

Orders Profitability Shipping Business Metrics Products

Last quarter

Month-o-month

Total Spend

₹8.55L

↗ +18.5%

79.3% of revenue

NMV

₹10.78L

↘ -15.2%

1,540 delivered orders

Profits

₹2.23L

↘ -8.9%

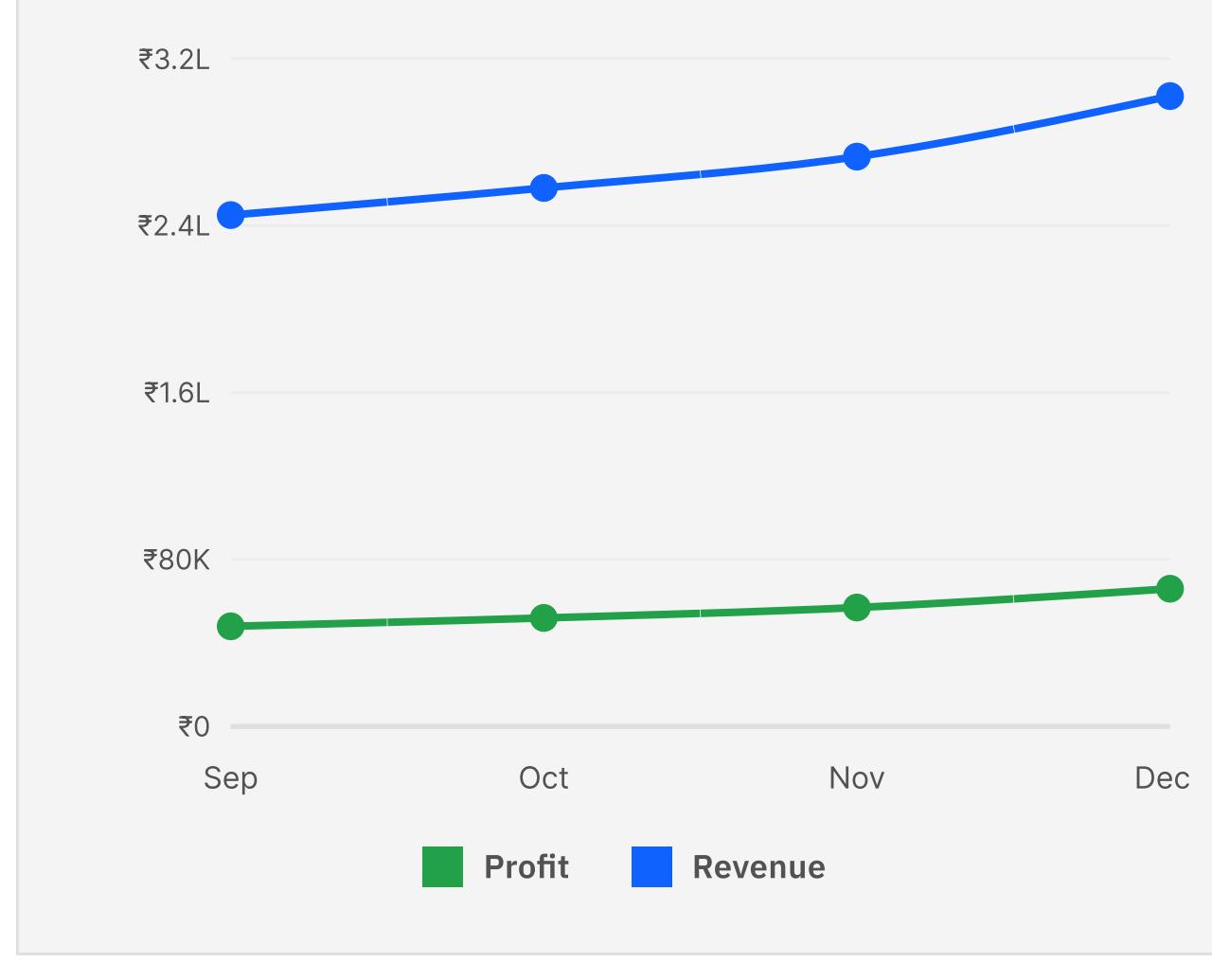
20.7% margin

Financial Performance Trends

Q4 2025 • Revenue, Profit & RTO Loss Analysis

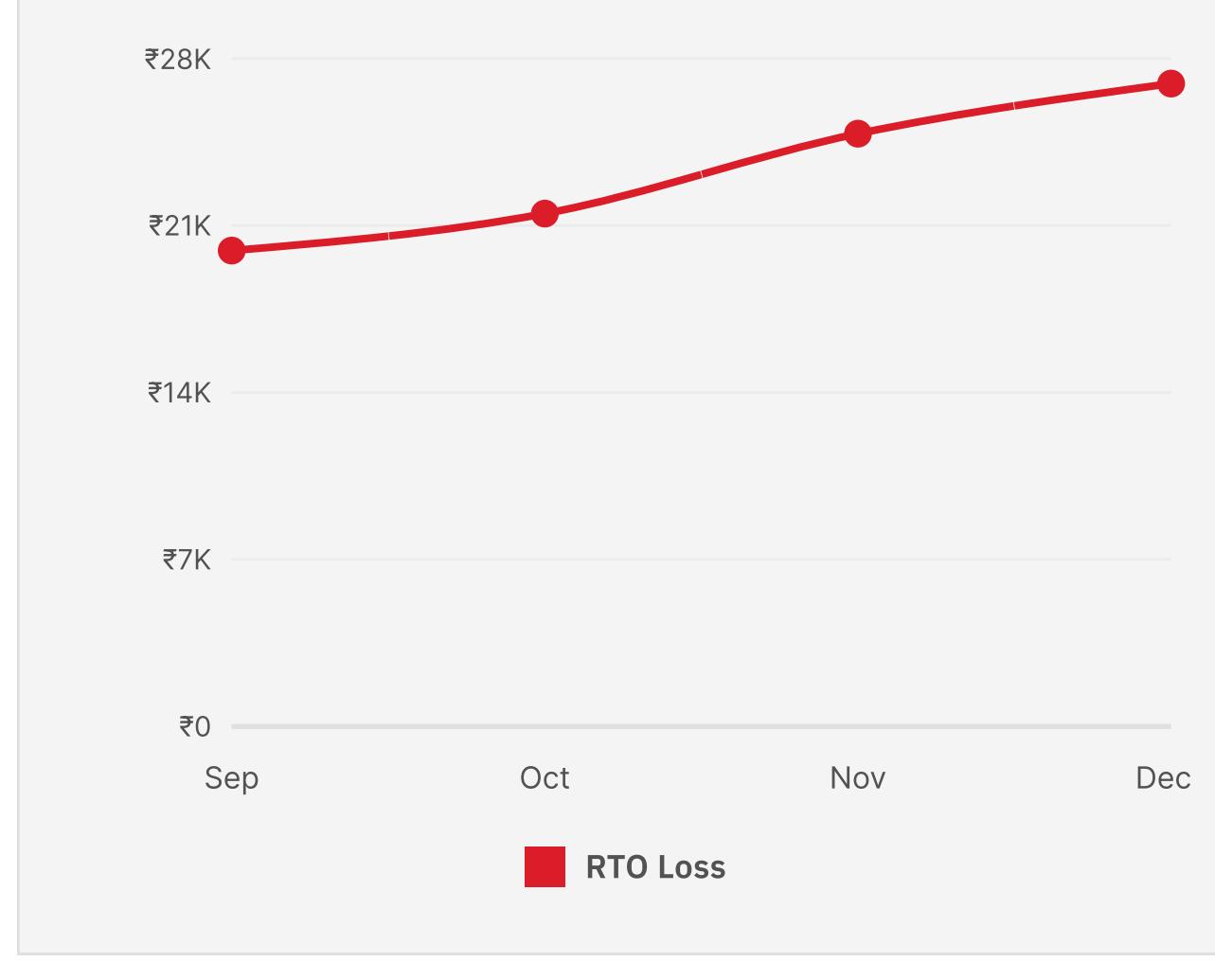
Revenue vs Profit

