

Shopzada

Executive Summary & Campaign Performance

Total Revenue

\$149.9M

Total Orders

500.0k

Active Customers

4,791

Average Order Value

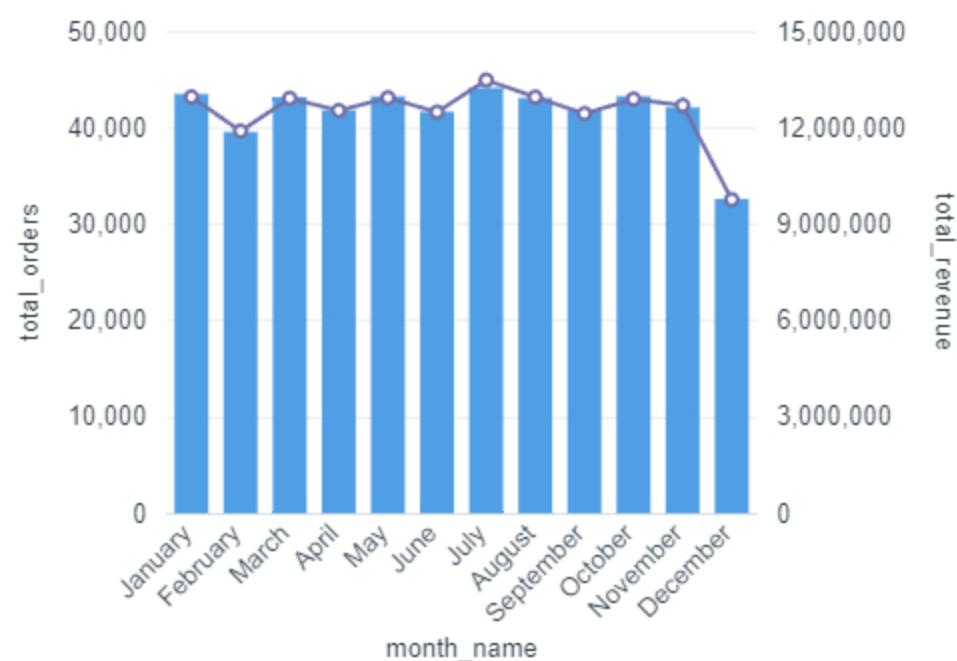
\$299.87

Total Line Items

2.1M

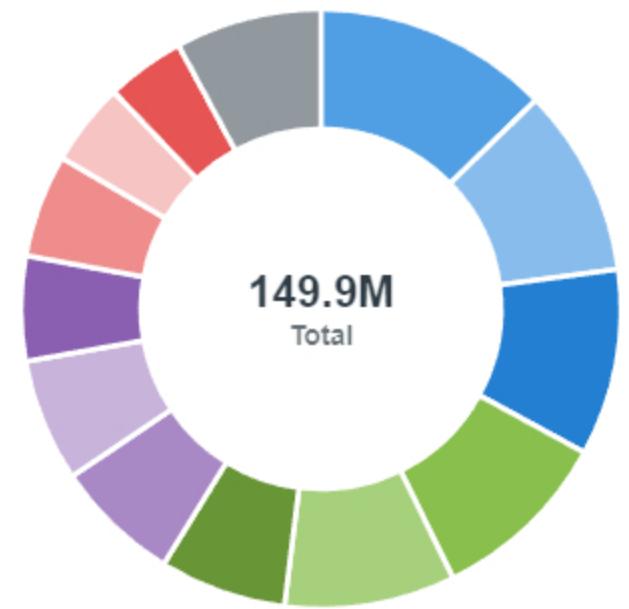
Revenue and Orders by Month (Monthly Trend)

● total_orders ● total_revenue



Product Type Performance

grocery	12.72%
accessories	10.16%
electronics and t	10.07%
furniture	9.79%
toys and entertai	9.22%
tools	6.84%
readymade_dinne	6.79%
kitchenware	6.62%
apparel	5.66%
readymade_break	5.55%
health and hygien	4.48%
stationary and scl	4.23%
Other	7.88%



