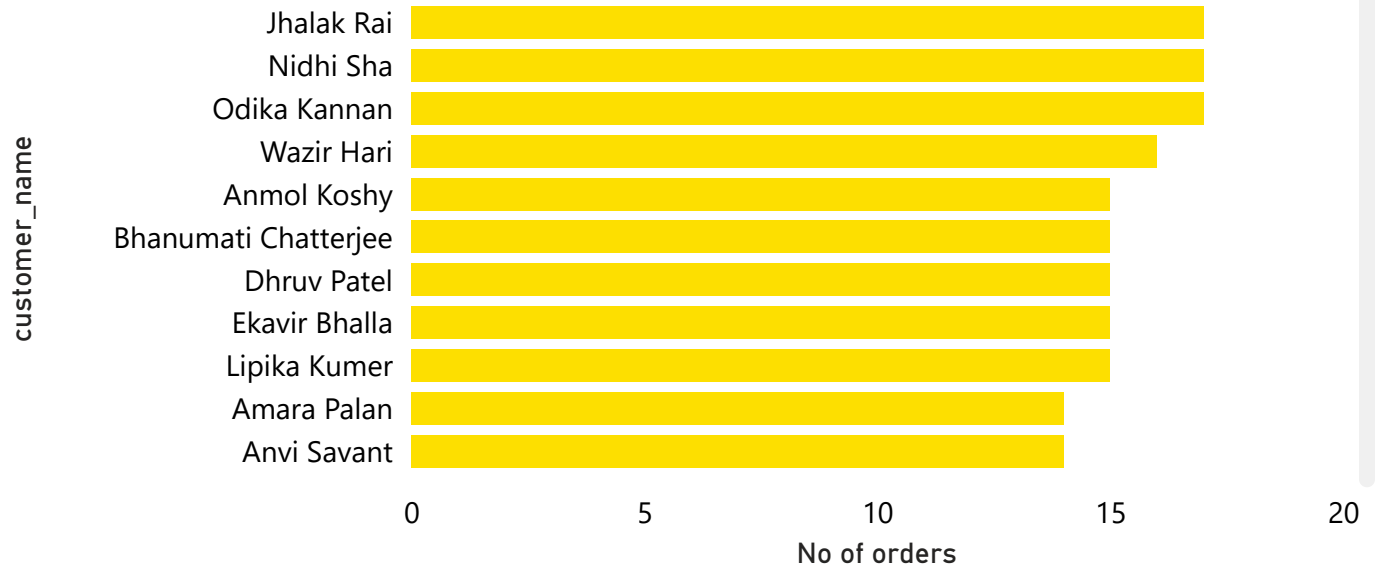
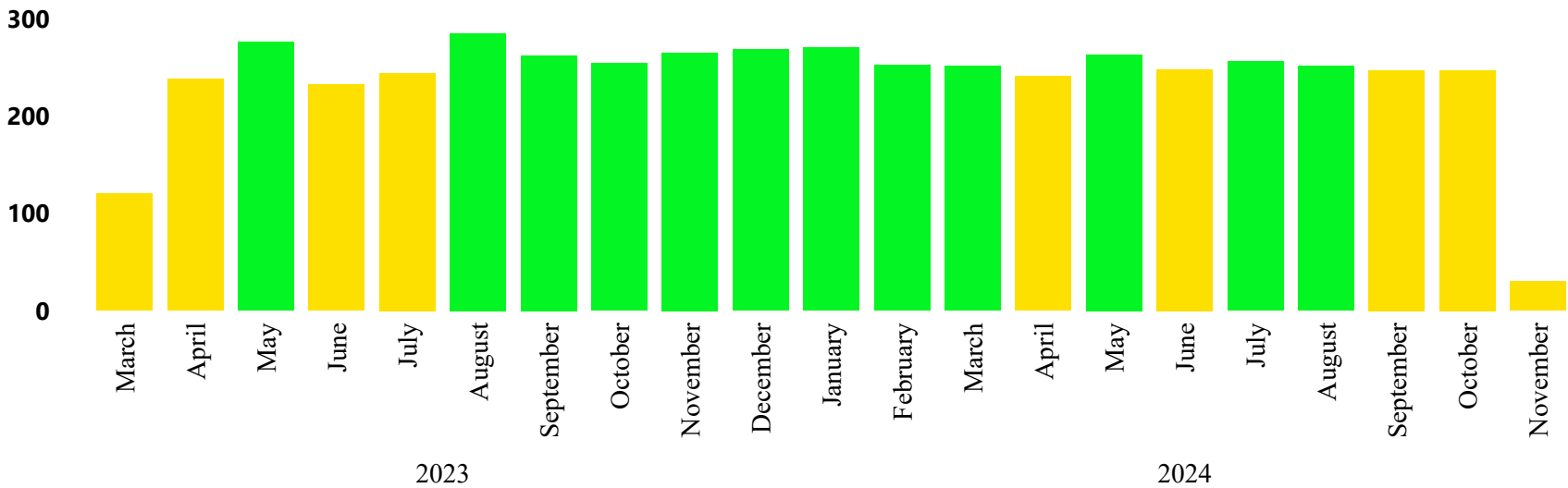