Monthly comparison across Q4 2025



RTO Loss Trend

Return to Origin losses across Q4 2025



Marketing Channel Comparison

Q4 2025 • Google vs Meta Spend & Returns

Google ROI

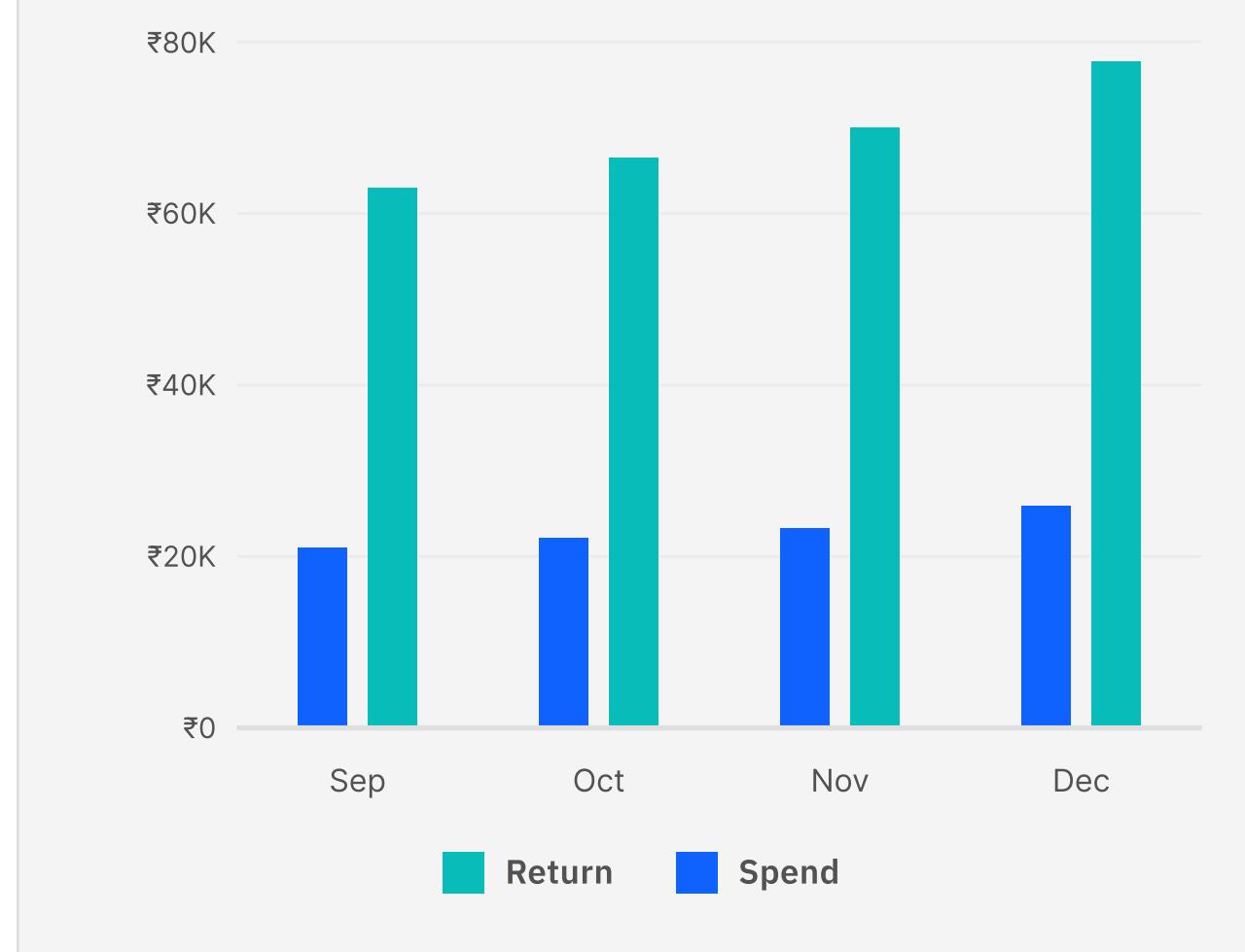
