



OmniRetail



Executive



Regional



Product



Customer

# Executive Overview



All Region

Dec-24

Total Orders

45

Vs Pv Month:

21.6%



Total Revenue

\$45K

Vs Pv Month:

37.4%



Return Amount

\$7K

Vs Pv Month:

140.0%



Return Rate

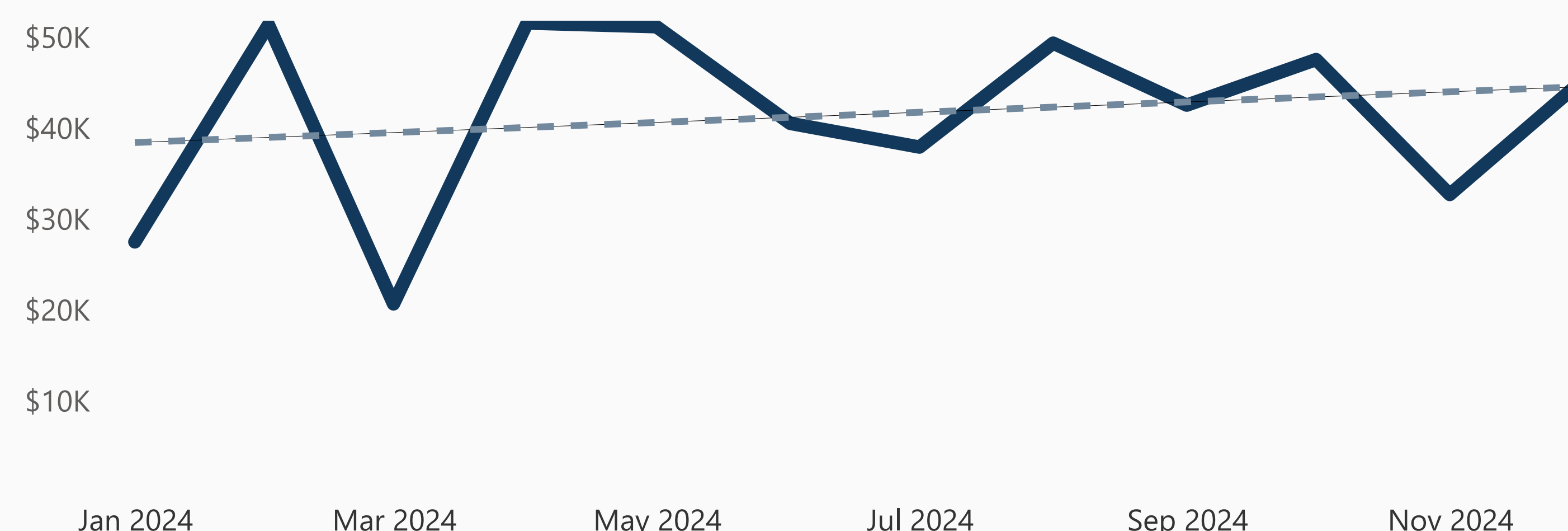
15.6%

Vs Pv Month:

