

# EXECUTIVE PERFORMANCE OVERVIEW

Overview

Products

Growth

Area

All

Month

All

Total Revenue

**₹11.01M**



Total Gross Profit

**₹6.04M**



Total Orders

**5,000**



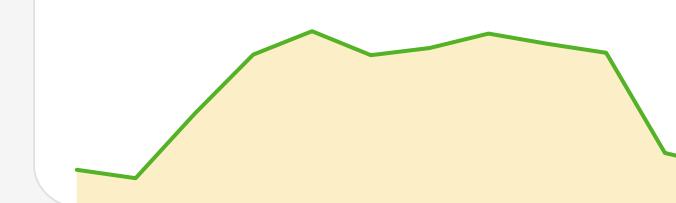
Delivery Delay %

**30.6%**



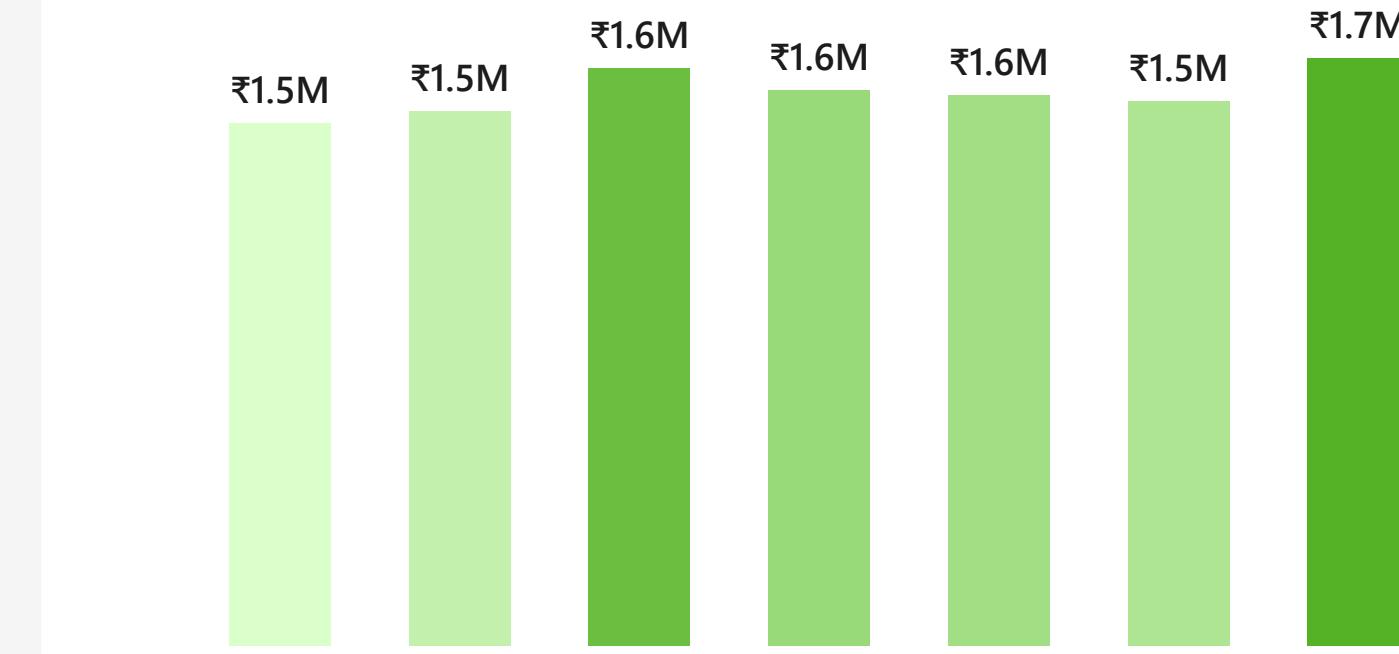
Active Customers

**2,172**



Total Revenue

Monthly Performance Trend



Top Categories

by Total Revenue

Dairy & Breakfast	₹1.24M
Household Care	₹1.14M
Pet Care	₹1.13M
Fruits & Vegetables	₹1.09M
Pharmacy	₹1.06M
Snacks & Munchies	₹1.04M

