

Store Metrics

Date Filter

Category

Channel

Overall business metrics

Revenue per month

IDR29.1B

May 2020

↑ 45.98% vs. previous month: IDR20.0B

Discount given per month

IDR234.3M

May 2020

↑ 50.55% vs. previous month: IDR155.7M

Number of orders per month

9,327

May 2020

↑ 25.31% vs. previous month: 7,443

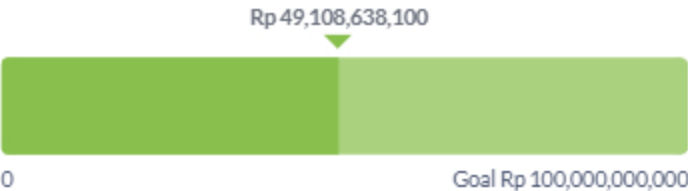
Unique customers per month

8,972

May 2020

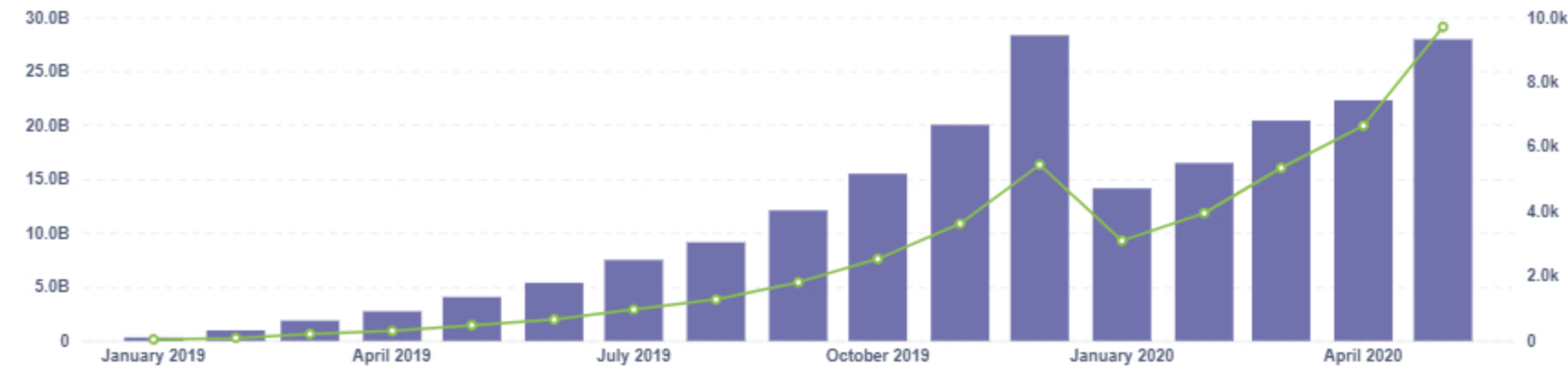
↑ 27.66% vs. previous month: 7,028

Revenue goal for this quarter



Revenue and orders over time

Revenue (Rp) Orders count

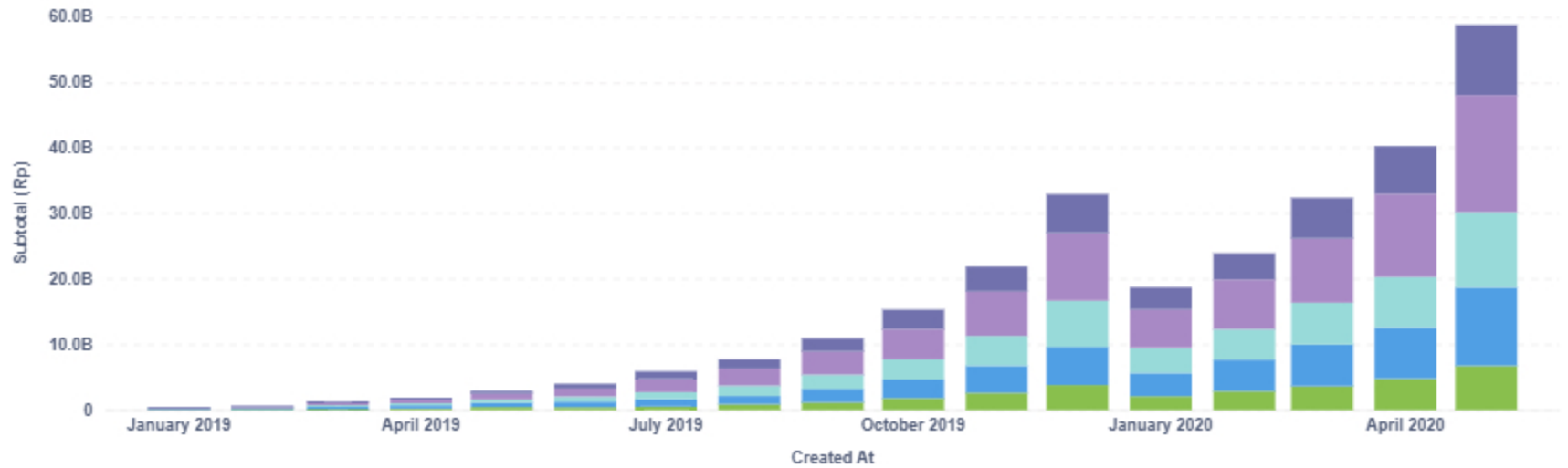


Orders according to sources per quarter

Created At: Quarter	Delivery	In-Store	Row totals
Q1 2019	990	71	1,061
Q2 2019	3,804	265	4,069
Q3 2019	8,979	612	9,591
Q4 2019	19,870	1,434	21,304
Q1 2020	15,837	1,196	17,033
Q2 2020	15,604	1,166	16,770
Grand totals	65,084	4,744	69,828

