



OmniRetail

# 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%

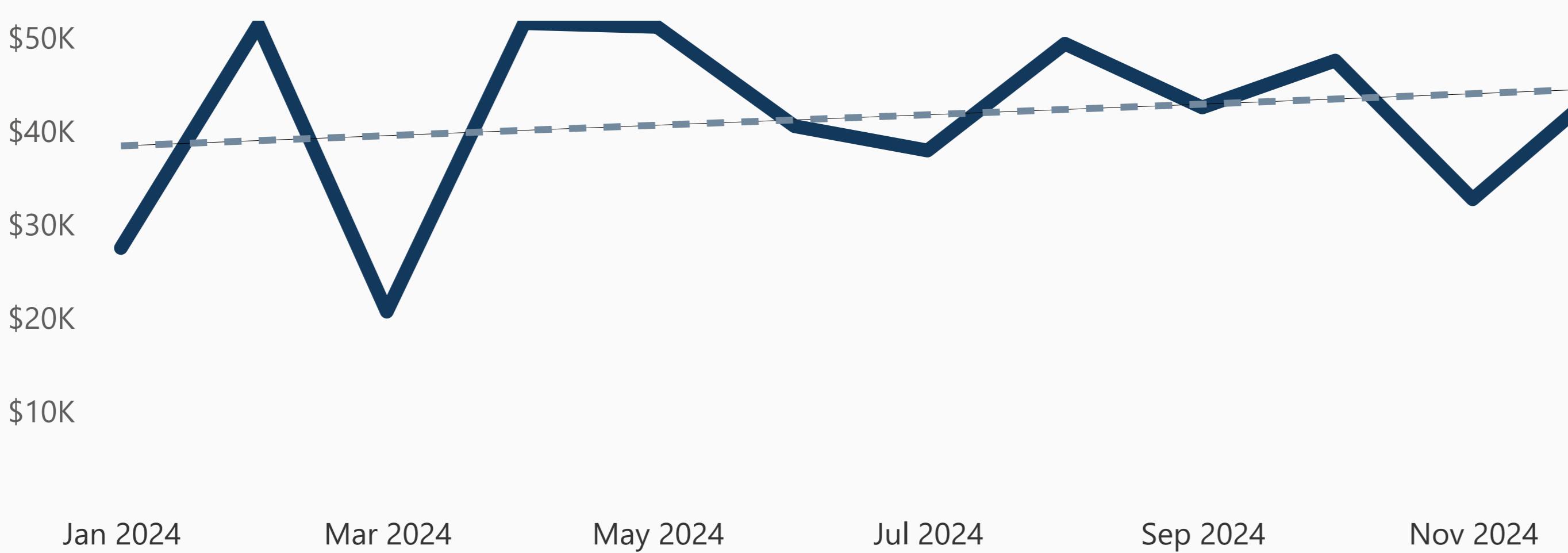
Return Rate

**15.6%**

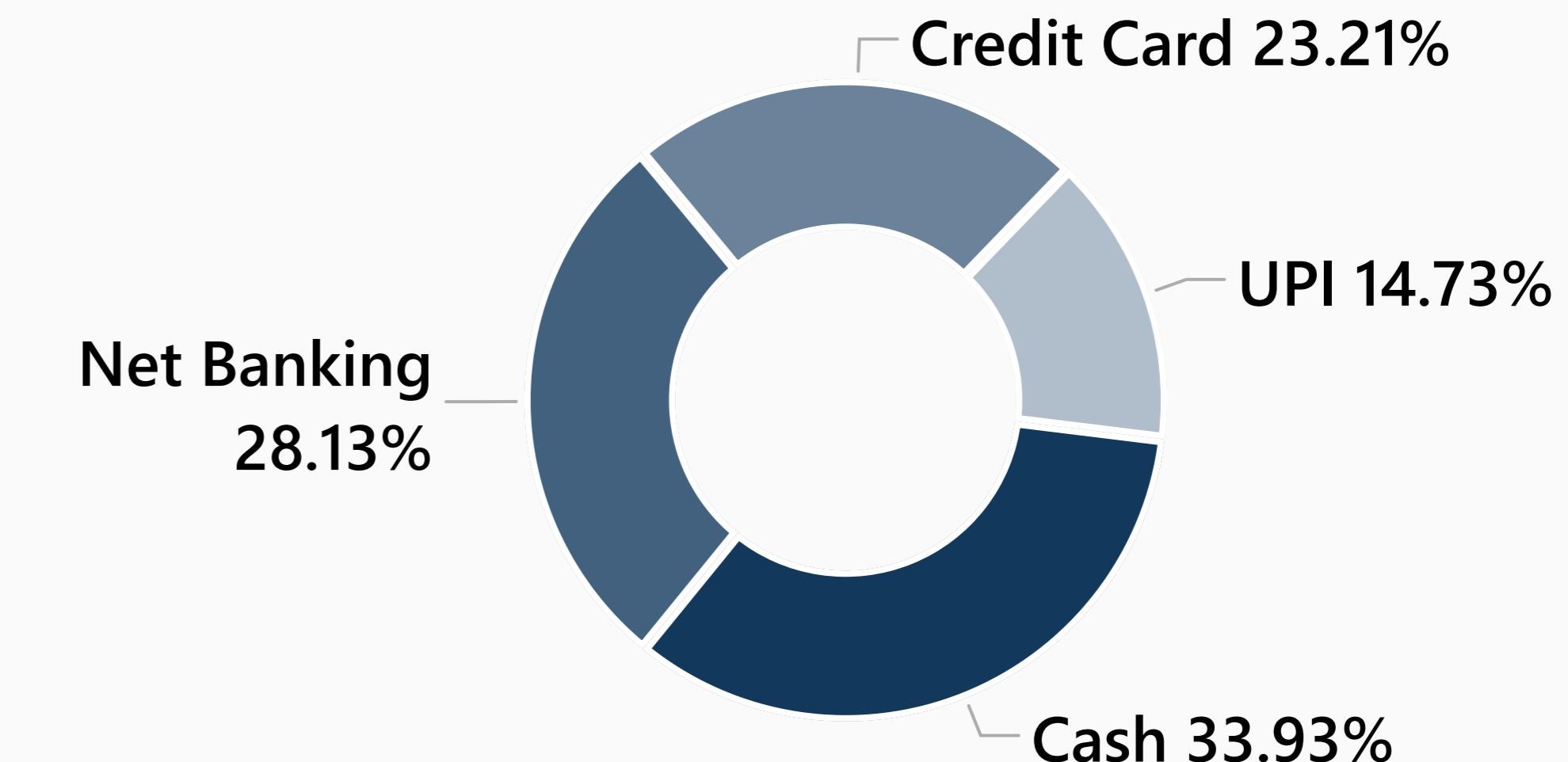
Vs Pv Month:

