

EXECUTIVE PERFORMANCE OVERVIEW

Overview

Products

Growth

Area

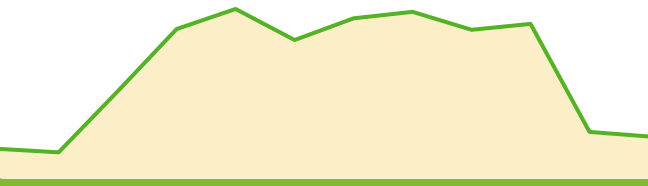
All

Month

All

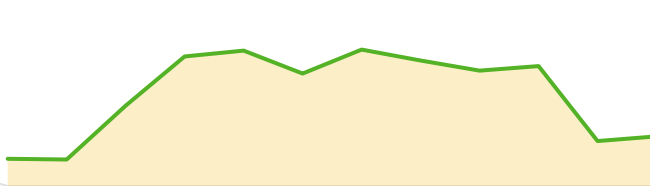
Total Revenue

₹11.01M



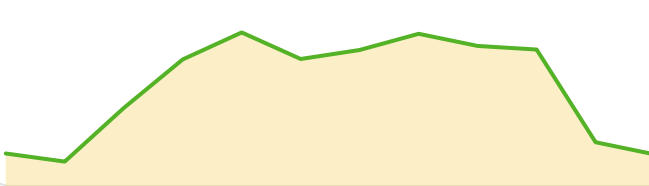
