

eCom Conversion Client's Project Growth (1 Jan – 15 July 2025)

Fashion & Apparel, Beauty & Personal Care, Jewellery & Accessories, Electronics & Gadgets, Home & Living, Baby & Kids Products, Food & Beverages Pet Care, Digital & Lifestyle Products, Luxury / Premium Brands

Year to date Compare to: 1 Jan-16 Jul 2024

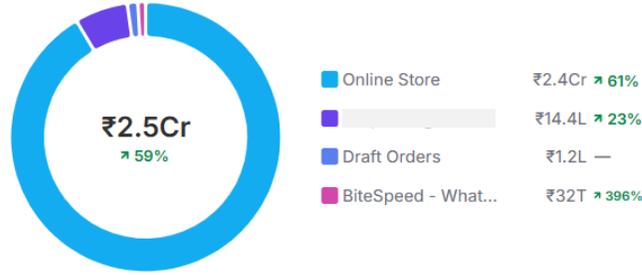
Total sales over time

₹2,51,92,793.98 ↗ 58%



Total sales by sales channel

₹2.5Cr ↗ 59%

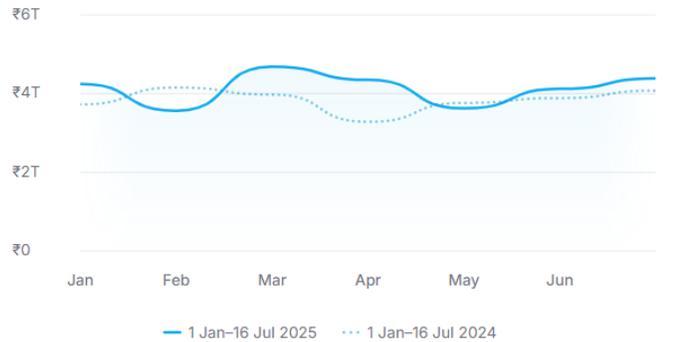


Total sales breakdown

| | | |
|------------------|-----------------|--------|
| Gross sales | ₹2,36,43,420.15 | ↗ 55% |
| Discounts | -₹9,26,079.99 | ↘ 918% |
| Returns | -₹15,55,510.30 | ↗ 9% |
| Net sales | ₹2,11,61,829.86 | ↗ 58% |
| Shipping charges | ₹1,91,103.50 | ↗ 57% |
| Return fees | ₹0.00 | — |
| Taxes | ₹38,39,860.62 | ↗ 58% |
| Total sales | ₹2,51,92,793.98 | ↗ 58% |