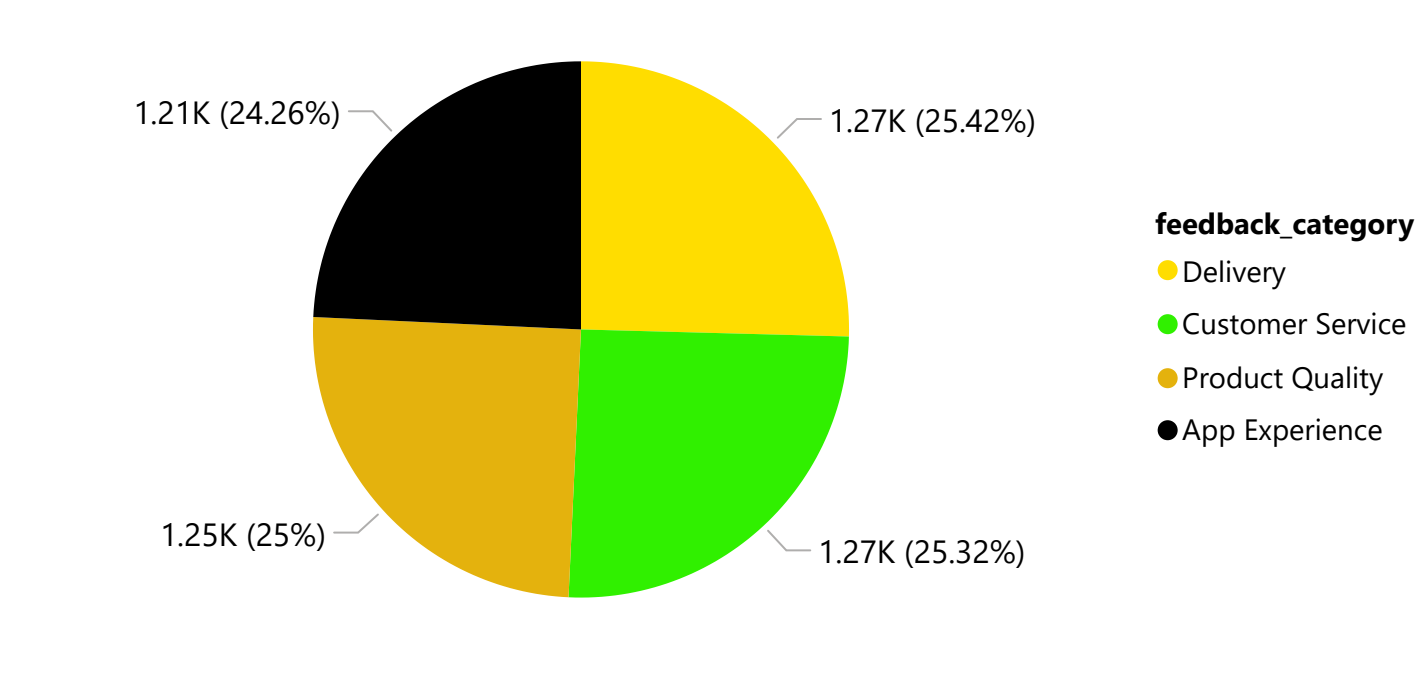
No of orders by customer\_name



Total number of orders placed by month



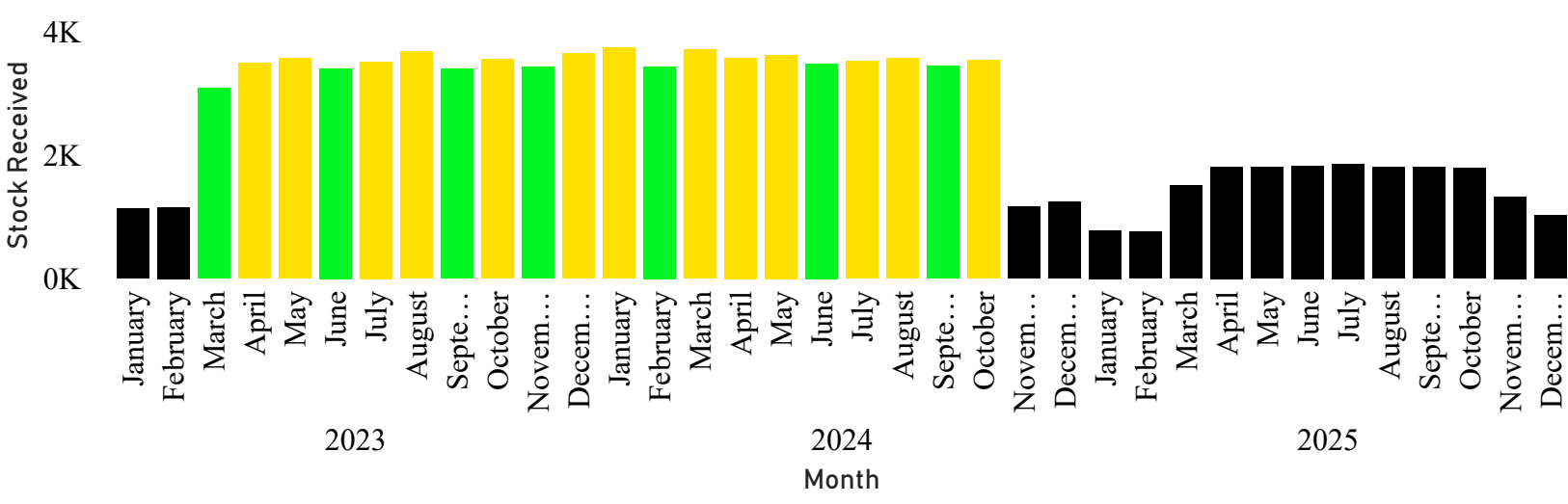
Distribution of feedback catagories



customer_id	customer_name	email
80315623	Varenya Banik	aachalsarma@example.com
70230254	Hamsini Sandhu	aachalsheth@example.net
14161586	Aachal Nazareth	aadhya71@example.org
61226563	Chameli Kala	aadhya91@example.com
74735607	Naksh Amble	aadhyabhalla@example.com
71615827	Yash Contractor	aadi81@example.com
27955158	Abeer Kamdar	aaggarwal@example.net
49915498	Harini Mangal	aahana49@example.com
43459807	Charan Brahmbhatt	aahanatailor@example.net
51661209	Vasana Chandran	aaravdave@example.com
67749649	Oviya Mitra	aaravdugar@example.com
60275891	Anmol Chandra	aaravgala@example.com
50630016	Max Ranganathan	aaravkhosla@example.org
33034249	Lavanya Hari	aarini44@example.org
89412038	Ekansh Nagi	aarinirau@example.com
