

# 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%**

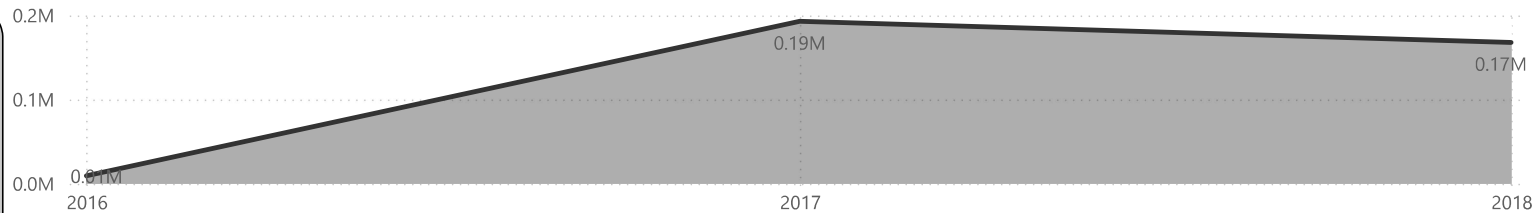
Loss of Grand Total Gmv(Upper Bound)

**Total Undelivered Order**

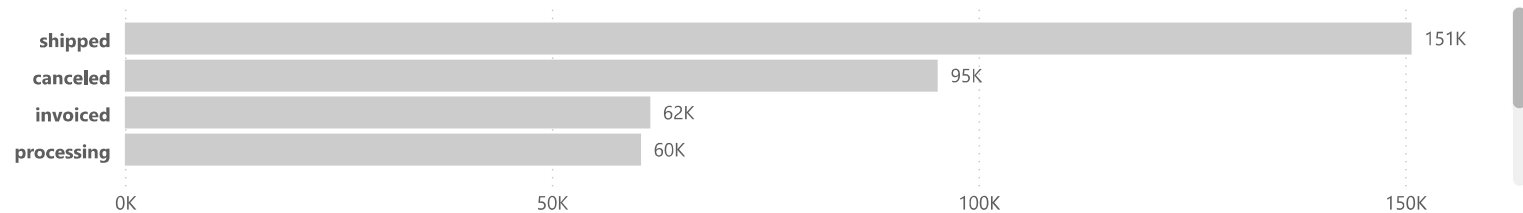
**2963**

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.