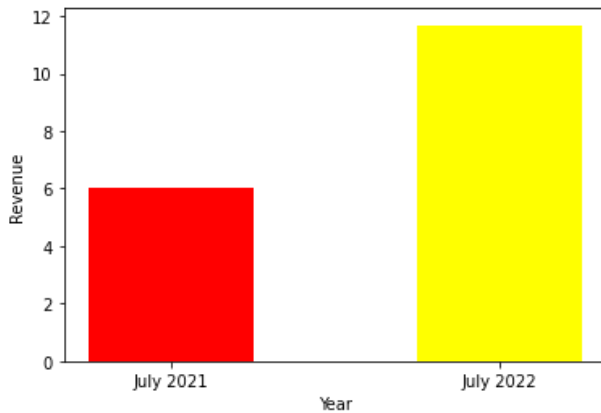
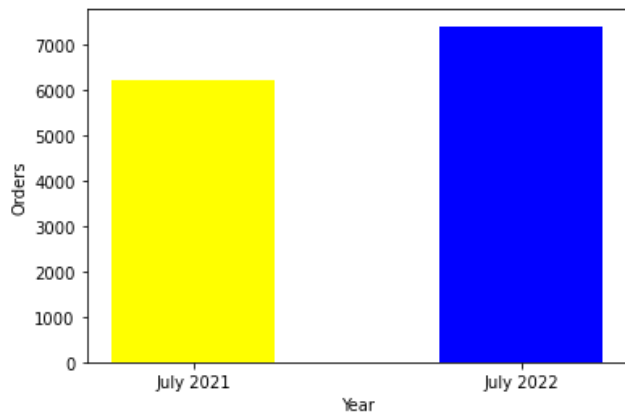


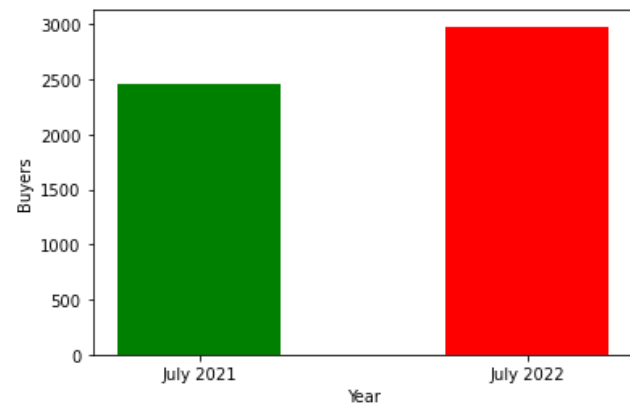
JULY 2021 AND JULY 2022



- Revenue of July, 2021 is 60315970.91
- Revenue of July, 2022 is 116858178.44
- 93.74 % Increase in revenue



- 6216 Orders in July, 2021
- 7414 Orders in July, 2022
- 19.27 % Increase in Orders



- 2452 Buyers in July, 2021
- 2980 Buyers in July, 2022
- 21.53 % increase in Buyers
- 600 Buyers bought products in July, 2021 as well as in July, 2022
- 2380 New Buyers in July, 2022