27586115	Maanas Batra	aarinisoni@example.com
10789681	Anvi Rajan	aarna25@example.net
27878182	Qabil Lata	aarnav41@example.com
61851054	Bhavya Tiwari	aarnav95@example.org

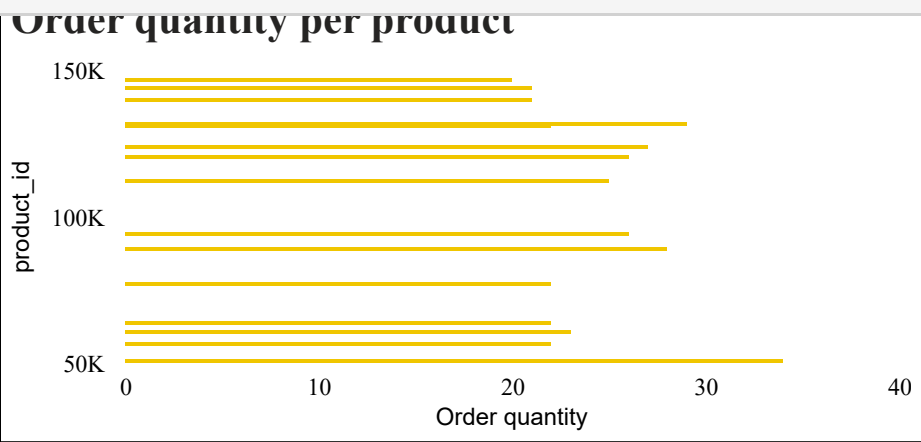
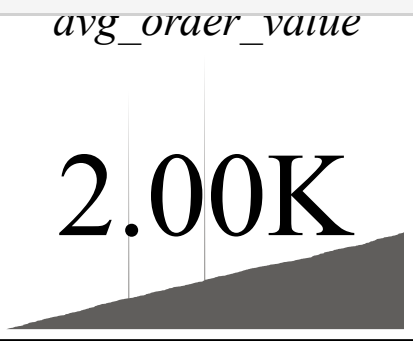
order_id	delivery_status
60465	On Time
2237858	On Time
3101265	On Time
7550508	On Time
9408428	On Time
10161194	On Time
10448052	On Time
15642223	On Time
16878685	On Time
23158044	On Time
32604190	On Time
32613017	On Time
35135941	On Time
39791095	On Time
42332130	On Time
47467466	On Time
47953423	On Time
50845914	On Time
52324496	On Time
59461109	On Time
65827885	On Time
69932727	On Time
71793937	On Time
77053363	On Time
80296810	On Time
87784691	On Time
89194627	On Time
101613683	On Time
101816977	On Time
102639985	On Time
110303417	On Time
111296281	On Time
112658009	On Time
114306835	On Time
114851727	On Time
121874867	On Time
125551624	On Time

