

Sales Overview

Customers

Marketing

Inventory

Feedback

2023

2024

Retail Sales Analytics Dashboard

Sales Overview

November

Quantity

Value

Value

Nov, 2024

35K

301K

-88.3%

Sales by Month

| Month | Sales |
|-------|-------|
| Jan | 0.24M |
| Feb | 0.26M |
| Mar | 0.35M |
| Apr | 0.22M |
| May | 0.23M |
| Jun | 0.24M |
| Jul | 0.24M |
| Aug | 0.24M |
| Sep | 0.28M |
| Oct | 0.30M |
| Nov | 0.04M |

Sales by Customer segment

| customer_segment | Percentage |
|------------------|------------|
| Premium | 55.87% |
| Inactive | 15.74% |
| Regular | 15.31% |
| New | 13.08% |

2024, 2023 Sales and Growth by Month

| Month | 2024 Sales | 2023 Sales | Growth |
|-------|------------|------------|---------|
| Jan | 0.25M | 0.18M | 38.9% |
| Feb | 0.27M | 0.17M | 58.8% |
| Mar | 0.36M | 0.17M | 111.8% |
| Apr | 0.22M | 0.26M | -16.4% |
| May | 0.23M | 0.23M | 0.0% |
| Jun | 0.24M | 0.22M | 9.1% |
| Jul | 0.24M | 0.21M | 14.3% |
| Aug | 0.24M | 0.28M | -14.3% |
| Sep | 0.28M | 0.21M | 33.3% |
| Oct | 0.30M | 0.25M | 20.0% |
| Nov | 0.04M | 0.30M | -86.7% |
| Dec | 0.00M | 0.22M | -100.0% |

areaproduct_nameTopBottom

Bottom 10 Product by Sales

10

| Product | Sales |
|-----------------|-------|
| Iced Tea | 726 |
| Onions | 670 |
| Instant Noodles | 459 |
| Popcorn | 458 |
| Toilet Cleaner | 247 |
| Chips | 193 |
| Cheese | 192 |
| Salt | 76 |
| Detergent | 68 |



