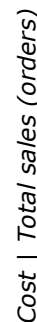


	Payment method (orders_dimensions)	Orders (line_items, orders)
1.	Cash on Delivery (COD)	9,196
2.	Cashfree Payments	8,506
3.	Paytm Payment Gateway	7,226
4.	Cashfree Payments, Paytm Payment Gateway	639
5.	Paytm Payment Gateway, Cashfree Payments	511
6.	Cash on Delivery (COD), Paytm Payment Gateway	329
7.		205
8.	Paytm Payment Gateway, Cash on Delivery (COD)	139
9.	cash_on_delivery	46
10.		

1 - 16 / 16<>

581.45

1 - 34 / 34



1 - 8 / 8



1 Dec 2022 - 3 Jan 2023

Total sales (orders)
₹3,768,498.16

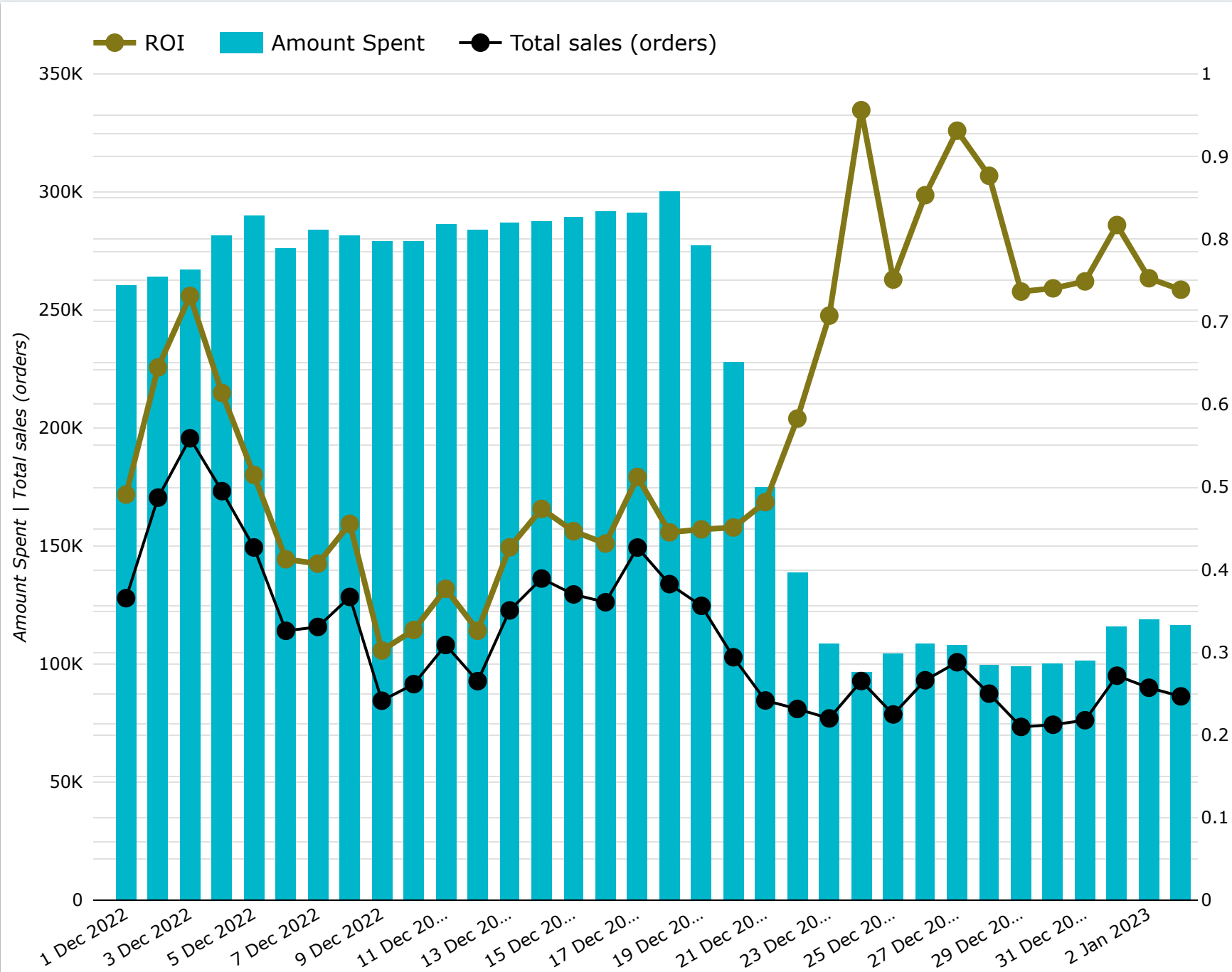
Amount Spent
₹7,275,581.34

Orders
7,873

ROI
0.52

AOV
478.66

	Date	Amount Sp...	Total sale...	Ord...	ROI	AOV
1.	18 Dec ...	₹300,729.03	₹133,881.99	306	0.45	437.52
2.	16 Dec ...	₹292,378.81	₹126,207.98	273	0.43	462.3
3.	17 Dec ...	₹291,613.34	₹149,383.48	299	0.51	499.61
4.	5 Dec 2...	₹290,266.83	₹149,407.74	323	0.51	462.56
5.	15 Dec ...	₹290,054.71	₹129,526.69	288	0.45	449.75
6.	14 Dec ...	₹287,667.8	₹136,246.32	321	0.47	424.44
7.	13 Dec ...	₹287,453.14	₹122,747.2	284	0.43	432.21