Stock Received Over time



campaign_id	campaign_name	spend	revenue_generated
3645	App Push Notification	4,888.62	7,441.19
3883	App Push Notification	2,012.46	3,227.28
5729	App Push Notification	3,726.59	9,818.50
7705	App Push Notification	2,248.38	3,033.39
7847	App Push Notification	1,163.12	3,696.71
8328	App Push Notification	3,964.61	7,024.84
8397	App Push Notification	1,445.99	5,592.02
10502	App Push Notification	3,543.62	9,807.18
10707	App Push Notification	2,882.64	3,331.15
13677	App Push Notification	3,873.04	5,814.04
15274	App Push Notification	2,355.63	5,374.33
15660	App Push Notification	2,599.02	4,530.24
16552	App Push Notification	3,477.78	6,151.75
17075	App Push Notification	4,220.54	3,844.88
21013	App Push Notification	2,838.41	8,937.99
21583	App Push Notification	4,799.81	4,253.05
23162	App Push Notification	2,508.33	7,230.66
27041	App Push Notification	3,603.22	9,873.97
27094	App Push Notification	3,026.27	6,913.03
30242	App Push Notification	1,456.14	7,310.01
34023	App Push Notification	2,764.83	6,599.28
36759	App Push Notification	2,883.81	9,742.37

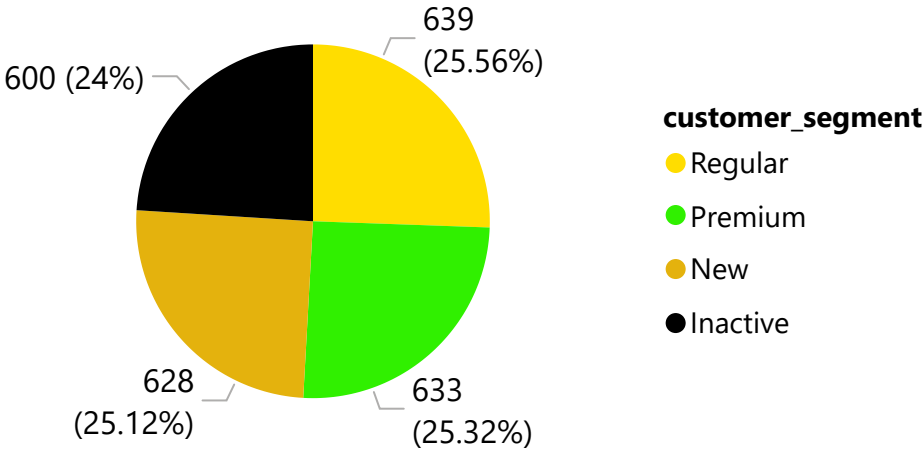
903336	32.69%
490602	33.41%
287070	33.45%
120532	33.95%
837480	34.52%
298985	34.54%
52729	34.97%
274207	35.75%
760684	35.81%
757274	35.90%
937542	36.20%
82484	37.26%
432617	37.47%
354409	37.48%
677169	37.93%
726958	38.18%
613942	38.40%
913428	38.74%
240179	38.85%
123983	39.04%
566052	39.83%
120385	40.16%
425341	40.28%
851978	40.35%
537274	40.37%
677542	40.43%
56589	40.53%
131136	40.64%
945635	40.94%
243235	41.30%
876139	41.35%
26060	41.36%
930284	41.46%
585299	41.56%
760828	41.58%
451812	41.67%
237083	41.69%
Total	54.41%



product_id	Total Sales Revenue
4452	6,625.32
6405	8,041.34
9436	3,890.92
11422	3,433.32
14145	25,233.60
15314	18,523.20
18035	46,509.12
26060	14,060.54
33797	7,993.08
33955	6,326.72
34186	56,464.65
34200	14,071.20
35113	12,888.61
Total	4,972,415.43

