

White Brands Main Dashboard

Navigation

Main Dashboard

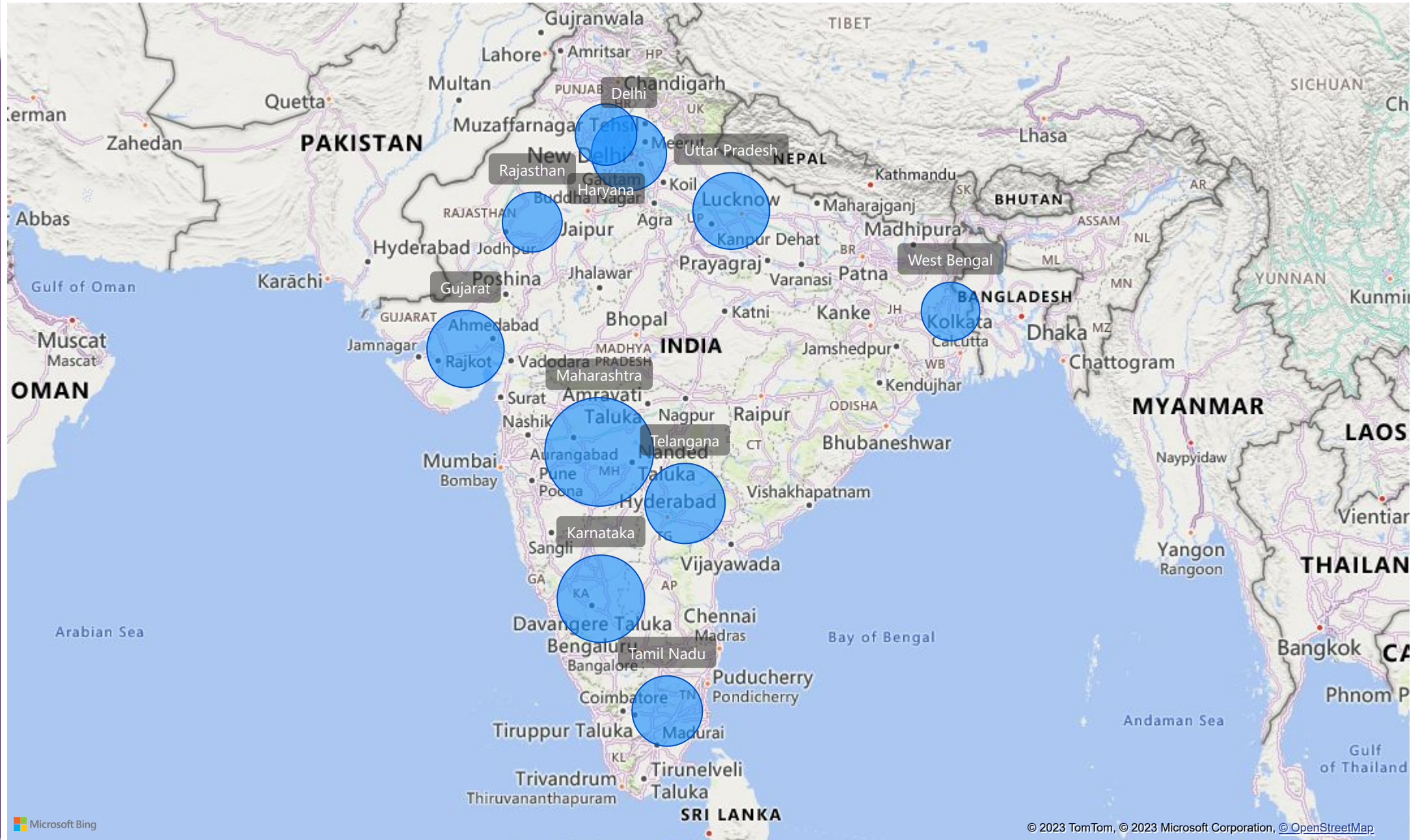
Relax Dash

Spyder Dash

BBlama Dash

Memorazo Dash

Top 10 Most Order State by State



Lifetime Profit & Loss

₹ - 29.2 L

Total Rev \$

₹ 13.0 Cr

Delivered Rev \$

₹ 676 L

RTO Deliv Rev \$

₹ 455 L

Cancelled Loss \$

₹ 127 L

Transit Value \$

