Total Revenue

80M
Total Revenue

Average Daily Revenue

8.01M
Avg Daily Revenue
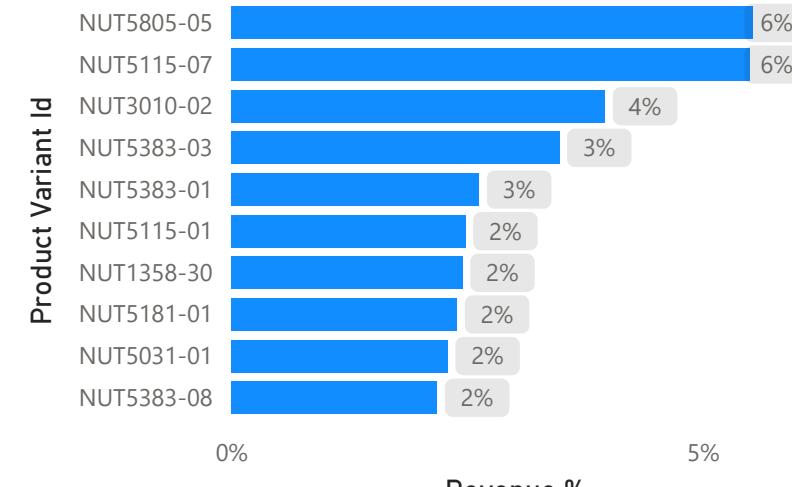
Best Sale Day

14-01-2020 00:00:00
Best Sales Day

## Daily Sales Trend (Jan 2020)
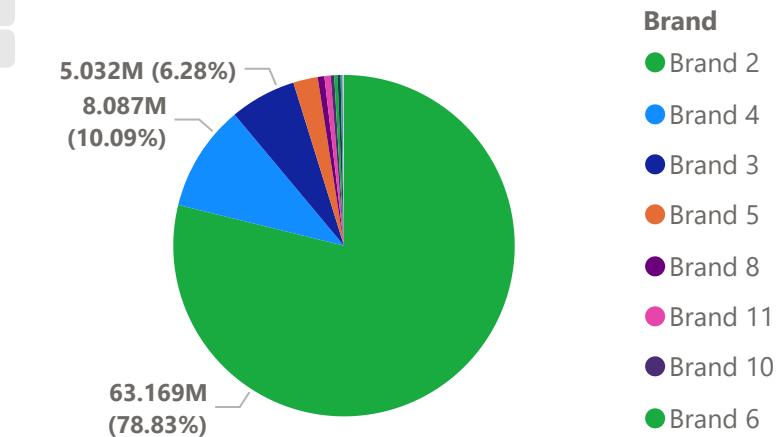
Revenue % by Product Variant Id
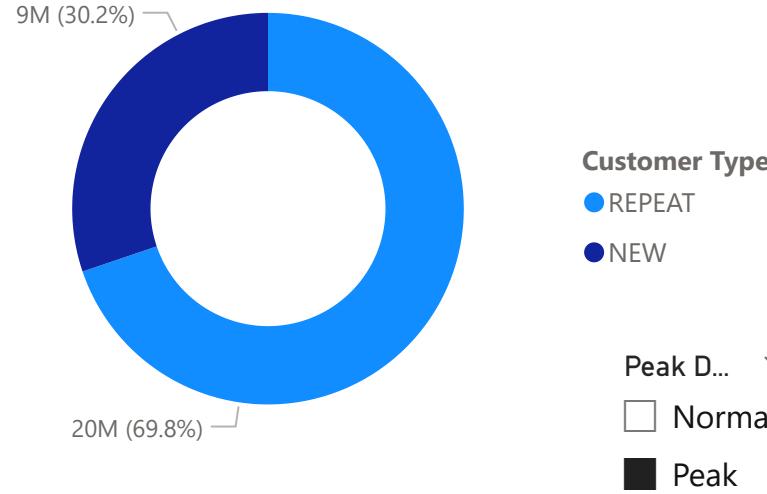
top 10 products contribute 32% in total revenue