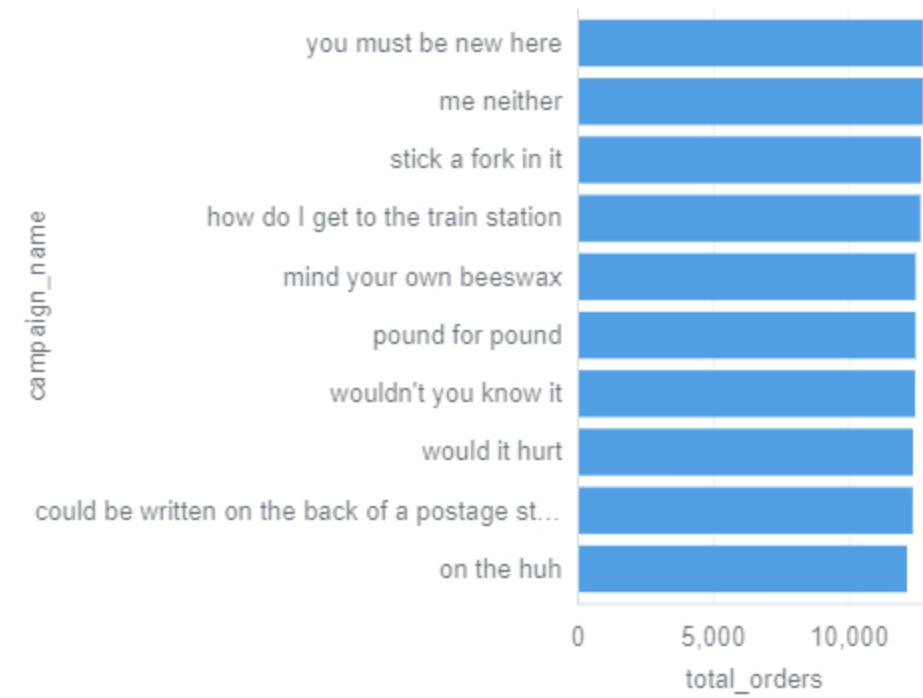
Total Campaign Revenue

\$37,375,604.73

Total Campaign Orders

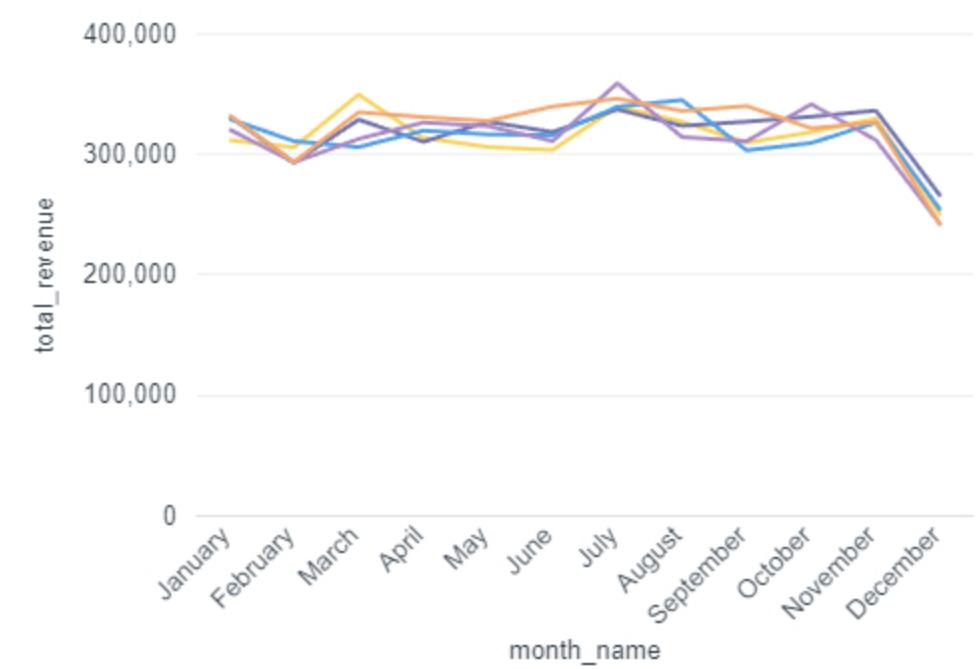
124,887

Top 10 Campaigns by Order Volume



Campaign Performance Over Time (Line Chart)

● mind your own b... ● stick a for... ● you must be ne... ● how do I get to the tr... ● me nei...