Top Areas

by Total Revenue

Orai	₹100K
Deoghar	₹95K
Nandyal	₹83K
Gandhinagar	₹82K
Bhopal	₹79K
Ghaziabad	₹73K

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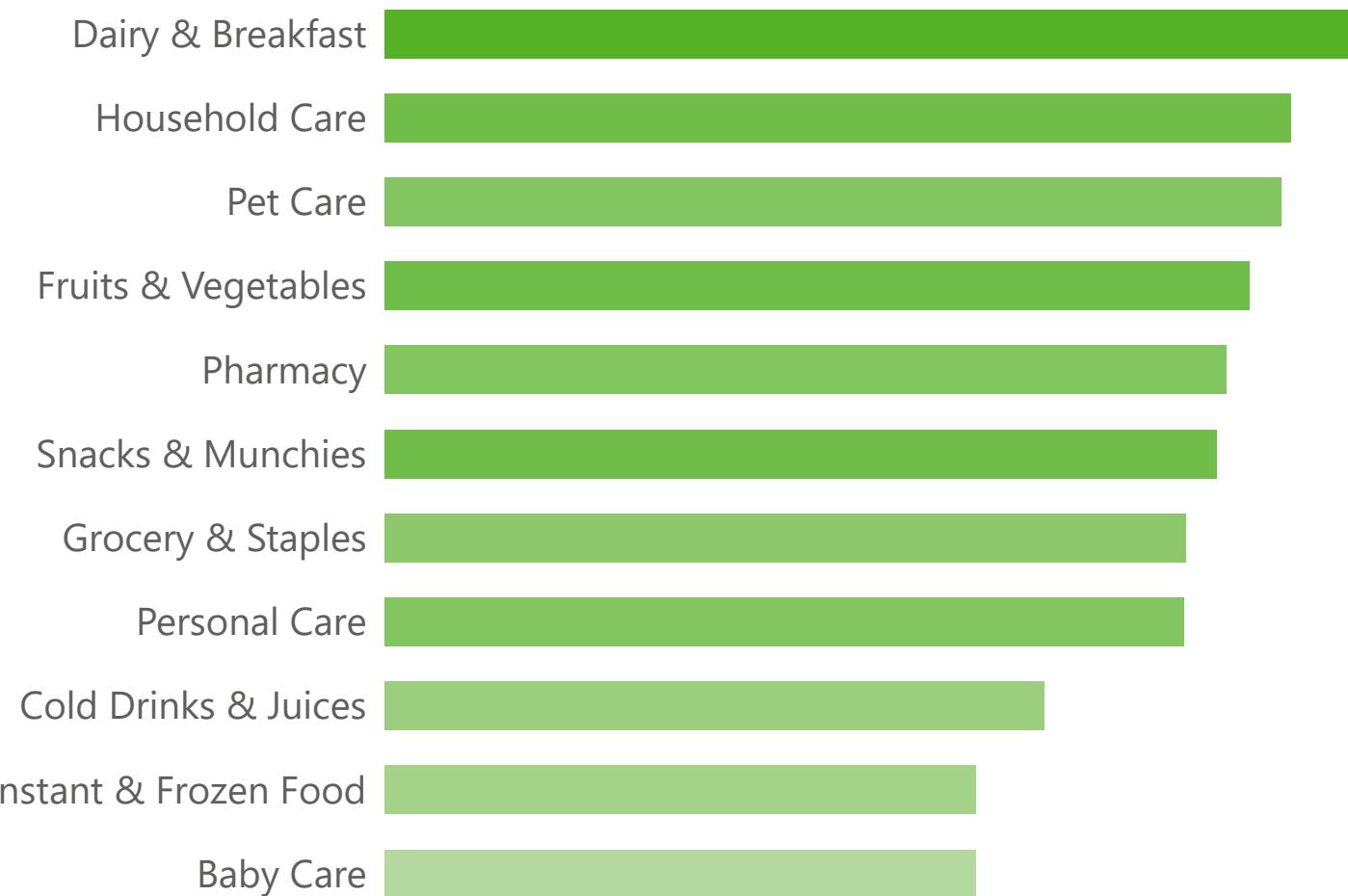
Total Orders  
**5,000**

