

## Category Level Yday Behaviour:

Category	Yday_Orders	Yday_Revenue	Yday_Unique_Users	Yday_New_Users
Fruits & Vegetables	10	21031	17623	10
Beverages	5	13318	11285	5
Beauty & Hygiene	7	12642	10713	7
Foodgrains, Oil & Masala	2	2585	2190	2
Bakery, Cakes & Dairy	6	21740	18424	6
Snacks & Branded Foods	19	43725	37054	19
Cleaning & Household	3	6864	5901	3
Gourmet & World Food	1	4877	4218	1
Kitchen, Garden & Pets	0	0	0	0
Baby Care	0	0	0	0
Grand Total	63	126,982	107,609	63

## Category Level MTD Numbers:

Category	MTD_Orders	MTD_Revenue	MTD_Unique_Users	MTD_New_Users
Fruits & Vegetables	195	477553	404708	196
Beverages	56	150049	127161	56
Beauty & Hygiene	92	233862	198191	92
Foodgrains, Oil & Masala	80	189450	160550	80
Bakery, Cakes & Dairy	85	239188	202073	85
Snacks & Branded Foods	307	700520	669921	307
Cleaning & Household	65	160597	132281	65
Gourmet & World Food	29	68039	58509	29
Kitchen, Garden & Pets	4	12312	10434	4
Baby Care	4	11031	9399	4
Grand Total	919	2395739	209514399	919

## Category Level LMTD Numbers:

Category	LMTD_Orders	LMTD_GMV	LMTD_Revenue	LMTD_Unique_Users	LMTD_New_Users
Fruits & Vegetables	195	442255	409957	185	47
Beverages	25	53898	45676	25	5
Beauty & Hygiene	79	211880	179559	78	13
Foodgrains, Oil & Masala	83	209900	177542	83	23
Bakery, Cakes & Dairy	79	184052	155980	76	19
Snacks & Branded Foods	277	700009	593654	277	51
Cleaning & Household	66	18154	157764	66	14
Gourmet & World Food	30	81459	69030	30	9
Kitchen, Garden & Pets	1	3512	2976	1	0
Baby Care	2	1851	1568	2	1
Grand Total	822	2116627	1788162	820	181

## Category Level LM Numbers:

Category	LM_Orders	LM_GMV	LM_Revenue	LM Unique_Users	LM_New_Users
Fruits & Vegetables	1500	2700734	2355036	1089	194
Beverages	213	536097	454317	213	34
Beauty & Hygiene	479	1194430	1012227	477	78
Foodgrains, Oil & Masala	458	1120458	954634	458	94
Bakery, Cakes & Dairy	461	1102052	1010203	461	100
Snacks & Branded Foods	1606	4081554	3489336	1606	270
Cleaning & Household	370	989156	821308	370	64
Gourmet & World Food	165	407240	345116	165	16
Kitchen, Garden & Pets	5	19824	13410	5	2
Baby Care	14	39189	33211	14	3
Grand Total	4842	12297731	10421777	4839	887

## Sub Category Level Yday Behaviour:

Sub Category	Yday_Orders	Yday_GMV	Yday_Revenue	Yday_Unique_Users	Yday_New_Users
Fresh Vegetables	6	12523	10613	6	1
Energy & Soft Drinks	3	5468	4634	3	1
Health & Medicine	3	5238	4439	3	0
Massales & Spices	2	2585	2190	2	0
Cakes & Pastries	1	4911	4162	1	0
Hair Care	0	0	0	0	0
Chocolates & Candies	2	3206	2793	2	0
Ready To Cook & Eat	4	10108	8565	4	1
Dairy	3	11525	9767	3	0
Snacks & Namkeen	4	5076	4302	4	1
Biscuits & Cookies	6	16047	13999	6	1
Herbs & Seasonings	1	2136	1810	1	0
Feminine Hygiene	0	0	0	0	0
Fruit Juices & Drinks	2	7850	6652	2	0
Organic Fruits & Vegetables	0	0	0	0	0
Exotic Fruits & Veggies	1	1484	1258	1	0
Breakfast Cereals	1	4429	3499	1	0
Organic Staples	0	0	0	0	0
Spreads, Sauces, Ketchup	1	180	153	1	0
Cuts & Sprouts	2	4888	4142	2	1
Pooja Needs	1	4855	4114	1	1
Men's Grooming	0	0	0	0	0
Gourmet Breads	1	4712	3993	1	0
Detergents & Dishwash	1	480	415	1	0
Party & Festive Needs	0	0	0	0	0
Mops, Brushes & Scrubs	0	0	0	0	0
Bath & Hand Wash	2	2493	2113	2	0
Drinks & Beverages	0	0	0	0	0
Cookies, Rusk & Khari	1	592	502	1	0
Skin Care	1	3891	3297	1	0
Stationery	1	1819	1372	1	0
Snacks, Dry Fruits, Nuts	1	4977	4218	1	0
Fresh Fruits	0	0	0	0	0
Oral Care	1	1020	884	1	0
Indian Millet	1	4889	4143	1	0
Breads & Buns	0	0	0	0	0
Chocolates & Biscuits	0	0	0	0	0
Water	0	0	0	0	0
Noodle, Pasta, Vermicelli	0	0	0	0	0
Salt, Sugar & Jaggery	0	0	0	0	0
Flower Bouquets, Bunches	0	0	0	0	0
Dats & Pulses	0	0	0	0	0
Appliances & Electricals	0	0	0	0	0
Fresheners & Repellents	0	0	0	0	0
Cooking & Baking Needs	0	0	0	0	0
Coffee	0	0	0	0	0
Diapers & Wipes	0	0	0	0	0
Alta, Flours & Sng	0	0	0	0	0
Pet Food & Accessories	0	0	0	0	0
Pasta, Soup & Noodles	0	0	0	0	0
Cereals & Breakfast	0	0	0	0	0
Grand Total	21	44,128	37,396	21	4

