

## GlobalMart's Business Performance

## Business Snapshot



Total Countries

206



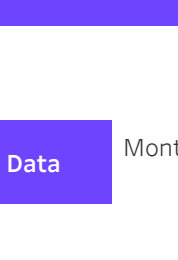
Total Cities

96



Total Employees

23



Total Categories

27



Total Products

452



Unique Customers

98,759

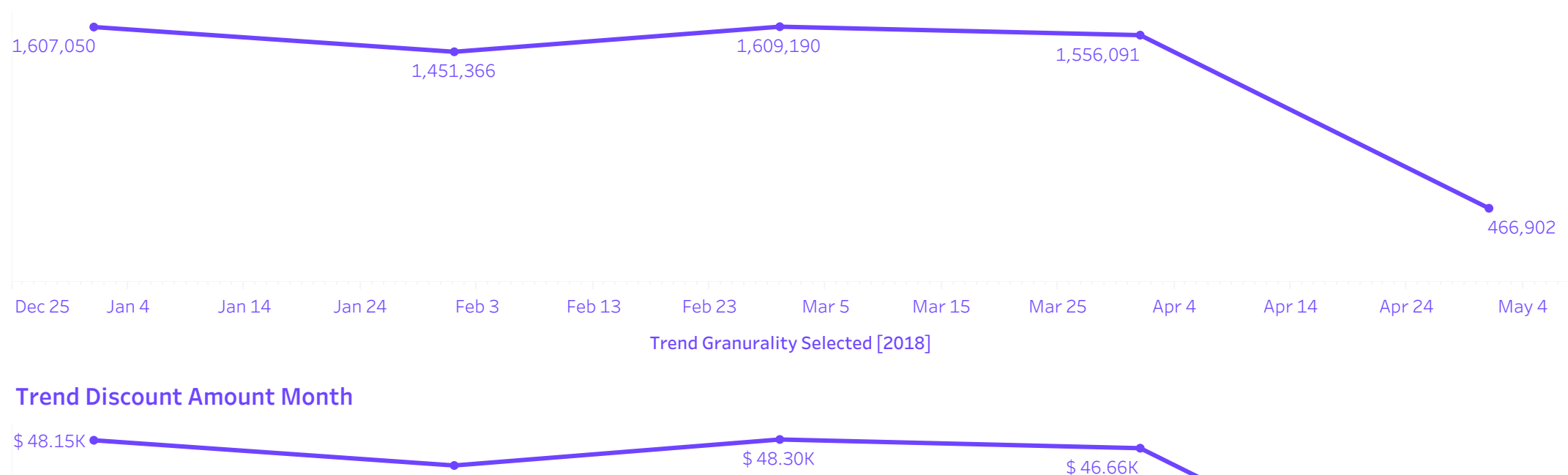
## Business Overview

Progress Run Day Of The Year

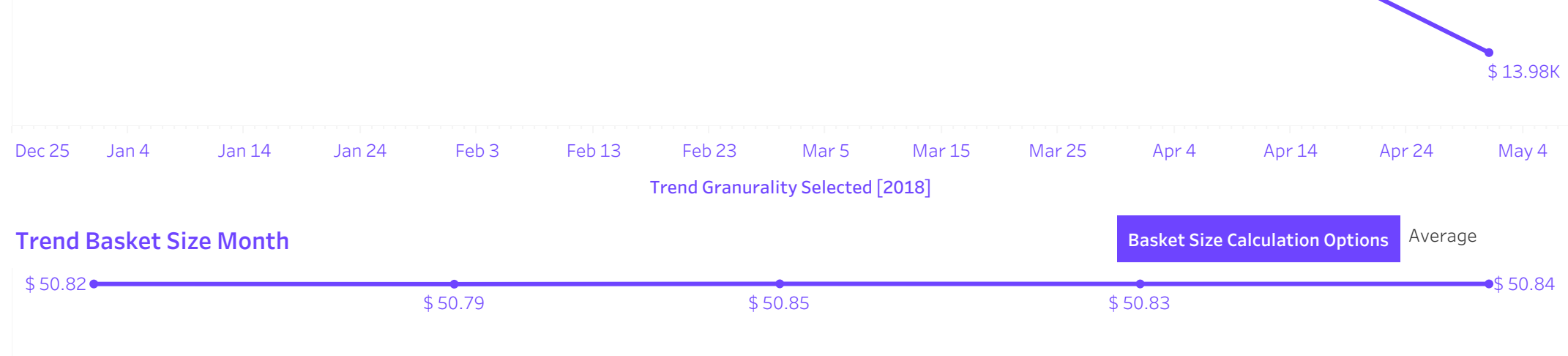


Trend Data Month

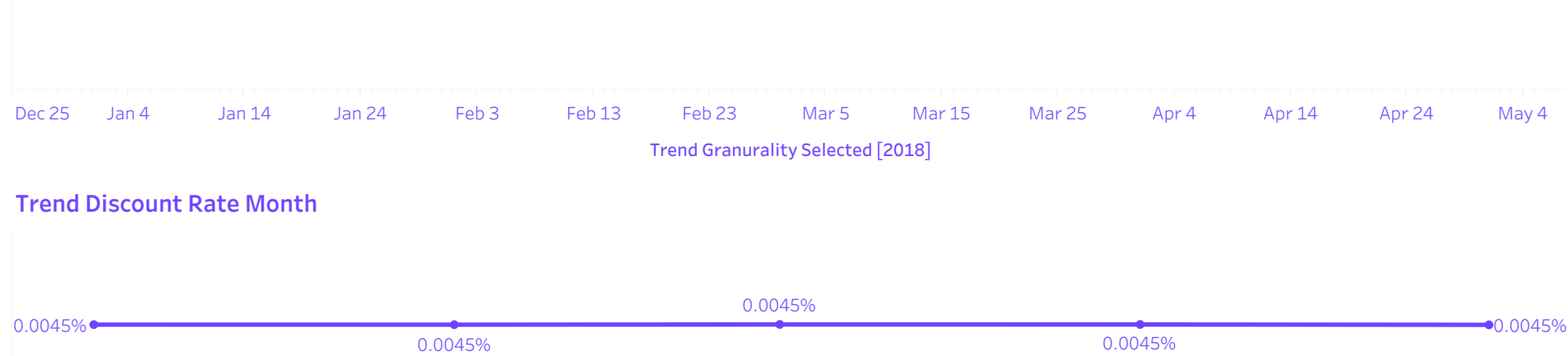
