



Client's Growth Report Card – 2024

Categories

Apparel - Ethnic wear , Western wear, Kids wear etc.

FMCG – Hair & Beauty, Food & Beverages, Ayurveda etc.

Jewellery – Dimond, Gold, Silver , 925 Silver Jewellery etc.

Other – Entertainment, Real Estate, Healthcare, Education, etc.

Total sales

₹8,66,11,246.72 ↗ 5%



— 1 Jan-27 May 2024 ··· 1 Jan-27 May 2023

Sales by channel

Online Store



Point of Sale



Draft Orders

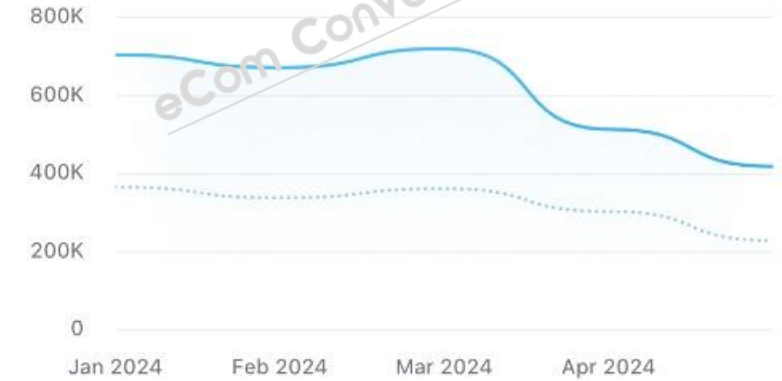


Shopify Mobile for iPhone



Online store sessions

30,29,798 ↗ 89%



— 1 Jan-27 May 2024 ··· 1 Jan-27 May 2023

Online store conversion rate

0.05% ↘ 48%

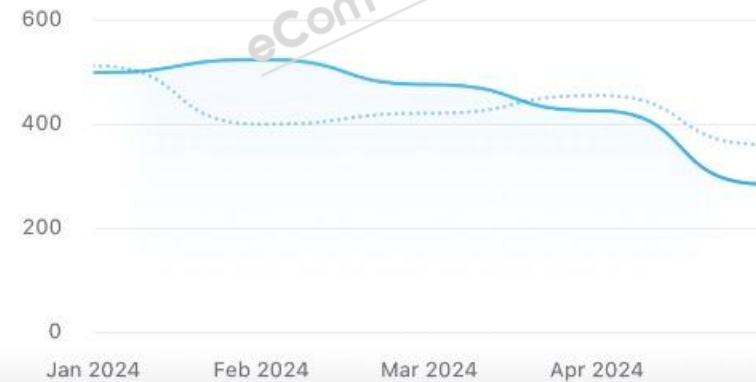
Added to cart	0.37%	↘ 46%
11,263 sessions		

Reached checkout	0.11%	↘ 48%
3,398 sessions		

Sessions converted	0.05%	↘ 48%
1,659 sessions		

Total orders

2,215 ↗ 3%



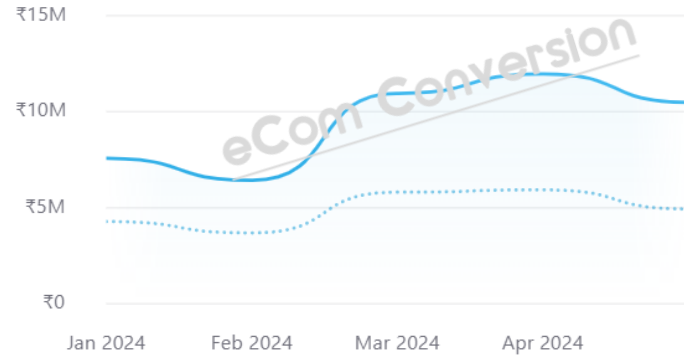
Average order value

₹37,858.53 ↗ 1.4%



Total sales

₹4,74,11,158.62 ↗ 92%



— 1 Jan-26 May 2024 ··· 1 Jan-26 May 2023

Sales by channel

Shopflo x



Return Prime: Order Return



Online Store



Contlo - Marketing & Help Desk

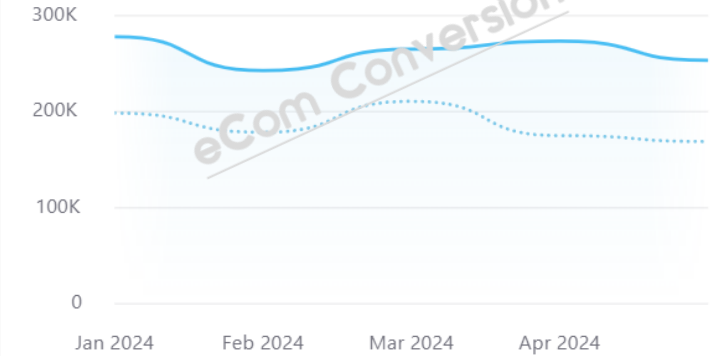


Interakt - Sell on WhatsApp



Online store sessions

13,13,006 ↗ 41%



— 1 Jan-26 May 2024 ··· 1 Jan-26 May 2023

Online store conversion rate

0.02% ↘ 81%

Added to cart
1,49,488 sessions

11.39% ↗ 16%

Reached checkout
1,958 sessions

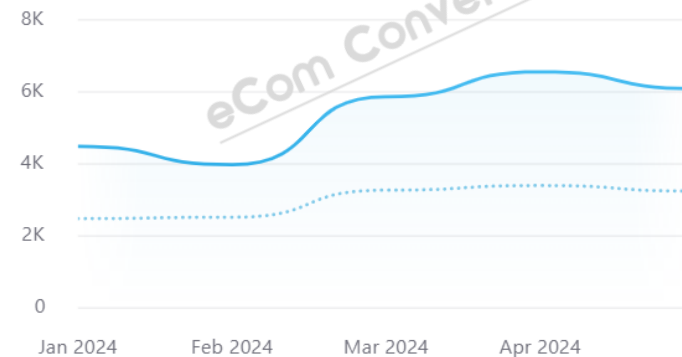
0.15% ↘ 80%

Sessions converted
245 sessions

0.02% ↘ 81%

Total orders

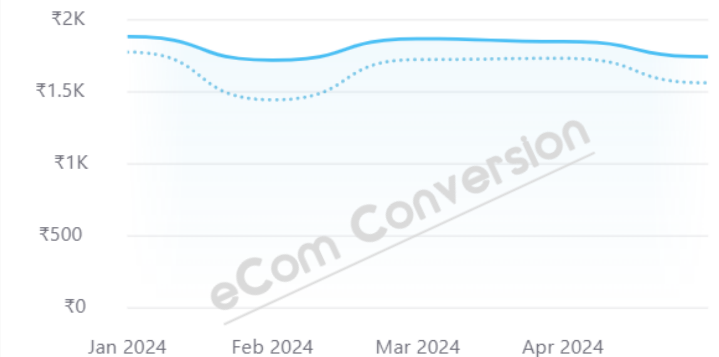
26,980 ↗ 81%



— 1 Jan-26 May 2024 ··· 1 Jan-26 May 2023

Average order value

₹1,816.62 ↗ 10%



— 1 Jan-26 May 2024 ··· 1 Jan-26 May 2023

Top selling products

Customer cohort analysis

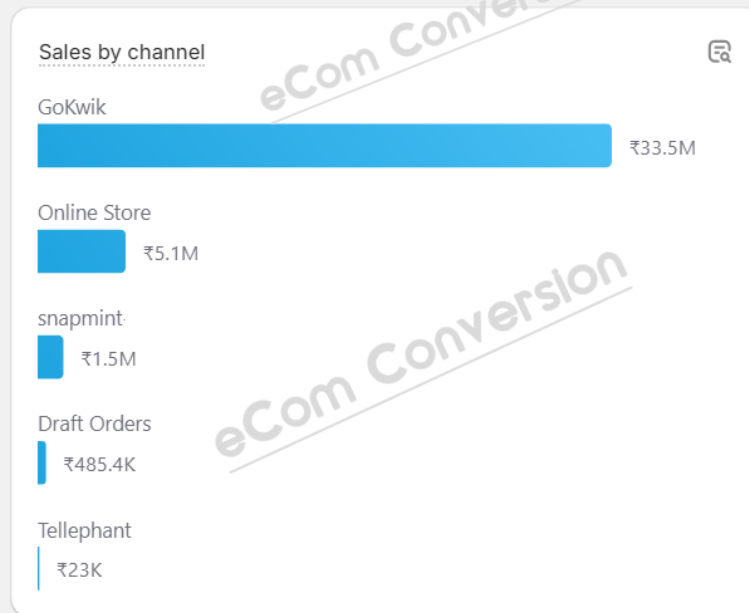
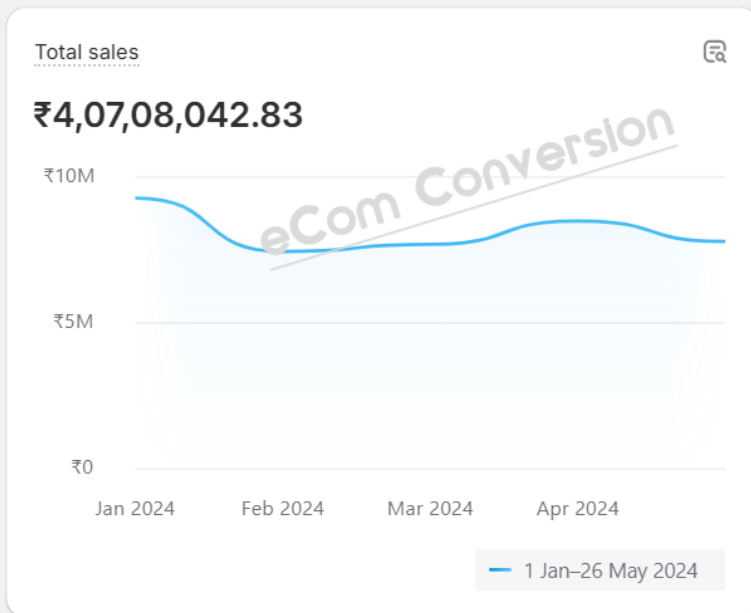
Returning customer rate