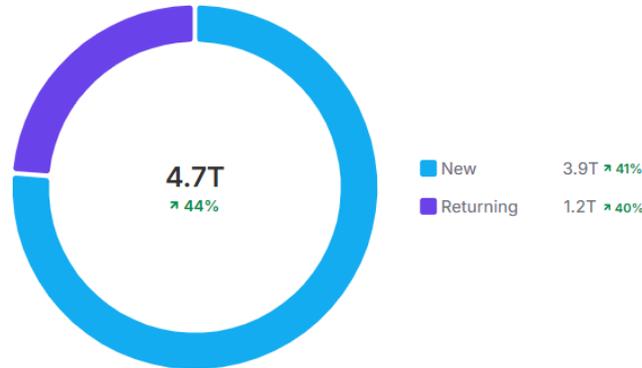
Average order value over time

₹4,136 ↗ 9%



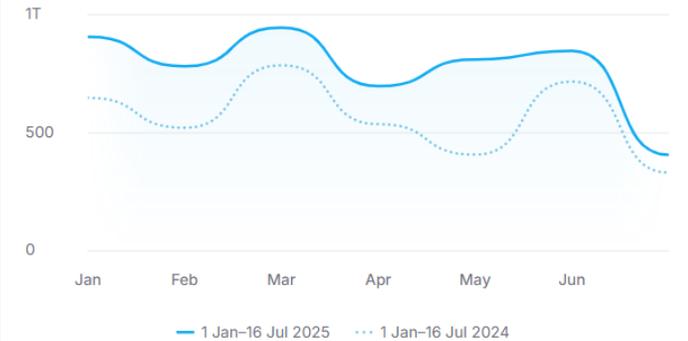
New vs returning customers

4.7T ↗ 44%



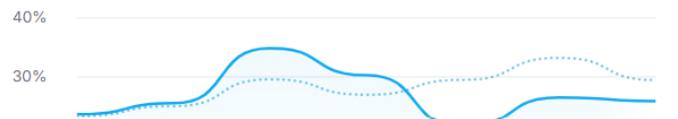
Orders over time

5,398 ↗ 37%



Returning customer rate over time

25.14% ↘ 3%



Visitors over time

22,66,940 ↗ 79%



Sessions over time

29,69,776 ↗ 86%



Year to date

Compare to: 1 Jan-16 Jul 2024

Total sales over time

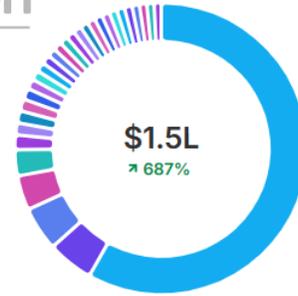
\$1,53,472.53 ↗ 687%



eCom Conversion

Total sales by billing location

\$1.5L
↗ 687%

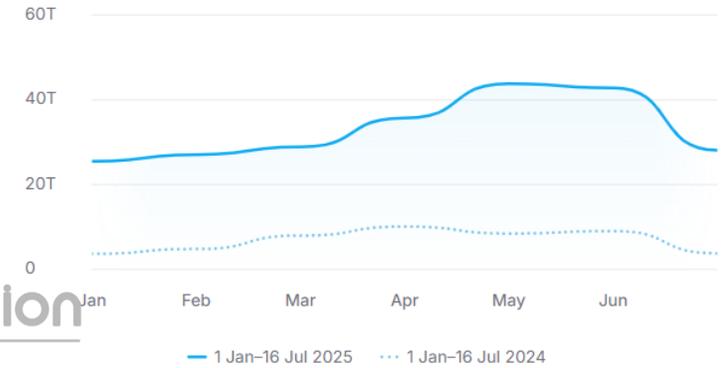


| | | |
|--------------------|--------|---------|
| United States | \$1.2L | ↗ 801% |
| Canada | \$8.7T | ↗ 1.3K% |
| United Kingdom | \$8.3T | — |
| Australia | \$6.1T | ↗ 140% |
| United Arab Emi... | \$4.2T | ↗ 88% |
| Kuwait | \$1.6T | — |
| Netherlands | \$1.1T | — |

