

ELEVEXA: Maximizing Revenue and Minimizing Losses

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Presentation Objectives



Optimize Sales Performance

Evaluate and enhance Elevexa's sales through top performing categories & minimize losses from cancelations and returns.



Analyze Loyalty & Leakages

Understand customer loyalty and revenue loss.



Focus on Operations

Address order fulfillment, returns, and cancellations.

Key Strategic Aims



Maximize Revenue

Focus on top-performing categories.



Minimize Losses

Reduce impact from cancellations and returns.



Enhance Loyalty

Improve customer and segment profitability.



Identify Improvements

Optimize product strategy and logistics.

Overview Dashboard Summary | 2025

\$30K

Sales Revenue

-31.8% YoY decline.

\$5K

Profit Figures

38% decrease.

63%

Order Completion Rate

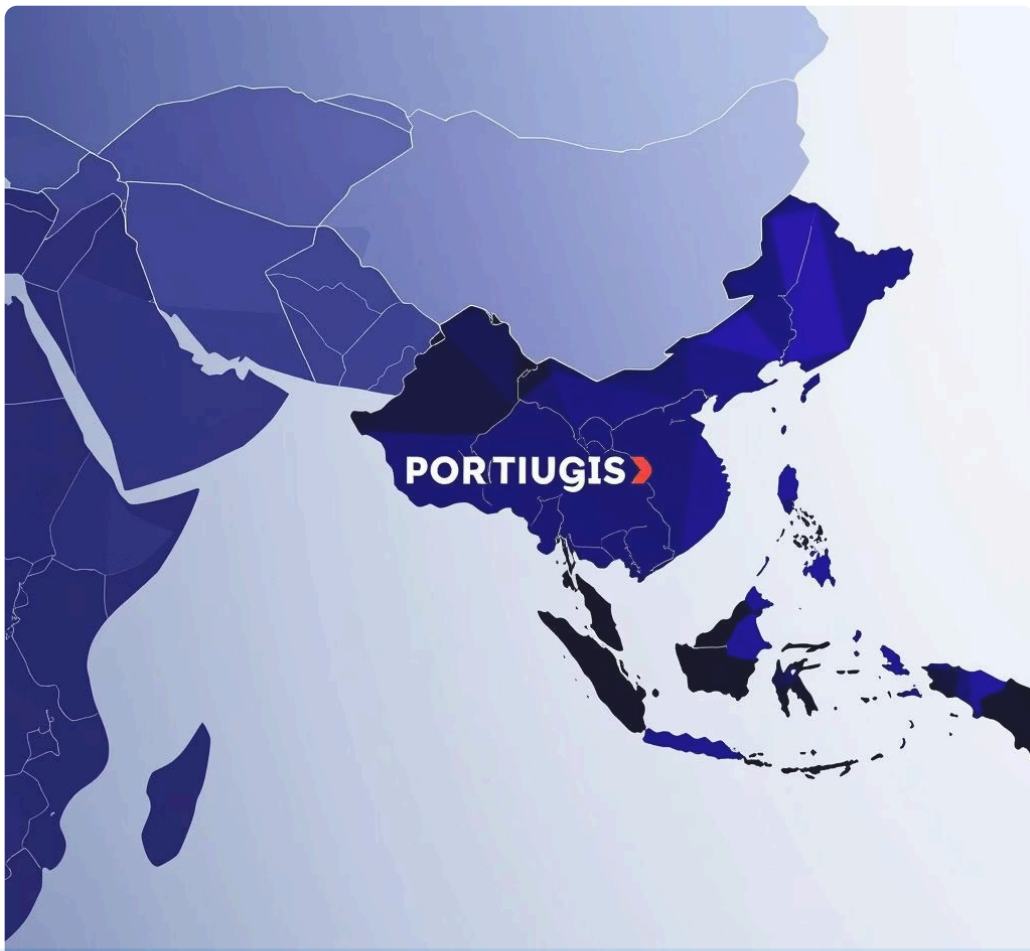
37% returns/cancellations.

\$330.6

**Average Order Value
(AOV)**

Solid baseline for customer
value.