Year to date

No comparison

Auto-refresh

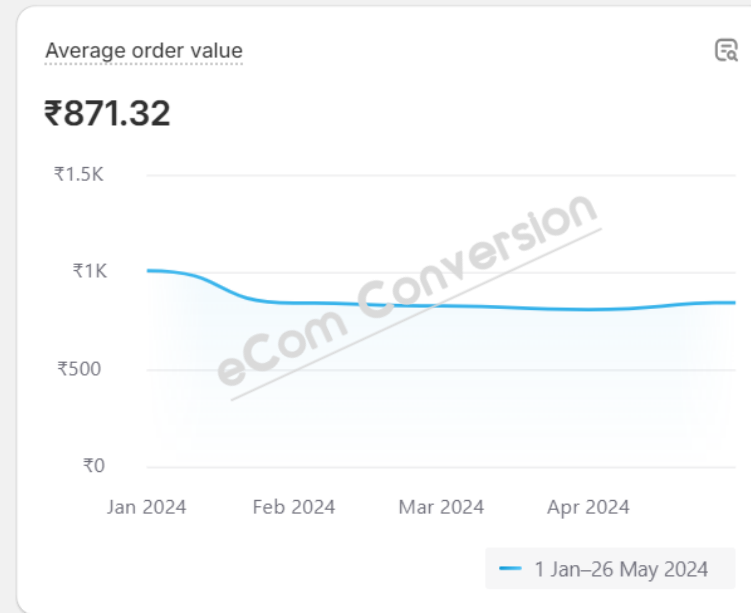
Customize



Online store conversion rate

0.24%

Added to cart	5.93%
1,35,549 sessions	
Reached checkout	0.83%
18,962 sessions	
Sessions converted	0.24%
5,533 sessions	

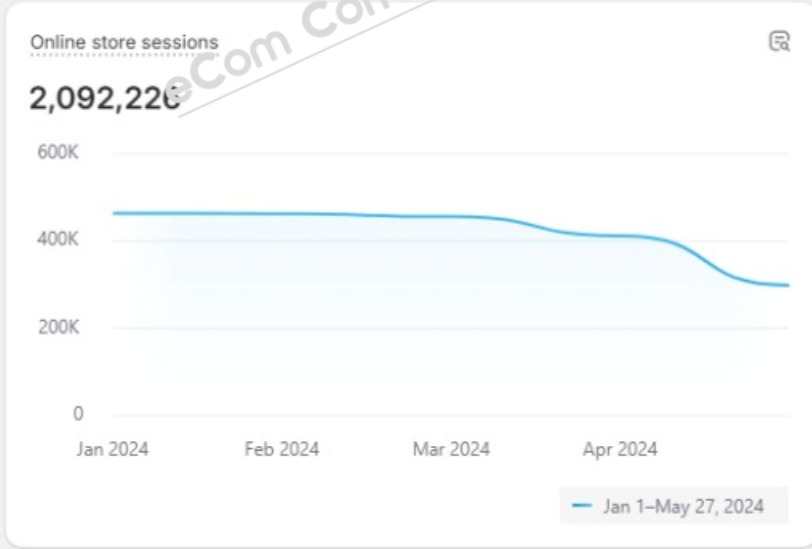
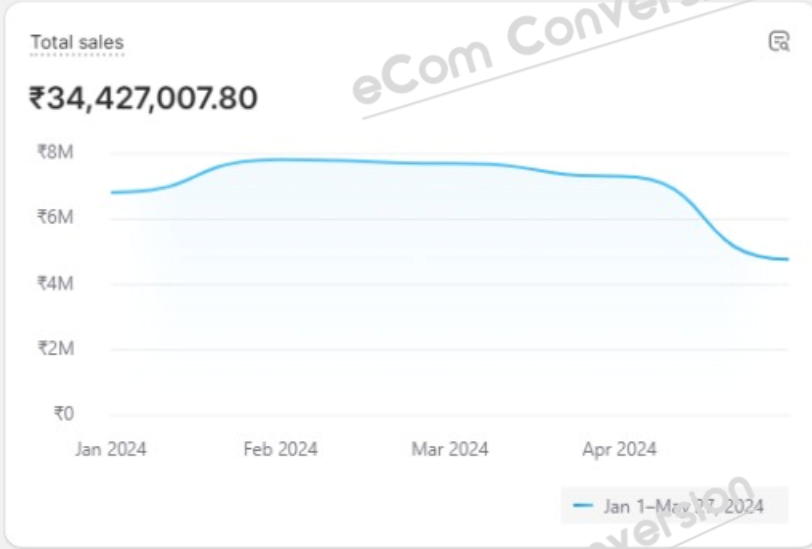


Analytics

Fullscreen

Year to date No comparison

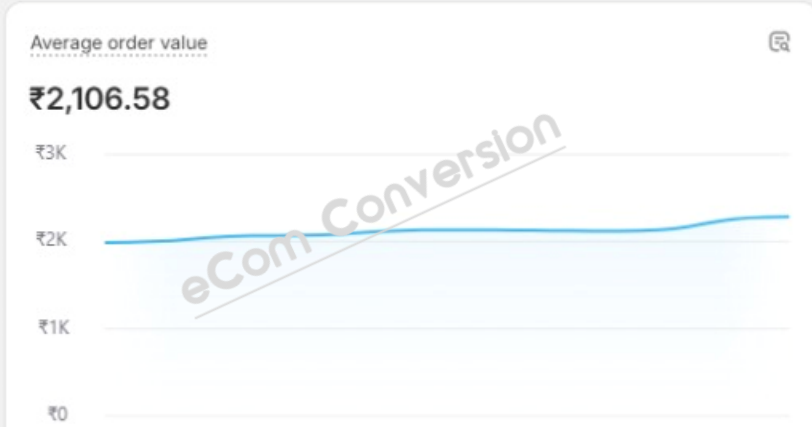
Auto-refresh Customize



Online store conversion rate

0.03%

Added to cart	2.88%
60,310 sessions	
Reached checkout	0.26%
5,369 sessions	
Sessions converted	0.03%
555 sessions	