₹ 28 L

Total Orders

74.13K

Total Delivered

37.62K

RTO Delivered

26K

Total Cancelled

6634

In Transit

1619

Day Slicer

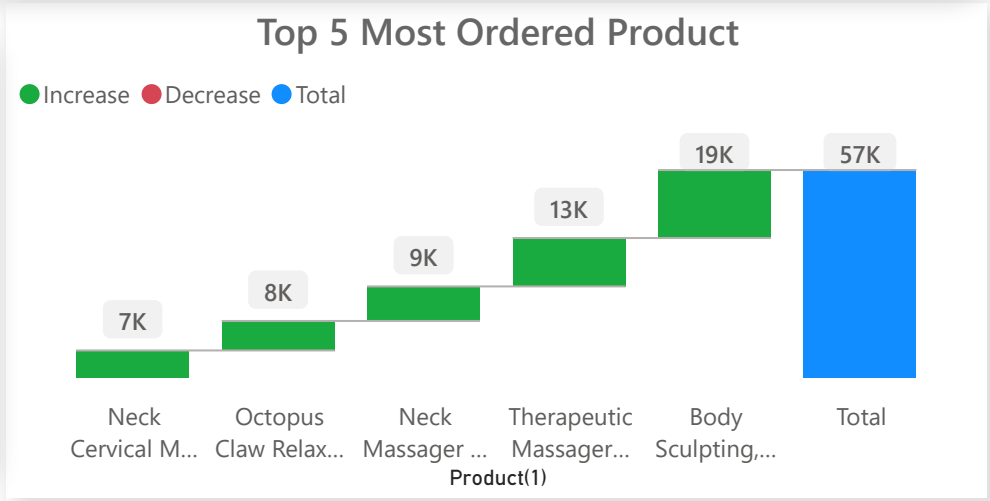
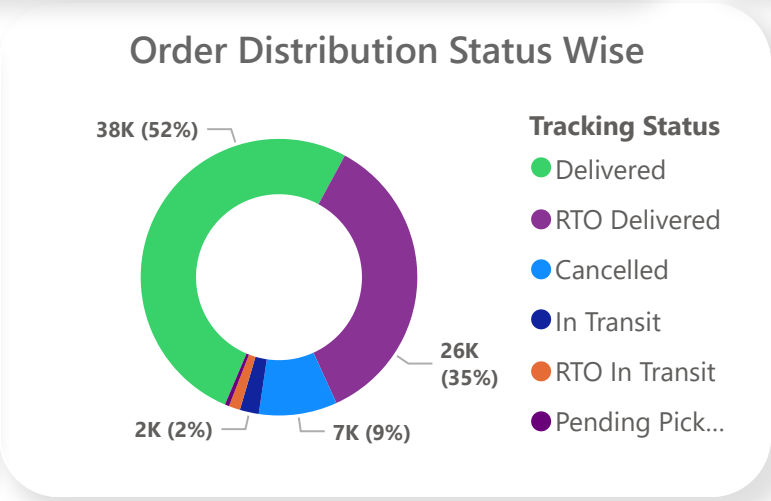
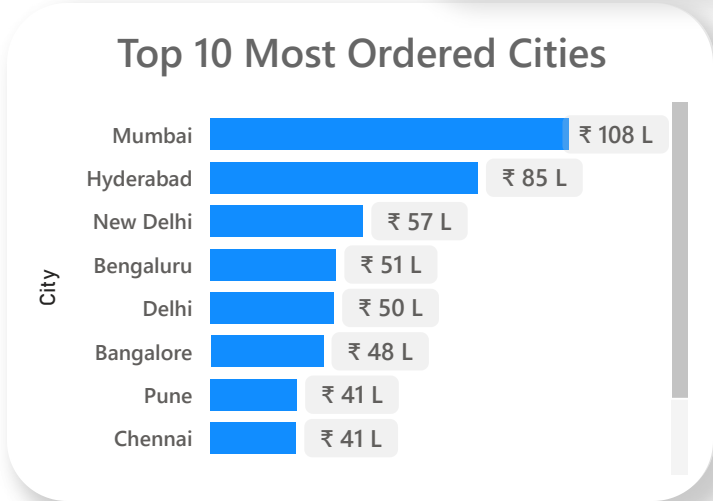
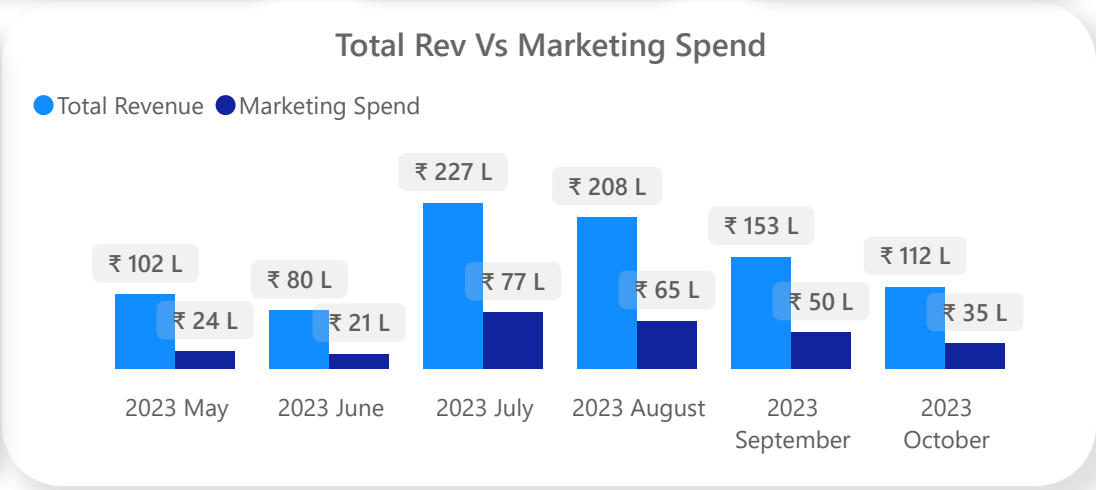
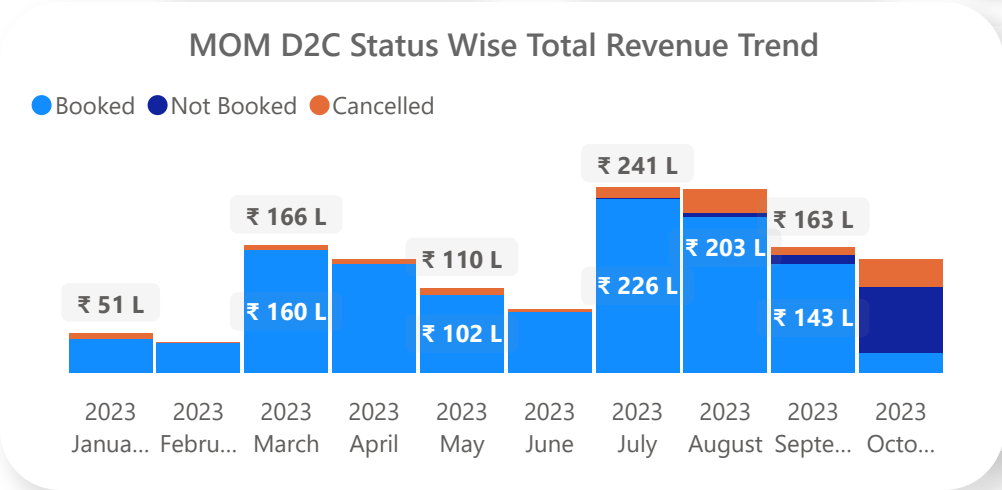
All

