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Deadline: 17th March 2024

For Growth (MTD-LMTD)/LMTD

L> Last Month

Last month to date

last month

Table 1: Category Level View																								
category	yday_orders	yday_gmv	yday_revenue	yday_customers	yday_live_products	yday_new_customers	mtd_orders	mtd_gmv	mtd_revenue	mtd_customers	mtd_live_products	mtd_new_customers	lmtd_orders	lmtd_gmv	lmtd_revenue	lmtd_customers	lmtd_live_products	lmtd_new_customers	ln_orders	ln_gmv	ln_revenue	ln_customers	ln_live_products	ln_new_customers

Table 2: Category & Sub Category Level View

category	sub_category	yday_orders	yday_gmv	yday_revenue	yday_customers	yday_live_products	yday_new_customers	mtd_orders	mtd_gmv	mtd_revenue	mtd_customers	mtd_live_products	mtd_new_customers	lmtd_orders	lmtd_gmv	lmtd_revenue	lmtd_customers	lmtd_live_products	lmtd_new_customers	ln_orders	ln_gmv	ln_revenue	ln_customers	ln_live_products	ln_new_customers

Table 3: Product Level View

product_id	category	sub_category	yday_orders	yday_gmv	yday_revenue	yday_customers	yday_live_products	yday_new_customers	mtd_orders	mtd_gmv	mtd_revenue	mtd_customers	mtd_live_products	mtd_new_customers	lmtd_orders	lmtd_gmv	lmtd_revenue	lmtd_customers	lmtd_live_products	lmtd_new_customers	ln_orders	ln_gmv	ln_revenue	ln_customers	ln_live_products	ln_new_customers

Table 4: Order Range

Order Range	MTD Customers	LM Customers	MTD Orders	LM Orders	MTD GMV	LM GMV
1-2						
3-5						
6-10						
GTR-10						

Table 5: GMV Range

GMV Range	MTD Customers	LM Customers	MTD Orders	LM Orders	MTD GMV	LM GMV
1-100						
101-200						
201-300						
301-400						
401-500						
501-1000						
1001-1500						
1501-2000						
2001-5000						
GTR-5000						

Unique Customers Retention %

Month	Total Customers	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11
Jan-23	10000	2000	1600	1200								
Feb-23												
Mar-23												
Apr-23												
May-23												
Jun-23												
Jul-23												
Aug-23												
Sep-23												
Oct-23												
Nov-23												
Dec-23												

New Customers Retention %

Month	Total Customers	M1 - Month 1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11
Jan-23		Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Feb-23												
Mar-23												
Apr-23												
May-23												
Jun-23												
Jul-23												
Aug-23												
Sep-23												
Oct-23												
Nov-23												
Dec-23												

New Customers Category Retention % - Food

Month	Total Customers	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11
Jan-23												
Feb-23												
Mar-23												
Apr-23												
May-23												
Jun-23												
Jul-23												
Aug-23												
Sep-23												
Oct-23												
Nov-23												
Dec-23												

Month	New Customers	Repeat Customers
Jan-23		
Feb-23		
Mar-23		
Apr-23		
May-23		
Jun-23		
Jul-23		
Aug-23		
Sep-23		
Oct-23		
Nov-23		
Dec-23		