



 Profit
 Avg Order Value
 Profit Margin

 -34.10K
 1053.97
 -47.26%

 Commission %
 Cost Per Order
 Order Accuracy

 19.75%
 ₹ 161.09
 71.50%

 ↑ 20.56%
 ↓ -14.58%
 ↑ 10.60%

% values at the bottom are the Week on Week Changes

The Why: This act catapults our loss ridden business into a profit generation An increase in the profit margin, implies a bigger percentage of the revenue generated is retained by the business.

New Metrics



% values at the bottom are the Week on Week Changes

The Impact

The Profit increases by a whopping 131%.

The Profit Margin grown by 105%.

The Commission % has risen by 11%.

The Cost Per Order dropped by 27%

The Order Accuracy improved by 23%.





New Metrics



Revenue

Commission %

82.96K

21.85%

Profit

Profit Margin

10.69K

2.17%

New Revenue

New Commision %

120.60K

25.76%

New Profit

New Profit Margin

48.33K

39.08%

The Why:

Setting a minimum commission percentage of 10% can give us a competitive edge, as the industry standard ranges from 15-30%.

The Impact

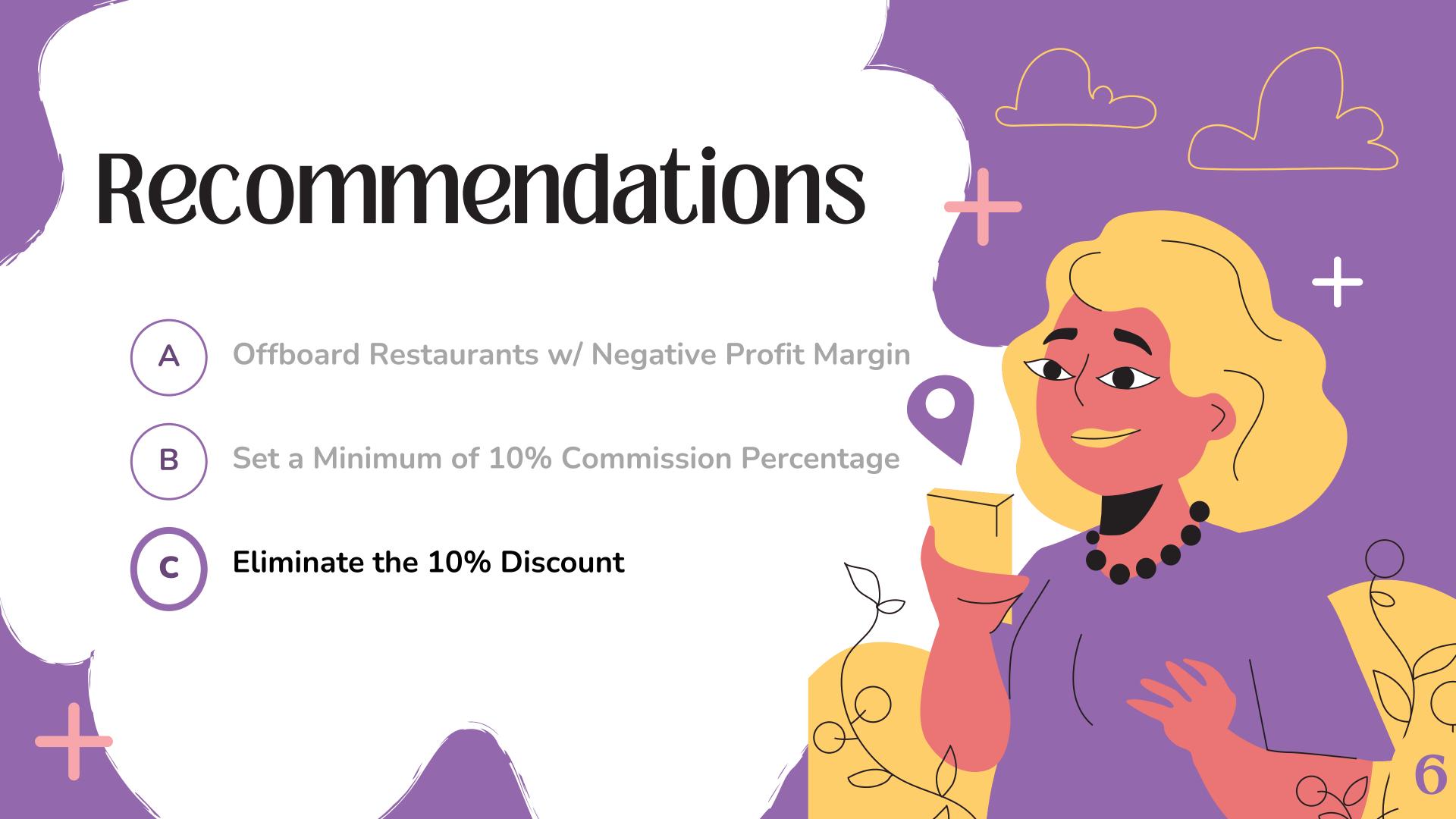
The Profit has increased to 4.5 times.

The Profit Margin has grown to 18 times.

The Commission % risen by 18%

The Revenue has increased by 45%.

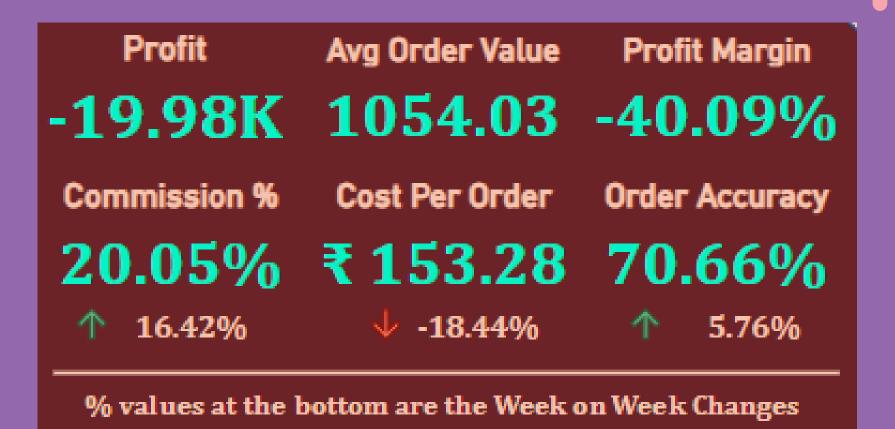




Profit Avg Order Value Profit Margin -34.10K 1053.97 -47.26% Commission % Cost Per Order Order Accuracy 19.75% ₹ 161.09 71.50% ↑ 20.56% ↓ -14.58% ↑ 10.60% % values at the bottom are the Week on Week Changes

The Why: The discounts causing the most losses are the new user discount & the 10% discount. However, since attracting new customers is crucial, we will eliminate the 10% discount to reduce our losses.

New Metrics



The Impact

The Profit has increased by 41%.

The Profit Margin has risen by 15%.

The Commission % has gone up by 1.5%.

The Cost Per Order dropped by 5%



Revenue Commission %

65.00K 22.08%

Profit

Profit Margin

14.26K 12.80%

The individual impact by the suggested recommendations, compound when we merge them, creating a sustainable business model for the delivery service

Final Metrics



New Revenue New Commision %

94.45K 26.03%

New Profit New Profit Margin

43.71K 444.48%

The Impact

The Profit had tripled.

The Profit Margin has increased 3.5x.

The Commission % risen by 66%.

The Revenue grown by 45%.





