

More o' Less online Supermart



Our Story

2005

Our Company
Was Founded

Customers based across over 20 countries



Your Go to Supermart for Decorative items, Gifts and Stationary



Our data driven focus on growth-

Key questions

Which time of the year should the warehouses be stocked up?

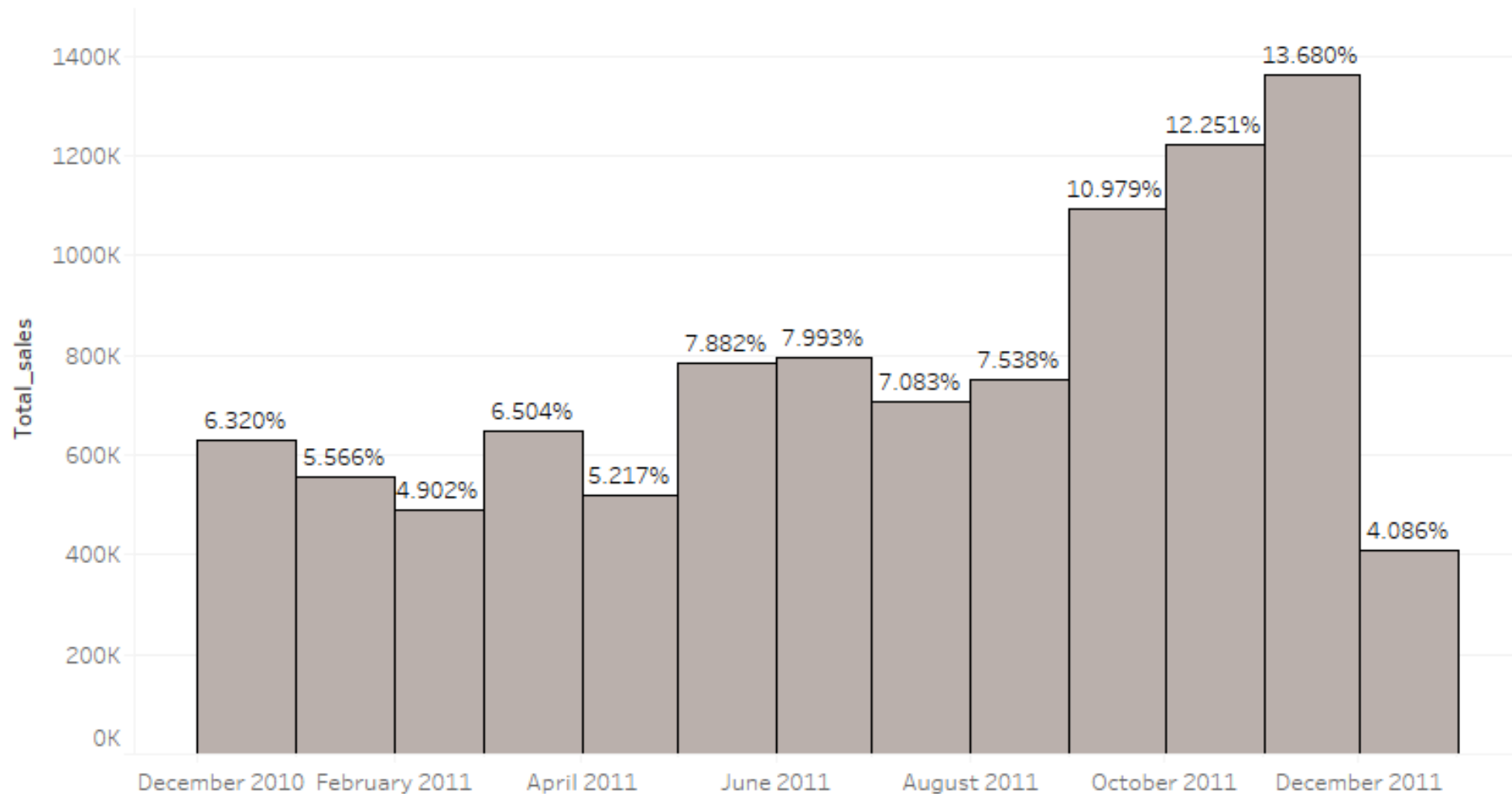
Which markets are untapped?

