



Ecommerce Sales Overview

Month

Apr-24

Category

All

Revenue

₹ 34,330

vs LM :- ▼-43%

Profit gain

₹ 4,192

vs LM :- ▼-46%

Orders

44

vs LM :- ▼-24%

AOV

₹ 780

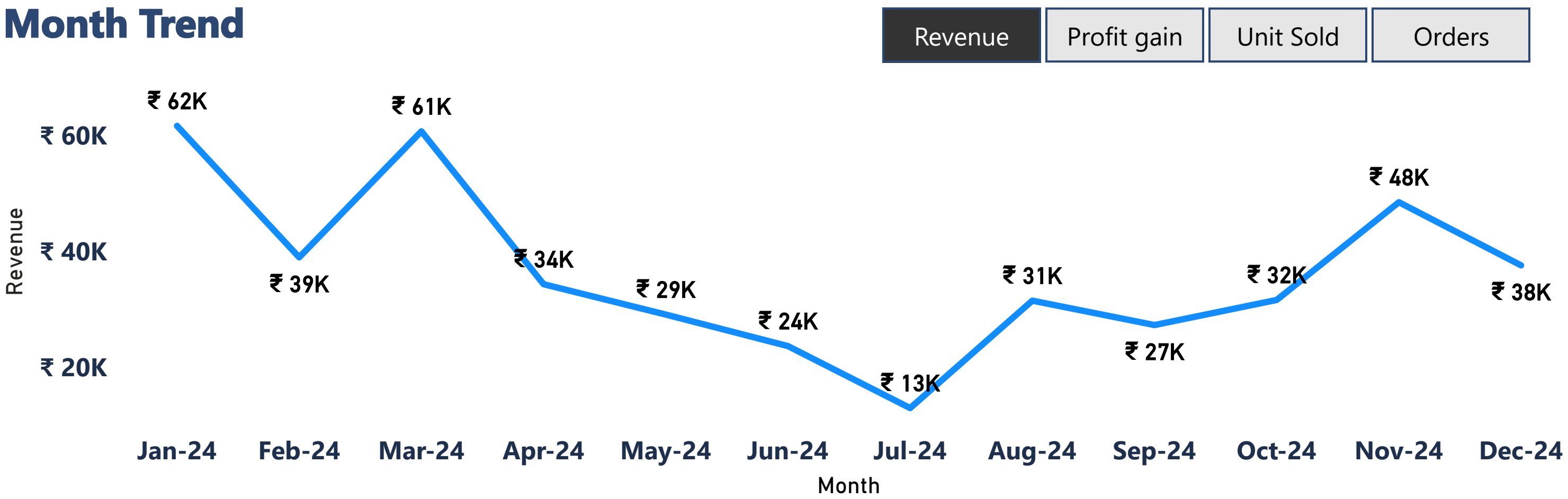
vs LM :- ▼-25%

ASP

₹ 88

vs LM :- ▲9%

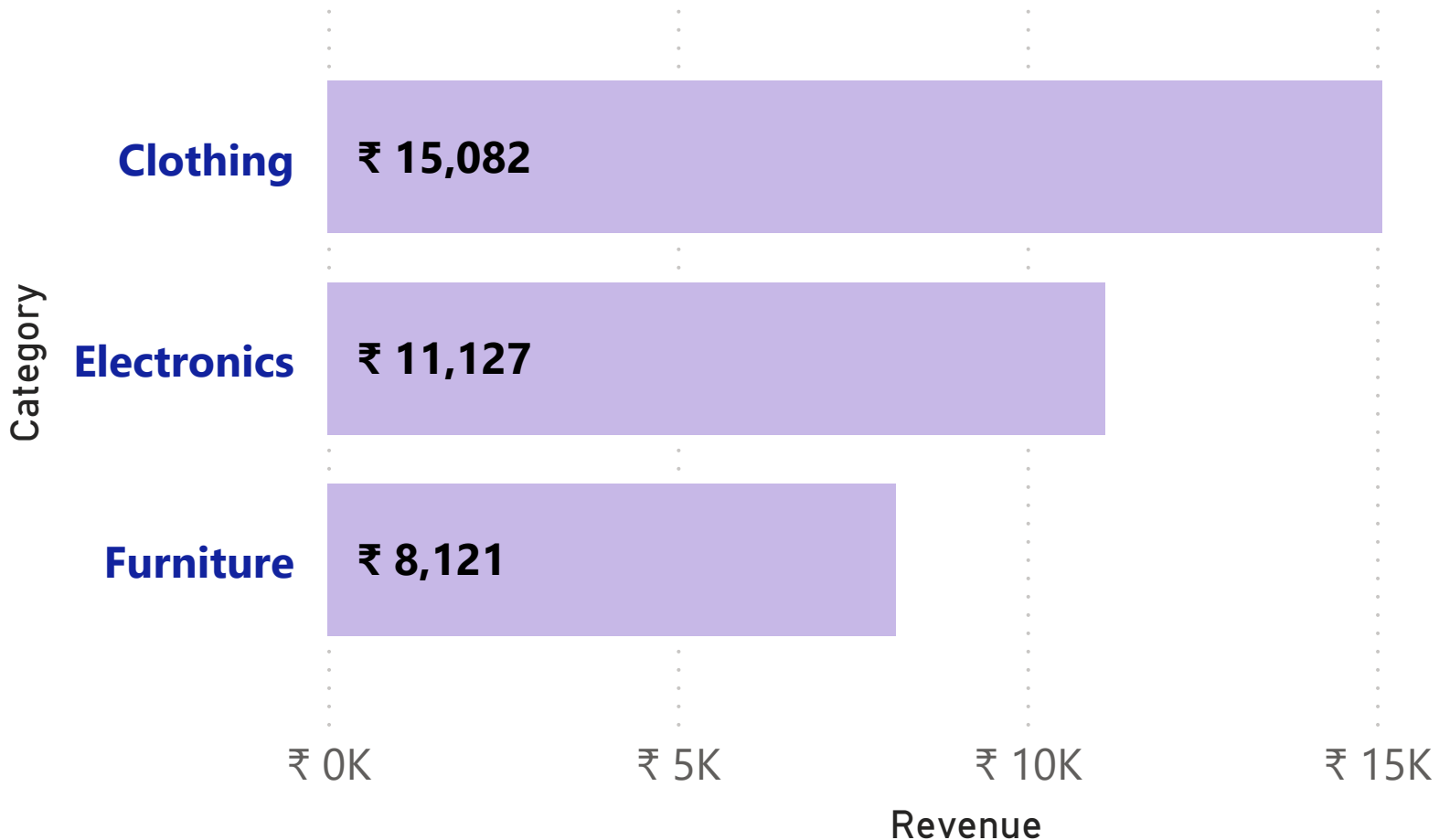
Month Trend



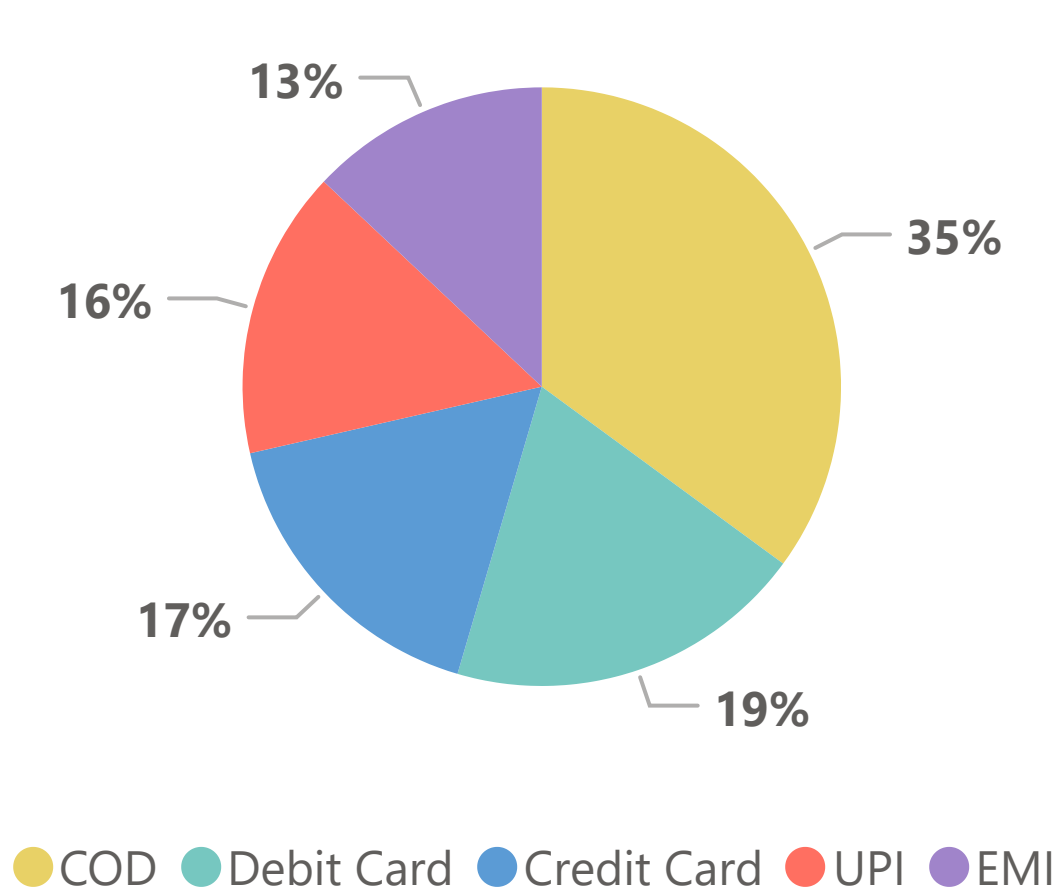
Sales Location



Category Sales



Orders by PaymentMode





Category Sales

Sub-Category	Revenue	Revenue Growth	Profit	Prfit Growth	Orders	Orders Growth	AOV	ASP
Saree	₹ 8,401	▲24%	46 -₹	▼-103%	17	▼-23%	₹ 494	₹ 83
