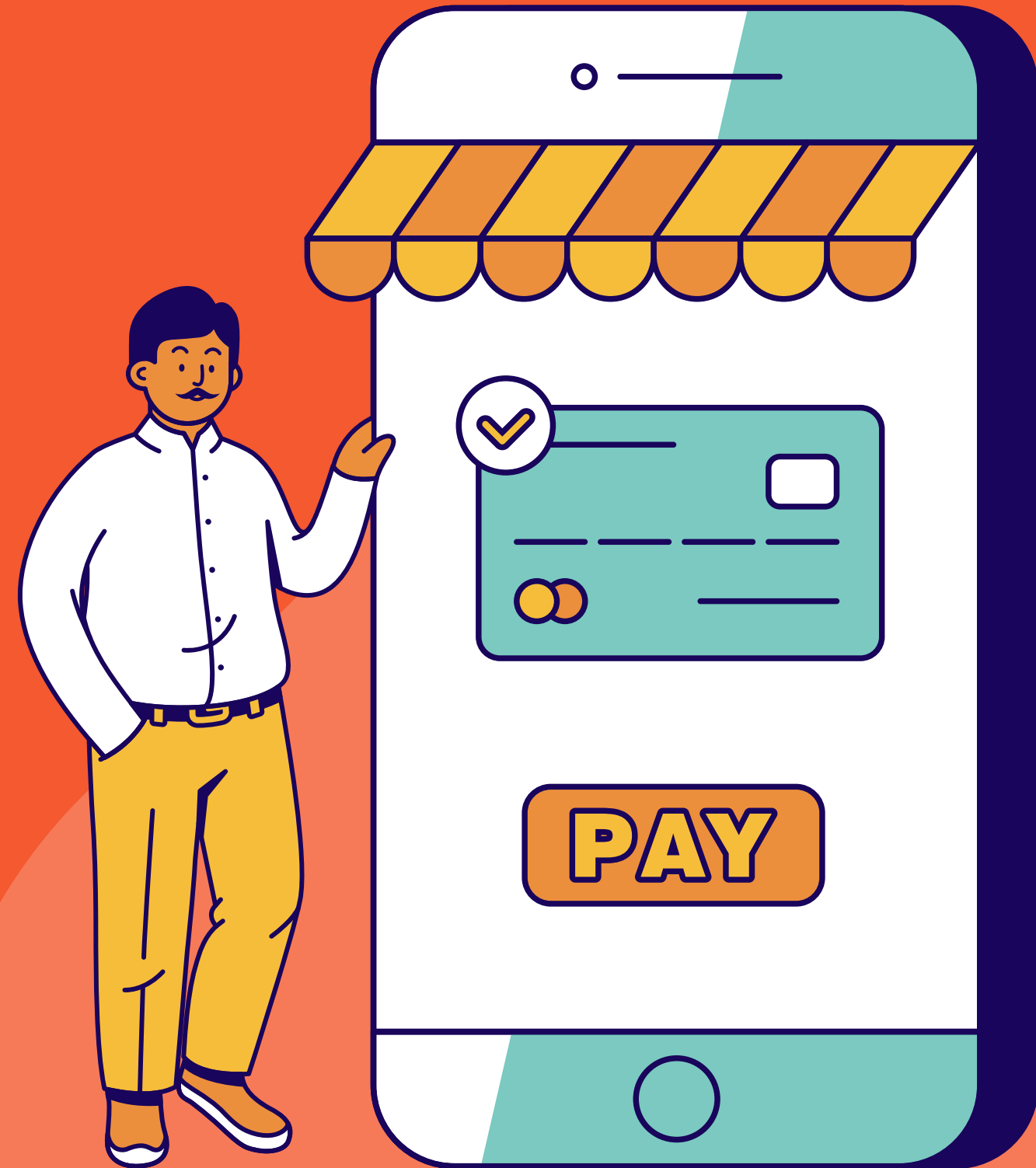


Online Store retail





Our Achievement



Revenue
10.67M