Delivery Delay %  
**30.6%**

Active Customers  
**2,172**

## Total Revenue

by Categories



## Category

Pet Care

## Total Revenue

₹1,10,09,308.50

## Product Name

Dairy & Breakfast

Household Care

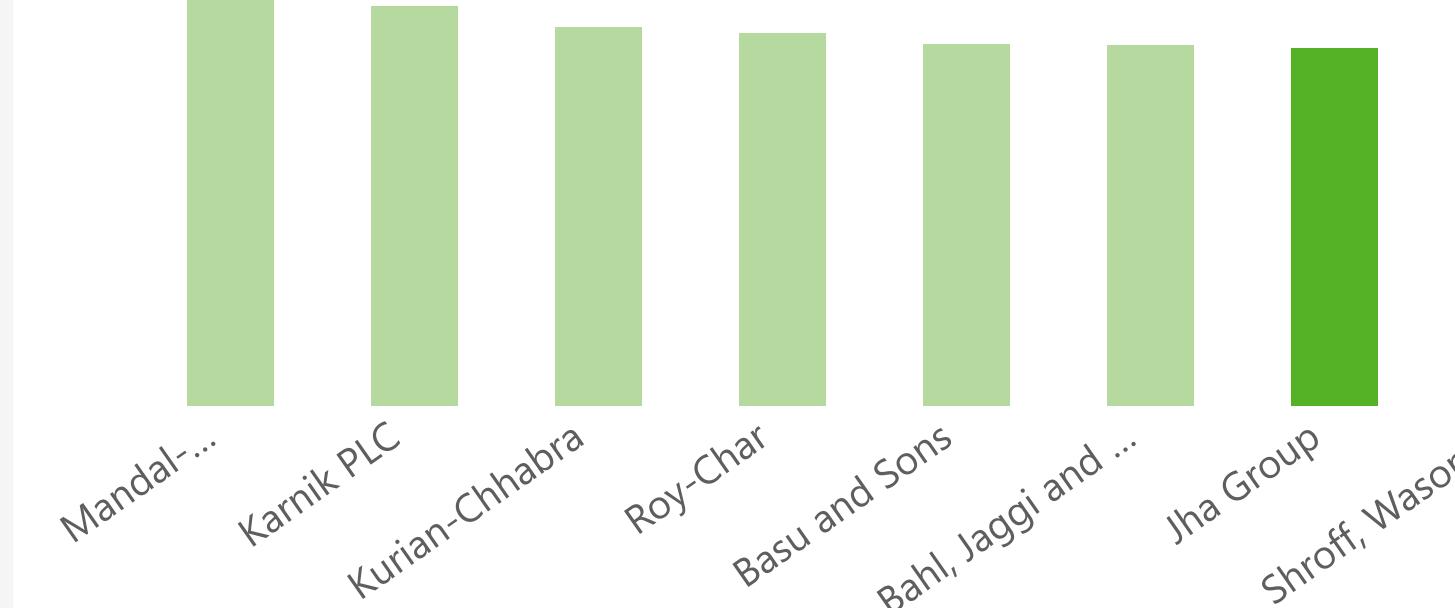
Pet Treats

Cat Food

Dog Food

## Total Revenue

by brand



## Total Revenue

### Category

Total Revenue Margin% Previous Month MoM %

### Category

### Product

Trend

Category	Total Revenue	Margin%	Previous Month	MoM %	Trend
Dairy & Breakfast	₹12,44,368.69	20.00	12,42,170.97	0.18%	
Household Care	₹11,36,440.47	25.00	11,29,667.04	0.60%	
Pet Care	₹11,25,103.80	35.00	11,22,863.71	0.20%	
Fruits & Vegetables	₹10,85,102.76	25.00	10,78,466.09	0.62%	