Year to date

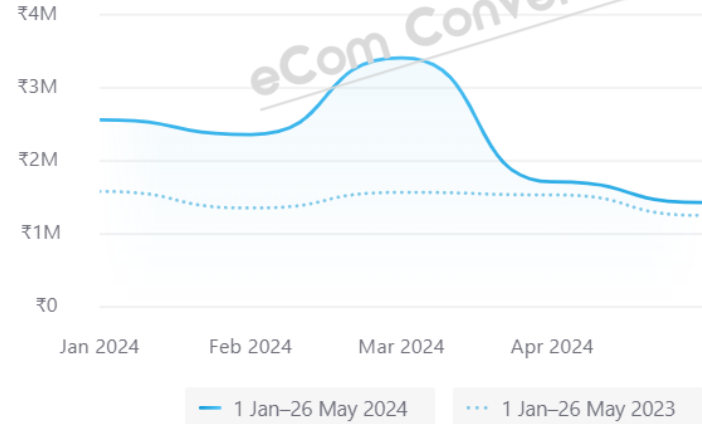
Compare to: 1 Jan–26 May 2023

Auto-refresh

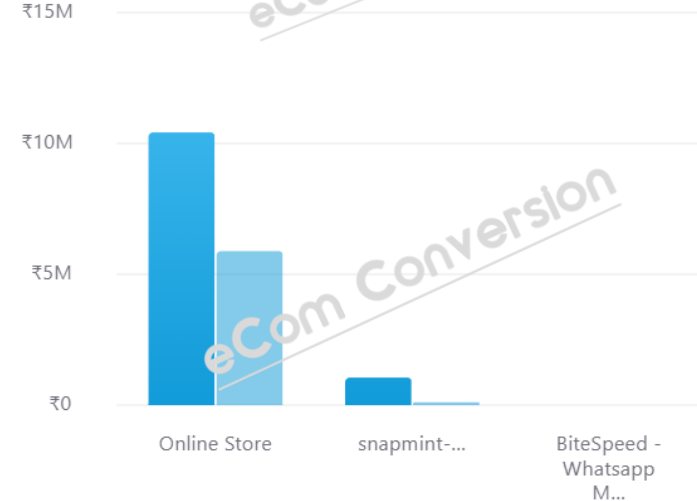
Customize

Total sales

₹1,14,79,589.96 ↗ 57%

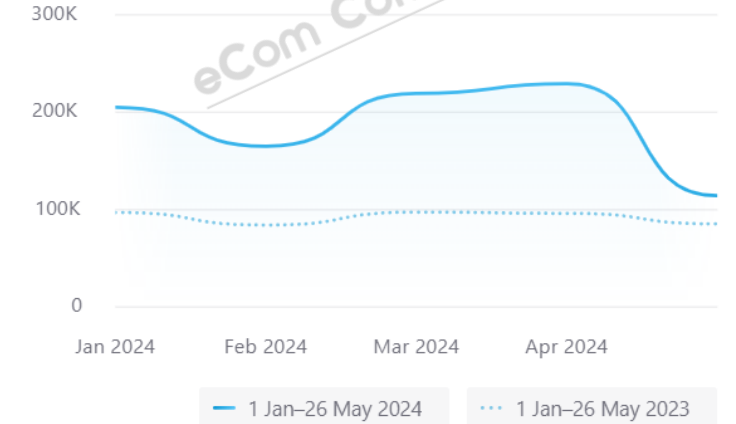


Sales by channel



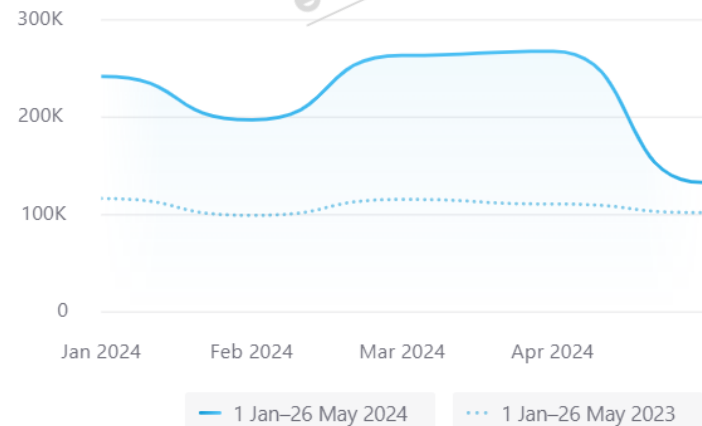
Visitors

9,33,014 ↗ 103%



Online store sessions

11,03,472 ↗ 103%



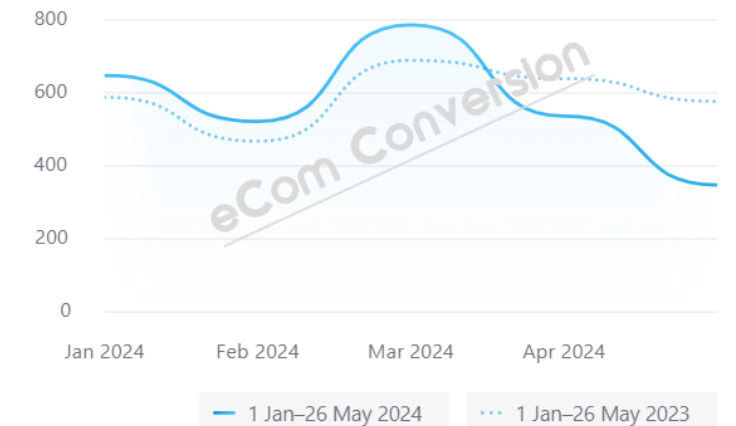
Online store conversion rate

0.24% ↘ 43%

Added to cart 14,898 sessions	1.35%	↘ 49%
Reached checkout 5,807 sessions	0.53%	↘ 68%
Sessions converted 2,603 sessions	0.24%	↘ 43%