Value of orders over time

Fresh Food Kebersihan Diri Lainnya Pakaian Pria Pakaian Wanita



Store Metrics

Date Filter

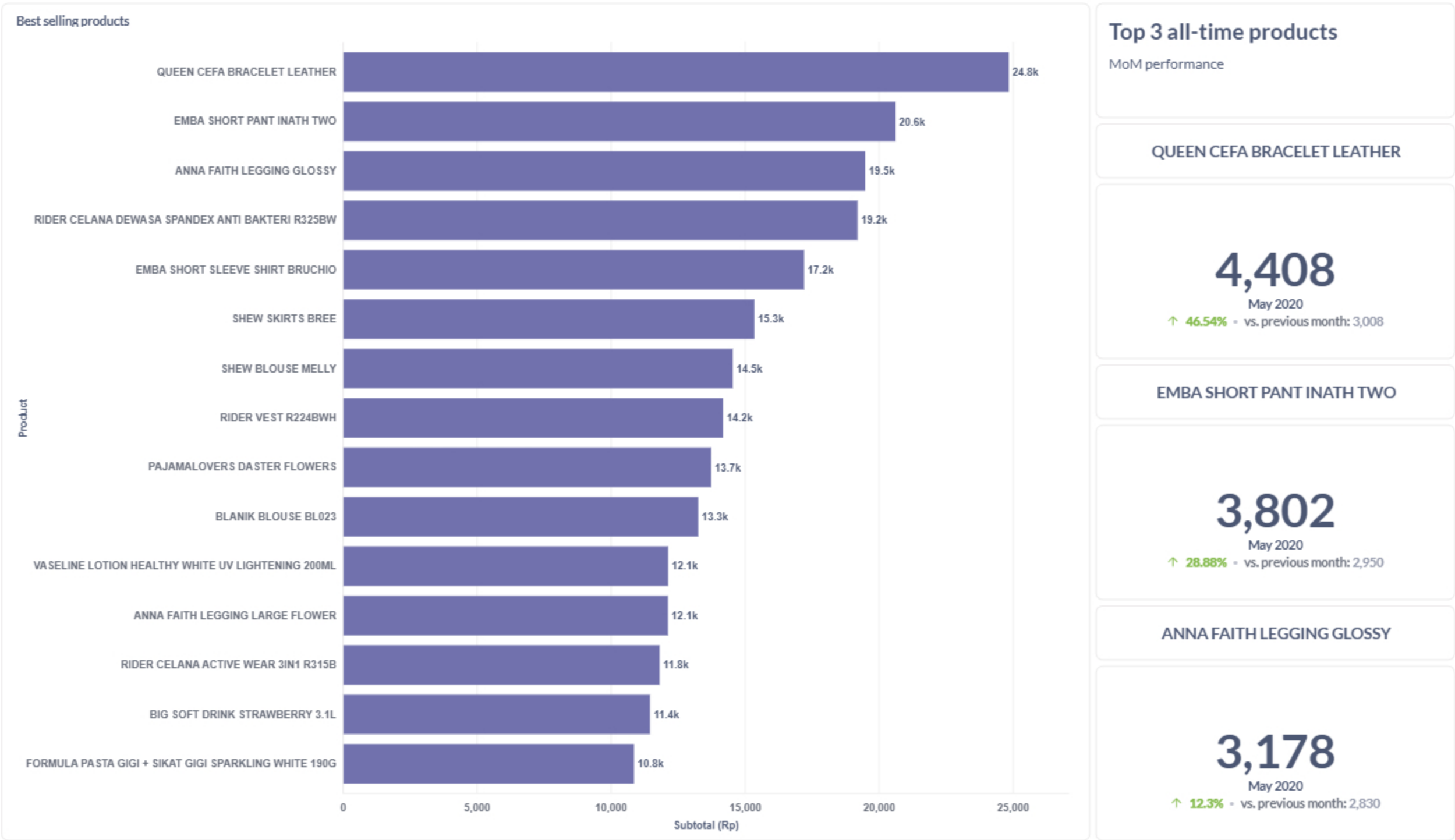
Category

Product#1