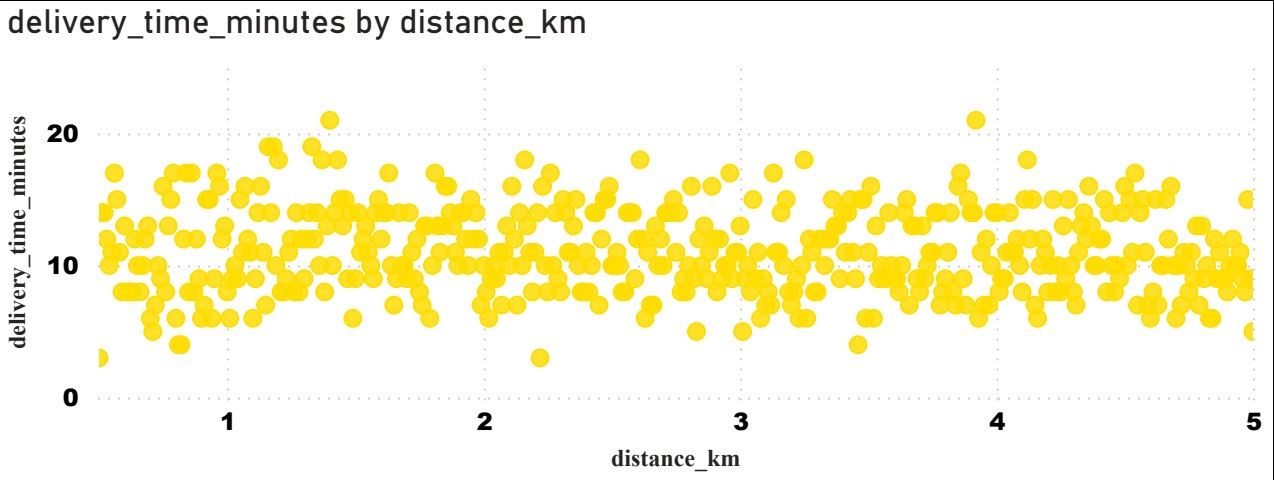


Customer Segment

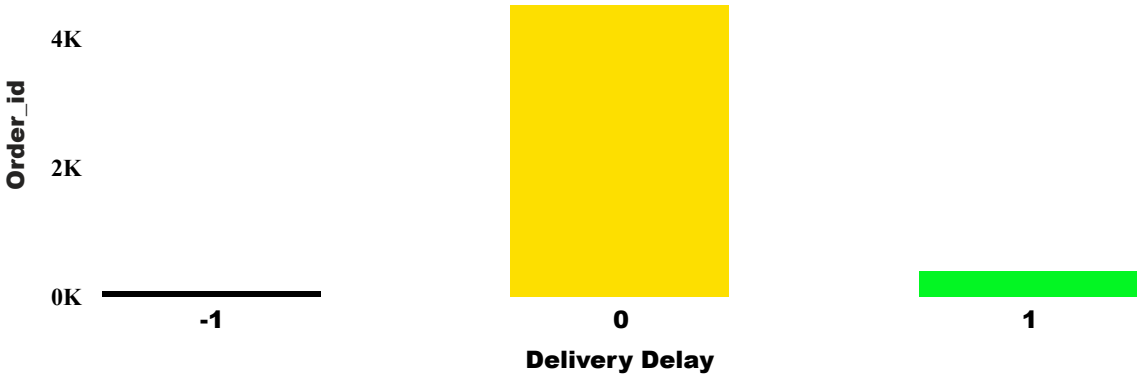


Pincode	Frequency of Orders
1489	5
2246	2
3787	2
6749	1
6805	2
6864	3
6891	2
7186	1
7202	2
Total	5000

campaign_name	ROAS1
App Push Notification	1.99
Category Promotion	1.94
Email Campaign	1.99
Festival Offer	1.95
Flash Sale	1.94
Membership Drive	1.97
New User Discount	1.97
Referral Program	2.03
Weekend Special	1.98
Total	1.97