200.0%

Meta ROI

250.0%

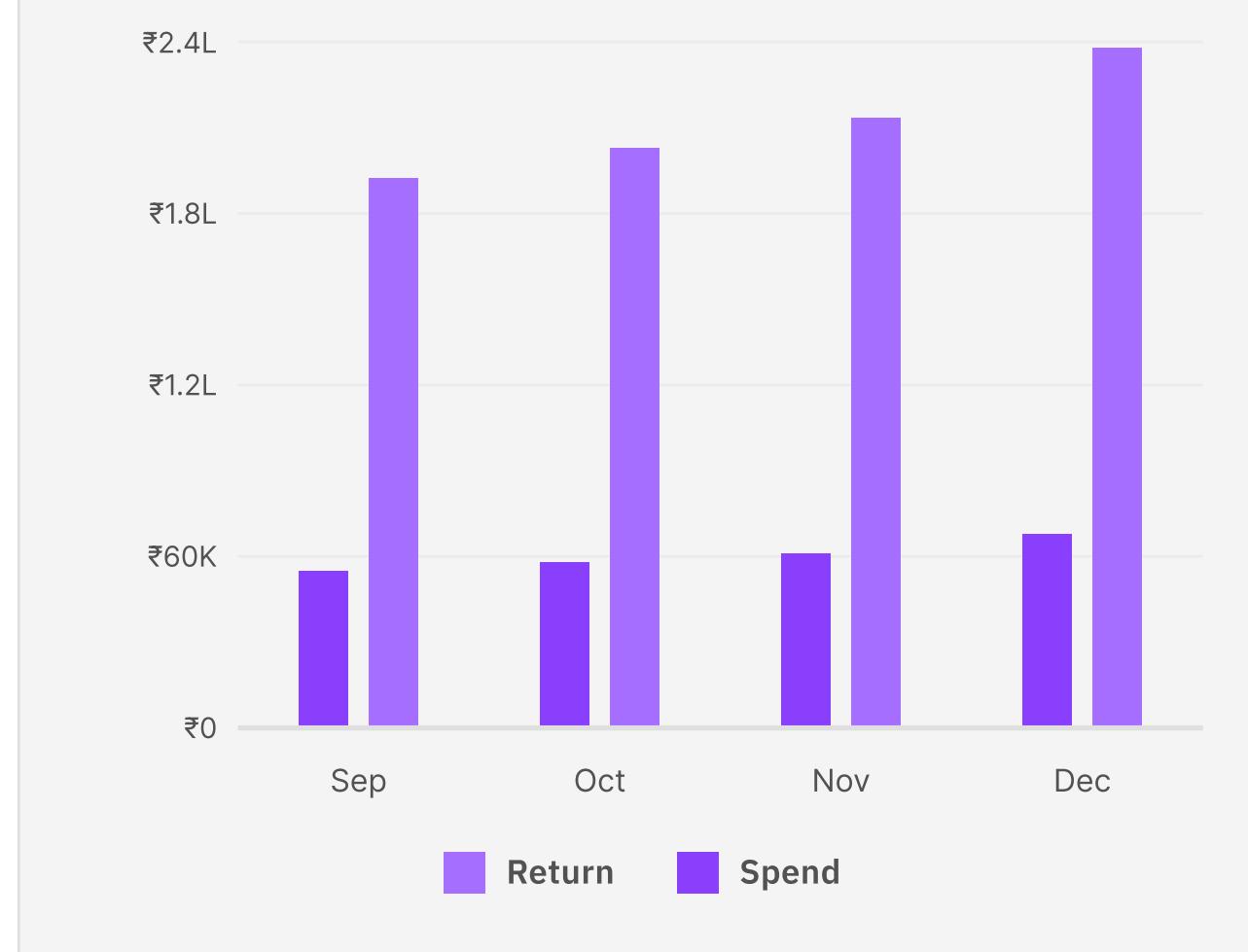
Google Marketing

Spend vs Return across Q4 2025



Meta Marketing

Spend vs Return across Q4 2025



Cost & Value Trends

