

Moon Market Sales Performance Analysis Report

Analysis Period: January - June 2024 (H1 2024)

Report Generated: October 30, 2025

Data Source: Dat-fresh-food-claude.csv

Executive Summary

Moon Market achieved **₹8,619,150[1]** in total revenue across **1,220[3]** transactions during the first half of 2024. The business operates in the fresh food sector, serving customers primarily in the Seoul metropolitan area through a diverse portfolio of 1,135 products across three main categories: Fruits, Vegetables, and Dairy.

Key Performance Metrics: Average Order Value of ₹7,065[2], Total Quantity Sold of 1,440[4] units, and Promotion AOV Uplift of 95.8%

The analysis reveals strong revenue performance with significant promotional effectiveness, balanced customer demographics, and a well-diversified product portfolio. However, the business faces challenges including high promotion dependency (91.6% of orders), revenue volatility (40.9% variance between peak and low months), and geographic concentration in Seoul (76.6% of revenue).

Key Findings

1. Revenue Performance and Temporal Trends

Moon Market's revenue performance shows strong overall results with notable volatility. The six-month period generated **₹8,619,150[1]** in total revenue with an average order value of **₹7,065[2]**. Monthly performance varied significantly, with May 2024 representing the peak at **₹1,834,730**, showing exceptional 28.9% growth over April.

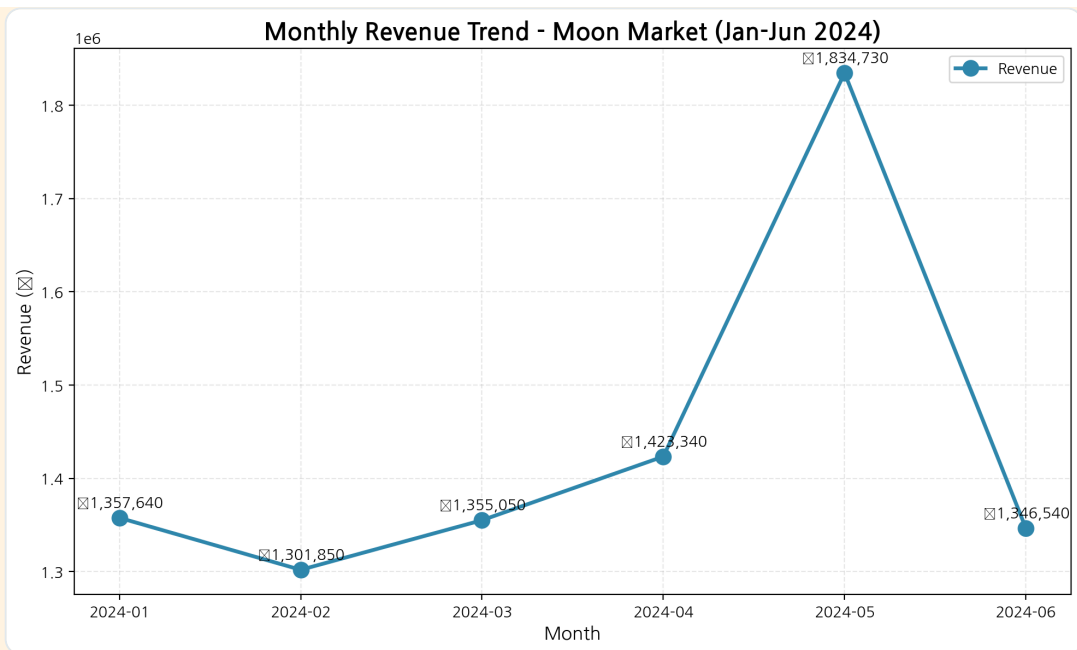


Figure 1: Monthly Revenue Trend (January - June 2024)

The monthly revenue trend reveals a volatile pattern. January started at **₹1,357,640**, February dipped to **₹1,301,850**, March recovered to **₹1,355,050**, April grew to **₹1,423,340**, and May peaked dramatically. This 40.9% variance between peak and low months suggests strong seasonal factors.

