



DASHBOARD



SALES



TIME INTELLIGENCE



REFUNDS



CITY



RFM Analysis

Home

Sales

Time Intelligence

Refunds

City

RFM Aalysis

1/10/20189/23/2022

City

Country

Accepts Marketing

Financial Status

Rs 15.11M!Last Month Revenue: Rs 20.39M (-25.9%)

Rs 172.46M!Last Year Revenue: Rs 189.63M (-9.05%)

Rs 0✓Last Month Refund: Rs 3 (+100%)

3060!Last Month Orders: 3837 (-20.25%)

Total Active Products

11,660

Total Revenue

Rs 506.52M

Total Active Locations

4

Total Product Variants

61,203

Total Orders

108K

Total Orders In Progress

86,587

Total Orders Cancelled

31,229

Average Order Value

Rs 4,686

Total Customers

101K

Revenue Per Customer

Rs 5.02K

Abandoned Carts Customers

3750

Total Refunds

Rs 803

Inventory Quantity

1,172,137

Units Sold

268,437

Average Qty Per Order

1.84

Return Rate

0.03%

Current Month Revenue vs Target

Rs 15M

Current Month Orders vs Target

3060

Current Month Customers vs Target

1,704

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Refunds

City

RFM Analysis

1/10/20189/23/2022

CityAll

CountryAll

ProvinceAll

Payment MethodAll

AOV vs Revenue

● AOV● Revenue

Month	AOV (Rs)	Revenue (M)
Oct 2018	3500	10
Nov 2018	3600	10
Dec 2018	4800	12
Jan 2019	4200	10
Feb 2019	3700	11
Mar 2019	3800	11
Apr 2019	3850	12
May 2019	4500	13
Jun 2019	4300	14
Jul 2019	3800	14
Aug 2019	4000	14
Sep 2019	4200	15
Oct 2019	4500	18
Nov 2019	4400	19
Dec 2019	4700	17
Jan 2020	4300	18
Feb 2020	3700	16
Mar 2020	3400	14
Apr 2020	3600	13
May 2020	4000	14
Jun 2020	4200	18
Jul 2020	4100	19
Aug 2020	4600	17
Sep 2020	4400	16
Oct 2020	5500	25
Nov 2020	5900	23
Dec 2020	5400	24
Jan 2021	5350	24
Feb 2021	4500	17
Mar 2021	4550	16
Apr 2021	4200	17
May 2021	4250	18
Jun 2021	4500	20
Jul 2021	4200	17
Aug 2021	4600	23
Sep 2021	4250	20
Oct 2021	5800	42
Nov 2021	5100	38
Dec 2021	5500	40
Jan 2022	5200	37
Feb 2022	4300	34
Mar 2022	4400	31
Apr 2022	4050	33
May 2022	4800	35
Jun 2022	4750	35
Jul 2022	4700	33
Aug 2022	5300	34
Sep 2022	4950	30

Top 10 Cities By Orders

City	Orders
Lahore	33000
Karachi	20000
Islamabad	15500
Rawalpindi	9000
(Blank)	3500
Faisalabad	3000
Multan	2000
Sialkot	1800
Gujranwala	1500
Sialkot	1800

Number of Orders

● 2018● 2019● 2020● 2021● 2022

Month	2018	2019	2020	2021	2022
Jan	0	100	1400	2500	4200
Feb	0	300	1300	2000	4800
Mar	0	350	800	2100	4100
Apr	0	400	450	2600	4800
May	0	400	700	2700	4200
Jun	0	700	1600	3000	4200
Jul	0	800	2300	2600	3700
Aug	0	700	2000	4200	3800
Sep	0	900	2050	3200	3000
Oct	0	1500	3900	5500	0
Nov	100	1500	3000	3800	0
Dec	300	1300	2150	4700	0

Total Customers by Order Bins

Order Bin	Customers
0-4 Orders	95304
5-9 Orders	4236
10-14 Orders	762
15-19 Orders	266
Greater Than 19 Orders	248



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City

RFM Aalysis

1/10/2018

9/23/2022

City

All

Country

All

Refund Amount by Year

2142.59K

1201.75K

213.62K

25.02K

2019

2020

2021

2022

Current Year Refunds vs Last Year Refunds

Refunds LY

Refunds CY

Rs 316

Rs 44

Rs 300

Rs 200

Rs 100

Rs 0

Top 5 Cities by Refund Amount

1.25M (43.49%)

0.63M (22.04%)

0.5M (17.37%)

0.38M (13.38%)

0.11M (3.71%)