Trend Revenue Month



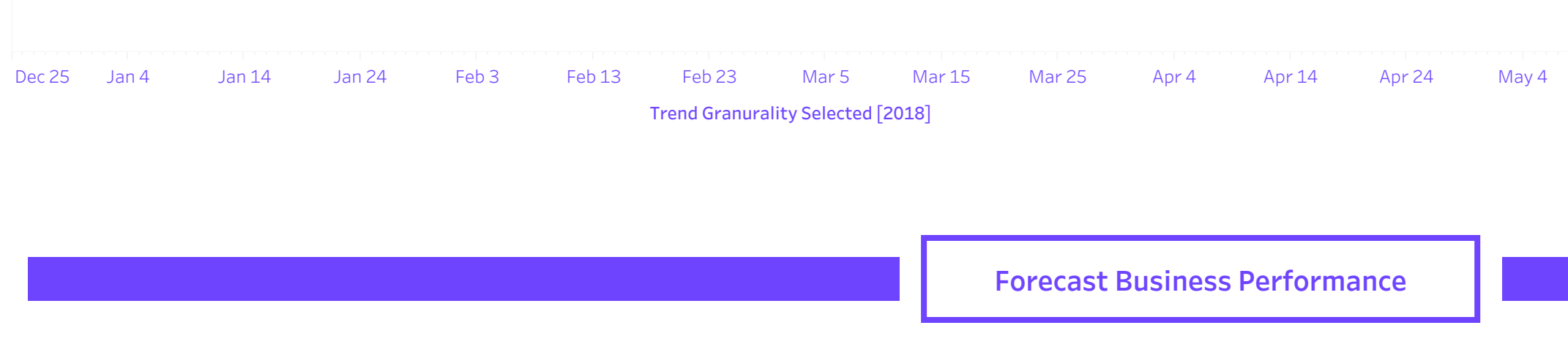
Trend Order Month



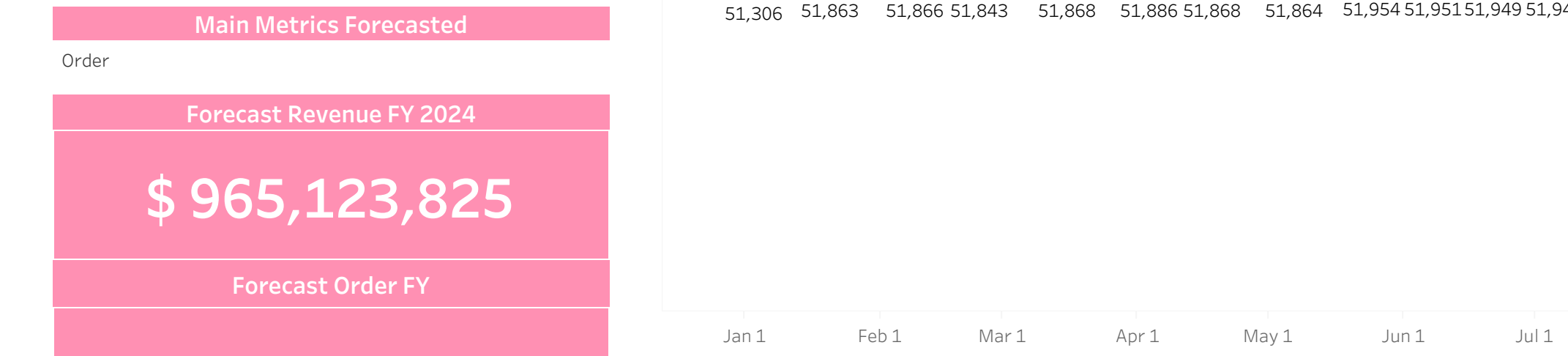
Trend Discount Amount Month



Trend Basket Size Month



Trend Discount Rate Month



Running Total Order YTD

\$ 4,421.51M

Running Total Revenue YTD

6.69M

Discount Burn Amount YTD

\$ 200.48K

Discount Burn Rate YTD

0.0045%

Basket Size Amount (Avg)

\$ 50.83

Basket Size Amount (Median)

