

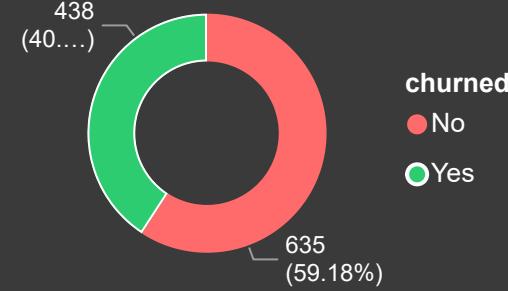
# Merchant Revenue & Retention Performance

Total GMV

**12.12M**

Sum of order value

Merchant Retention Status

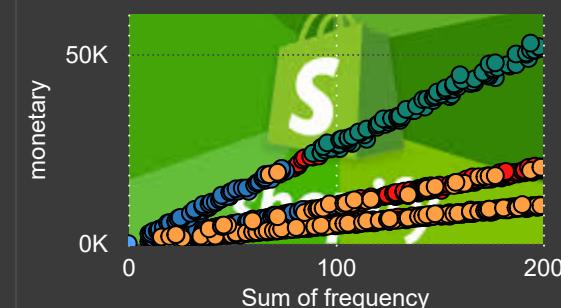


Active Merchants

**1198**

Count of merchant id

Merchant Engagement vs Revenue Contribution



Merchant Churn Rate

**87%**

Goal: 7.25% (+1,19,900%)

GMV per Merchant (ARPU)

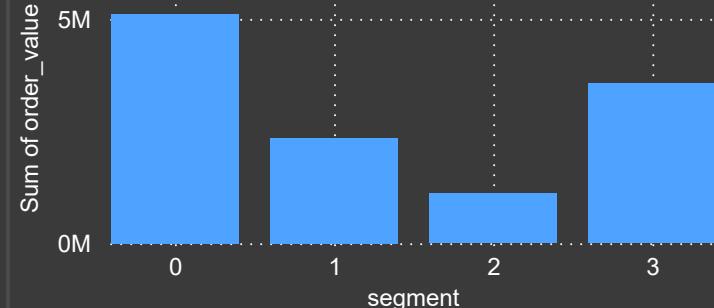
**546.29**

GMV Contribution by Merchant Segment

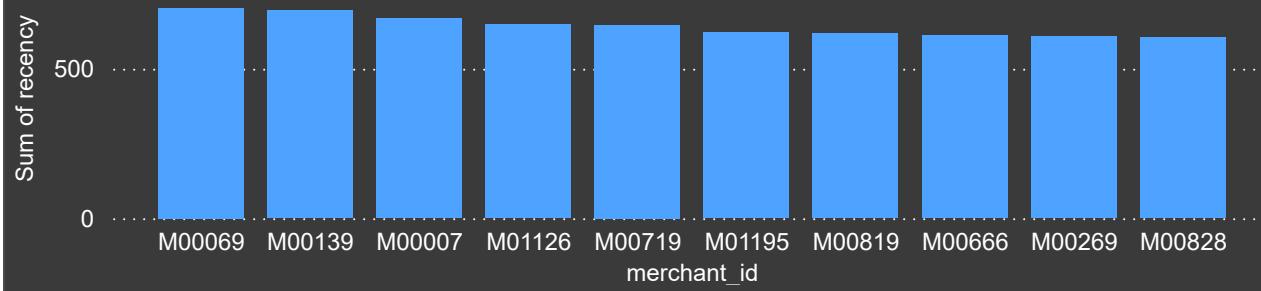
Merchant Segment

segment\_name: All

- At-Risk Merchants
- High-GMV Loyal Merchants
- Low-Value / Dormant Merchants
- New / Fast-Growing Merchants
- No Orders / Not Activated



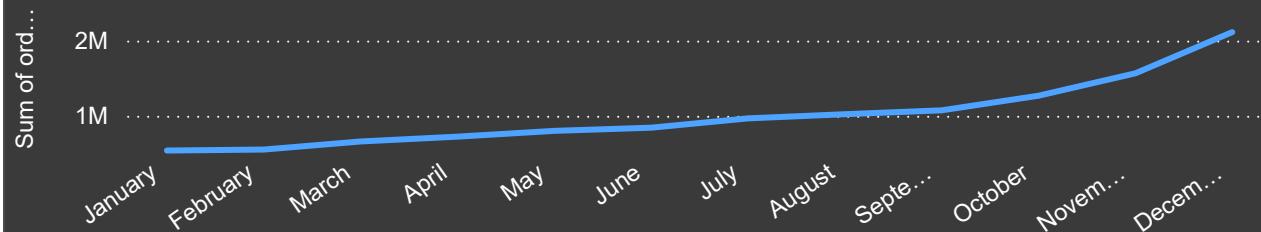
Recent Merchant Activity (Days Since Last Order)



Top Merchants by GMV



Monthly GMV Trend



Monthly Order Volume Trend

