



# **E-COMMERCE THE LOOK**

# CONTENT

**01**

REVENUE

**02**

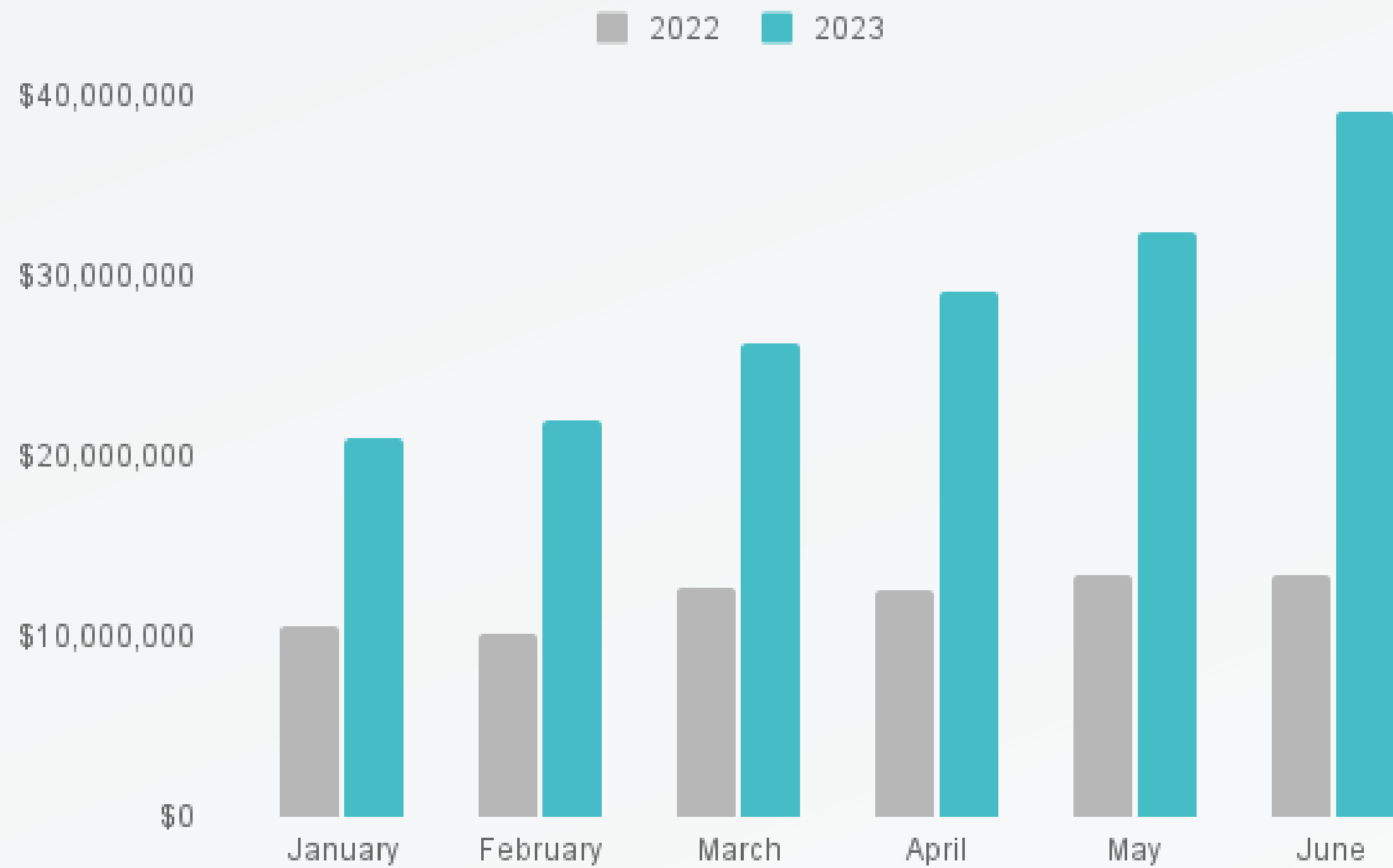
USERS

**03**

PRODUCTS

COMPARING Q1&Q2 2023Y VS 2022Y

# IS THERE ANY GROWING TREND IN OUR E-COMMERCE?



# REVENUE

**+126%**

vs LY

# GROSS PROFIT

**+126%**

vs LY

# ORDERS

**+126%**

vs LY

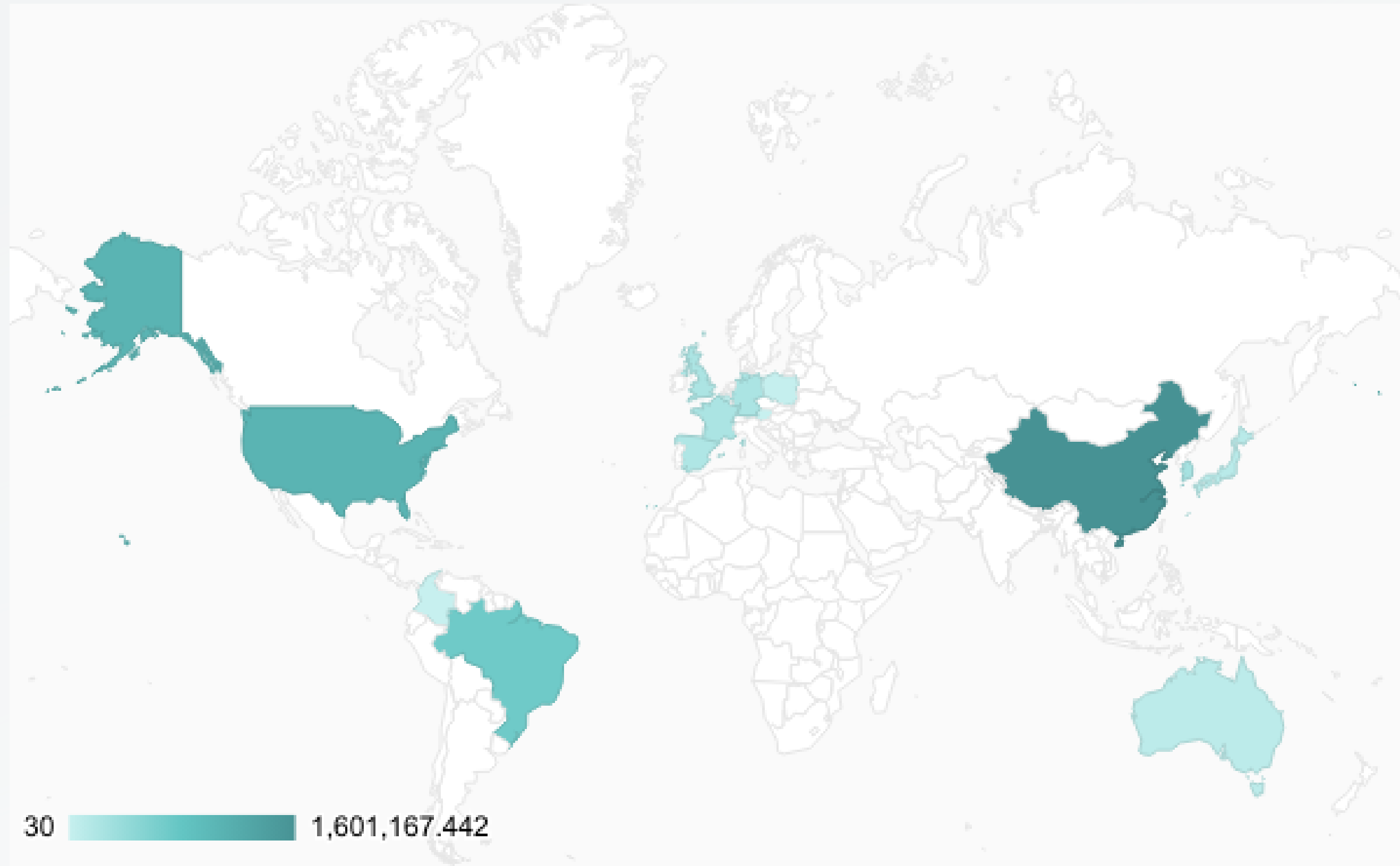