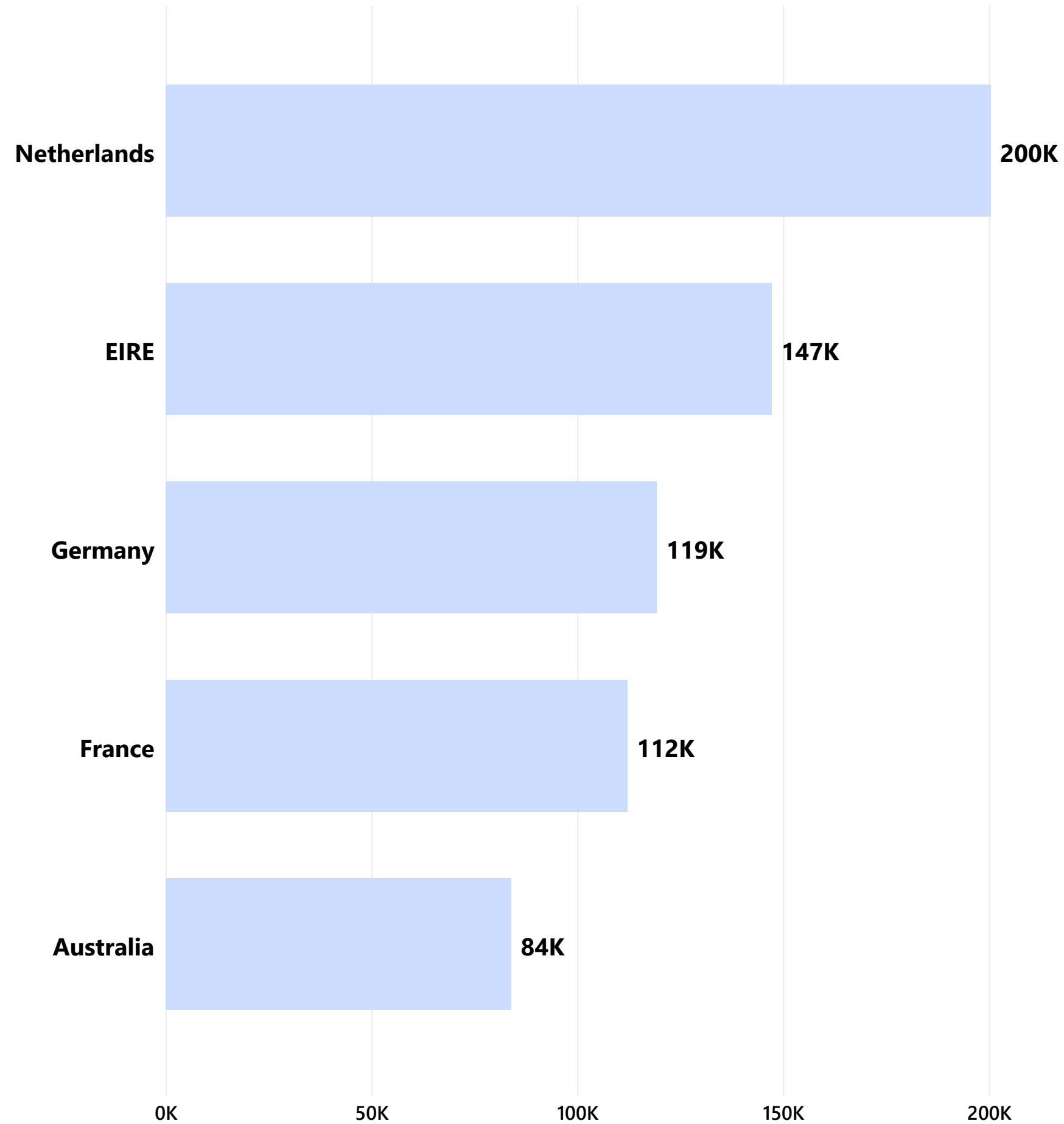


CEO's Concerns

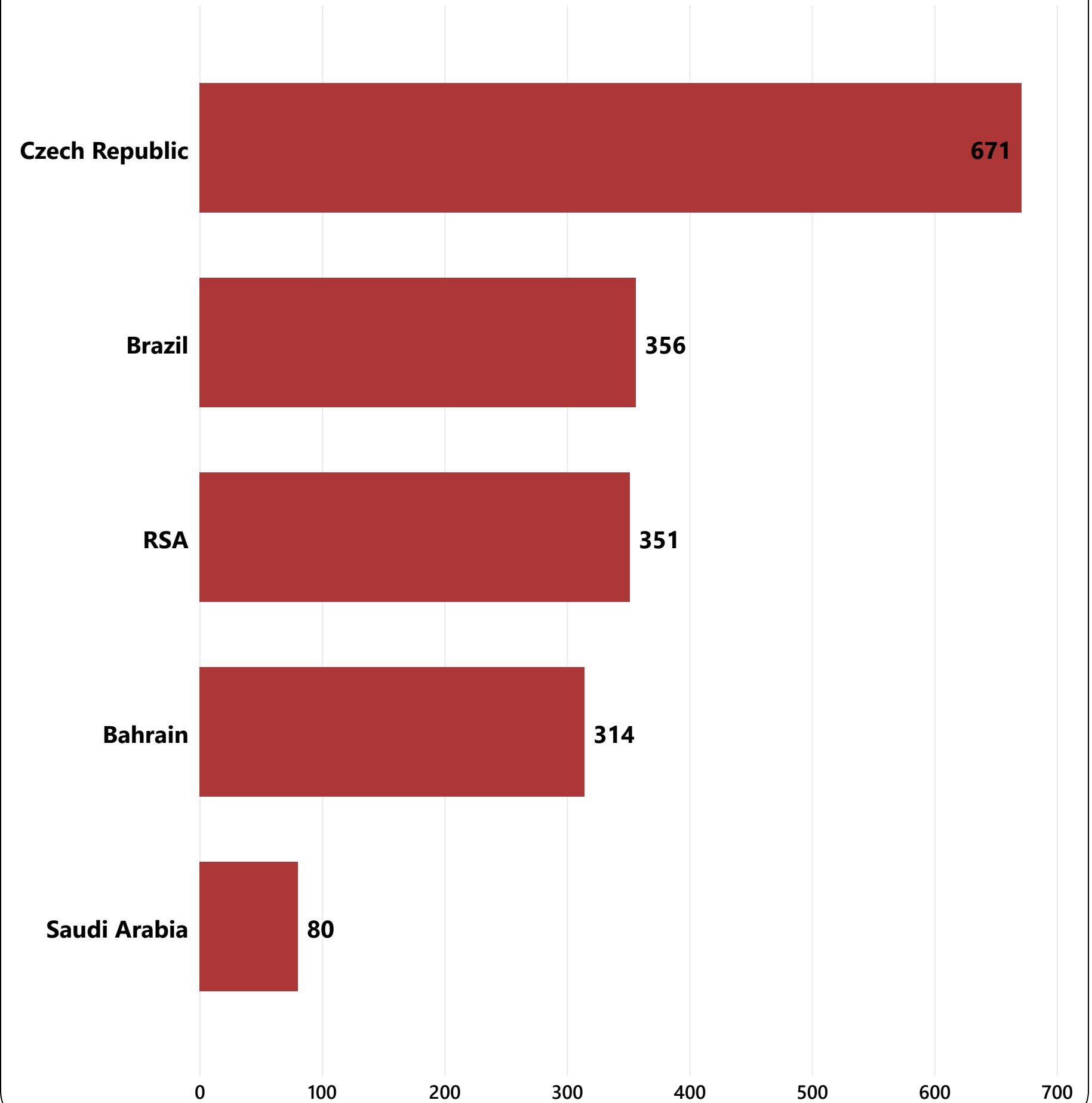
1. Which Countries have good Online Retail Penetration?
2. Is there seasonality in sales?
3. Top customers and their contribution to total revenue?