eCom Conversion

Sessions over time

2,31,946 ↗ 386%



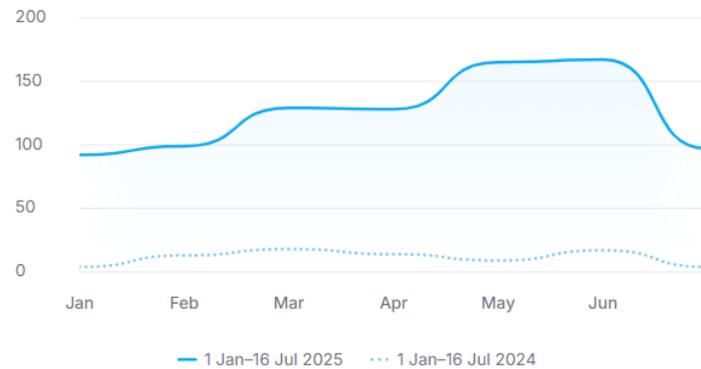
Average order value over time

\$168.29 ↘ 25%

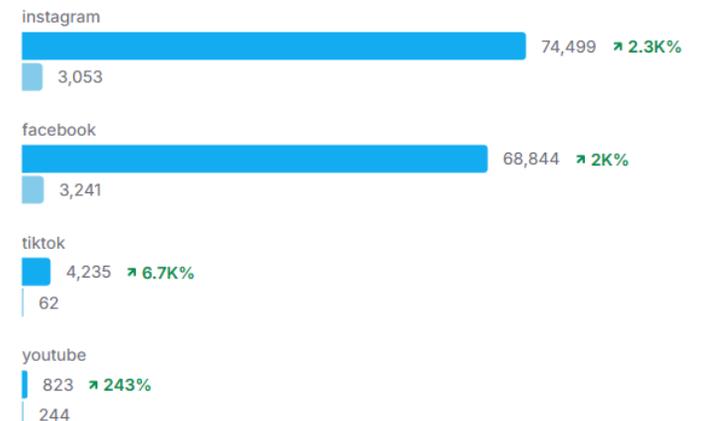


Orders over time

877 ↗ 1K%



Sessions by social referrer



Year to date

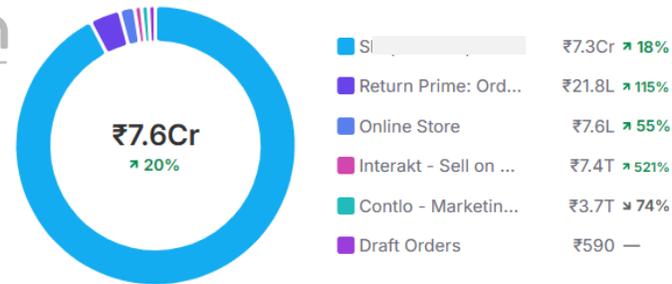
Compare to: 1 Jan-16 Jul 2024

Total sales over time

₹7,55,57,297.93 ↗ 20%



Total sales by sales channel



Orders over time

47,961 ↗ 27%



Sessions over time

25,01,715 ↗ 38%



Average order value over time

₹1,605.23 ↘ 6%

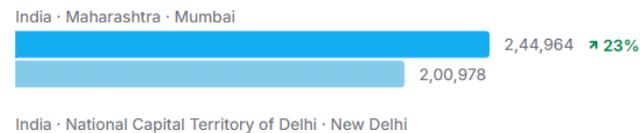


Total sales breakdown

| | | |
|------------------|------------------|-------|
| Gross sales | ₹8,89,46,048.06 | ↗ 21% |
| Discounts | -₹1,19,57,631.40 | ↘ 33% |
| Returns | -₹60,13,544.02 | ↗ 7% |
| Net sales | ₹7,09,74,872.64 | ↗ 20% |
| Shipping charges | ₹8,75,832.61 | ↗ 3% |
| Return fees | ₹0.00 | — |
| Taxes | ₹37,06,592.68 | ↗ 17% |
| Total sales | ₹7,55,57,297.93 | ↗ 20% |

