

# Pakistan E-commerce Market Data

Overall

Category

Customer



Total Revenue

Rs4,986M

Order Volume

408,766

Customer Count

115,326

Avg Monthly Sale

192M

Avg Items in Basket

1.4

Avg Basket Value

Rs12,198

Year

2016

2017

2018

Month

All

Order Completion Status

Complete

53.98%

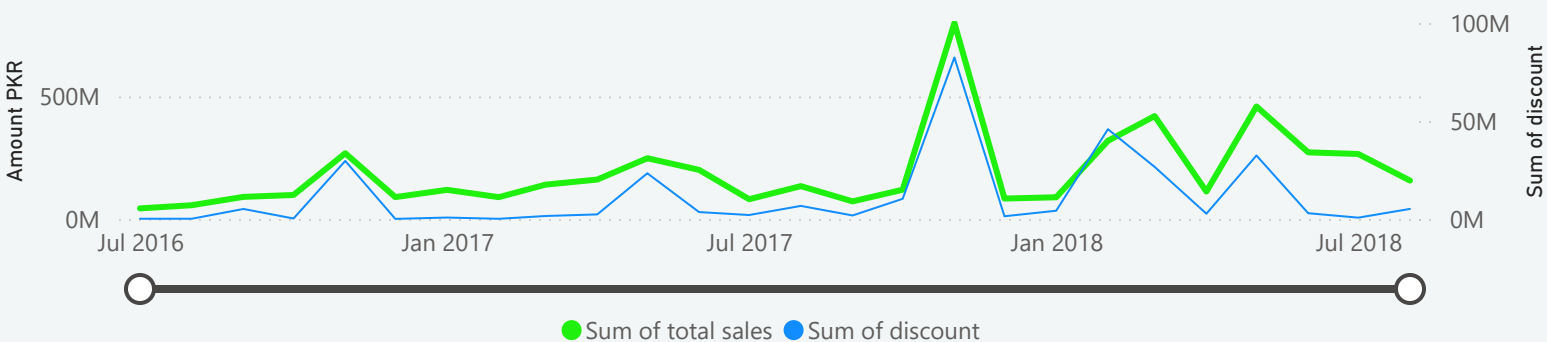
Cancel

34.43%

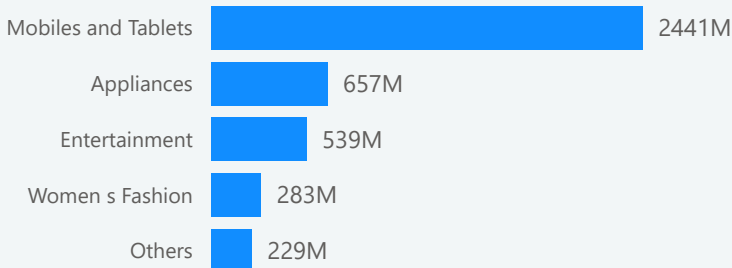
Refund

11.59%

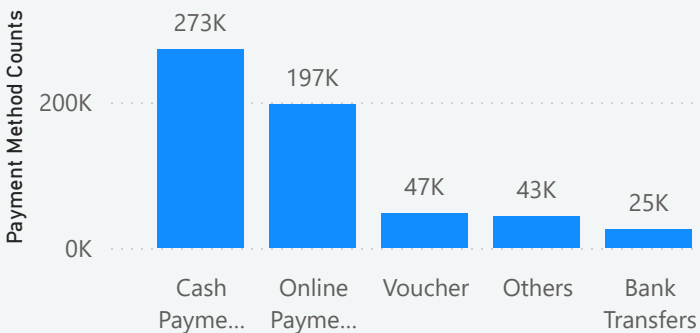
Revenue and Discount Impact Over Time



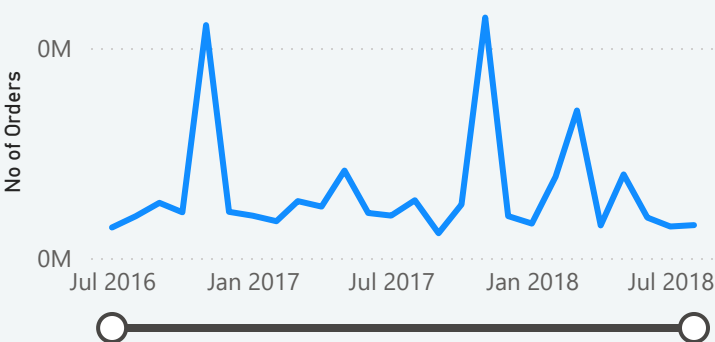
Top 5 Product Categories by Sales



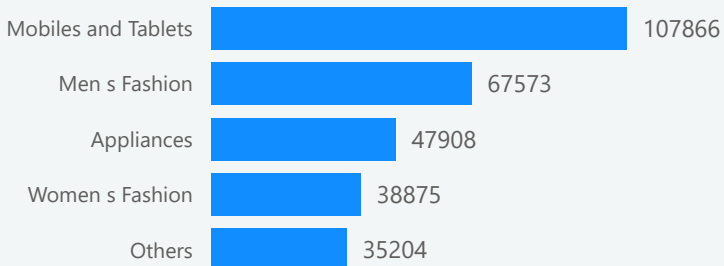
Payment Method Distribution



Order Trend Analysis



Top 5 Product Categories by Order Volume



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Product Category

Appliances	Beauty and Grooming	Books	Computing	Entertainment
Health and Sports	Home and Living	Kids and Baby	Men s Fashion	Mobiles and Tablets
Others	School and Education	Soghaat	Superstore	Women s Fashion