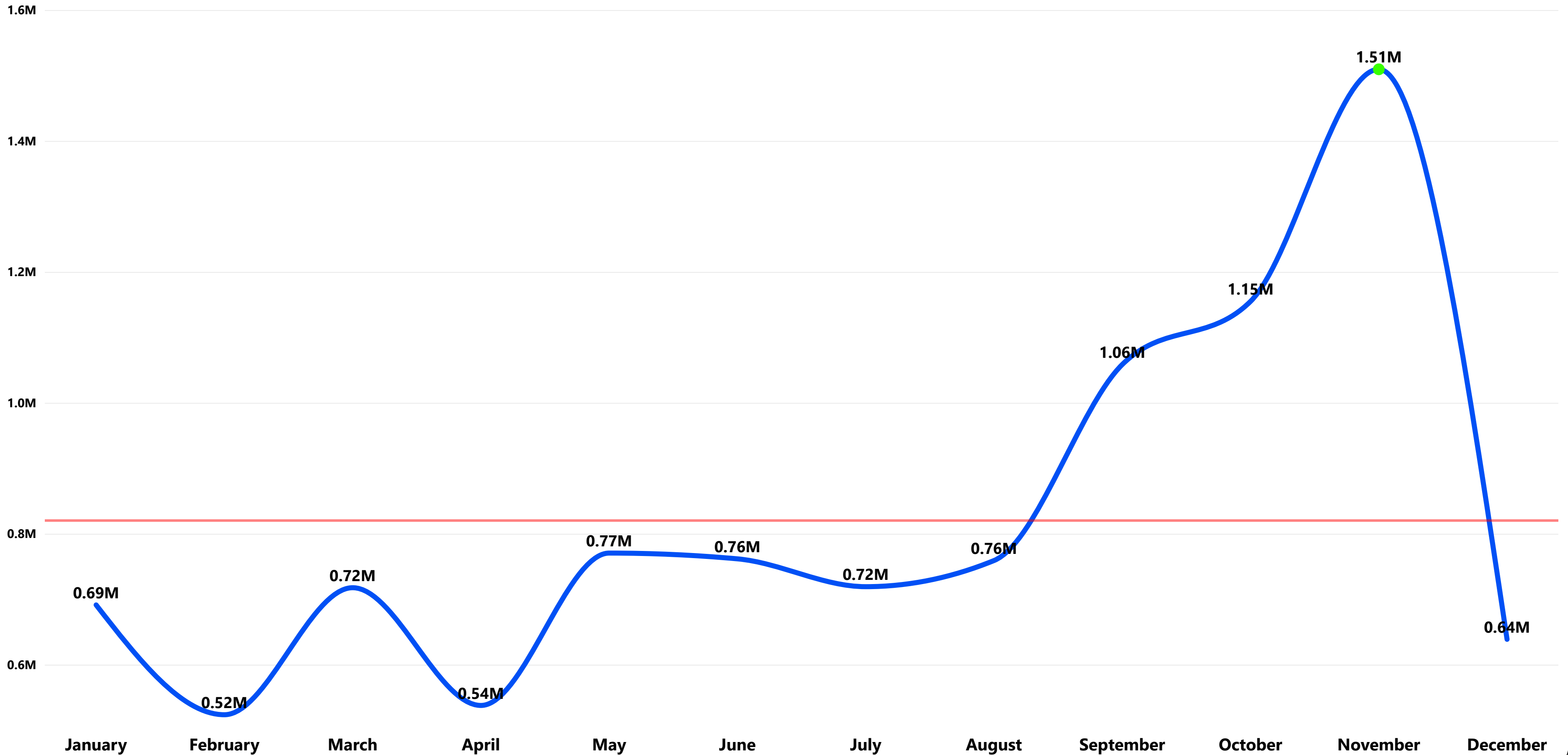
Top 5 Countries by Quantities Sold online