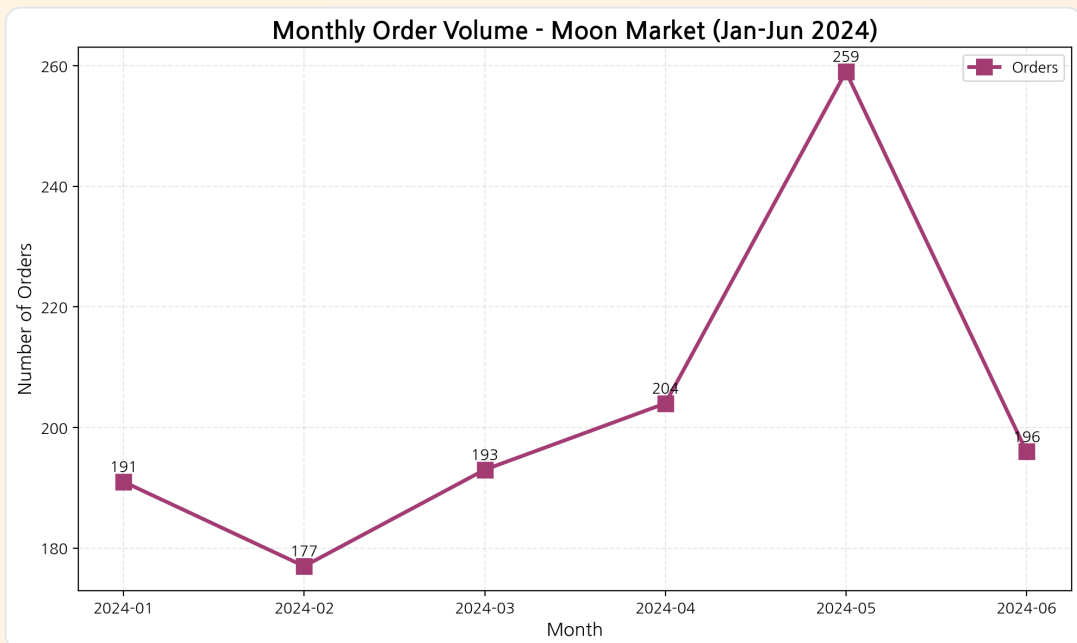


Figure 2: Monthly Order Volume Trend

2. Category Performance

Fruits dominate the revenue mix at **₹3,967,350** (46.0% market share), followed by Dairy at **₹2,262,100** (26.2%), and Vegetables at **₹2,389,700** (27.7%).