# PIECES SOLD

**+126%**

vs LY



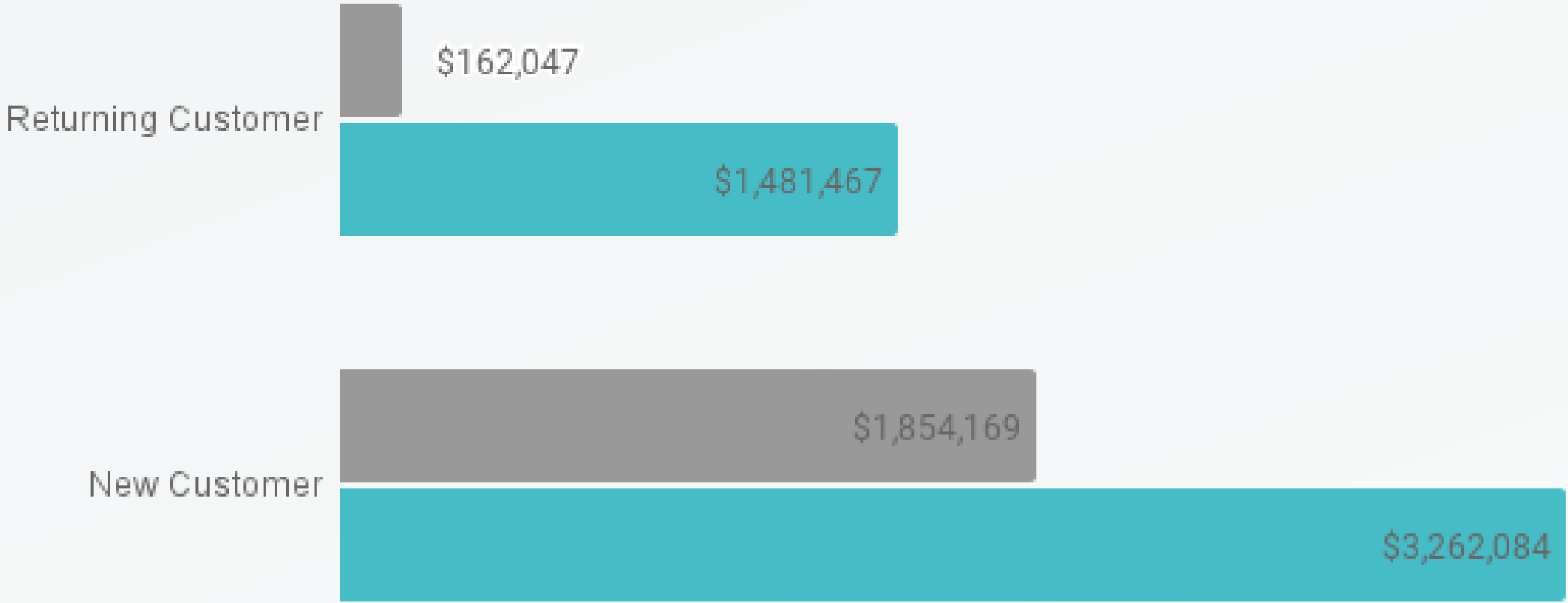
# REVENUE BY COUNTRY



# REVENUE BY CUSTOMER TYPE

Revenue by Customer Type

2022 2023



The background features a light gray color with several thin, wavy, gray lines that flow across the frame, creating a sense of movement and organic growth.

