

E - Commerce Sales



Sales Overview

Customer Insights

Discount Performance



Purchase Method

All

Product Category

All

Location

All

2019

2020

2021

2022

2023

2024

Total Revenue

₹165.71M



Total Orders

55K



Total Customers

29K

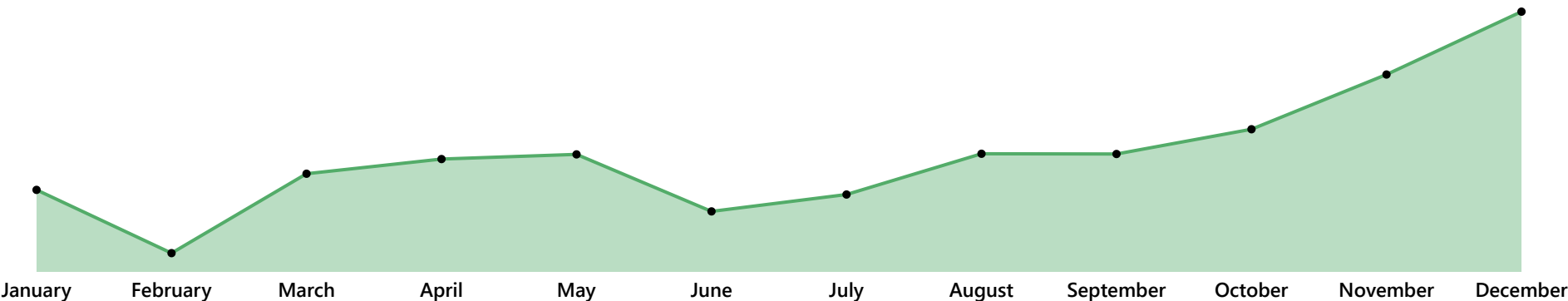


Overall Discount %

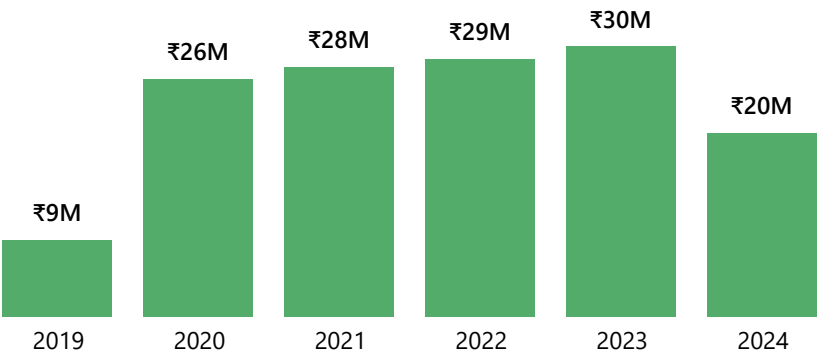
4.5%



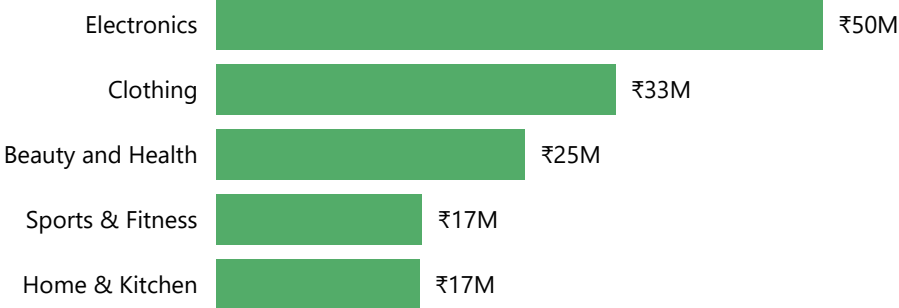
Revenue By Year > Month



Revenue by Year



Revenue by Product Category



E - Commerce Sales