Trousers	₹ 3,659	▼-34%	₹ 225	▼-85%	4	▼-33%	₹ 915	₹ 244
Stole	₹ 1,056	▼-72%	14 -₹	▼-102%	7	▼-70%	₹ 151	₹ 23
Hankerchief	₹ 802	▼-68%	₹ 102	▼-82%	11	▼-54%	₹ 73	₹ 20
Shirt	₹ 675	▼-16%	₹ 21	▼-87%	4	▼-50%	₹ 169	₹ 34
Kurti	₹ 194	▼-62%	47 -₹	▼-238%	2	▼-60%	₹ 97	₹ 24
Leggings	₹ 128	▼-74%	47 -₹	▼-18%	3	▼-63%	₹ 43	₹ 14
T-shirt	₹ 99	▼-94%	5 -₹	▼-101%	2	▼-88%	₹ 50	₹ 17
Skirt	₹ 68	▼-70%	₹ 15	▼-67%	2	▼-71%	₹ 34	₹ 11
Total	₹ 15,082	▼-32%	₹ 204	▼-96%	33	▼-39%	₹ 457	₹ 60

Sales Location

State	Revenue	Revenue Growth	Profit	Prfit Growth	Orders	Orders Growth	AOV	ASP
Rajasthan	₹ 2,445	▲146%	₹ 152	▼-20%	3	▼0%	₹ 815	₹ 74