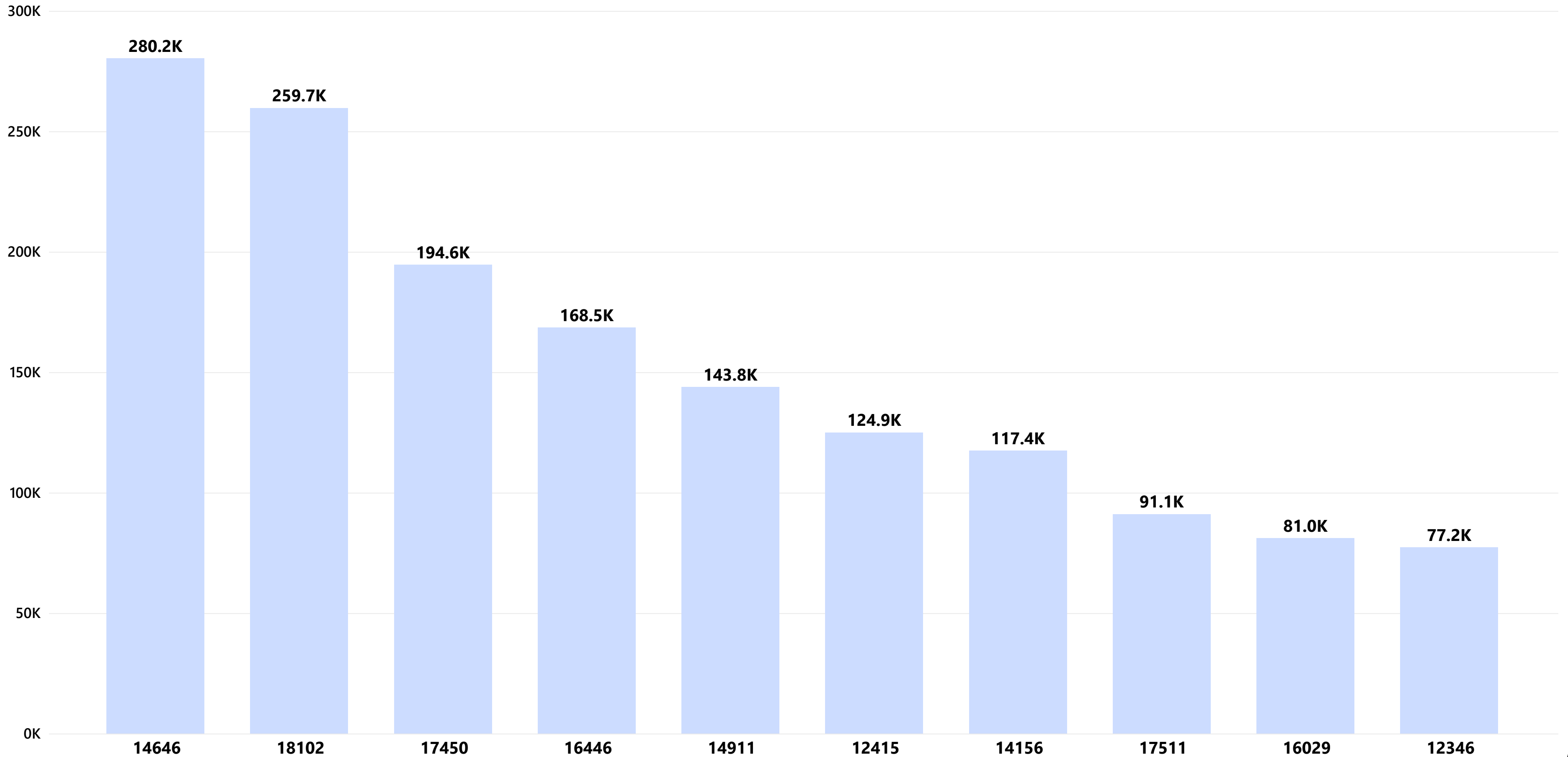
Bottom 5 Countries by Quantities Sold online