Total orders

2,841 ↘ 4%



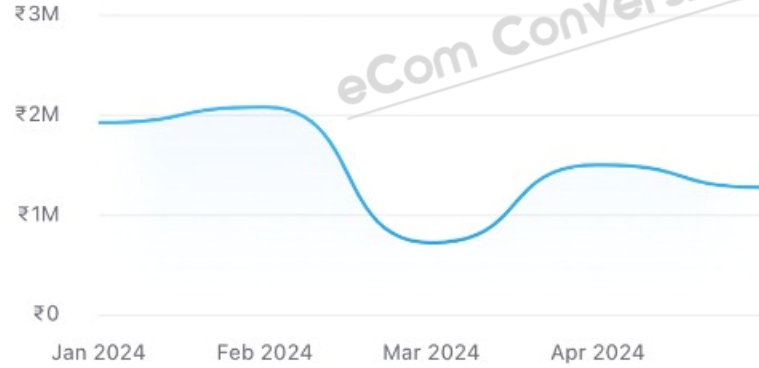
Year to date

No comparison

Auto-refresh

Total sales

₹75,21,045.25



1 Jan-27 May 2024

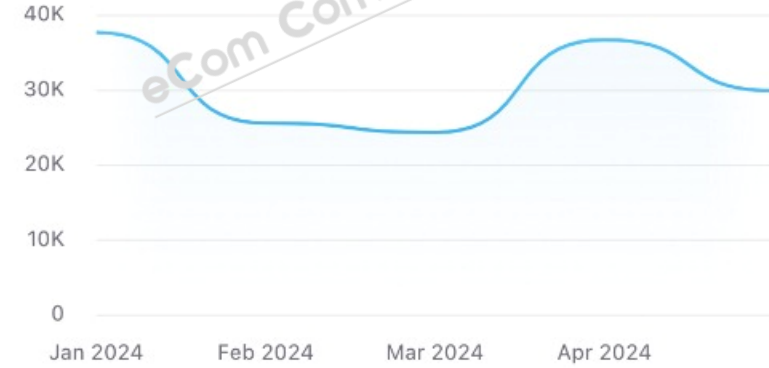
Sales by channel

₹75,21,045.25



Online store sessions

1,54,474



1 Jan-27 May 2024

Online store conversion rate

0.66%

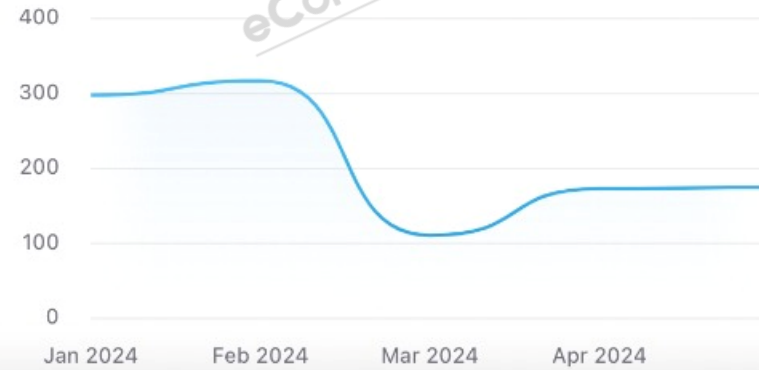
Added to cart
5,345 sessions 3.46%

Reached checkout
3,393 sessions 2.20%

Sessions converted
1,014 sessions 0.66%

Total orders

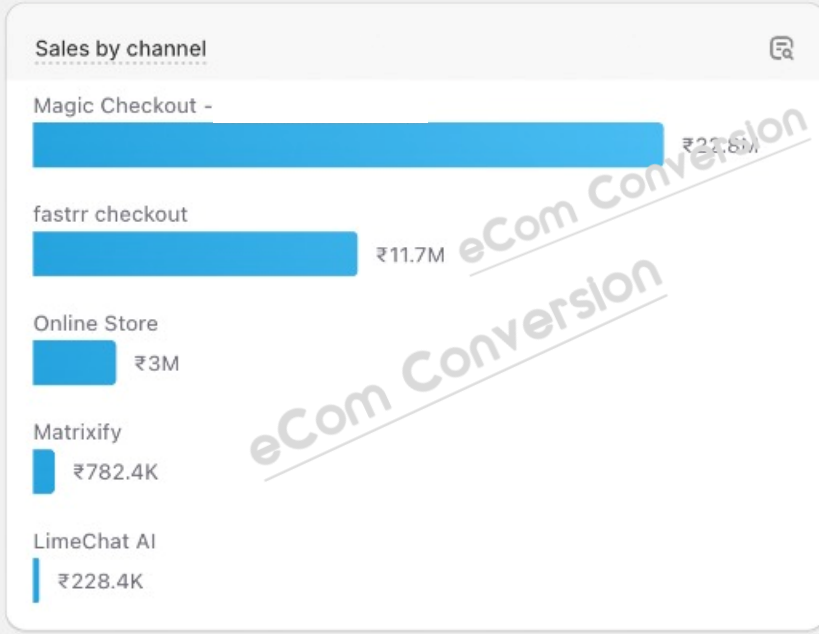
1,074



Average order value

₹9,375.27



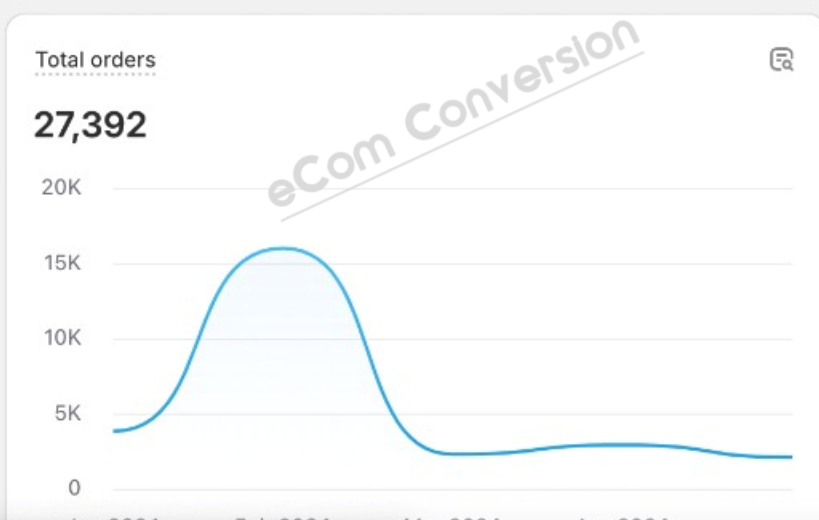


Online store conversion rate

0.3%

Added to cart	6.45%
Reached checkout	0.88%
Sessions converted	0.30%

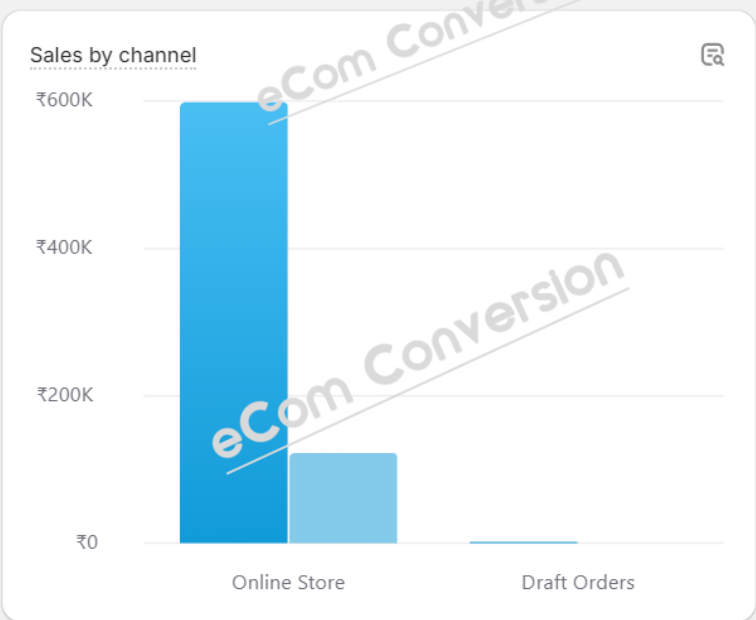
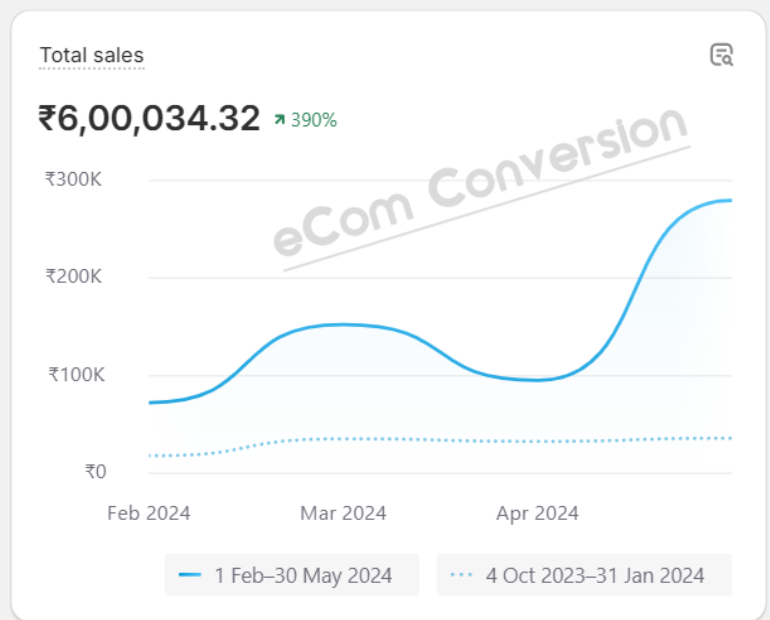
53,066 sessions (Added to cart)
7,220 sessions (Reached checkout)
2,436 sessions (Sessions converted)



📅 1 Feb–30 May 2024

Compare to: 4 Oct 2023–31 Jan 2024

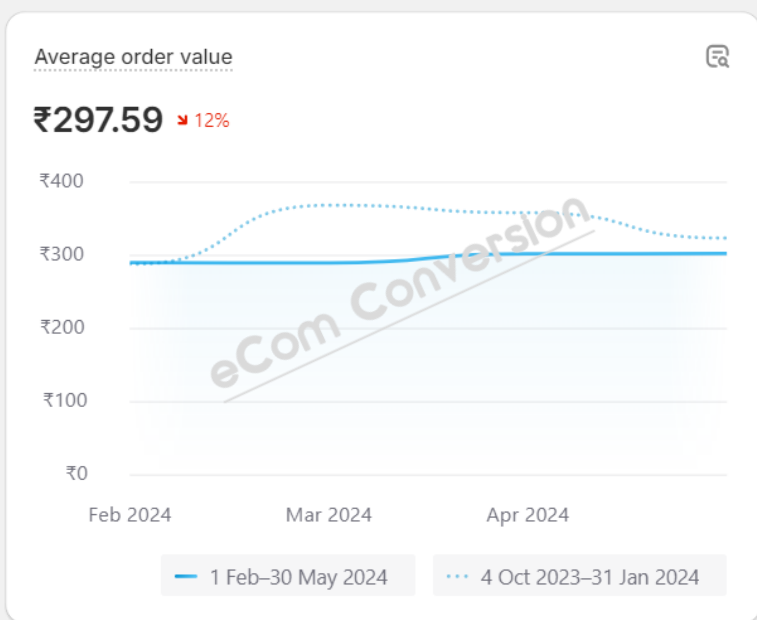
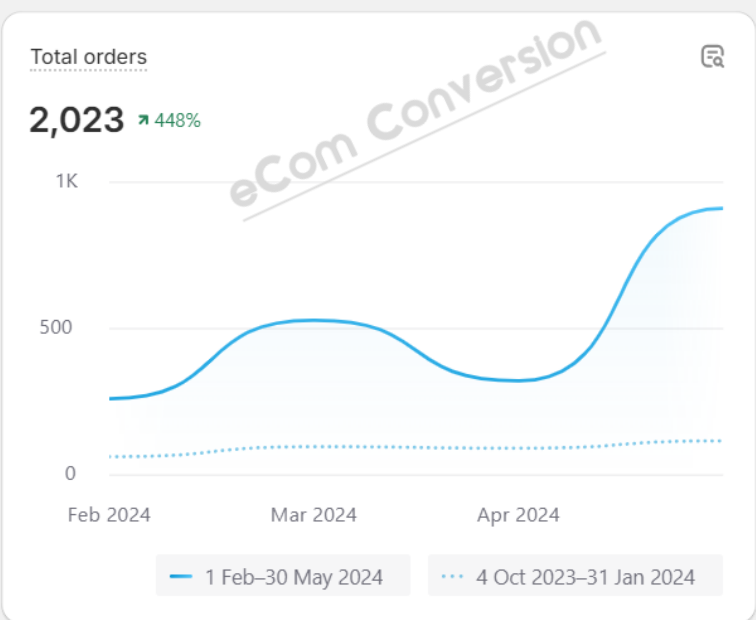
Auto-refresh Customize



Online store conversion rate

1.65% ↗ 32%

Added to cart	10,293 sessions	8.61%	↗ 45%
Reached checkout	5,849 sessions	4.89%	↗ 4%
Sessions converted	1,966 sessions	1.65%	↗ 32%