Month Slicer

All

Year Slicer

20222023



Lifetime Profit & Loss

₹ -31 L

Total Rev \$

₹ 6.9 Cr

Delivered Rev \$

₹ 237 L

RTO Deliv Rev \$

₹ 260 L

Cancelled Loss \$

₹ 54 L

Transit Value \$

₹ 30 L

Total Delivered

43K

Total Delivered

16K

RTO Delivered

15K

Total Cancelled

3331

In Transit

1989

Day Slicer

All

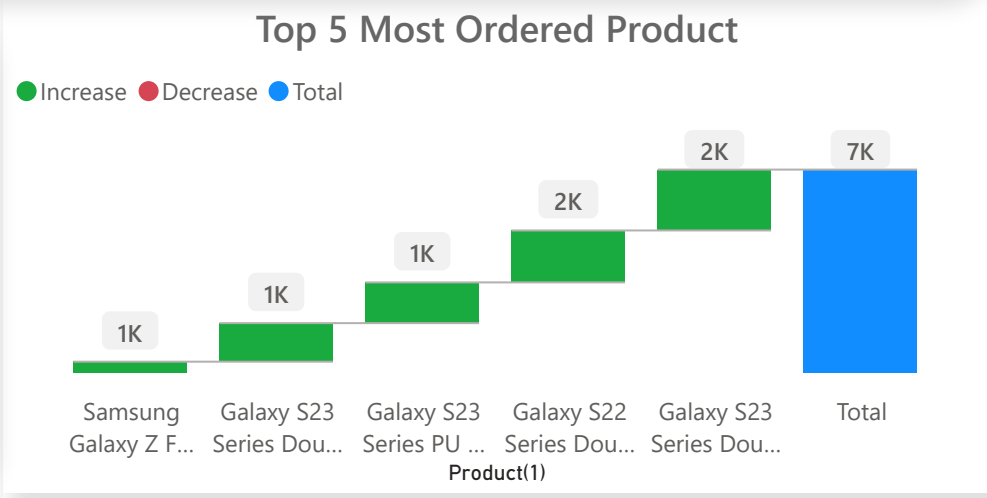
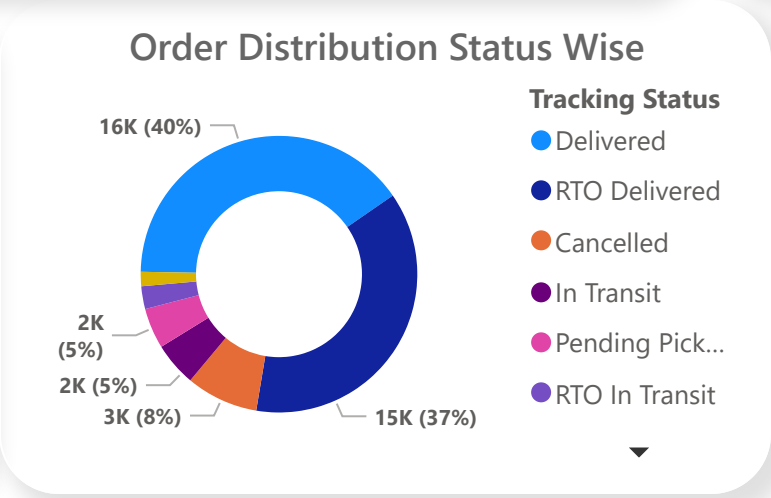
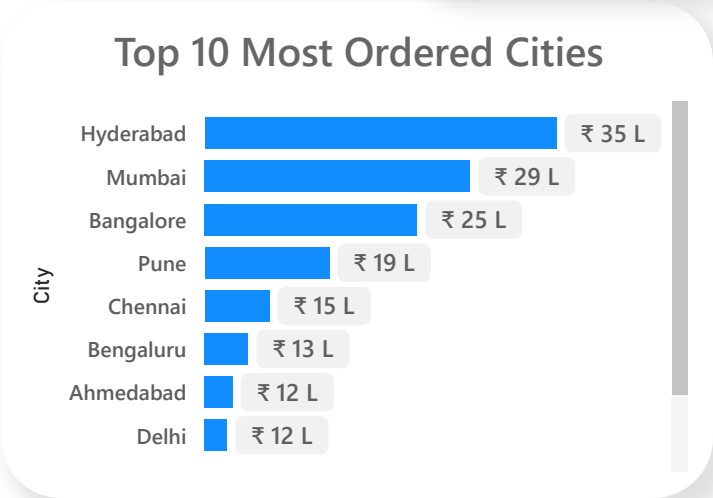
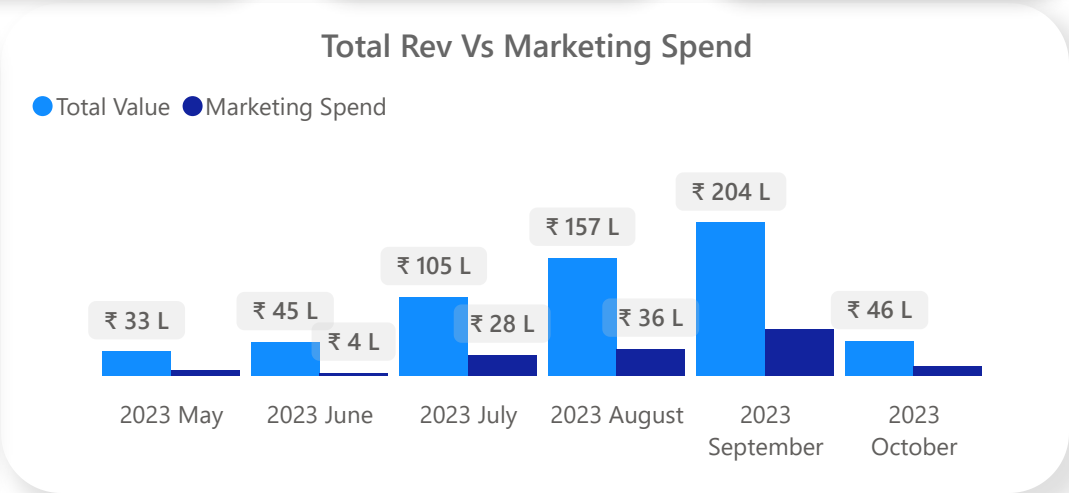
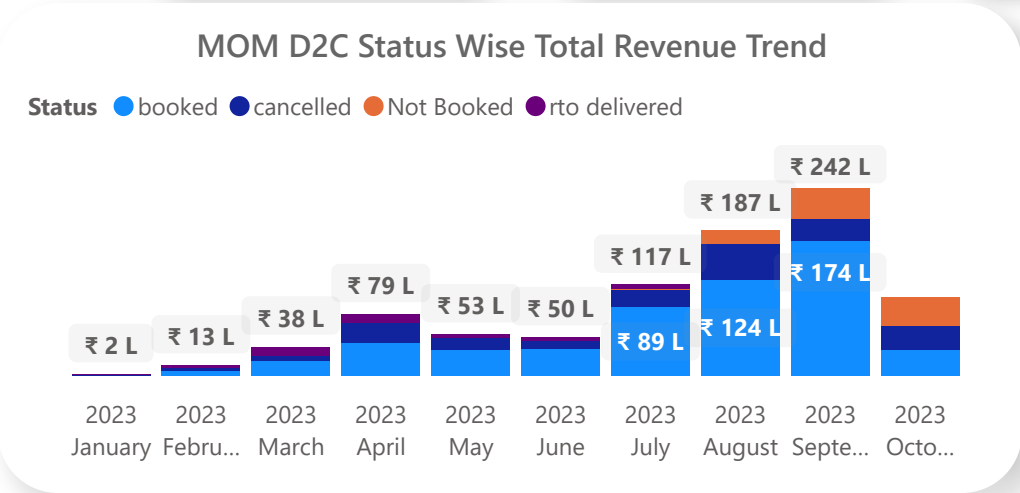
Month Slicer

All

Year Slicer

2022

2023



! White Brands - Baby lama Profit & Loss Dashboard !