Product Variant Id	Revenue %
NUT5805-05	6%
NUT5115-07	6%
NUT3010-02	4%
NUT5383-03	3%
NUT5383-01	3%
NUT5115-01	2%
NUT1358-30	2%
NUT5181-01	2%
NUT5031-01	2%
NUT5383-08	2%
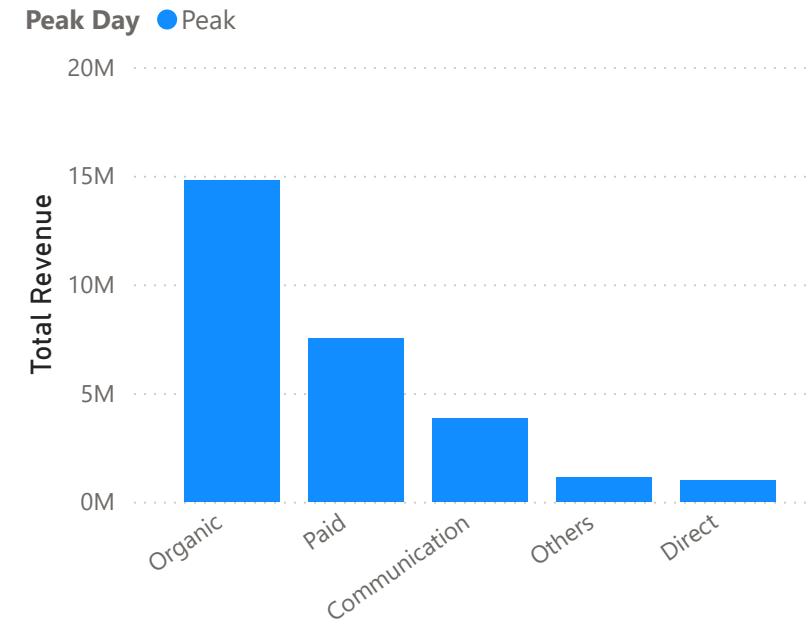
Revenue Distribution by Brand

5.032M (6.28%)
8.087M (10.09%)
63.169M (78.83%)

Brand
- Brand 2
- Brand 4
- Brand 3
- Brand 5
- Brand 8
- Brand 11
- Brand 10
- Brand 6
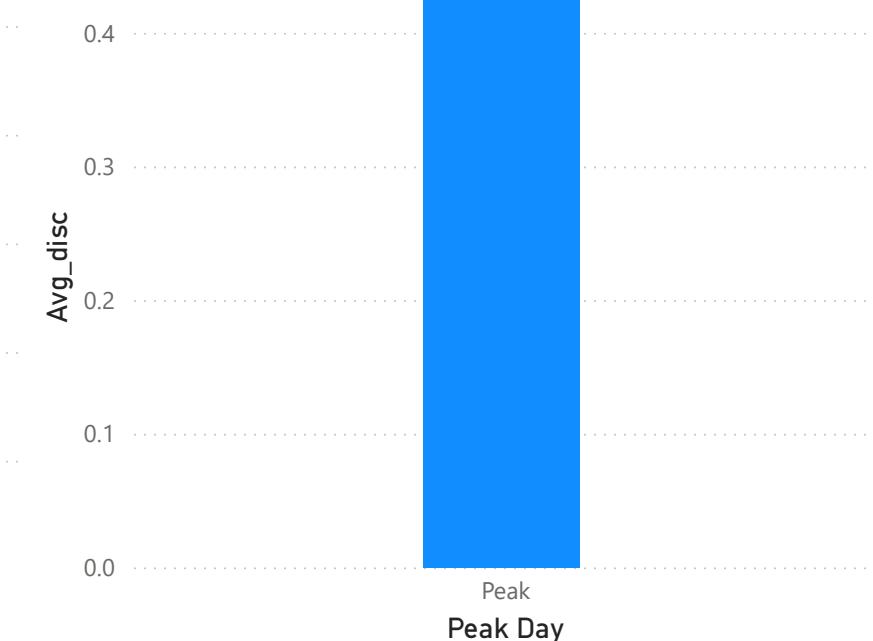
Revenue Contribution by Customer Type

9M (30.2%)

20M (69.8%)