8.	11 Dec ...	₹286,864.9	₹108,107.24	240	0.38	450.45
9.	12 Dec ...	₹284,489.18	₹92,780.08	197	0.33	470.96
...	7 Dec 2...	₹284,190.15	₹115,746.22	255	0.41	453.91
...	4 Dec 2...	₹282,222.01	₹173,266.22	374	0.61	463.28
...	8 Dec 2...	₹281,952.66	₹128,450.47	264	0.46	486.55
...	10 Dec ...	₹279,810.91	₹91,512.14	200	0.33	457.56
...	9 Dec 2...	₹279,618.81	₹84,489.97	198	0.3	426.72
...	19 Dec ...	₹277,837.93	₹124,691.09	273	0.45	456.74
...	6 Dec 2...	₹276,565.14	₹114,112.33	230	0.41	496.14
...	3 Dec 2...	₹267,534.01	₹195,649.3	401	0.73	487.9
...	2 Dec 2...	₹264,491.72	₹170,535.3	345	0.64	494.31
	1 Dec 2	₹260,605.76	₹127,929.97	209	0.49	612.11
1 - 34 / 34						< >



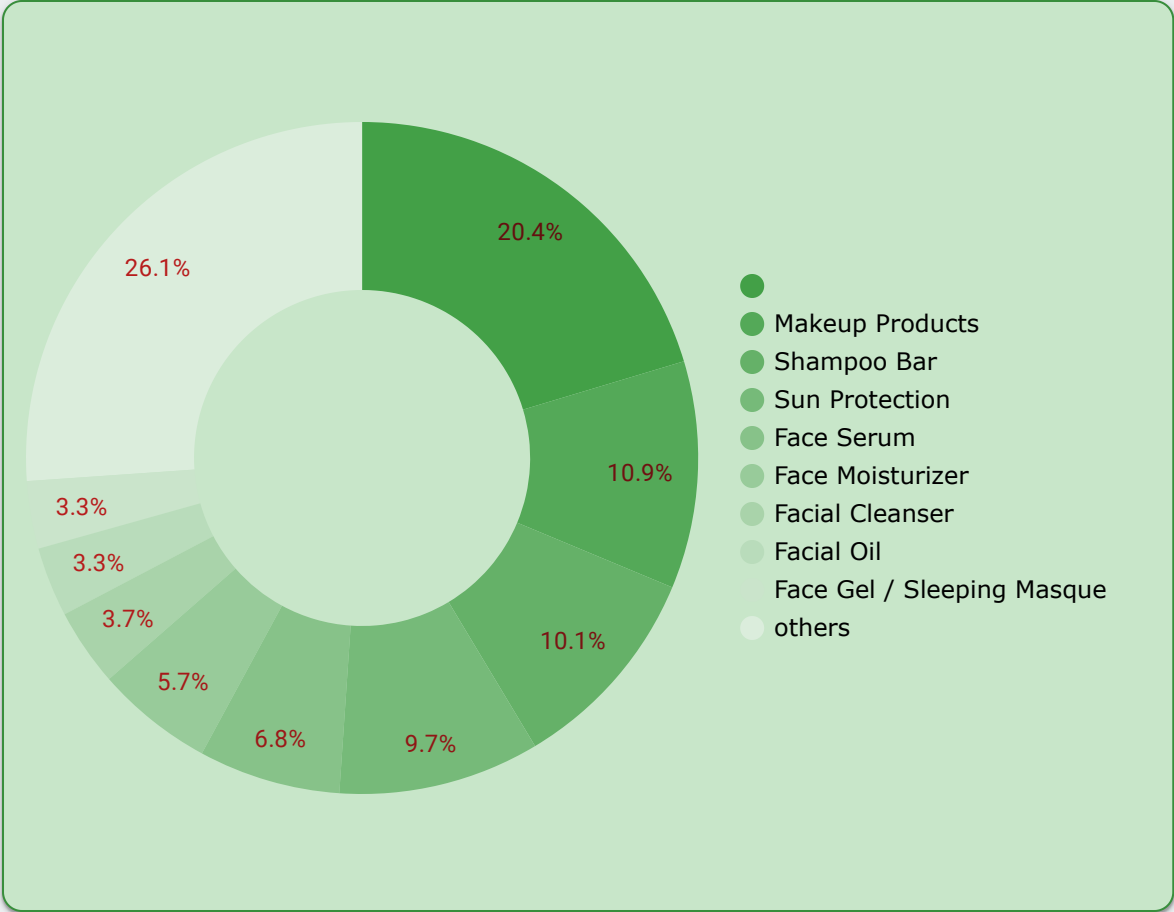
	Campaign	Total sales	Orders
1.	MOF	₹830,214.7	1,789
2.	TOF_UA_Open	₹852,396	1,725
3.	TOF_Product	₹617,913.01	1,485
4.	TOF_Interest_based	₹590,881.9	1,242
5.	BOF	₹417,473.93	770
6.	TOF_ASC Campaign	₹339,276.88	637
7.	TOF_LA	₹114,711.66	213
8.	New-web-traffic-interest-based	₹2,916.08	9
9.	Non_DPA_Offer	₹2,409.5	2
...	TOF_ASC+Campaign	₹304.5	1
1 - 10 / 10			