How effectively are new customers being acquired?

What is the nature of customers shopping with us?

When should the warehouses be loaded with stocks?

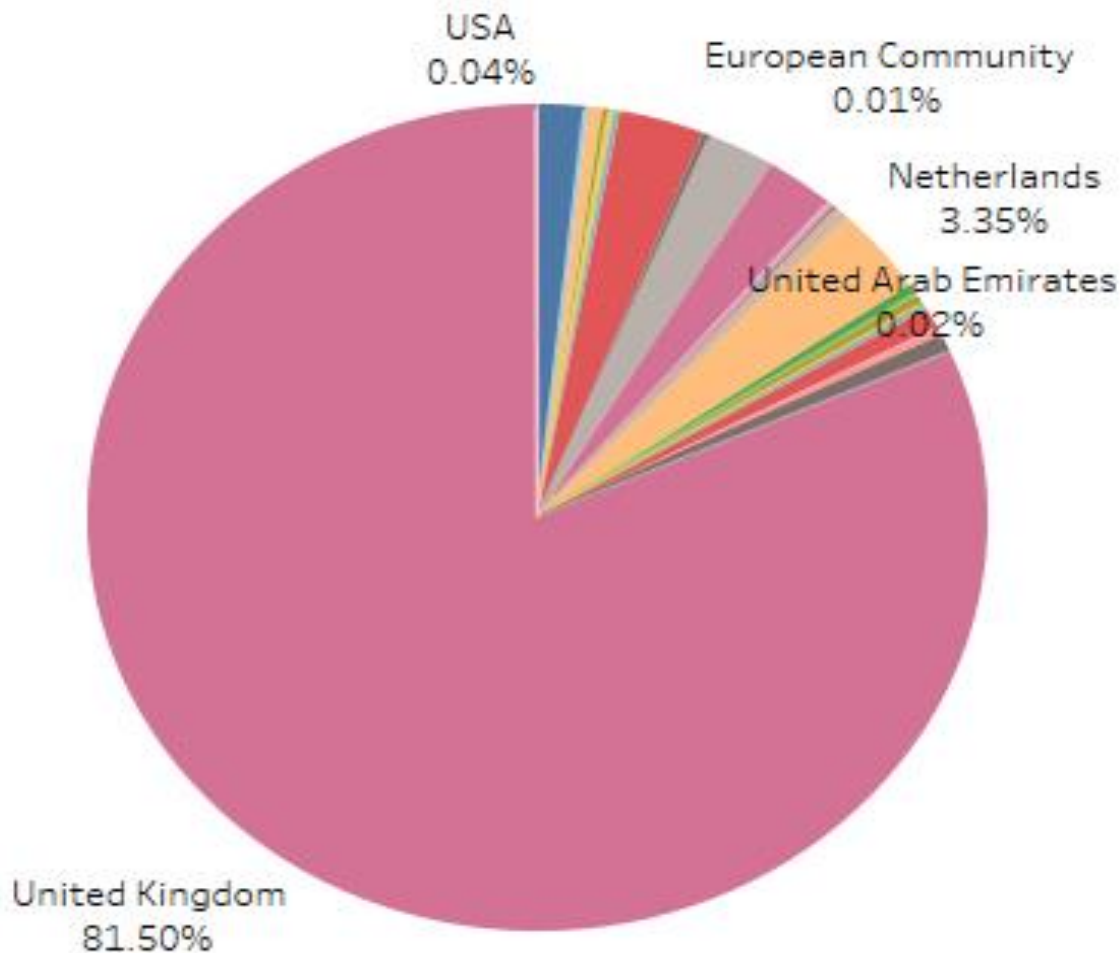
Over 13% of the sales happen in November



Where are the orders coming from?

