

Executive Summary



Location ▾

2023 ▾

Dec ▾



Total Revenue

**77.8M₹**Vs PM: +11.54%

Gross Margin%

**11.5%**Vs PM: +0.44%

Avg Order Value

**3.1K₹**Vs PM: +0.09%

Active Customers

**1.5K**Vs PM: +8.40%

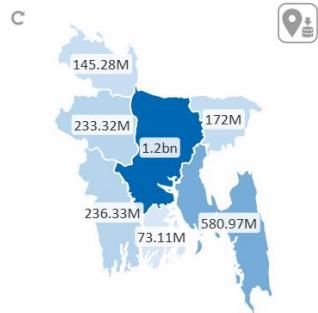
Return Amount%

**4.13%**Vs PM: +0.09%

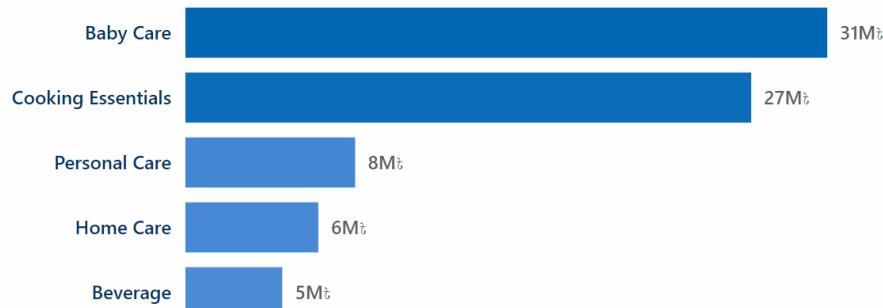
Revenue Trend over Time



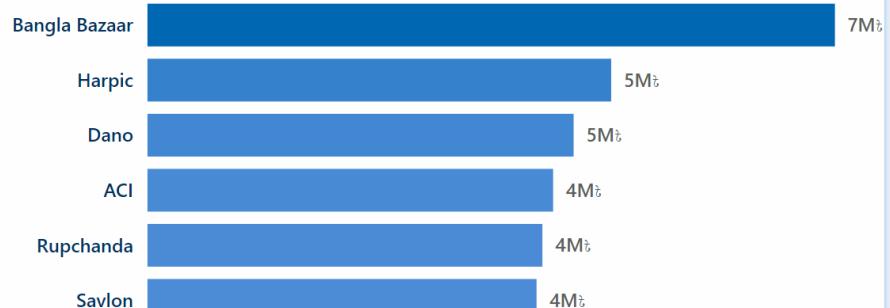
Revenue by location



Revenue by category



Top Brands by Revenue



Product Strategy



Location ▾

Year ▾

Month ▾



Total Revenue

**3.0bn₹**Vs PM: +2.68%

GMROI

**11.1%**Vs PM: +0.59%

Return Amount%

**4.03%**Vs PM: -0.00%

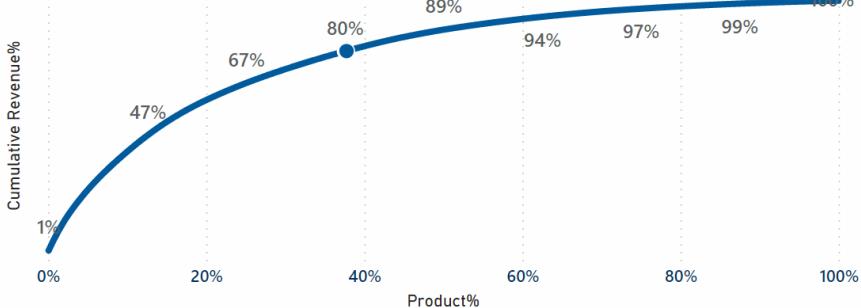
Price Growth%

**17.6%**

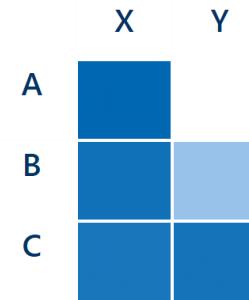
Discount Depth

**15.7%**

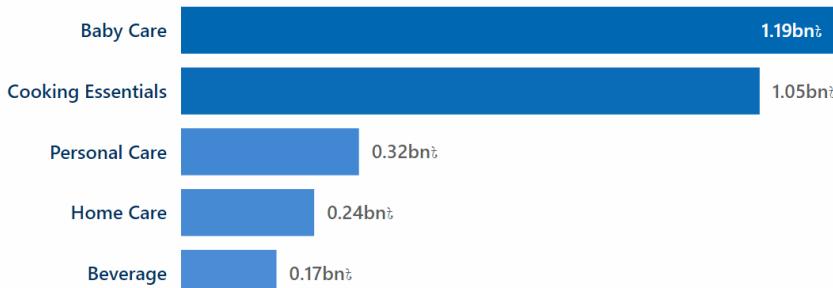
Product Rationalization Curve



Product Segmentation



Revenue by category



Top Brands by Revenue



Marketing & Growth



Year ▾

Month ▾



CTR

7.27%

Vs PM: -0.01%

Sales per Visit

102.4t

Vs PM: +0.87%

Conversion Rate

1.43%

Vs PM: +0.01%

Cart Abandonment

64.9%

Vs PM: +0.01%

Sales via Discount

80.4%

Vs PM: +0.01%



Web Traffic over Time



Conversion Funnel

Impressions