1 Dec 2022 - 3 Jan 2023

Category Performance

Product Title / Total Sales														
Month'22	Product T...	LIP & CH...	ULTRA D...	SHAMP...	PHYTO ...		REUSAB...	MURUM...	10% NI...	CLEAR S...	SPF 50 ...	ULTRA D...	TINTED ...	MO
December		-	-	19.67K	286.94K	578.93K	-	-	143.41K	40.24K	-	366.58K	60.39K	17
	Makeup P...	1.72M	-	-	-	-	-	-	-	-	-	-	-	
	Shampoo ...	-	-	664.86K	-	-	-	431.82K	-	-	-	-	-	
	Sun Prote...	-	1.22M	-	-	-	-	-	-	-	380.10K	-	-	
	Face Serum	-	-	-	-	-	-	-	260.72K	345.92K	-	-	-	12
	Face Mois...	-	-	-	343.55K	-	-	-	-	-	-	-	-	
	Facial Cle...	-	-	-	-	-	-	-	-	-	-	-	-	
	Facial Oil	-	-	-	-	-	-	-	-	-	-	-	-	
	Face Gel /...	-	-	-	-	-	-	-	-	-	-	-	-	
	Zero Wast...	-	-	-	-	-	472.08K	-	-	-	-	-	-	
Grand total		1.72M	1.22M	684.54K	630.48K	578.93K	472.08K	431.82K	404.14K	386.16K	380.10K	366.58K	323.12K	30