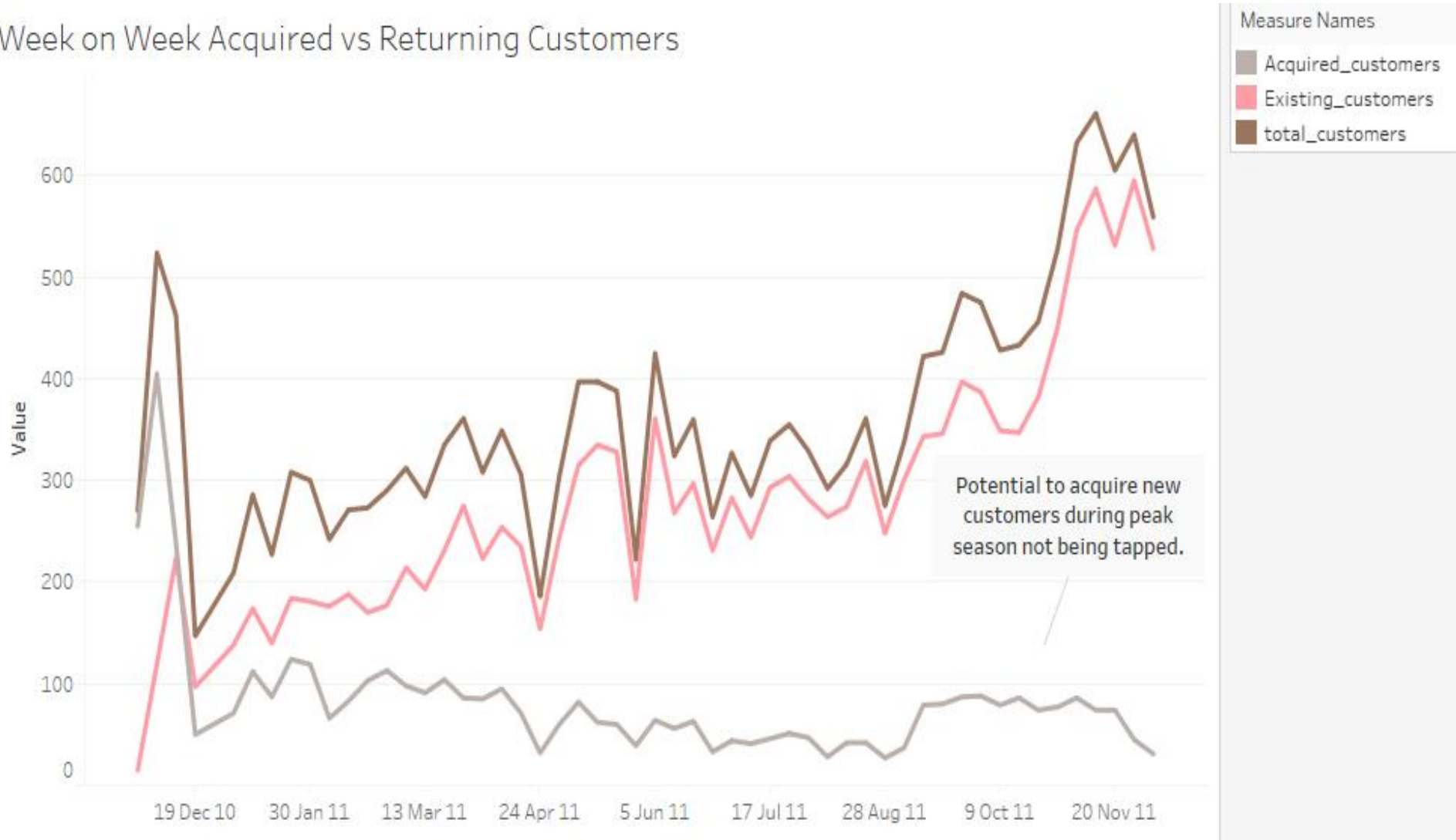
Where is the potential untapped?