Customer Type
- REPEAT
- NEW

Peak D... ▽
- ☐ Normal
- ■ Peak
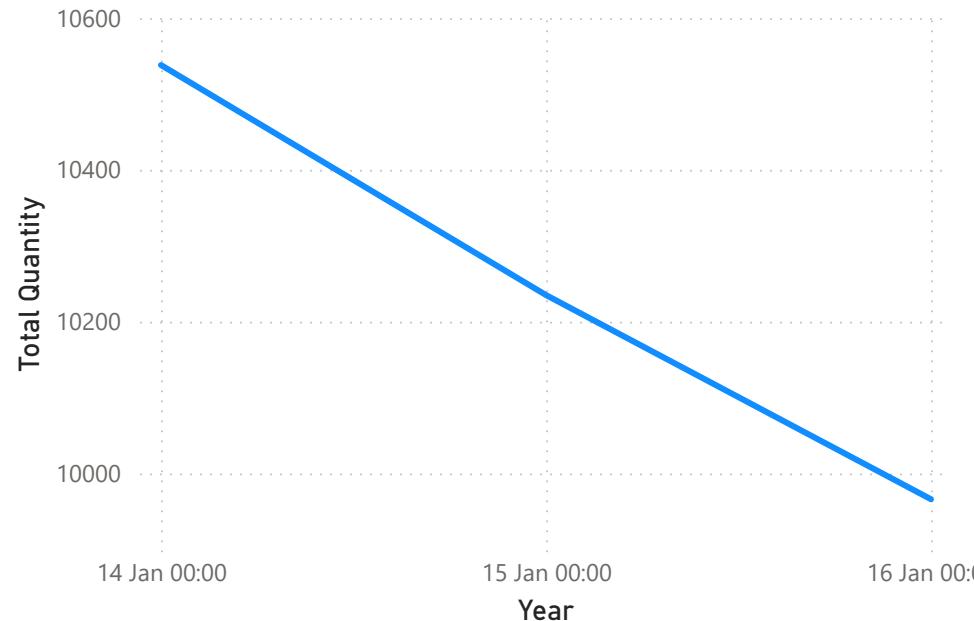
Total Revenue by Channel (Peak vs Normal Days)

Peak Day ● Peak

Total Revenue

20M
15M
10M
5M
0M

Organic | Paid | Communication | Others | Direct

Channel
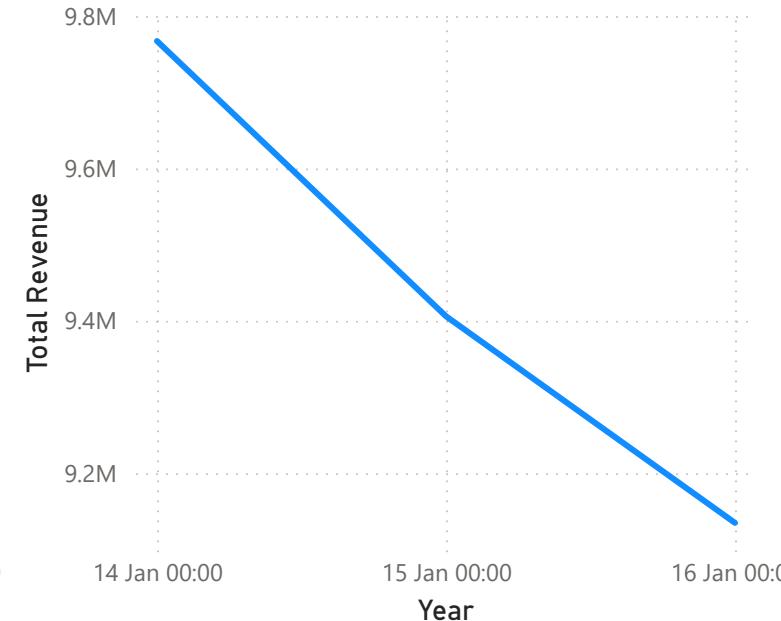
Average Discount Comparison (Peak vs Normal Days)