Lifetime Profit & Loss

₹ -104.4 L

Total Rev \$
₹ 3.6 Cr

Delivered Rev \$
₹ 82 L

RTO Deliv Rev \$
₹ 38 L

Cancelled Loss \$
₹ 38 L

Transit Value \$
₹ 17 L

Total Orders
33K

Total Delivered
7411

RTO Delivered
3836

Total Cancelled
3389

In Transit
1619

Year Slicer

2022

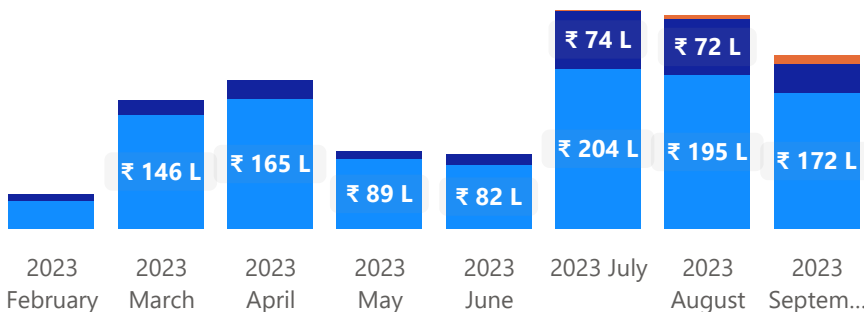
2023

Month Slicer

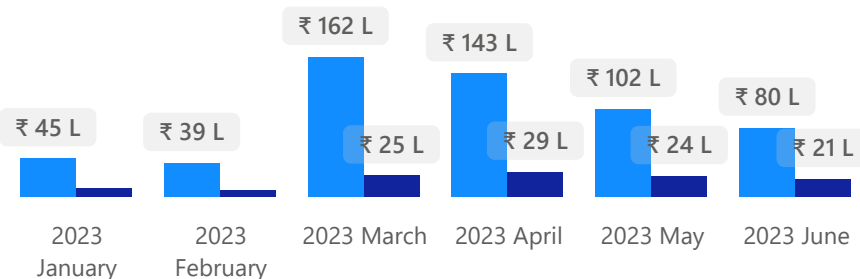
All

MOM D2C Status Wise Total Revenue Trend

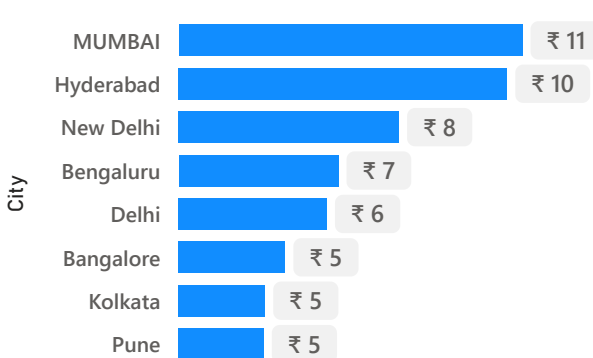
Status booked cancelled Not Booked



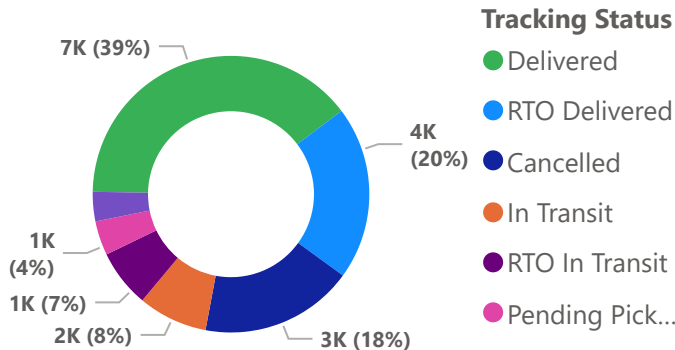
Total Rev Vs Marketing Spend



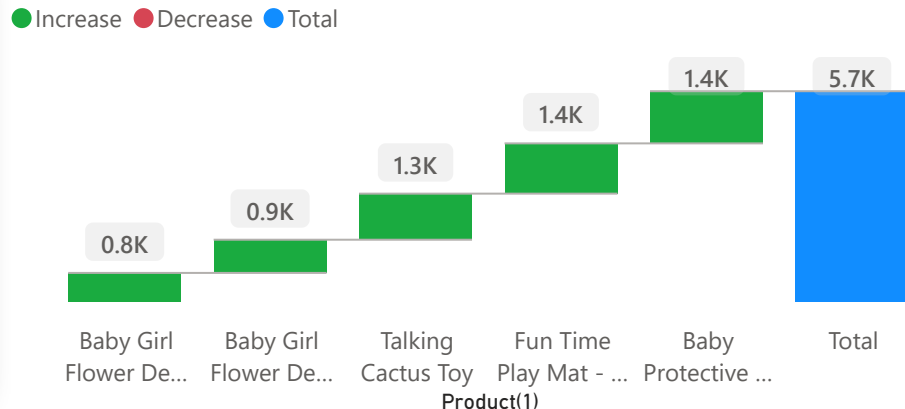
Top 10 Most Ordered Cities



Order Distribution Status Wise



Top 5 Most Ordered Product



! White Brands - Memorazo Profit & Loss Dashboard !