United Kingdom is the niche market with over 81% of sales

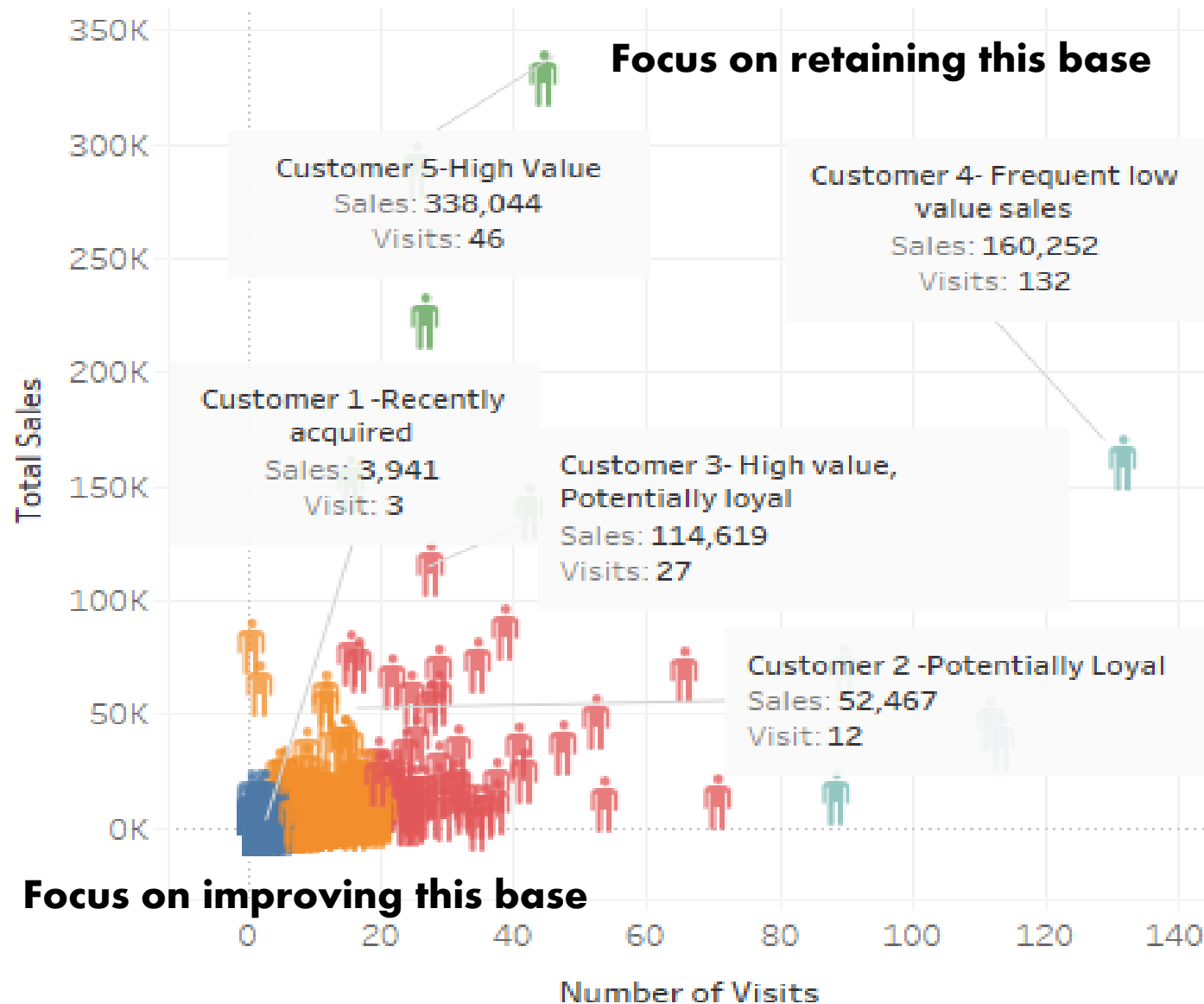


Are we acquiring new customers?

Week on Week Acquired vs Returning Customers



Loyalty Measure- We have 5 different segments of customers



Key Takeaways

The warehouses must be stocked up as we near the end of the year.

The customer base must be deepened in UK and expanded across the rest of Europe.

There is a potential to acquire more customers towards the end of the year.

New customers need to be acquired and ties with loyal customers be deepened.