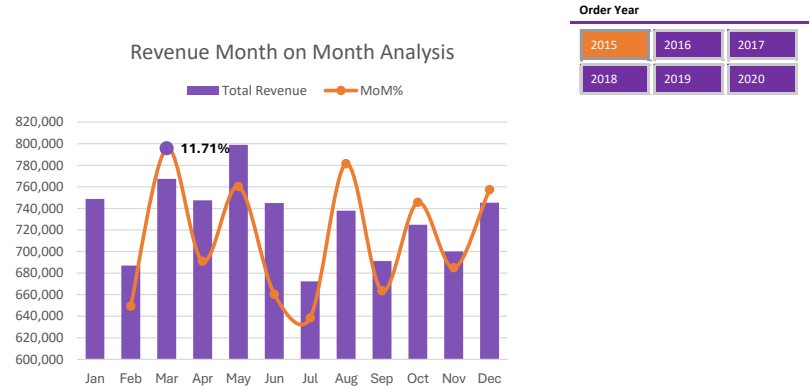
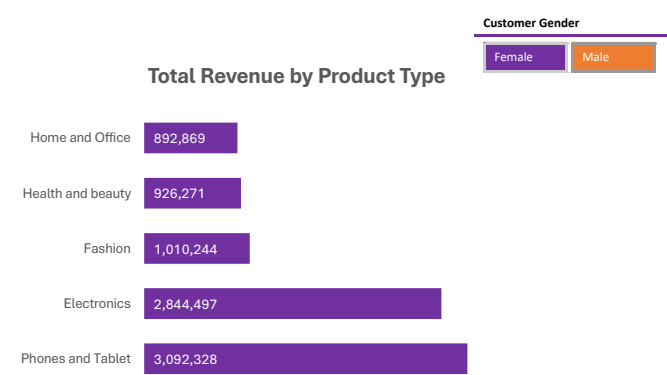
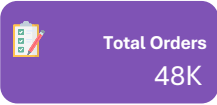
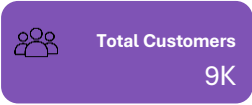


SHOP ONLINE SALES

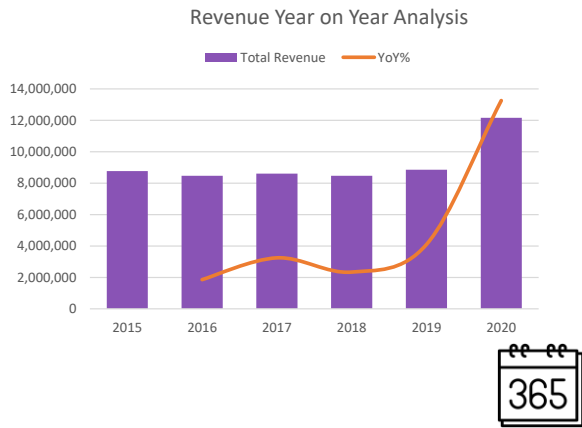
Performance Overview | 2015-2020

FESTMAN
STORES



Product Category	Total Revenue	%Revenue	Total Orders	%Total Orders
Electronics	2,844,497	32.45%	2,832	5.90%
Digital Cameras	2,301,527	26.25%	679	1.41%
Home Audio	542,970	6.19%	2,153	4.49%
Fashion	1,010,244	11.52%	14,815	30.87%
Boy's fashion	293,638	3.35%	3,485	7.26%
Girl's fashion	403,263	4.60%	3,369	7.02%
Men's fashion	212,648	2.43%	4,576	9.54%
Women's fashion	100,695	1.15%	3,385	7.05%
Health and beauty	926,271	10.57%	15,729	32.77%
Beauty and personal care	92,464	1.05%	3,329	6.94%
Fragrances	171,504	1.96%	2,421	5.04%
Medical supplies and Equipment	367,397	4.19%	4,130	8.61%
Vitamins & Dietary Supplements	294,906	3.36%	5,849	12.19%
Home and Office	892,869	10.19%	6,624	13.80%
Home and Furniture	293,883	3.35%	2,087	4.35%
Kitchen and dinning	440,345	5.02%	3,379	7.04%
Tools and Home Improvement	158,641	1.81%	1,158	2.41%
Phones and Tablet	3,092,328	35.28%	7,991	16.65%
Mobile accessories	95,191	1.09%	2,338	4.87%
Mobile phones	1,729,877	19.73%	3,490	7.27%
Tablets	1,267,260	14.46%	2,163	4.51%
Grand Total	8,766,209	100.00%	47,991	100.00%

Revenue grew by 7.1 million in 2020 representing a YoY growth of about 42.96%



Out of 113K Customers, the male population make up 52% of the population