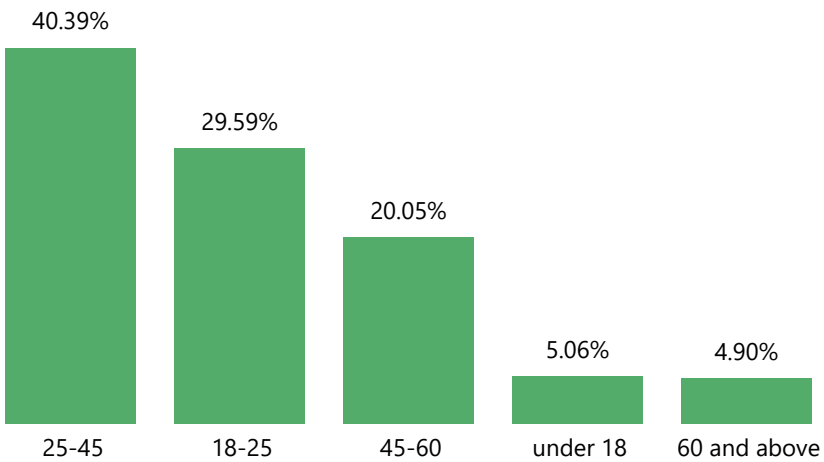
Sales Overview

Customer Insights

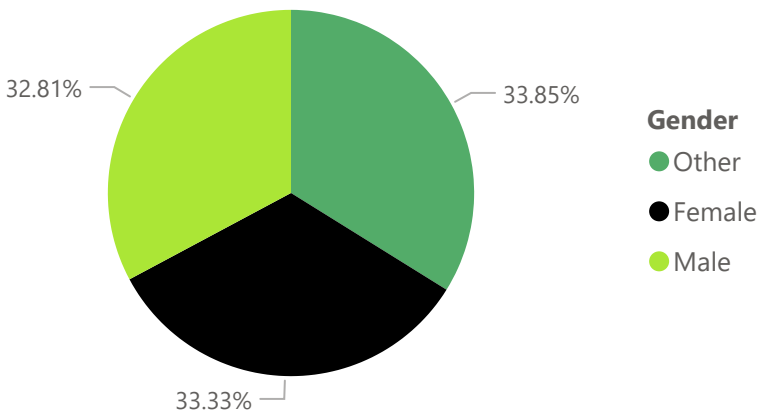
Discount Performance



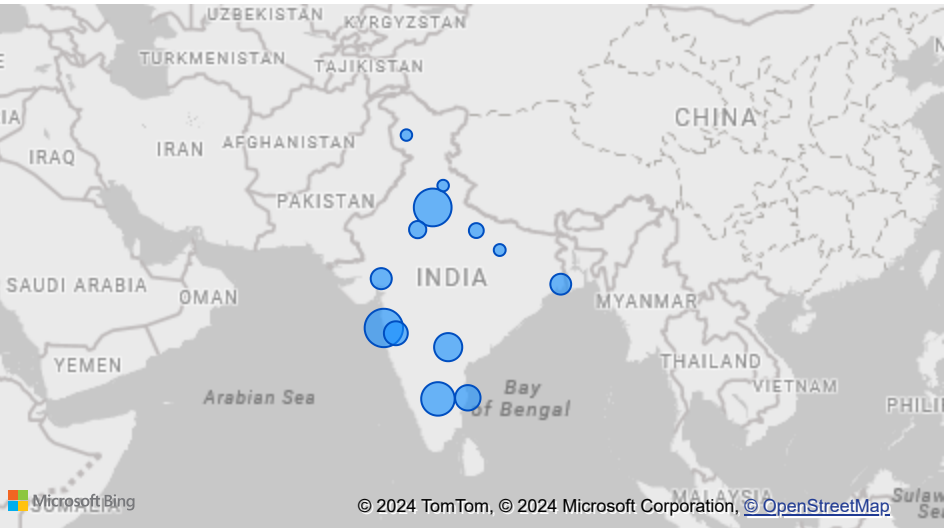
% Revenue by Age Group



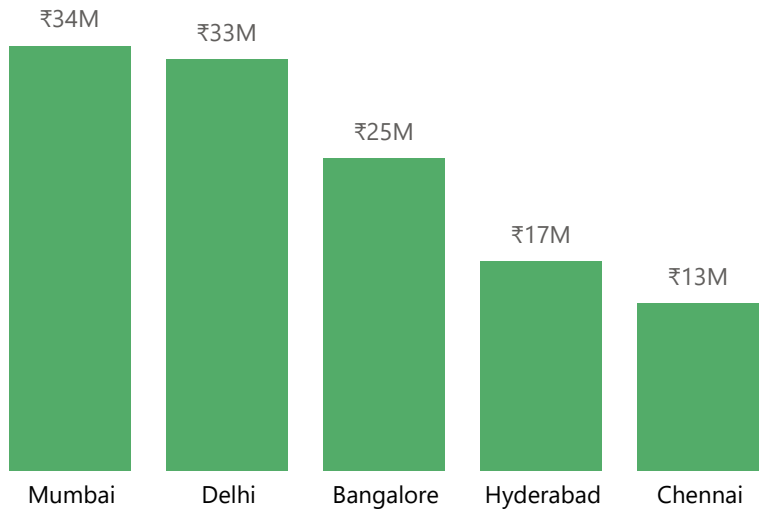
Total Revenue by Gender



Orders by Location



Top 5 Revenue by City



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27K

Orders by discount

₹136.99

Avg. Discount

2019

2020

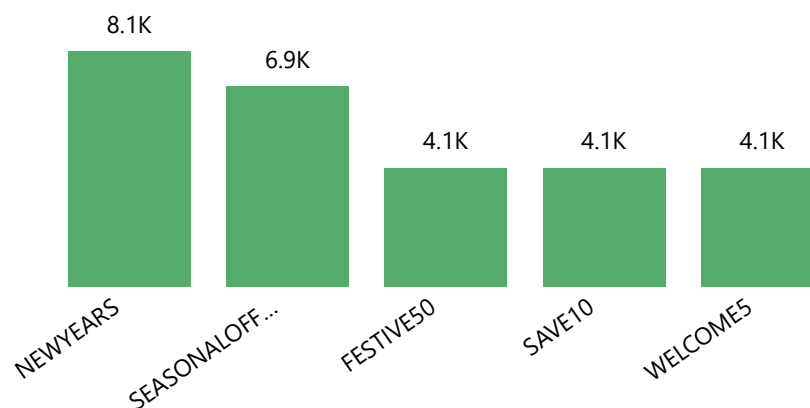
2021

2022