↗ 7.4%

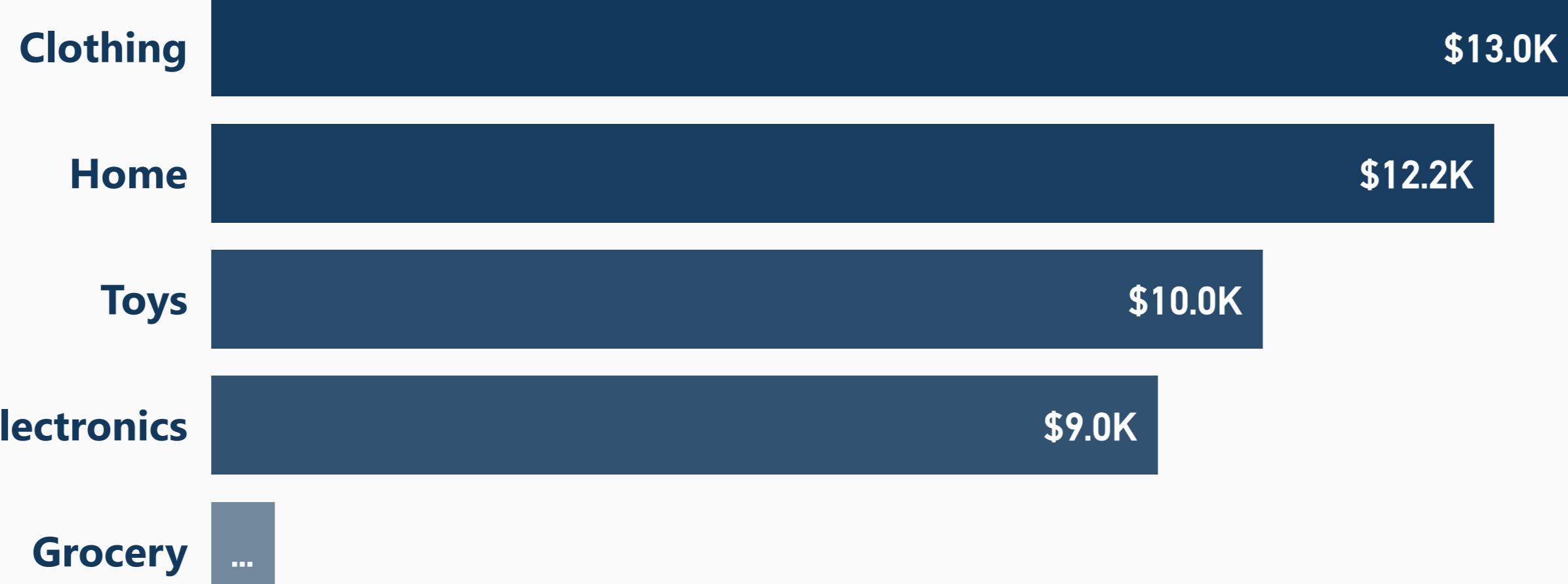
## Revenue Trend Over Time



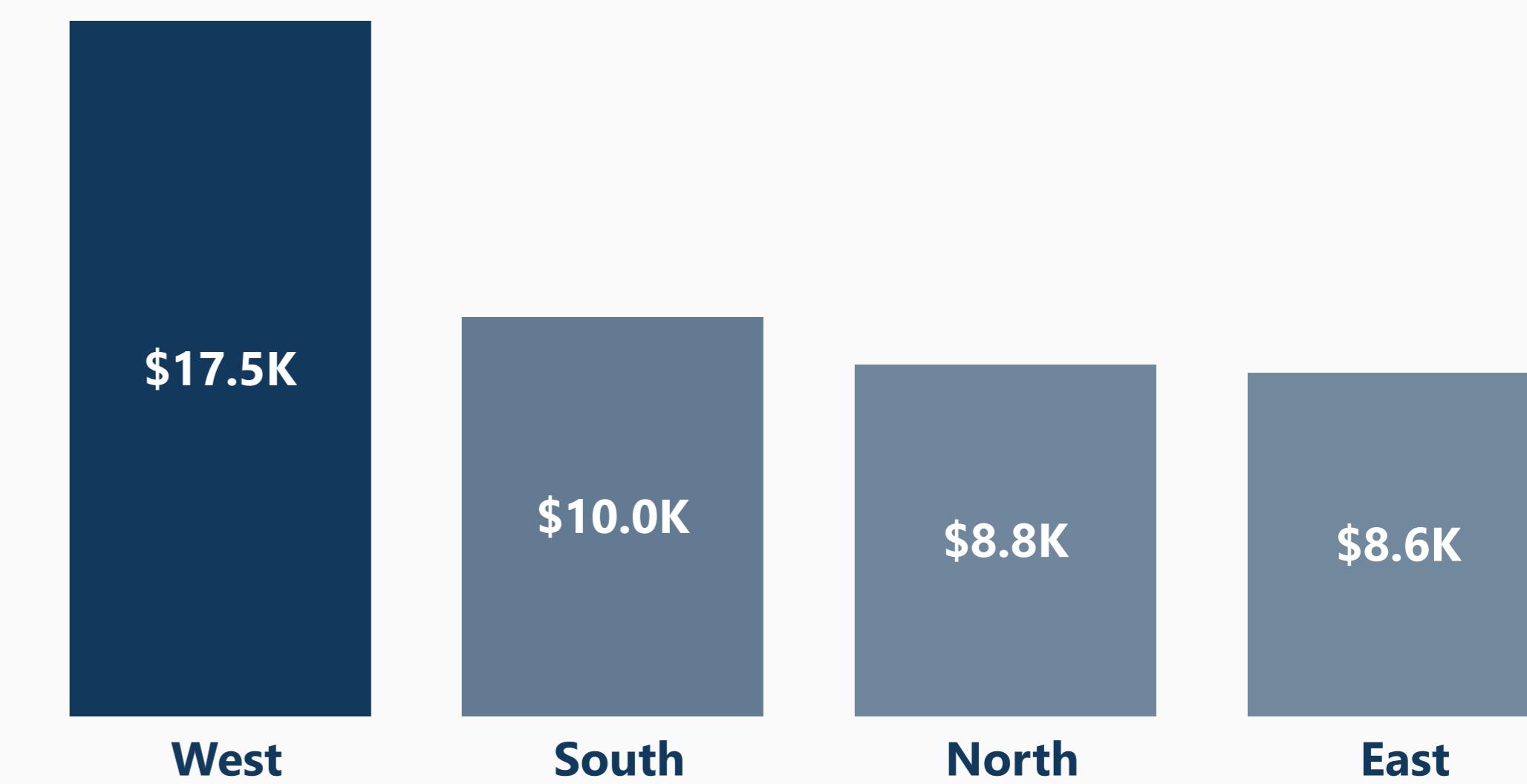
## Payment Method Usage



## Category wise Revenue



## Region wise Revenue





OmniRetail

# Regional Performance



All Region

Dec-24

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**45**

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Vs Pv Month:

