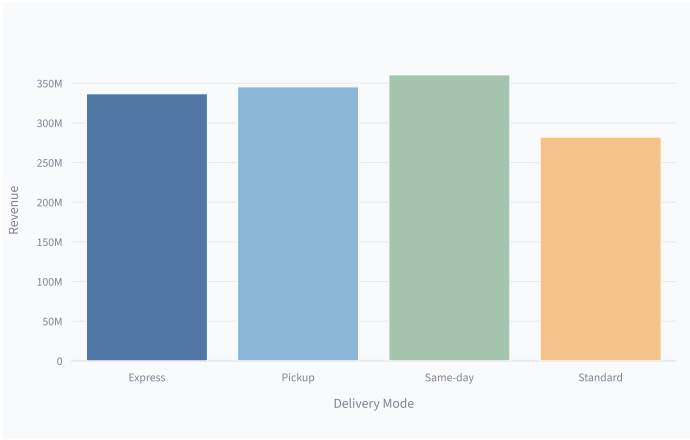


Revenue by Customer Type (B2B vs B2C)

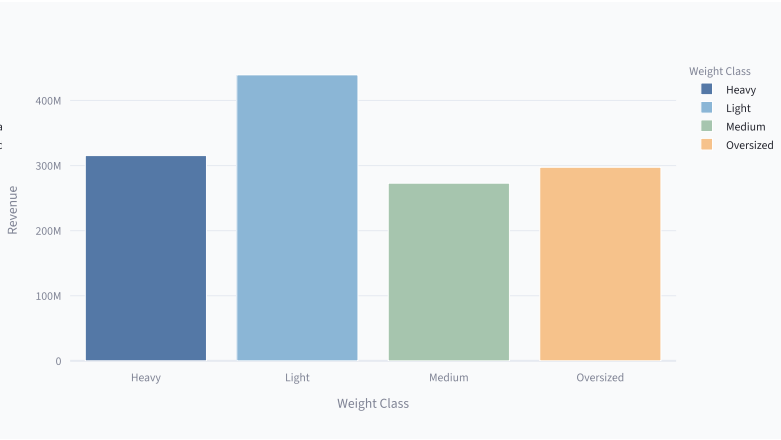




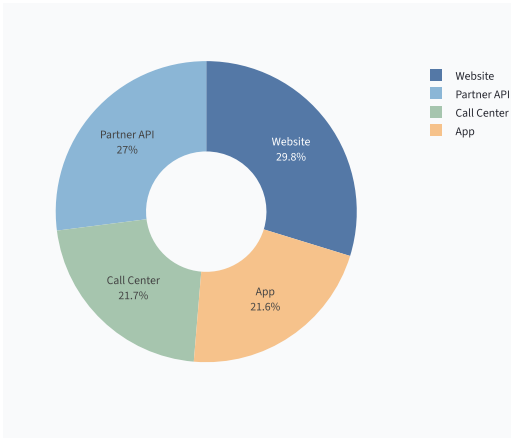
Revenue by Delivery Mode



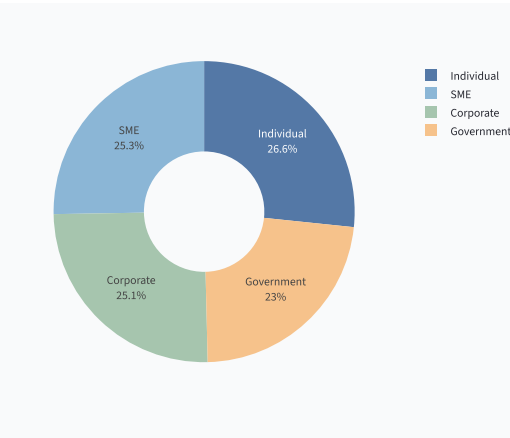
Revenue by Package Weight Class



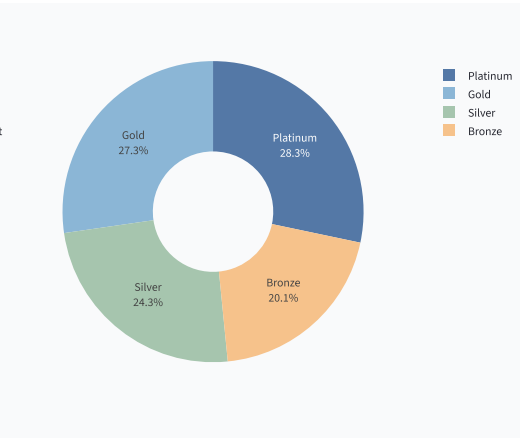
Revenue by Service Channel



Revenue by Account Type



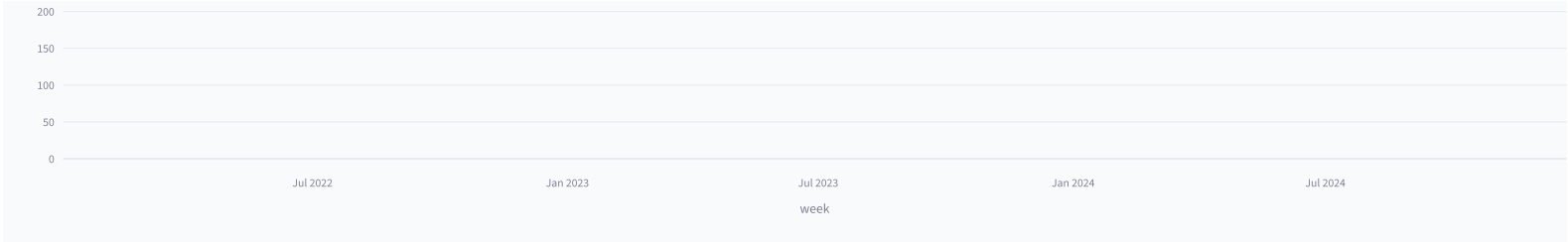
Revenue by Customer Tier



Customer Metrics Trends (Weekly)

Weekly Customer Acquisition Cost





Weekly Customer Churn Rate