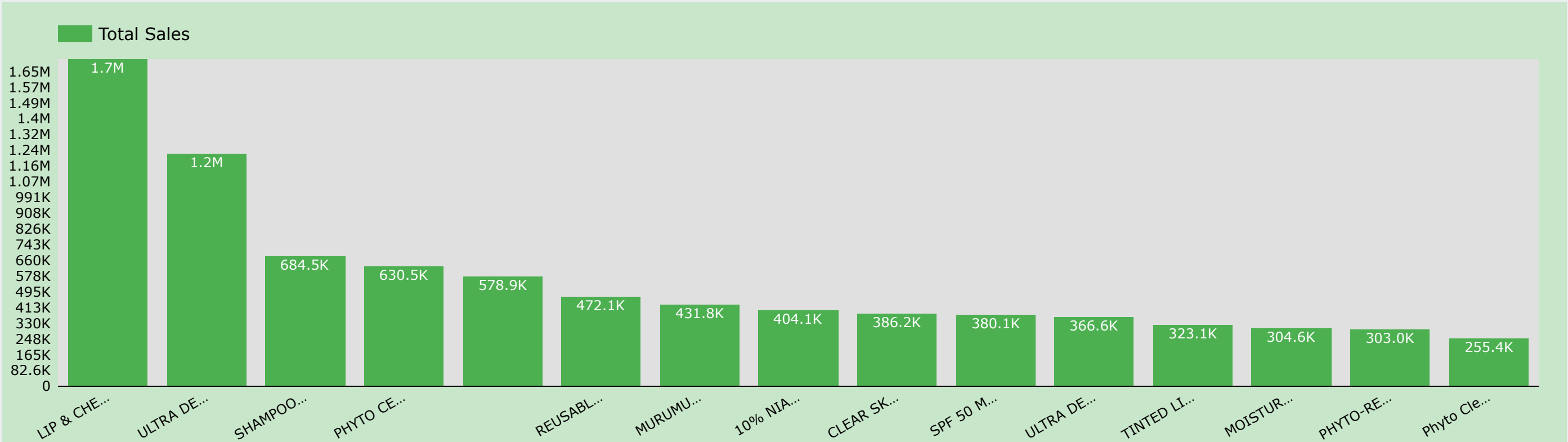
Product Type



Kit & Combos

Product Type	Product Title	SKU	Item Quantity ▾	Total Sales
Shampoo Bar	SHAMPOO BAR WITH SHIKAKAI, REETA, AMLA & CUR...	COM076	270	143.5K
Special	DAY & NIGHT CREAM COMBO/ GIFT	COM103	201	118.2K
Makeup Pro...	LIP & CHEEK TINT (PACK OF 3)	COM104	156	117K
Sun Protecti...	SPF 50 MATTE MINERAL SUNSCREEN - PHYTO SHIELD	COM049	153	114.1K
Specials	MURUMURU SHAMPOO BAR + ARGAN CONDITIONER ...	COM013	133	73.8K
Shampoo Bar	SHAMPOO BAR WITH SHIKAKAI, REETA, AMLA & CUR...	COM078	126	73.8K