Revenue Distribution by Category - Moon Market

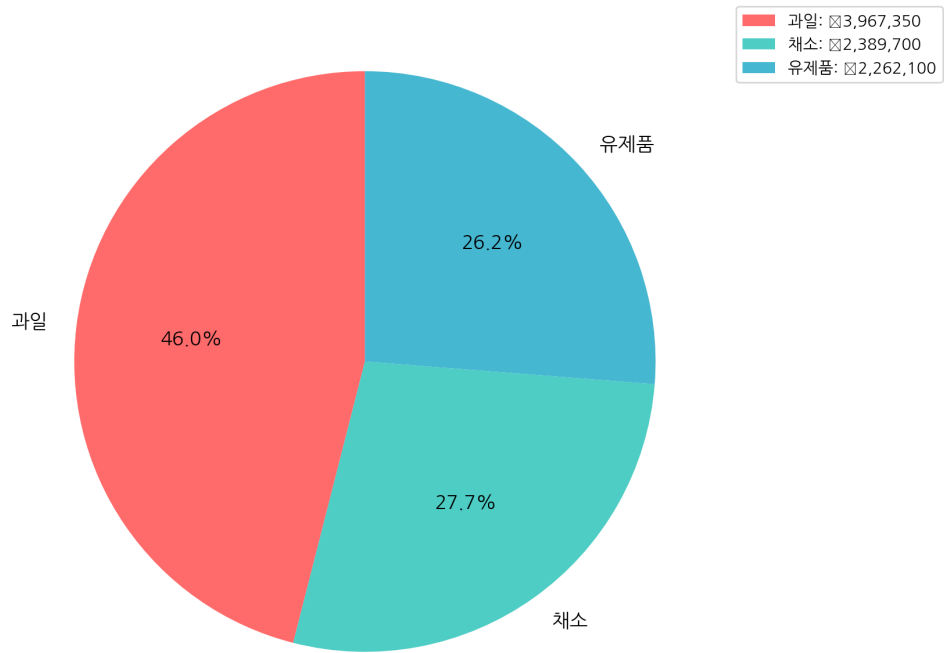


Figure 3: Revenue Distribution by Product Category

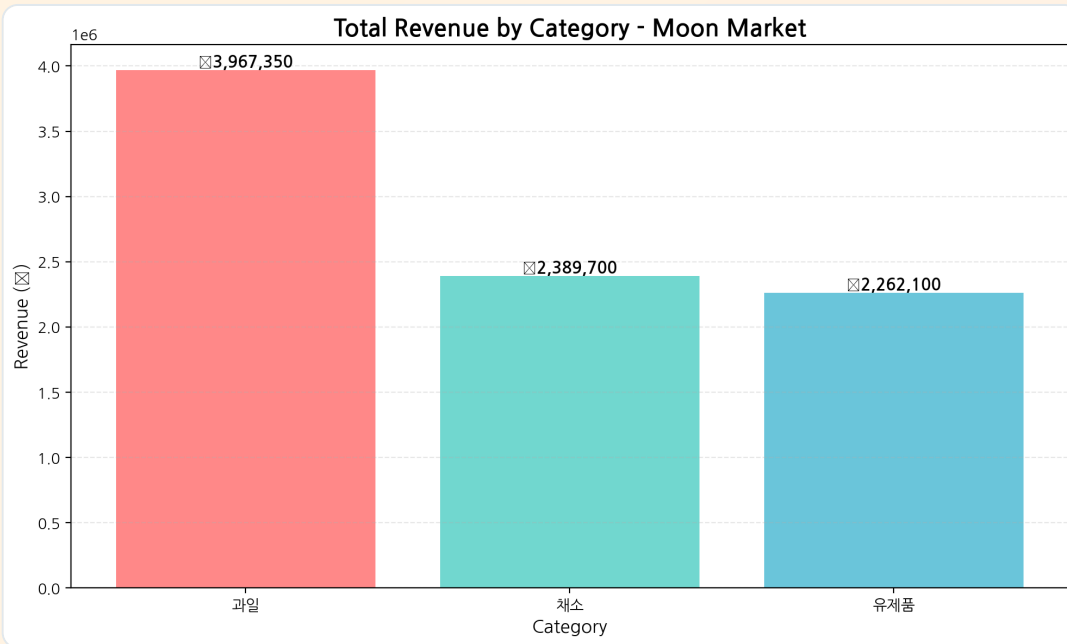


Figure 4: Category Revenue Comparison with Order Volume

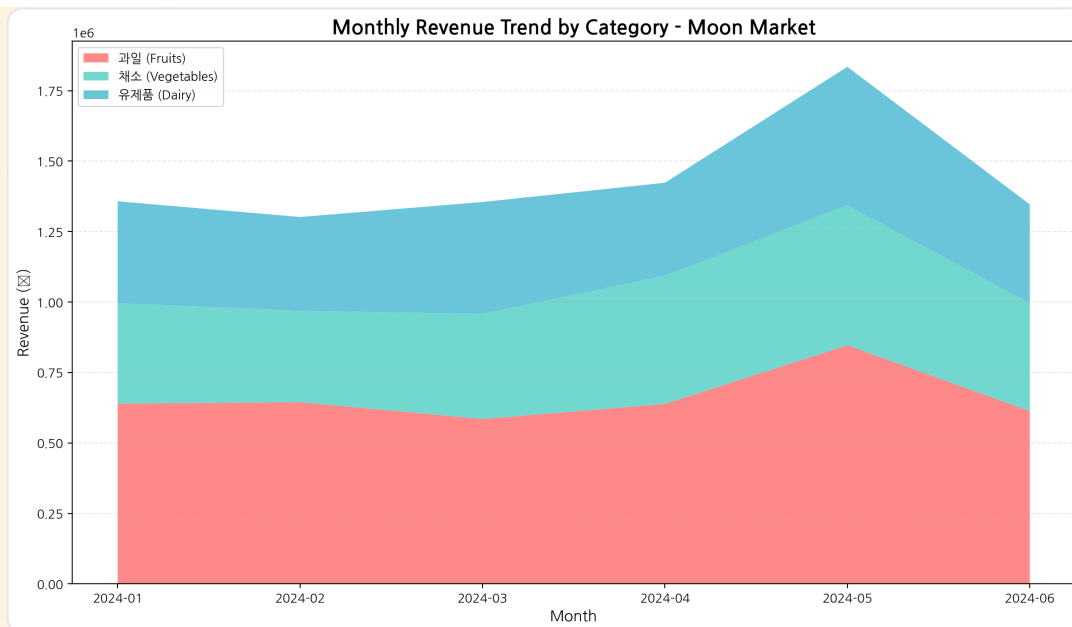


Figure 5: Monthly Performance Trends by Category

3. Customer Segmentation

Male customers generate **₩4,655,800** (54.0% of revenue) compared to female customers at **₩3,963,350** (46.0%). The 30s age group dominates with **₩2,989,690** (34.7% of revenue), while the 50s age group shows premium characteristics with **₩2,517,900** (29.2%). The 40s age group contributes **₩1,803,290** (20.9%), while the 20s age group shows **₩761,340** (8.8%).