## Sub Category Level MTD Numbers:

Category	MTD_Orders	MTD_GMV	MTD_Revenue	MTD_Unique_Users	MTD_New_Users
Fresh Vegetables	84	211947	179613	84	14
Energy & Soft Drinks	6	14406	12209	6	2
Health & Medicine	20	52763	44732	20	2
Massales & Spices	87	157222	133288	87	12
Cakes & Pastries	28	81542	69102	28	6
Hair Care	6	9865	8360	6	0
Chocolates & Candies	45	120511	102162	45	7
Ready To Cook & Eat	44	102388	86752	44	10
Dairy	35	100664	85308	35	9
Snacks & Namkeen	106	260161	229402	106	20
Biscuits & Cookies	63	175554	148771	63	7
Herbs & Seasonings	11	21518	18236	11	2
Feminine Hygiene	2	8352	7078	2	2
Fruit Juices & Drinks	32	80866	72766	32	6
Organic Fruits & Vegetables	49	116725	98921	49	11
Exotic Fruits & Veggies	18	39326	33228	18	4
Breakfast Cereals	17	52191	44227	17	4
Organic Staples	6	14394	12198	6	2
Spreads, Sauces, Ketchup	19	40650	34450	19	4
Cuts & Sprouts	30	79395	67277	30	8
Pooja Needs	24	59136	50116	24	1
Men's Grooming	21	50942	43172	21	1
Gourmet Breads	12	37314	31622	12	3
Detergents & Dishwash	17	33163	28103	17	5
Party & Festive Needs	3	6823	5782	3	1
Mops, Brushes & Scrubs	6	16388	13887	6	2
Bath & Hand Wash	26	67077	51499	26	5
Drinks & Beverages	9	24005	20343	9	1
Cookies, Rusk & Khari	7	10787	9141	7	1
Skin Care	11	36224	30699	11	4
Stationery	15	45587	34393	15	5
Snacks, Dry Fruits, Nuts	20	45034	38166	20	4
Fresh Fruits	3	6074	5147	3	0
Oral Care	8	14929	12651	8	0
Indian Millet	4	8253	6994	4	0
Breads & Buns	3	8851	7500	3	0
Chocolates & Biscuits	0	0	0	0	0
Water	15	45722	38749	15	1
Noodle, Pasta, Vermicelli	9	30802	26103	9	2
Salt, Sugar & Jaggery	5	16188	13719	5	1
Flower Bouquets, Bunches	1	2560	2186	1	0
Dats & Pulses	2	1646	1395	2	0
Appliances & Electricals	1	1496	1268	1	1
Fresheners & Repellents	0	0	0	0	0
Cooking & Baking Needs	0	0	0	0	0
Coffee	3	4055	3437	3	0
Diapers & Wipes	4	11091	9399	4	1
Alta, Flours & Sng	0	0	0	0	0
Pet Food & Accessories	3	10816	9166	3	1
Pasta, Soup & Noodles	0	0	0	0	0
Cereals & Breakfast	0	0	0	0	0
Grand Total	300	769684	22326320	300	63