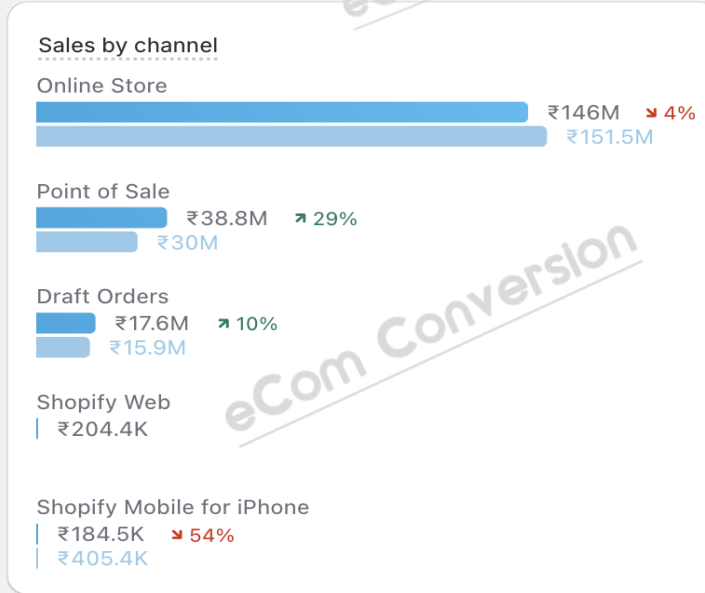


Last 365 days

Compare: Previous period

Auto-refresh

Customize



Online store conversion rate

0.08% ↘ 30%

Added to cart 29,567 sessions	0.52%	↘ 32%
Reached checkout 8,652 sessions	0.15%	↘ 26%
Sessions converted 4,255 sessions	0.08%	↘ 30%