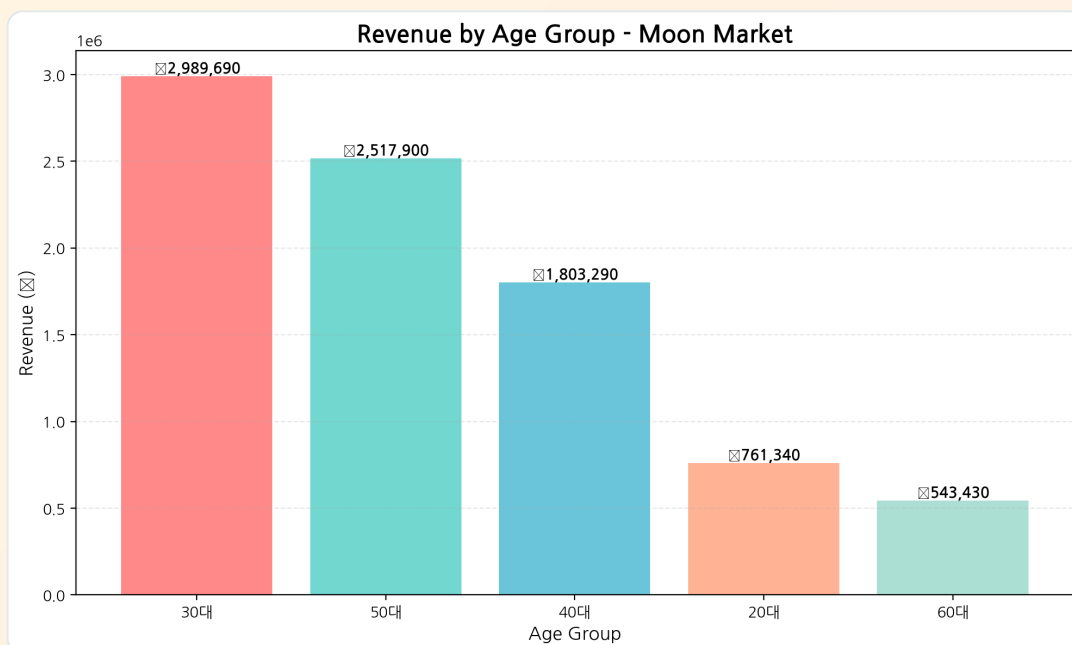


Figure 6: Revenue Distribution by Age Group

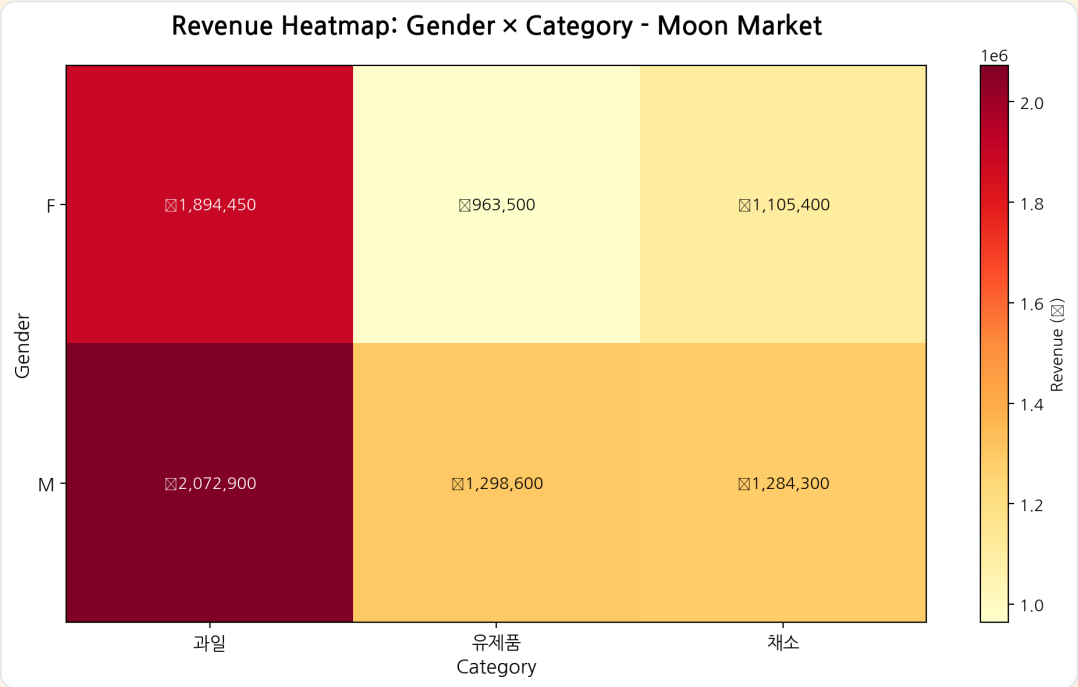


Figure 7: Category Preferences by Gender

4. Marketing Effectiveness

The promotion AOV uplift of **95.8%** demonstrates exceptional promotional effectiveness, but the 91.6% promotion usage rate indicates dangerous dependency on discounting strategies.