Revenue by month



Top 10 customers in revenue

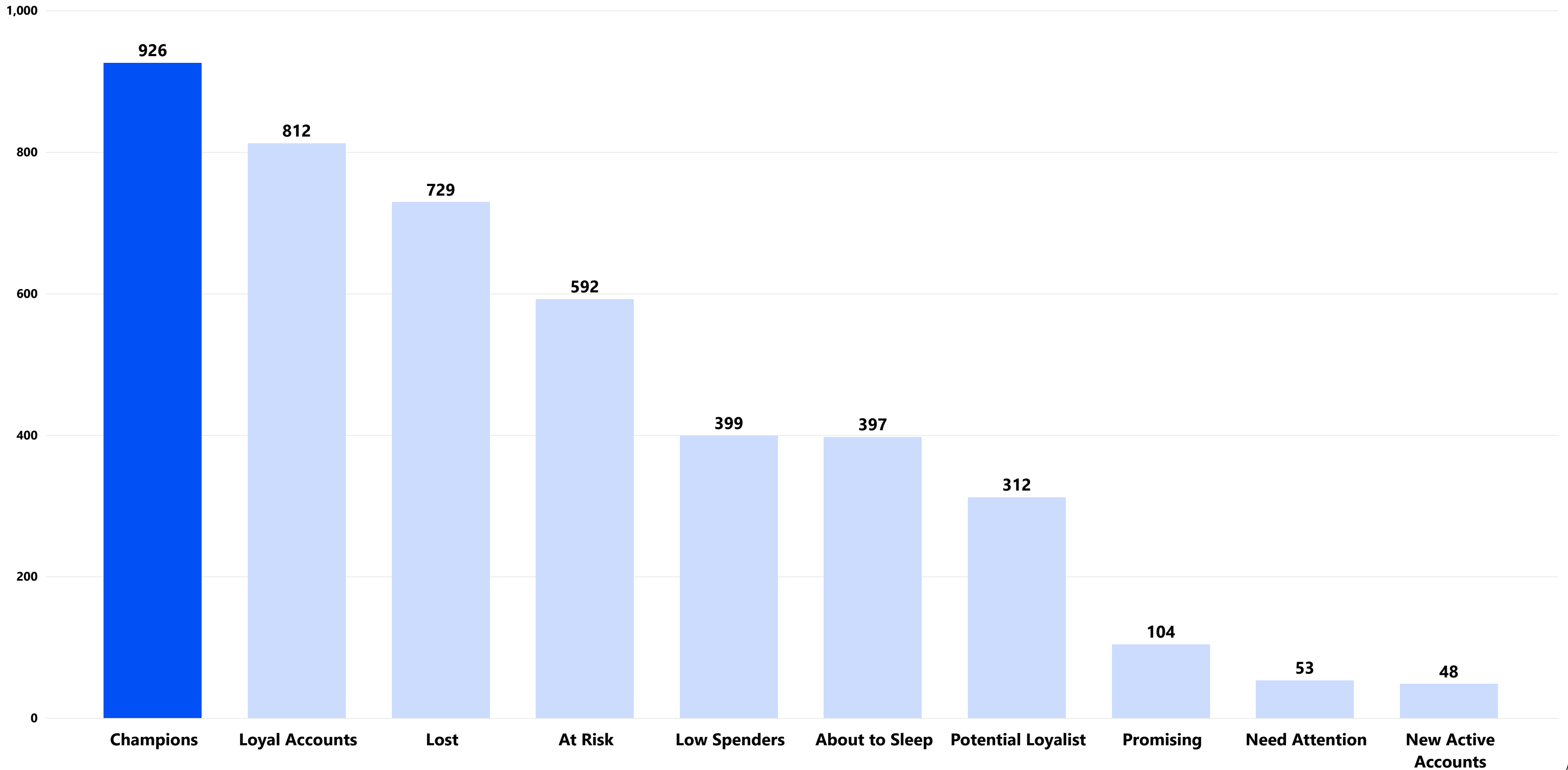


CMO's Concerns

1. WHAT IS THE TYPE OF CUSTOMERS WE HAVE?
2. WHAT'S THE REPEAT CUSTOMER PERCENTAGE ?
3. TIME BETWEEN ORDERS FOR REPEAT CUSTOMERS?
4. REVENUE FROM MULTI-ORDER CUSTOMERS?
5. TOP REPEAT CUSTOMERS AND THEIR REVENUE SHARE?