\$ 52.64

Unique Customer Latest Month

97,866

Customer Growth Latest Month

-0.90%

Unique Customer Latest Week

86,641

Latest Week New User

0

Latest Week Existing User

85,811

Latest Week Reactivated User

2,176

## Forecast Business Performance

Forecast Period Granularity

Daily

Main Metrics Forecasted

Order

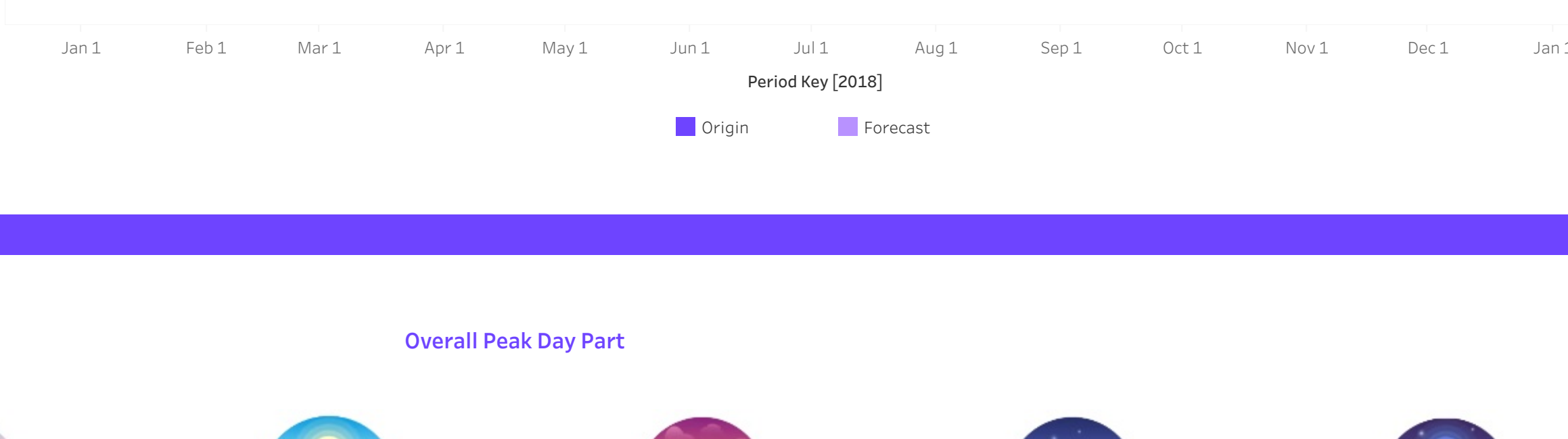
Forecast Revenue FY 2024

\$ 965,123,825

Forecast Order FY

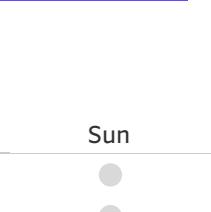
18,928,060

Forecast Order Result For Daily Trend



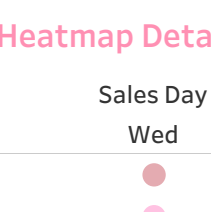
## Customer Profile

## Overall Peak Day Part



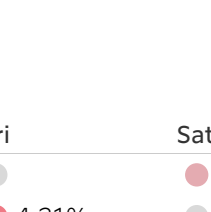
Dawn

8.34%