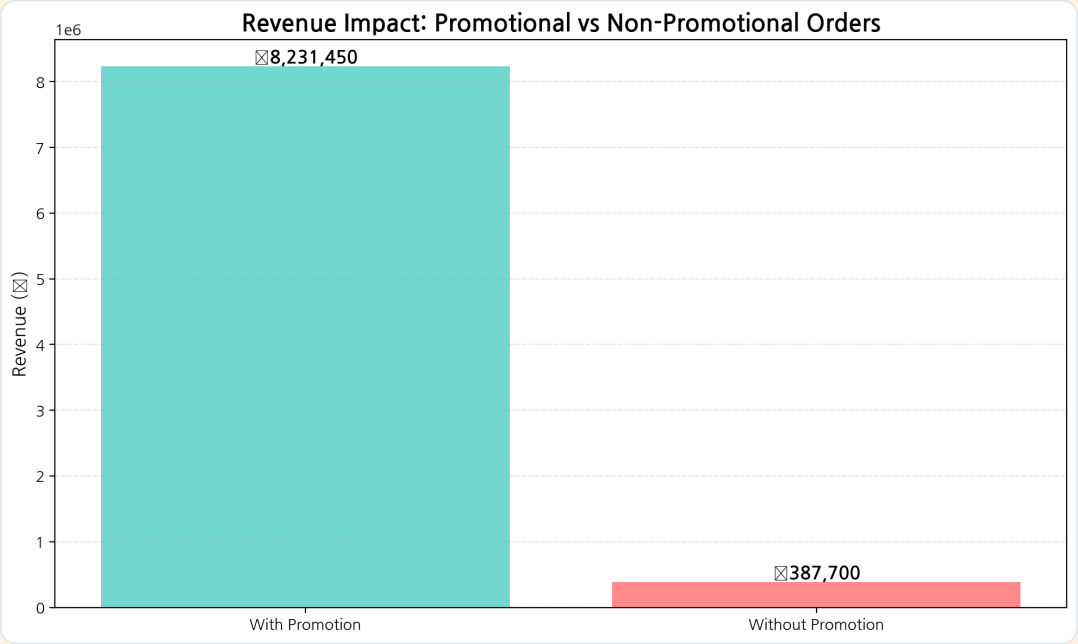


Figure 8: Promotional vs Non-Promotional Order Comparison

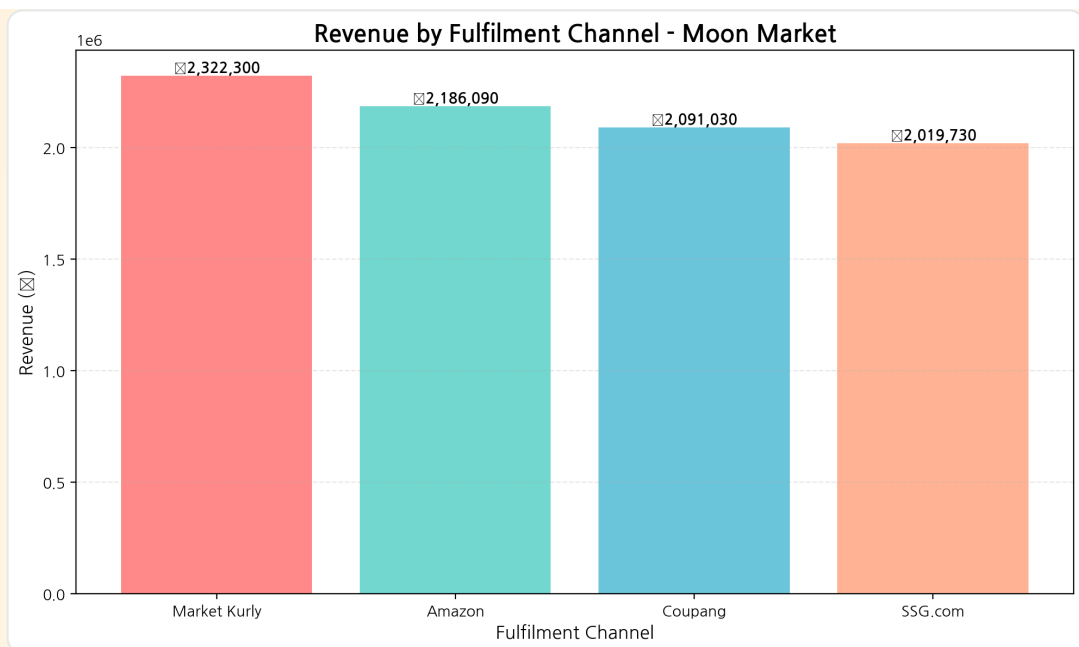


Figure 9: Revenue Distribution by Fulfilment Channel

5. Product Portfolio

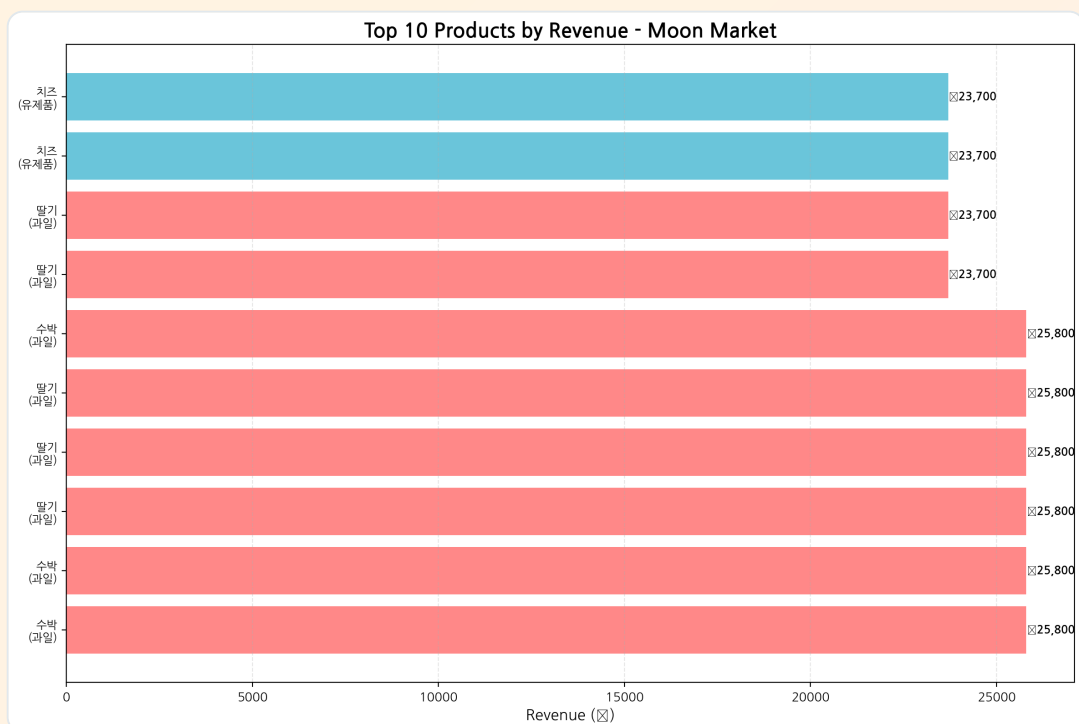


Figure 10: Top 10 Products by Revenue Performance