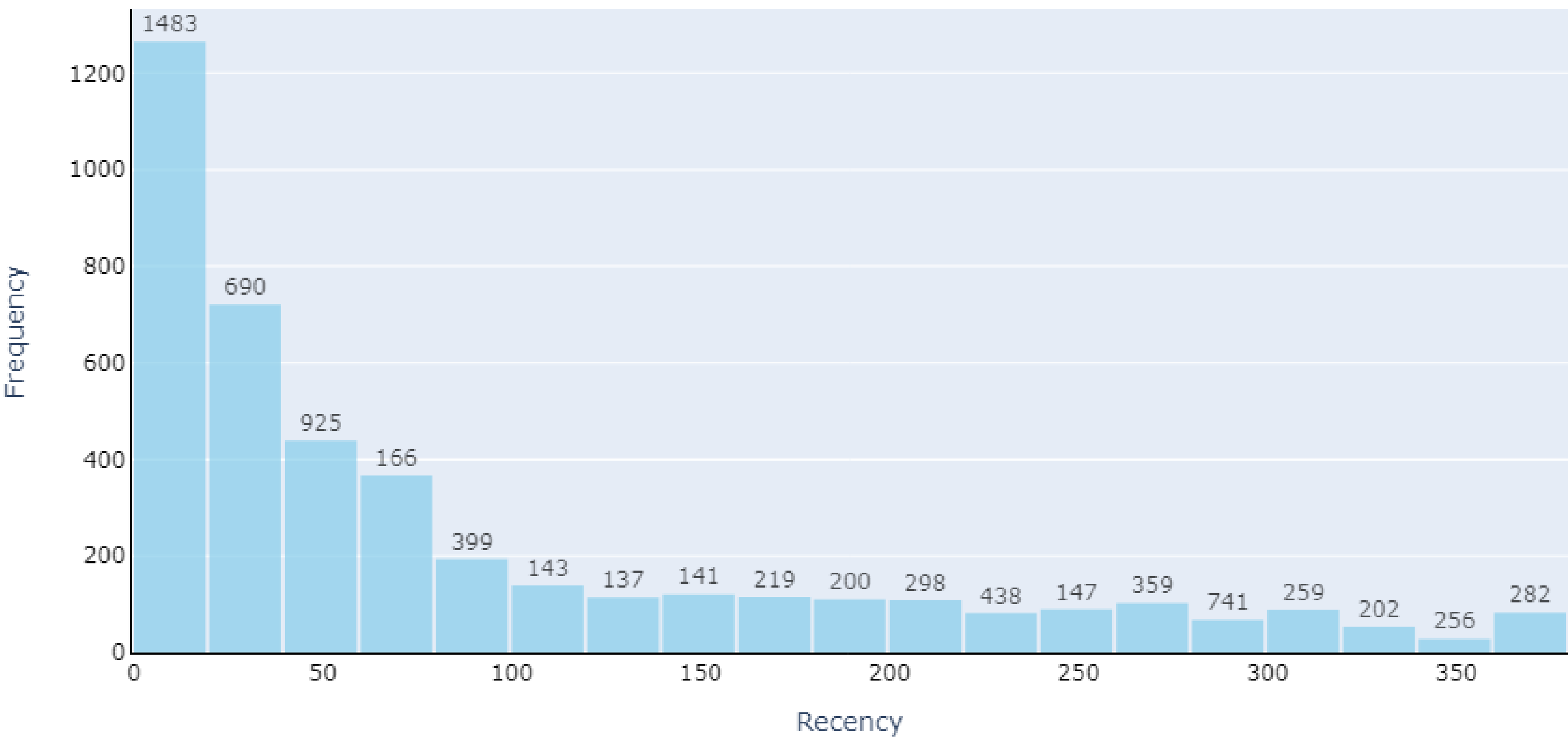
Segment Distribution



The percentage of repeat customers

98%

Distribution of Recency for Returning Customers (More than 1 Purchase)