Lifetime Profit & Loss

₹ -2.6 L

Total Rev \$
₹ 80.5 L

Delivered Rev \$
₹ 30 L

RTO Deliv Rev \$
₹ 19 L

Cancelled Loss \$
₹ 9 L

Transit Value \$
₹ 3 L

Total Orders
6665

Total Delivered
2772

RTO Delivered
1709

Total Cancelled
727

In Transit
200

Year Slicer

2022

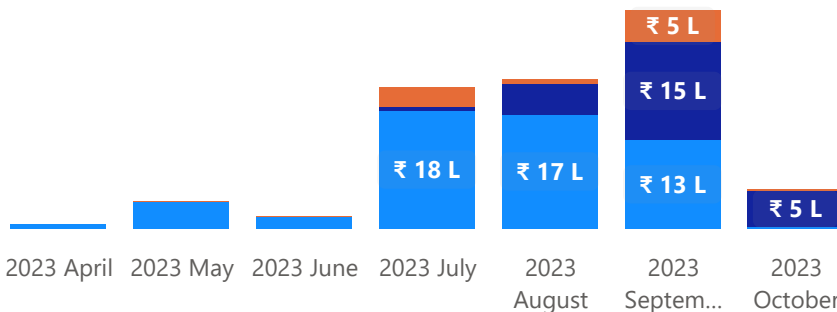
2023

Month Slicer

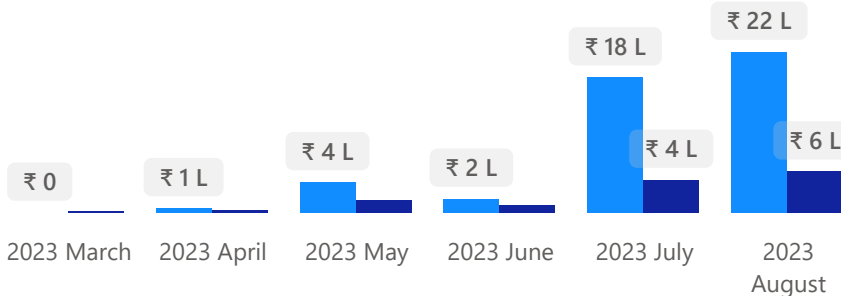
All

MOM D2C Status Wise Total Revenue Trend

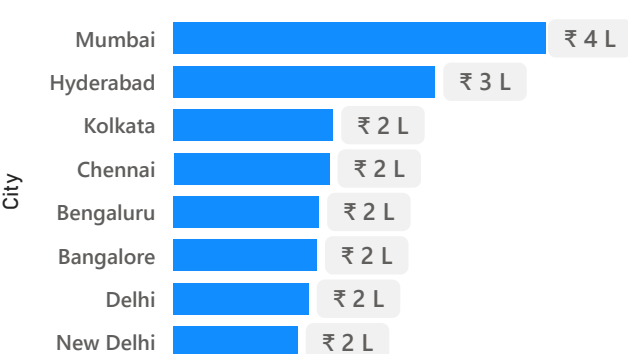
Booked Not Booked Cancelled



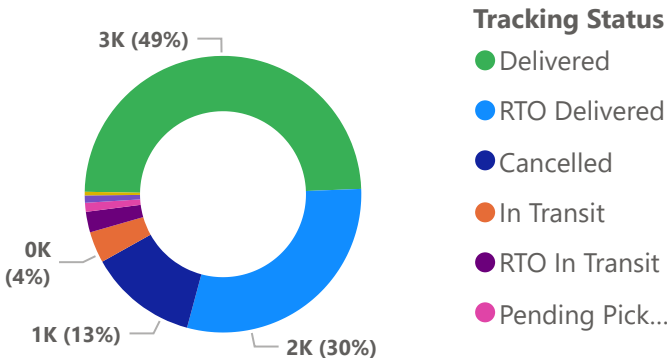
Total Rev Vs Marketing Spend



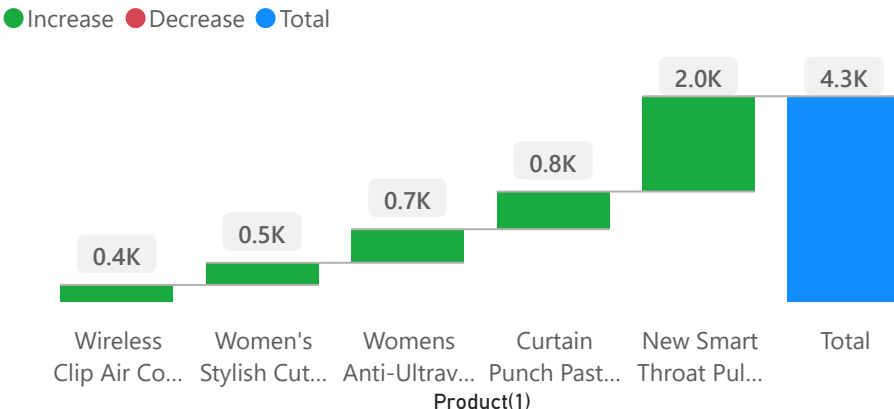
Top 10 Most Ordered Cities



Order Distribution Status Wise



Top 5 Most Ordered Product



Select Report Month

All

▼

Relax Dash

Relax DailySales

Relax DailyMarketing

Relax DailyShipment

Select Report Year

2022

2023

Order Date	Total Orders	Revenue	Sold Volume	ASP	Cancelled	Cancelled Value
17-Oct-23	950	₹ 1,807,968	1114	₹ 1,903	22	₹ 51,666
16-Oct-23	1275	₹ 2,084,874	1499	₹ 1,635	48	₹ 185,548
15-Oct-23	1255	₹ 2,103,814	1578	₹ 1,676	68	₹ 329,339
14-Oct-23	910	₹ 1,511,059	1092	₹ 1,661	66	₹ 196,633
13-Oct-23	753	₹ 1,218,648	845	₹ 1,618	63	₹ 214,624
12-Oct-23	507	₹ 882,756	565	₹ 1,741	47	₹ 169,180
11-Oct-23	414	₹ 706,727	453	₹ 1,707	22	₹ 75,937
10-Oct-23	383	₹ 653,550	407	₹ 1,706	15	₹ 56,452
09-Oct-23	236	₹ 447,201	250	₹ 1,895	13	₹ 35,475
08-Oct-23	230	₹ 454,199	251	₹ 1,975	14	₹ 28,885
07-Oct-23	96	₹ 173,799	101	₹ 1,810	6	₹ 8,394
06-Oct-23	164	₹ 276,435	166	₹ 1,686	15	₹ 27,785
05-Oct-23	198	₹ 380,646	204	₹ 1,922	16	₹ 31,484
04-Oct-23	156	₹ 319,390	160	₹ 2,047	20	₹ 66,670
03-Oct-23	197	₹ 409,951	199	₹ 2,081	12	₹ 44,479
02-Oct-23	206	₹ 433,713	214	₹ 2,105	26	₹ 54,173
01-Oct-23	213	₹ 421,486	215	₹ 1,979	21	₹ 43,979
30-Sep-23	180	₹ 358,260	190	₹ 1,990	28	₹ 66,657
Total	74132	₹ 146,818,139	76965	₹ 1,941	13930	₹ 32,879,607

Select Report Month

All

▼

Relax Dash

Relax DailySales

Relax DailyMarketing

Relax DailyShipment

Select Report Year

2022

2023

Order Date	Marketing Spend	Total Orders	Total Value	Total Quantity	ASP	Cancelled	Cancelled Value	CPA	ROAS
17-Oct-23	₹ 494,700	950	₹ 1,807,968	1114	₹ 1,903	22	₹ 51,666	₹ 521	4.00
16-Oct-23	₹ 559,732	1275	₹ 2,084,874	1499	₹ 1,635	48	₹ 185,548	₹ 439	4.00
15-Oct-23	₹ 500,967	1255	₹ 2,103,814	1578	₹ 1,676	68	₹ 329,339	₹ 399	4.00
14-Oct-23	₹ 366,506	910	₹ 1,511,059	1092	₹ 1,661	66	₹ 196,633	₹ 403	4.00
13-Oct-23	₹ 316,983	753	₹ 1,218,648	845	₹ 1,618	63	₹ 214,624	₹ 421	4.00
12-Oct-23	₹ 253,079	507	₹ 882,756	565	₹ 1,741	47	₹ 169,180	₹ 499	3.00
11-Oct-23	₹ 233,789	414	₹ 706,727	453	₹ 1,707	22	₹ 75,937	₹ 565	3.00
10-Oct-23	₹ 225,756	383	₹ 653,550	407	₹ 1,706	15	₹ 56,452	₹ 589	3.00
09-Oct-23	₹ 146,169	236	₹ 447,201	250	₹ 1,895	13	₹ 35,475	₹ 619	3.00
08-Oct-23	₹ 137,667	230	₹ 454,199	251	₹ 1,975	14	₹ 28,885	₹ 599	3.00
07-Oct-23	₹ 55,401	96	₹ 173,799	101	₹ 1,810	6	₹ 8,394	₹ 577	3.00
06-Oct-23	₹ 87,782	164	₹ 276,435	166	₹ 1,686	15	₹ 27,785	₹ 535	3.00
05-Oct-23	₹ 107,316	198	₹ 380,646	204	₹ 1,922	16	₹ 31,484	₹ 542	4.00
04-Oct-23	₹ 112,913	156	₹ 319,390	160	₹ 2,047	20	₹ 66,670	₹ 724	3.00
03-Oct-23	₹ 107,215	197	₹ 409,951	199	₹ 2,081	12	₹ 44,479	₹ 544	4.00
02-Oct-23	₹ 86,616	206	₹ 433,713	214	₹ 2,105	26	₹ 54,173	₹ 420	5.00
01-Oct-23	₹ 79,854	213	₹ 421,486	215	₹ 1,979	21	₹ 43,979	₹ 375	5.00
30-Sep-23	₹ 86,691	180	₹ 358,260	190	₹ 1,990	28	₹ 66,657	₹ 482	4.00
Total	₹ 35,321,227	74132	₹ 146,818,139	76965	₹ 1,941	13930	₹ 32,879,607	₹ 658	31.10