QUEEN CEFA BRACELET LEATHER

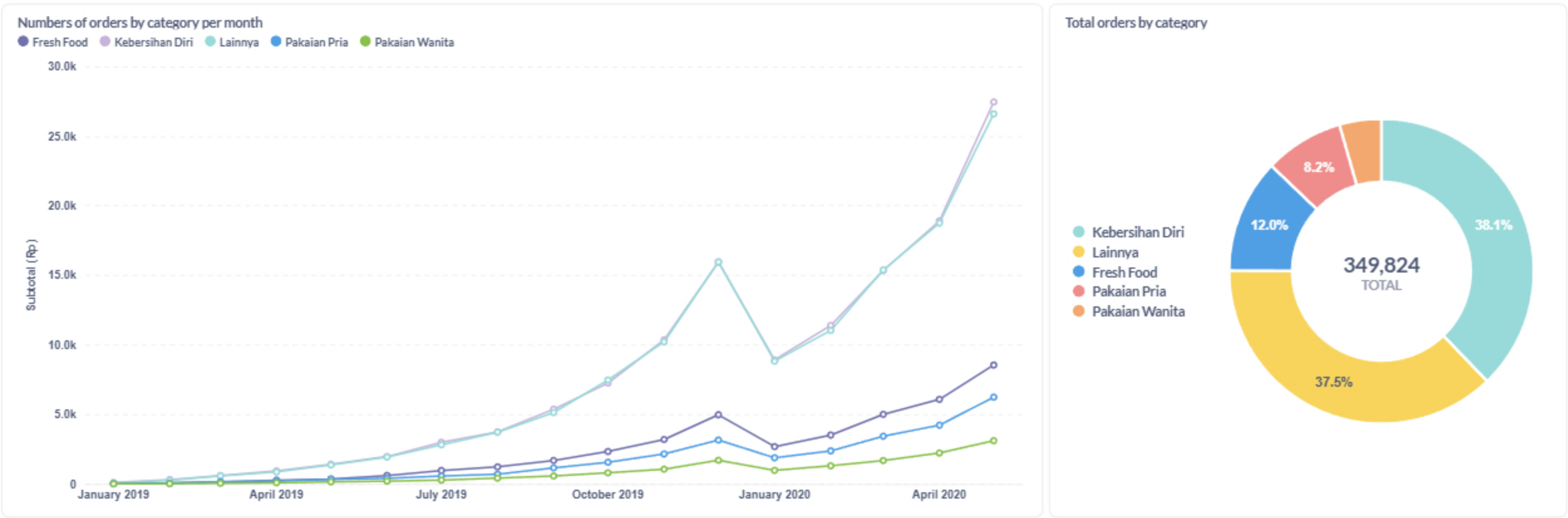
Product#2
EMBA SHORT PANT INATH TWO

Product#3
ANNA FAITH LEGGING GLOSSY

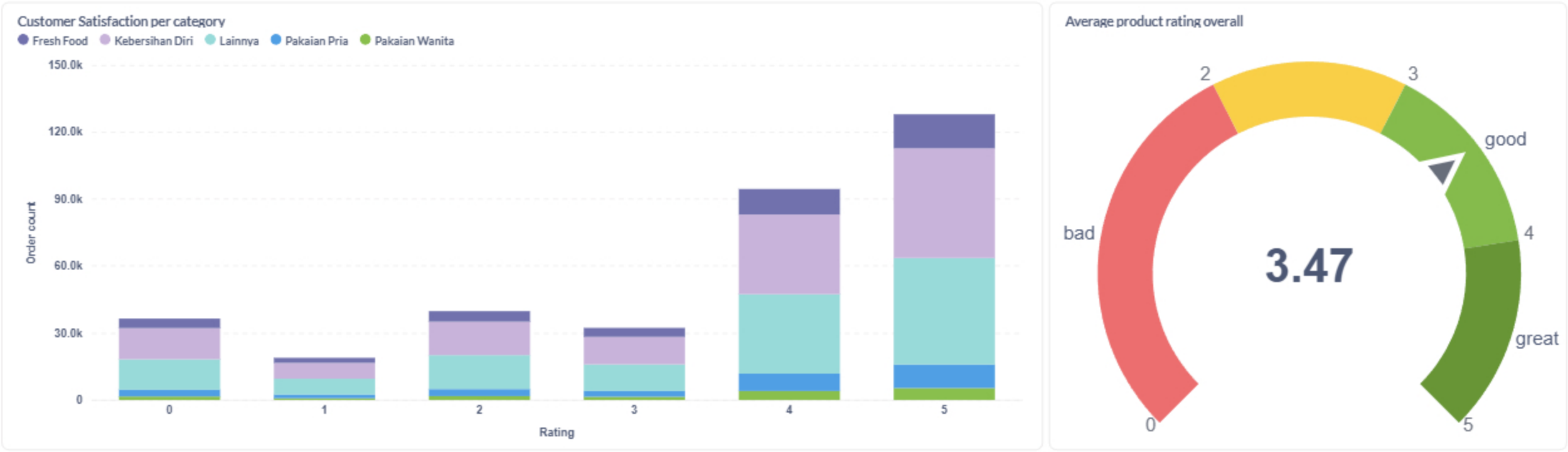