Total Gross Profit

₹6.04M



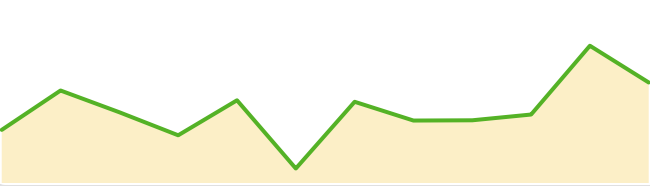
Total Orders

5,000



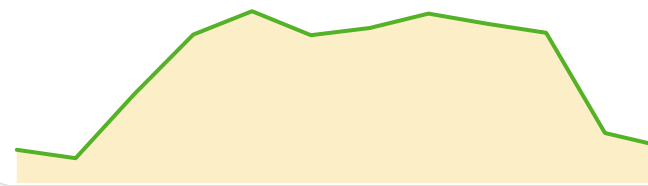
Delivery Delay %

30.6%



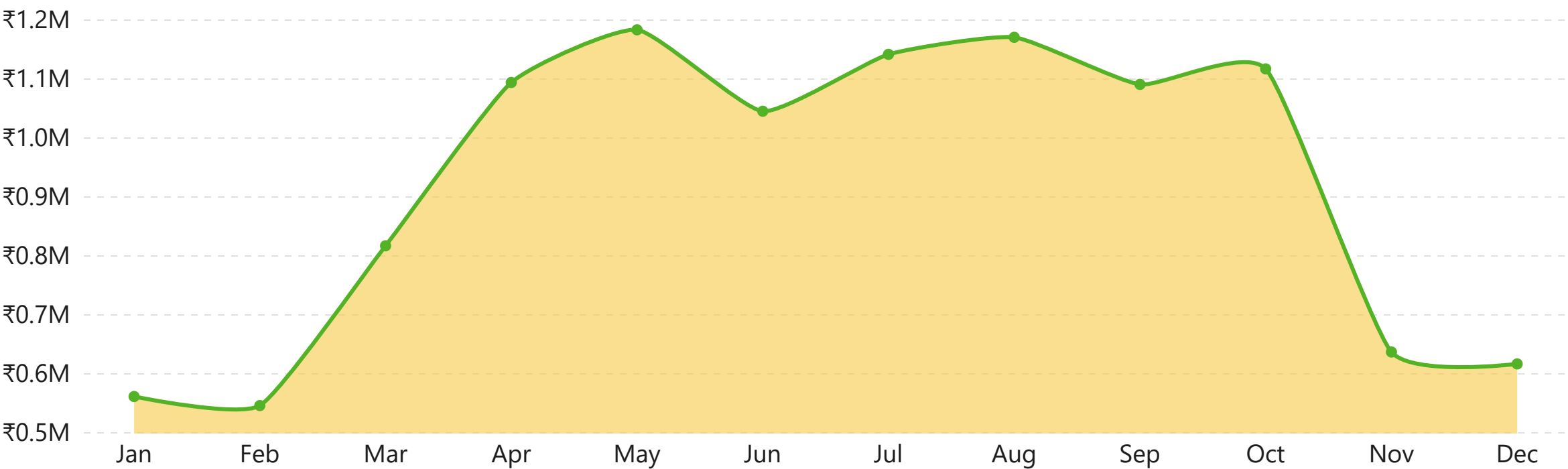