Avg_disc

0.4
0.3
0.2
0.1
0.0
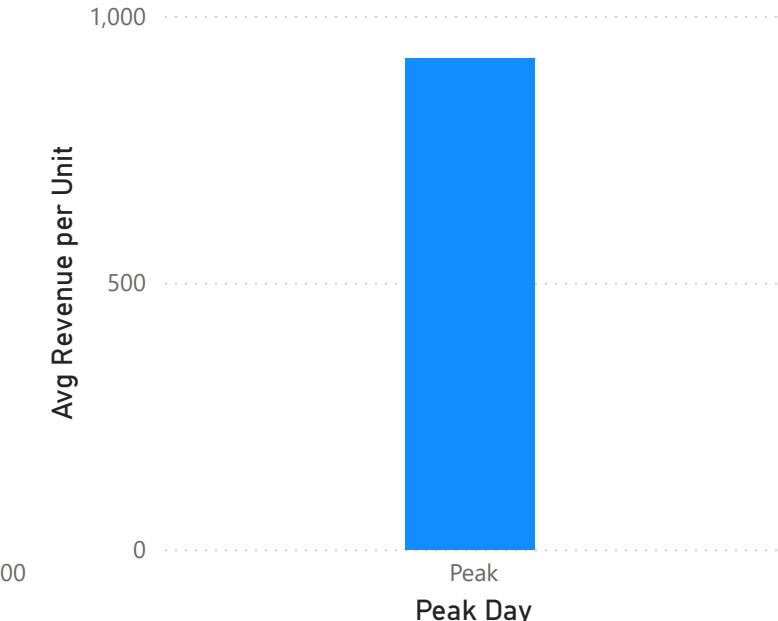
Peak

Peak Day

Daily Quantity Sold Trend

Total Quantity

10600
10400
10200
10000

14 Jan 00:00 | 15 Jan 00:00 | 16 Jan 00:00

Year

Daily Revenue Trend

Total Revenue

9.8M
9.6M
9.4M
9.2M

14 Jan 00:00 | 15 Jan 00:00 | 16 Jan 00:00

Year

Average Revenue per Unit (Peak vs Normal Days)

Avg Revenue per Unit

1,000

500

0
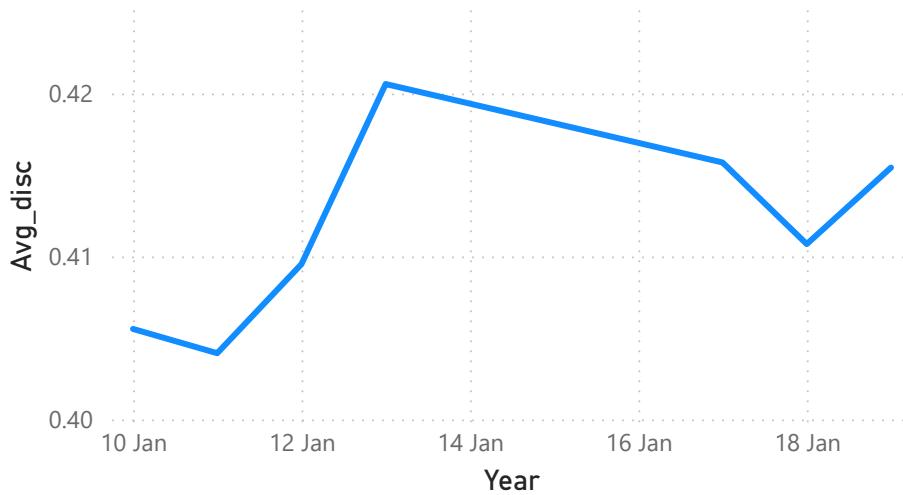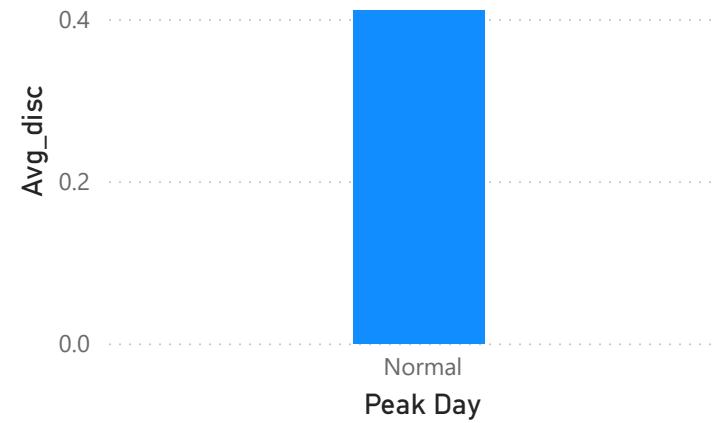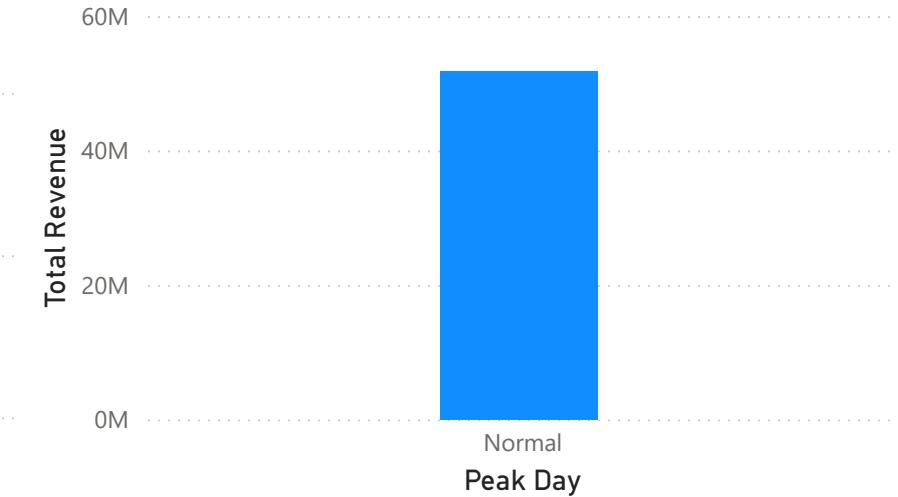
Peak