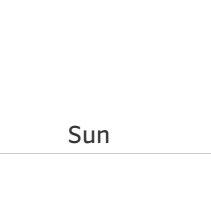
Morning

16.68%



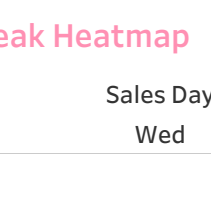
Afternoon

12.48%



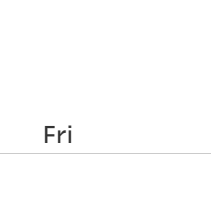
Dusk

16.68%



Evening

12.52%



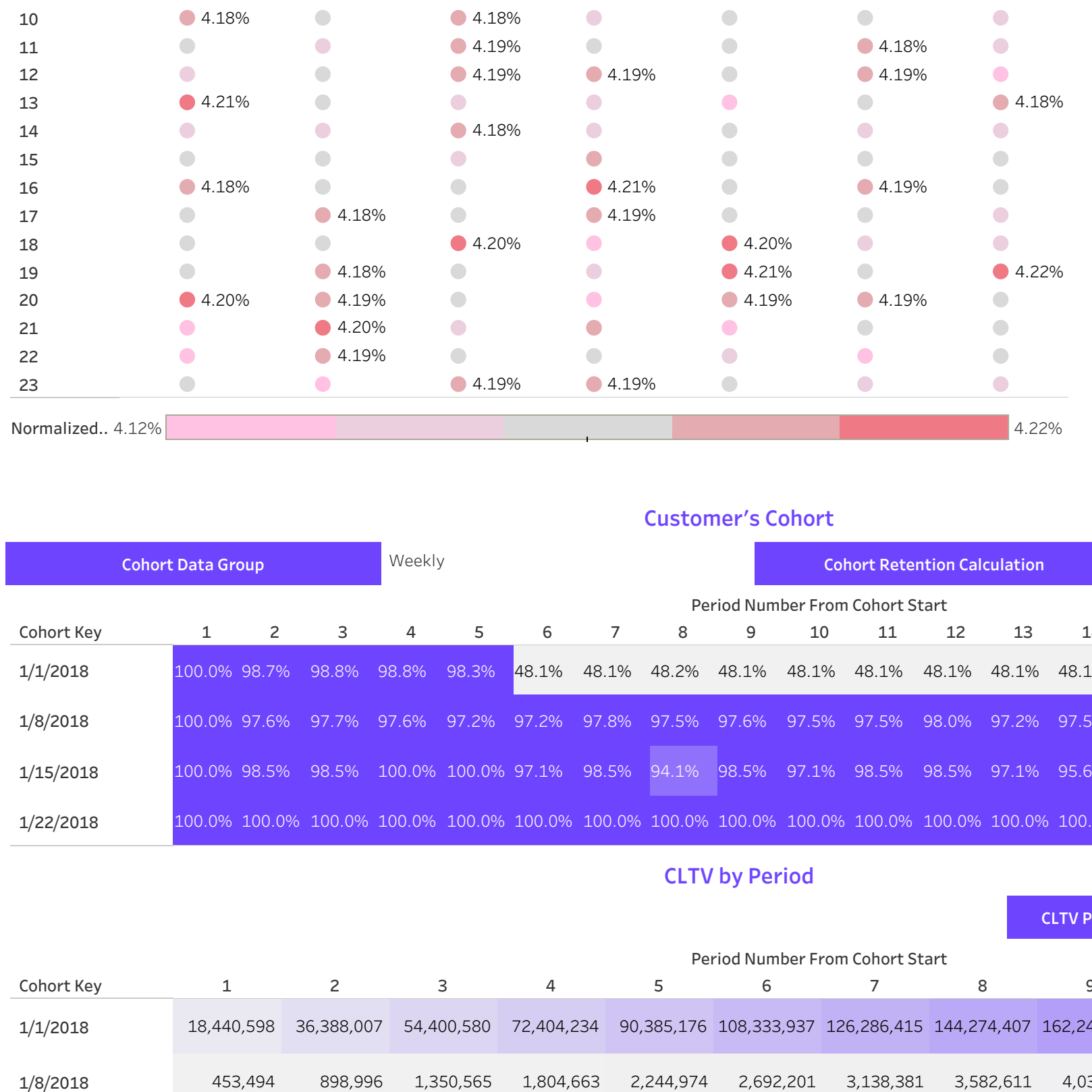
Night

33.31%

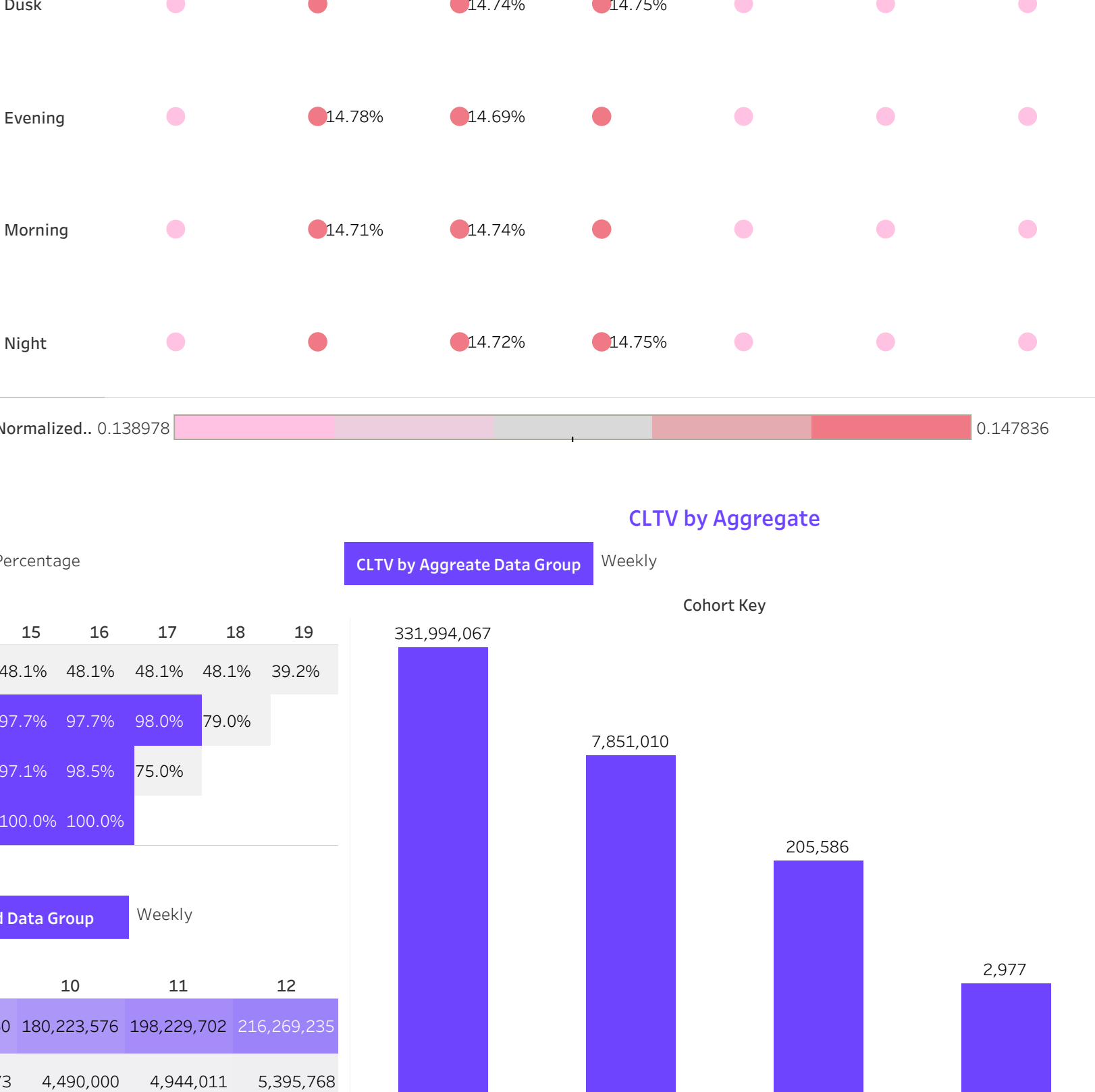
## Heatmap Metrics

Order

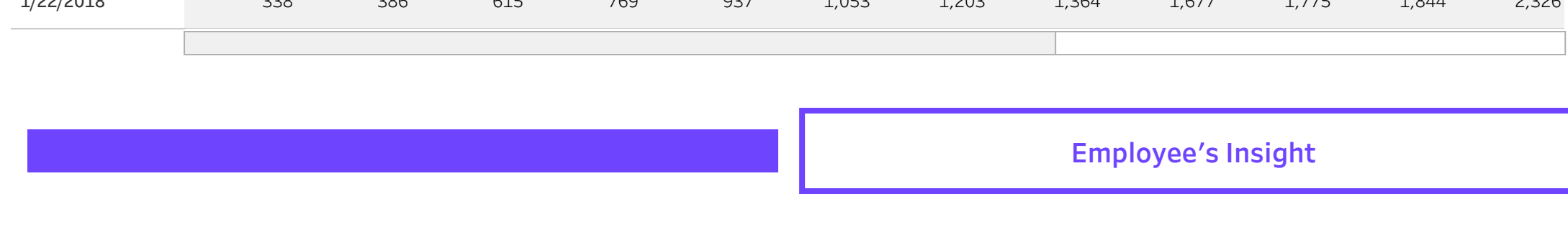
## Peak Heatmap Detail



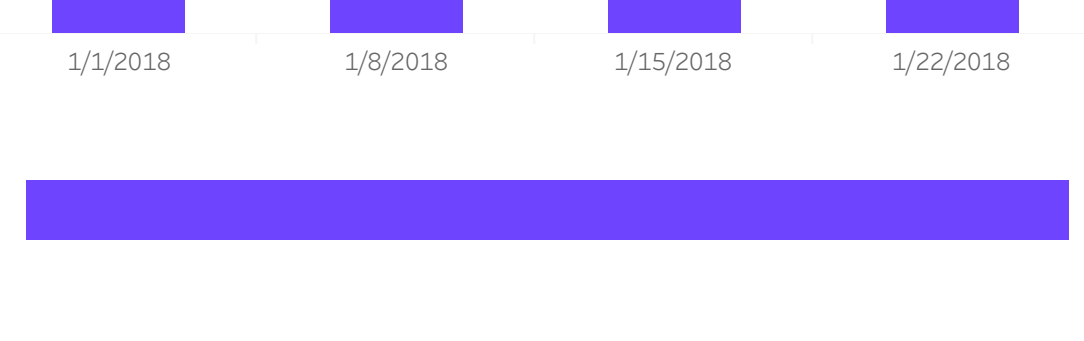
## Peak Heatmap



## Customer's Cohort



## CLTV by Aggregate



## Employee's Insight

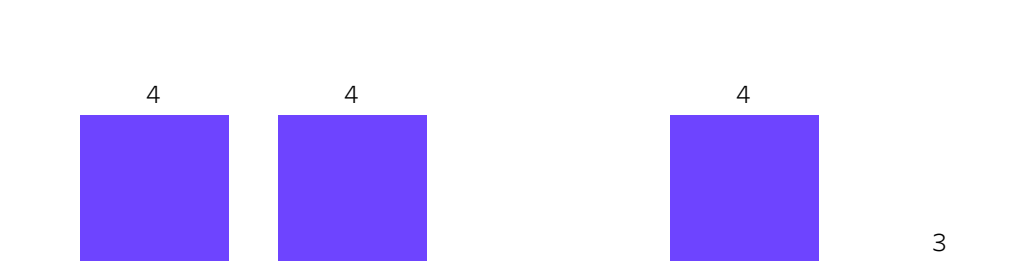
## Employee's Age



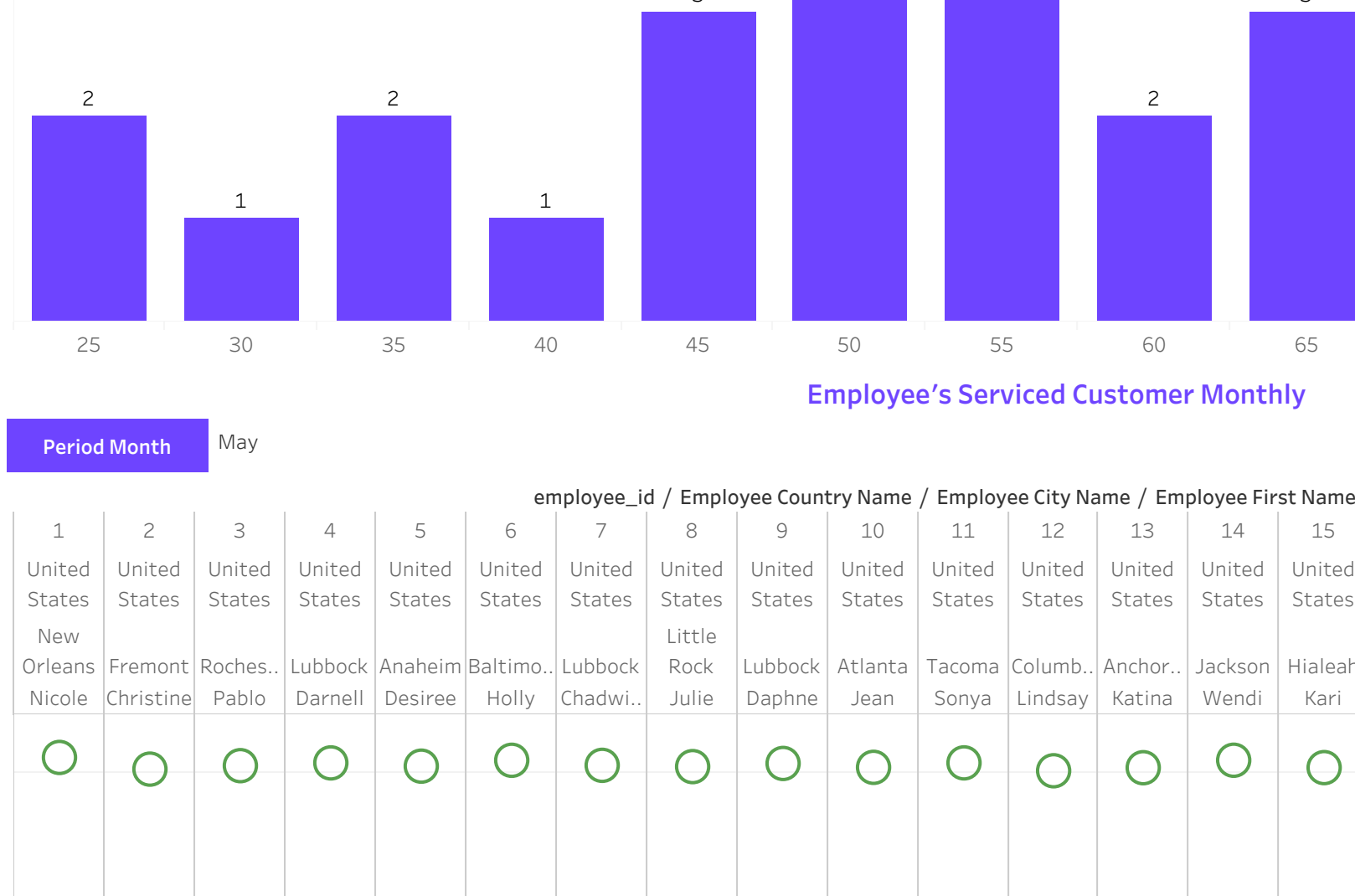
## Employee's Gender Ratio



## Employee's Tenure



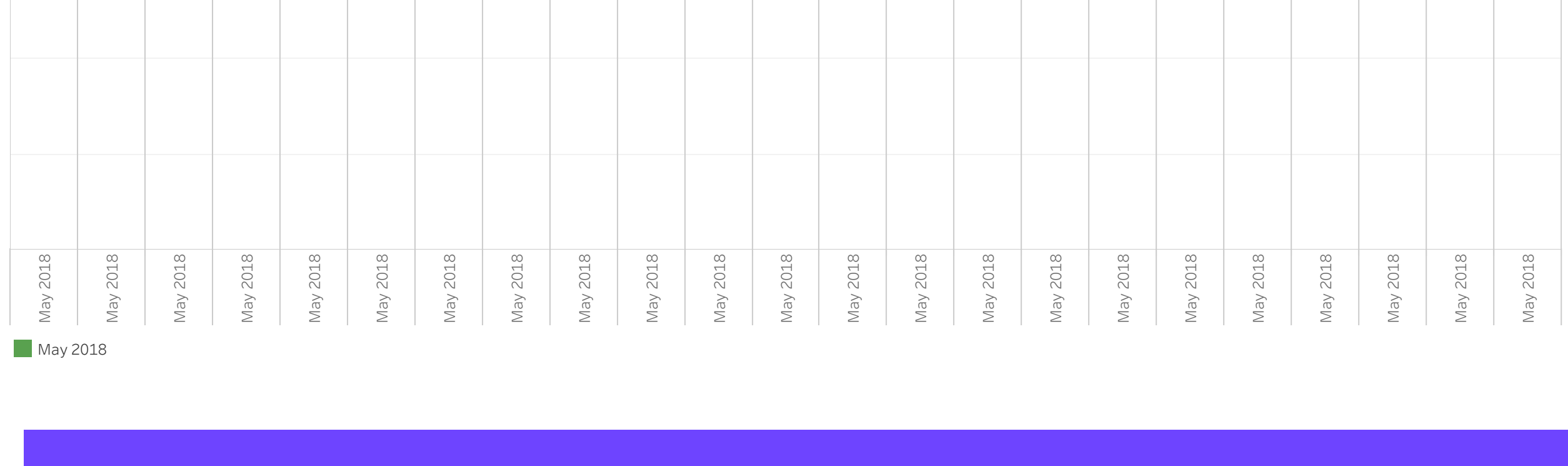