Total Revenue

Rs283M

Order Volume

38,875

Customer Count

17,743

Avg Monthly Sale

11M

Avg Items in Basket

1.5

Avg Basket Value

Rs7,269

Year

2016

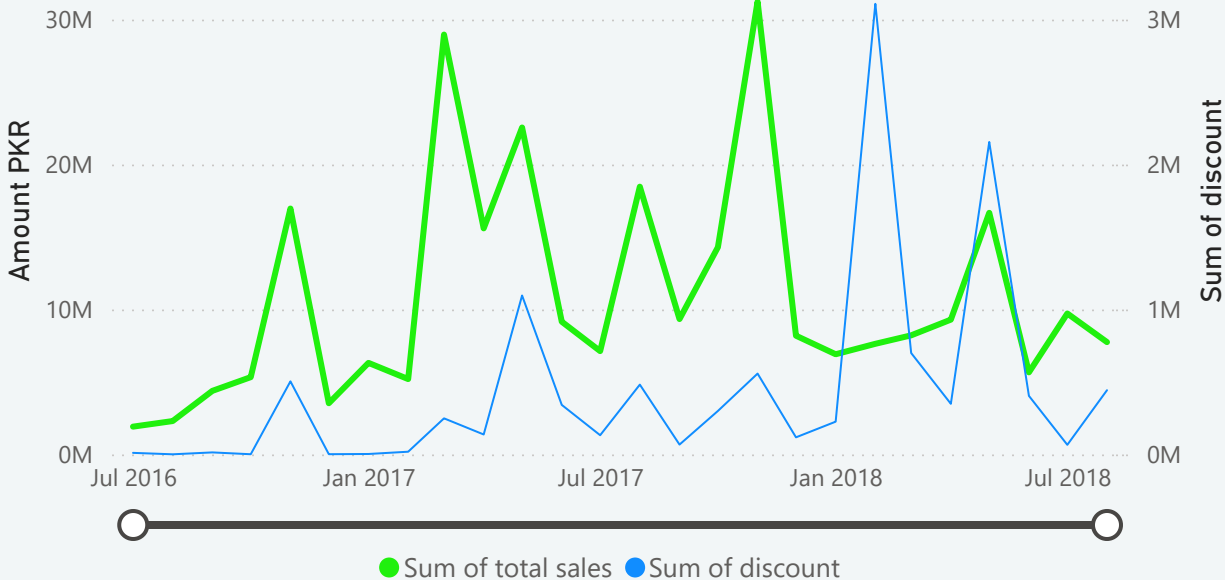
2017

2018

Month

All

Revenue and Discount Impact Over Time



Customer Engagement

Top Tier Clients

53.80%

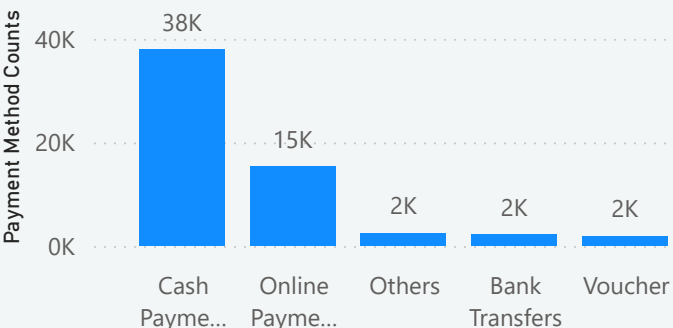
Occasional Customers

31.33%

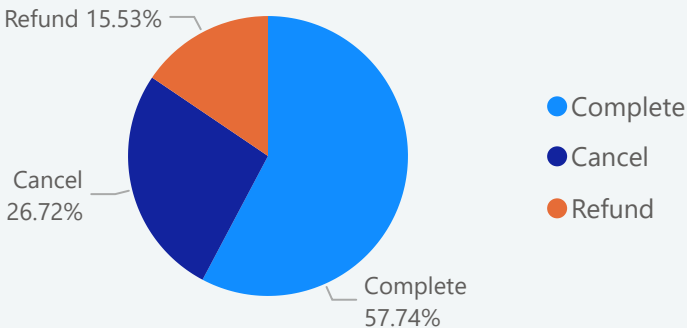
Standard Customers

14.87%

Payment Method Distribution