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Customers Insights

All



Quantity

Value

Total Customers

3K



Repeat Customers



60%



Rep_Cus / Total_Cus
1492 / 2500

New & Lost Customers

Count

1158 / 1014



Sale

3M / 2M



Default

Top 5

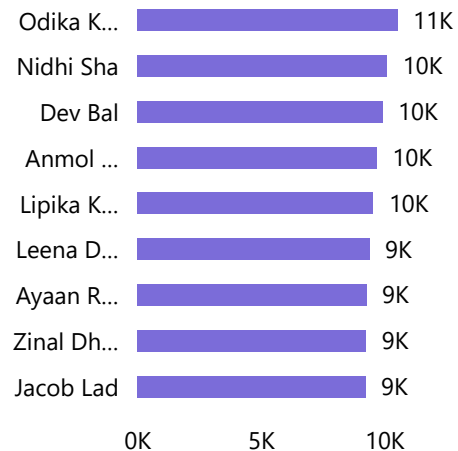
Top 10

Top 15

Top 20

Top 25

Customers by value



Total Customers by Month

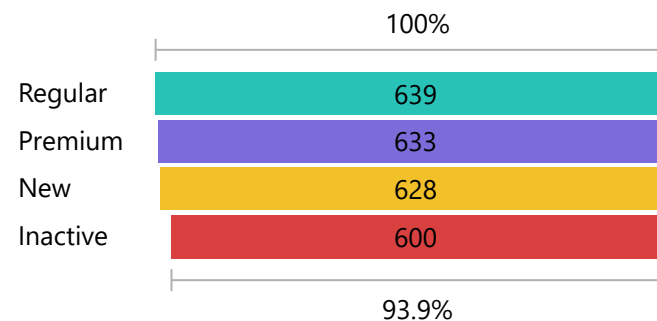
300

200

100

Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec

Total Customers by Segment



Customer who order more than 1 Times

2172

1

Orders Count

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Marketing Performance

June

Category Promotion

Total Revenue
Jun, 2023
157.4K

164.3K

-4.2%

Market Performance

173K

Impressions

17K

Clicks

1374

Conversion

78.8

Roas

Clicks

Conversion

Impressions

Roas

Roas by Month

Value

Roas

80

60

40

Mar

Apr

May

Jun

Jul

Aug

Sep

Oct

Nov

Dec



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Customer Feedback

May



All



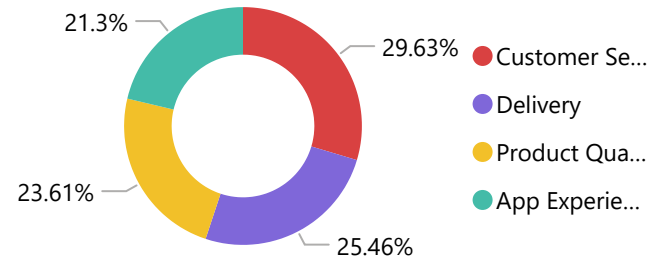
Total Feedback

May, 2023

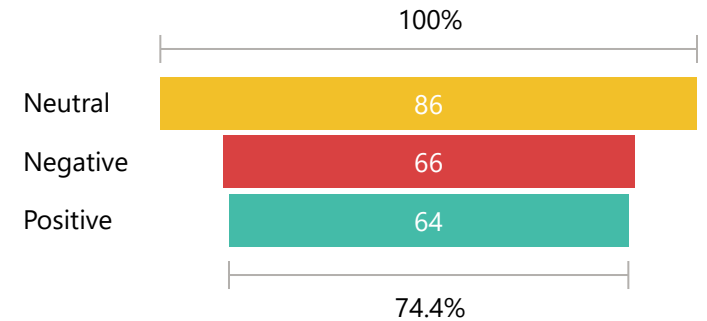
216



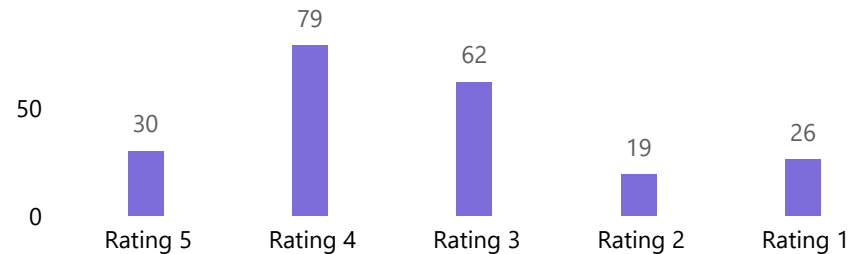
Total Feedback by Feedback Category



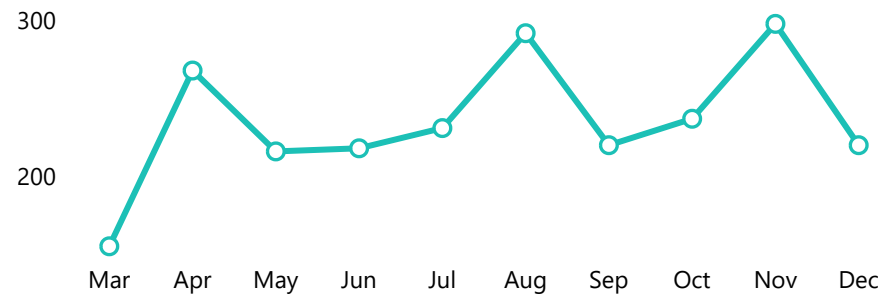
Total Feedback by Sentiment



Total Feedback by Rating Label



Total Feedback by Month



| Customer Name | Customer Segment | Feedback Category | Total Feedback |
|----------------|------------------|-------------------|----------------|
| Anmol Koshy | New | Customer Service | 3 |
| Caleb Brar | New | Delivery | 3 |
| Dhruv Patel | New | Delivery | 3 |
| Ekalinga Vasa | Premium | Delivery | 3 |
| Ekantika Ravel | New | Customer Service | 3 |
| Libni Kunda | Inactive | Product Quality | 3 |
| Manbir Dua | Inactive | Delivery | 3 |
| Neelima Som | Premium | Product Quality | 3 |
| Niharika Nagi | Premium | Delivery | 3 |
| Pranit Wagle | Regular | Product Quality | 3 |
| Teerth Manda | Premium | Delivery | 3 |
| Bakhshi Sodhi | Inactive | Customer Service | 2 |
| Caleb Brar | New | Product Quality | 2 |

Total

216