Select Report Month

All

▼

Relax Dash

Relax DailySales

Relax DailyMarketing

Relax DailyShipment

Select Report Year

2022

2023

Order Date	Total Shipment	Sold_Volume	Delivered	Cancelled	Out For Delivery	RTO Delivered	Pending Pickup	RTO Damaged	RTO In Transit	RTO Lost	Damaged	Lost	In Transit	Exception
17-Oct-23	966	278	0	688	0	0	278	0	0	0	0	0	0	0
16-Oct-23	1438	1253	28	191	76	0	38	0	15	0	0	0	1069	21
15-Oct-23	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14-Oct-23	157	142	57	18	12	0	31	0	1	0	0	0	27	11
13-Oct-23	2	2	2	0	0	0	0	0	0	0	0	0	0	0
12-Oct-23	2512	1217	657	1305	88	0	6	0	102	0	0	0	225	127
11-Oct-23	8	8	0	0	1	0	3	0	0	0	0	0	3	0
10-Oct-23	64	62	35	4	2	2	2	0	5	0	0	0	10	2
09-Oct-23	79	72	36	10	4	3	0	0	4	0	0	0	8	3
07-Oct-23	1498	1507	546	23	50	84	0	0	398	0	0	0	224	173
06-Oct-23	31	24	1	7	0	0	6	0	0	0	0	0	1	0
05-Oct-23	3	3	2	0	0	0	0	0	0	0	0	0	0	0
04-Oct-23	1093	1097	461	23	8	337	0	0	171	0	0	0	28	55
03-Oct-23	2022	2033	1238	8	11	538	1	0	159	0	0	0	20	47
01-Oct-23	8	5	0	3	0	0	0	0	0	0	0	0	0	0
30-Sep-23	280	278	142	12	1	94	0	0	24	0	0	0	1	4
29-Sep-23	7	6	3	1	0	0	1	0	0	0	0	0	0	0
28-Sep-23	306	302	157	11	2	113	0	0	15	0	0	0	2	3
Total	74872	69666	37620	6792	255	26166	369	0	982	0	0	0	1645	468

Order Date	Total Orders	Revenue	Sold Volume	ASP	Cancelled	Cancelled Value
16-Oct-23	237	₹ 411,204	234	₹ 1,735	5	₹ 7,395
15-Oct-23	159	₹ 258,656	154	₹ 1,627	7	₹ 16,691
14-Oct-23	94	₹ 149,920	93	₹ 1,595	2	₹ 3,897
13-Oct-23	64	₹ 98,565	64	₹ 1,540	0	₹ 0
12-Oct-23	27	₹ 46,054	27	₹ 1,706	0	₹ 0
11-Oct-23	168	₹ 258,225	162	₹ 1,537	9	₹ 13,190
10-Oct-23	438	₹ 690,313	419	₹ 1,576	20	₹ 50,529
09-Oct-23	374	₹ 592,635	362	₹ 1,585	16	₹ 30,584
08-Oct-23	390	₹ 658,808	381	₹ 1,689	22	₹ 55,176
07-Oct-23	376	₹ 640,351	353	₹ 1,703	25	₹ 3,066,561
06-Oct-23	382	₹ 640,378	363	₹ 1,676	25	₹ 66,911
05-Oct-23	457	₹ 763,678	433	₹ 1,671	28	₹ 45,971
04-Oct-23	421	₹ 676,949	401	₹ 1,608	26	₹ 32,783
03-Oct-23	413	₹ 643,630	387	₹ 1,558	33	₹ 52,095
02-Oct-23	455	₹ 701,763	434	₹ 1,542	23	₹ 59,267
01-Oct-23	490	₹ 754,521	459	₹ 1,540	36	₹ 64,943
30-Sep-23	463	₹ 729,293	442	₹ 1,575	27	₹ 62,822
29-Sep-23	383	₹ 619,455	366	₹ 1,617	21	₹ 34,167
Total	51893	₹ 78,279,647	43680	₹ 1,382	8906	₹ 21,597,754

Order Date	Marketing Spend	Total Orders	Total Value	Total Quantity	ASP	Cancelled	Cancelled Value	CPA	ROAS
16-Oct-23	₹ 76,217	232	₹ 411,204	234	₹ 1,772	5	₹ 7,395	₹ 329	5
15-Oct-23	₹ 37,020	152	₹ 258,656	154	₹ 1,702	7	₹ 16,691	₹ 244	7
14-Oct-23	₹ 20,098	92	₹ 149,920	93	₹ 1,630	2	₹ 3,897	₹ 218	7
13-Oct-23	₹ 0	64	₹ 98,565	64	₹ 1,540	0	₹ 0	₹ 0	0
12-Oct-23	₹ 0	27	₹ 46,054	27	₹ 1,706	0	₹ 0	₹ 0	0
11-Oct-23	₹ 48,525	159	₹ 258,225	162	₹ 1,624	9	₹ 13,190	₹ 305	5
10-Oct-23	₹ 181,850	418	₹ 690,313	419	₹ 1,651	20	₹ 50,529	₹ 435	4
09-Oct-23	₹ 160,531	358	₹ 592,635	362	₹ 1,655	16	₹ 30,584	₹ 448	4
08-Oct-23	₹ 171,378	368	₹ 658,808	381	₹ 1,790	22	₹ 55,176	₹ 466	4
07-Oct-23	₹ 169,235	351	₹ 640,351	353	₹ 1,824	25	₹ 3,066,561	₹ 482	4
06-Oct-23	₹ 184,643	357	₹ 640,378	363	₹ 1,794	25	₹ 66,911	₹ 517	3
05-Oct-23	₹ 404,472	858	₹ 1,527,356	866	₹ 1,780	56	₹ 91,942	₹ 471	8
04-Oct-23	₹ 162,152	395	₹ 676,949	401	₹ 1,714	26	₹ 32,783	₹ 411	4
03-Oct-23	₹ 141,997	380	₹ 643,630	387	₹ 1,694	33	₹ 52,095	₹ 374	5
02-Oct-23	₹ 155,142	432	₹ 701,763	434	₹ 1,624	23	₹ 59,267	₹ 359	5
01-Oct-23	₹ 212,170	454	₹ 754,521	459	₹ 1,662	36	₹ 64,943	₹ 467	4
30-Sep-23	₹ 197,787	436	₹ 729,293	442	₹ 1,673	27	₹ 62,822	₹ 454	4
29-Sep-23	₹ 198,823	362	₹ 619,455	366	₹ 1,711	21	₹ 34,167	₹ 549	3
Total	₹ 18,466,563	43416	₹ 79,043,325	44113	₹ 1,708	8934	₹ 21,643,726	₹ 457	1178