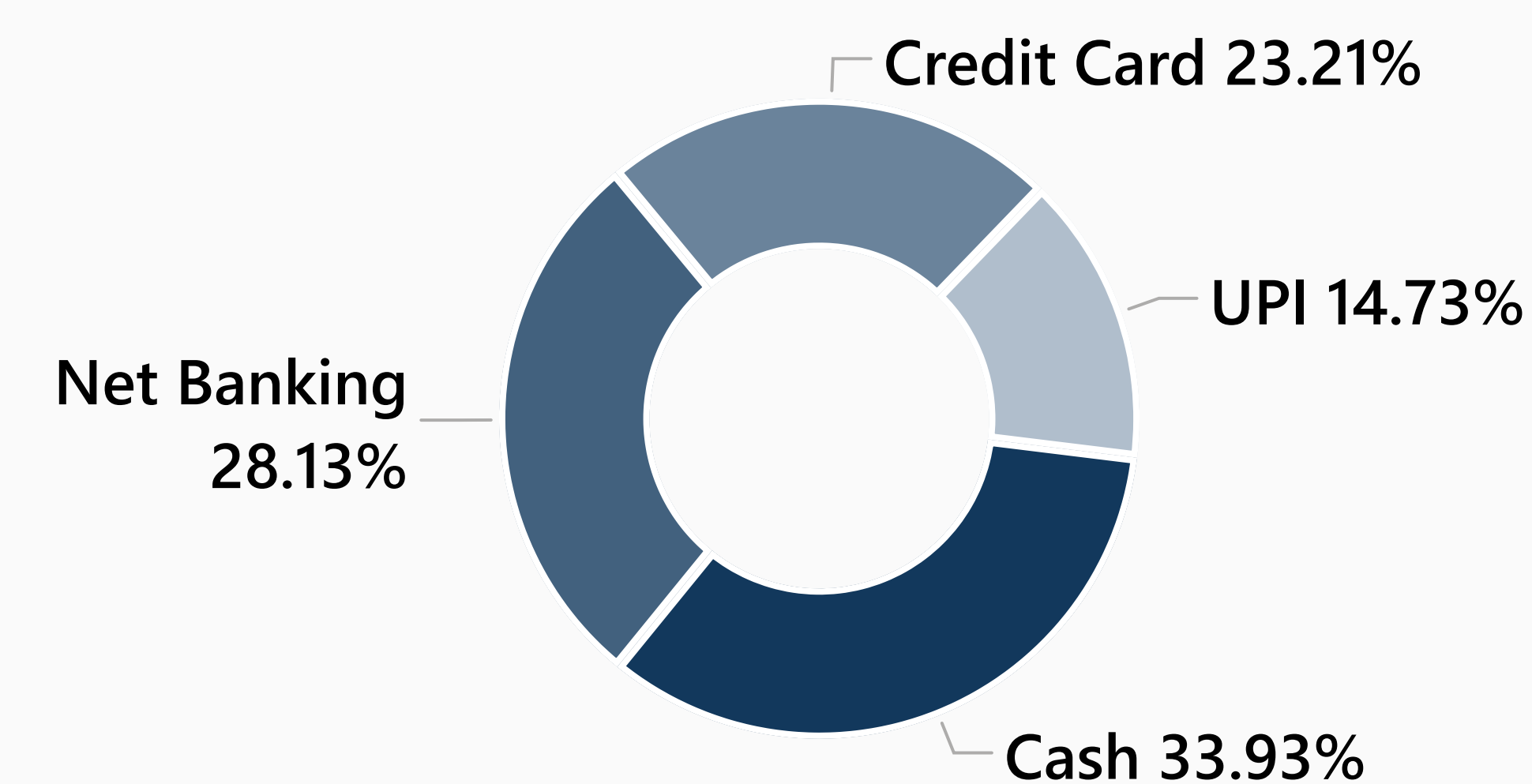
7.4%



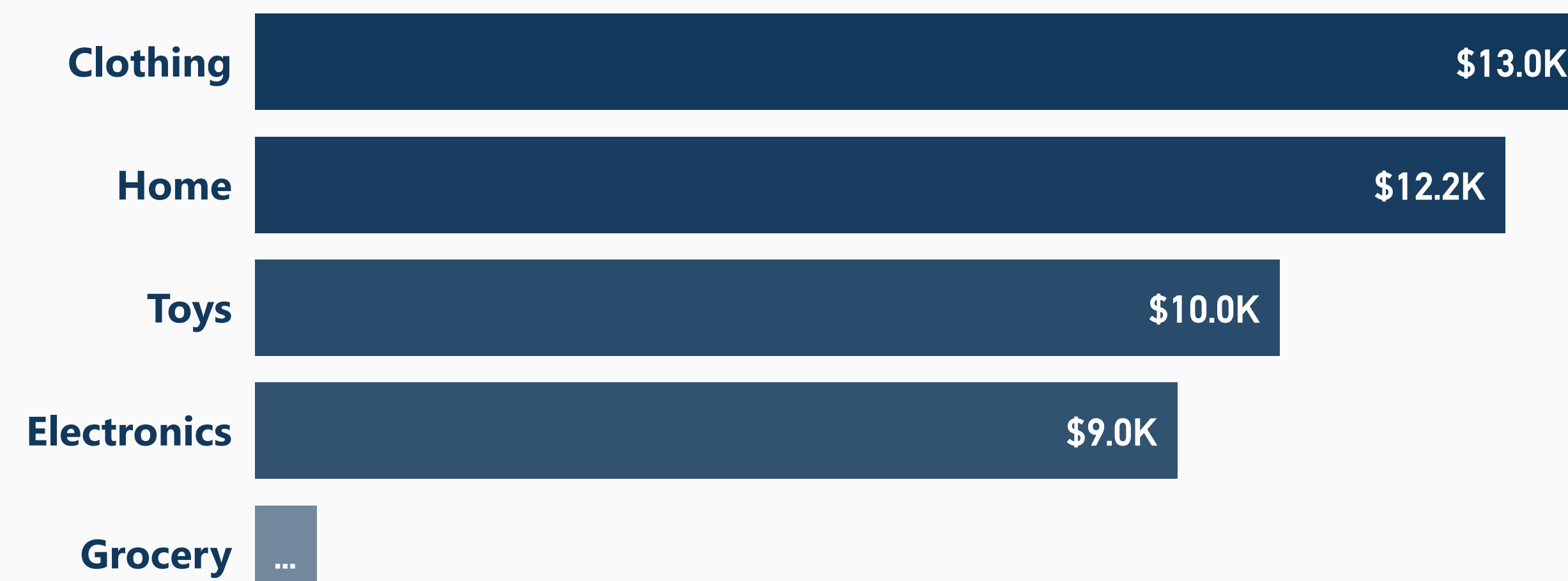
Revenue Trend Over Time



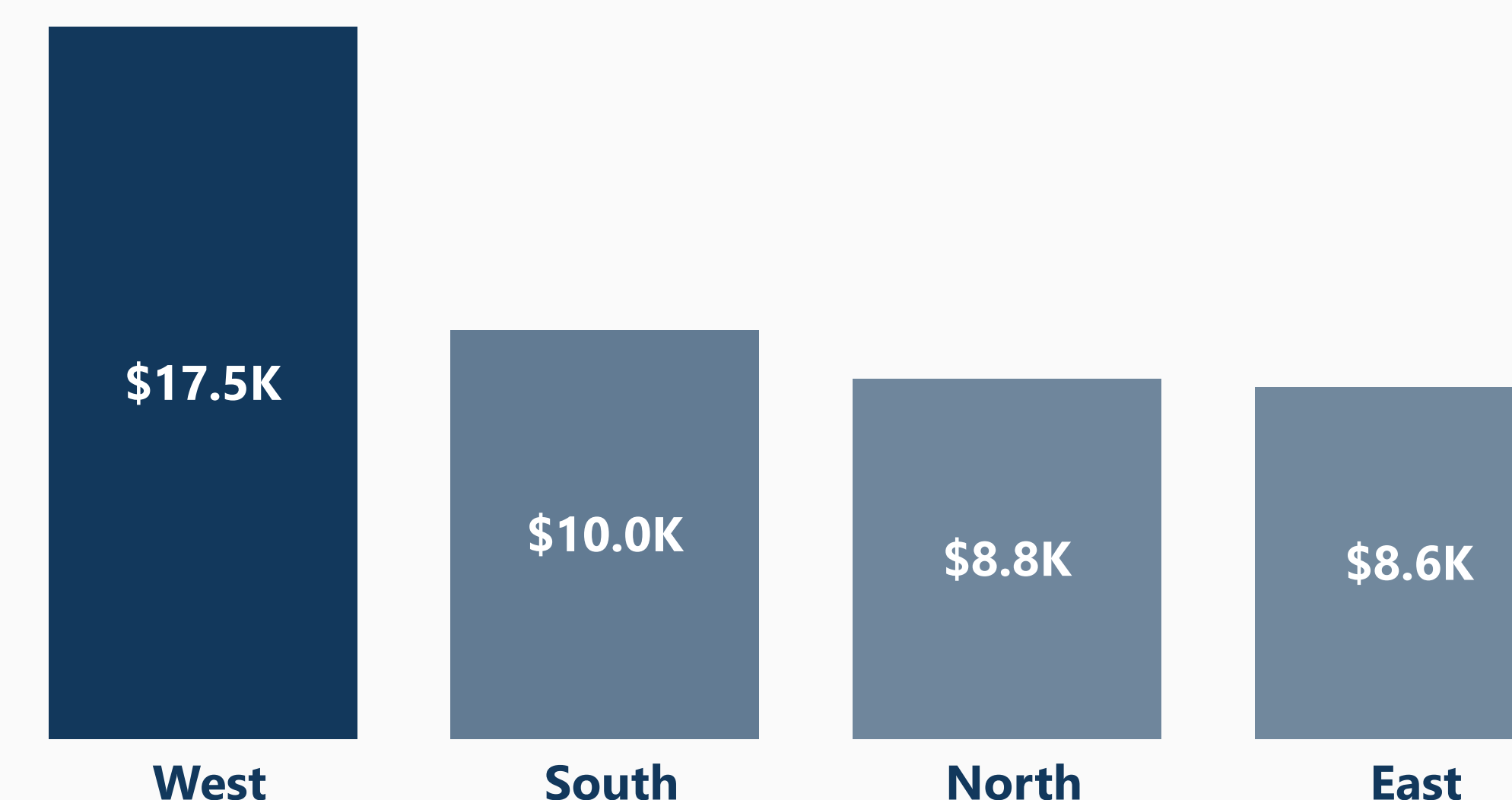
Payment Method Usage



Category wise Revenue



Region wise Revenue





# Regional Performance



All Region

Dec-24