Top Revenue Contributors



Leading Markets

- Portugal
- China
- Indonesia

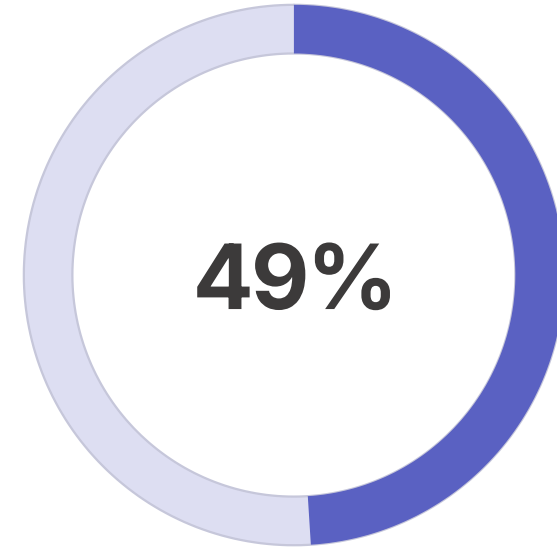
These three countries are identified as the leading markets in terms of revenue for Elevexa.

Customer Demographics & Loyalty | 2025



Total Customers

Evenly split across segments.



Female Customers

Approx. half of total base.

Highest AOV: Small Business

This segment shows the highest Average Order Value.

Dominant Payment Methods

Debit and Credit Cards are most used.

Returns & Cancellations Summary | 2025



Loss from Cancellations

Financial impact of order cancellations.

Standard shipping mode contributes most to cancellations.

Loss from Returns

Financial impact of product returns.

Revenue at Risk

Due to order failures.

Return Hotspots 2025

Automotive & Smart Home

Highest category-level return % due to complex functionality.

South Korea, New Zealand, Nepal

Elevated return rates indicate potential delivery or product-market fit issues.

Improve Product Quality/Content

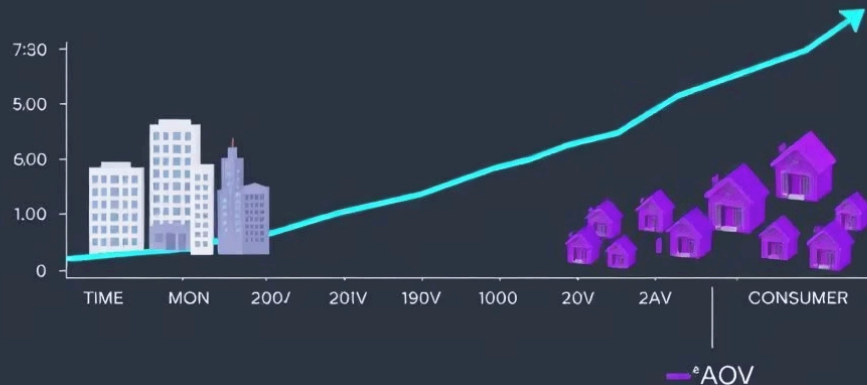
Clearer details and quality checks can reduce returns.

Regional Support/Fulfillment

Strengthening local support may reduce dissatisfaction.

Segment Behavior Analysis

High Average Order Value



High Average Order Value

Small Business and Consumer segments show significant spending despite higher returns.

Higher Return/Cancel Rates

These segments also exhibit more frequent returns and cancellations.

Recommendations for Elevexa

High % Revenue at Risk

Improve fulfillment process to reduce order failures.

High Return Rate in Automotive & Smart Home

Revisit product quality and add better, more comprehensive descriptions.

Low Profitability in High-Discount Categories

Optimize discount strategies to ensure sustainable margins.

High Return Rate from Small Business

Implement tailored B2B support and adjust return policies for this segment.

Conclusion & Next Steps

1

Implement Recommendations

Mitigate losses based on analysis.

2

Enhance Customer Loyalty

Focus on satisfaction and retention.

3

Optimize Performance

Improve efficiency across departments.

4

Monitor & Adjust

Continuous assessment is key to success.