



GORNATION - Fulfilment KPI Dashboard

Avg Fulfillment Time (hrs)

38.97

On-Time Delivery %

94.84%

Return Rate %

5.73%

Avg Shipping Cost

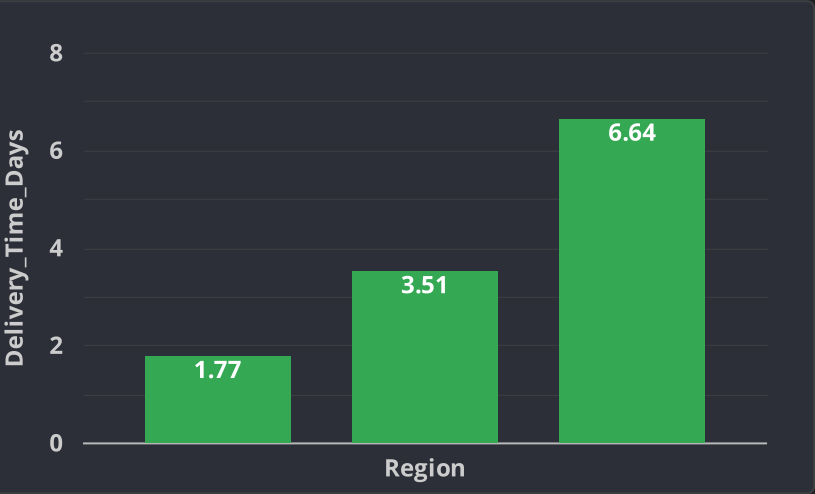
9.65 €

Cost per Shipment

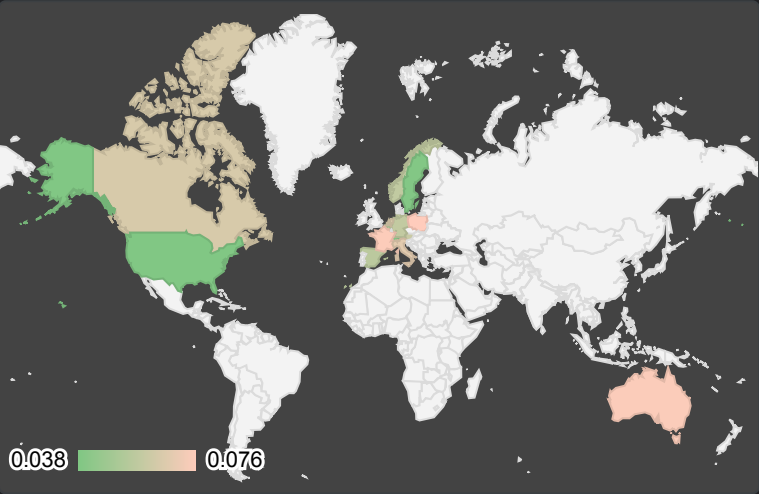
31 €

REGIONAL & COUNTRY INSIGHTS

Average Delivery Time by Region



Return Rate by Country



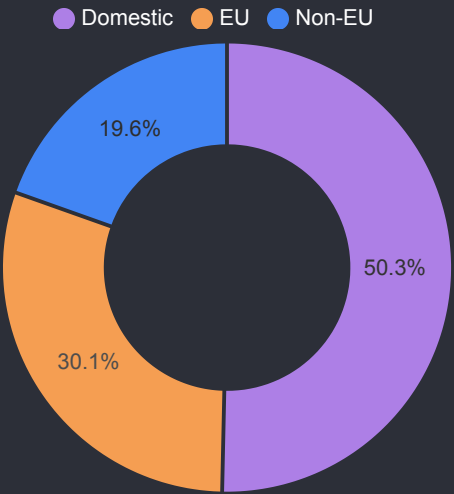
PRODUCT-LEVEL PERFORMANCE

Fulfillment Performance by Product Category

	Product Category	Delivery Time Days	Shipping Cost (Avg)	Return Rate by Country
1.	Clothing	3.17	7.86 €	4.88%
2.	Bandages	3.3	7.78 €	4.9%
3.	Parallettes	3.34	9.43 €	5.82%
4.	Equipment Sets	3.28	11.8 €	7.09%
5.	Workout Acces...	3.13	7.88 €	5.94%
6.	Weight Vests	3.26	15.88 €	6.77%
7.	Pull Up Bars	3.13	10.55 €	7.12%

FULFILLMENT EFFICIENCY INSIGHTS (Founder Focus)

Orders Leaving Warehouse < 24 Hours



Slower Deliveries vs Returns