480.00M

Page Views

34.88M (7.27%)

Add-to-Carts

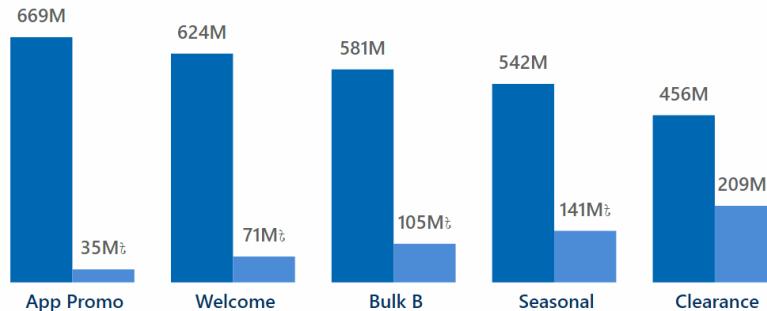
1.43M (0.3%)

Purchases

0.50M (0.1%)

Discount Efficiency

● Discounted Sales Amount ● Discount Amount



A/B Test Lift% by Category

Home Care

9.72%

Beverage

3.82%

Baby Care

2.93%

Cooking Essentials

2.07%

Personal Care

-6.07%

Supply Chain & Operations



All Warehouse



Available Stock

**296Mt**

Inv Turnover Ratio

**2.42**

Weeks of Supply

**19.3**

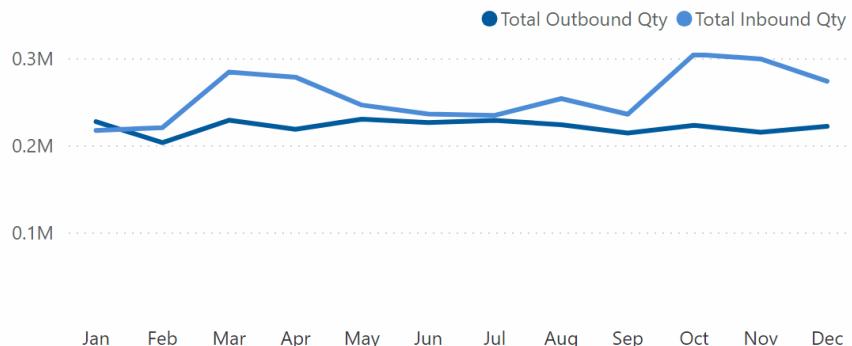
Aging Stock

**20Mt**

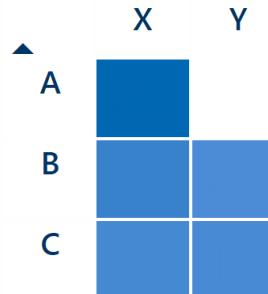
Freshness Score

**80.2%**

Annual Supply vs Demand



Stock Value by Product Segment



AX	215.58M
BX	59.97M
CX	18.80M
CY	12.11M
BY	2.71M

Product Inventory Metrics

product	Available Stock	WoS	Days to Expiry
Diapers	39,492	18.9	960
Baby Food	35,082	19.2	230
Rice	31,914	19.5	595
Oil	26,226	18.6	230
Skin Care	24,882	19.7	960
Detergent	24,522	19.7	595

Warehouse Operational Health Metrics

warehouse_name	Stock(BDT)	Utilization	ITR	WoS
Chittagong Port Depot	60.1M	81.8%	1.7	28.9
Savar Fulfillment Ctr	61.3M	64.7%	1.0	49.9
Sylhet Regional Hub	62.6M	77.7%	1.3	36.1
Tejgaon Central Hub	65.7M	71.2%	5.0	8.6
Uttara North DC	59.5M	88.2%	2.8	17.4