Lahore

Islamabad

Karachi

Rawalpindi

Peshawar



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Refunds

RFM Aalysis

1/10/2018

9/23/2022

City	Revenue	AOV	Total Orders
Lahore	Rs 155,660,922	Rs 4,643	33,528
Karachi	Rs 92,499,314	Rs 4,636	19,952
Islamabad	Rs 73,117,061	Rs 4,743	15,417
Rawalpindi	Rs 41,999,583	Rs 4,640	9,051
Faisalabad	Rs 20,028,925	Rs 5,289	3,787
	Rs 14,319,224	Rs 4,540	3,154
Multan	Rs 11,151,289	Rs 5,621	1,984
	Rs 9,505,089	Rs 4,396	2,162
Peshawar	Rs 8,990,725	Rs 5,040	1,784
Sialkot	Rs 8,761,305	Rs 4,803	1,824
Gujranwala	Rs 8,712,643	Rs 4,761	1,830
Hyderabad	Rs 6,449,504	Rs 4,568	1,412
Quetta	Rs 3,957,668	Rs 4,880	811
Bahawalpur	Rs 3,395,077	Rs 4,850	700
Gujrat	Rs 3,331,086	Rs 4,793	695
Abbottabad	Rs 2,880,048	Rs 5,143	560
Sargodha	Rs 2,852,175	Rs 4,653	613
Wah	Rs 2,137,862	Rs 4,617	463
Sahiwal	Rs 1,741,802	Rs 4,893	356
Jhelum	Rs 1,269,228	Rs 4,094	310
Rahimyar Khan	Rs 1,158,065	Rs 4,454	260
Dera Ghazi Khan	Rs 904,107	Rs 4,410	205
Kharian	Rs 875,032	Rs 5,303	165
Shekhupura	Rs 857,897	Rs 3,590	239
Attock	Rs 848,380	Rs 4,442	191
Okara	Rs 822,190	Rs 4,327	190
Sukkur	Rs 738,115	Rs 4,194	176
Nawabshah	Rs 727,355	Rs 4,697	157
Total	Rs 506,518,732	Rs 4,686	108,102

Revenue by Province

Province	Revenue	Percentage
Punjab	Rs 274,935K	54.28%
Sindh	Rs 104,116K	20.56%
ICT	Rs 73,117K	14.44%
(Blank)	Rs 20,029K	3.95%
KPK	Rs 11,393K	2.25%
Balochistan		
AJK		
Baltistan		
Punjab India		

Orders vs Revenue (Top 10)

City	Revenue	Total Orders
Lahore	Rs 155,661K	33,528
Karachi	Rs 92,499K	19,952
Islamabad	Rs 73,117K	15,417
Rawalpindi	Rs 42,000K	9,051
(Blank)	Rs 20,029K	
Faisalabad	Rs 14,319K	3,154
Multan	Rs 9,505K	
Peshawar	Rs 8,991K	1,784
Sialkot	Rs 8,761K	1,824

RFM Analysis

Recency  
Frequency  
Monetary

R Score

Select all

3

1

4

2

5

F Score

Select all

4

1

5

M Score

Select all

3

1

4

2

5

Average Recency (R)

430.55

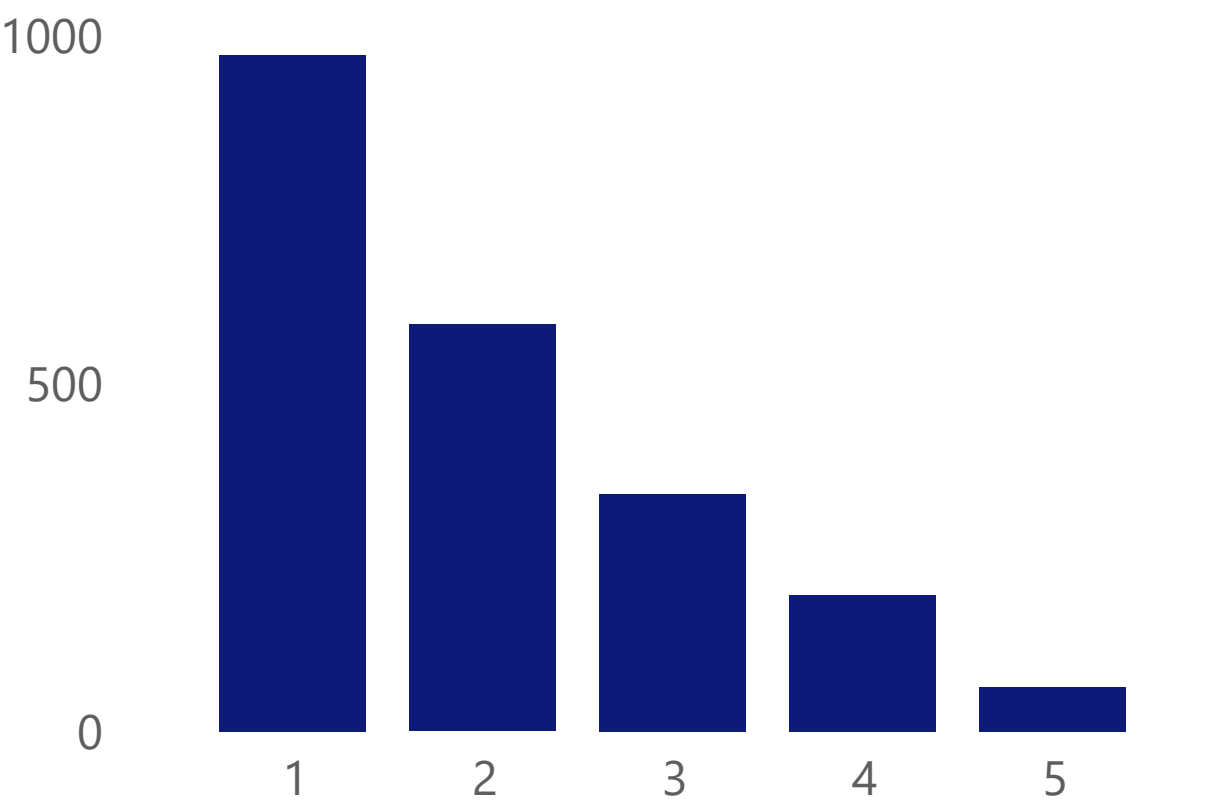
Average Frequency (F)