Q4 2025 • COGS & Average Order Value Analysis

Avg COGS

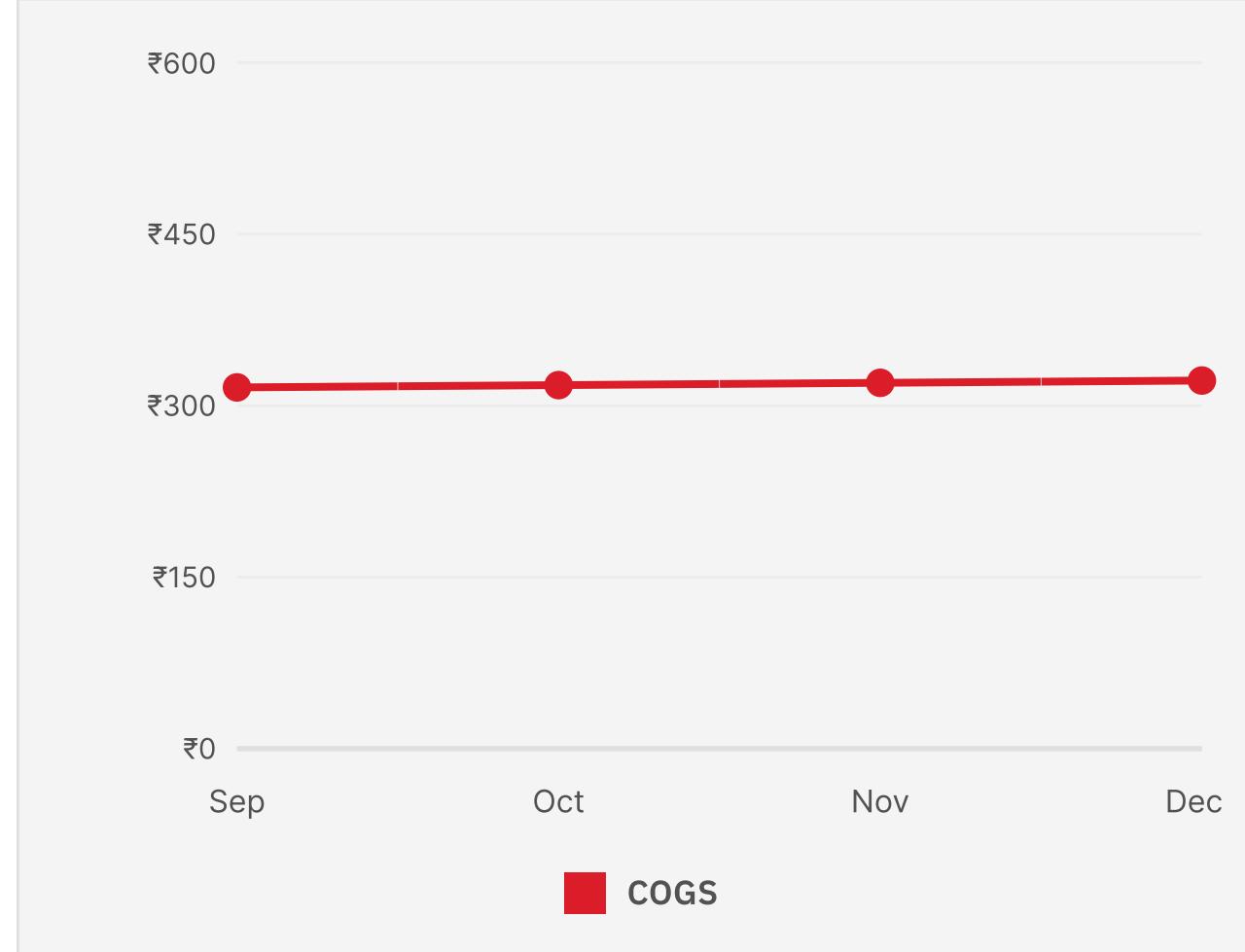
₹319

Avg AOV

₹700

COGS Trend

Cost of Goods Sold per unit across Q4 2025



AOV Trend

Average Order Value across Q4 2025