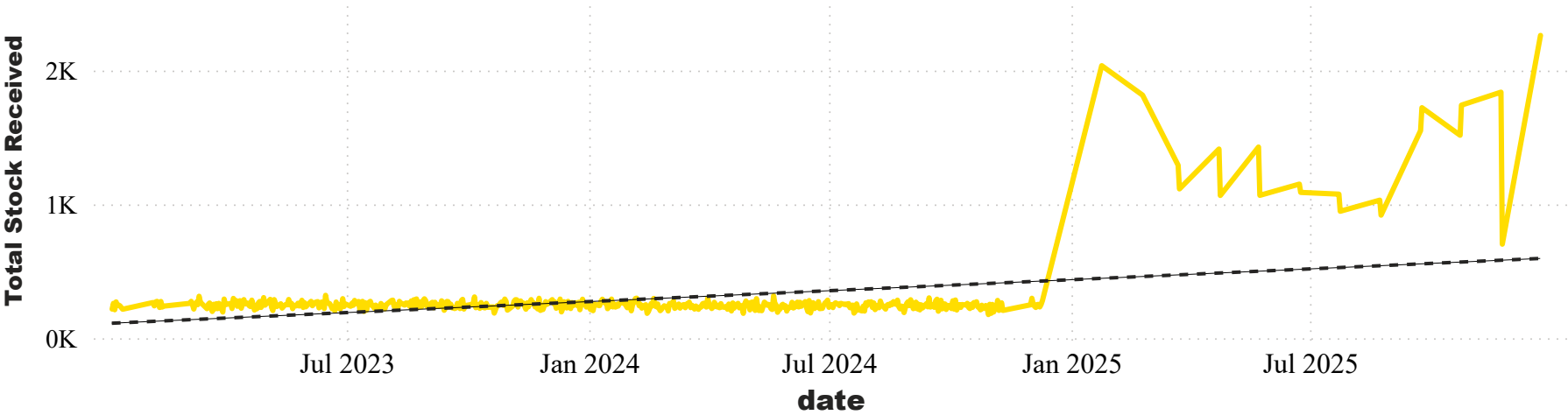


0 = Ontime,1=Late,-1=Arrived Early

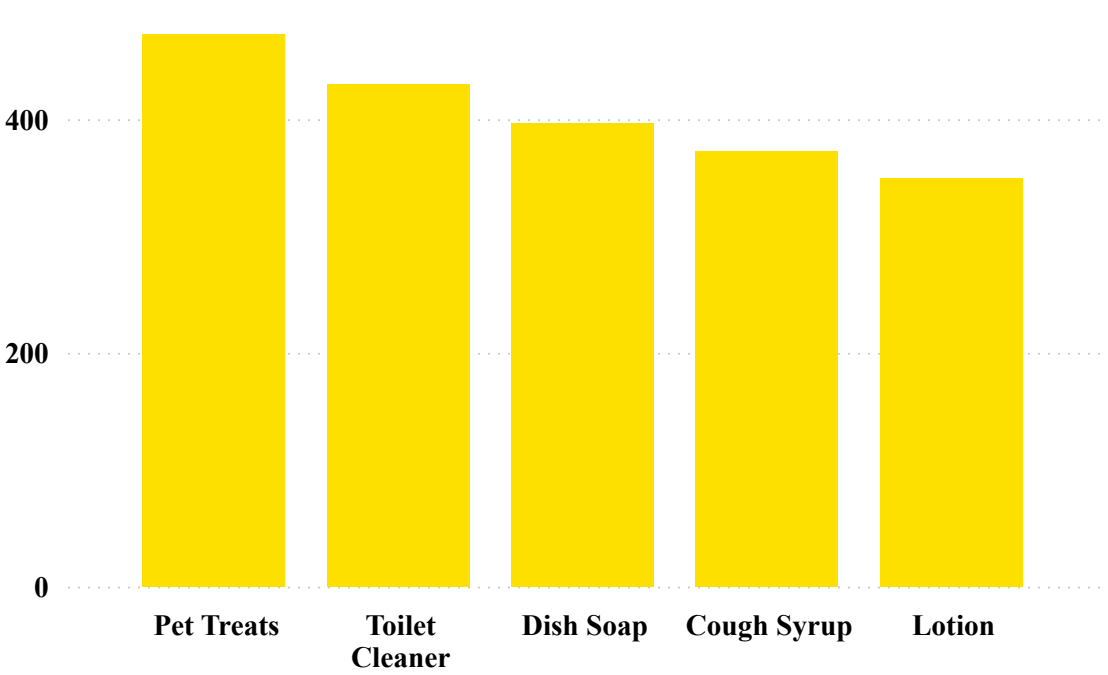


94.20%  
Customer Retention Rate

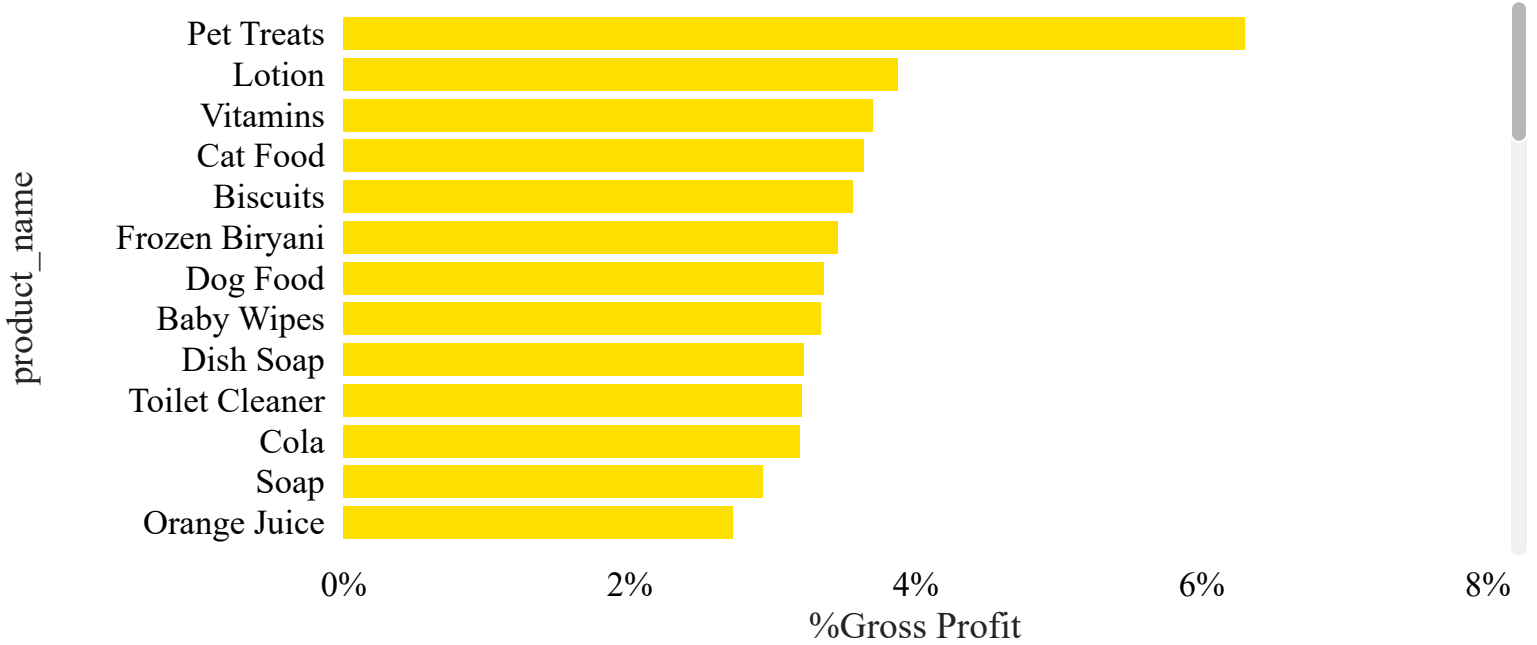
Total Stock Received by date



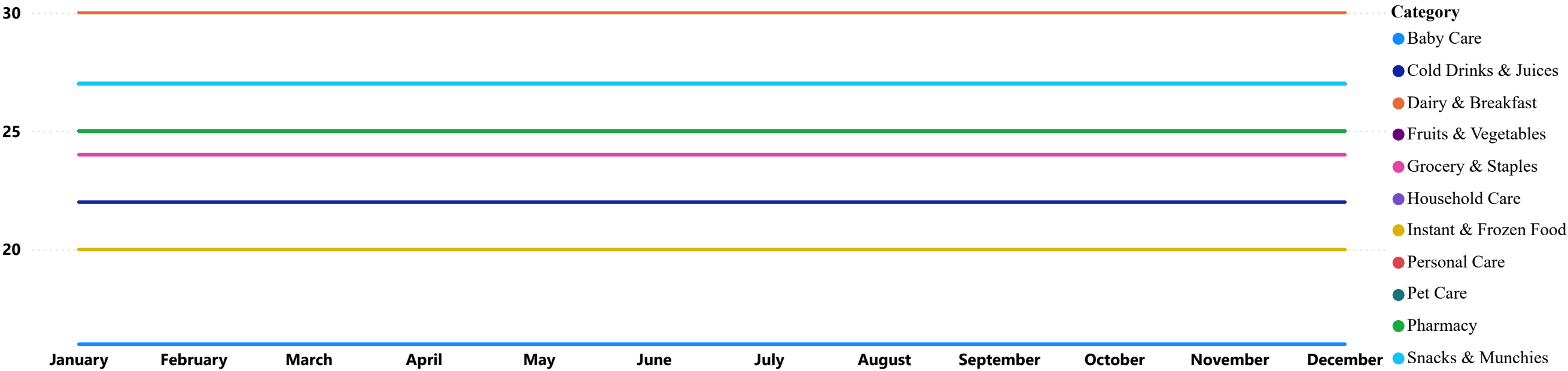