## Employee's Age Distribution



## Employee's Tenure Distribution



## Employee's Serviced Customer Monthly



## Employee's Serviced Customer Detail

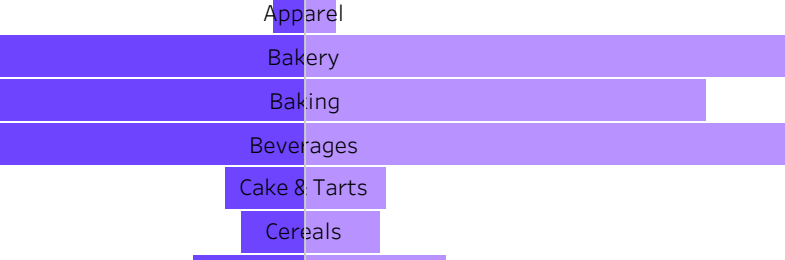
employee_id	Employee First Name	Avg Employee Servicing
1	Nicole	58,096
2	Christine	58,144
3	Pablo	58,068
4	Darnell	58,363
5	Desiree	58,146
6	Holly	58,212
7	Chadwick	58,207
8	Julie	58,309
9	Daphne	58,251
10	Jean	58,209
11	Sonya	58,246
12	Lindsay	58,050
13	Katrina	58,127
14	Wendi	58,187
15	Kari	58,214
16	Chadwick	58,139
17	Seth	57,898
18	Warren	58,325
19	Bernard	58,375
20	Shelby	58,134
21	Devon	58,405
22	Tonia	58,052
23	Janet	58,171