Last 365 days

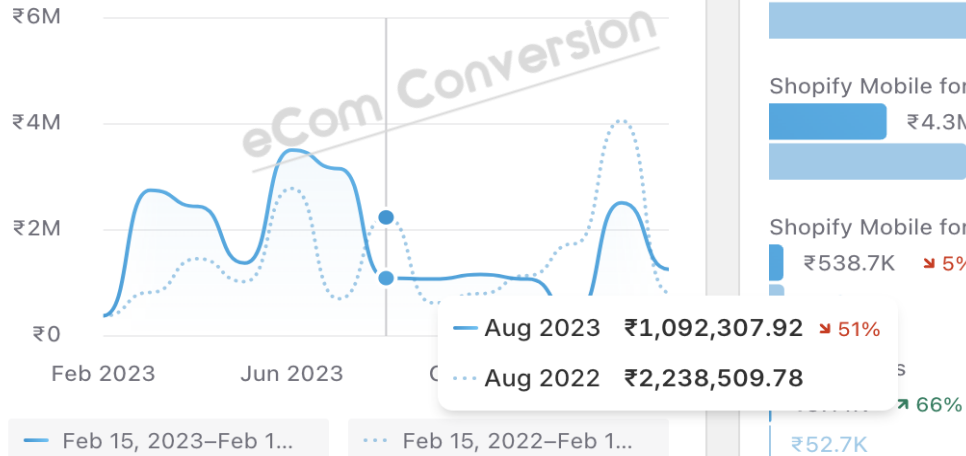
Compare: Previous period

Auto-refresh

Customize

Total sales

₹22,209,531.23 ↗ 19%

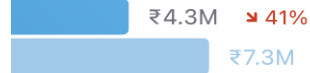


Sales by channel

Online Store



Shopify Mobile for Android

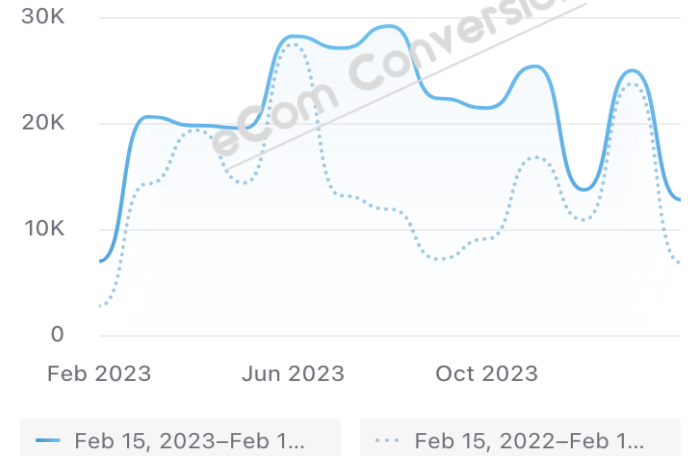


Shopify Mobile for iPhone



Online store sessions

272,933 ↗ 53%



Online store conversion rate

0.33% ↘ 13%

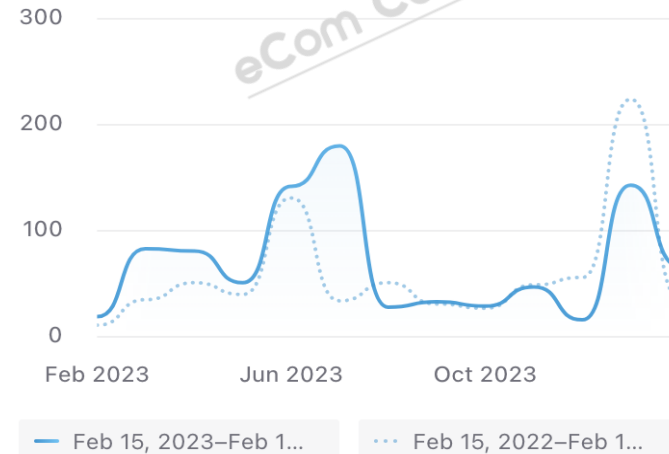
Added to cart	1.84%	↗ 9%
5,031 sessions		

Reached checkout	0.91%	↘ 1.4%
2,477 sessions		

Sessions converted	0.33%	↘ 13%
907 sessions		

Total orders

919 ↗ 18%



Average order value

₹21,805.78 ↗ 1.1%



Analytics

Fullscreen

Last 365 days

No comparison

Auto-refresh

Customize

Total sales

₹16,887,450.75



Feb 15, 2023–Feb 14, 2024

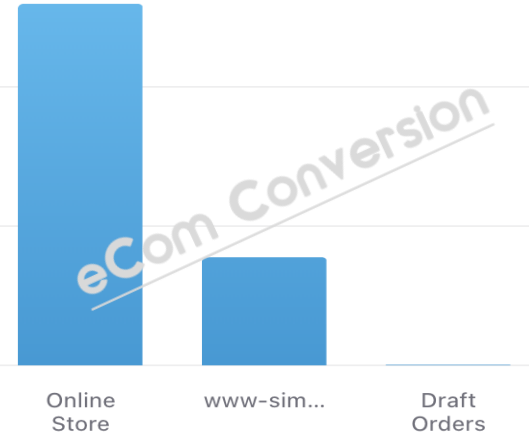
Sales by channel

₹15M

₹10M

₹5M

₹0



Online store sessions

509,591

80K

60K

40K

20K

0

Feb 2023

Jun 2023

Oct 2023

Feb 15, 2023–Feb 14, 2024

Online store conversion rate

0.35%

Added to cart
12,410 sessions

2.44%

Reached checkout
5,738 sessions

1.13%

Sessions converted
1,800 sessions

0.35%

Total orders

2,418

400

300

200

100

0

Feb 2023

Jun 2023

Oct 2023

Feb 15, 2023–Feb 14, 2024

Average order value

₹9,300.95

₹15K

₹10K

₹5K

₹0

Feb 2023

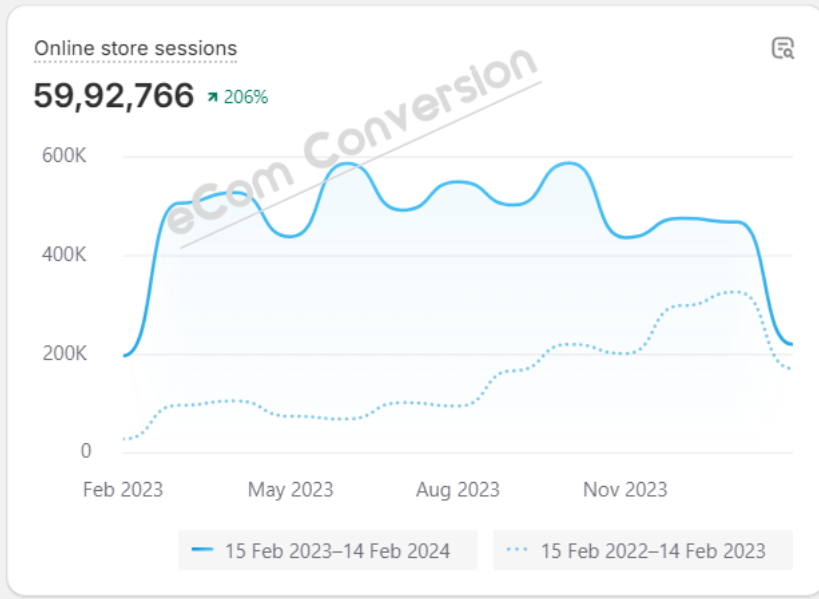
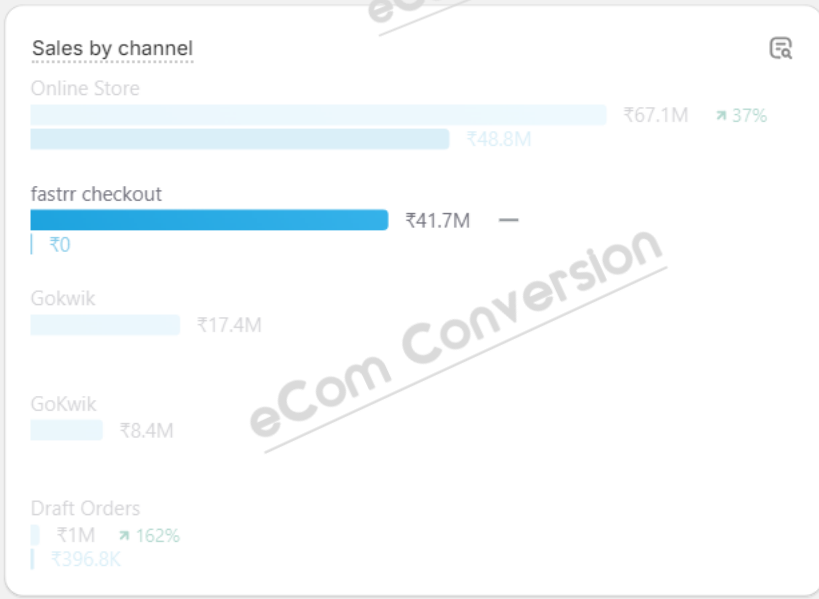
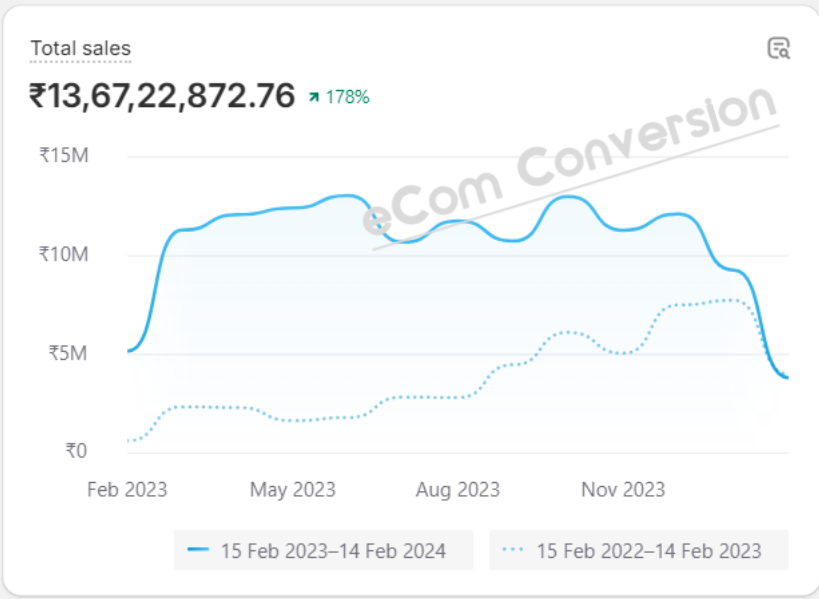
Jun 2023

Oct 2023

Feb 15, 2023–Feb 14, 2024

Last 365 days Compare: Previous period

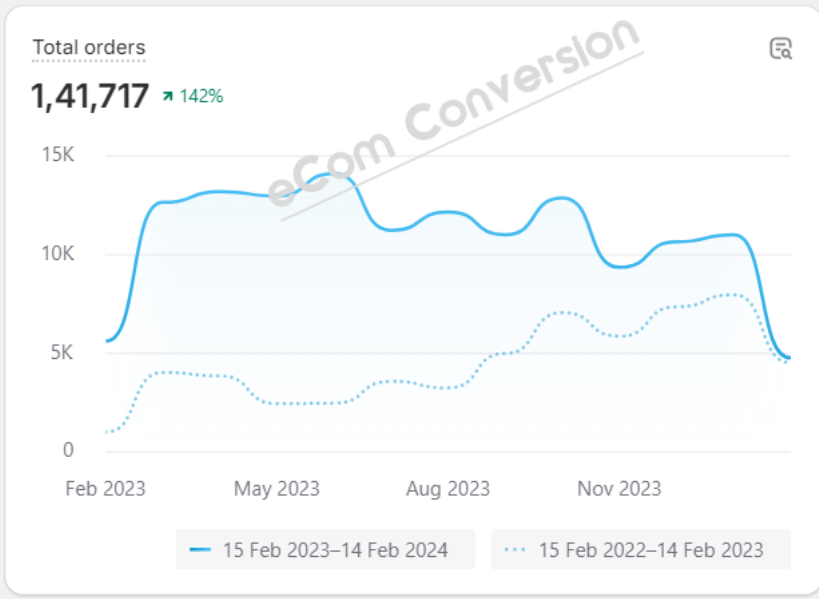
Auto-refresh Customize



Online store conversion rate

1.06% ↘ 62%

Added to cart 3,58,883 sessions	5.99%	↘ 28%
Reached checkout 1,77,711 sessions	2.97%	↘ 50%
Sessions converted 63,783 sessions	1.06%	↘ 62%