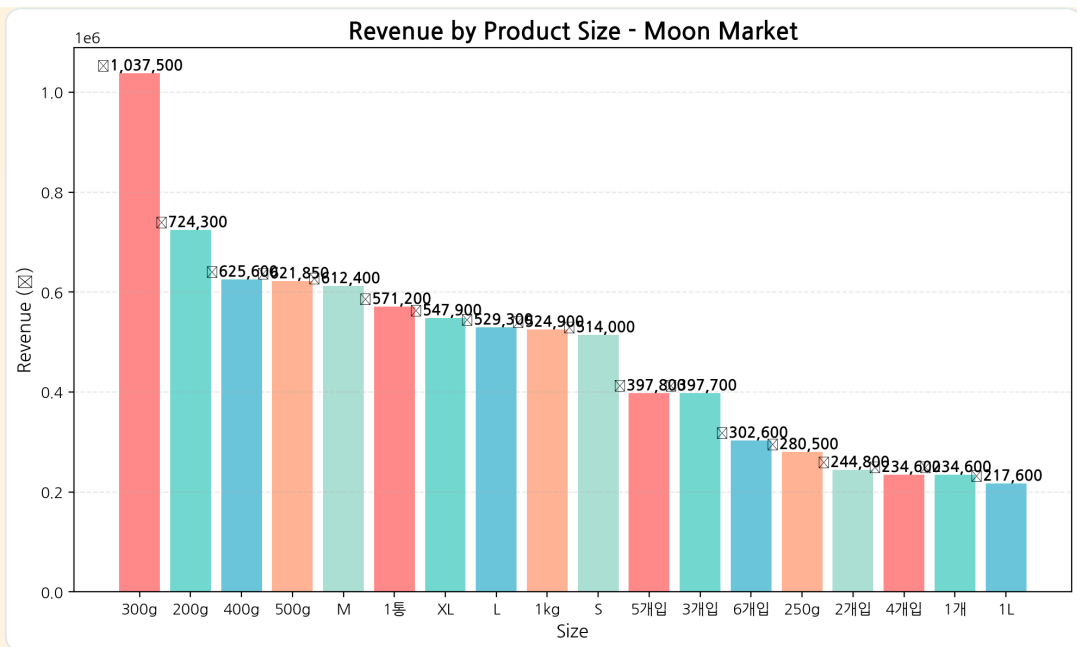


Figure 11: Revenue Performance by Product Size/Packaging

6. Geographic Distribution

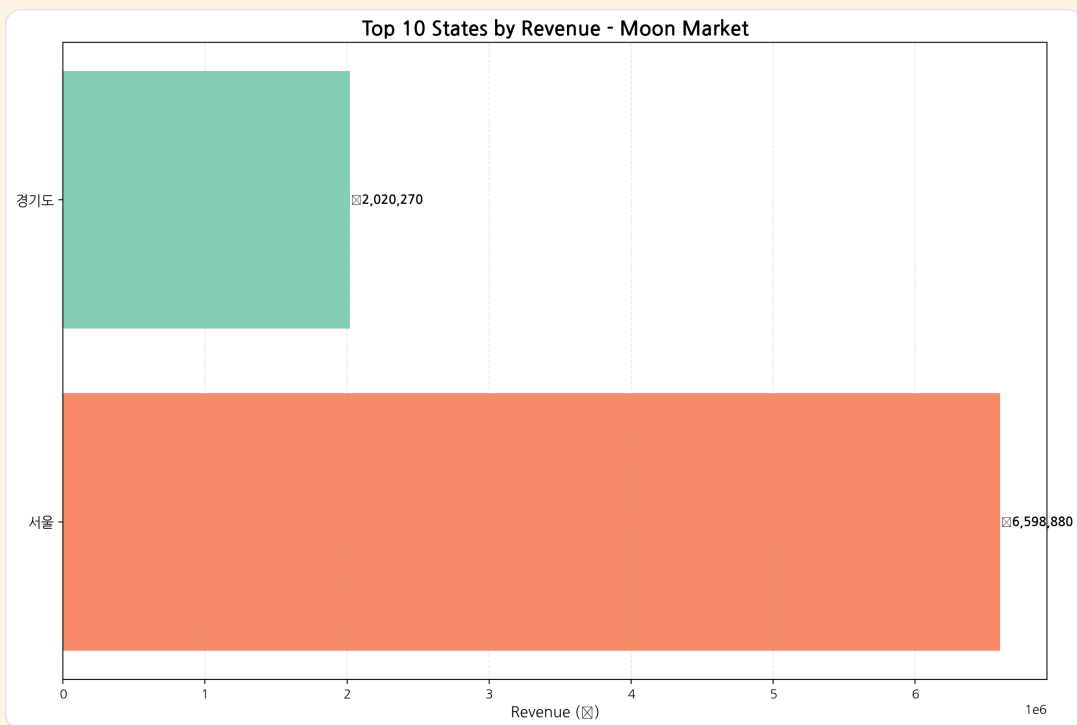


Figure 12: Revenue Distribution by State/Province

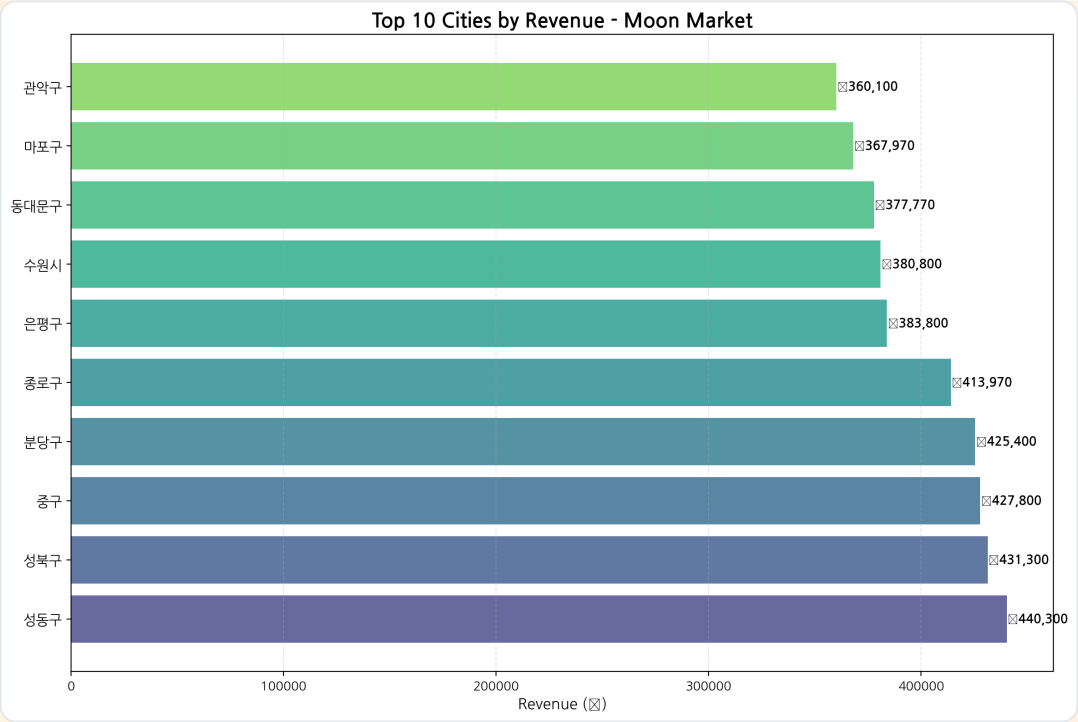