## Product Insight

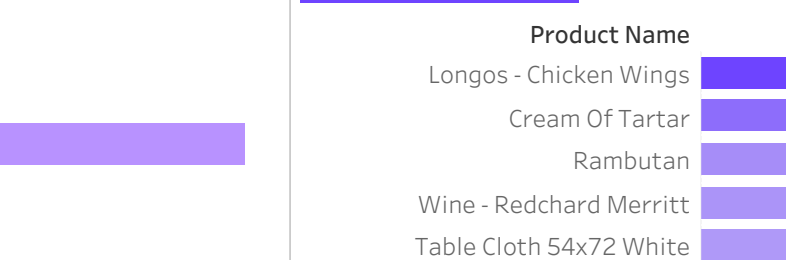
## Product's Price



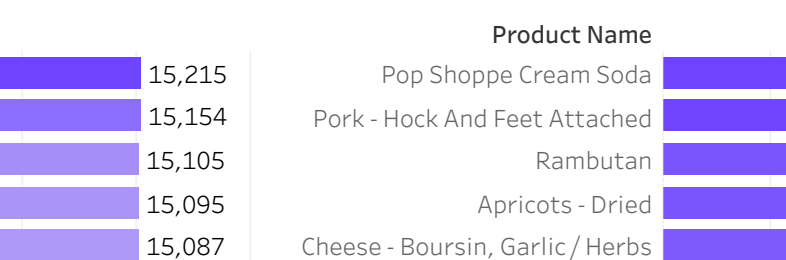
## Product's Class



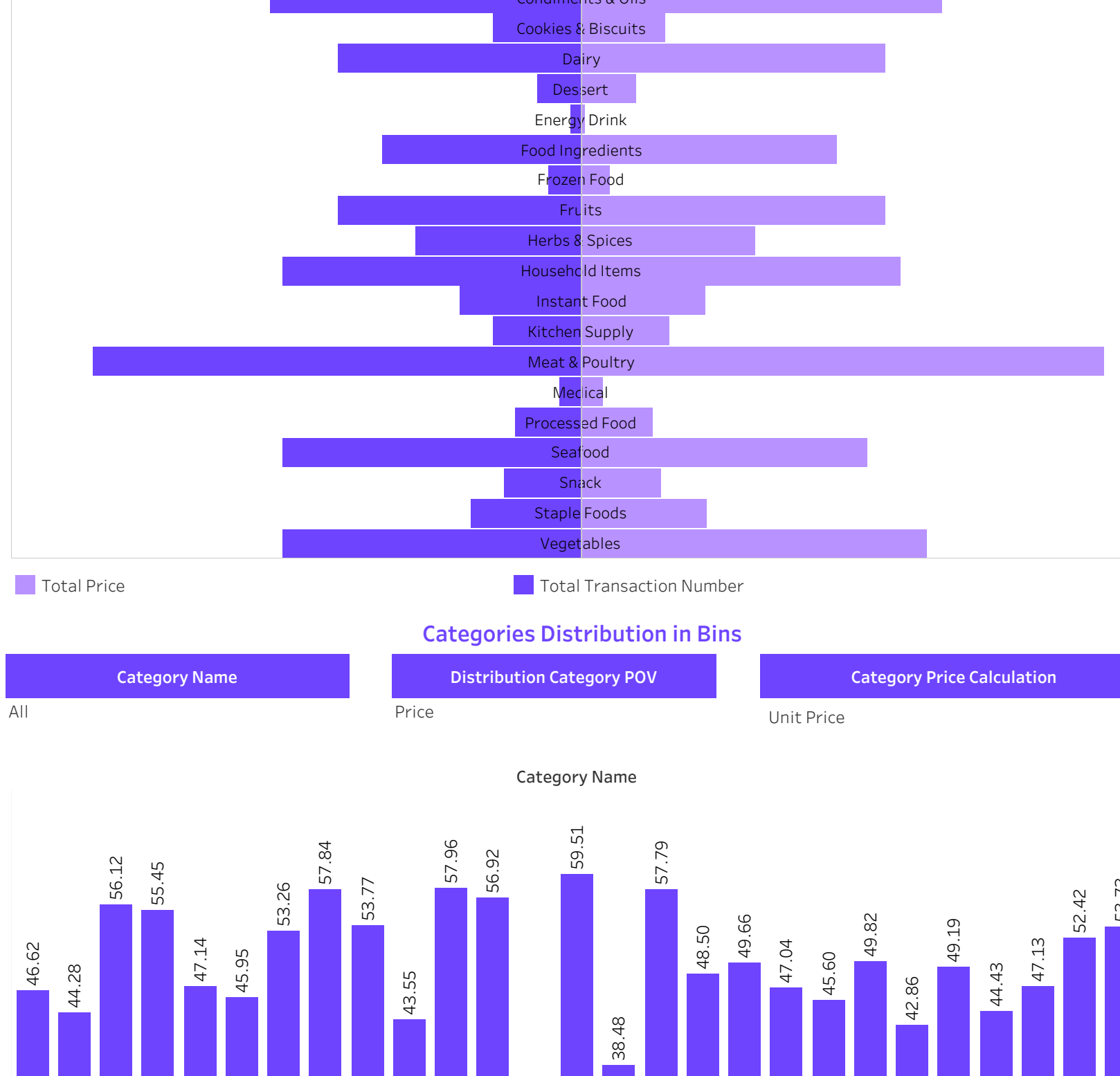