2.11

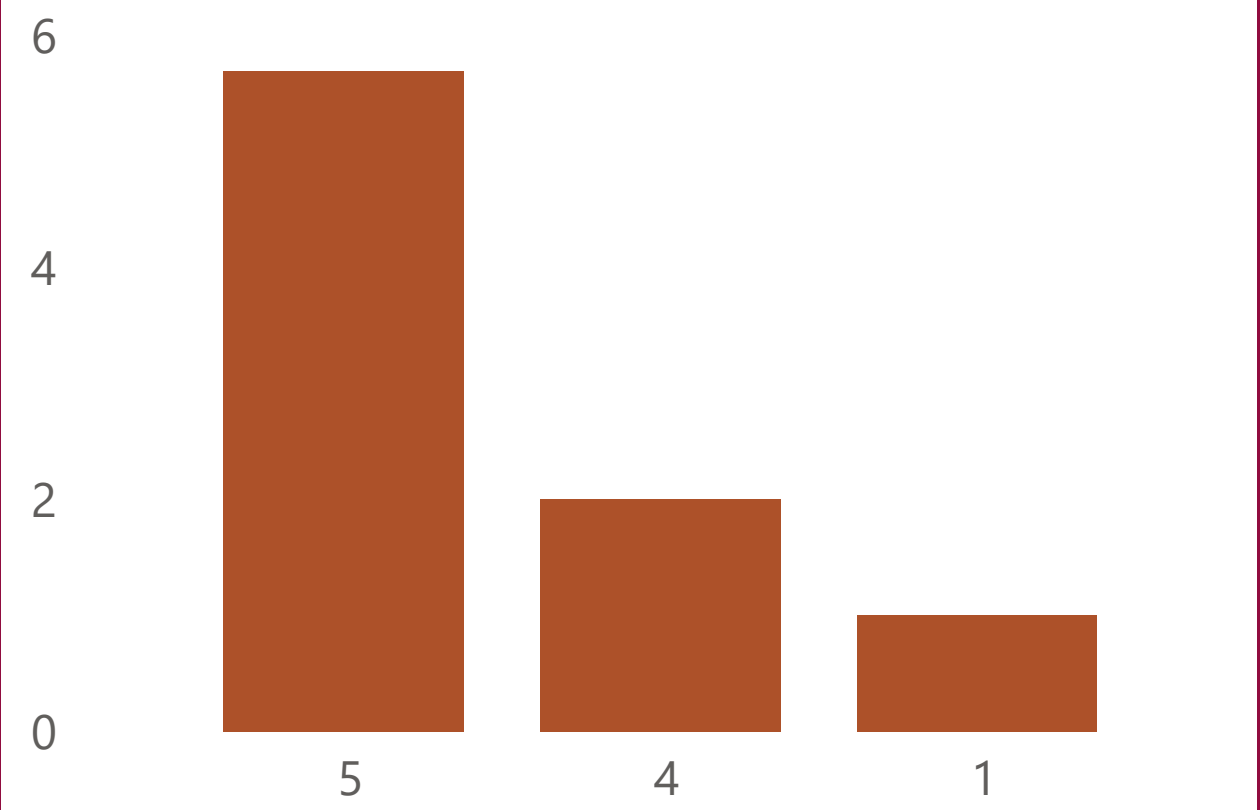
Average Monetary (M)