Figure 13: Top 10 Cities by Revenue Performance

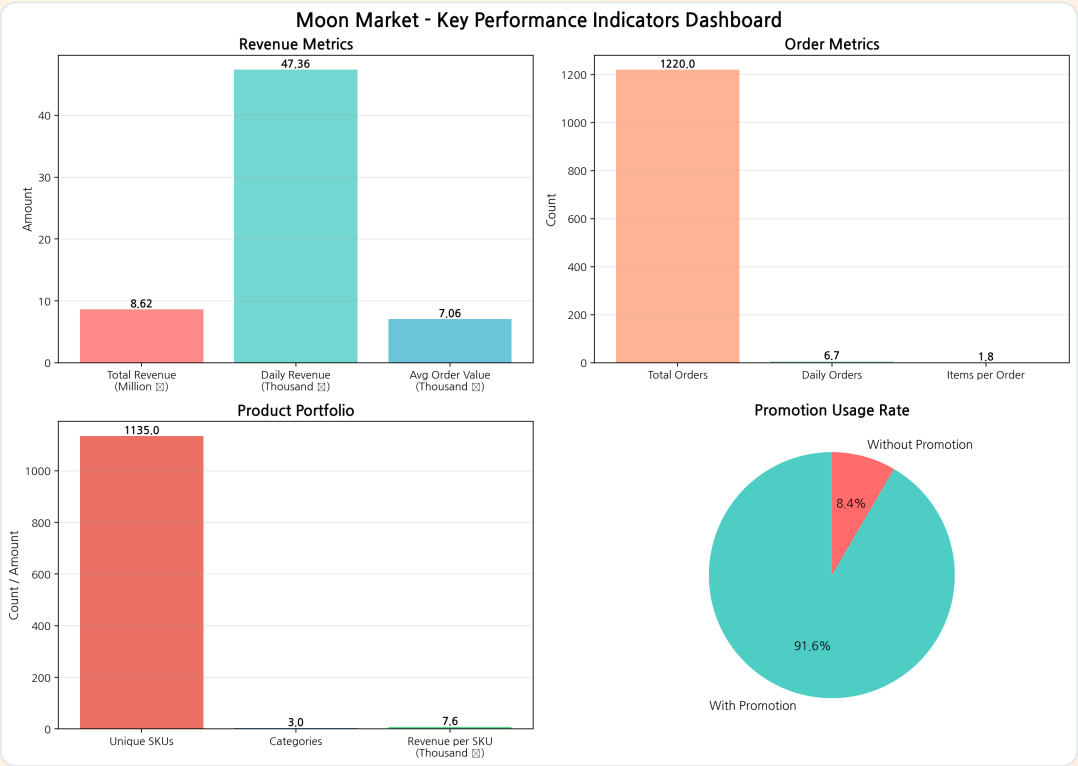


Figure 14: Comprehensive KPI Dashboard Overview

Strategic Recommendations

Priority 1: Reduce Promotion Dependency

Objective: Reduce promotion usage from 91.6% to 70% while maintaining revenue growth.