## Sub Category Level LMTD Numbers:

Category	LMTD_Orders	LMTD_GMV	LMTD_Revenue	LMTD_Unique_Users	LMTD_New_Users
Fresh Vegetables	89	233379	197781	89	20
Energy & Soft Drinks	6	14286	12107	6	2
Health & Medicine	15	35251	29872	15	4
Massales & Spices	71	179613	152214	71	19
Cakes & Pastries	28	61632	52231	28	10
Hair Care	2	5430	4602	2	1
Chocolates & Candies	38	94887	80157	38	6
Ready To Cook & Eat	31	76001	64406	31	7
Dairy	28	70841	60037	28	7
Snacks & Namkeen	76	195170	165622	76	16
Biscuits & Cookies	73	194636	156470	73	15
Herbs & Seasonings	8	15732	13332	8	5
Feminine Hygiene	2	3204	2715	2	0
Fruit Juices & Drinks	13	31348	26566	13	1
Organic Fruits & Vegetables	34	82108	69584	34	12
Exotic Fruits & Veggies	23	61599	52205	23	5
Breakfast Cereals	26	61738	51474	26	3
Organic Staples	4	6285	5326	4	1
Spreads, Sauces, Ketchup	19	51460	43612	19	2
Cuts & Sprouts	26	73778	62521	26	5
Pooja Needs	20	58370	49465	20	6
Men's Grooming	21	57543	48767	21	2
Gourmet Breads	11	23896	20252	11	1
Detergents & Dishwash	21	62211	51026	21	5
Party & Festive Needs	8	25541	21644	8	1
Mops, Brushes & Scrubs	4	9598	8134	4	0
Bath & Hand Wash	20	60478	51253	20	4
Drinks & Beverages	12	27643	23425	12	4
Cookies, Rusk & Khari	7	24354	20639	7	1
Skin Care	10	22279	18880	10	4
Stationery	12	31109	26384	12	2
Snacks, Dry Fruits, Nuts	15	44090	37383	15	4
Fresh Fruits	5	15072	12773	5	1
Oral Care	9	27957	23471	9	0
Indian Millet	5	13960	11856	5	2
Breads & Buns	2	3329	2821	2	0
Chocolates & Biscuits	1	2788	2363	1	1
Water	6	8264	7033	6	2
Noodle, Pasta, Vermicelli	9	29927	25277	9	1
Salt, Sugar & Jaggery	5	15203	12884	5	2
Flower Bouquets, Bunches	1	897	760	1	0
Dats & Pulses	3	8399	7118	3	1
Appliances & Electricals	1	3512	2976	1	0
Fresheners & Repellents	1	1335	1131	1	0
Cooking & Baking Needs	2	6938	5879	2	0
Coffee	0	0	0	0	0
Diapers & Wipes	2	1851	1568	2	1
Alta, Flours & Sng	0	0	0	0	0
Pet Food & Accessories	0	0	0	0	0
Pasta, Soup & Noodles	0	0	0	0	0
Cereals & Breakfast	0	0	0	0	0
Grand Total	280	789179	653376	280	61

## Sub Category Level LM Numbers:

Category	LM_Orders	LM_GMV	LM_Revenue	LM Unique_Users	LM_New_Users
Fresh Vegetables	483	1280303	1085003	483	80
Energy & Soft Drinks	24	62885	50328	24	5
Health & Medicine	79	202173	171328	79	15
Massalas & Spices	387	948291	803586	387	79
Cakes & Pastries	168	432520	366539	168	35
Hair Care	29	58510	49585	28	5
Chocolates & Candies	228	653072	477181	228	41
Ready To Cook & Eat	210	511400	433466	210	43
Dairy	398	510930	432987	398	45
Snacks & Namkeen	488	1211733	1024846	488	79
Biscuits & Cookies	398	1026994	870324	398	61
Herbs & Seasonings	57	130611	110689	57	15
Feminine Hygiene	8	23401	19831	8	3
Fruit Juices & Drinks	129	321428	272393	129	21
Organic Fruits & Vegetables	230	589433	499524	230	46
Exotic Fruits & Veggies	131	313596	265763	131	21
Breakfast Cereals	109	287939	244214	109	16
Organic Staples	29	68941	58423	29	7
Spreads, Sauces, Ketchup	102	265005	225004	102	17
Salts & Spices	168	399504	334285	168	28
Peanut Nuts	113	320043	277108	113	17
Meats & Seafood	102	251274	213344	102	13
Gourmet Breads	53	139760	118440	53	13
Delicacies & Delishware	143	242421	199474	143	24
Party & Festive Snacks	49	127198	107794	49	4
Meats, Breads & Snacks	27	66057	56119	27	4
Bam & Wash	135	341725	285135	135	22
Drinks & Beverages	70	167205	141686	70	11
Coffee, Rusk & Khari	26	708088	60057	26	5
Shin Care	74	183310	159588	74	10
Stationery	82	215033	182266	82	18
Snacks, Dry Fruits, Nuts	88	214400	167769	88	20
Fresh Fruits	26	64517	54874	26	4
Oil Care	54	133699	113195	54	10
Indian Mithai	30	73742	62403	30	8
Breads & Buns	16	37974	32180	16	2
Chocolate & Biscuits	2	3308	2804	2	1
Water	48	126817	107471	48	7
Noodle, Pasta, Vermicelli	41	121029	102068	41	5
Salt, Sugar, Jaggery	29	68375	57903	29	6
Flower Bouquets, Bunches	17	13210	11198	17	3
Dates & Pulses	15	39513	33181	15	2
Appliances & Electronics	2	50008	4244	2	1
Freshness & Repetibles	5	9884	7697	5	1
Coffee & Baking Needs	5	15277	12947	5	1
Coffee	12	28482	23256	12	1
Diapers & Wipes	14	39189	33211	14	3
Atta, Flour & Sooji	1	1818	1188	1	1
Pet Food & Accessories	3	10816	9166	3	1
Pasta, Spag & Noodles	0	0	0	0	0
Cereal & Breakfast	0	0	0	0	0
Grand Total	1686	4055864	3479196	1686	303