



PROFIT & MARGIN ANALYSIS

Product

All

Channel

All

Location

All

Date

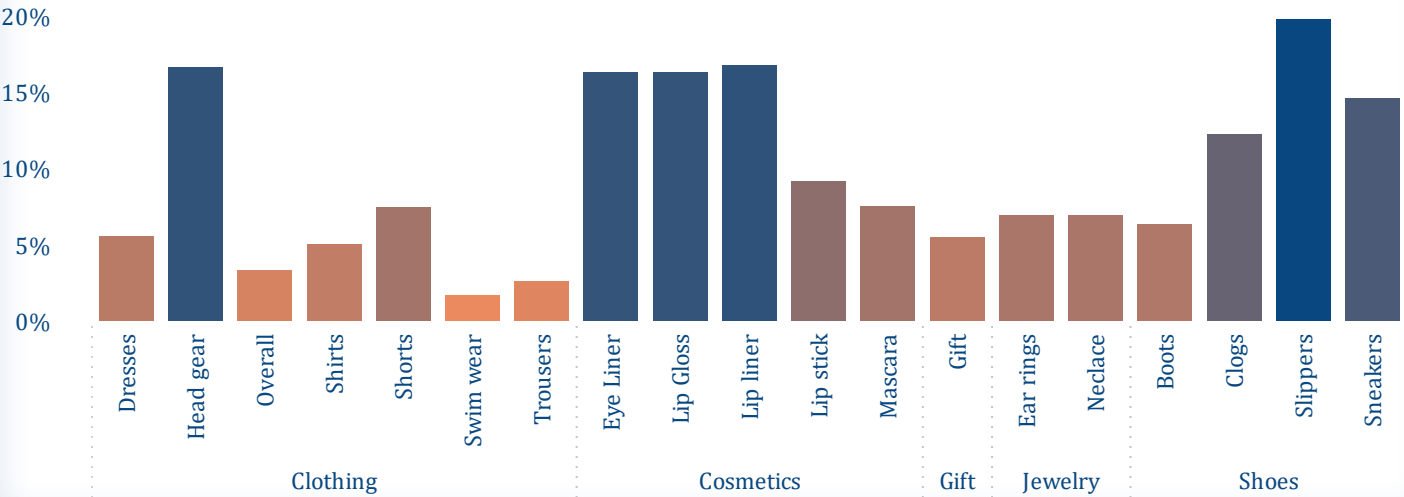
Jun - 2024

Orders cancelled 3,694	Orders created 14,043	Orders Delivered 11,549	Sales Amount ₦2.85bn -21.35% ↓	Cost Amount ₦2.66bn	Profit ₦185.32M -21.19% ↓	GM 6.51% ↑
Orders Returned 3	Fill Rate 82.24%	Unique Customers 9,564	PM Sales Amount ₦3.62bn	PM Cost Amount ₦3.38bn	PM Profit ₦235.13M	PM GM 6.50%

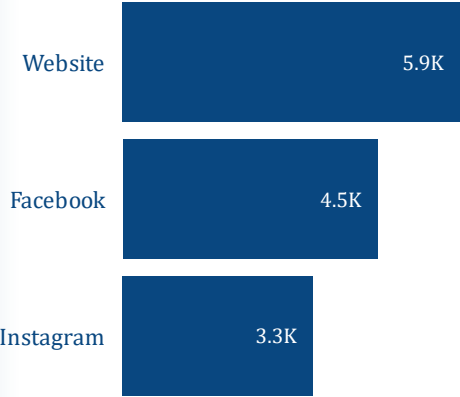
Top 10 Profitable Products



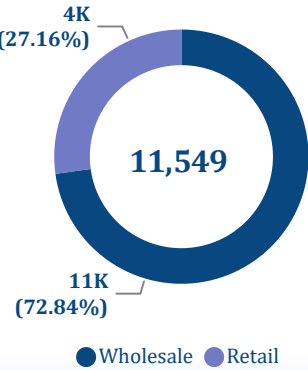
% Profit Margin by Product Category and subcategory



Order by Channel



Delivered Orders by Sales Type



Sales Amount