Peak Day

## Average Discount Trend by Date

Average Discount by Peak Day
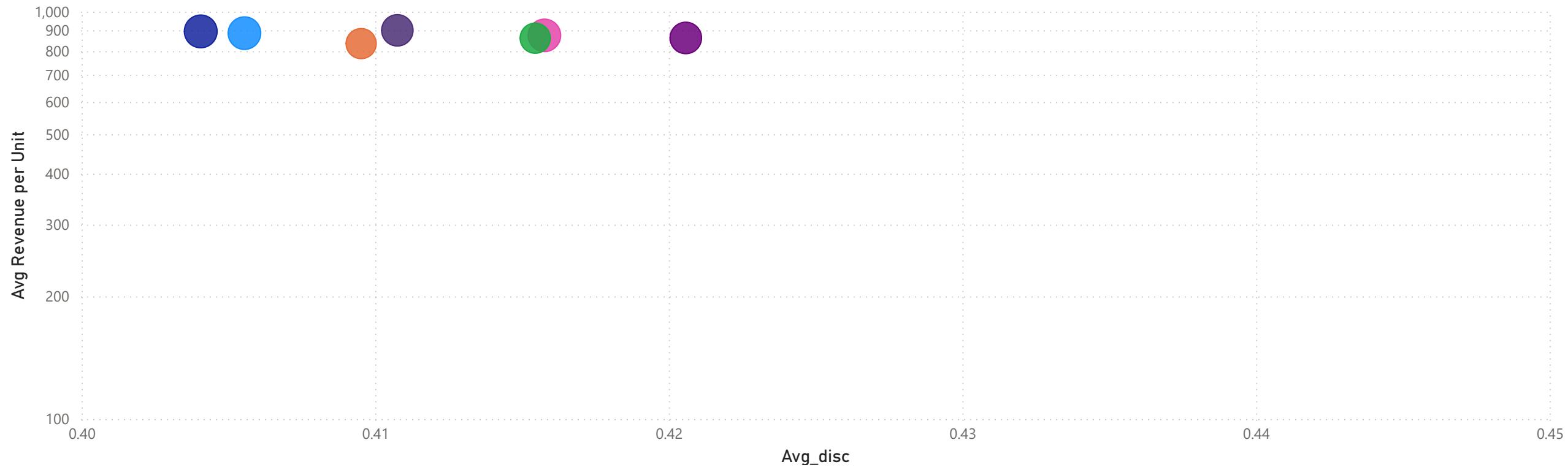
Total Revenue Comparison (Peak vs Normal Days)
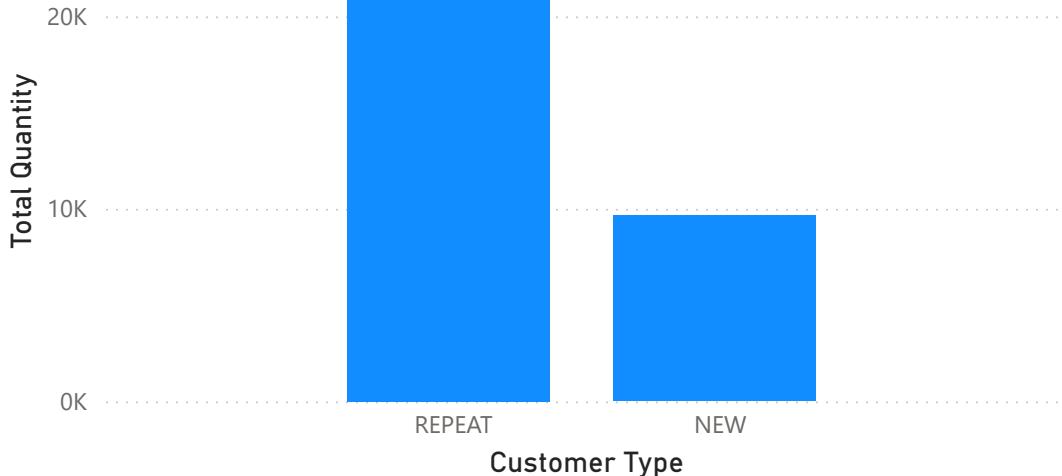
## Discount vs Average Revenue per Unit (Peak vs Normal Days)