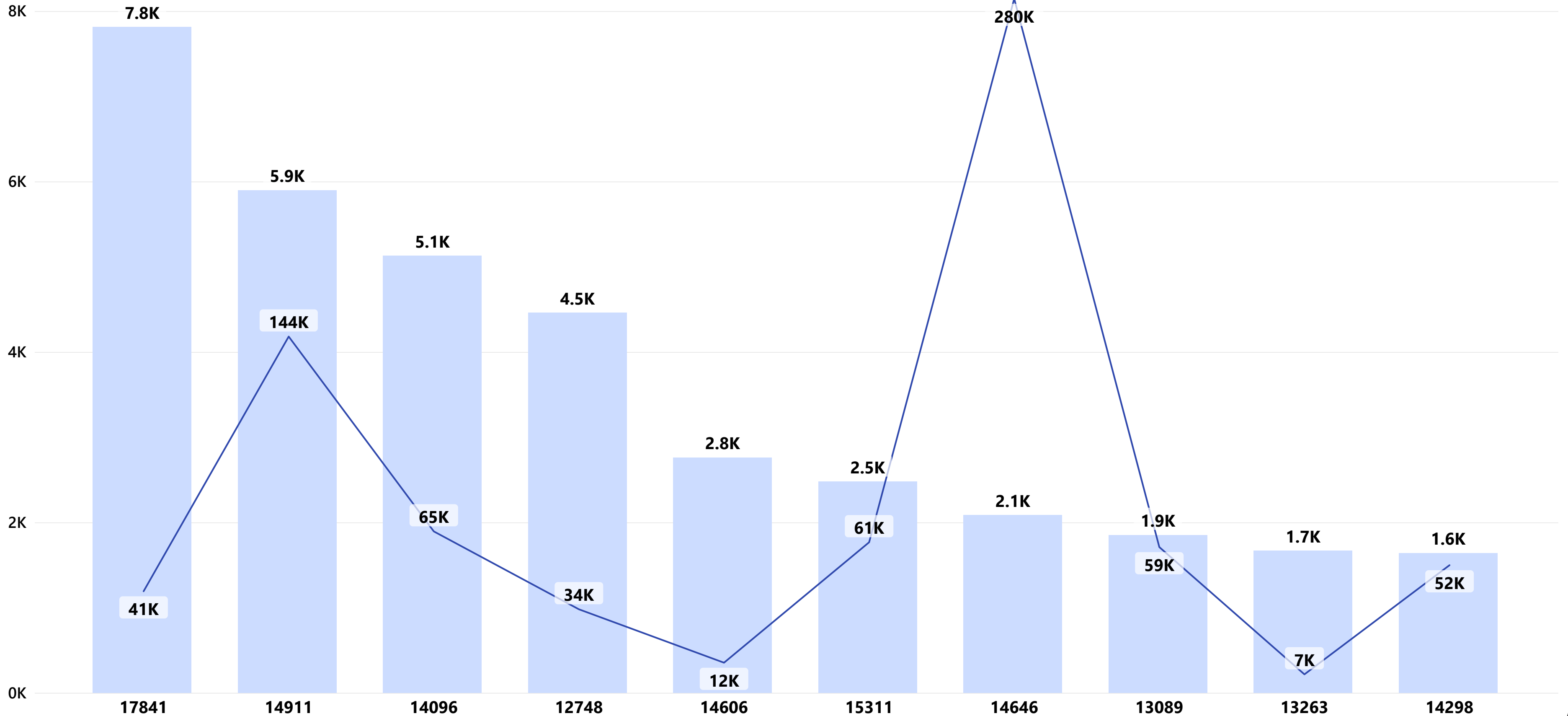


Revenue from multi-order customers?

Revenue
8.89M

Top Ordering Consumers and their Profit Contribution

Sum of frequency Sum of revenue





thank you