Top performing products



Product category insights



Customer satisfaction insights



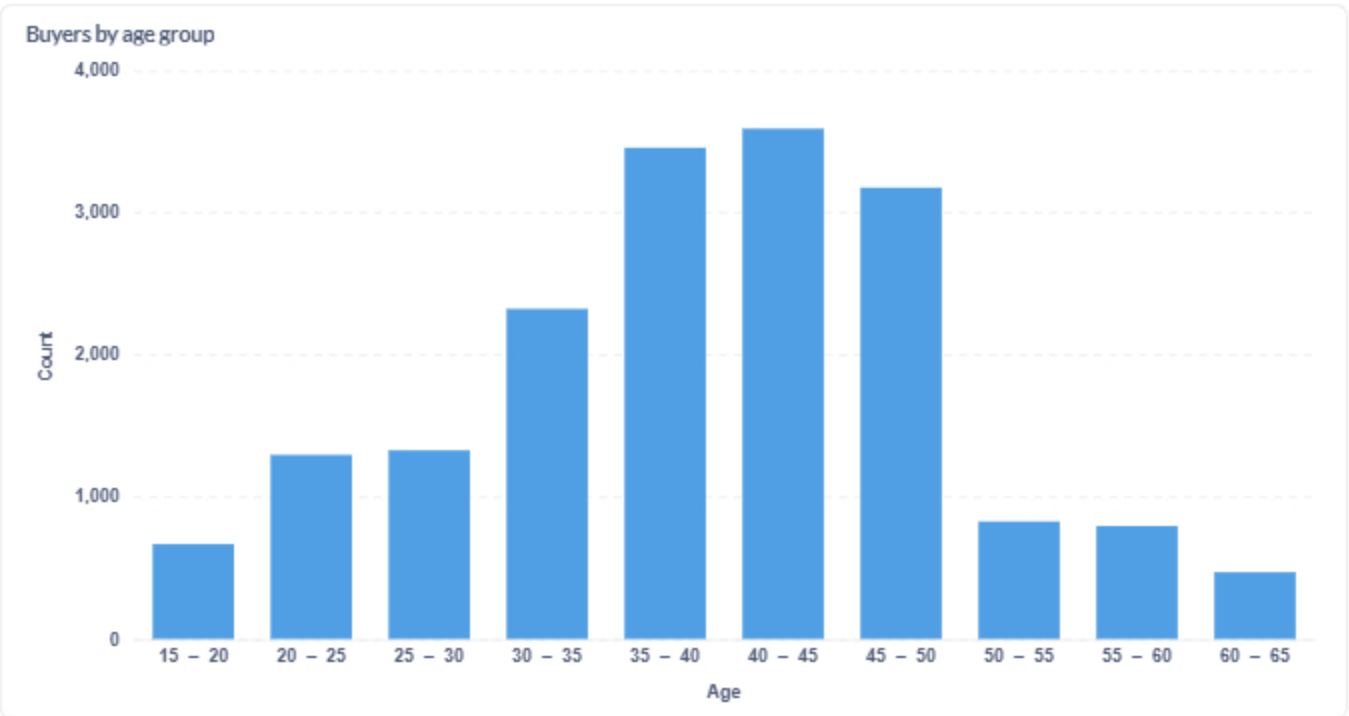
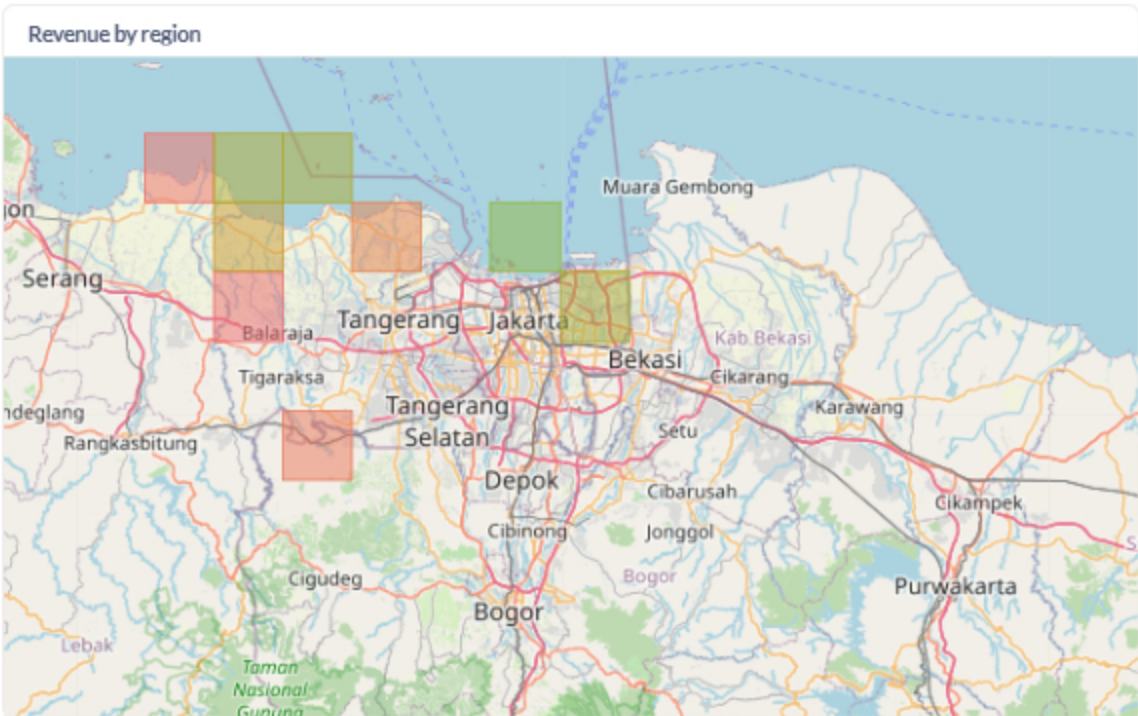
Store Metrics