NEW CUSTOMERS

**+66%**

VS LY

RETURNING  
CUSTOMERS

**+757%**

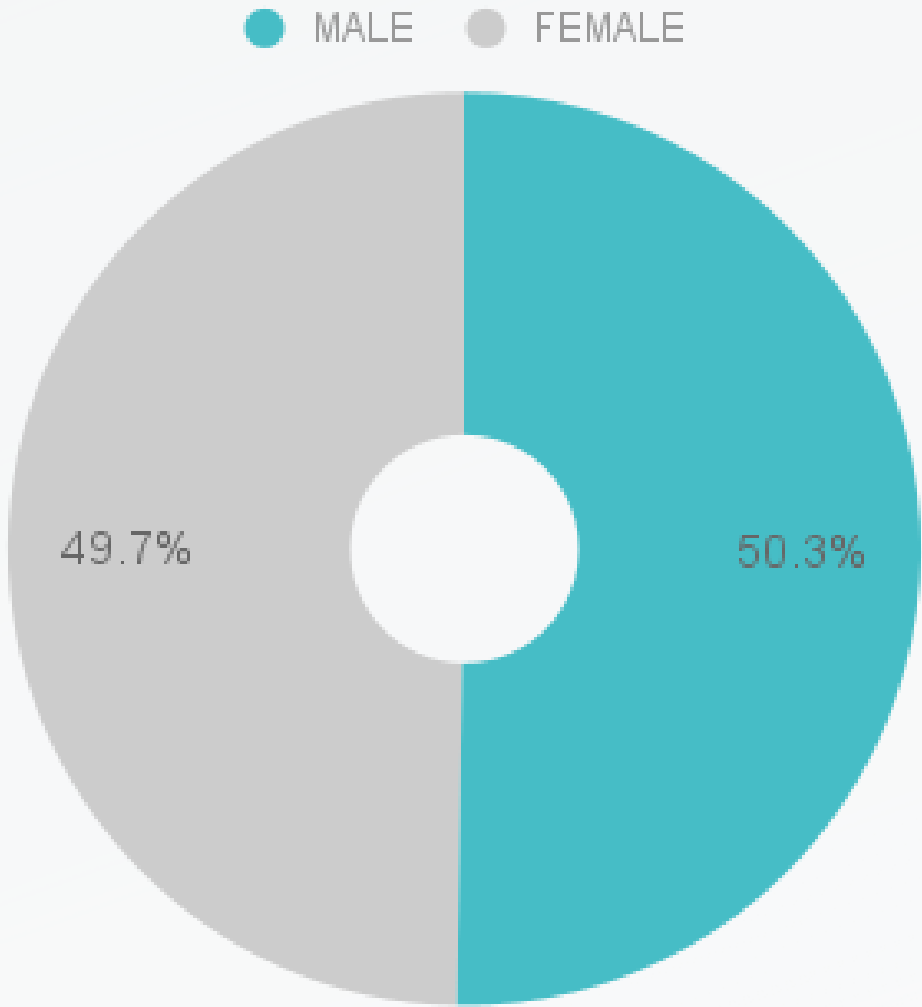
VS LY

# USERS

Customer Amount by Customer Type