Active Customers

2,172



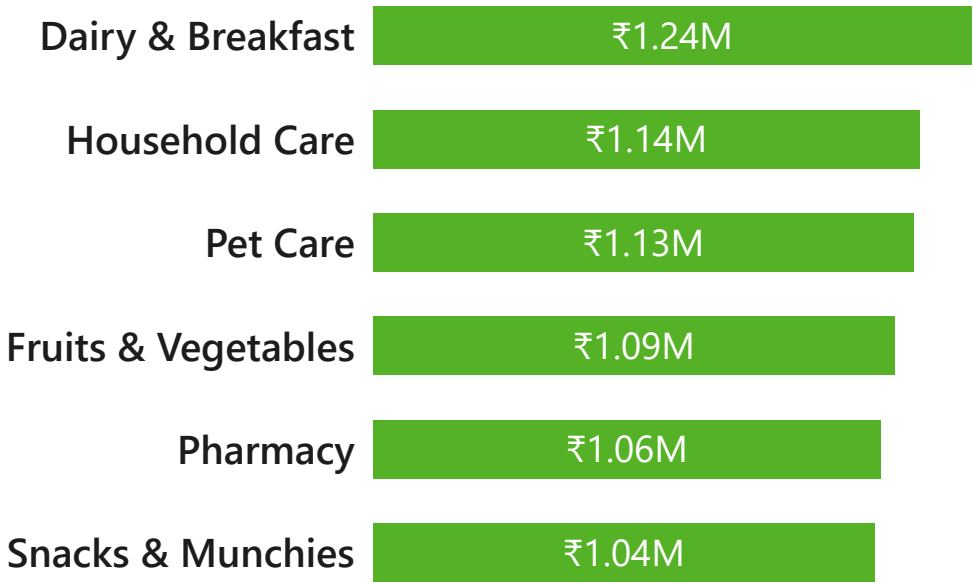
Total Revenue

Monthly Performance Trend



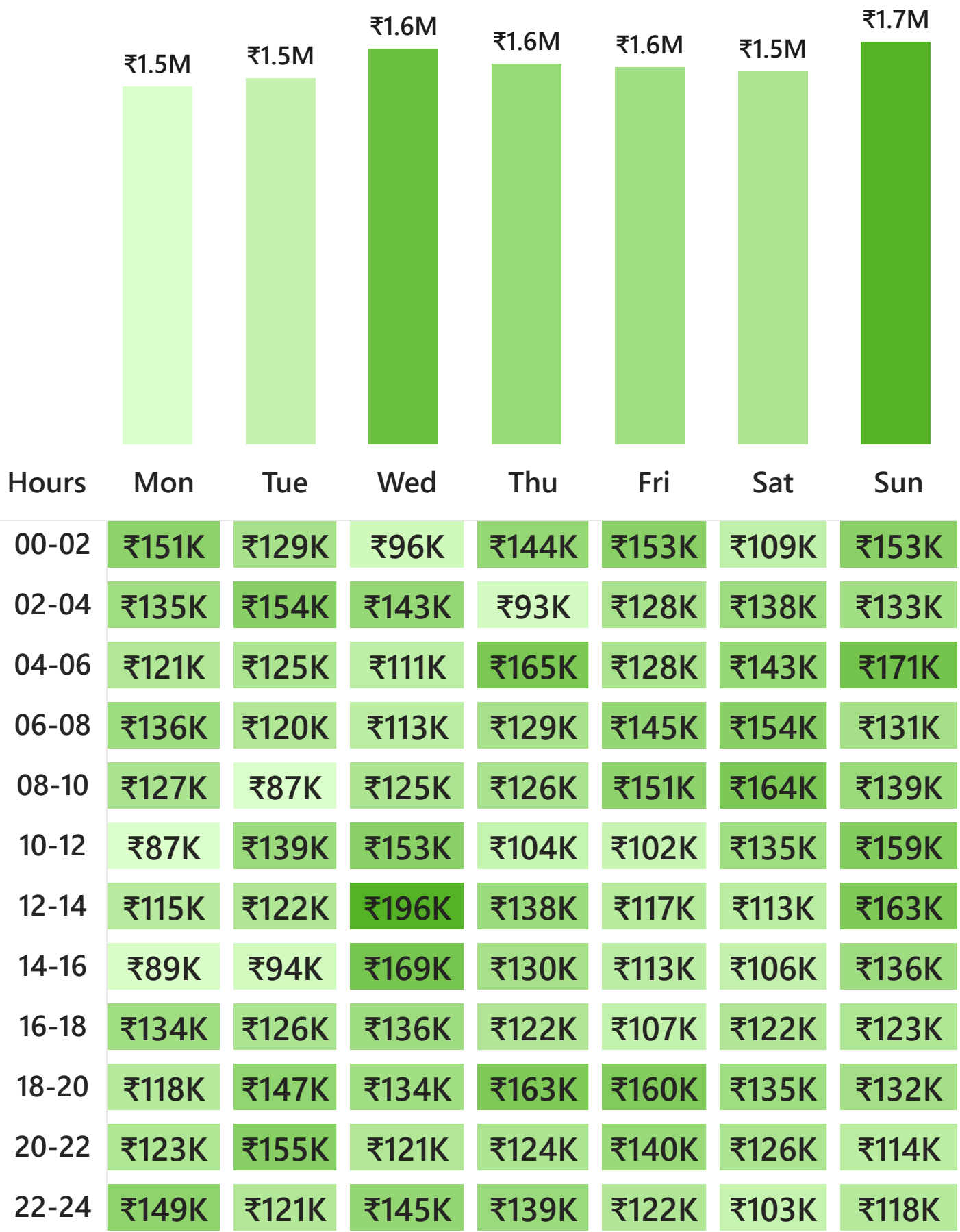
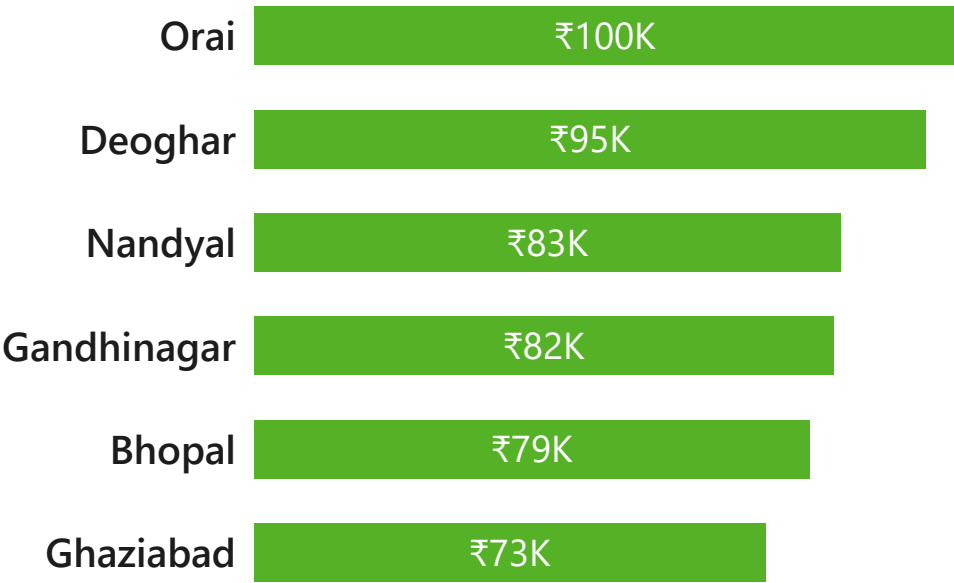
Top Categories