Madhya Pradesh	₹ 2,173	▼-39%	175 -₹	▼-122%	3	▼-67%	₹ 724	₹ 70
Kerala	₹ 1,720	▲519%	₹ 362	▲281%	2	▲100%	₹ 860	₹ 344
Haryana	₹ 1,603	▲1722%	₹ 0	▼-100%	1	▼-50%	₹ 1,603	₹ 178
Maharashtra	₹ 1,471	▼-75%	₹ 359	▼-69%	3	▼-67%	₹ 490	₹ 77
Sikkim	₹ 1,275	▲161%	67 -₹	▼-145%	2	▼0%	₹ 638	₹ 116
Jammu and Kashmir	₹ 928	▼-36%	432 -₹	▼-214%	3	▼-25%	₹ 309	₹ 46
Karnataka	₹ 547	▼-35%	₹ 42	▼-45%	3	▼-25%	₹ 182	₹ 34
West Bengal	₹ 540	▼-69%	₹ 3	▼-99%	2	▼-50%	₹ 270	₹ 27
Nagaland	₹ 445	▼-33%	₹ 48	▼-54%	1	▼-50%	₹ 445	₹ 56
Gujarat	₹ 427	▲177%	₹ 76	▲117%	2	▼0%	₹ 214	₹ 27
Total	₹ 15,082	▼-32%	₹ 204	▼-96%	33	▼-39%	₹ 457	₹ 60