Sun Protecti...	ULTRA DEFENCE HYBRID SUN FLUID - SPF 50	COM045	126	101.7K
Shampoo Bar	MURUMURU BUTTER SHAMPOO BAR	COM054	92	48.2K
Specials	SPF 50 MATTE MINERAL SUNSCREEN - PHYTO SHIEL...	COM049	64	47.9K
Makeup Pro...	LIP & CHEEK TINT	COM057	62	36.2K
	PHYTO CLEAR OIL FREE MOISTURISER (PACK OF TWO)	COM05...	54	26.4K
Specials	ULTRA DEFENCE HYBRID SUN FLUID SPF 50 (PACK O...	COM045	51	41.4K
Specials	LIP & CHEEK TINT (PACK OF 2)	COM052	47	27.2K

1 - 100 / 106<>

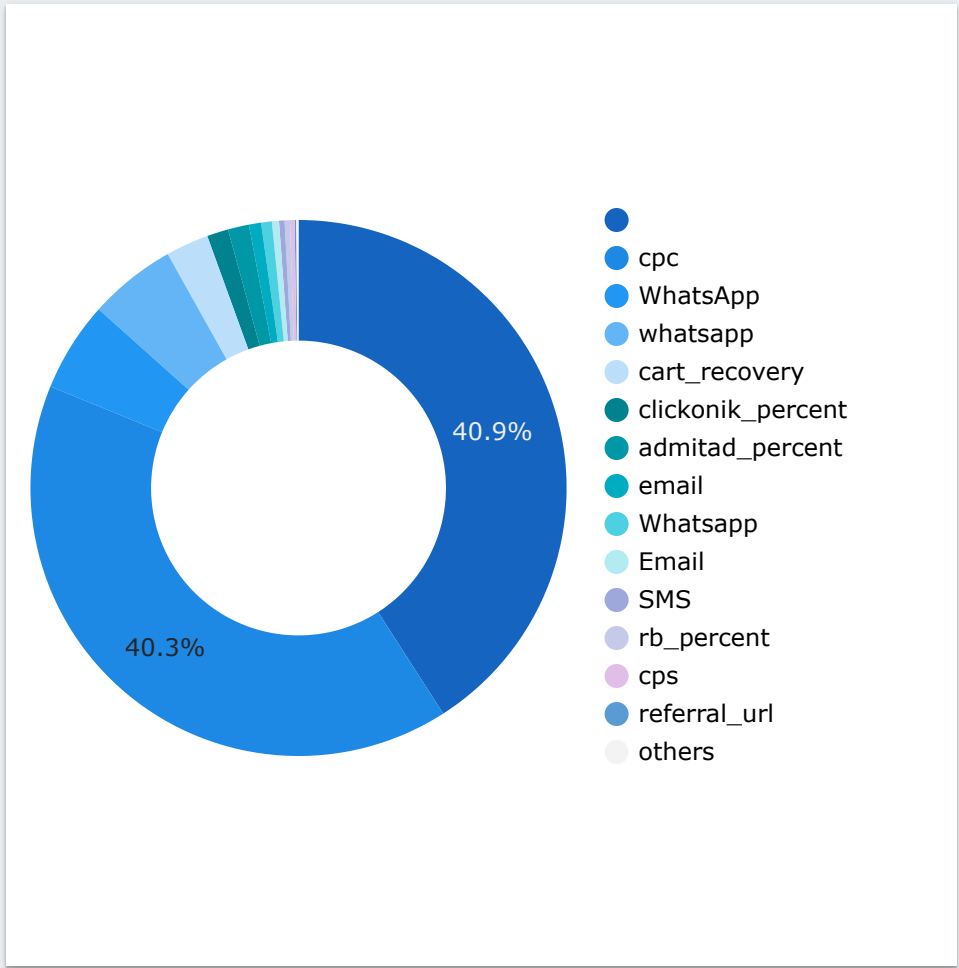
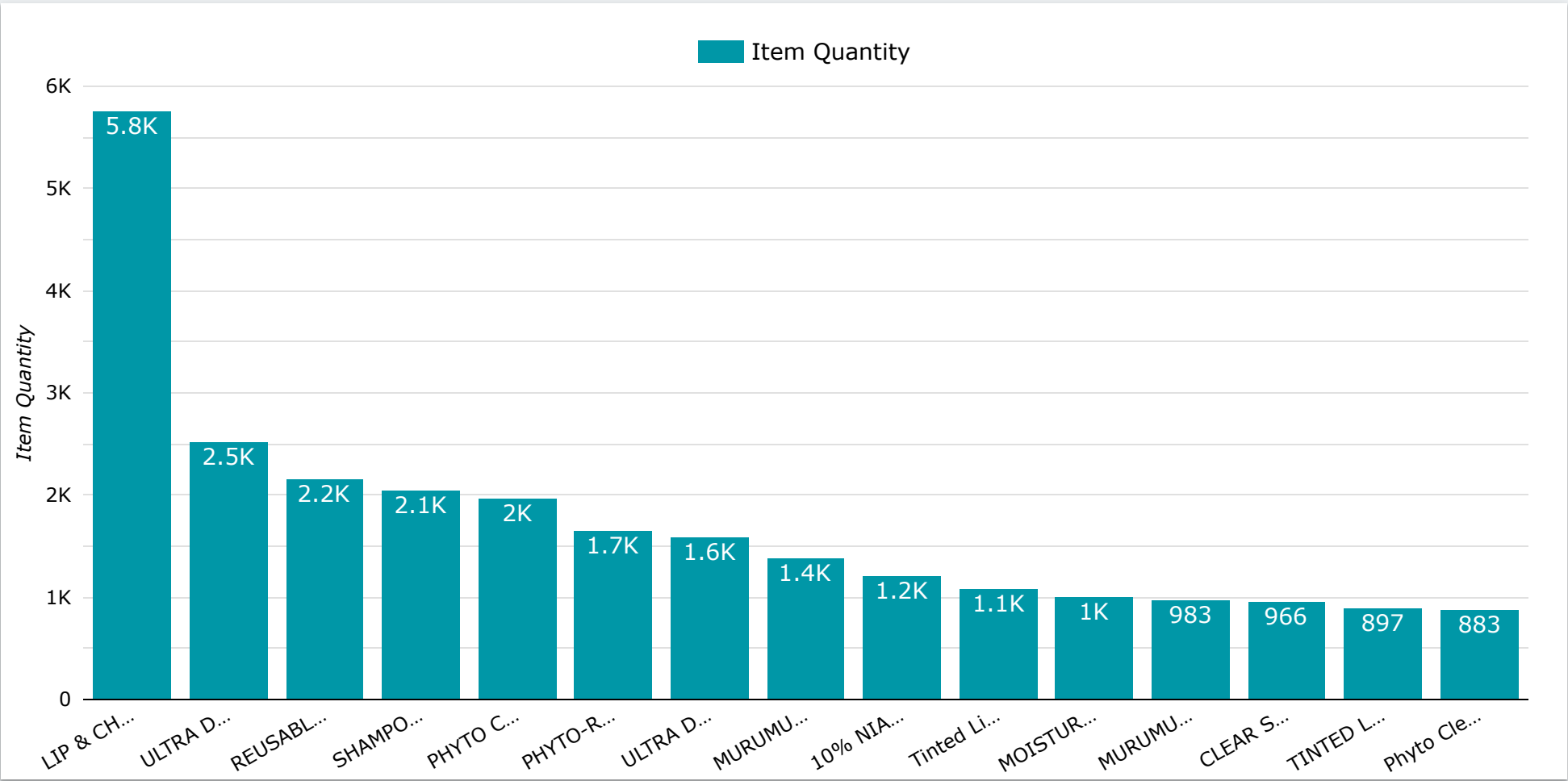