## Product's Resistant Ratio



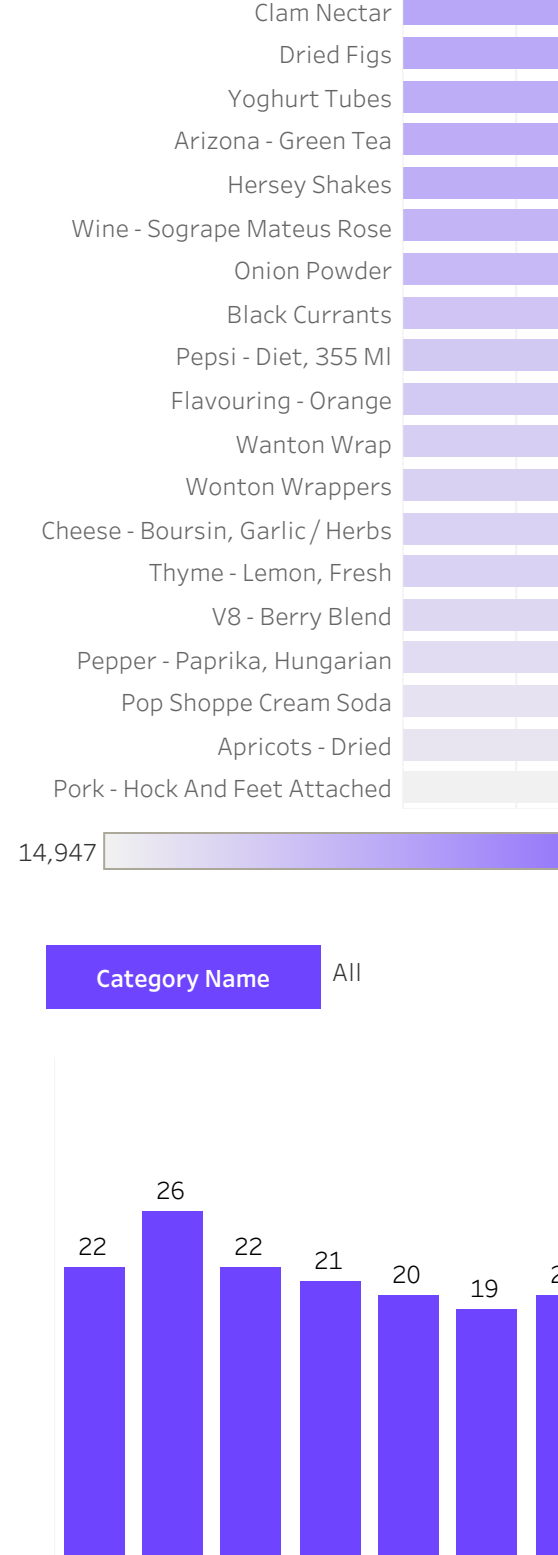
## Product's Allergic Ratio



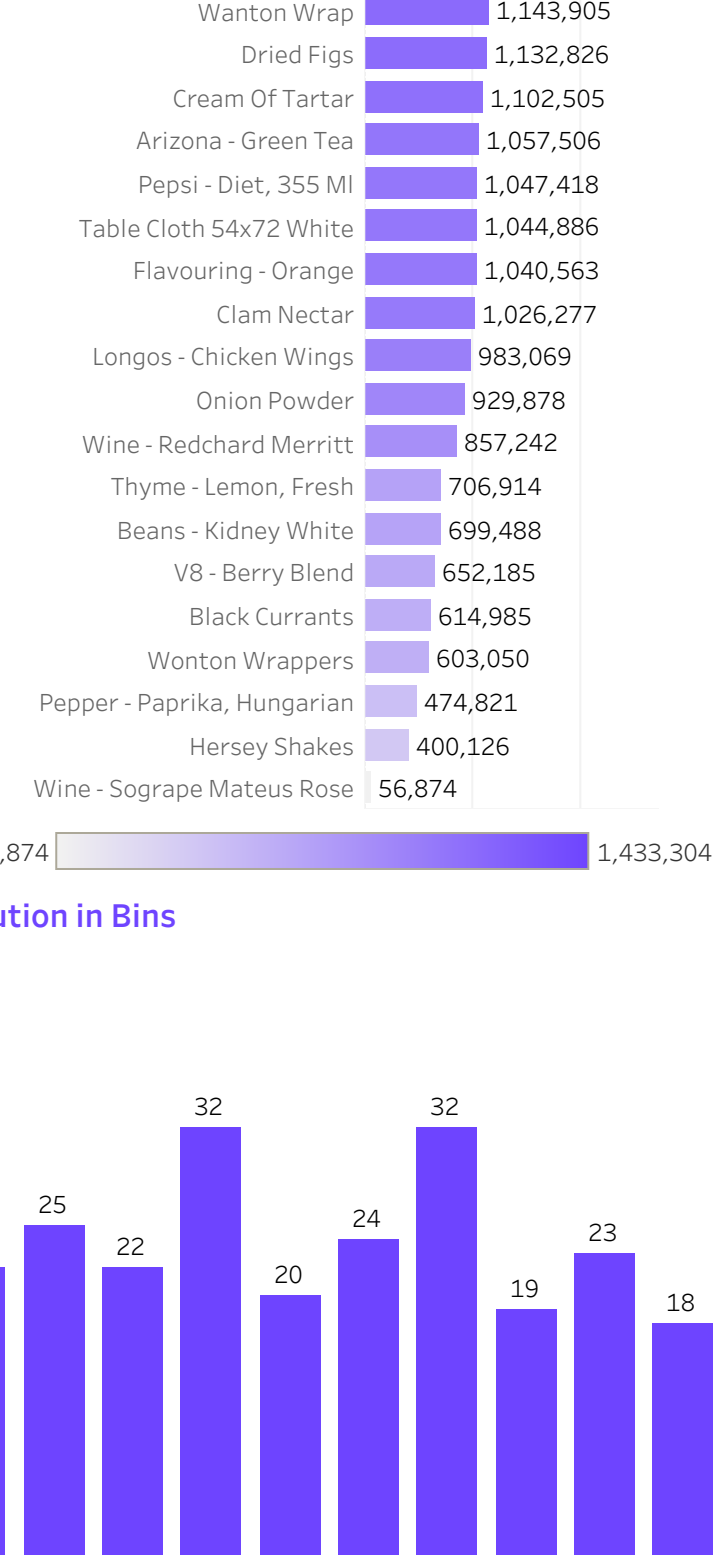
## Overall Top Category's Sold &amp; Revenue



