



Fabric.Family

All

Product

All

SKU

All



SKU UNIT Economics

Selling Price`

₹ 2,294,654

Net profit

423.69K

TOP 25 SKUs

Bleeding SKUs



Manufacturing



Market Place Cost



Return Data



Other Expenses

Manufacturing Part	Cost	% Wise
Total Fabric	₹ 672,462	83.81%
Total cost with Stitching and Accessiers_2	₹ 70,051	8.73%
Total Packing Cost	₹ 30,397	3.79%
Total Eleyet	₹ 24,116	3.01%
Fabric Trimming	₹ 5,308	0.66%
Total	₹ 802,334	100.00%

Market Place Part	Cost	% Wise
Advertisement Cost	₹ 553,924	46.29%
Selling fees	₹ 494,590	41.34%
Charges	₹ 93,897	7.85%
MFN & FBA Fees	₹ 40,840	3.41%
TDS & TCS	₹ 13,277	1.11%
Total	₹ 1,196,527	100.00%

Other Indirect Expenses	Sum of Value
Business Promotion	299,320.45
Conveyance Exp.	3,080.98
Director Remuneration	299,867.20
Electricity & Water Charges	18,813.20
Freight	11,620.95
Office Exp.	15,984.48
Photography	18,423.47
Printing & Stationary	4,393.28
Professional Fee	135,191.42
Total	2,498,893.30

Leading SKUs



Product

All

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- Net Profit/Unit(QTY≥3)
- Units per SKU (≥3)



Bleeding SKUs



Product

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● Net P&L ● Units per SKU





Focus Areas: SKUs

SKU	Net P&L	Actual Inhouse Cost	Loss % of Total Loss
HMCR-9001-YLW-5FT	-3,589.58	5099	2.11%
RCR_017D	-3,467.85	4454	2.04%
HMCR_017D	-3,310.47	4290	1.95%
HM162-157-GLDN-5FT	-3,232.89	4212	1.90%
HMCC-074-16-S2	-3,183.94	3524	1.87%
HMCR-017-BGE-7FT-S1	-3,070.68	3620	1.81%
HMBD-7001-PNK-90x100	-2,777.38	3843	1.63%
HMCR-9001-BLU-7FT	-2,676.07	2643	1.57%
HMCR_107-5FT	-2,620.23	3468	1.54%
RCR-035-YLW-5FT-S1	-2,619.19	3144	1.54%
HMCR_107-7FT	-2,521.70	3714	1.48%
RCR_131-6FT-S2	-2,376.05	3241	1.40%
HMCR-9001-WHT-7FT	-2,335.63	2335	1.37%
HMFT-8006-RDRS-78x72	-2,310.49	3500	1.36%
HMFT-8006-RDRS-84x78	-2,238.45	3562	1.32%
TLCR_069-5FT	-2,237.79	3201	1.32%
HMBL-078-16x32-S2	-2,230.64	2647	1.31%
RCR_111D	-2,155.08	3226	1.27%
HMCR-016-WHT-6FT-S1	-2,119.67	2676	1.25%
HM162-153-TQMS-10FT-S1	-2,040.87	3363	1.20%
HMCR_016D	-2,033.80	3005	1.20%
RCR_140D	-2,024.49	3127	1.19%
HM142-091-MRN-8FT-S1	-2,024.07	2704	1.19%
LCR_113-7FT	-1,984.52	3081	1.17%
RCR_111W	-1,924.53	2734	1.13%
HMCR-022-WHT-7FT-S1	-1,838.58	2560	1.08%
Total	-169,911.32	249315	100.00%



Ad-Heavy SKUs

SKU	Ad Cost	Marketplace Cost (Total)	Ad % of Marketplace
HMCR-9001-YLW-5FT	4,377.85	4,727.25	92.61%
RCR_017D	3,891.54	4,187.39	92.93%
HMCR_017D	3,699.95	3,975.10	93.08%
HMCR-017-BGE-7FT-S1	3,301.12	3,472.66	95.06%
HMBD-7001-PNK-90x100	3,248.56	3,522.91	92.21%
HMCC-074-16-S2	3,243.62	3,368.15	96.30%
HM162-157-GLDN-5FT	3,158.88	3,884.85	81.31%
RCR-035-YLW-5FT-S1	2,977.16	3,130.25	95.11%
HMCR_107-7FT	2,948.06	3,311.83	89.02%
HMCR_107-5FT	2,928.89	3,145.26	93.12%
HMFT-8006-RDRS-84x78	2,785.55	3,130.40	88.98%
HMFT-8006-RDRS-78x72	2,764.42	3,095.52	89.30%
TLCR_069-5FT	2,714.92	2,994.82	90.65%
RCR_131-6FT-S2	2,714.64	2,916.30	93.08%
HM162-153-TQMS-10FT-S1	2,605.46	3,002.29	86.78%
RCR_111D	2,570.56	2,868.57	89.61%
RCR_140D	2,467.93	2,769.08	89.12%
LCR_113-7FT	2,433.62	2,807.25	86.69%
HMCR_016D	2,423.20	2,700.79	89.72%
HMBL-078-16x32-S2	2,397.59	2,507.39	95.62%
BCR_135-5FT	2,315.18	2,739.56	84.51%
RCR_111W	2,267.65	2,463.43	92.05%
HM142-091-MRN-8FT-S1	2,239.46	2,500.09	89.58%
TLCR_113-6FT	2,219.65	2,479.31	89.53%
HMCR_024W	2,194.42	2,466.55	88.97%
Total	70,889.89	78,166.99	90.69%