DateFilter

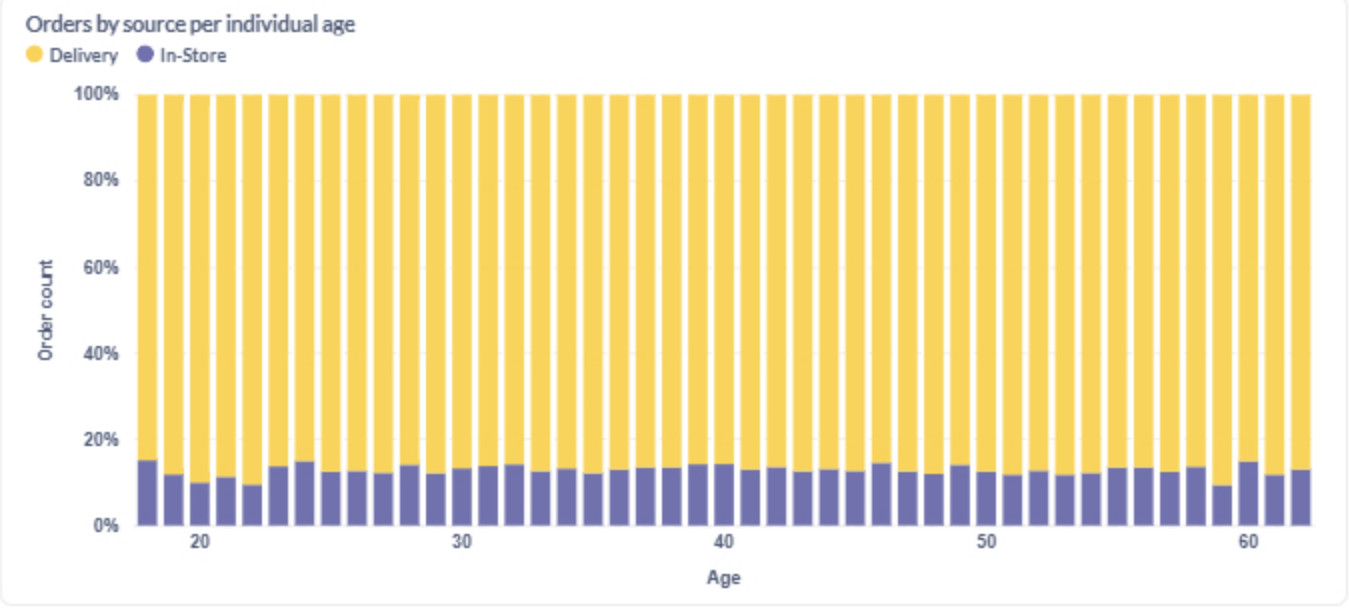
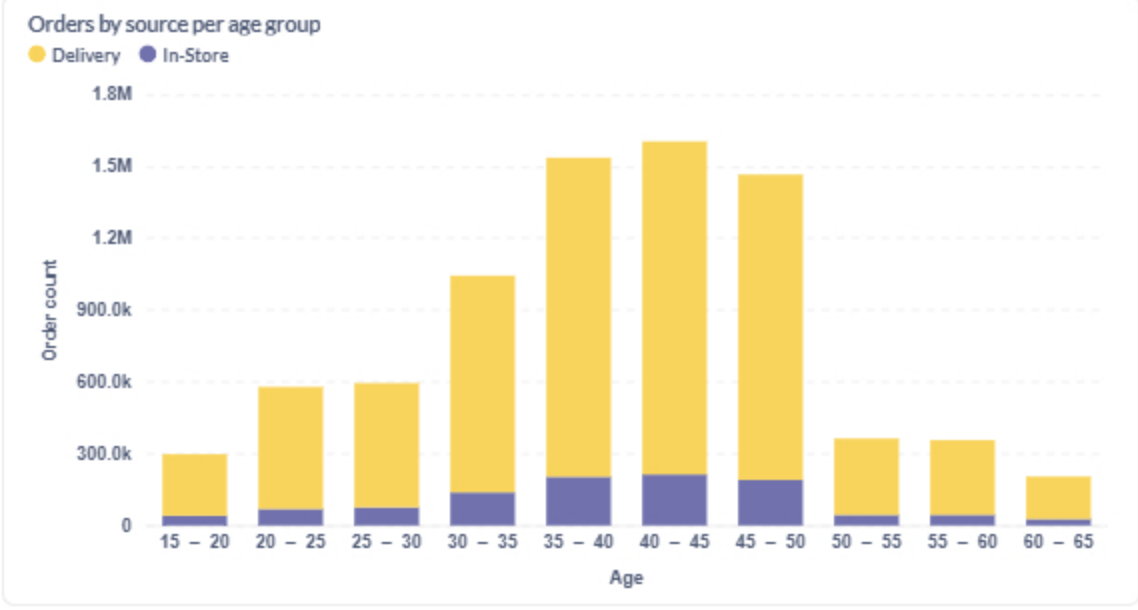
