

Performance Report Comparison between Quarters 2020 - 2021

Verticals	Metrics	Q1vsQ2	Q2vsQ3	Q3vsQ4
Financial	Gross Margin Ratio (%)	0.86	1.89	-2.54
	Net Margin Ratio (%)	1.10	3.75	-3.61
Returns	Profit Margin On Returns (%)	0.01	0.00	0.00
	Return Rate (%)	-2.87	1.63	1.76
Sales	Sales Effectiveness (%)	0.03	0.02	0.06
	Sales Growth Rate (%)	-0.12	0.23	-0.04
Shipping	Shipping Time (day difference)	0.14	0.00	-0.12

****NOTE:** Figures in **red** (negative) signifies a decrease in value of a specific metric from the previous quarter to the current quarter

Executive Report Metrics

Metric Name	Metric type	Formula	Description
Gross Margin Ratio	Financial	$(\text{Sales} - \text{COGS} / \text{Sales}) * 100$	It shows how much profit you have after covering product costs.
Net Margin Ratio	Financial	$((\text{Gross Profit} - \text{Other Expenses} - \text{Discounts}) / \text{Sales}) * 100$	It reveals the percentage of sales that turns into profit after all expenses.
Sales Effectiveness Ratio	Sales	$(\text{Sales Revenue} / \text{Cost of sales}) * 100$	It measures how effective your sale is, in percentage terms.
Sales Growth Rate	Sales	$[(\text{Current Period Sales} - \text{Previous Period Sales}) / \text{Previous Period Sales}] * 100$	It tells you the percentage change in your sales compared to a previous period.
Return Rate (%)	Returns	$(\text{Total Quantity Returned} / \text{Total Quantity Sold}) * 100$	It shows the portion of sold items that customers send back.
Profit Margin on Returns	Returns	$(\text{Profit on Returned Items} / \text{Total Sales Revenue from Returned Items}) * 100$	It reveals the profit you make from items that customers return.
Average Order Processing Time	Shipping	$(\text{Sum of Order-to-Ship Times} / \text{Number of Orders})$	It shows the typical time it takes to handle an order from start to shipment.