Total Orders

45



Vs Pv Month: 21.6%

Total Revenue

\$45K



Vs Pv Month: 37.4%

Return Amount

\$7K



Vs Pv Month: 140.0%

Return Rate

15.6%



Vs Pv Month: 7.4%

## Region wise Revenue

East || \$8.6K

2%

North || \$8.8K

175%

South || \$10.0K

12%

West || \$17.5K

81%

## Region wise Customers

East || 7

36%

North || 11

175%

South || 10

0%

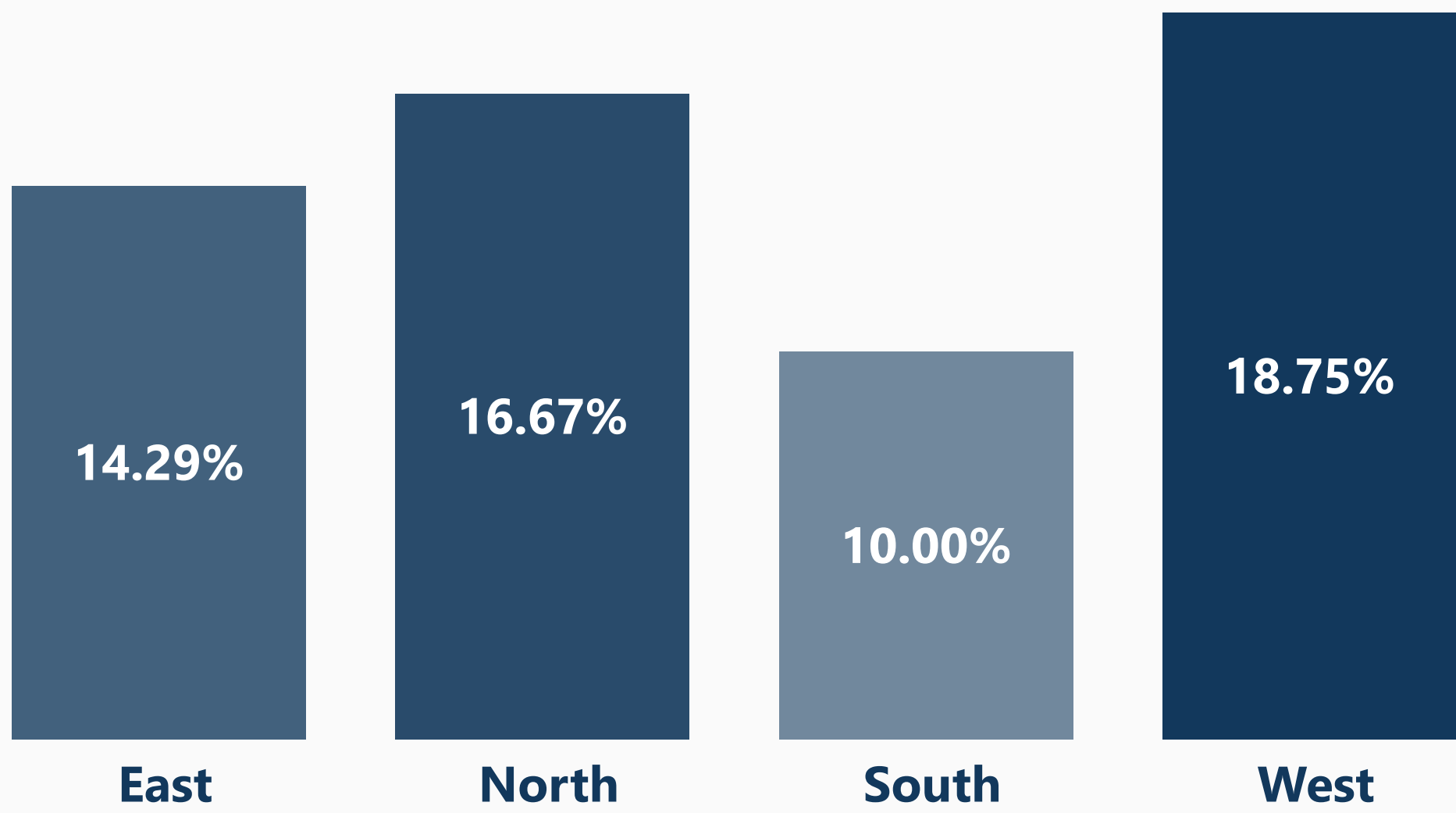
West || 16

33%

## Store Performance Metrics

Store_ID	Total Sales	Vs Pv Month	# Sales	AOV	Customers	Return Rate
S001	\$2,608	18%	5	\$522	5	20.0%
S002	\$4,012		3	\$1,337	3	33.3%
S003	\$2,006	50%	2	\$1,003	2	
S004	\$6,820	127%	8	\$853	8	
S005	\$1,605	64%	2	\$802	2	
S006	\$8,625	258%	7	\$1,232	7	
S007	\$3,009	69%	3	\$1,003	3	
S008	\$2,808	13%	2	\$1,404	2	50.0%
S009	\$5,015	733%	6	\$836	6	33.3%
S010	\$8,425	180%	7	\$1,204	7	28.6%