Date ● 10 January 2020 ● 11 January 2020 ● 12 January 2020 ● 13 January 2020 ● 17 January 2020 ● 18 January 2020 ● 19 January 2020

Total Quantity Purchased by Customer Type
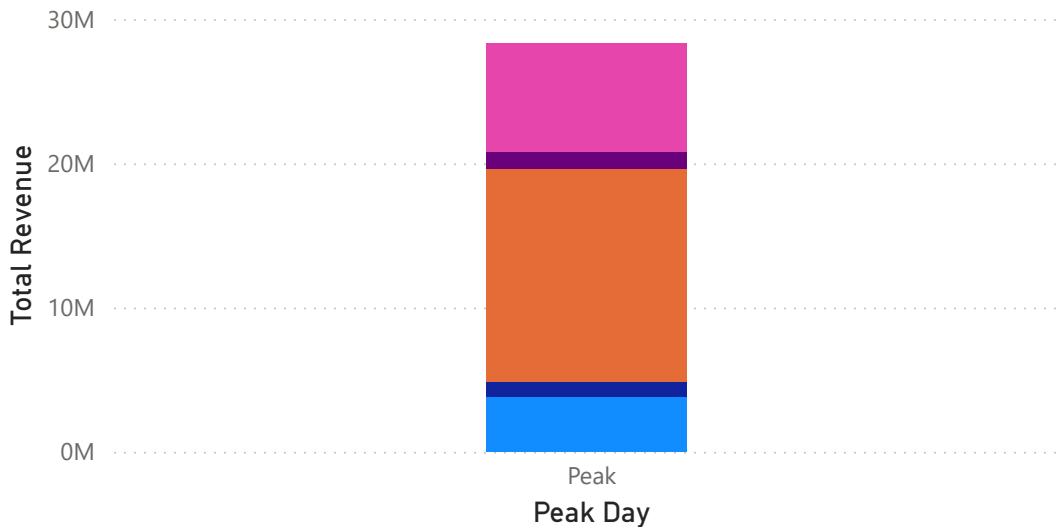
Revenue by Customer Type and Channel

Channel	NEW	REPEAT	Total
Communication	668242	3164493	3832735
Direct	326068	666423	992491
Organic	3864388	10932476	14796864
Others	467823	678988	1146811
Paid	3222570	4316297	7538867
Total	8549091	19758677	28307768

Channel Revenue Share (Peak vs Normal Days)

Channel ● Communication ● Direct ● Organic ● Others ● Paid

Average Revenue per Unit by Channel (Peak vs Normal Days)

Peak Day ● Peak

Peak ... ⌄
☐ Normal
■ Peak