Pharmacy	₹10,55,811.97	20.00	10,49,403.86	0.61%	
Snacks & Munchies	₹10,43,581.94	35.00	10,38,345.26	0.50%	
Grocery & Staples	₹10,05,494.87	15.00	9,89,755.03	1.59%	
Personal Care	₹10,03,163.40	35.00	9,93,624.01	0.96%	
Cold Drinks & Juices	₹8,28,002.23	30.00	8,18,898.50	1.11%	
Instant & Frozen Food	₹7,41,183.31	40.00	7,38,944.37	0.30%	
Baby Care	₹7,41,055.06	30.00	7,39,012.01	0.28%	
<b>Total</b>	<b>₹1,10,09,308.50</b>	<b>27.78</b>	<b>1,09,41,150.85</b>	<b>0.62%</b>	

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Total Revenue  
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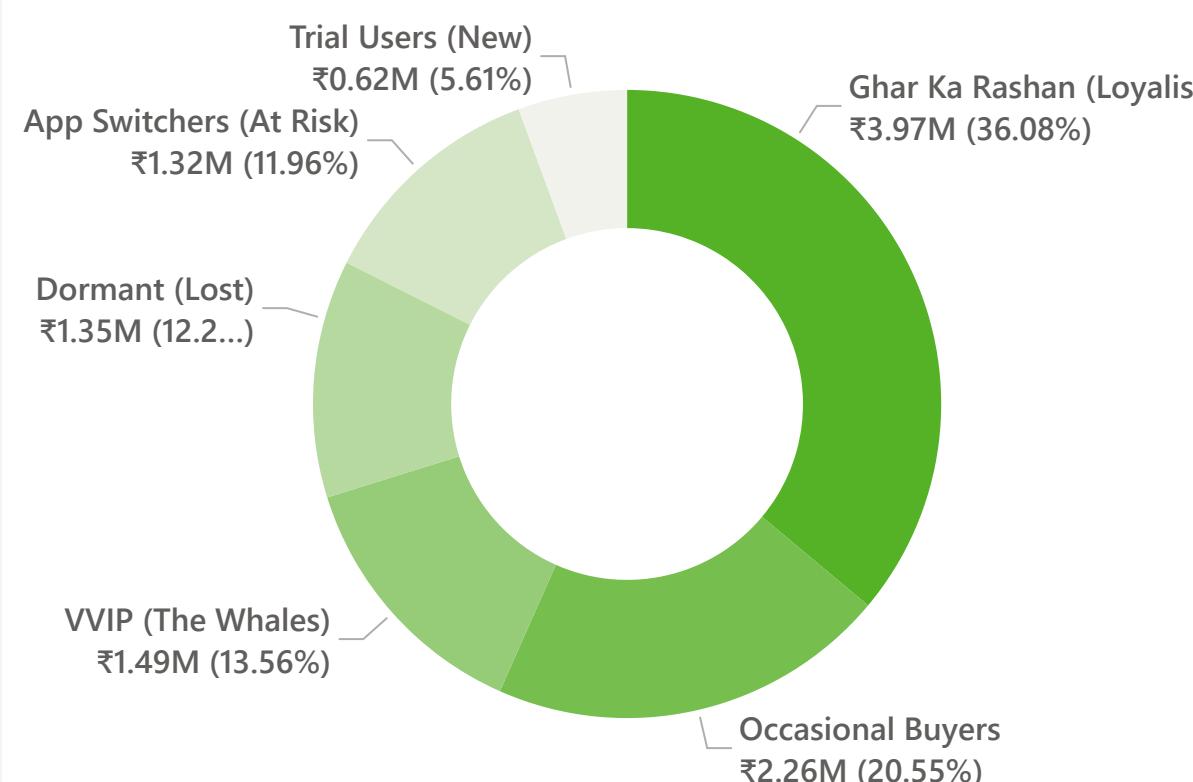
Total Gross Profit  
**₹6.04M**