## Region wise Return Rate







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Product



Customer

# Product Analysis



All Region

Dec-24

Total Qty Sold

224



Vs Pv Month: 37.4%

Total Revenue

\$45K



Vs Pv Month: 37.4%

Return Amount

\$7K



Vs Pv Month: 140.0%

Return Rate

15.6%

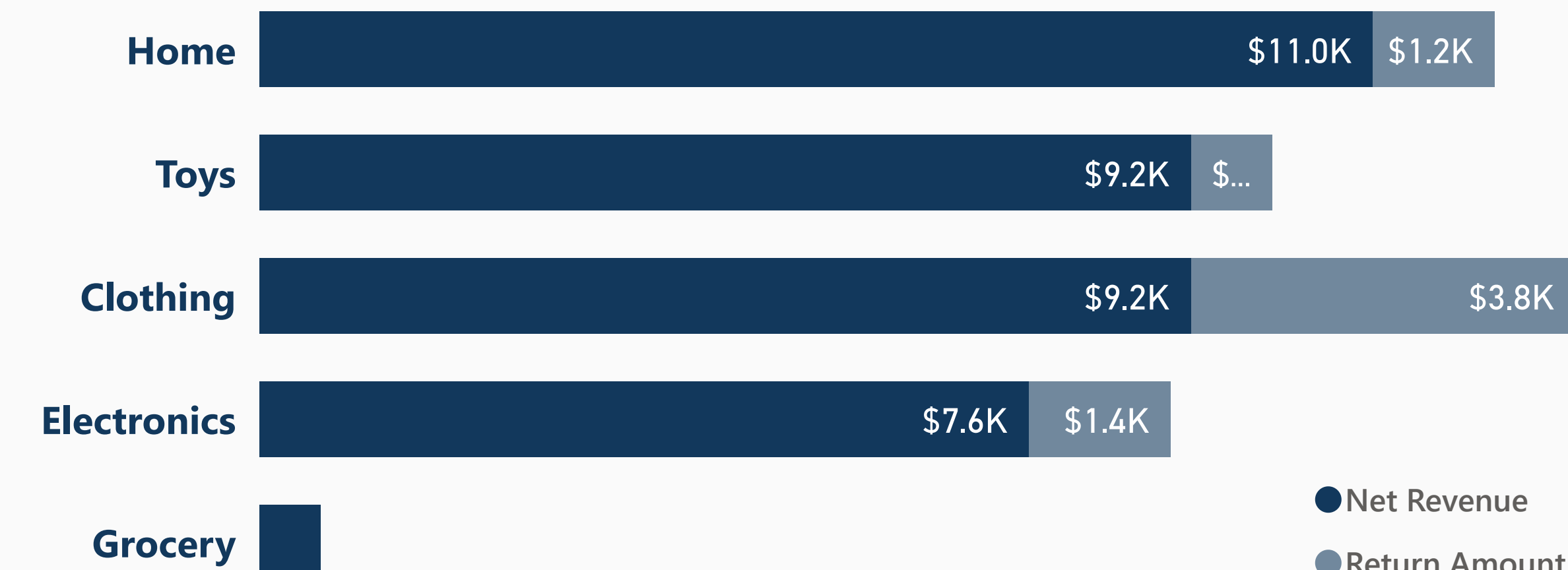


Vs Pv Month: 7.4%