Order Completion Status



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Customer Engagement

Occasional Customers

Standard Customers

Top Tier Clients

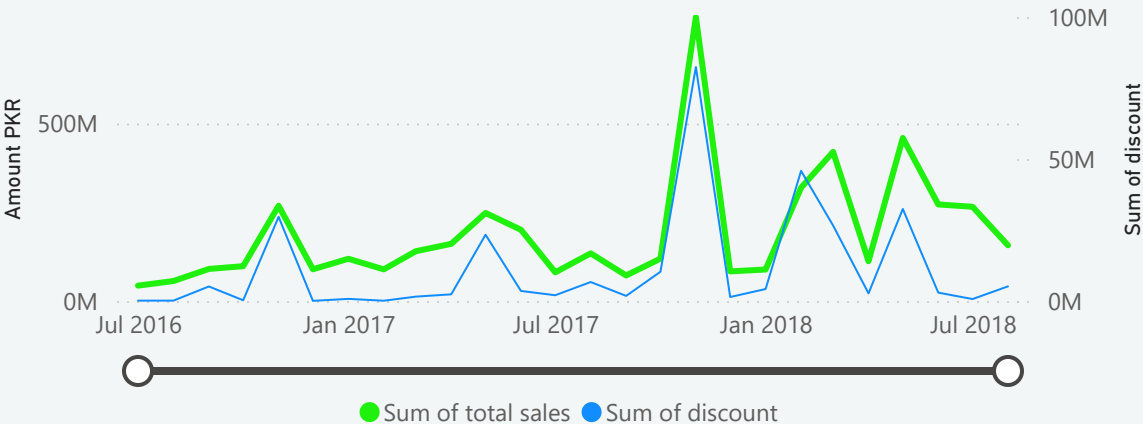
Product Price Range

Economic Products

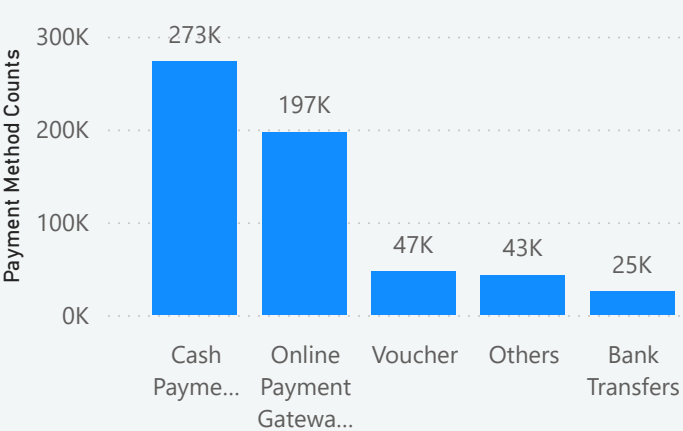
Moderate Products

Premium Products

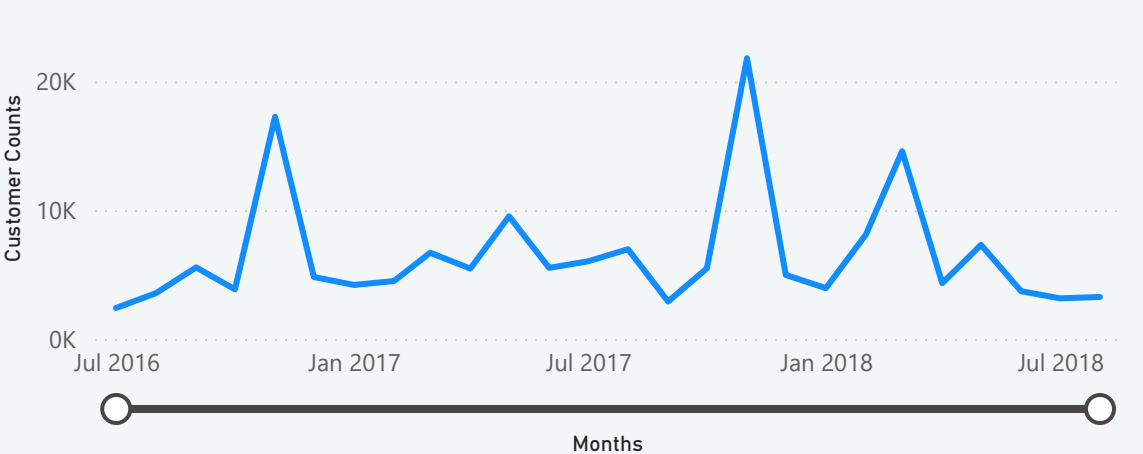
Revenue and Discount Impact Over Time



Payment Method Distribution



Customer Trends by Month



Order Completion Status