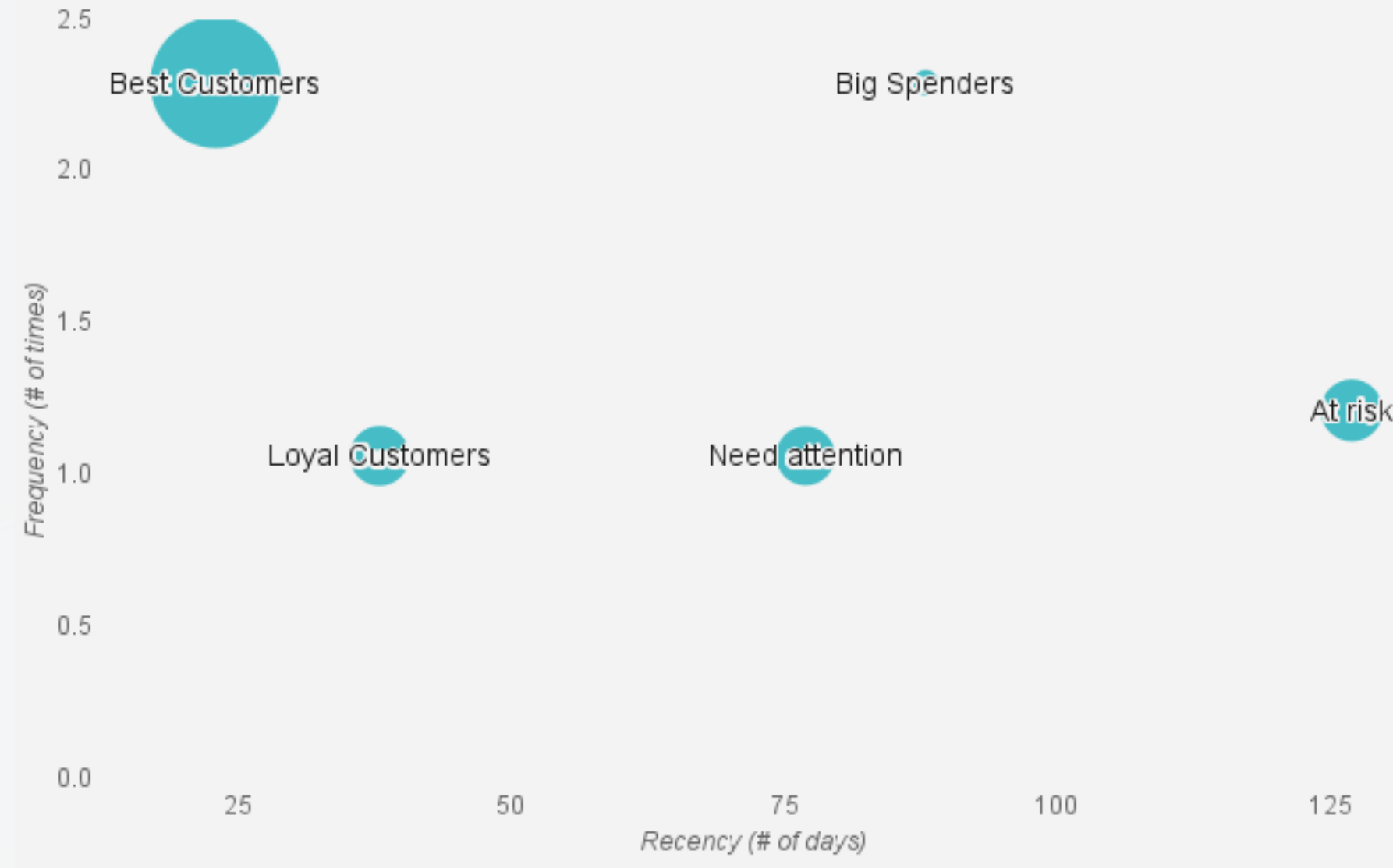
Customer Gender



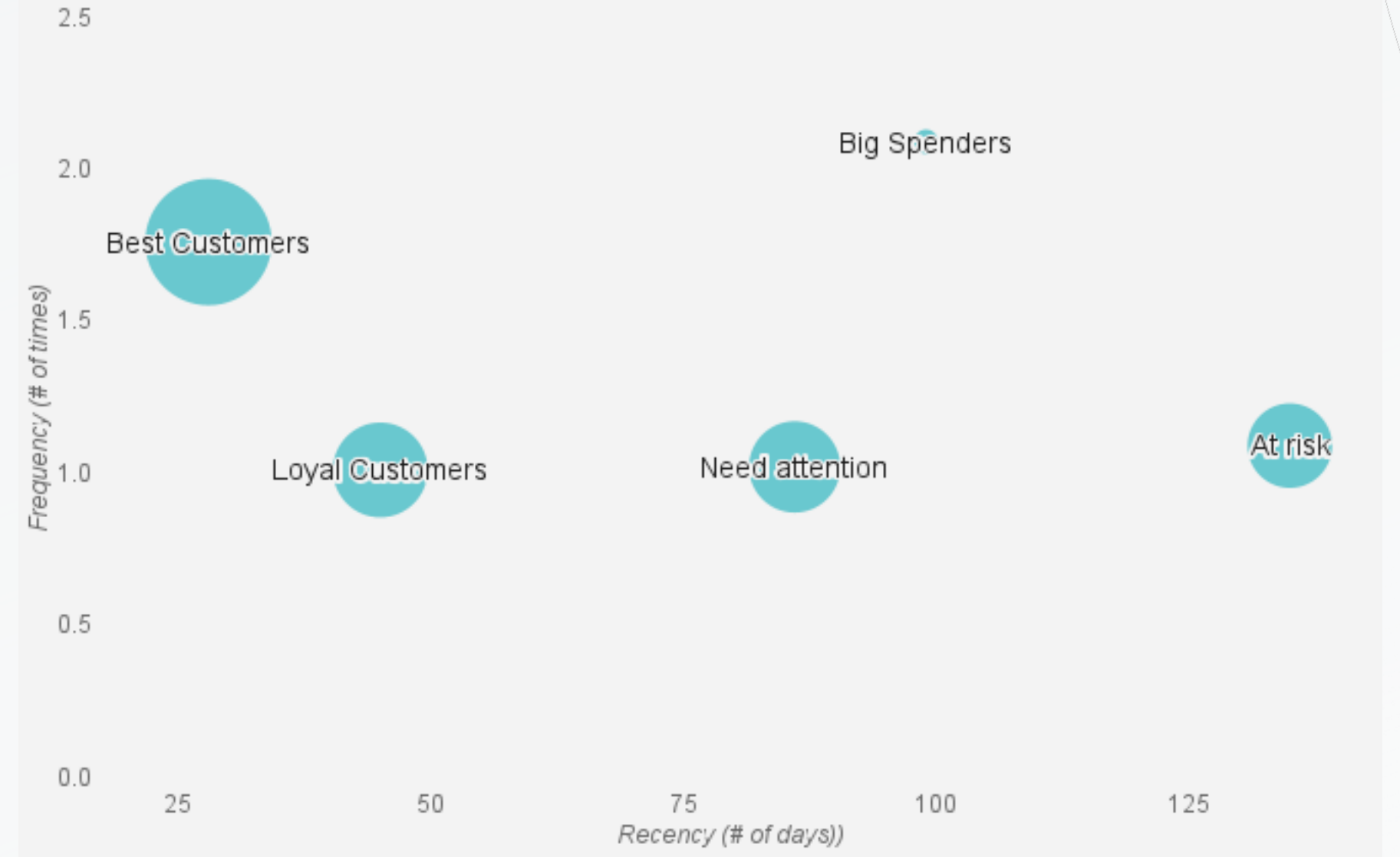


# RFM

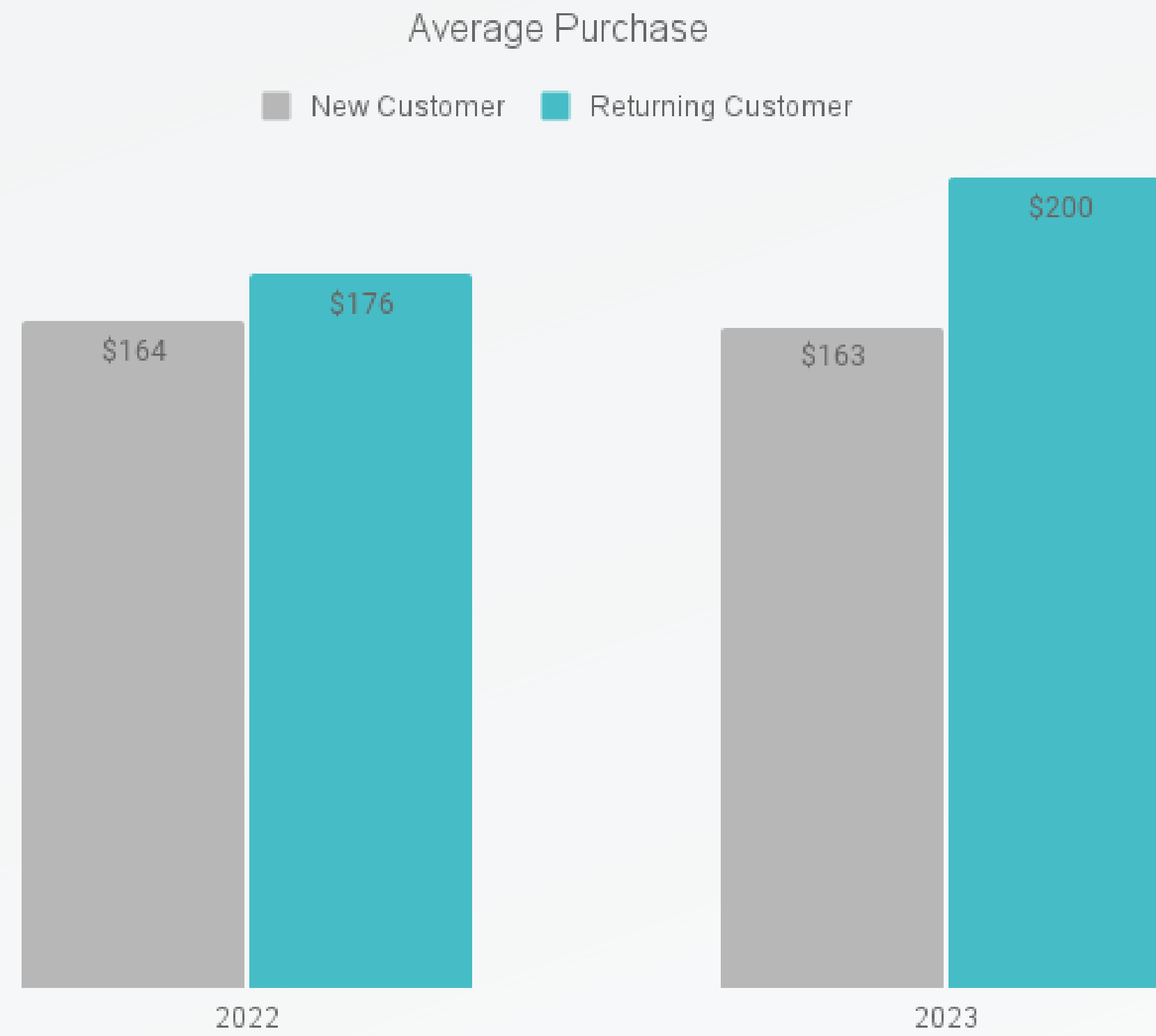
RFM 2023



