

Executive Summary

Does fulfillment performance represent a meaningful risk to the business?

Delivered Orders

96K

Total Delivered Orders

Total GMV

13.22M

Total GMV (Delivered Only)

On-Time Rate

91.89%

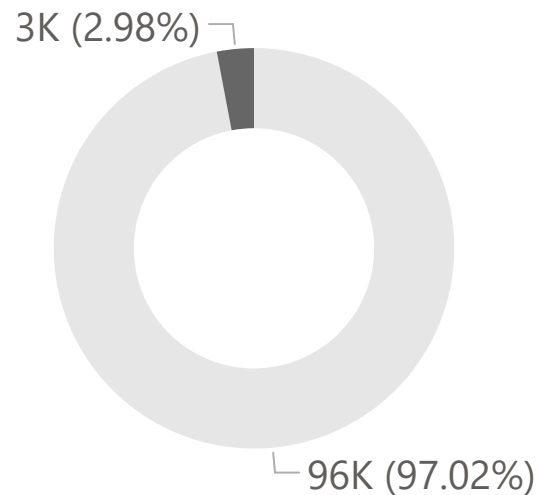
On-time Rate

Undelivered Rate

2.98%

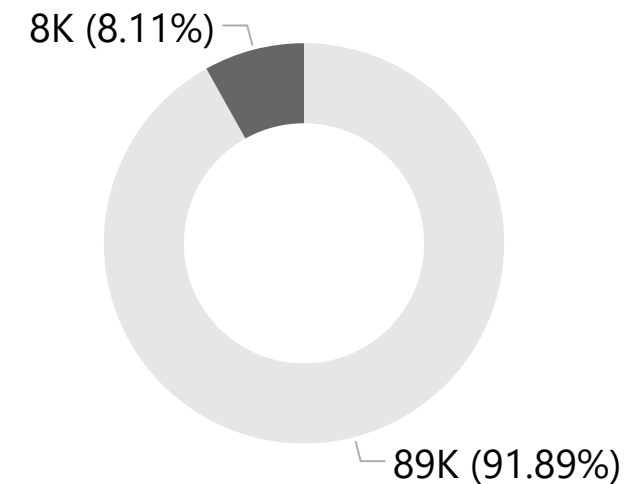
Undelivery Rate

What's the Ratio Of Delivered Order?



● Delivered ● Undelivered

What's the Late Rate Among Delivered Orders?



● On-time ● Late

Delivery Performance & Customer Experience

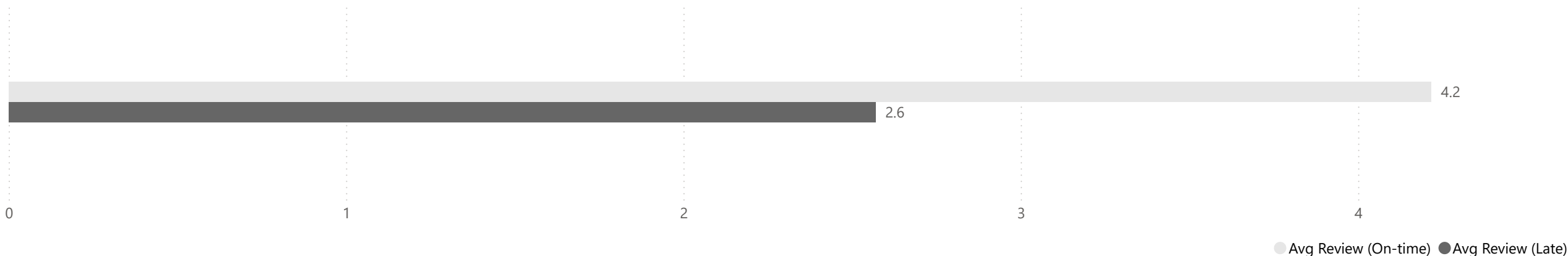
Do delivery delays significantly impact customer satisfaction?

Low Reviews Are Disproportionately Concentrated in Failed or Undelivered Orders



● High Review ● Low Review

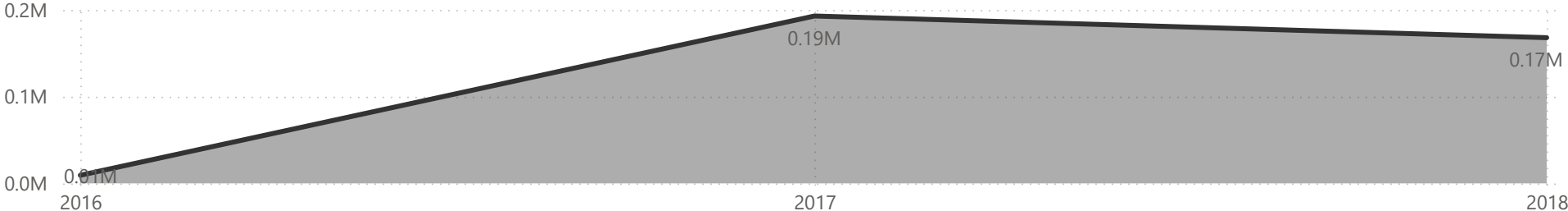
Late Deliveries Receive Significantly Lower Average Ratings



Revenue Impact & Potential Loss

How much revenue is at risk due to delivery failures?

Yearly Potential Loss Revenue (Upper bound)



Max Potential Loss

370.15K

Potential Loss Revenue (Upper bound)

Max Loss Revenue Percentage

2.72%

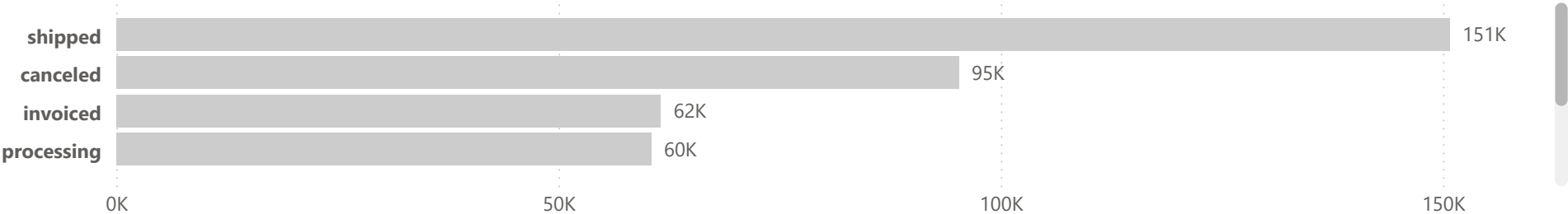
Loss of Grand Total Gmv(Upper Bound)

Total Undelivered Order

2963

Total Undelivered Orders

Breakdown of Potential Loss Revenue by Undelivered Order Status



Although potential loss accounts for only ~3% of total GMV, it consistently represents ~\$370K in revenue exposure, largely driven by late-stage fulfillment failures—suggesting preventable leakage rather than unavoidable early cancellations.