by Total Revenue



Top Areas

by Total Revenue



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Total Revenue

₹11.01M

Total Gross Profit

₹6.04M

Total Orders

5,000

Delivery Delay %

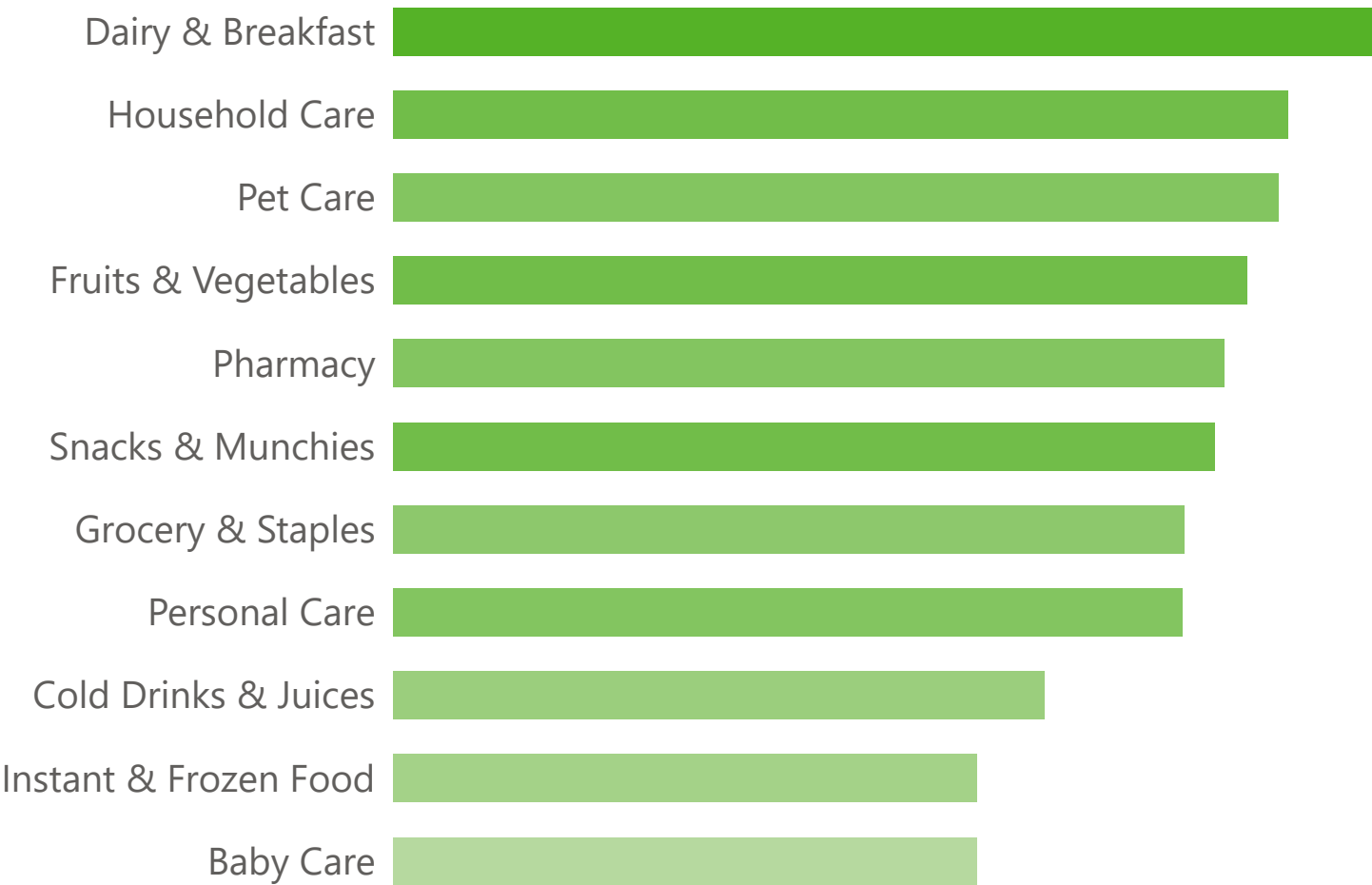
30.6%

Active Customers

2,172

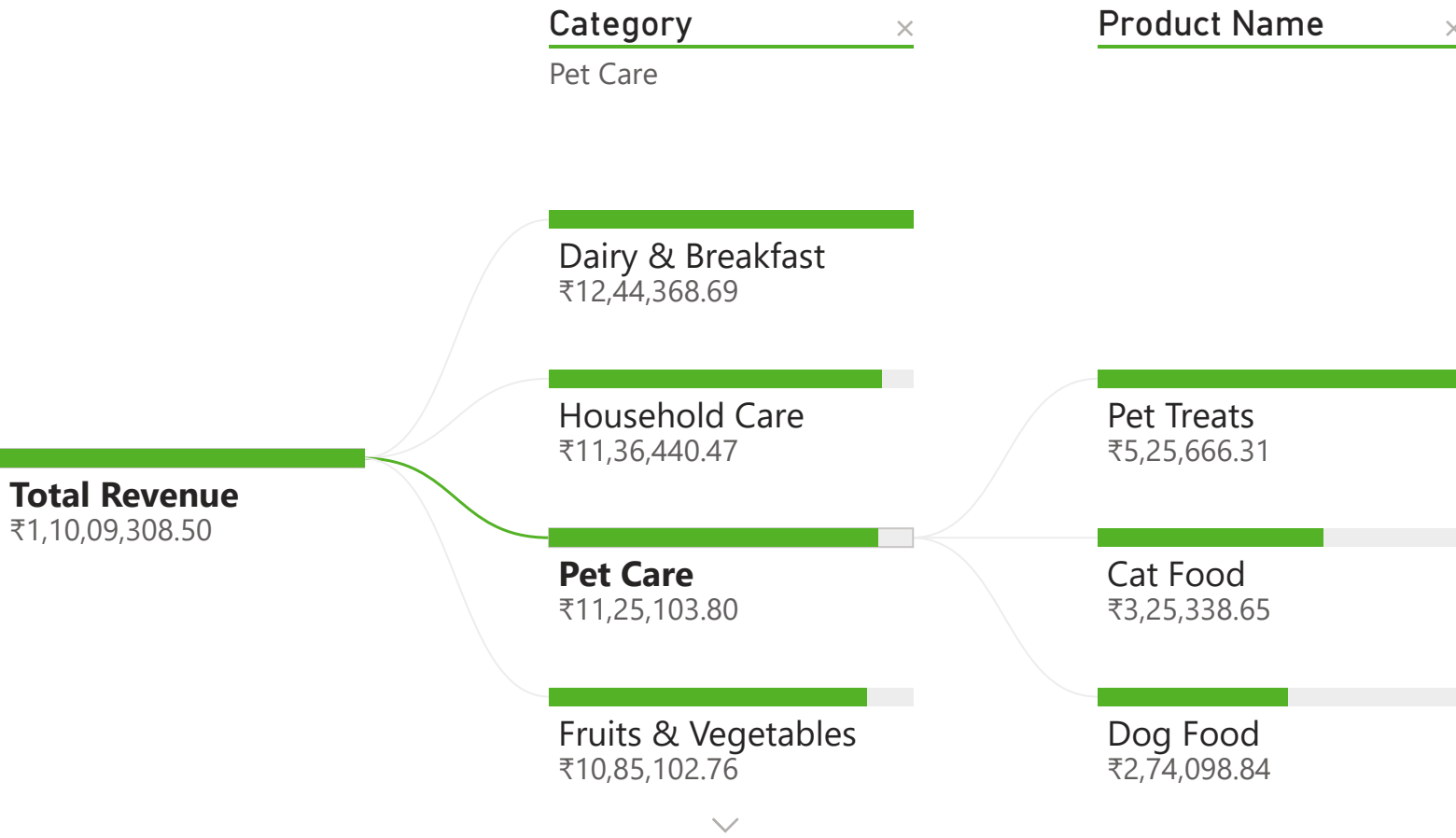
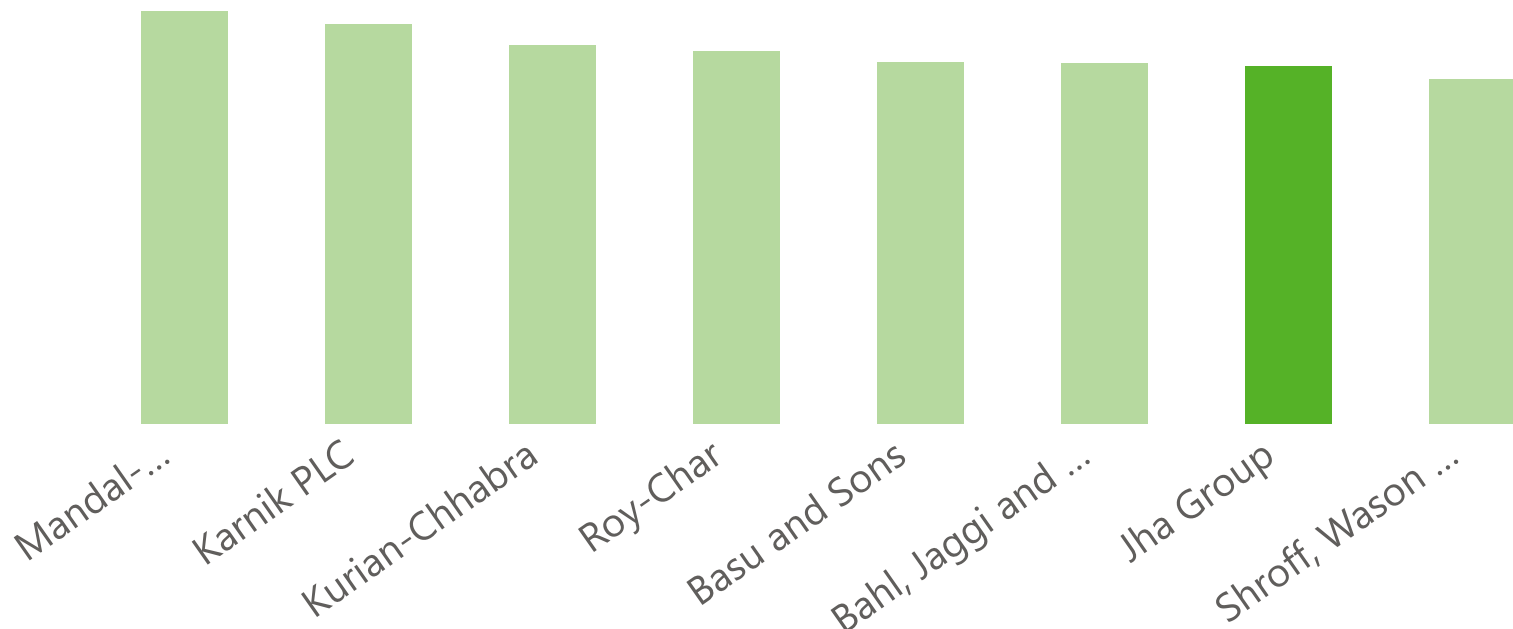
Total Revenue

