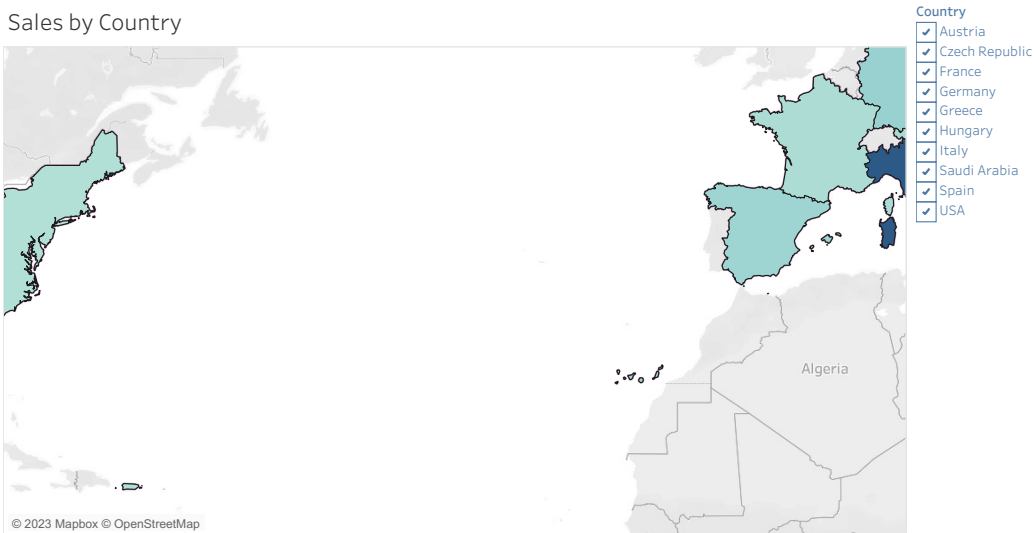


Sales by country	consumers engagement	consumer lifecycle
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Sales by Country



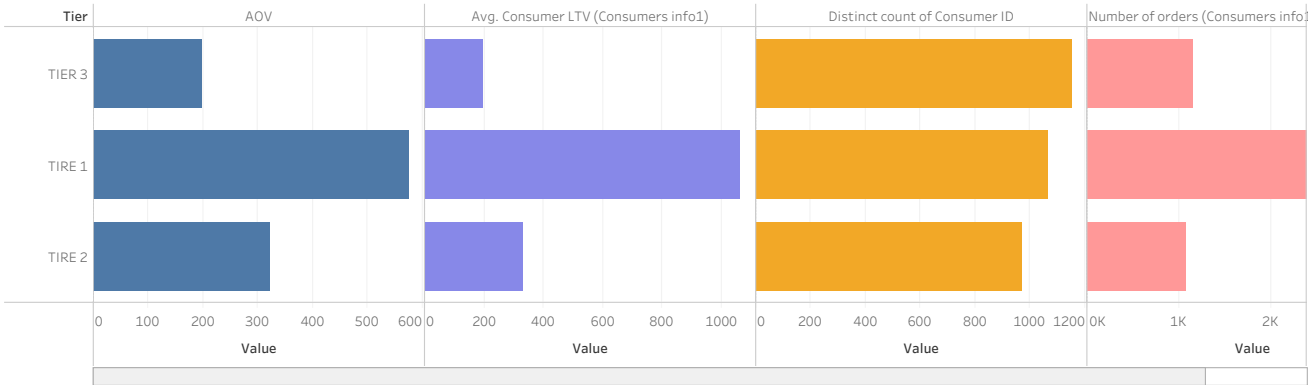
Company KPIs

	Year	
	2020	2019
Distinct count of Order ID	₹2,492.00	₹1,181.00
Total order value	₹1,010,462.00	₹414,607.00
Discount	₹53,551.30	₹35,138.65
Net Sales	₹956,910.70	₹379,468.35
Line SKU Production Cost	₹304,873.82	₹124,809.03
Gross Profit	₹652,036.88	₹254,659.32
%GP	68.14%	67.11%
Avg. Consumer LTV (Cons..	₹635.64	₹502.60
AOV	₹405.48	₹351.06

Fashion Analytics Story

Sales by country	consumers engagement	consumer lifecycle
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Consumer Bar Charts

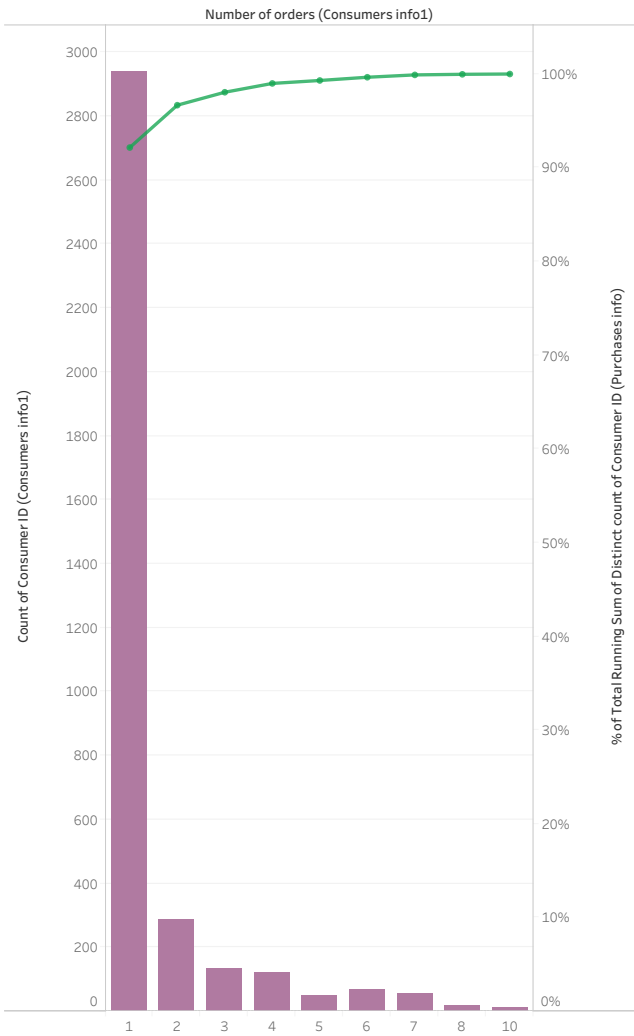


Customer KPIs

	Tier		
	TIER 3	TIRE 1	TIRE 2
% of Total %CUSTOMERS along Table (Across)	36%	33%	30%
Distinct count of Consumer ID	1,151	1,067	969
Number of orders (Consumers info1)	1,151	3,436	1,068
Avg. Consumer LTV (Consumers info1)	197	1,063	334
AOV	197	576	322
PURCHASE FREQ	1	1	1

Sales by country	consumers engagement	consumer lifecycle
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Frequency Curve



Repurchase Curve