top 5 best-selling products based on quantity ordered



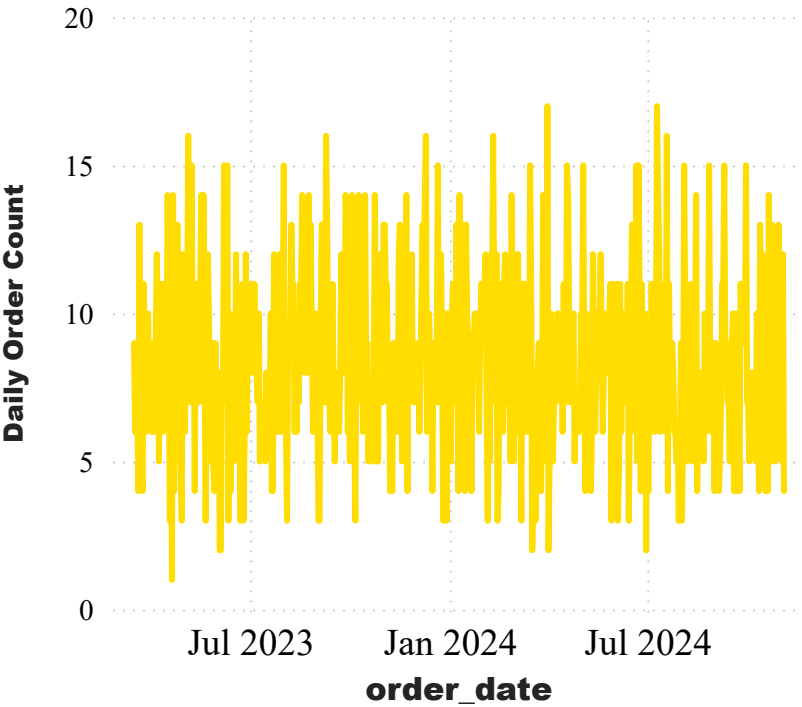
%Gross Profit by product\_name



Order trends across different categories



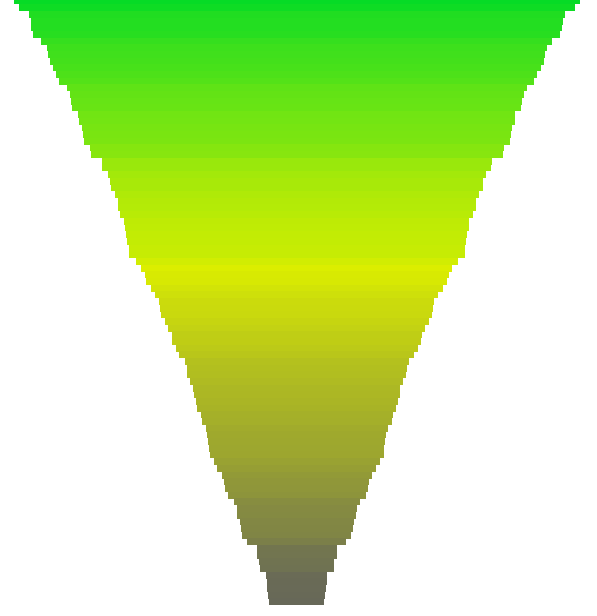
Time-series analysis of daily order counts



