

Key Performance Indicators

Sales | Current Vs Last year

9,23,11,095✓

Last Year: 2,64,15,256 (+249.46%)

Orders | Current Vs Last year

861132✓

Last Year: 264674 (+225.36%)

Profit | Current Vs Last year

1,30,15,238✓

Last Year: 38,78,465 (+235.58%)

Profit Margin | Current Vs Last year

14.1%!

Last Year: 0.1 (-3.97%)

Discount | Current Vs Last year

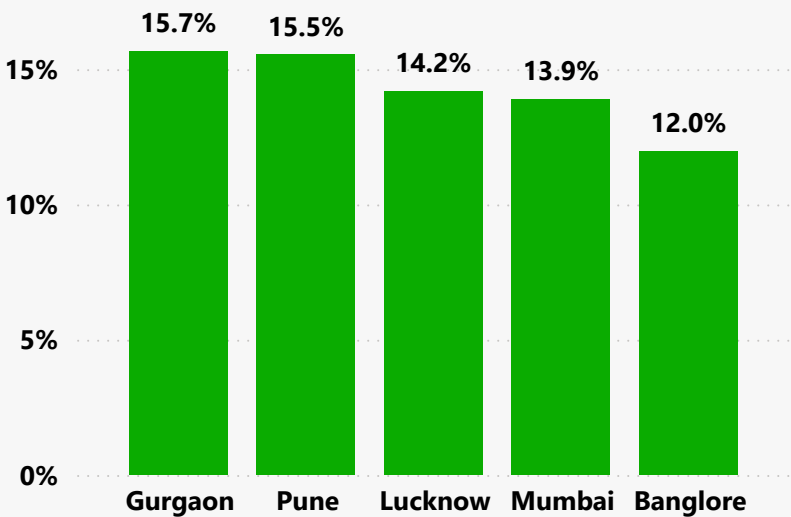
70,59,717✓

Last Year: 21,45,531 (+229.04%)

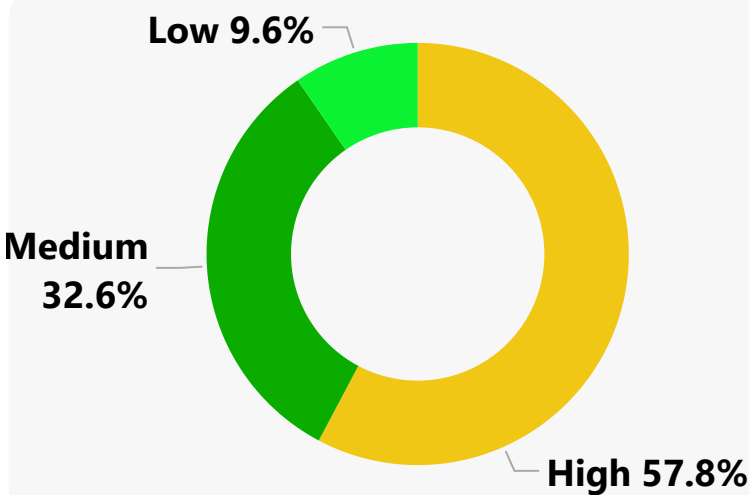
Orders By City



Profit Margin By City



% of Discount offered by Discount Band



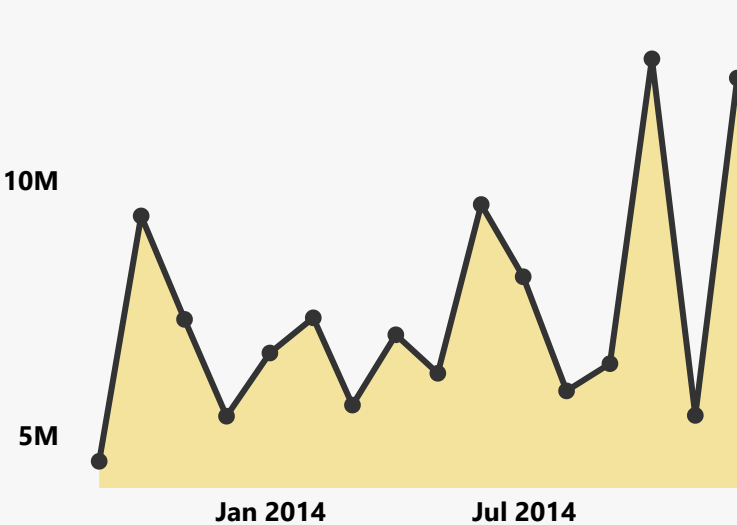
Profit Margin by Segment and Category

Segment	Profit Margin
Current month interactions	21.69%
Beauty & Personal Care	22.48%
Grocery	20.30%
Household Essentials	23.01%
Kitchen	22.35%
Shop by store	20.54%
Snacks & Drinks	22.21%
Frequency of purchases	73.13%
Beauty & Personal Care	73.40%
Grocery	73.50%
Household Essentials	73.68%
Kitchen	73.05%
Shop by store	73.01%
Snacks & Drinks	72.43%
Local Trends	9.77%
Beauty & Personal Care	6.73%
Grocery	11.14%
Household Essentials	8.90%
Kitchen	10.51%
Total	14.23%

Profit Margin by Category



Sales Amount of Year and Month



Top 3 Products By Sales