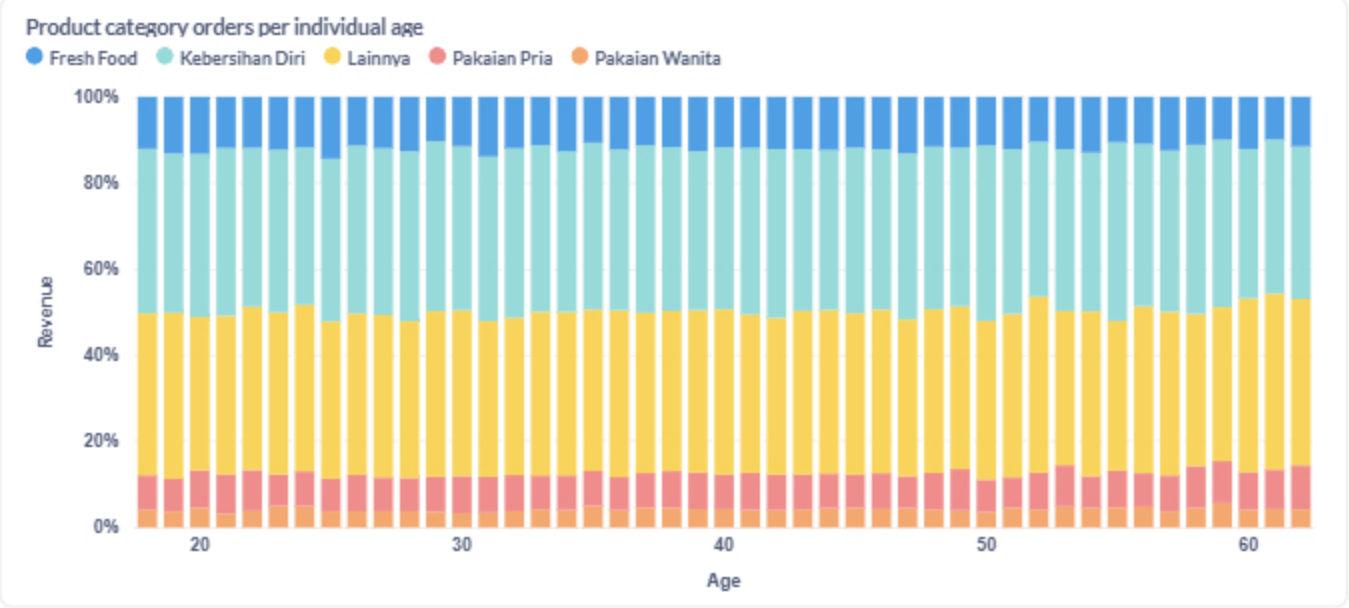
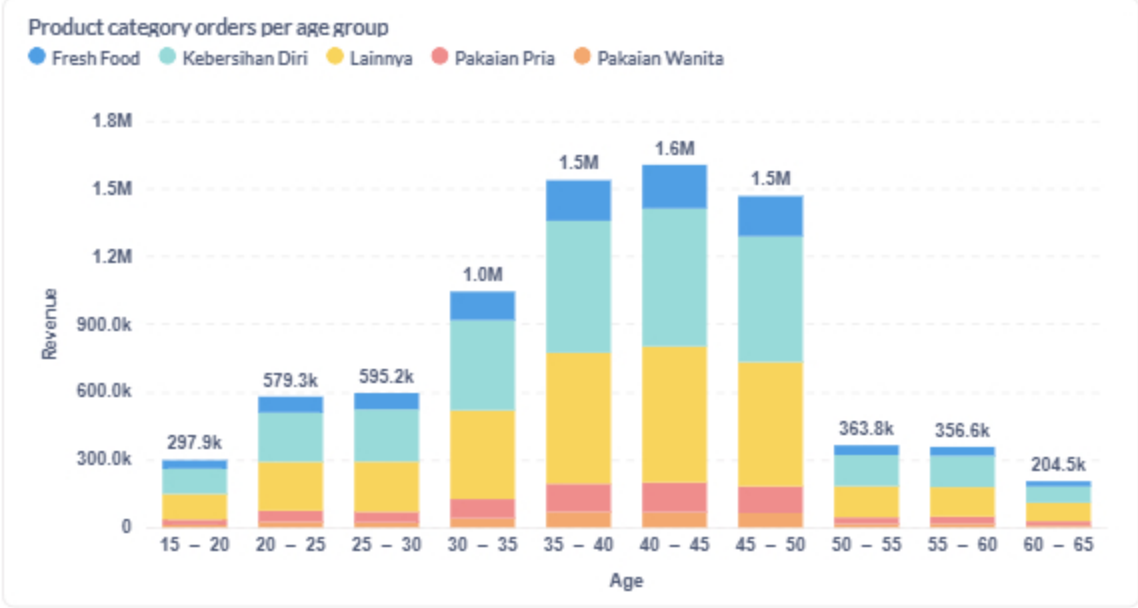
