BUSINESS AUDIT — SAMPLE FINDINGS

9× revenue growth was hiding a retention crisis

E-Commerce Brand · 100,000 Orders · 2017–2018

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This case study uses a publicly available e-commerce dataset to demonstrate Techmile's analytical methodology. It is not based on a client engagement.

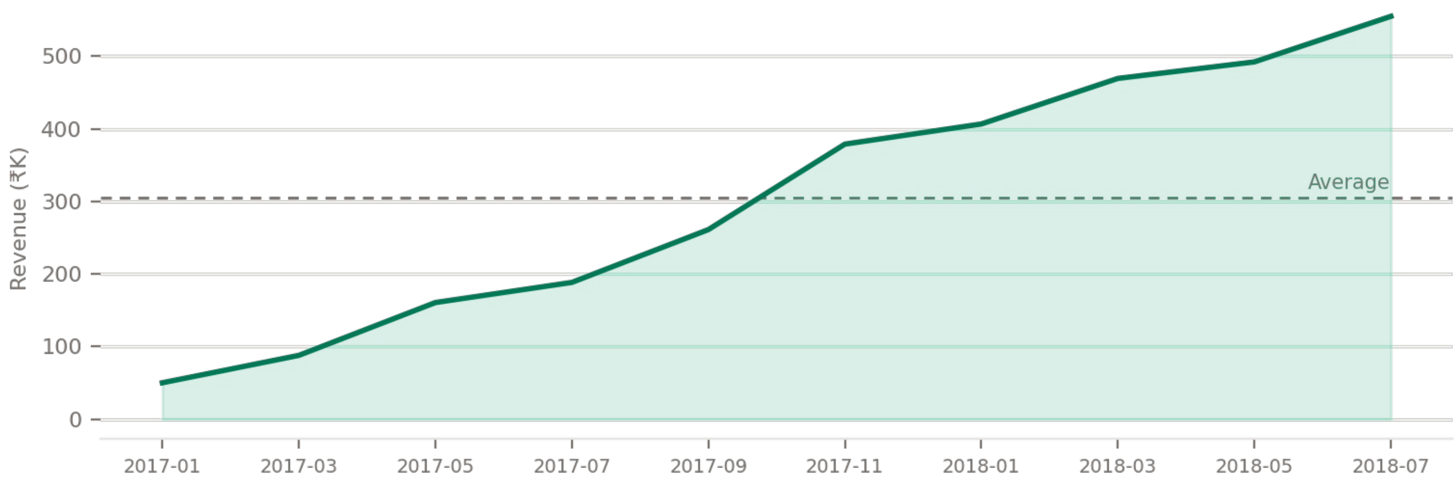
EXECUTIVE SUMMARY

This e-commerce brand grew revenue **9x in under a year** — yet **97% of customers never returned** after their first purchase. A single operational issue, late deliveries, was collapsing satisfaction scores and destroying repeat purchase likelihood.

3%	6.8%	400%
Repeat Purchase Rate	**Late Delivery Rate**	**Potential Revenue Upside**
vs 20–30% industry benchmark	driving review score collapse	from fixing retention alone

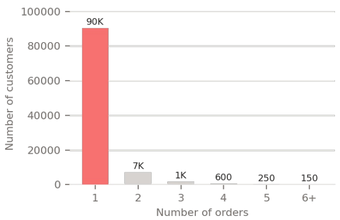
THE EVIDENCE

Monthly Revenue Trend

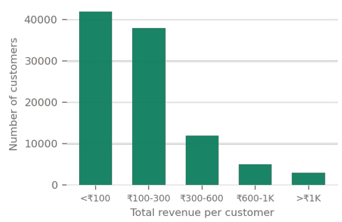


Revenue grew 9x in 10 months — masking the retention crisis underneath.

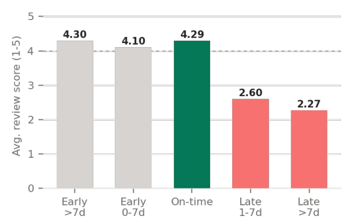
Distribution of Orders per Customer



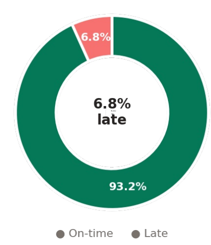
Customer Segments by Lifetime Value



Avg Review Score by Delivery Timing



On-Time vs Late Delivery Split



ROOT CAUSE ANALYSIS

Late deliveries affect only **6.8%** of orders — but cut review scores nearly in half (**4.29 → 2.27**). This single issue is the primary driver of the 3% repeat rate. Fixing it could unlock up to **400%** in repeat revenue without acquiring a single new customer.

RECOMMENDED ACTIONS

1. **Fix Delivery SLA**
   Identify seller regions causing delays. Set internal target: under 5% late rate.

2. **Launch Retention Emails**
   Post-purchase sequence for first-time buyers. Goal: second order within 60 days.

3. **Build Live Dashboard**
   Track 3 metrics weekly: on-time %, repeat rate, average order value.

BUSINESS IMPACT

If repeat purchase rate improved from 3% toward the 20–30% industry benchmark, projected revenue could increase substantially — without any increase in acquisition spend. This is the difference between growth that depends on constantly finding new customers, and growth that compounds from the ones you already have.

Ready to see what your data is telling you?
Sample audit using public data. Real engagements use your actual business numbers.

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