8 Depots in July, 2021

11 Depots in July, 2022

554 different Products were Sold in July, 2021

483 different Products were sold in July, 2022

Monthly Active Users

JULY 2021	10867
JULY 2022	13022

19.83% INCREASE IN USERS

Retention Rate

Users who were in JULY 2021 as well as in JULY 2022

33.192%

New Users in JULY,2022 are 9415

Users in JULY, 2021 who are not in JULY, 2022 are 7260

Churn Rate

Users who were in JULY 2021 but not in JULY 2022

66.808%

Daily Active Users

JULY, 2021	1515
JULY, 2022	2234

47.46 % increase in Daily Active

Average Revenue per User

JULY, 2021	24598.68
JULY, 2022	39214.15

59.42% increase in Average Revenue per User

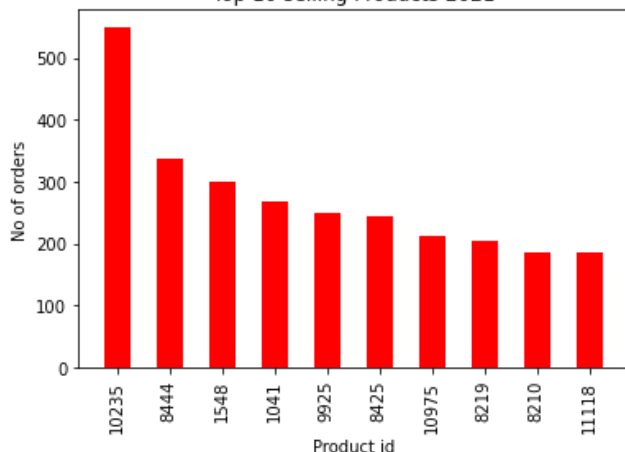
Total Sessions per User

July, 2021	24
July, 2022	30

25% increase in Total Sessions

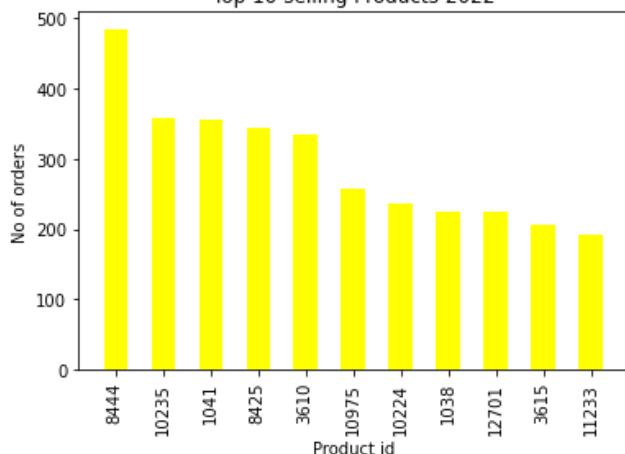
TOP SELLING PRODUCTS

Top 10 selling Products 2021



- Revenue From Top 10 Selling Products in July, 2021 is 54419751.73
- It is 90.22 % of Total Revenue of July, 2021

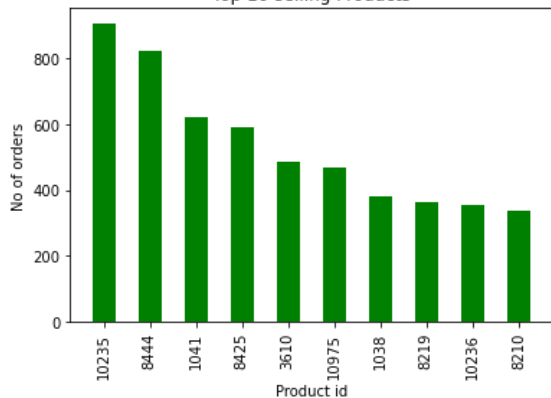
Top 10 selling Products 2022



- Revenue From Top 10 Selling Products in July, 2022 is 41223822.85
- It is 35.28 % of Total Revenue of July, 2022

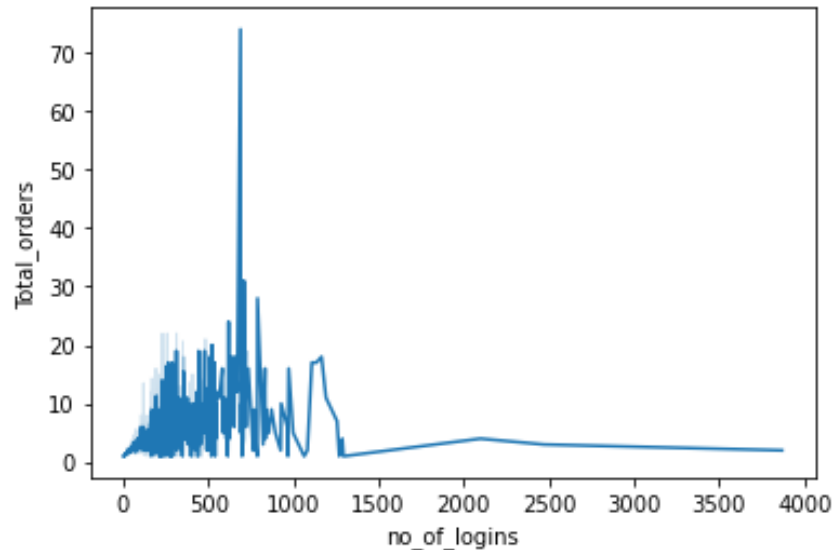
Earlier, 90 Percent of Revenue was coming from top 10 selling Products but now it is reduced to 35% without reduction in the selling quantity of earlier top 10 selling products. Now, other products have also shown a significant increase in the Sale which has shown a positive impact on Revenue.

Top 10 selling Products



Overall Top 10 Selling Products

Login Frequency And Number of Orders



Logins between 250 and 900 has resulted in Maximum number of Orders. We can conclude that more number of Logins can result in a greater number of orders.

Problems faced by company in July, 2021

Looking at the July, 2021 Data Company should focus on selling other varieties of products apart from Top 10 selling products. Company should promote products with low sales.

Total number of orders accepted by the company in July, 2021 were 2434 whereas total number of orders rejected were 3764. The company should find out why these large number of orders were being rejected.

Company should work on retaining users. It should try to make app more user friendly and give deals to users on regular interval.

Total quantity ordered in July, 2021 was 31738 whereas total quantity accepted was 11485. This is an area of concern for the company. Company should have sufficient stock to meet requirements of the customers.