Select Report Month

All

▼

Spyder Dash

Spyder DailySales

Spyder DailyMarketing

Spyder DailyShipment

Select Report Year

2022

2023

Order Date	Total Shipment	Sold_Volume	Delivered	Cancelled	Out For Delivery	RTO Delivered	Pending Pickup	RTO Damaged	RTO In Transit	RTO Lost	Damaged	Lost	In Transit	Exception
17-Oct-23	966	278	0	688	0	0	278	0	0	0	0	0	0	0
16-Oct-23	1438	1253	28	191	76	0	38	0	15	0	0	0	1069	21
15-Oct-23	0	0	0	0	0	0	0	0	0	0	0	0	0	0
14-Oct-23	157	142	57	18	12	0	31	0	1	0	0	0	27	11
13-Oct-23	2	2	2	0	0	0	0	0	0	0	0	0	0	0
12-Oct-23	2512	1217	657	1305	88	0	6	0	102	0	0	0	225	127
11-Oct-23	8	8	0	0	1	0	3	0	0	0	0	0	3	0
10-Oct-23	64	62	35	4	2	2	2	0	5	0	0	0	10	2
09-Oct-23	79	72	36	10	4	3	0	0	4	0	0	0	8	3
07-Oct-23	1498	1507	546	23	50	84	0	0	398	0	0	0	224	173
06-Oct-23	31	24	1	7	0	0	6	0	0	0	0	0	1	0
05-Oct-23	3	3	2	0	0	0	0	0	0	0	0	0	0	0
04-Oct-23	1093	1097	461	23	8	337	0	0	171	0	0	0	28	55
03-Oct-23	2022	2033	1238	8	11	538	1	0	159	0	0	0	20	47
01-Oct-23	8	5	0	3	0	0	0	0	0	0	0	0	0	0
30-Sep-23	280	278	142	12	1	94	0	0	24	0	0	0	1	4
29-Sep-23	7	6	3	1	0	0	1	0	0	0	0	0	0	0
28-Sep-23	306	302	157	11	2	113	0	0	15	0	0	0	2	3
Total	74872	69666	37620	6792	255	26166	369	0	982	0	0	0	1645	468

Select Report Month

All

▼

BBlama Dash

bblama DailySales

bblama...

bblama DailyShipment

Select Report Year

2023

2023

Order Date	Total Orders	Revenue	Sold Volume	ASP	Cancelled	Cancelled Value
15-Oct-23	410	₹ 571,271	442	₹ 1,393	6	₹ 12,794
14-Oct-23	423	₹ 591,951	458	₹ 1,399	6	₹ 6,944
13-Oct-23	20	₹ 22,208	22	₹ 1,110	1	₹ 1,099
12-Oct-23	38	₹ 50,947	40	₹ 1,341	1	₹ 1,199
11-Oct-23	125	₹ 161,539	143	₹ 1,292	4	₹ 6,046
09-Oct-23	626	₹ 845,795	676	₹ 1,351	45	₹ 74,074
08-Oct-23	612	₹ 867,729	668	₹ 1,418	21	₹ 37,687
07-Oct-23	431	₹ 609,047	455	₹ 1,413	35	₹ 43,262
06-Oct-23	512	₹ 662,723	539	₹ 1,294	37	₹ 46,360
05-Oct-23	762	₹ 1,006,008	812	₹ 1,320	48	₹ 65,921
04-Oct-23	1200	₹ 1,735,464	1290	₹ 1,446	94	₹ 140,828
03-Oct-23	948	₹ 1,327,233	1018	₹ 1,400	269	₹ 388,968
02-Oct-23	758	₹ 1,076,242	806	₹ 1,420	276	₹ 420,935
01-Oct-23	609	₹ 903,963	638	₹ 1,484	105	₹ 167,639
30-Sep-23	518	₹ 814,225	535	₹ 1,572	153	₹ 254,393
29-Sep-23	508	₹ 742,884	522	₹ 1,462	151	₹ 240,337
28-Sep-23	476	₹ 809,471	490	₹ 1,701	129	₹ 203,320
27-Sep-23	244	₹ 417,556	254	₹ 1,711	64	₹ 102,508
Total	34851	₹ 43,411,055	37273	₹ 1,347	5251	₹ 6,864,508

Select Report Month

All

BBlama Dash

bblama DailySales

bblama DailyMarketing

bblama DailyShipment

Select Report Year

2023

2023

Order Date	Marketing Spend	Total Orders	Revenue	Sold Volume	ASP	Cancelled	Cancelled Value	CPA	ROAS
04-Oct-23	₹ 459,179	1282	₹ 1,858,484	1376	₹ 1,450	12	₹ 18,788	₹ 358	4
03-Oct-23	₹ 403,489	1184	₹ 1,670,623	1265	₹ 1,411	33	₹ 46,527	₹ 341	4
02-Oct-23	₹ 338,062	1017	₹ 1,473,895	1069	₹ 1,449	17	₹ 23,283	₹ 332	4
01-Oct-23	₹ 284,033	677	₹ 1,008,345	706	₹ 1,489	37	₹ 63,257	₹ 420	4
30-Sep-23	₹ 246,905	618	₹ 986,571	639	₹ 1,596	53	₹ 82,047	₹ 400	4
29-Sep-23	₹ 255,249	586	₹ 871,949	607	₹ 1,488	73	₹ 111,272	₹ 436	3
28-Sep-23	₹ 255,065	547	₹ 911,450	561	₹ 1,666	58	₹ 101,341	₹ 466	4
27-Sep-23	₹ 137,645	269	₹ 451,829	281	₹ 1,680	39	₹ 68,235	₹ 512	3
26-Sep-23	₹ 133,753	332	₹ 562,877	404	₹ 1,695	31	₹ 48,118	₹ 403	4
25-Sep-23	₹ 169,784	326	₹ 591,550	342	₹ 1,815	25	₹ 45,625	₹ 521	3
24-Sep-23	₹ 206,178	396	₹ 768,458	425	₹ 1,941	30	₹ 73,975	₹ 521	4
23-Sep-23	₹ 178,889	267	₹ 520,902	279	₹ 1,951	26	₹ 51,973	₹ 670	3
22-Sep-23	₹ 196,198	332	₹ 645,991	342	₹ 1,946	26	₹ 53,642	₹ 591	3
21-Sep-23	₹ 222,418	431	₹ 700,522	450	₹ 1,625	34	₹ 64,313	₹ 516	3
20-Sep-23	₹ 203,638	429	₹ 696,993	455	₹ 1,625	47	₹ 84,752	₹ 475	3
19-Sep-23	₹ 188,185	419	₹ 639,716	435	₹ 1,527	41	₹ 72,855	₹ 449	3
18-Sep-23	₹ 174,108	369	₹ 526,517	383	₹ 1,427	30	₹ 84,865	₹ 472	3
17-Sep-23	₹ 141,369	329	₹ 462,788	342	₹ 1,407	22	₹ 36,528	₹ 430	3
Total	₹ 15,860,389	32920	₹ 40,710,507	20135	₹ 1,347	3019	₹ 3,890,798	₹ 675	2