Total Orders  
**5,000**

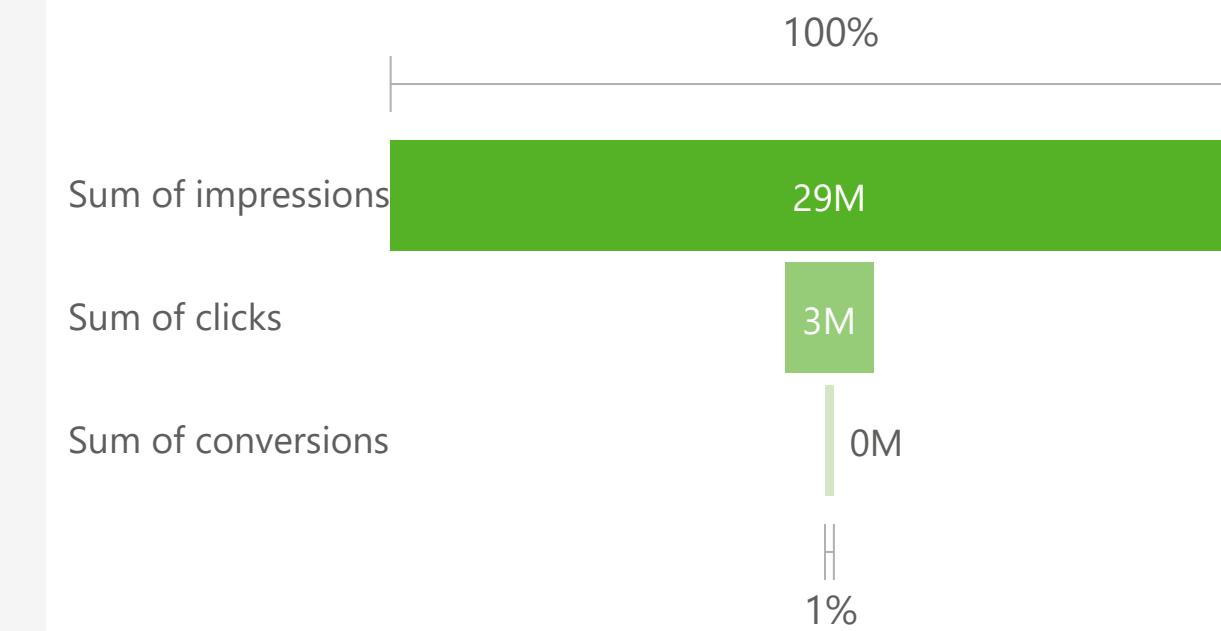
Delivery Delay %  
**30.6%**

Active Customers  
**2,172**

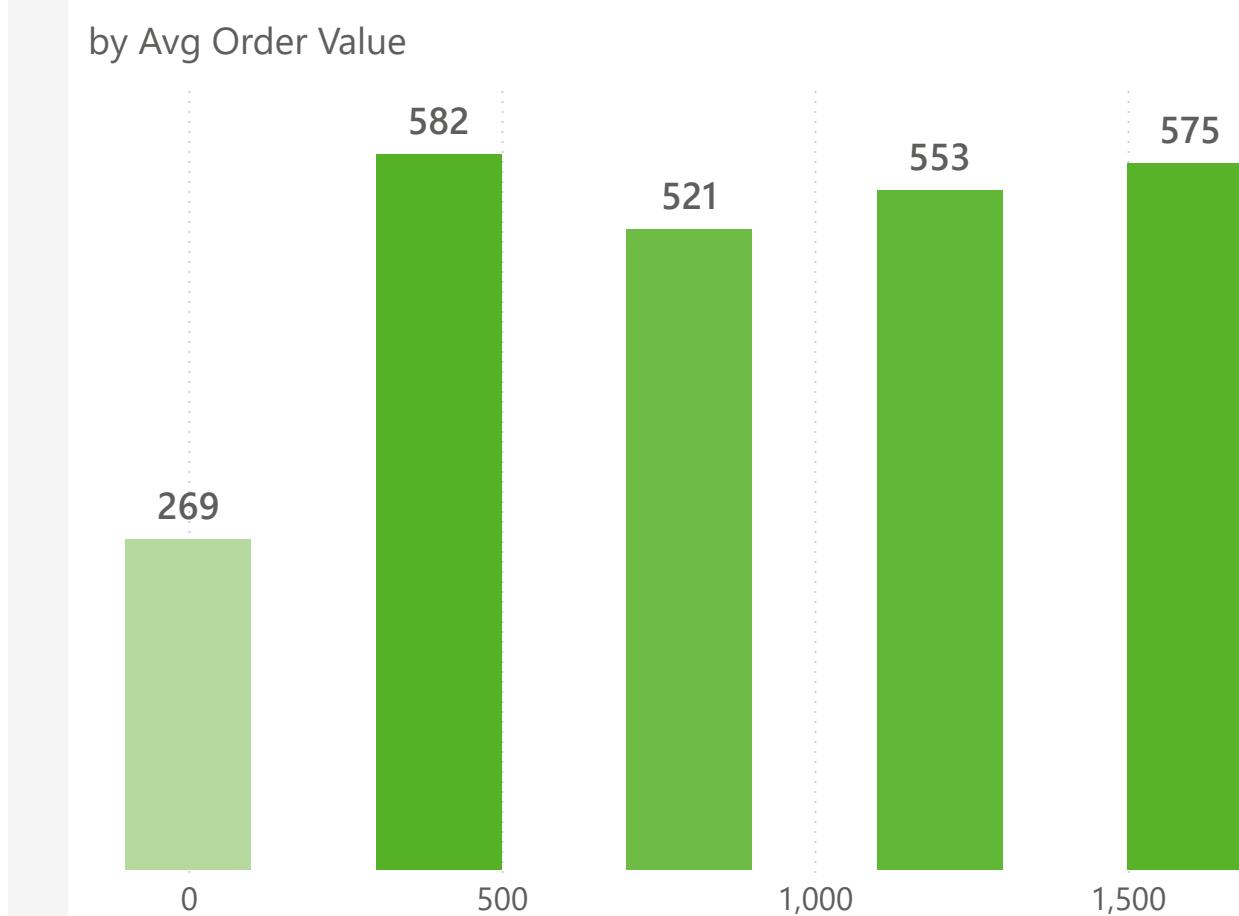
## Total Revenue by Segment



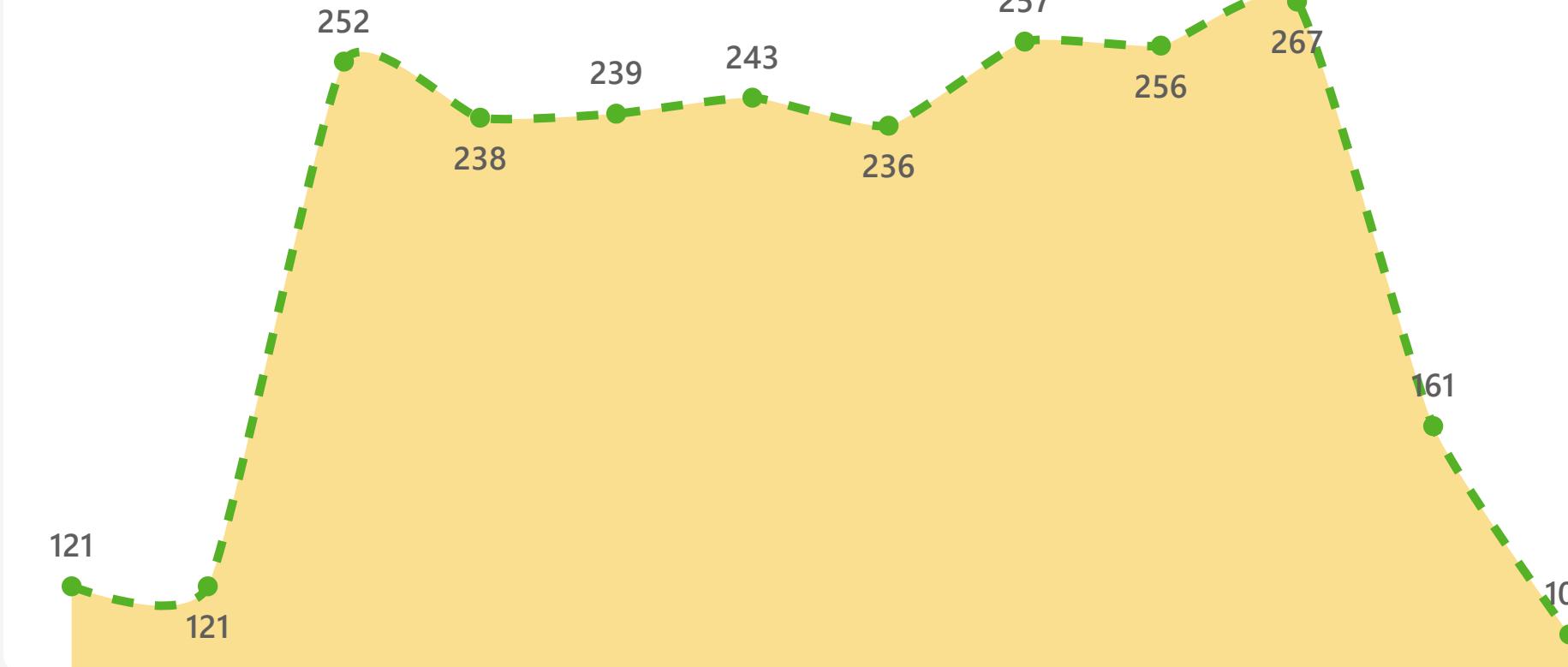
## Marketing Conversion Funnel



## Count of Customers by Avg Order Value



## Count of Customers by Month



## Channel

	Channel	Spend	Revenue Generated	ROAS	Conversions
⊖	<b>App</b>	<b>42,13,378.75</b>	<b>80,75,010.49</b>	<b>2.75</b>	<b>75192</b>
	App Push Notification	4,42,372.58	8,79,273.82	2.81	8012
	Category Promotion	4,93,939.94	9,15,529.97	2.70	8624
	Email Campaign	4,93,323.66	9,29,415.17	2.83	8897
	Festival Offer	4,64,783.77	8,88,805.73	2.72	8451
	Flash Sale	5,22,436.92	9,91,796.48	2.69	9180
	Membership Drive	4,07,734.85	7,73,234.66	2.81	7547
	New User Discount	4,92,971.10	9,72,131.07	2.77	8687
	Referral Program	4,07,291.20	8,11,485.80	2.76	7457
	Weekend Special	4,88,524.73	9,13,337.79	2.71	8337
⊕	<b>Email</b>	<b>39,97,488.04</b>	<b>81,89,331.58</b>	<b>2.75</b>	<b>74671</b>
	<b>Total</b>	<b>1,63,19,838.24</b>	<b>3,21,93,407.37</b>	<b>2.74</b>	<b>298038</b>