Product_category	Order_quantity
Dairy & Breakfast	566
Household Care	509
Pet Care	501
Fruits & Vegetables	492
Snacks & Munchies	483
Pharmacy	481
Personal Care	454
Grocery & Staples	449
Cold Drinks & Juices	375
Instant & Frozen Food	356
Baby Care	334
Total	5000

Customer_id	Customer_Lifetime_Value
75732571	39634
90666073	39389
35237846	39373
25221501	38717
82374625	38473
49769532	38468
3893903	38454
72415263	38284
42366724	37925
1342184	37877
2361575	37869
17521263	37828
43256928	37706
7288562	37673
81183415	37633
96109948	37583
39261715	37512
93522848	37505
43761120	37141
949062	36996

Campaign conversion process



store_id	Daily Order Count
1	1
1004	1
1007	1
102	1
1026	1
1027	1
1028	1
103	1
1030	1
1035	1
1041	1
1047	1
1056	1
1057	1
106	1
1064	1
1065	1
1069	1
1074	1
1076	1
1080	1
1081	1
1082	1
1089	1
109	1
1093	1
1096	1
1097	1
1098	1
Total	3470

delivery\_status

☒ On Time

☐ Significantly Delayed

☐ Slightly Delayed

order_id	delivery_status
60465	On Time
2237858	On Time
3101265	On Time
7550508	On Time
9408428	On Time
10161194	On Time
10448052	On Time
15642223	On Time
16878685	On Time
23158044	On Time

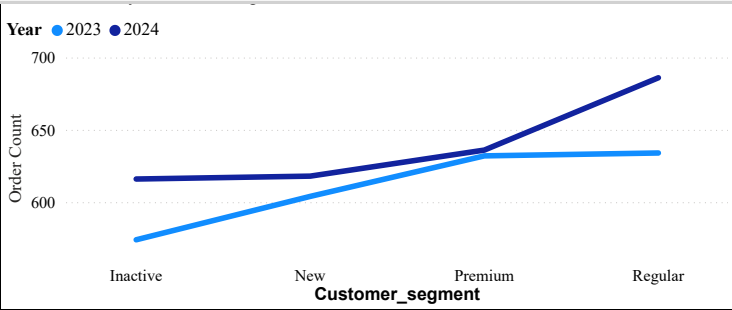
product_id	Sum of damaged_stock	Total Stock Received
4452	306	769
6405	283	660
9436	289	402
11422	300	599
14145	296	659
15314	285	597
18035	309	607
26060	307	853
33797	305	829
33955	317	663
34186	312	581
34200	276	634
36412	287	551
39154	322	656
41853	317	592
51036	298	509
52729	266	875
53833	330	639
56589	307	869
57405	304	702
60619	298	578
63769	303	620
67197	290	551
70969	327	633
77308	290	665
82484	257	751
89084	284	664
91670	305	562
94225	302	587
107548	296	607
112390	340	652
114414	338	777
118820	315	651
120385	305	828
120532	284	936
123983	280	831
124290	345	608
131136	311	890
Total	81377	176305

Order Count by area



product_name	Discount %
Baby Food	30.00
Baby Wipes	30.00
Bananas	25.00
Biscuits	35.00
Bread	20.00
Butter	20.00
Carrots	25.00
Cat Food	35.00
Cereal	20.00
Cheese	20.00
Chips	35.00
Chocolates	35.00
Cola	30.00
Cookies	35.00
Cough Syrup	20.00
Curd	20.00
Detergent	25.00
Diapers	30.00
Dish Soap	25.00
Dog Food	35.00
Eggs	20.00
Frozen Biryani	40.00
Frozen Pizza	40.00
Frozen Vegetables	40.00
Ice Cream	40.00
Iced Tea	30.00
Instant Noodles	40.00
Lemonade	30.00
Lotion	35.00
Mango Drink	30.00

1860491452	99893898	Slightly Delayed
3963207709	99893898	Significantly Delayed
4054828941	99893898	Significantly Delayed
8371900149	99893898	On Time
2802653261	9987182	On Time
2959828441	9987182	On Time
3186586558	9987182	On Time
9337878102	9987182	On Time
2962076108	99824171	On Time
332975964	99824171	Significantly Delayed
1257568604	9981089	On Time
6739811103	9981089	On Time
676278878	99784559	On Time
1535818185	99772709	On Time
2366866840	99772709	On Time
2447983559	99772709	Significantly Delayed
2874220576	99734256	On Time
4521042050	99734256	On Time



top 5 campaigns with the highest ROAS