RFM 2022

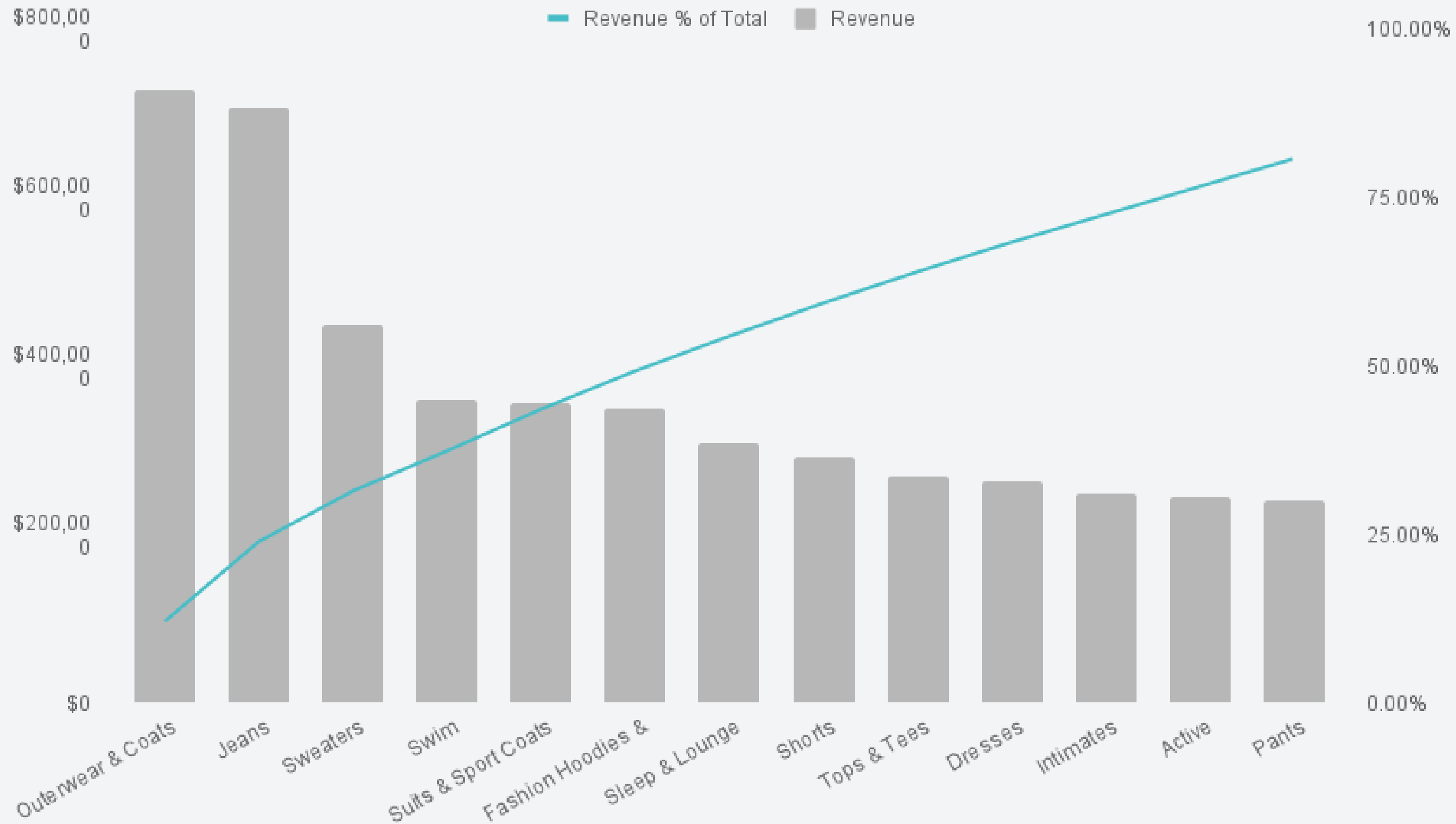


# AVERAGE PURCHASE



# PRODUCTS

PARETO Chart





AMOUNT OF  
BRANDS

2512

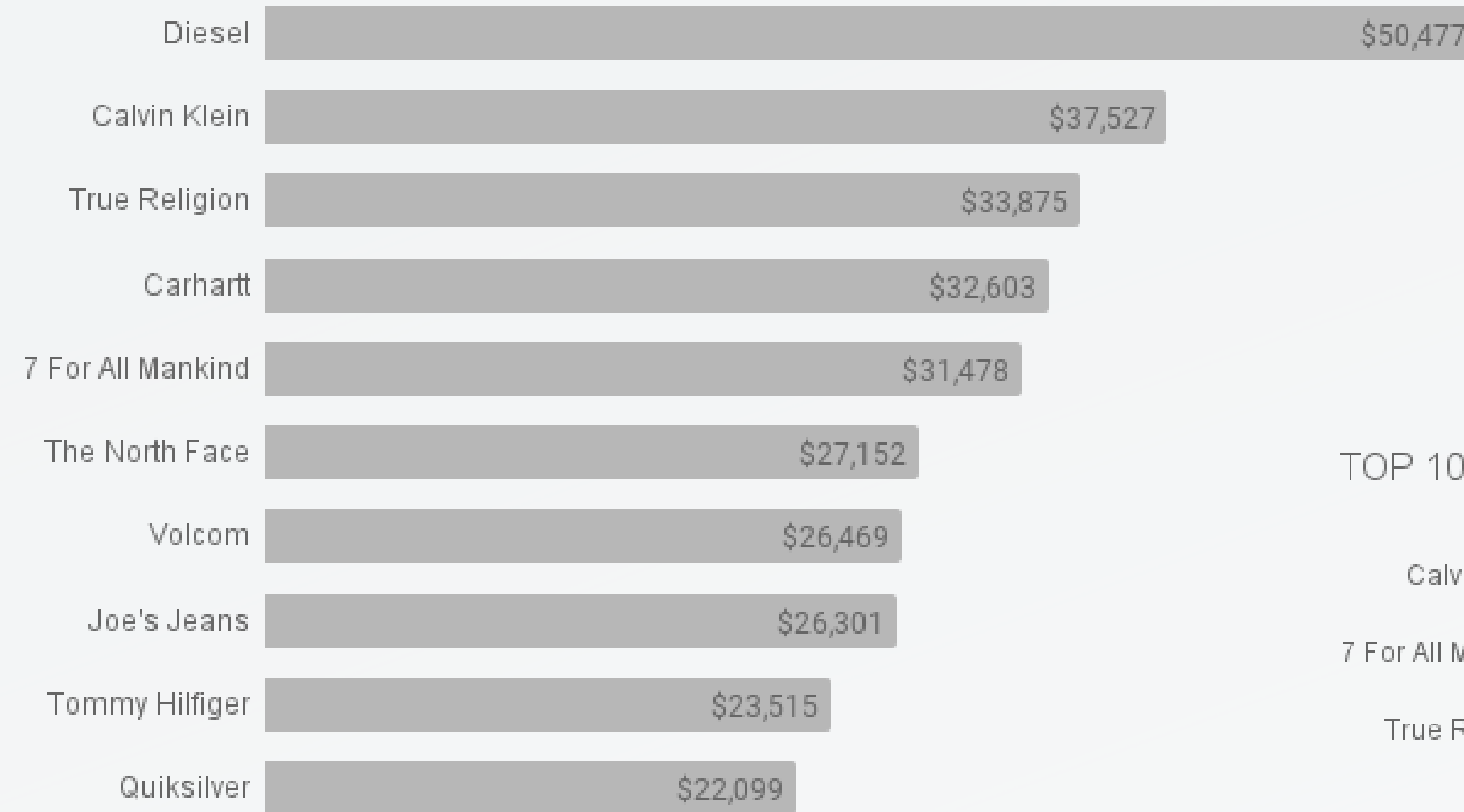