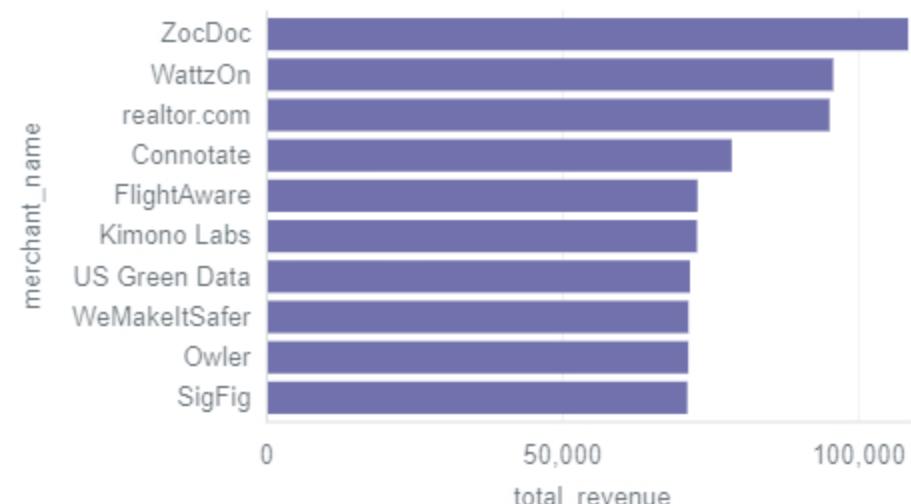
Campaign Performance

campaign_name	campaign_orders	campaign_revenue
me neither	12,719	3,865,683.26
stick a fork in it	12,652	3,825,261.89
you must be new here	12,732	3,770,493.25
how do I get to the train station	12,626	3,761,912.77
mind your own beeswax	12,449	3,759,139.36
wouldn't you know it	12,433	3,709,929.59
pound for pound	12,447	3,692,328.19
could be written on the back of a postage stamp	12,345	3,683,406.66

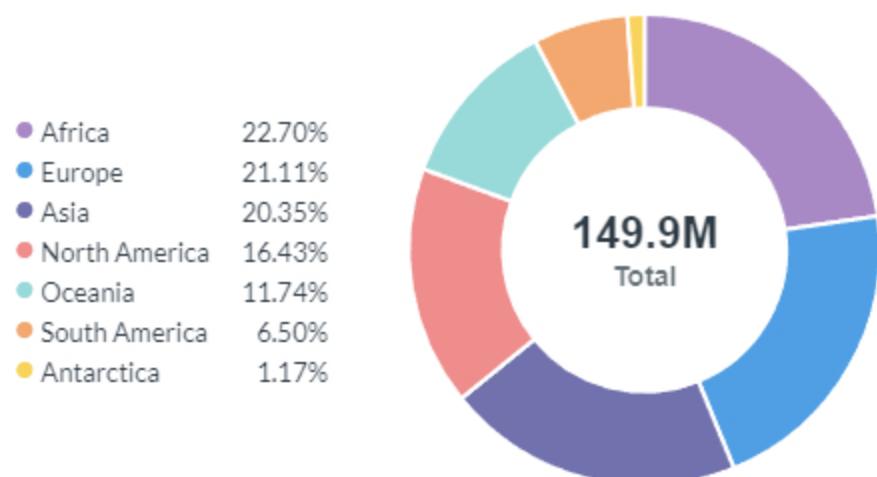
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Merchant Performance Analysis

Top 10 Merchants by Revenue



Merchants Revenue By Continent



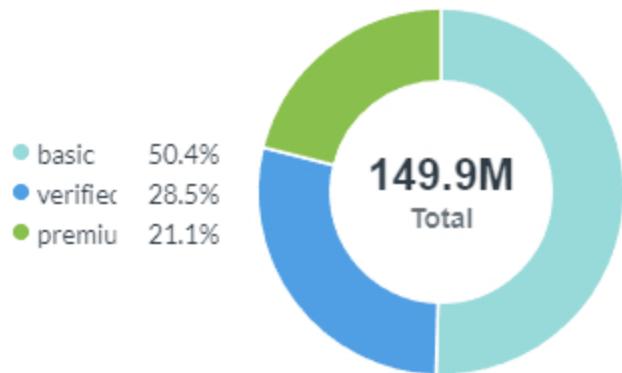
Merchant Order Delay Analysis

merchant_name	total_orders	avg_delay_days	delayed_orders	delay_rate_percent
The Advisory Board Company	88	6.16	24	27.27
SpeSo Health	105	6.04	25	23.81
Outline	94	5.95	40	42.55
S&P Capital IQ	94	5.92	24	25.53
Equal Pay for Women	94	5.9	40	42.55
ClearStory Data	92	5.89	37	40.22

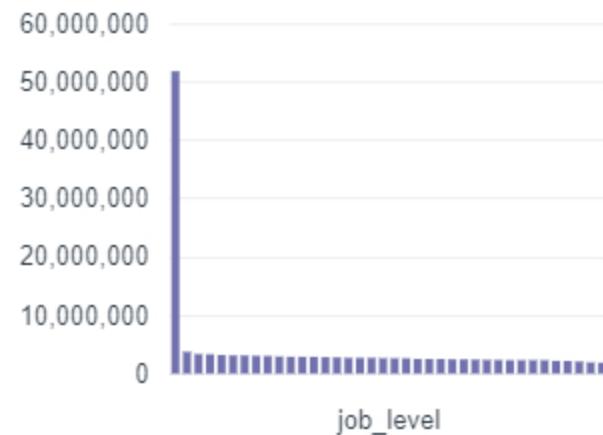
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Customer Segment Analysis

Customer Segment (User Type) Revenue Contribution



Customer Segment by Job Level



Customer Geographic Distribution

- 80.7k - 292.7k
- 299.3k - 425.7
- 432.6k - 552.9
- 557.2k - 700.6
- 710.4k +



Customer Segment Trend

● basic ● premium ● verified