Sessions by device type

Sessions by location



Year to date

Compare to: 1 Jan-16 Jul 2024



Total sales over time

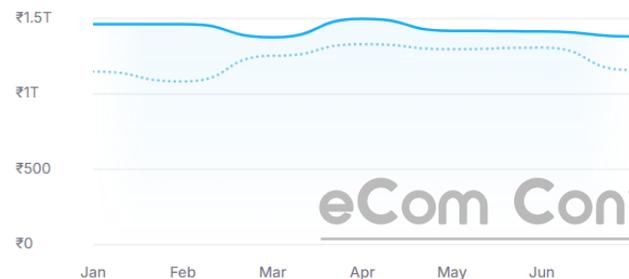
₹69,46,078.58 ↗ 59%



— 1 Jan-16 Jul 2025 ··· 1 Jan-16 Jul 2024

Average order value over time

₹1,438.41 ↗ 17%



— 1 Jan-16 Jul 2025 ··· 1 Jan-16 Jul 2024

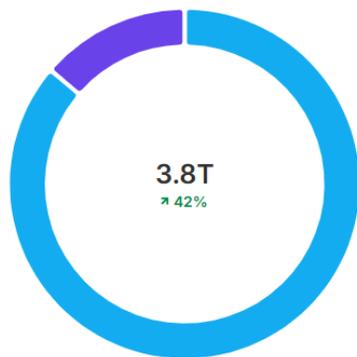
Visitors over time

5,01,216 ↗ 190%



— 1 Jan-16 Jul 2025 ··· 1 Jan-16 Jul 2024

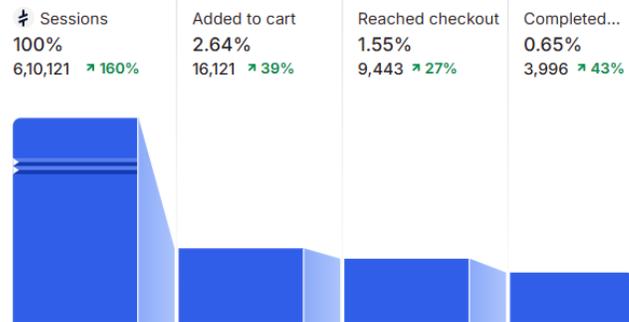
New vs returning customers



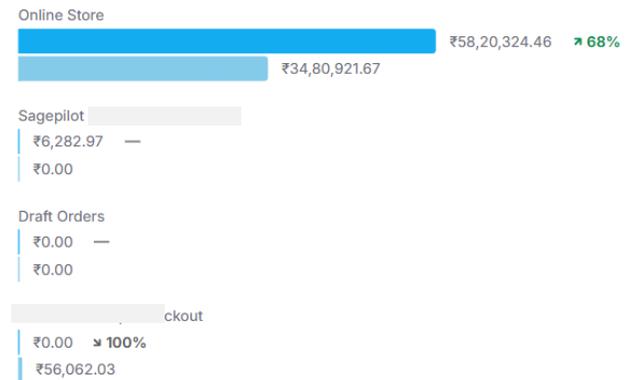
■ New 3.5T ↗ 42%
■ Returning 534 ↗ 38%

Conversion rate breakdown

0.65% ↘ 45%



Net sales by sales channel



Conversion rate over time

Orders over time

Customer cohort analysis

Year to date

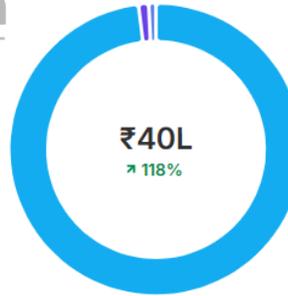
Compare to: 1 Jan-16 Jul 2024

Total sales over time

₹39,95,969.30 ↗ 116%



Total sales by sales channel



eCom Conversion

Sessions over time

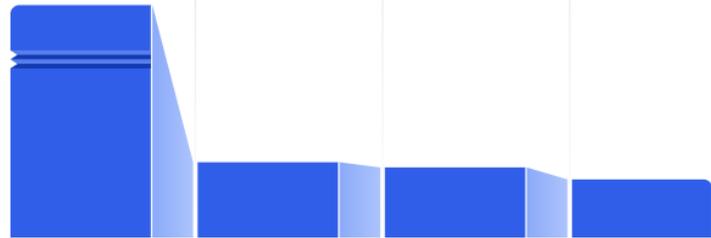
1,85,566 ↗ 186%



Conversion rate breakdown

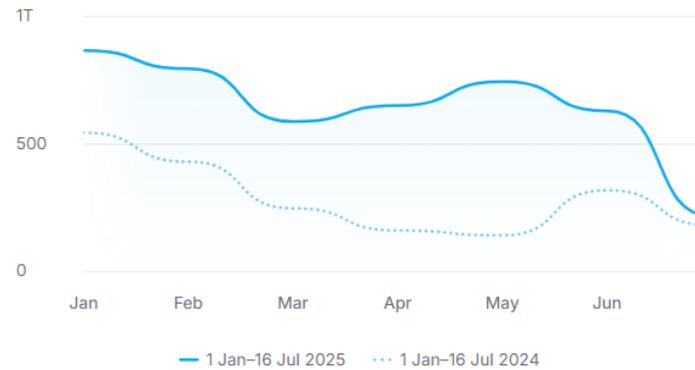
2.39% ↘ 22%

| Step | Count | Change |
|------------------|----------|--------|
| Sessions | 1,85,566 | ↗ 186% |
| Added to cart | 8,922 | ↗ 86% |
| Reached checkout | 7,373 | ↗ 96% |
| Completed... | 4,444 | ↗ 124% |