## Category wise Orders



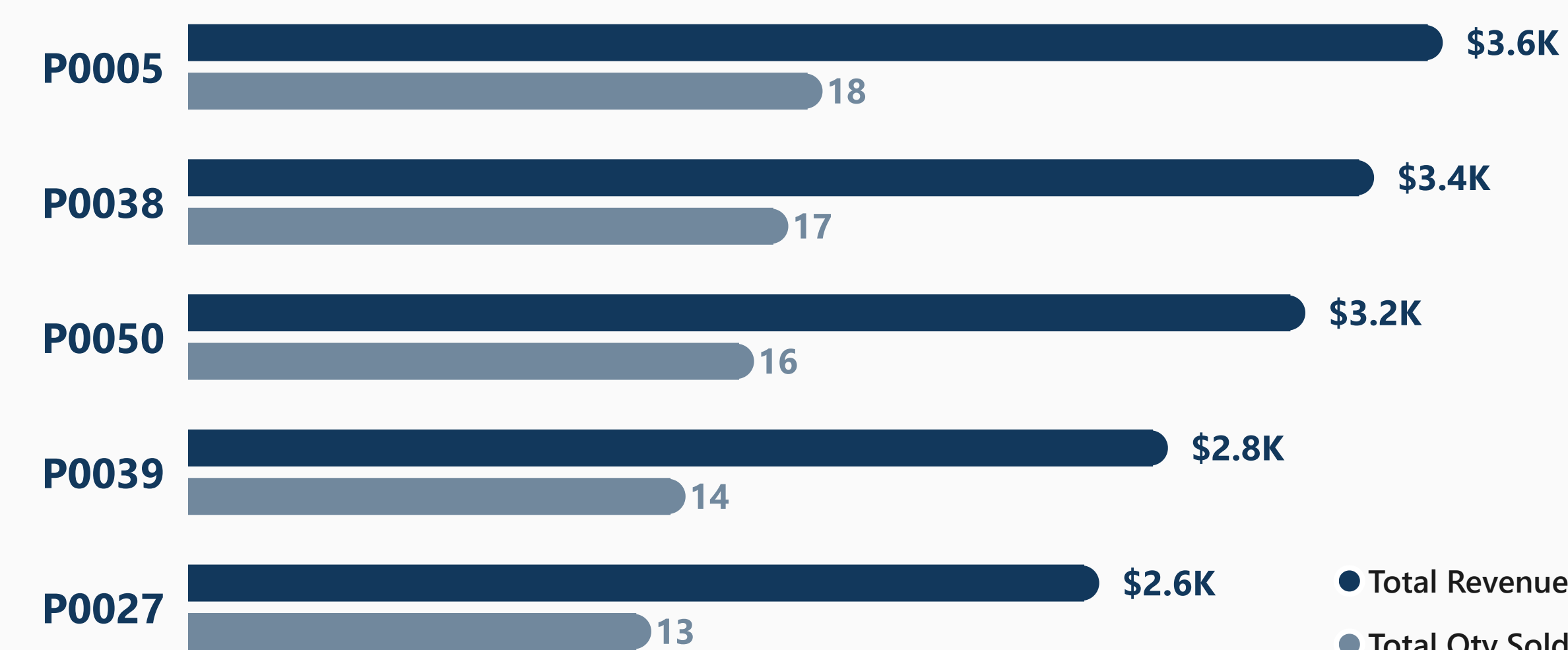
## Category wise Revenue



## Product Performance Metrics

Product_ID	Total Sales	Vs Pv Month	Total Qty Sold	Return Rate
P0001	\$201	80%	1	
P0002	\$1,204	50%	6	
P0003	\$1,805		9	
P0004	\$401	0%	2	100.0%
P0005	\$3,611			
P0006	\$1,003		5	
P0007	\$1,003		5	100.0%
P0008	\$1,404	0%	7	
P0009		100%		
P0010	\$1,404	46%	7	50.0%