Order Date	Total Shipment	Sold_Volume	Delivered	Cancelled	Out For Delivery	RTO Delivered	Pending Pickup	RTO Damaged	RTO In Transit	RTO Lost	Lost	In Transit	In Transit	Exception
03-Oct-23	875	0	0	145	0	0	531	0	0	0	0	344	1645	468
01-Oct-23	3	0	0	0	0	0	0	0	0	0	0	1	1645	468
30-Sep-23	250	0	65	23	0	1	25	0	44	0	0	77	1645	468
29-Sep-23	3	0	0	0	0	0	0	0	0	0	0	0	1645	468
28-Sep-23	1	0	0	0	0	0	1	0	0	0	0	0	1645	468
27-Sep-23	2656	0	706	404	41	116	21	0	643	0	0	752	1645	468
26-Sep-23	175	0	115	38	0	1	40	0	0	0	0	15	1645	468
25-Sep-23	184	0	68	31	2	23	24	0	33	0	0	18	1645	468
23-Sep-23	1381	0	494	876	24	124	95	0	223	0	0	254	1645	468
20-Sep-23	2	0	2	2	0	0	0	0	0	0	0	0	1645	468
19-Sep-23	880	0	409	174	3	290	12	0	119	0	0	25	1645	468
18-Sep-23	1207	0	518	496	3	482	2	0	144	0	0	29	1645	468
14-Sep-23	905	0	424	48	3	397	0	0	61	0	0	11	1645	468
12-Sep-23	2	0	0	0	0	0	0	0	0	0	0	0	1645	468
11-Sep-23	65	0	37	1	0	22	0	0	3	0	0	1	1645	468
09-Sep-23	56	0	45	2	0	8	0	0	1	0	0	0	1645	468
07-Sep-23	36	0	27	8	0	6	0	0	1	0	0	0	1645	468
06-Sep-23	56	0	32	0	0	23	0	0	0	0	0	0	1645	468
Total	15592	0	7411	3389	76	3836	751	0	1277	0	0	1533	1645	468

! White Brands - Relax Profit & Loss Dashboard !

Profit & Loss

-3M

Total Orders

74.13K

Total Delivered

37.62K

RTO Delivered

26.17K

Total Cancelled

6792

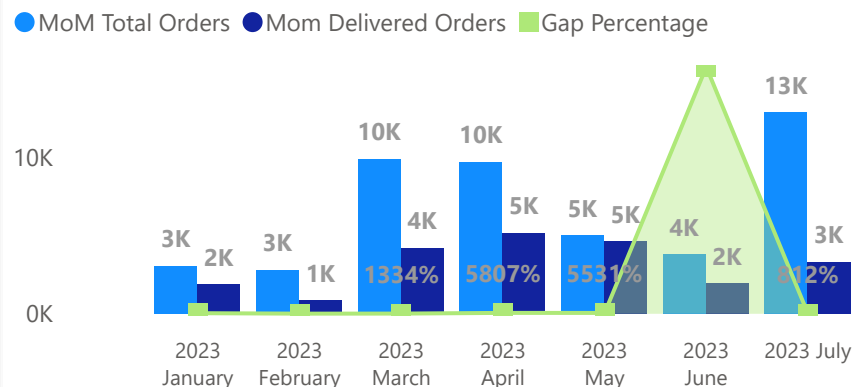
In Transit

1645

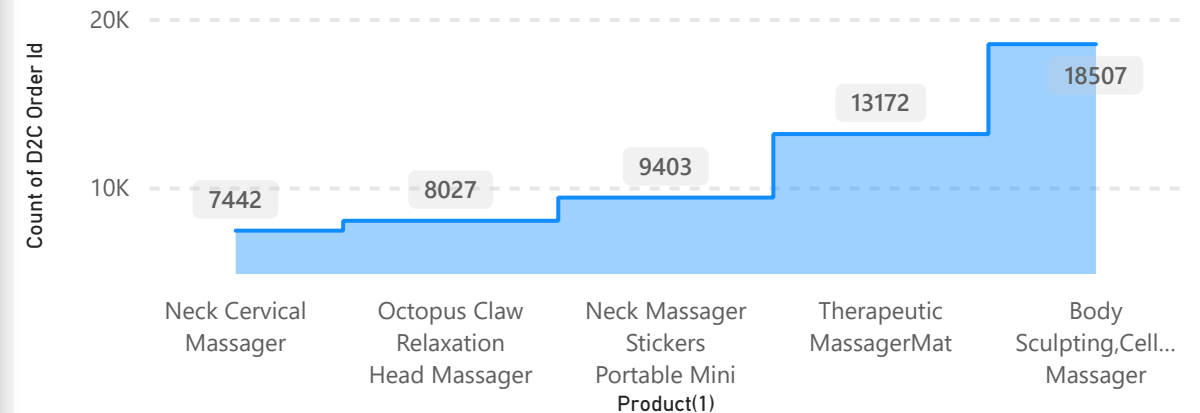
2022

2023

Mom Trend - Total Orders vs Deliver Orders & Gap Perc%



Top 5 Most Ordered Product



Month Slicer

☐ Jan 23

☐ Feb 23

☐ Mar 23

☐ Apr 23

☐ May 23

☐ Jun 23

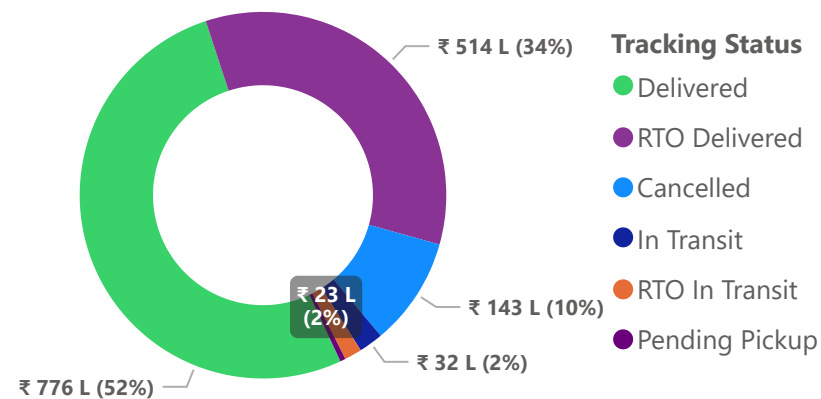
☐ Jul 23

☐ Aug 23

☐ Sep 23

☐ Oct 23

Revenue Shipping Status Wise



Top 10 Most Ordered Cities