BRANDS

+21%

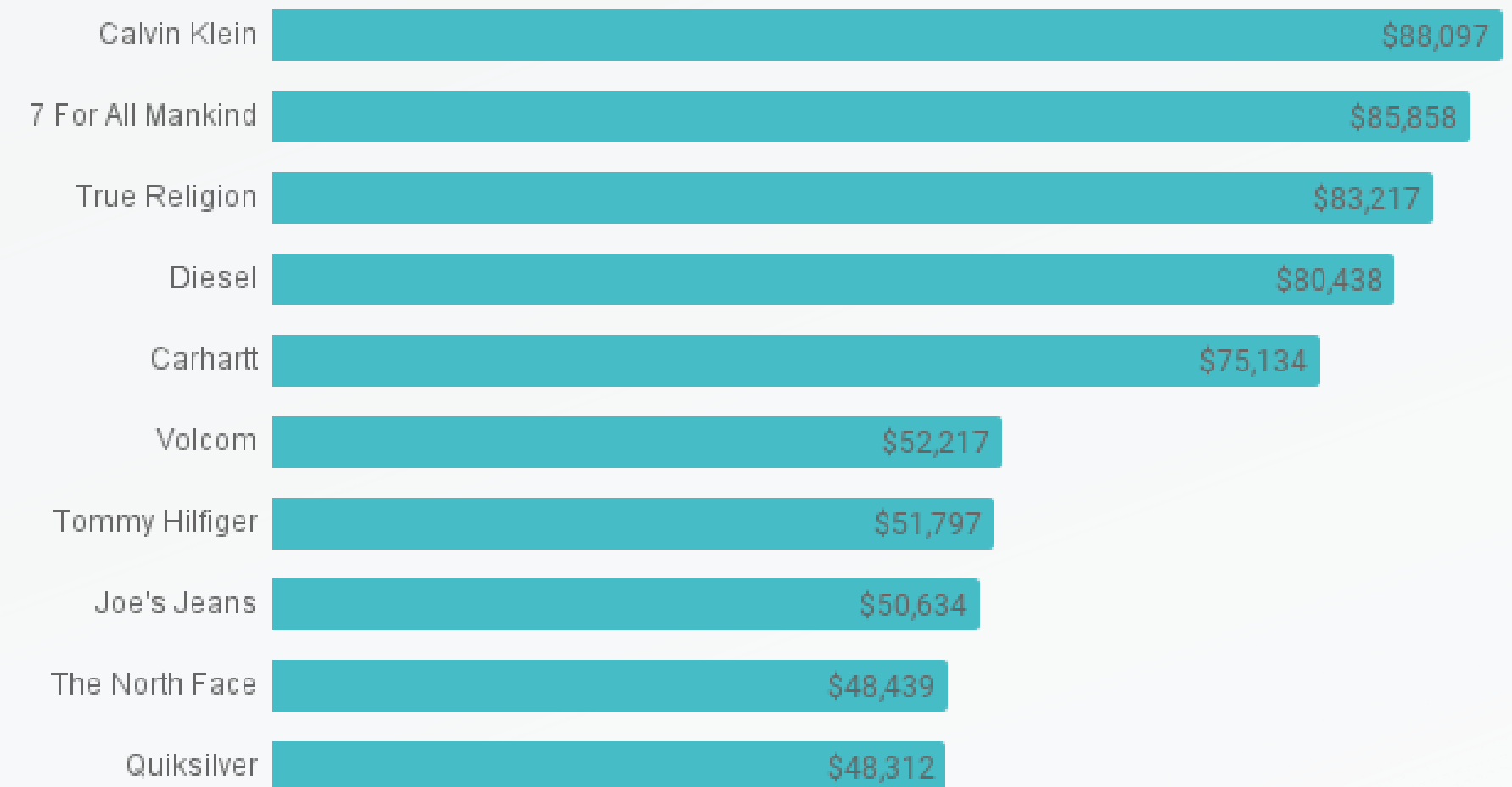
VS LY

# BRANDS

TOP 10 Brands 2022



TOP 10 Brands 2023



# OVERVIEW

## USERS

- Successful work done on customer retention
- Focus on special offers to different groups

## PRODUCTS

- The same categories bring 80% of sales
- Check the price difference between 2023 & 2022

## BRANDS

- Good increase in onboarding new brands
- Check what brands brings highest and lowest gross profit

# QUESTIONS?

**VIOLETA  
LYSENKO**