

Demo Store

Weekly Performance Report

11 Jun - 17 Jun 2026

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1. Key Performance Indicators

Brand KPI Summary

Total Orders 3,743 This Week	Net Sales ₹19,62,261 ↓ -12% vs LW	AOV ₹525 Stable
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Brand-Wide Decline
Order volume is down 12.3% WoW, 29% MoM, and 43.2% QoQ.

Source Mix Analysis

Source	Orders	Share	Revenue	Assessment
Online	2,269	60.6%	₹10,72,625	High dependency
Mobile App	1,474	39.4%	₹8,89,636	Moderate