1 Dec 2022 - 3 Jan 2023

Daily Run Rate (By Quantity Sold/Total Sales).

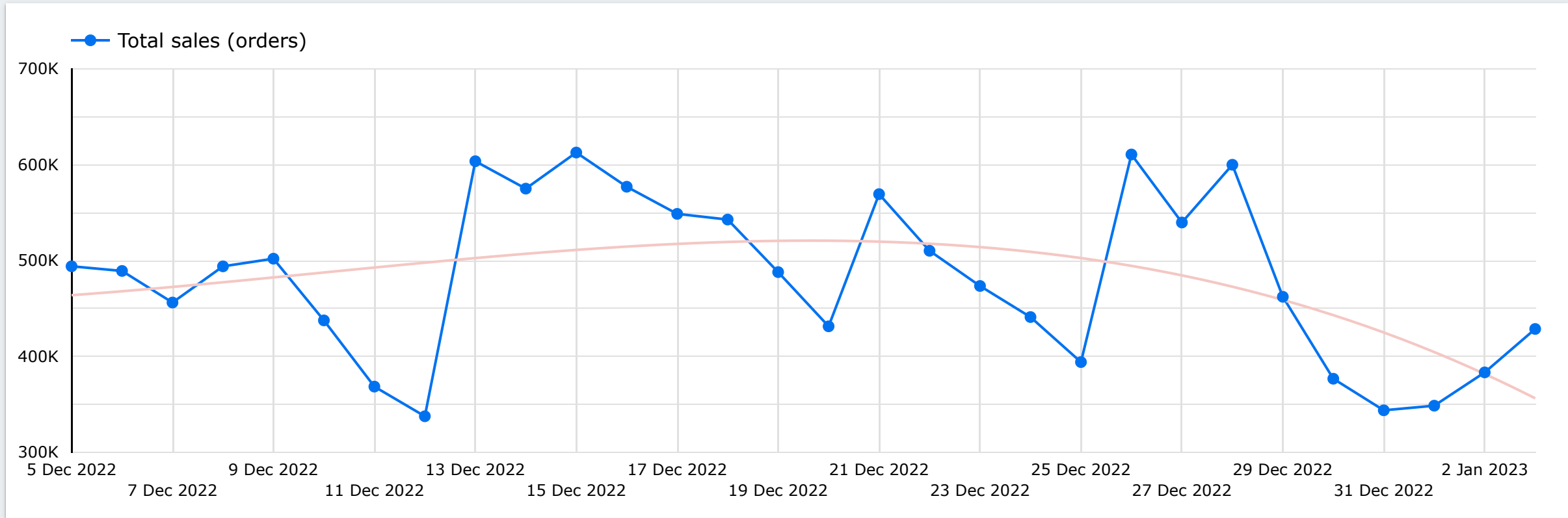
Date / Item Quantity														
Variant ...	29 Dec ...	28 Dec ...	27 Dec ...	26 Dec ...	25 Dec ...	24 Dec ...	23 Dec ...	22 Dec ...	21 Dec ...	20 Dec ...	19 Dec ...	18 Dec ...	17 Dec ...	16 Dec ...
LIC009	45.0	37.0	70.0	70.0	55.0	51.0	50.0	49.0	82.0	80.0	95.0	123.0	122.0	110.0
LIC008	40.0	46.0	43.0	57.0	49.0	46.0	41.0	55.0	46.0	73.0	79.0	75.0	57.0	40.0
ZER034	42.0	37.0	49.0	45.0	34.0	33.0	49.0	81.0	59.0	55.0	53.0	73.0	40.0	30.0
SCN007L1	83.0	157.0	134.0	184.0	118.0	200.0	138.0	146.0	267.0	22.0	34.0	33.0	64.0	30.0
LIC010	24.0	40.0	34.0	43.0	34.0	30.0	38.0	42.0	42.0	52.0	64.0	86.0	49.0	60.0
SCN003	56.0	74.0	55.0	52.0	35.0	47.0	41.0	46.0	42.0	32.0	36.0	59.0	37.0	40.0
FMO004OL	227.0	305.0	140.0	90.0	44.0	57.0	46.0	64.0	47.0	16.0	32.0	21.0	39.0	50.0
FMO001OL	1.0	3.0	-	39.0	53.0	71.0	73.0	85.0	78.0	48.0	61.0	57.0	80.0	110.0
SBR030	10.0	16.0	10.0	11.0	10.0	15.0	13.0	6.0	10.0	15.0	8.0	15.0	15.0	10.0
SBR023	38.0	21.0	39.0	31.0	20.0	16.0	27.0	19.0	14.0	1.0	48.0	64.0	65.0	40.0
LIC017OL	-	-	150.0	357.0	215.0	242.0	122.0	1.0	1.0	2.0	1.0	1.0	-	20.0
SBR017	35.0	42.0	37.0	36.0	24.0	27.0	33.0	37.0	25.0	23.0	24.0	29.0	29.0	20.0
FSU002L1	127.0	236.0	134.0	82.0	48.0	67.0	65.0	19.0	18.0	5.0	9.0	-	-	10.0
SCN006L1	15.0	28.0	9.0	28.0	9.0	13.0	41.0	113.0	363.0	136.0	1.0	5.0	22.0	20.0
Grand ...	1.9K	2.6K	2.3K	2.7K	1.7K	2.0K	1.9K	2.2K	2.5K	1.7K	1.7K	2.0K	2.1K	2.0K

Top Products (By Quantity/Total Sales).

