RAPID DELIVERY OPERATIONS EFFICIENCY DASHBOARD

Delivery Speed, Customer Behavior, and Product Demand Insights

3/16/2023   11/4/2024

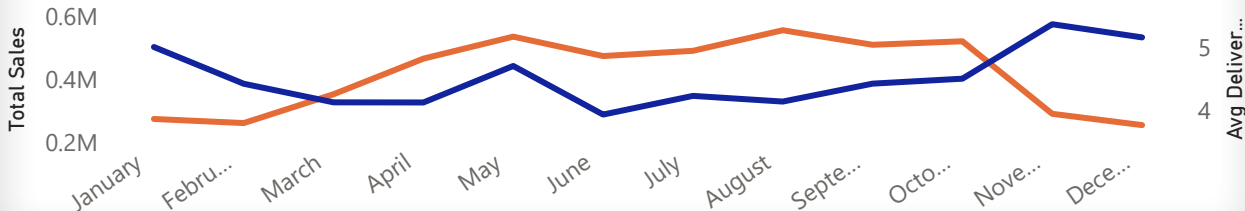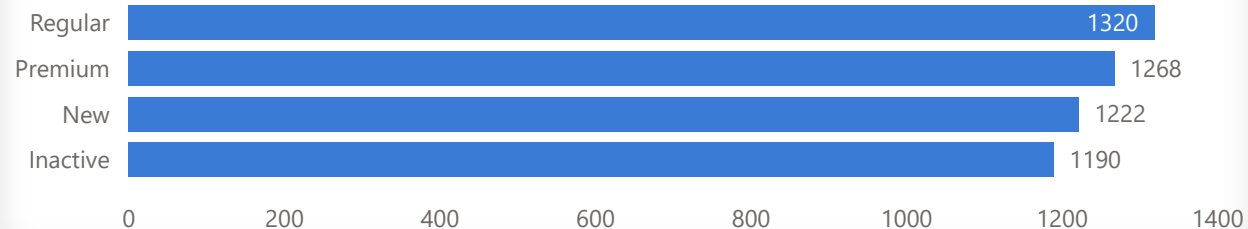| Total Sales	Total Orders	Average Order Value (AOV)	Avg Delivery Minutes	On-Time Delivery %	Active Customers
4.97M	5000	2.20K	4.44	38.04	2172

Monthly Sales & Delivery Time

● Total Sales   ● Avg Delivery Minutes

Orders by Customer Segment

Segment	Value
Regular	1320
Premium	1268
New	1222
Inactive	1190

Category Sales Performance

Category	Sales
Dairy & Breakfast	0.64M
Pharmacy	0.59M
Fruits & Vegetables	0.56M
Pet Care	0.54M
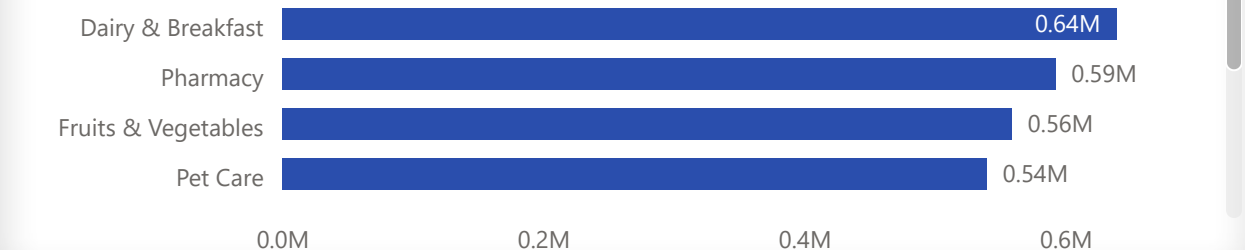
Product Demand vs Delivery Efficiency

category   ● Baby Care   ● Cold Drin...   ● Dairy & Br...   ● Fruits & ...   ● Grocery ...   ● Househol...   ● Instant & ...