## Product wise Sales & Qty Sold





# Customer Behavior



All Region

Dec-24

Customers

41

Vs Pv Month: 17.1%



Retention Rate

14.3%

Vc Pv Month: 1.8%



Monthly CLV

\$1.3K

Vs Pv Month: 19.8%



Avg Order Value

\$998

Vs Pv Month: 13.0%



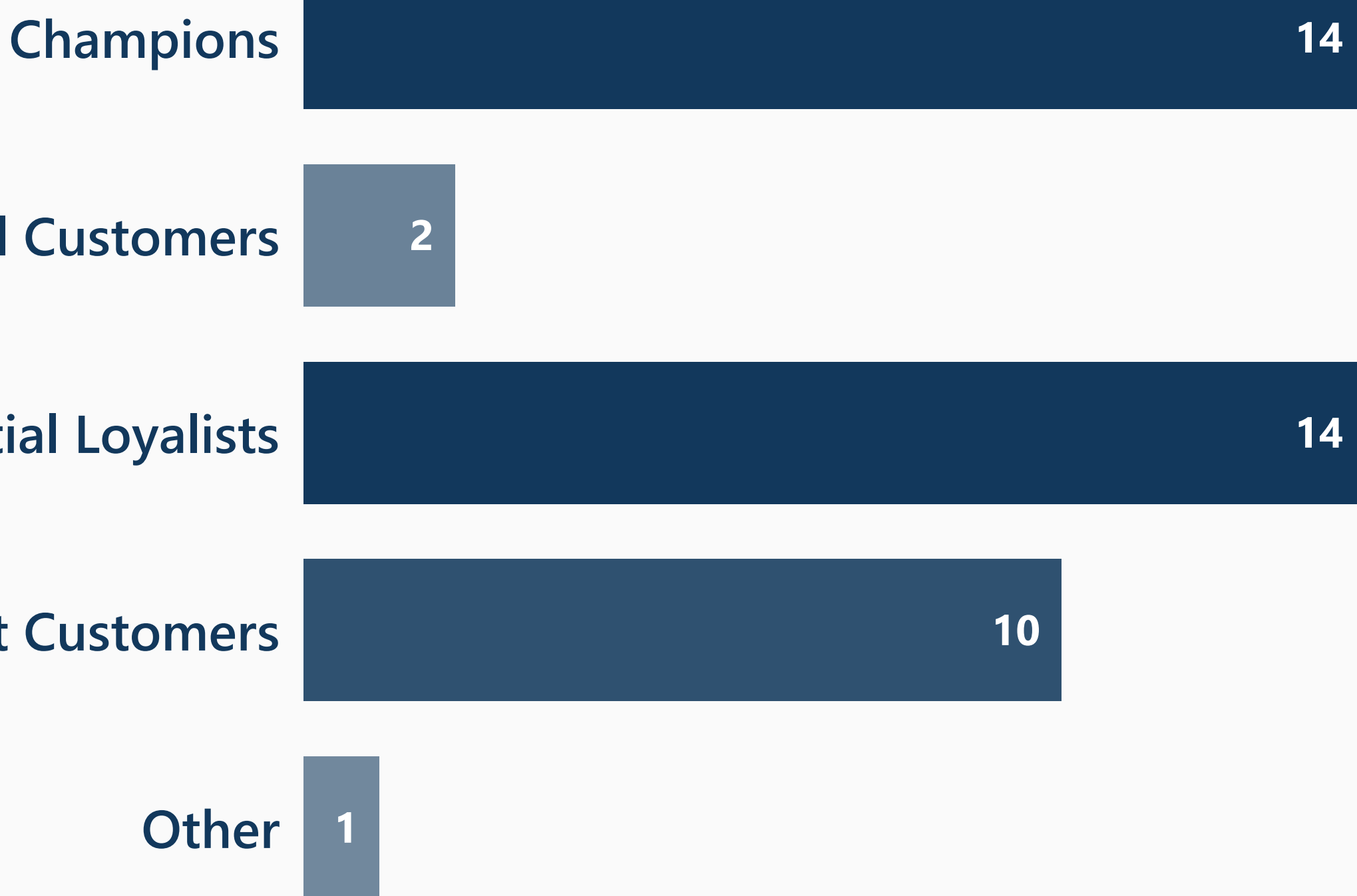
## Customer Performance Metrics ⓘ

Search

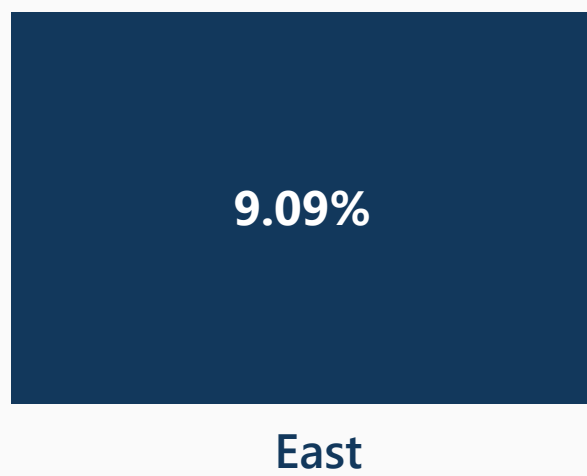


Customer_ID	Recency(d)	Frequency	Monetary	AOV
C0032	0	1	\$1,805	\$1,805
C0085	1	1	\$1,003	\$1,003
C0130	1	1	\$802	\$802
C0162	2	1	\$602	\$602
C0007	6	1	\$1,805	\$1,805
C0012	6	1	\$1,404	\$1,404
C0065	6	1	\$1,805	\$1,805
C0118	6	2	\$2,006	\$1,003
C0179	6	1	\$1,805	\$1,805
C0005	7	1	\$1,605	\$1,605
C0058	7	1	\$602	\$602
C0004	9	1	\$802	\$802
C0014	11	1	\$201	\$201
C0147	11	1	\$401	\$401
C0046	12	2	\$2,206	\$1,103
C0030	14	1	\$802	\$802
C0086	14	1	\$602	\$602
C0112	15	1	\$802	\$802
C0109	16	1	\$1,003	\$1,003

## Customer RFM Segmentation ⓘ



## Retention Rate by Region ⓘ



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Customer