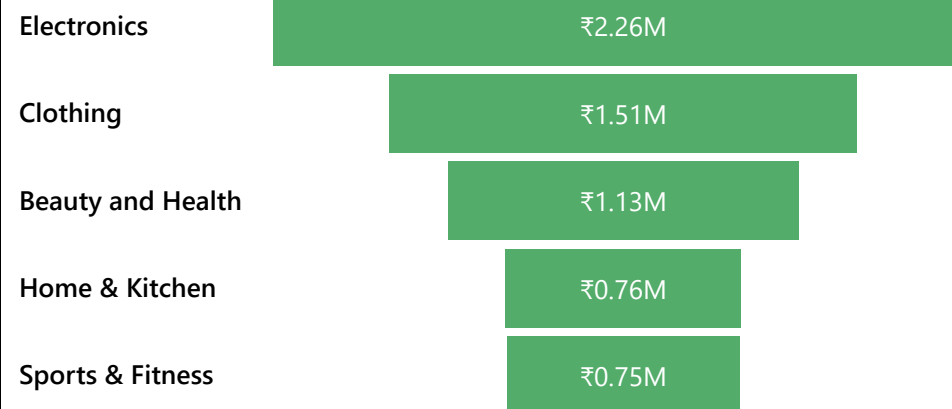
2023

2024

Orders by Discount Coupon



Discounted amount by Product Category



At 8,135, NEWYEARS had the highest total orders and was 97.93% higher than WELCOME5, which had the lowest total orders at 4,110.

NEWYEARS had the highest total orders at 8,135, followed by SEASONALOFFER21 and FESTIVE50. WELCOME5 had the lowest total orders at 4,110.

NEWYEARS accounted for 29.67% of total orders.

Across all 5 Discount Name, total orders ranged from 4,110 to 8,135.