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Category

All

State

All

Category Sales

State	City	Revenue	Revenue Growth	Profit	Prfit Growth	Orders	Orders Growth	AOV	ASP
Maharashtra	Pune	₹ 6,114	▼-21%	₹ 1,050	▼-29%	3	▼-25%	₹ 2,038	₹ 153
Madhya Pradesh	Bhopal	₹ 4,448	▲6%	295 -₹	▼-256%	3	▼-25%	₹ 1,483	₹ 114
Tamil Nadu	Chennai	₹ 2,953	▲117%	₹ 2,272	▼-793%	1	▼0%	₹ 2,953	₹ 155
Rajasthan	Jaipur	₹ 2,445	▲10%	₹ 152	▼-69%	3	▼-25%	₹ 815	₹ 74
Bihar	Patna	₹ 2,404	▲10%	₹ 438	▲59%	2	▼0%	₹ 1,202	₹ 71
Jammu and Kashmir	Kashmir	₹ 2,288	▼-26%	538 -₹	▼-172%	3	▼-25%	₹ 763	₹ 74
Maharashtra	Mumbai	₹ 1,862	▼-70%	₹ 283	▼-74%	3	▼-50%	₹ 621	₹ 110
Gujarat	Ahmedabad	₹ 1,782	▲1057%	₹ 1,168	▲3237%	2	▼0%	₹ 891	₹ 66
Kerala	Thiruvananthapuram	₹ 1,720	▼-9%	₹ 362	▲6%	2	▼0%	₹ 860	₹ 344
Haryana	Chandigarh	₹ 1,692	▲99%	89 -₹	▼-171%	2	▼0%	₹ 846	₹ 154
Sikkim	Gangtok	₹ 1,524	▲212%	197 -₹	▼-233%	2	▼0%	₹ 762	₹ 102
Punjab	Chandigarh	₹ 765	▼-61%	266 -₹	▼-135%	2	▼0%	₹ 383	₹ 33
Nagaland	Kohima	₹ 750	▼-38%	222 -₹	▼-318%	2	▼-33%	₹ 375	₹ 58
Uttar Pradesh	Lucknow	₹ 734	▲673%	₹ 24	▲380%	1	▼0%	₹ 734	₹ 92
Himachal Pradesh	Simla	₹ 611	▼-12%	₹ 40	▼-66%	2	▲100%	₹ 306	₹ 76
Goa	Goa	₹ 583	▲62%	131 -₹	▲385%	2	▼-33%	₹ 292	₹ 31
West Bengal	Kolkata	₹ 562	▼-92%	3 -₹	▼-100%	3	▼-25%	₹ 187	₹ 27
Karnataka	Bangalore	₹ 547	▼-85%	₹ 42	▼-211%	3	▼-25%	₹ 182	₹ 34
Andhra Pradesh	Hyderabad	₹ 374	▲52%	₹ 127	▲43%	1	▼0%	₹ 374	₹ 125
Madhya Pradesh	Indore	₹ 172	▼-97%	25 -₹	▼-102%	2	▼-60%	₹ 86	₹ 25
Delhi	Delhi		▼0%		▼		▼		
Gujarat	Surat		▼0%		▼		▼		
Punjab	Amritsar		▼0%		▼		▼		
Rajasthan	Udaipur		▼0%		▼		▼		
Total		₹ 34,330	▼-43%	₹ 4,192	▼-46%	44	▼-24%	₹ 780	₹ 88