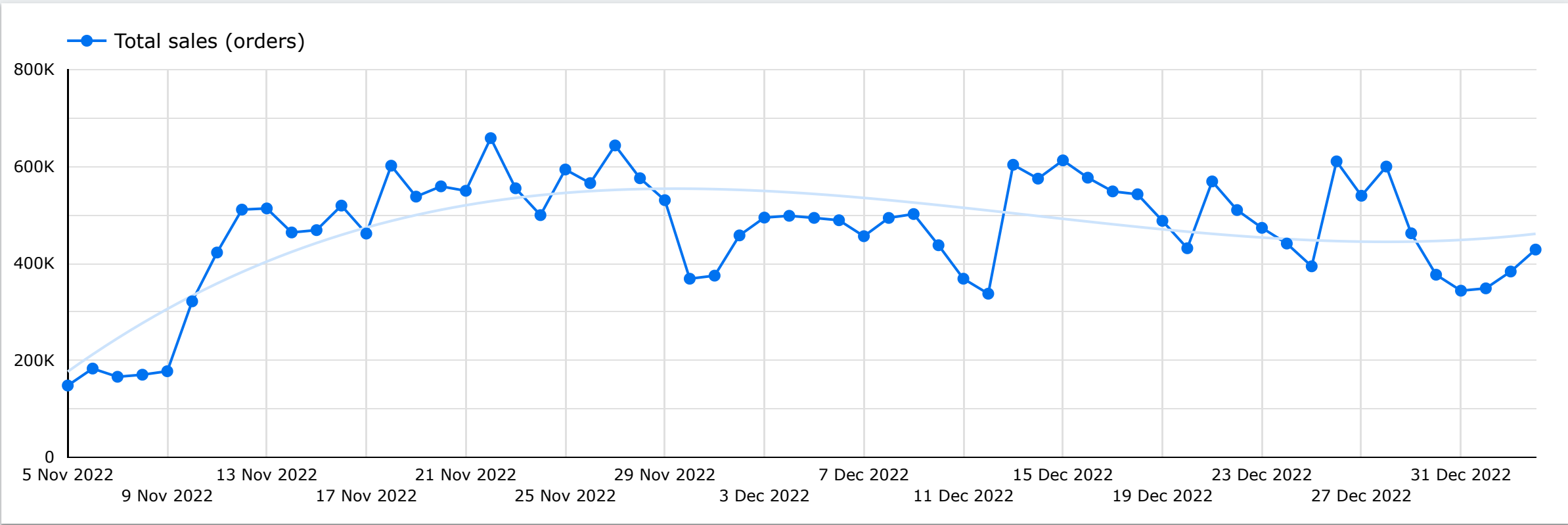


Payment Status / Orders						
Month	Payment Method	PAID	PENDING	VOIDED	REFUNDED	PARTIALLY_PAID
October	Cashfree Payments	7,930	-	-	36	-
	Cash on Delivery (COD)	4,885	2,290	60	-	7
	Paytm Payment Gateway	4,141	-	-	9	-
	Cashfree Payments, Paytm Payment Gateway	537	-	-	-	-
		461	-	-	4	-
	Paytm Payment Gateway, Cashfree Payments	332	-	-	2	-
	Cash on Delivery (COD), Paytm Payment Gate...	173	73	-	-	-
	Paytm Payment Gateway, Cash on Delivery (C...	88	49	-	-	-
	cash_on_delivery	47	11	-	-	-
	Cashfree Payments, gift_card	7	-	-	-	-
Grand total		52,640	7,773	223	106	8