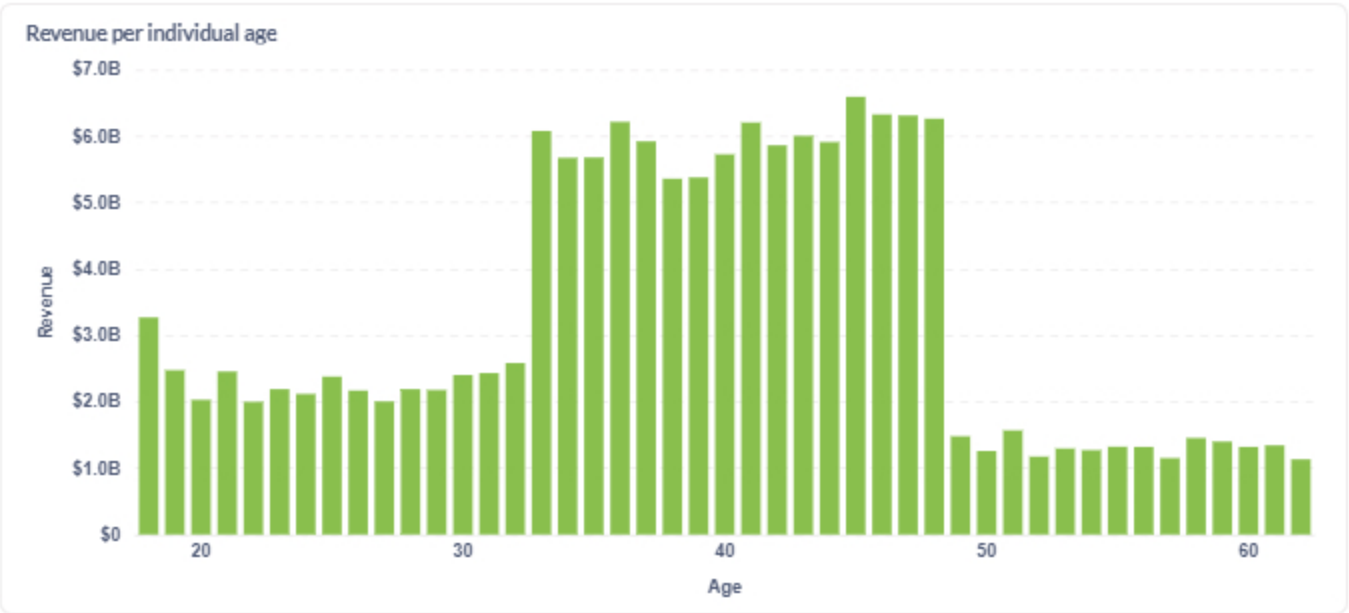
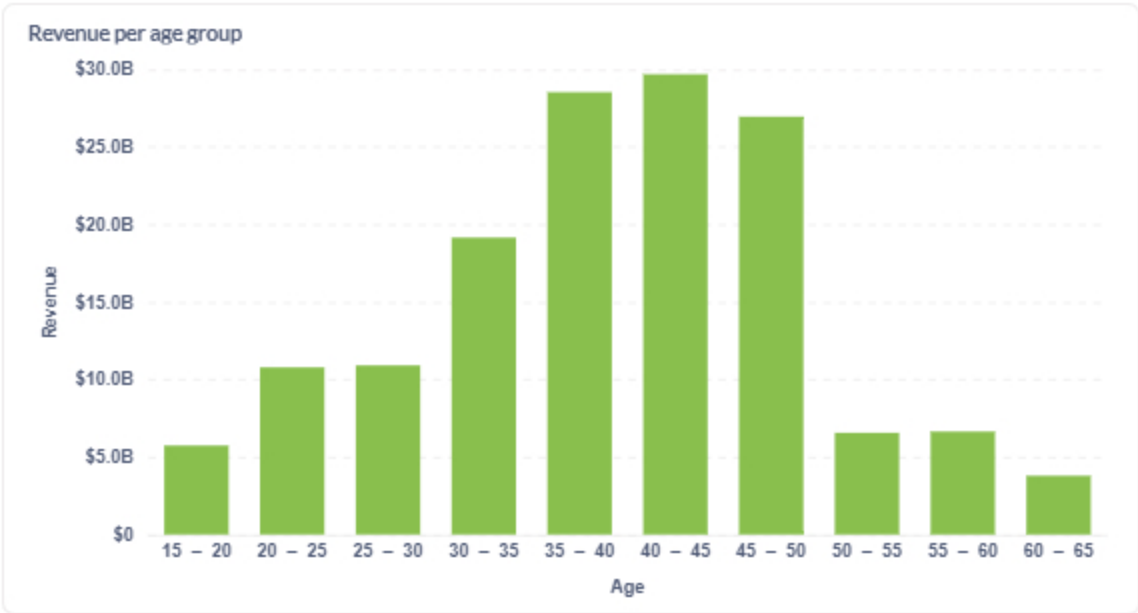
Category