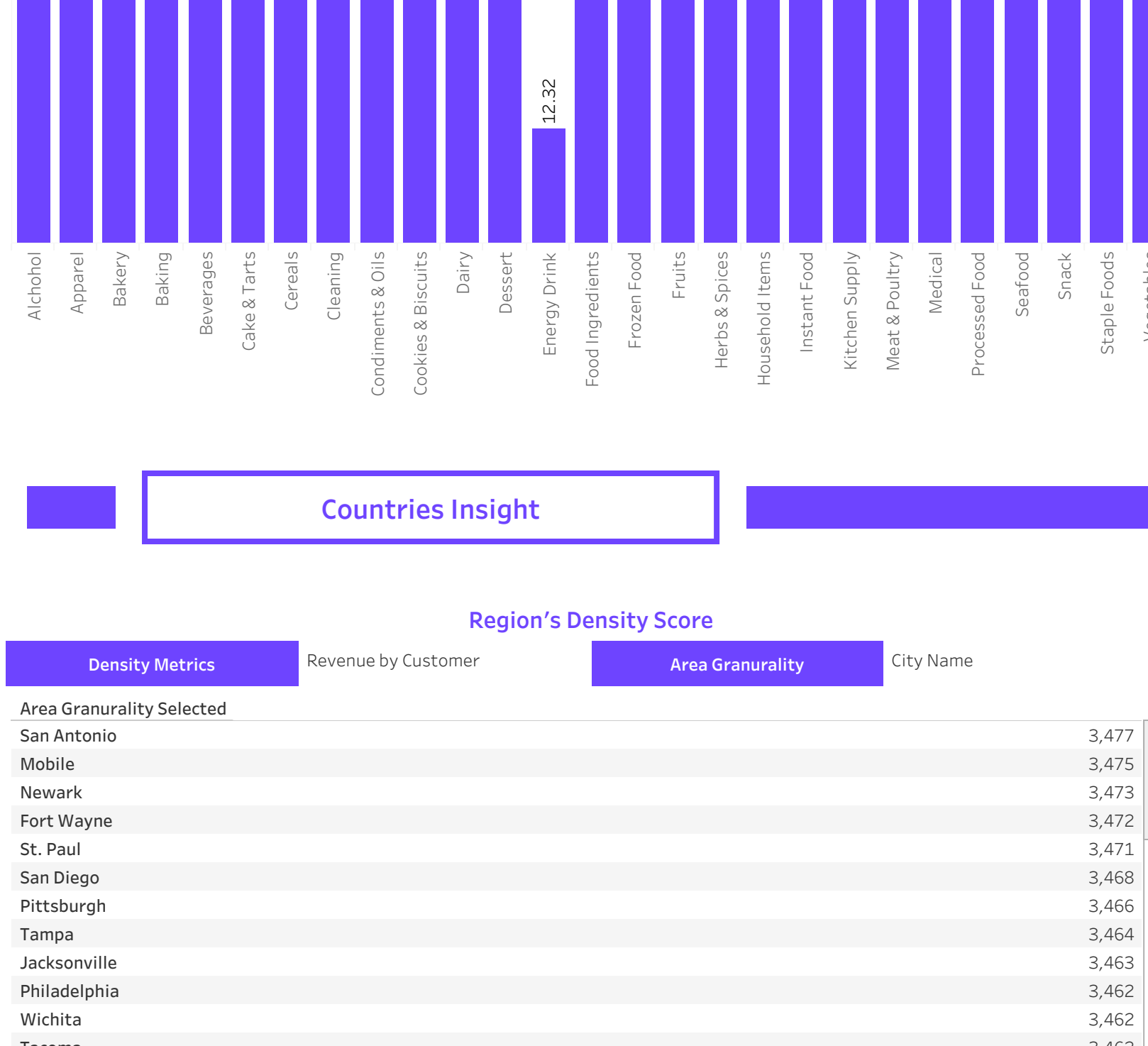
## Top Product's Sold



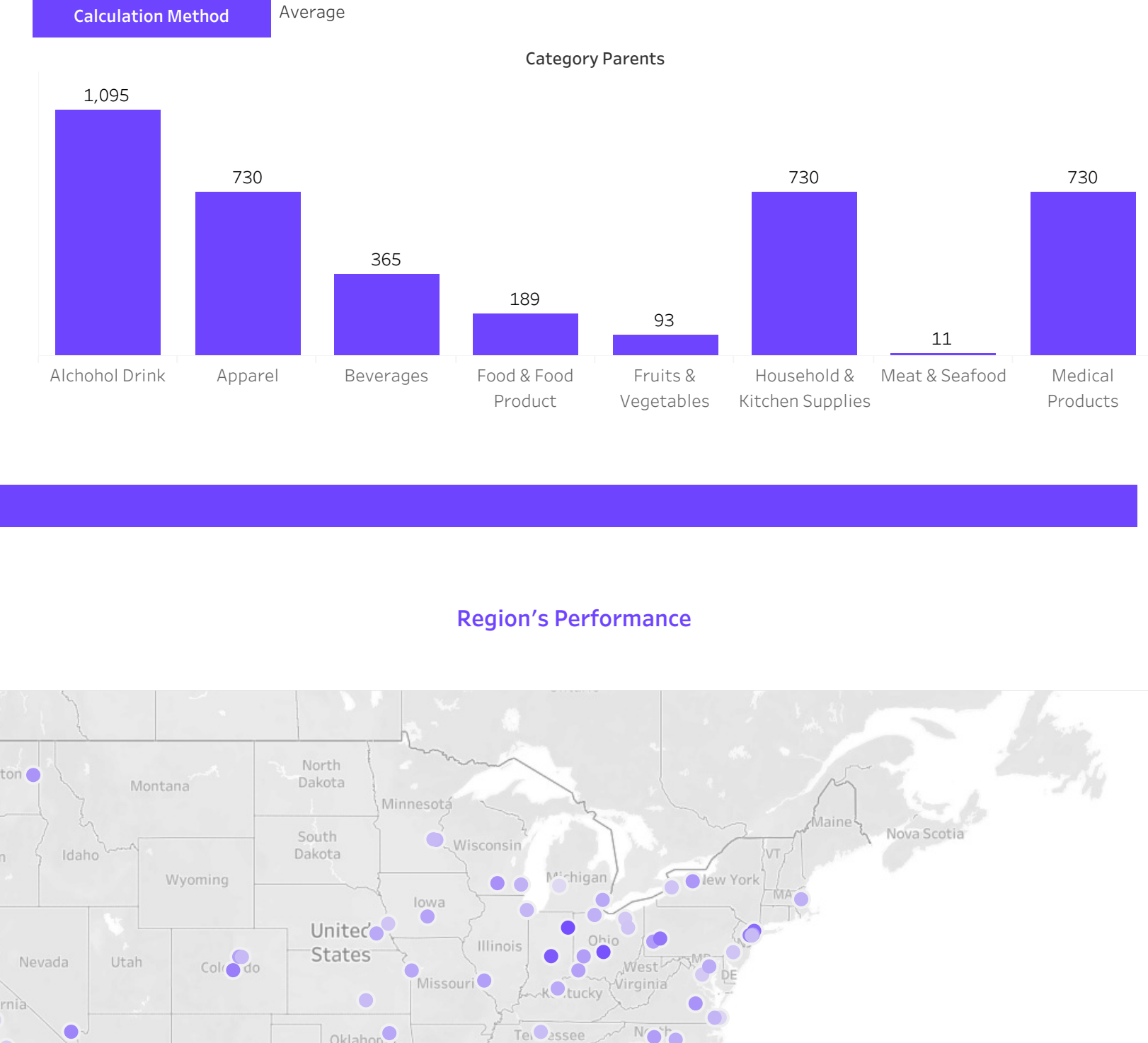
## Top Product's Revenue



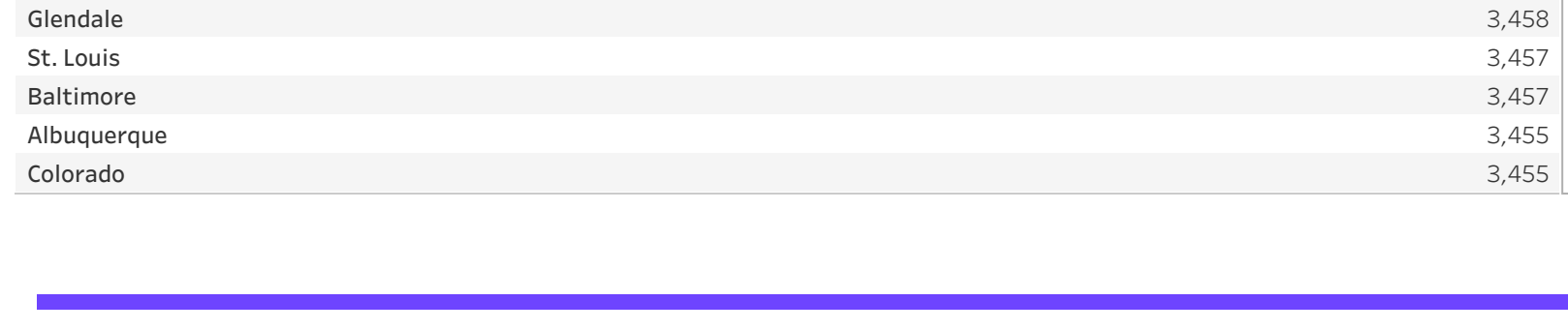
## Categories Distribution in Bins



## Product's Price Distribution in Bins



## Region's Density Score



## Region's Performance

