Fashion Analytics Story

Company KPI's | Consumer Engagement | Customer Lifecycle

Sales by country

Country
- Austria
- Czech Republic
- France
- Germany
- Greece
- Hungary
- Italy
- Saudi Arabia
- Spain
- USA

COMPANY KPI's

	Year 2019	2020
Distinct count of Order ID	1,181	2,492
Total order value	₹414,607.00	₹1,009,670.00
Discount	₹35,138.65	₹53,432.50
Net Sales	₹379,468.35	₹956,237.50
Line SKU Production Cost	₹124,809.03	₹304,610.42
Gross Profit	₹254,659.32	₹651,627.08
%GP	67.11%	68.14%
Avg. Consumer LTV	₹409.69	₹464.58
AOV	₹351.06	₹405.16

Fashion Analytics Story

Company KPI's | Consumer Engagement | Customer Lifecycle

Consumer Bar Chart

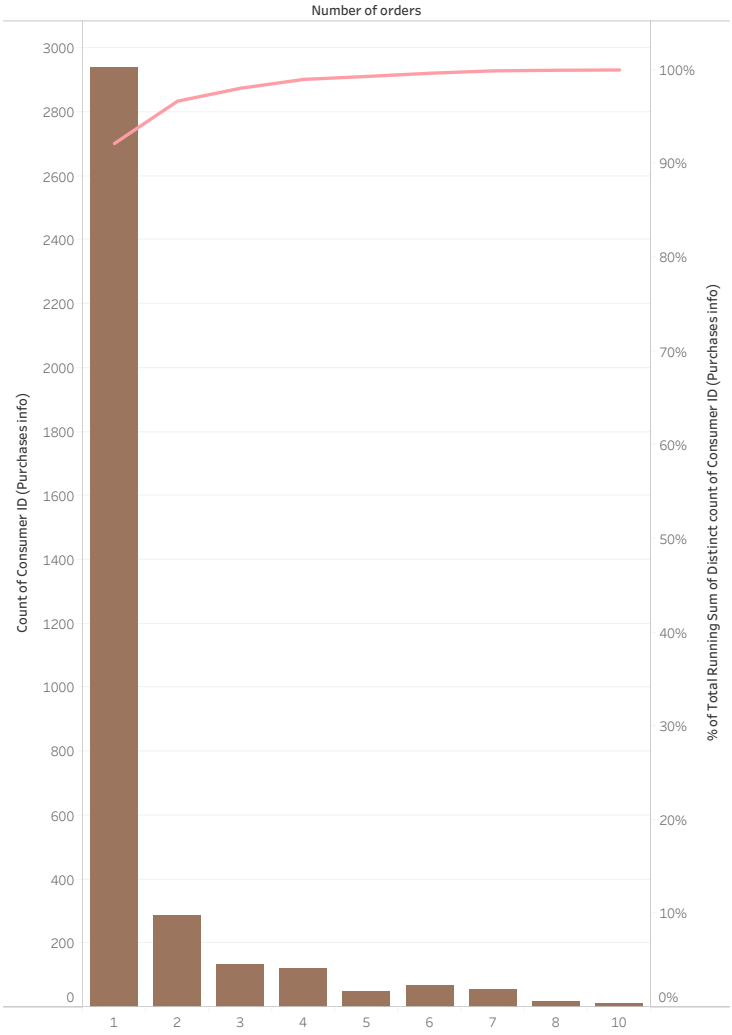
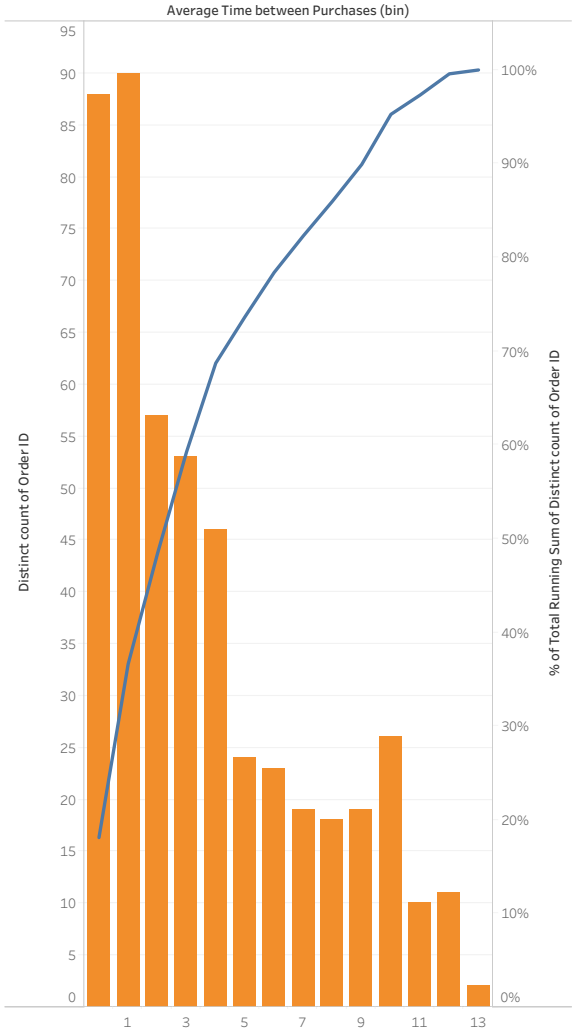
Customer KPI's

	Tier		
	Tier 1	Tier 2	Tier 3
Distinct count of Consumer ID	1,067	969	1,151
% of Total %customer along Table (Across)	33.48%	30.40%	36.12%
Number of orders	1,522	1,002	1,151
Avg. Consumer LTV	821	333	197
AOV	576	322	197
Purchase Frequency	1	1	1

Fashion Analytics Story

Company KPI's | Consumer Engagement | Customer Lifecycle

Frequency Curve



Repurchase Curve