Channel

Who and where are our customers

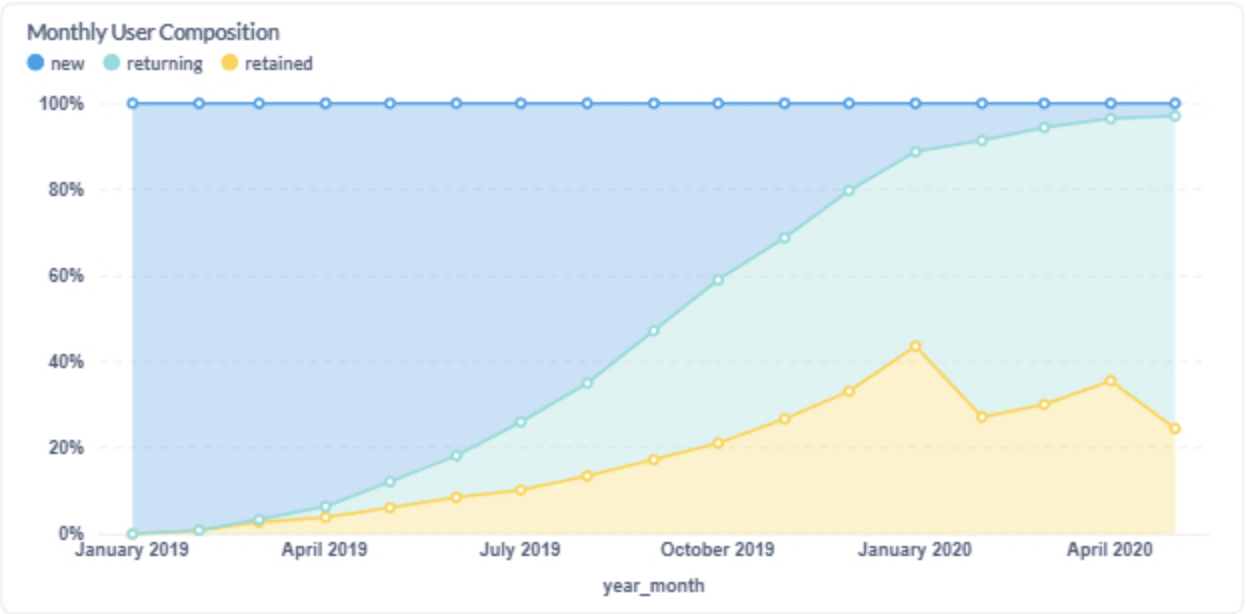
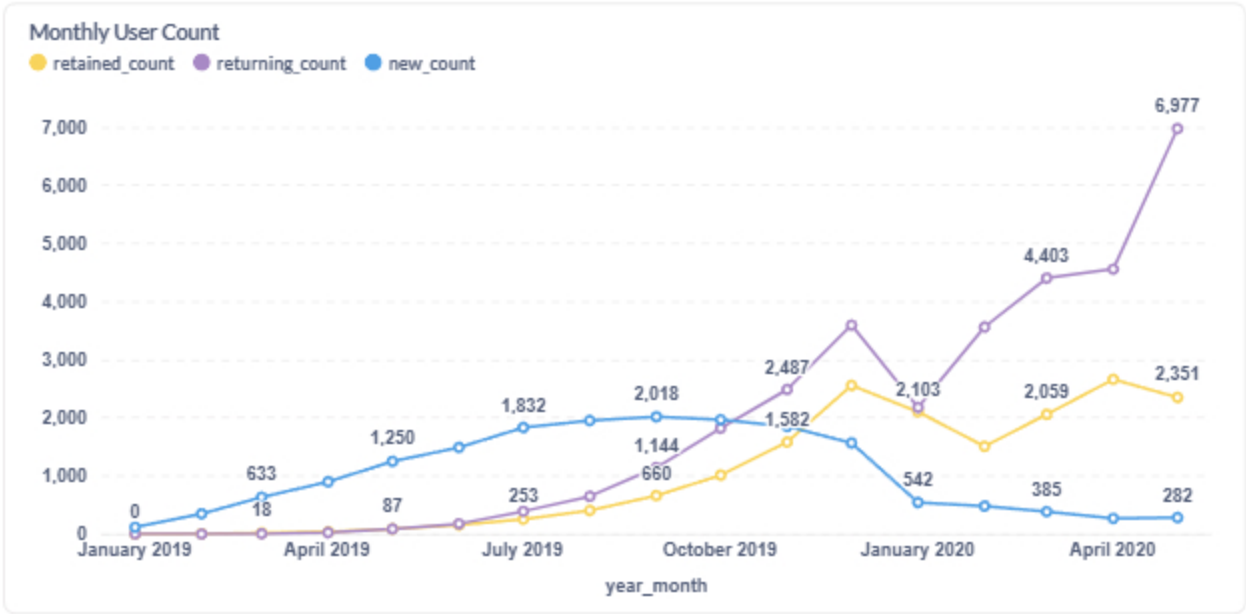


Age insights breakdowns



Store Metrics

 Date Filter



User Cohort New

First Trx Month: Month	month-00	month-01	month-02	month-03	month-04	month-05	month-06	month-07	month-08	month-09	month-10	month-11	month-12	month-	month-13	month-14	month-15	month-16
January 2019	100.00%	2.56%	3.42%	6.84%	14.53%	13.68%	7.69%	18.80%	18.80%	15.38%	38.46%	44.44%	22.22%		30.77%	41.88%	37.61%	49.57%
February 2019	100.00%	5.19%	4.61%	9.22%	10.66%	12.10%	18.73%	21.61%	29.68%	31.70%	43.52%	20.46%	31.99%		38.04%	41.50%	52.16%	0.00%
March 2019	100.00%	5.85%	7.58%	8.06%	14.69%	17.85%	22.75%	25.59%	30.96%	40.76%	24.96%	31.28%	40.28%		41.55%	54.50%	0.00%	0.00%
April 2019	100.00%	8.46%	9.69%	12.58%	15.37%	21.05%	27.39%	32.18%	42.54%	27.39%	30.40%	38.08%	41.43%		52.56%	0.00%	0.00%	0.00%
May 2019	100.00%	11.20%	13.92%	14.24%	20.56%	27.52%	32.96%	42.64%	28.16%	32.08%	38.24%	42.64%	52.40%		0.00%	0.00%	0.00%	0.00%
June 2019	100.00%	14.30%	16.25%	20.69%	26.06%	31.16%	42.11%	26.26%	31.03%	37.94%	42.51%	53.93%	0.00%		0.00%	0.00%	0.00%	0.00%
July 2019	100.00%	16.10%	20.63%	25.98%	32.53%	43.61%	26.53%	29.48%	37.61%	41.32%	53.60%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
August 2019	100.00%	22.08%	27.36%	33.91%	42.62%	26.79%	29.92%	38.06%	42.88%	53.69%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
September 2019	100.00%	27.80%	32.95%	41.48%	28.00%	30.33%	38.31%	40.34%	54.36%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
October 2019	100.00%	32.03%	44.18%	27.81%	30.66%	37.32%	41.64%	54.65%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
November 2019	100.00%	43.84%	25.73%	33.08%	37.73%	41.35%	52.27%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
December 2019	100.00%	28.08%	30.50%	38.99%	41.99%	53.86%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
January 2020	100.00%	29.34%	39.30%	44.46%	52.21%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
February 2020	100.00%	37.50%	39.17%	49.58%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
March 2020	100.00%	38.96%	47.53%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
April 2020	100.00%	36.19%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%
May 2020	100.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		0.00%	0.00%	0.00%	0.00%