

Merchant Revenue & Retention Performance

Total GMV
12.12M

Sum of order value

Active Merchants
1198

Count of merchant id

Merchant Churn Rate

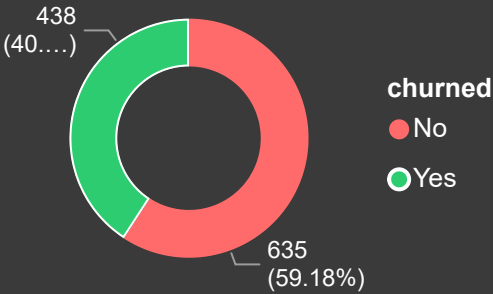
87%

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

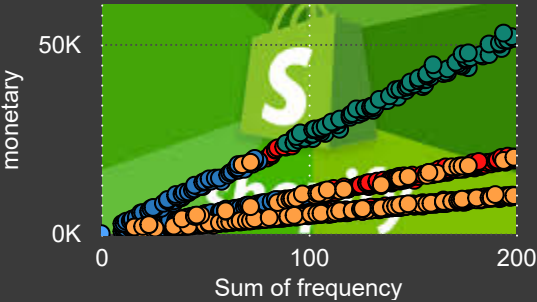
GMV per Merchant (ARPU)

546.29

Merchant Retention Status



Merchant Engagement vs Revenue Contribution

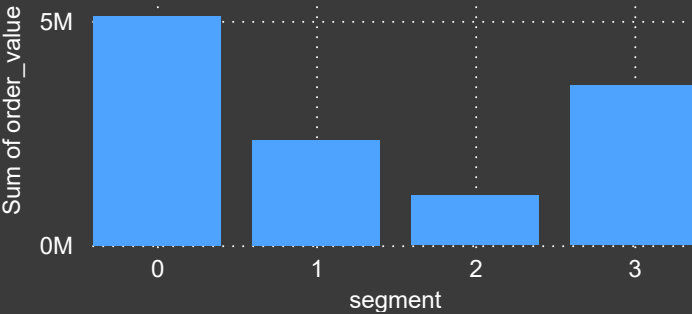


Merchant Segment

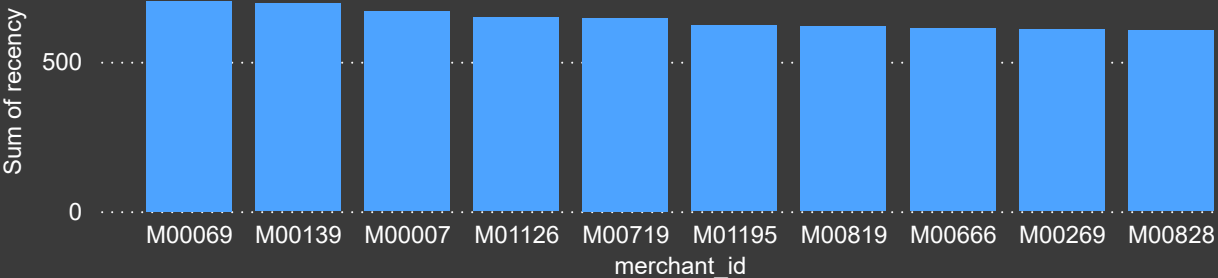
segment_name: All

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

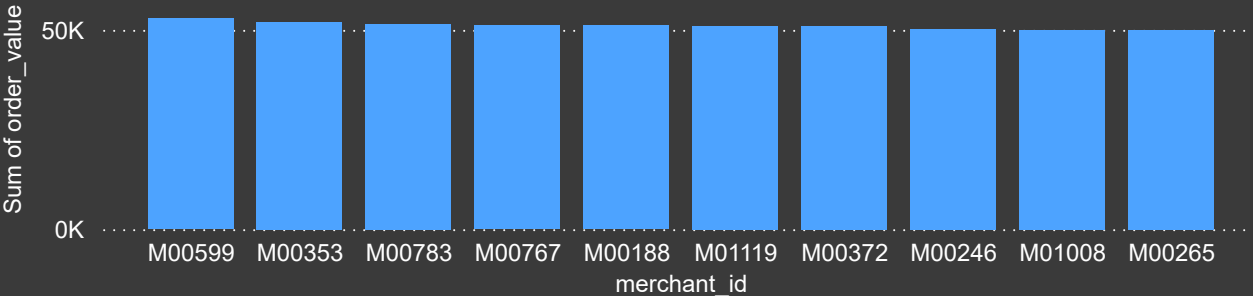
GMV Contribution by Merchant Segment



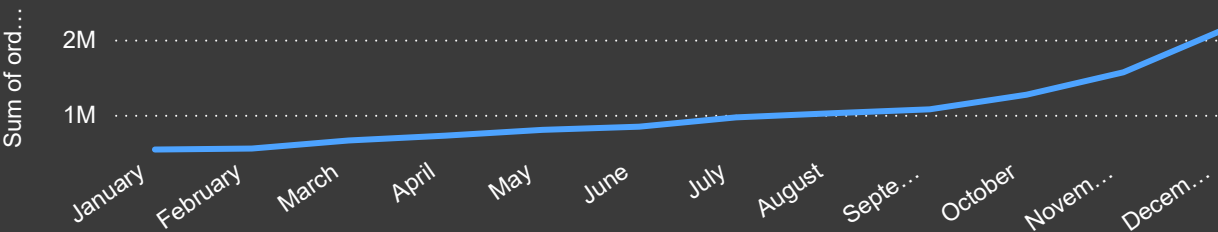
Recent Merchant Activity (Days Since Last Order)



Top Merchants by GMV



Monthly GMV Trend



Monthly Order Volume Trend