by Categories



Total Revenue

by brand



Total Revenue

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%	
Total	₹1,10,09,308.50	27.78	1,09,41,150.85	0.62%	

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Total Revenue

₹11.01M

Total Gross Profit

₹6.04M

Total Orders

5,000

Delivery Delay %

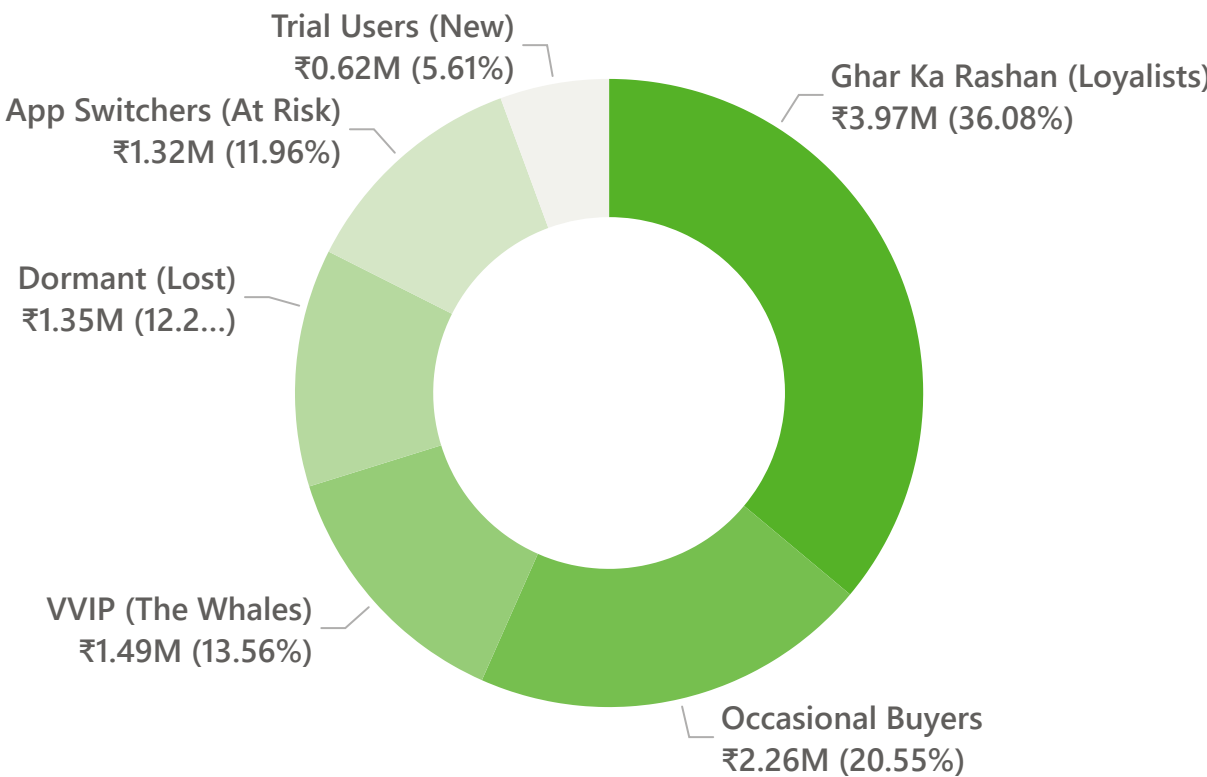
30.6%

Active Customers

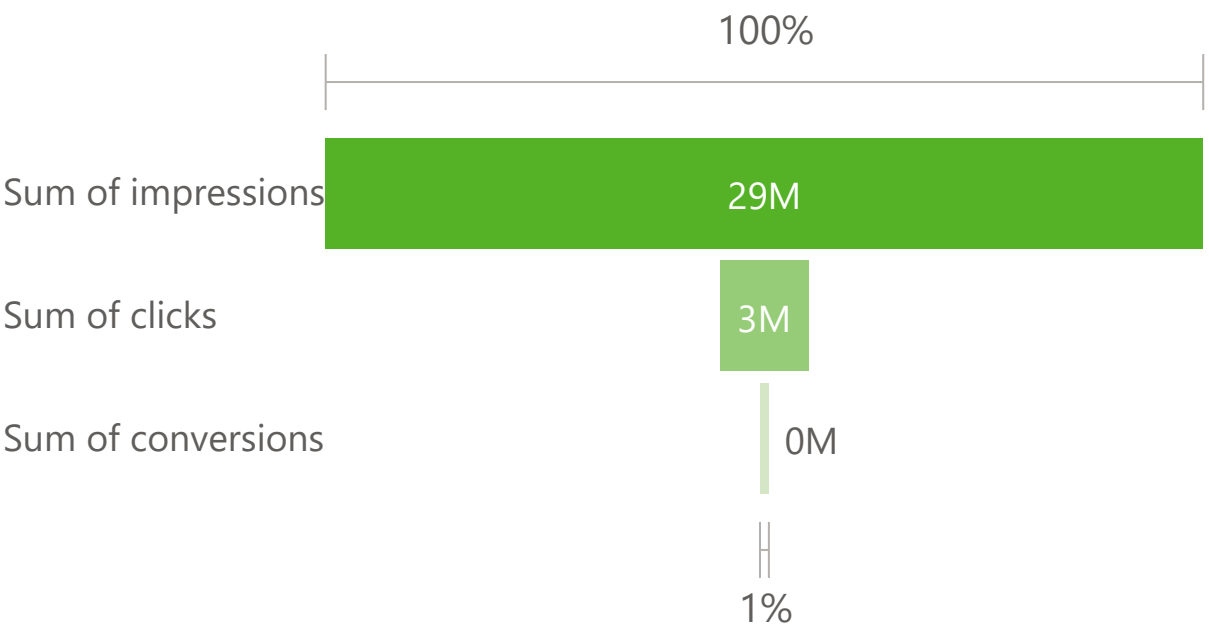
2,172

Total Revenue

by Segment

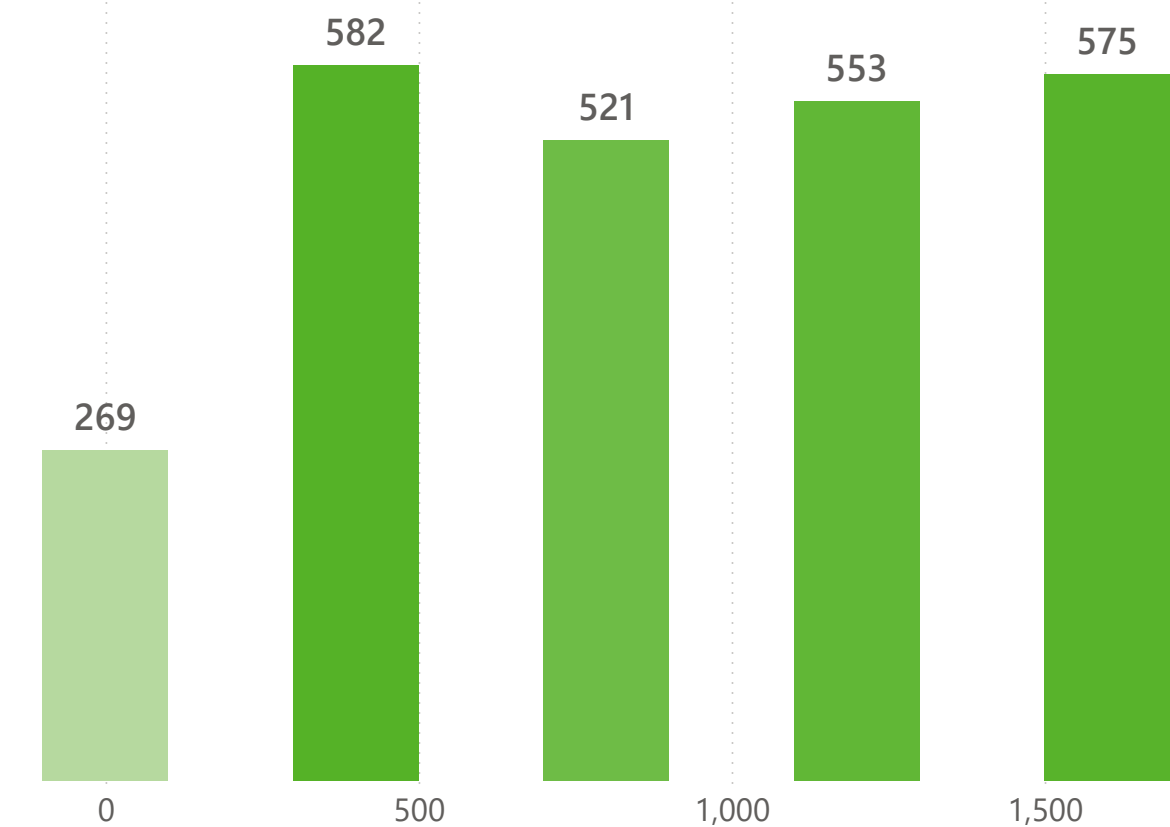


Marketing Conversion Funnel



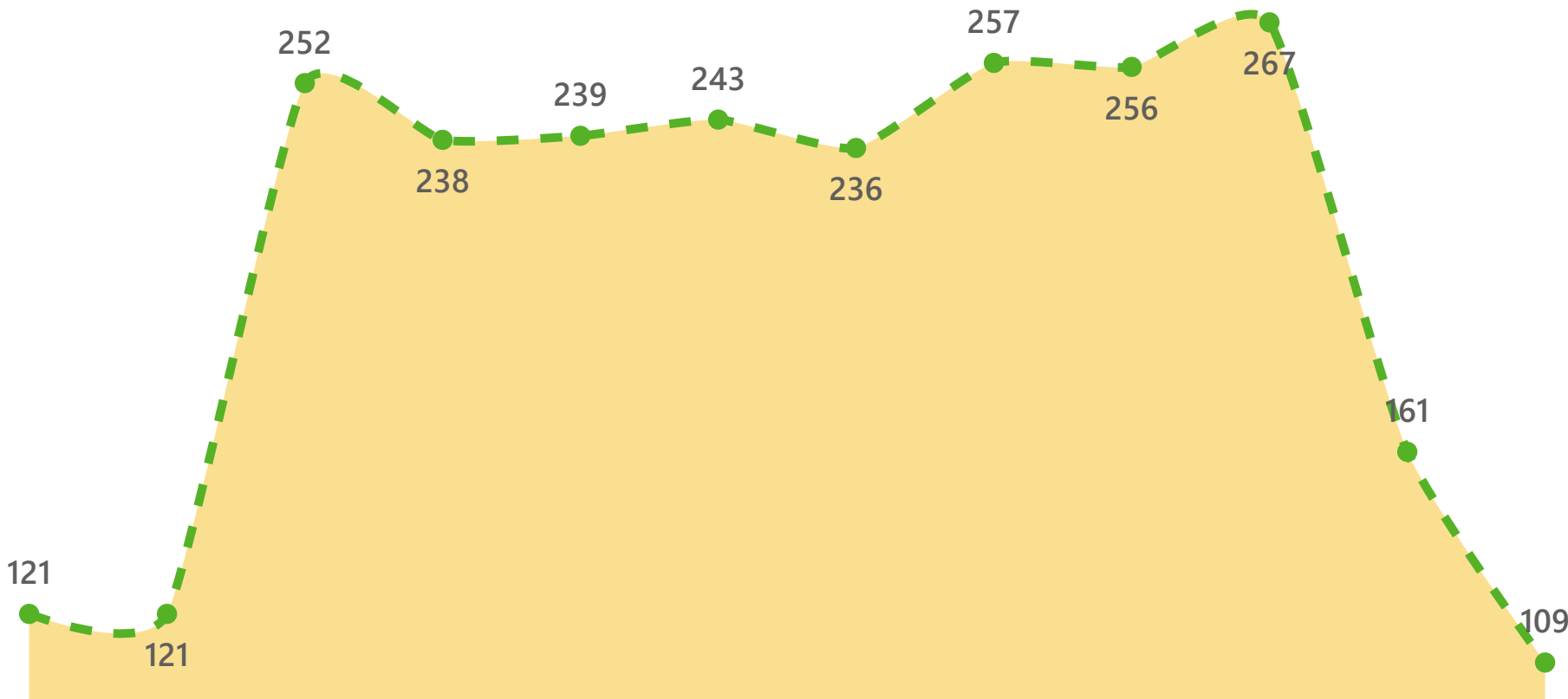
Count of Customers

by Avg Order Value



Count of Customers

by Month



Channel	Spend	Revenue Generated	ROAS	Conversions
<div><div></div>App</div>	42,13,378.75	80,75,010.49	2.75	75192
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
<div><div></div>Email</div>	39,97,488.04	81,89,331.58	2.75	74671
Total	1,63,19,838.24	3,21,93,407.37	2.74	298038