Last 365 days

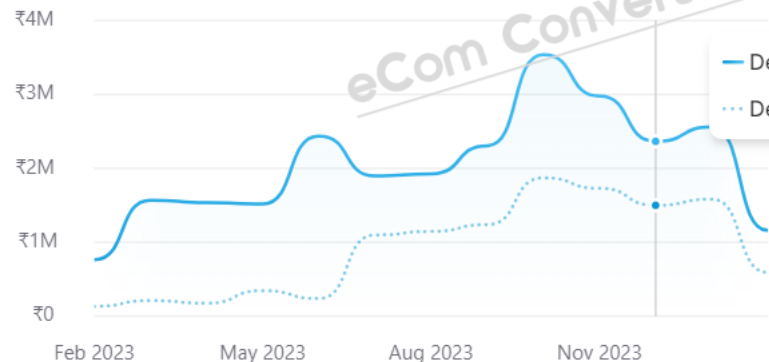
Compare: Previous period

Auto-refresh

Customize

Total sales

₹2,65,59,189.10 ↗ 124%



15 Feb 2023–14 Feb 2024

15 Feb 2022–14 Feb 2023

Sales by channel

Online Store



snapmint-

₹1.4M

BiteSpeed - Whatsapp Marketing

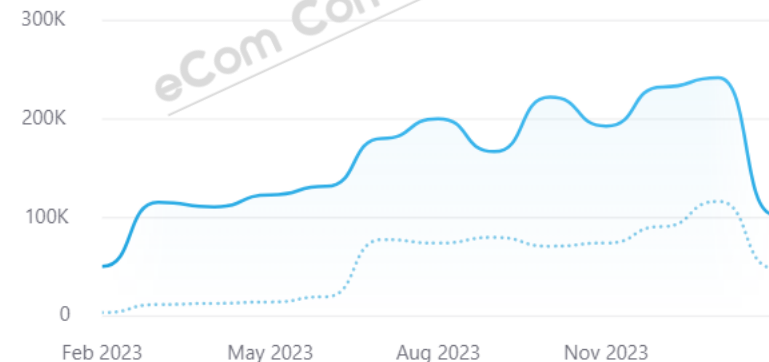
₹31.1K

Shopify Web

₹30.1K

Online store sessions

20,72,967 ↗ 198%



15 Feb 2023–14 Feb 2024

15 Feb 2022–14 Feb 2023

Online store conversion rate

0.3% ↘ 48%

Added to cart
39,970 sessions 1.93% ↘ 37%

Reached checkout
18,391 sessions 0.89% ↘ 60%

Sessions converted
6,136 sessions 0.30% ↘ 48%

Total orders

7,567 ↗ 85%



15 Feb 2023–14 Feb 2024

15 Feb 2022–14 Feb 2023

Average order value

₹3,284.83 ↗ 11%



15 Feb 2023–14 Feb 2024

15 Feb 2022–14 Feb 2023

Analytics

Fullscreen

Last 365 days

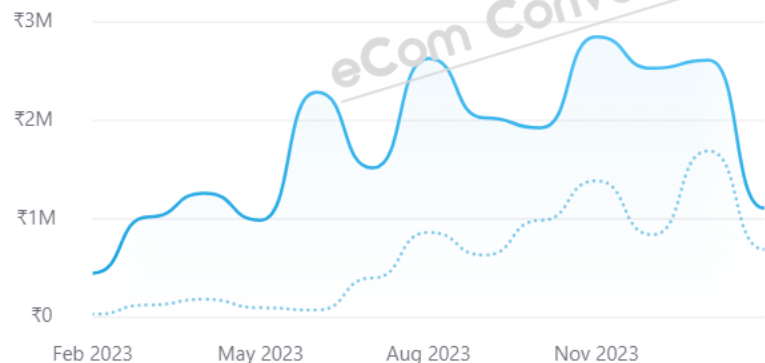
Compare: Previous period

Auto-refresh

Customize

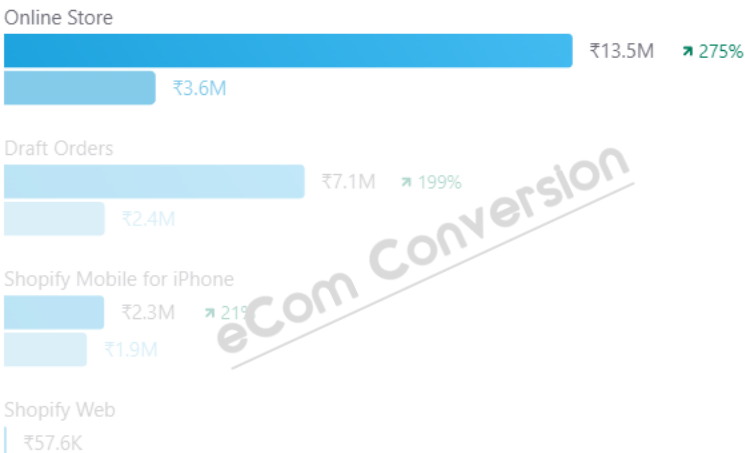
Total sales

₹2,32,11,393.81 ↗ 190%



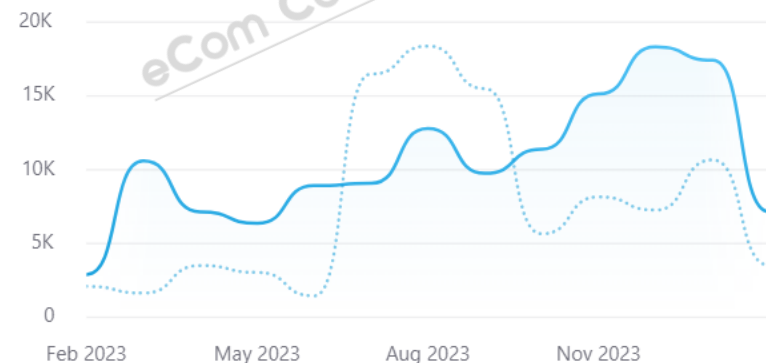
15 Feb 2023-14 Feb 2024 | 15 Feb 2022-14 Feb 2023

Sales by channel



Online store sessions

1,36,964 ↗ 41%



15 Feb 2023-14 Feb 2024 | 15 Feb 2022-14 Feb 2023

Online store conversion rate

0.68% ↗ 94%

Added to cart
3,726 sessions 2.72% ↗ 69%

Reached checkout
5,102 sessions 3.73% ↗ 107%

Sessions converted
938 sessions 0.68% ↗ 94%

Total orders

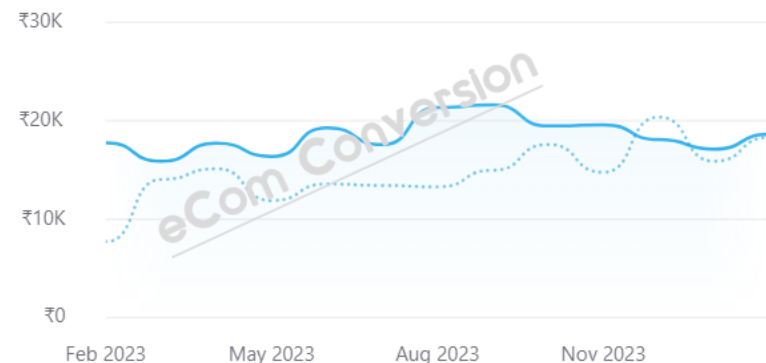
1,117 ↗ 142%



15 Feb 2023-14 Feb 2024 | 15 Feb 2022-14 Feb 2023

Average order value

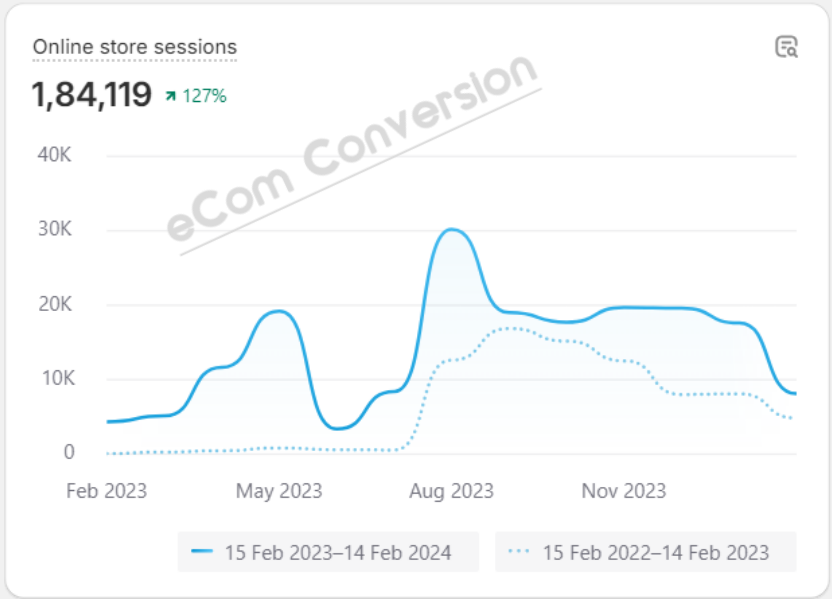
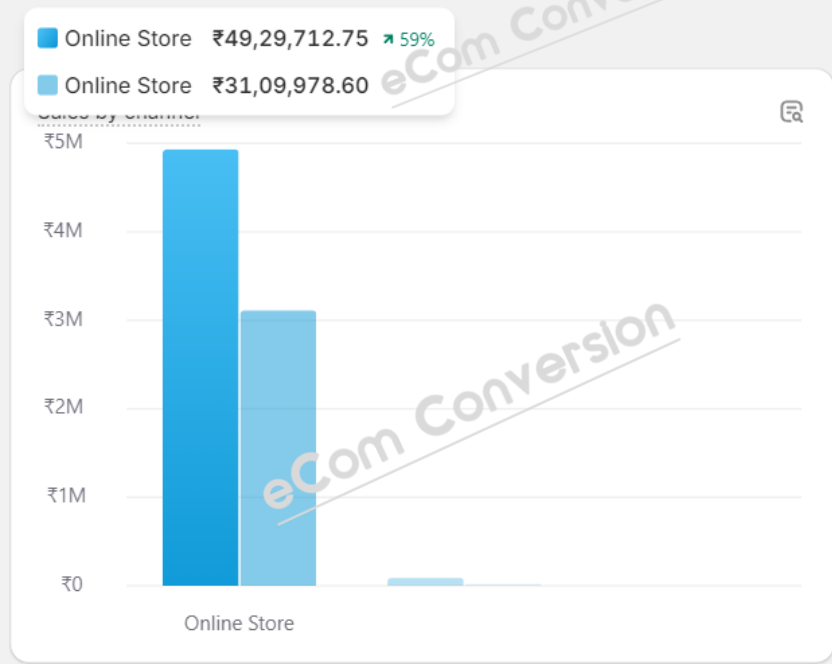
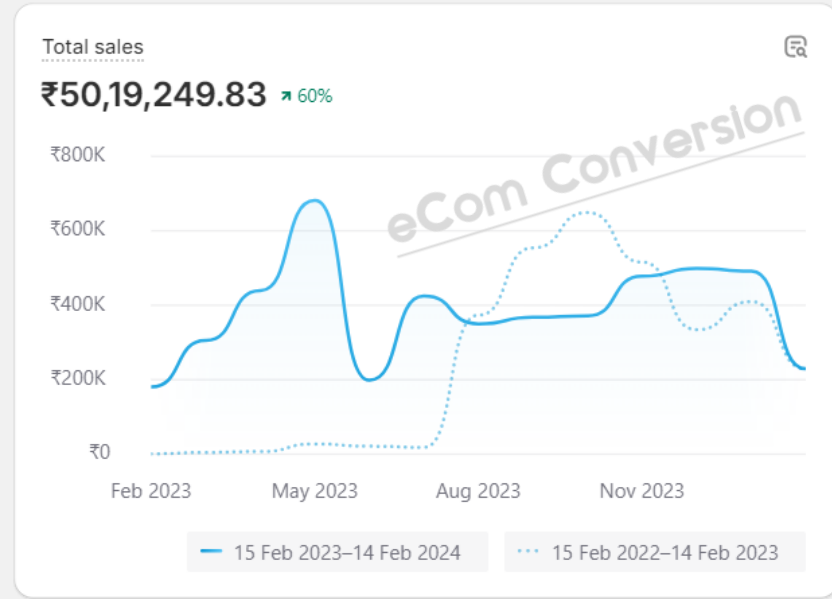
₹18,731.61 ↗ 20%