Customer & Basket Analysis



Location

Year

Month



Active Customers

43,164



Repeat Cust: **100.0%**

Avg Order Value

3.1K₹



Vs PM: **0.00%**

Avg Basket Size

2.44



Vs PM: **0.00%**

Return Qty%

4.02%



Vs PM: **0.00%**

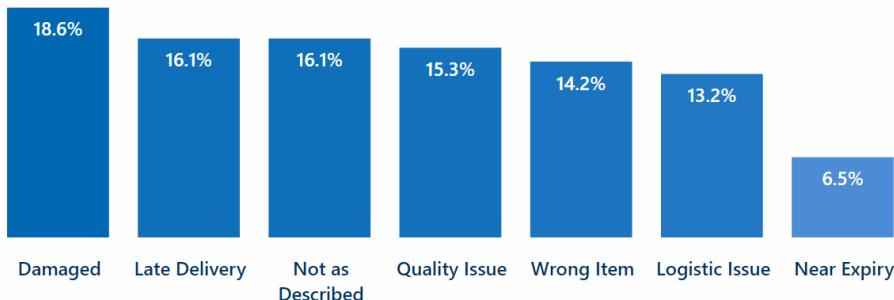
Avg Rating

4.13★

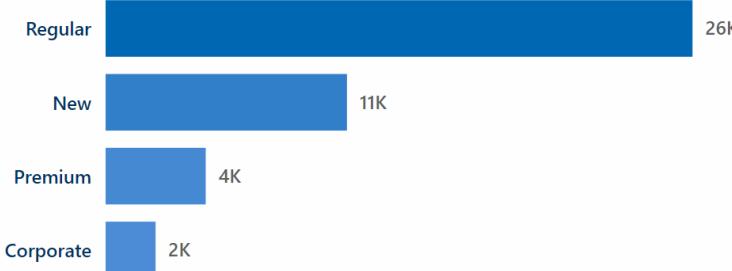


Vs PM: **0.05%**

Top Reasons of Return



Total Customers by Segment



Market Basket Analysis

Search Product

Product A

Marks Rice Team 25kg Bag

Product B

Marks Rice Sell 25kg Bag

Frequency

67

Pran Detergent Production 3kg ...

Fresh Diapers Assume Jumbo ...

58

Wheel Oil Card 5L Jar

Ispahani Oil Second 5L Jar

56

Bashundhara Detergent Able 3k...

Pran Baby Food Dog Tin

55

Ispahani Juices Never 1L Carton

Knorr Baby Food Different Tin

54

Fresh Diapers East Jumbo Pack

Dano Oil With 5L Jar

51

Worst Performing Products

product_name	Avg Rating	Return Amount
Rin Diapers Less Jumbo Pack	2.50★	309.82K
Wheel Rice Authority 25kg Bag	2.67★	299.60K
Marks Rice Series 25kg Bag	3.00★	258.14K
Pran Rice Third 25kg Bag	2.00★	242.39K
Nescafe Diapers Behind Jumbo Pack	2.86★	234.27K

Insights & Recommendations



Key Findings

- **Dhaka is the Lifeline:** The central hub drives nearly **half of all revenue**; prioritizing its inventory stability is non-negotiable to prevent major revenue loss.
- **Regional "Dead Zones":** Regional warehouses are acting as costly storage units for slow-moving stock rather than active distribution centers; this model must change.
- **The "Parent" Power:** New parents purchasing **diapers and rice** are your most valuable recurring customers; lock them in with dedicated bundles.
- **Expiry Ticking Time Bomb:** A significant volume of perishable inventory in regional hubs is aging fast.
- **Packaging is Leaking Profit:** High return rates on **liquid products** are due to **packaging failures**, not product quality; investing in better protection will directly improve margins.
- **Upcoming Demand Surge:** Historical data predicts a sharp spike in **beverages and hygiene** products soon; the supply chain must stock up now to capture this opportunity.



Recommendations

- **Stop "Pushing" Stock:** Halt the practice of sending inventory to regions just because they have space; switch to demand-based allocation immediately.
- **Rebalance, Don't Rebuy:** Move excess **non-perishable stock** from overfilled regional hubs back to the **capital** to solve shortages without spending new cash.
- **Clear the Laggards:** Aggressively delist or **bundle slow-moving items** like small-pack lentils to free up working capital for high-velocity goods.