- Launch tiered loyalty program with points-based rewards
- Implement subscription boxes for recurring revenue
- Test "everyday low price" positioning on core products
- Develop quality-focused brand messaging

Priority 2: Stabilize Revenue Growth

Objective: Achieve consistent 10% month-over-month growth.

- Analyze May success factors for replication
- Develop 12-month promotional calendar
- Implement customer retention campaigns
- Create seasonal product rotations

Priority 3: Geographic Expansion

Objective: Reduce Seoul dependency from 76.6% to 60%.

- Expand to 5 additional Gyeonggi cities
- Enter Incheon market (3.0M population)
- Launch in Busan and Daegu markets
- Establish regional distribution centers

Priority 4: Increase Basket Size

Objective: Increase items per order from 1.79 to 2.5+.

- Implement "Frequently Bought Together" recommendations
- Create pre-made bundles and meal kits
- Offer free delivery threshold at ₩10,000
- Launch subscription boxes with multi-category selections

Priority 5: Portfolio Optimization

Objective: Improve top 20 product concentration from 5.5% to 15%.

- Conduct comprehensive ABC analysis of all 1,135 SKUs
- Discontinue bottom 200-300 SKUs
- Standardize sizes to 5-7 core options

- Focus marketing on top 100 products

Conclusion

Moon Market has established a solid foundation with **₹8,619,150[1]** in H1 2024 revenue. The business shows particular strength in promotional effectiveness (**95.8%** AOV uplift) and customer segmentation.

With disciplined execution of the five strategic priorities, Moon Market can achieve ₹25M in annual revenue within 12-18 months, reduce critical dependencies, and build a sustainable, scalable business model.

Recommended Immediate Focus: Launch loyalty program, analyze May success factors, implement basket-building features, begin Gyeonggi expansion, and start portfolio optimization—all within the next 30 days.

Data Sources and Calculation References

- [1] Total Revenue: Formula: SUM(Amount), Source: ./data/Dat-fresh-food-claude.csv (Amount columns)
- [2] Average Order Value: Formula: AVG(Amount), Source: ./data/Dat-fresh-food-claude.csv (Amount columns)
- [3] Total Orders: Formula: COUNT(*), Source: ./data/Dat-fresh-food-claude.csv (index columns)
- [4] Total Quantity Sold: Formula: SUM(Qty), Source: ./data/Dat-fresh-food-claude.csv (Qty columns)
- [5] Promotion AOV Uplift %: Formula: (AOV_with_promo - AOV_without_promo) / AOV_without_promo * 100, Source: ./data/Dat-fresh-food-claude.csv (Amount, promotion-ids columns)
- [6] Monthly Revenue - 2024-01: Formula: SUM(Amount) WHERE Month = '2024-01', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [7] Monthly Revenue - 2024-02: Formula: SUM(Amount) WHERE Month = '2024-02', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [8] Monthly Revenue - 2024-03: Formula: SUM(Amount) WHERE Month = '2024-03', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [9] Monthly Revenue - 2024-04: Formula: SUM(Amount) WHERE Month = '2024-04', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [10] Monthly Revenue - 2024-05: Formula: SUM(Amount) WHERE Month = '2024-05', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [11] Monthly Revenue - 2024-06: Formula: SUM(Amount) WHERE Month = '2024-06', Source: ./data/Dat-fresh-food-claude.csv (Amount, Date columns)
- [12] Category Revenue - 과일: Formula: SUM(Amount) WHERE Category = '과일', Source: ./data/Dat-fresh-food-claude.csv (Amount, Category columns)

[13] Category Revenue - 유제품: Formula: SUM(Amount) WHERE Category = '유제품', Source: ./data/Dat-fresh-food-claude.csv (Amount, Category columns)

[14] Category Revenue - 채소: Formula: SUM(Amount) WHERE Category = '채소', Source: ./data/Dat-fresh-food-claude.csv (Amount, Category columns)

[15] Gender Revenue - F: Formula: SUM(Amount) WHERE Gender = 'F', Source: ./data/Dat-fresh-food-claude.csv (Amount, Gender columns)

[16] Gender Revenue - M: Formula: SUM(Amount) WHERE Gender = 'M', Source: ./data/Dat-fresh-food-claude.csv (Amount, Gender columns)

[17] Age Group Revenue - 20대: Formula: SUM(Amount) WHERE Age_Group = '20대', Source: ./data/Dat-fresh-food-claude.csv (Amount, Age Group columns)

[18] Age Group Revenue - 30대: Formula: SUM(Amount) WHERE Age_Group = '30대', Source: ./data/Dat-fresh-food-claude.csv (Amount, Age Group columns)

[19] Age Group Revenue - 40대: Formula: SUM(Amount) WHERE Age_Group = '40대', Source: ./data/Dat-fresh-food-claude.csv (Amount, Age Group columns)

[20] Age Group Revenue - 50대: Formula: SUM(Amount) WHERE Age_Group = '50대', Source: ./data/Dat-fresh-food-claude.csv (Amount, Age Group columns)