15 Feb 2023-14 Feb 2024 | 15 Feb 2022-14 Feb 2023

Last 365 days Compare: Previous period

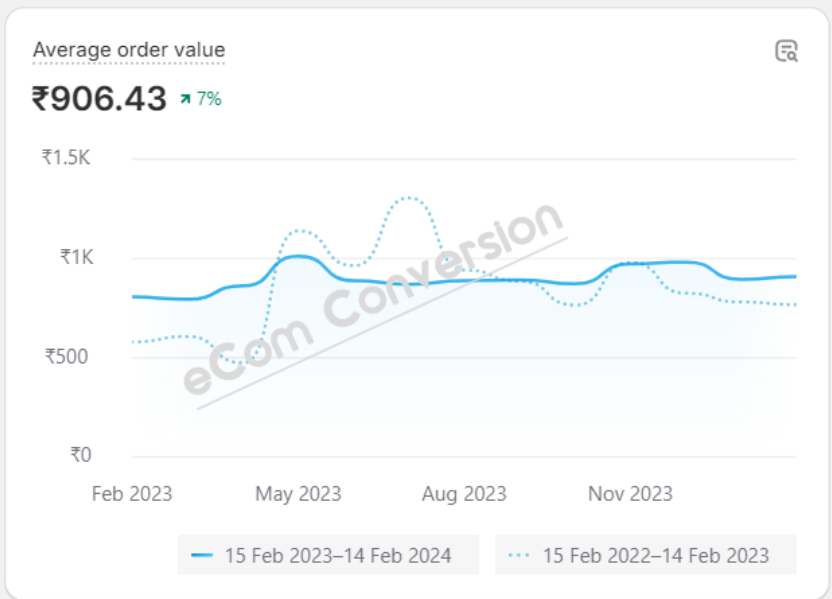
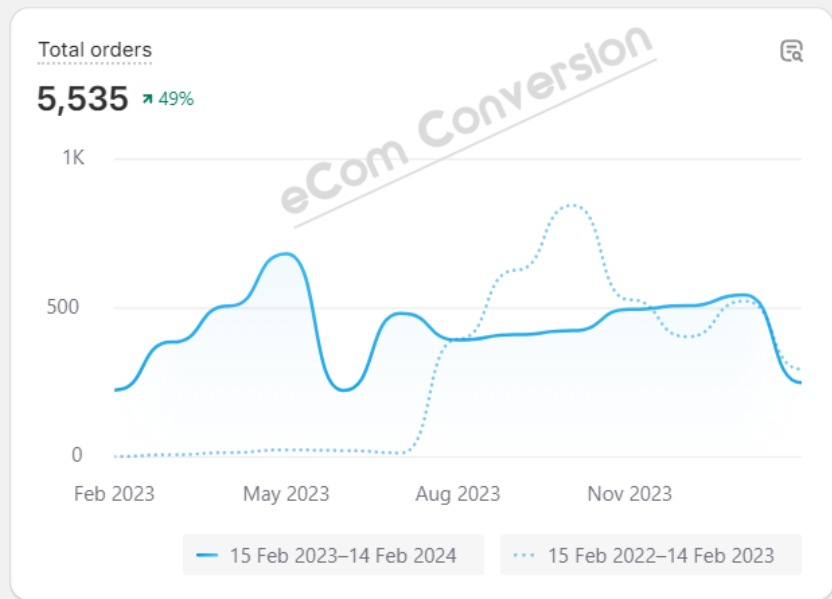
Auto-refresh Customize



Online store conversion rate

2.87% ↘ 36%

Added to cart 12,443 sessions	6.76%	↘ 26%
Reached checkout 9,795 sessions	5.32%	↘ 30%
Sessions converted 5,289 sessions	2.87%	↘ 36%



Last 365 days

Compare: Previous period

Auto-refresh

Customize

Total sales

₹12,71,740.90 -



15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

Sales by channel

₹12,71,740.90

Online store conversion rate

0.27% -

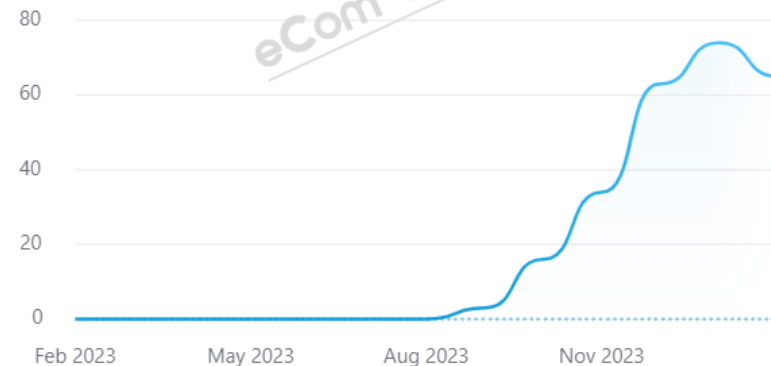
Added to cart 1,257 sessions 1.36% -

Reached checkout 686 sessions 0.74% -

Sessions converted 250 sessions 0.27% -

Total orders

255 -

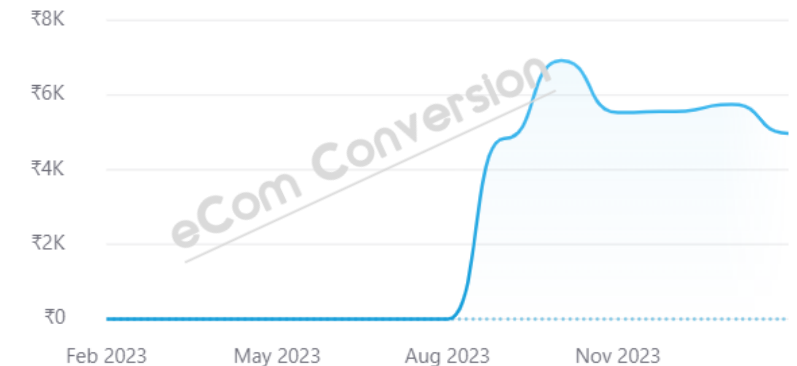


15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

Average order value

₹5,539.17 -



15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

Last 365 days

Compare: Previous period

Auto-refresh

Customize

Total sales

₹27,97,720.00 ↗ 16.7K%



15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

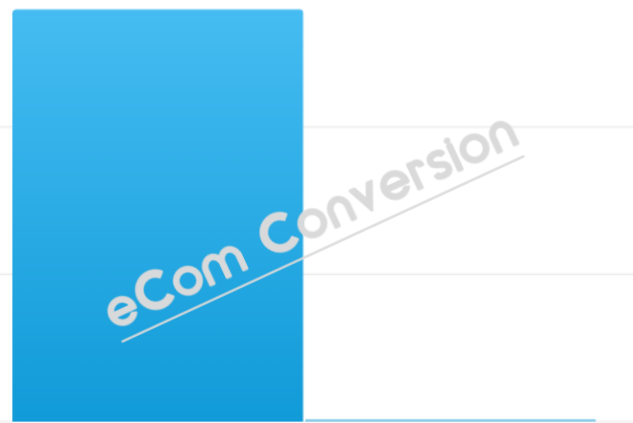
Sales by channel

₹3M

₹2M

₹1M

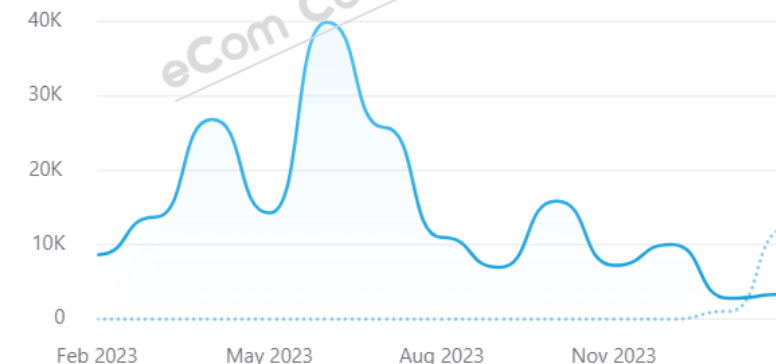
₹0



Online Store

Online store sessions

1,86,305 ↗ 1.3K%



15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

Online store conversion rate

0.08% ↗ 244%

Added to cart
3,300 sessions

1.77% ↗ 296%

Reached checkout
1,791 sessions

0.96% ↗ 209%

Sessions converted
146 sessions

0.08% ↗ 244%

Total orders

154 ↗ 3.8K%

20

15

10

5

0

Feb 2023

May 2023

Aug 2023

Nov 2023

15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023

Average order value

₹18,236.47 ↗ 337%

₹40K

₹30K

₹20K

₹10K

₹0

Feb 2023

May 2023

Aug 2023

Nov 2023

15 Feb 2023-14 Feb 2024

15 Feb 2022-14 Feb 2023



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