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## 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%

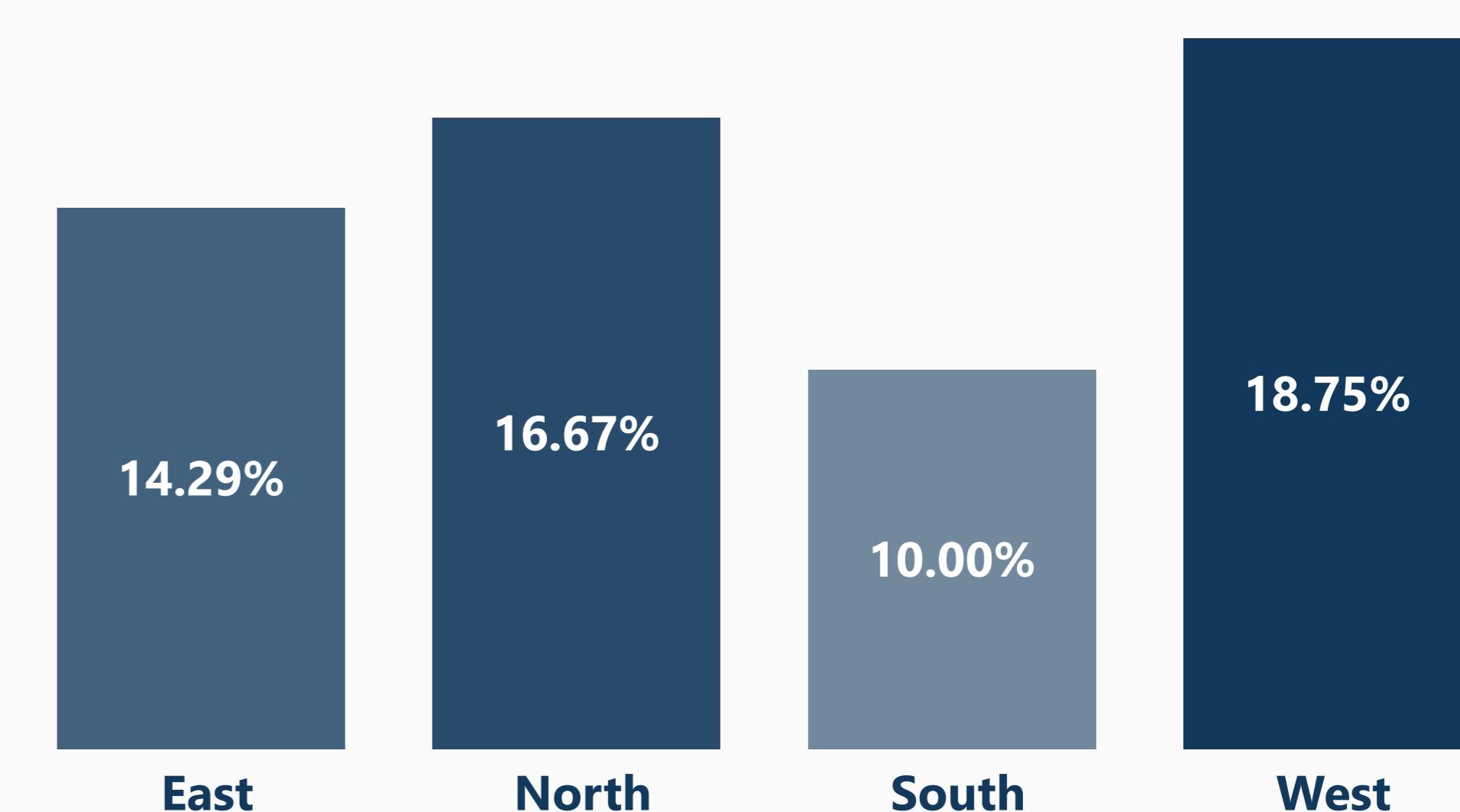
West || 16

↗ 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 ⓘ



Executive



Regional



Product



Customer



OmniRetail

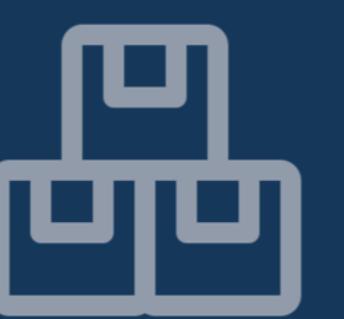
# Product Analysis



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 ⓘ



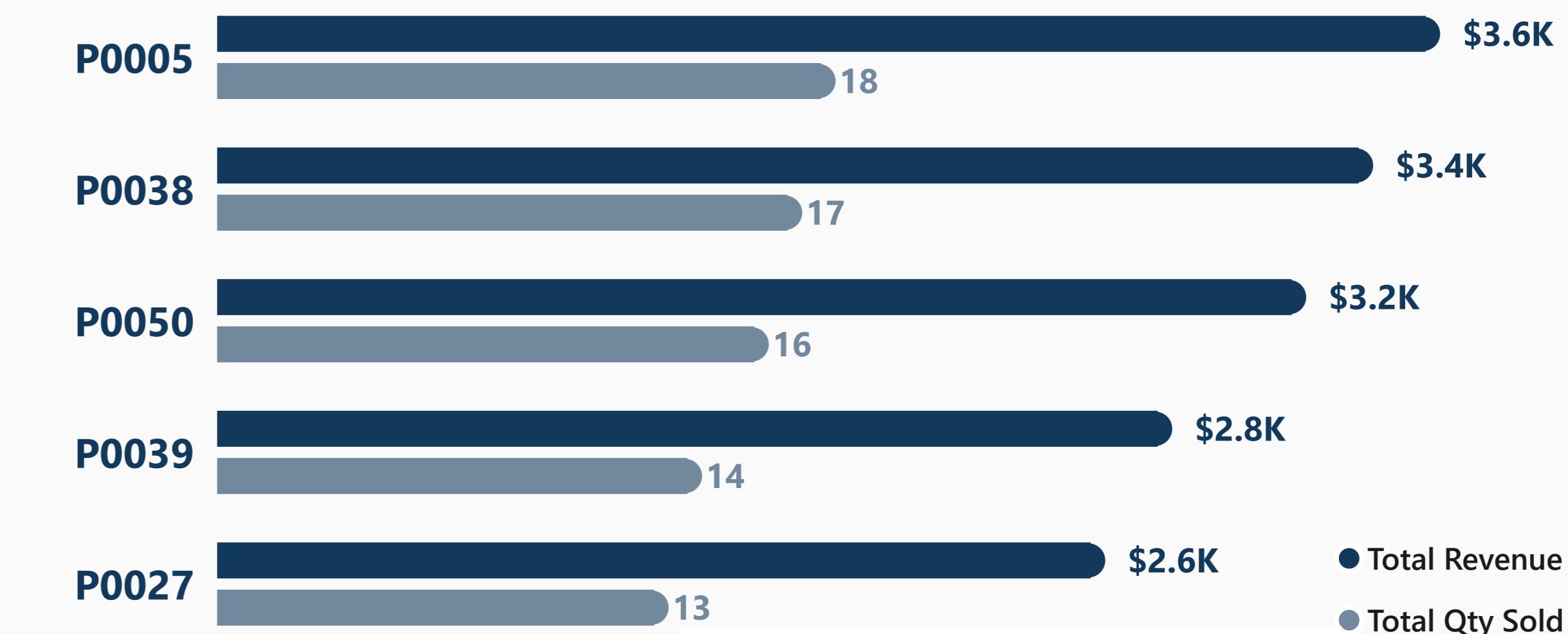
## Category wise Revenue ⓘ



## Product Performance Metrics ⓘ

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

## Product wise Sales & Qty Sold ⓘ



Executive



Regional



Product



Customer



OmniRetail

# Customer Behavior



All Region

Dec-24

Customers

**41**

Retention Rate

**14.3%**

Vs Pv Month:

↗ 17.1%

Vs C 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 ⓘ

Champions

14

Loyal Customers

2

Potential Loyalists

14

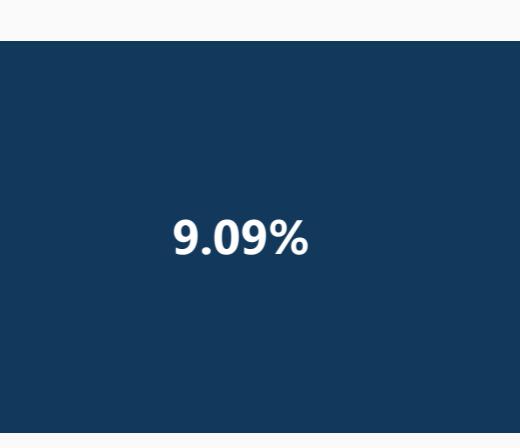
Recent Customers

10

Other

1

## Retention Rate by Region ⓘ



Executive



Regional



Product



Customer