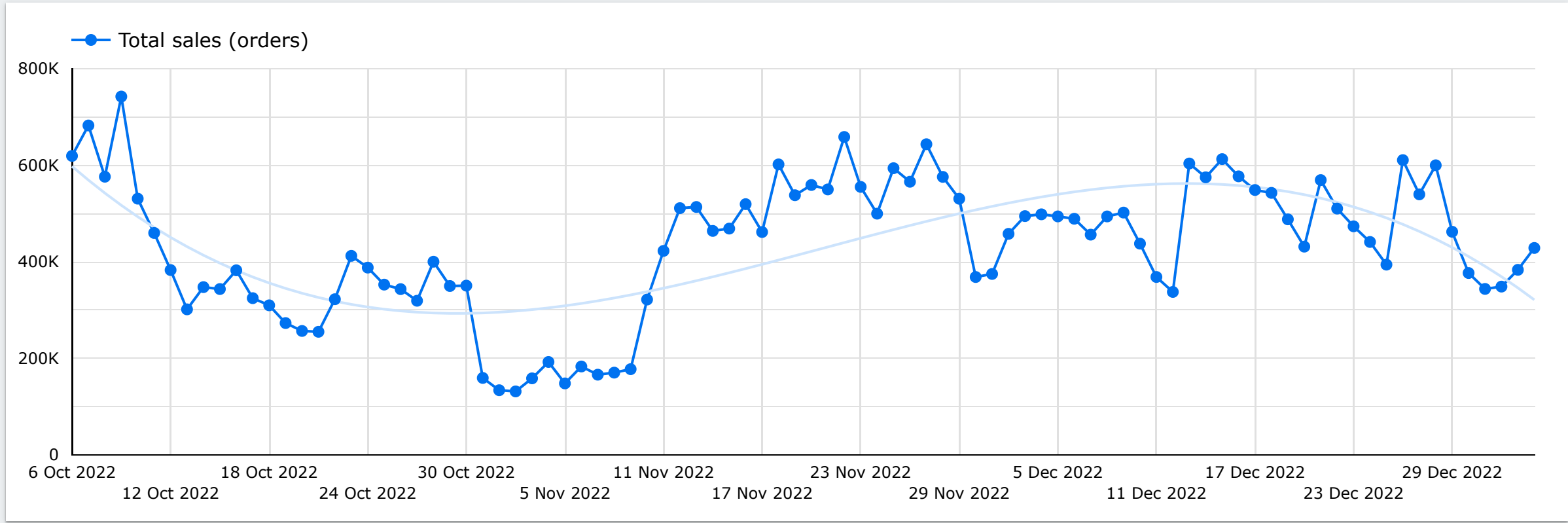
Last 30 Days



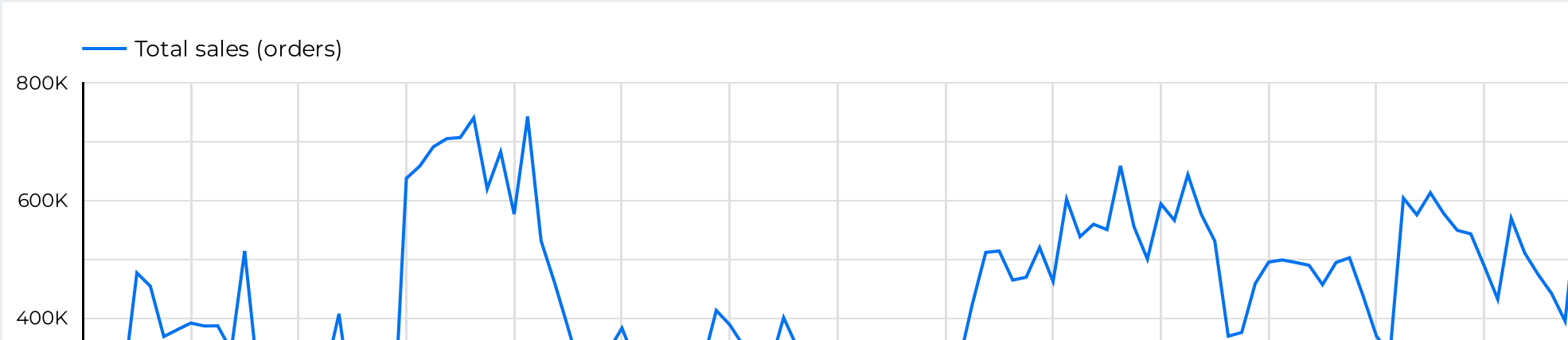
Last 60 Days



Last 90 Days



Date	Custo...	Is Return...	Returning custo...
28 Dec 2022	825	509	57.78%
29 Dec 2022	643	360	53.57%
21 Dec 2022	889	474	51.75%
22 Dec 2022	767	408	51.19%
13 Dec 2022	1,065	561	51.05%
23 Dec 2022	688	362	50.14%
26 Dec 2022	887	456	49.14%



	Month	Customers	Orders	Avg no. of order by Custo...
1.	January	24,592	28,202	1.15
2.	February	23,684	26,499	1.12
3.	April	18,047	19,690	1.09
4.	March	25,659	29,151	1.14
5.	May	17,814	19,554	1.1
6.	June	16,211	19,340	1.19
7.	September	14,031	15,241	1.09
8.	August	16,551	19,082	1.15
9.	October	19,009	21,155	1.11
1...	July	26,660	30,415	1.14
11.	November	19,537	21,146	1.08
1...	December	18,527	20,500	1.11

	Discount code (o...	Payment method (orders_dimen...	Referrer source (or...	Orders (line_i...	Item Quantity...	Total Sales ...
1.		Cash on Delivery (COD)	Unknown	6,866	13,410	4,528,622.5
2.		Cashfree Payments	Unknown	4,920	11,363	3,376,883.26
3.		Paytm Payment Gateway	Unknown	4,831	9,791	2,891,235.18
4.		Cashfree Payments	Direct	842	2,418	719,015.75
5.		Paytm Payment Gateway	Direct	764	1,998	611,418.78
6.		Cashfree Payments, Paytm Paym...	Unknown	463	969	279,814.29
7.		Cash on Delivery (COD)	Direct	421	1,353	434,341.33
8.		Paytm Payment Gateway, Cashfr...	Unknown	358	771	233,406.14
9.		Cash on Delivery (COD), Paytm Pa...	Unknown	260	442	152,264.36
10.		Cashfree Payments	SEO	190	509	154,748.5
11.		Paytm Payment Gateway	SEO	153	362	114,694.99
12.	SHWETA	Cashfree Payments	Unknown	157	398	113,628.31
13.		Cash on Delivery (COD)	SEO	113	263	90,887.84
14.	ROUGE	Cashfree Payments	Unknown	109	335	89,798.24
15.		Paytm Payment Gateway, Cash o...	Unknown	102	192	65,172.05
		Cash on Delivery (COD)	Unknown	133	515	140,895.03
		Cashfree Payments	Unknown	101	365	100,682.28
		Paytm Payment Gateway	Unknown	99	282	73,599

	Source	Data Source	Source/Medium
1.	Facebook	web	Facebook / cpc
2.	google	web	google / cpc
3.	facebook	web	facebook / cpc
4.	(direct)	web	(direct) / (none)
5.	google	web	google / organic
6.	zoko	web	zoko / whatsapp
7.	linkpop.com	web	linkpop.com / referral
8.	Zoko	web	Zoko / WhatsApp
9.	criteo	web	criteo / WebRTOct6-2022



1.		6,860,190.99
2.	google	2,944,580.6
3.	Facebook	2,521,438.02
4.	facebook	1,370,647.77
5.	zoko	1,333,725.96
6.	Zoko	1,014,138.28
7.	web_affiliate	496,419.46
8.	Webengage	160,111.4
9.	smile_rewards	88,992.19
10.	CashKaro	47,220.36
11.	abandoned_cart	43,832.55
12.	OrderlyEmails	43,220.89
13.	Gupshup	12,343.2
14.	judgeme	4,481.87
15.	criteo	3,949.8
16.	happy-birthday-app	3,313
17.	youtube	2,288.95
18.	webengage	2,086.05
19.	Grabon	1,739.7
20.	affiliate	1,447.59