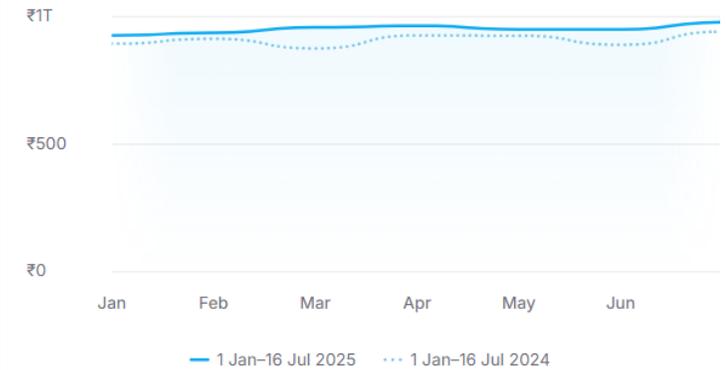
Orders over time

4,501 ↗ 122%



Average order value over time

₹947.95 ↗ 5%



Analytics

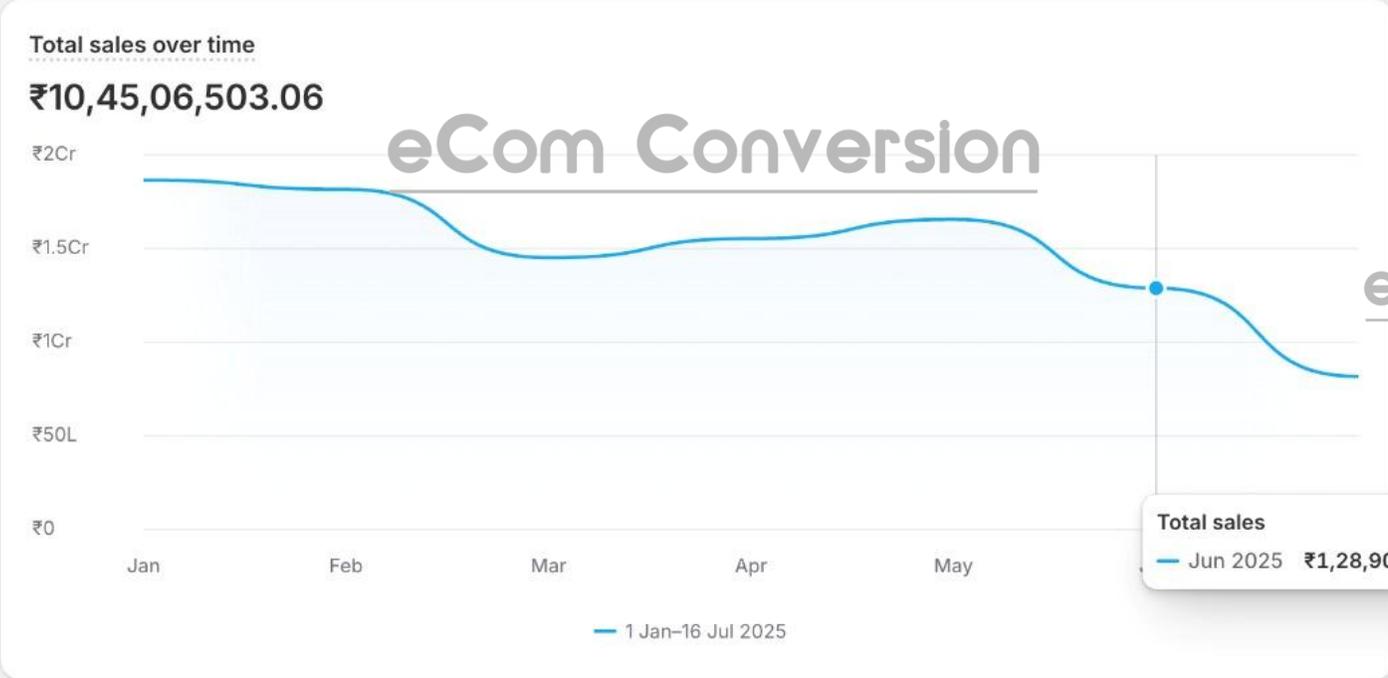
Year to date No comparison

Gross sales
₹10,58,93,455.53

Returning customer rate
44.54%

Orders fulfilled
2,467

Orders
2,458



Total sales breakdown

| | |
|--------------------|-------------------------|
| Gross sales | ₹10,58,93,455.53 |
| Discounts | -₹9,28,756.62 |
| Returns | -₹38,86,008.33 |
| Net sales | ₹10,10,78,690.58 |
| Shipping charges | ₹2,98,900.00 |
| Return fees | ₹0.00 |
| Net sales | ₹31,28,912.48 |
| Total sales | ₹10,45,06,503.06 |

