

Revenue Impact & Potential Loss

How much revenue is at risk due to delivery failures?

Max Potential Loss

370.15K

Potential Loss Revenue (Upper bound)

Max Loss Revenue Percentage

2.72%

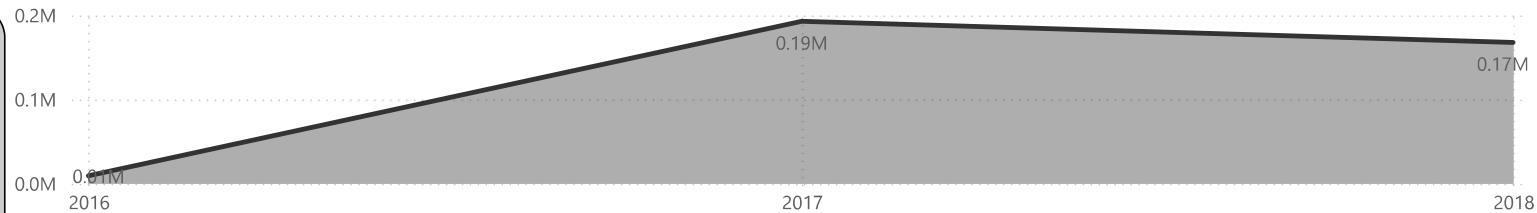
Loss of Grand Total Gmv(Upper Bound)

Total Undelivered Order

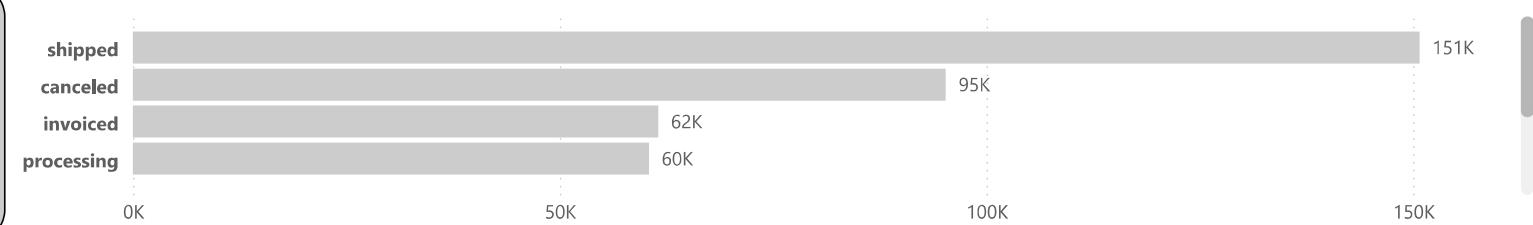
2963

Total Undelivered Orders

Yearly Potential Loss Revenue (Upper bound)



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.