4.60K

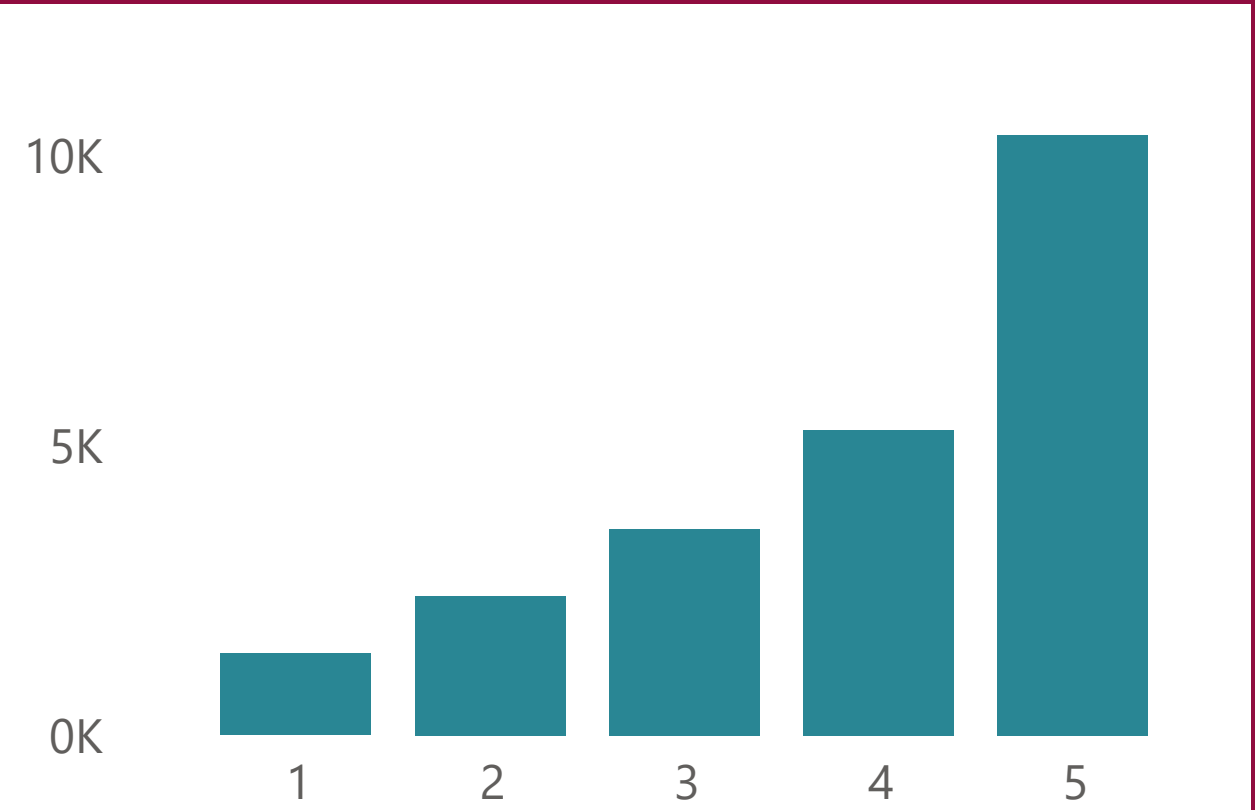
Avg Value of R per R-score



Avg Value of F per F-score



Avg Value of M per M-score



Top Performing Customers

RFM Score	Email	Orders	Sales	AOV
554		3,024	Rs 23,925,765	Rs 5,334
553	*****	1,539	Rs 16,249,481	Rs 3,342
555	*****	875	Rs 13,641,691	Rs 9,592
555	*****	769	Rs 11,067,399	Rs 9,205
555	*****	678	Rs 9,701,104	Rs 9,168
555	*****	599	Rs 8,796,247	Rs 9,462
554	*****	1,062	Rs 8,423,368	Rs 5,195
554	*****	881	Rs 7,625,960	Rs 5,206
554	*****	856	Rs 7,180,652	Rs 5,099
555	*****	386	Rs 6,263,996	Rs 9,814
555	*****	270	Rs 6,196,983	Rs 10,817
Total		20,685	Rs 194,323,990	Rs 5,713

Worst Performing Customers

111		72	Rs 167,455	Rs 1,335
111	*****		Rs 4,388	
111	*****		Rs 1,442	
111	*****	2	Rs 10,530	Rs 879
111	*****	3	Rs 5,977	Rs 822
111	*****	8	Rs 13,250	Rs 1,502
111	*****	21	Rs 41,409	Rs 1,367
111	*****	47	Rs 103,522	Rs 1,361
111	*****	92	Rs 207,377	Rs 1,357
111	*****	145	Rs 296,943	Rs 1,413
111	*****	209	Rs 394,534	Rs 1,377
Total		4,383	Rs 16,453,279	Rs 2,297