Analytics

Year to date No comparison

Gross sales
₹2,44,80,257



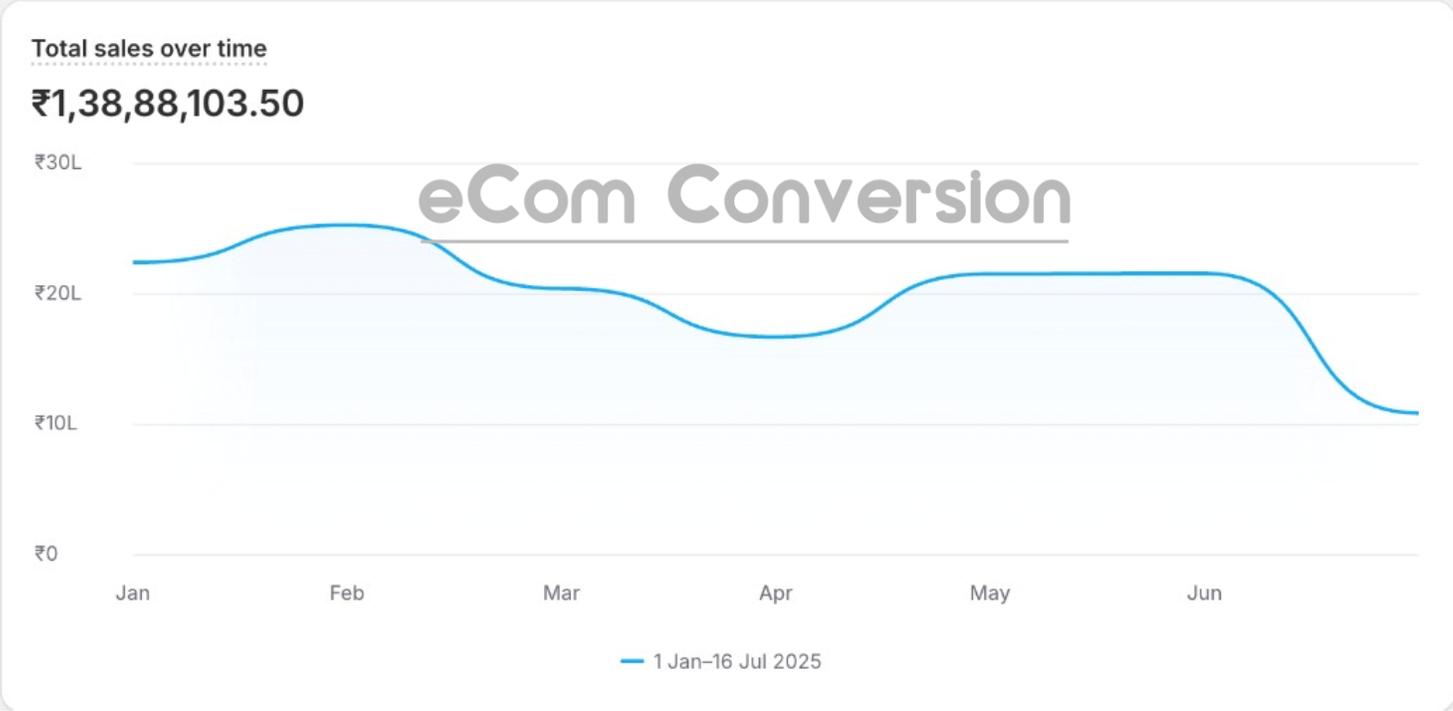
Returning customer rate
5.73%



Orders fulfilled
541



Orders
530



Total sales breakdown

| | |
|--------------------|------------------------|
| Gross sales | ₹2,44,80,257.00 |
| Discounts | -₹1,11,39,243.50 |
| Returns | -₹48,910.00 |
| Net sales | ₹1,32,92,103.50 |
| Shipping charges | ₹5,96,000.00 |
| Return fees | ₹0.00 |
| Taxes | ₹0.00 |
| Total sales | ₹1,38,88,103.50 |

Analytics

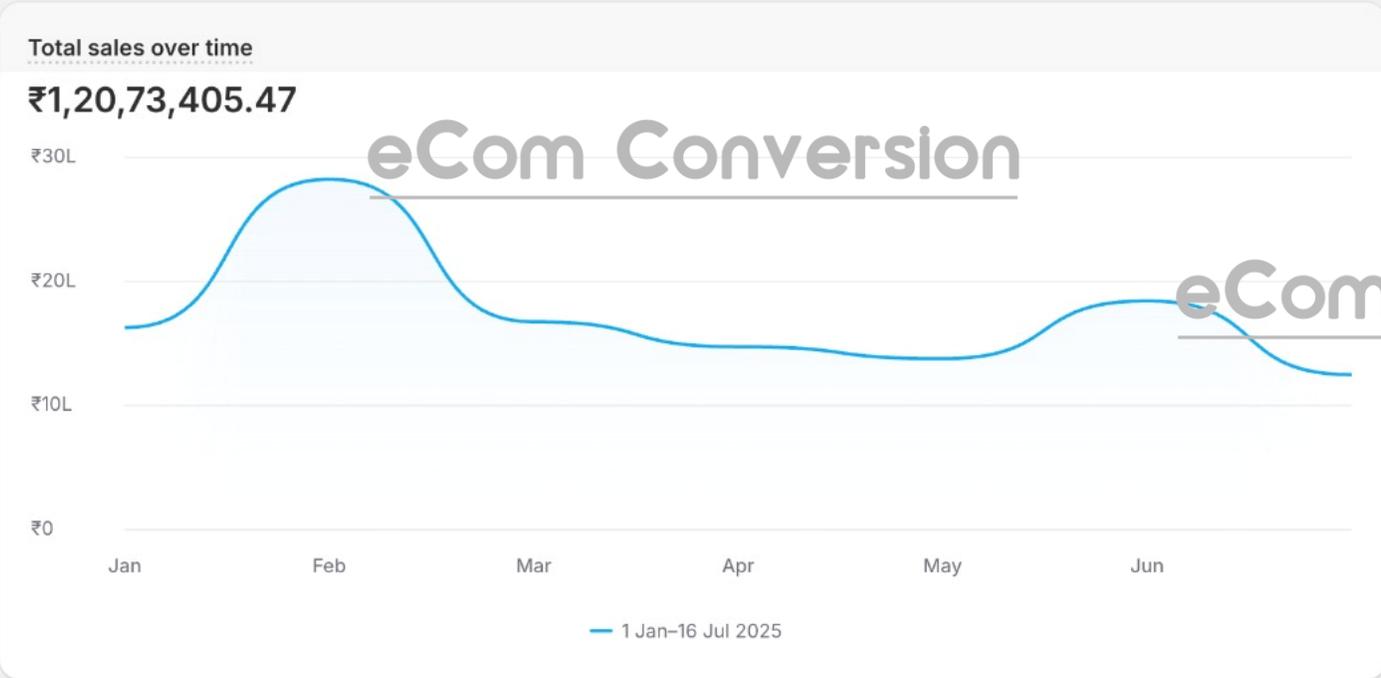
Year to date No comparison

Gross sales
₹1,14,32,479.47

Returning customer rate
12.84%

Orders fulfilled
6,100

Orders
6,663



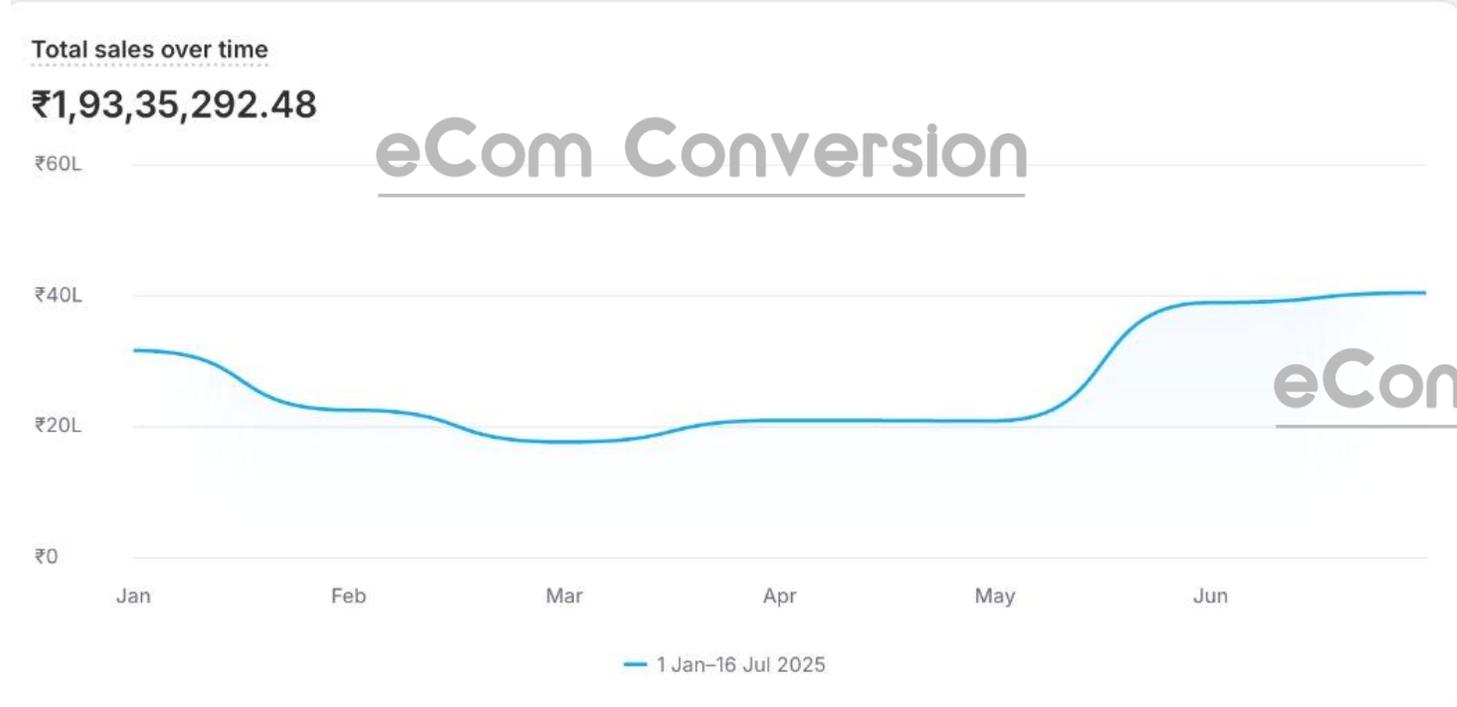
Total sales breakdown

| | |
|--------------------|------------------------|
| Gross sales | ₹1,14,32,479.47 |
| Discounts | -₹2,59,233.02 |
| Returns | -₹8,70,887.59 |
| Net sales | ₹1,03,02,358.86 |
| Shipping charges | ₹1,19,900.00 |
| Return fees | ₹0.00 |
| Taxes | ₹16,51,146.61 |
| Total sales | ₹1,20,73,405.47 |

Analytics

Year to date No comparison

| | | | |
|---------------------------------------|--|--------------------------------|----------------------|
| Gross sales ₹1,75,99,297.23 | Returning customer rate 39.62% | Orders fulfilled 542 | Orders 746 |
|---------------------------------------|--|--------------------------------|----------------------|



Total sales breakdown

| | |
|--------------------|------------------------|
| Gross sales | ₹1,75,99,297.23 |
| Discounts | -₹1,81,311.00 |
| Returns | ₹1,066.07 |
| Net sales | ₹1,74,19,052.30 |
| Shipping charges | ₹1,51,000.00 |
| Return fees | ₹0.00 |
| Taxes | ₹17,65,240.18 |
| Total sales | ₹1,93,35,292.48 |

eCom Conversion

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