196.7450980392157

97,498.34
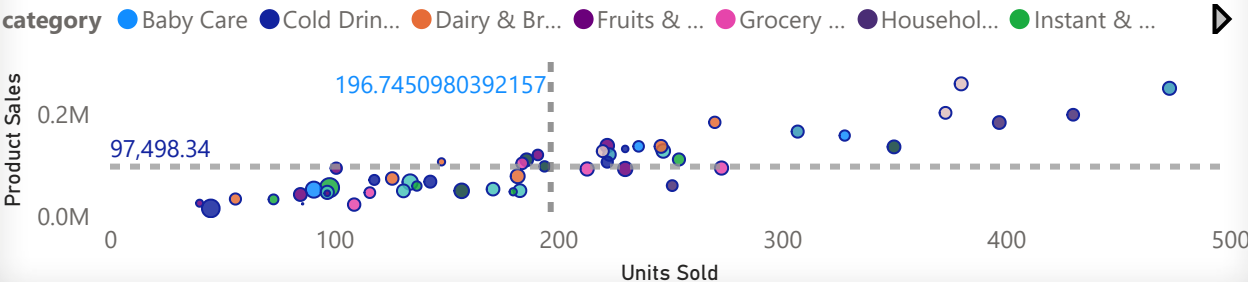
Top Products by Sales and Delivery Efficiency

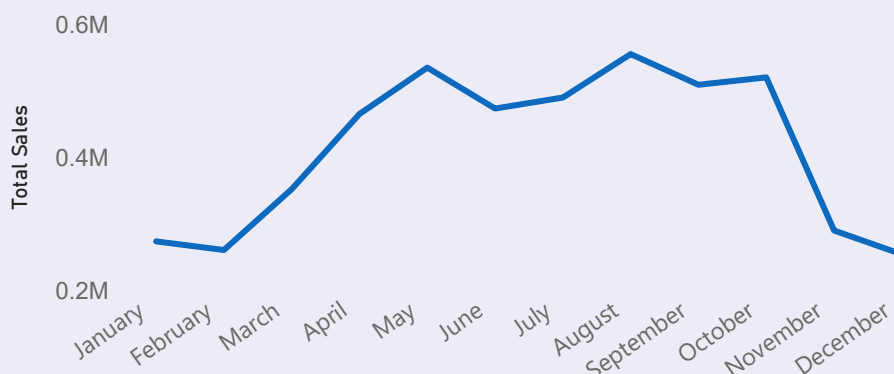| product_name	category	Units Sold	Product Sales	Avg Delivery Minutes
Vitamins	Pharmacy	380	260,822.01	4.86
Pet Treats	Pet Care	473	252,007.37	4.89
Total		**10034**	**4,972,415.43**	**4.44**

KEY INSIGHTS (Last 90 Days)

• Sales remained steady with consistent order activity.
• Most deliveries were on time, but some delays still occurred.
• Regular and Premium customers placed the highest number of orders.
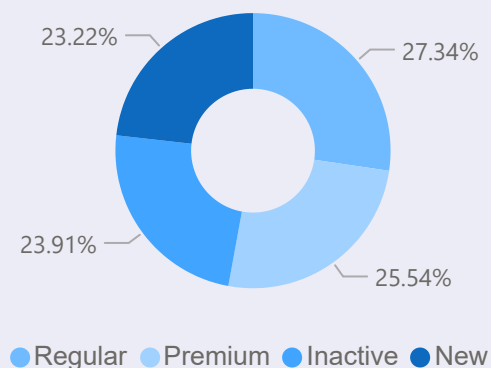• A few categories contributed most of the total sales.

-Lakshmi Narayana Reddy Mandi
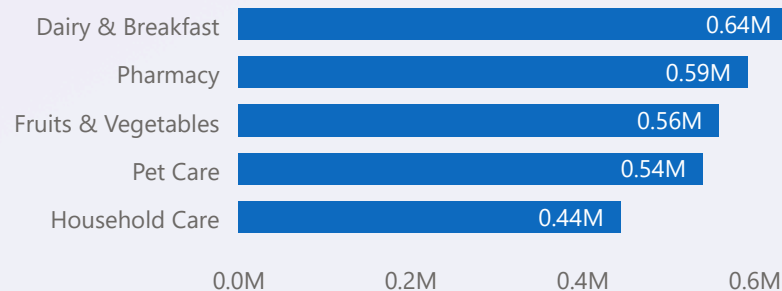
Sales Growth & Trend Analysis Dashboard

All ▾

Monthly Sales Trend & Forecast

Sales Contribution by Customer Segment

23.22% 27.34%
23.91% 25.54%

● Regular ● Premium ● Inactive ● New

Sales Contribution by Category

Category	Sales
Dairy & Breakfast	0.64M
Pharmacy	0.59M
Fruits & Vegetables	0.56M
Pet Care	0.54M
Household Care	0.44M

0.0M 0.2M 0.4M 0.6M

KEY INSIGHTS (Overall)

- Sales increased steadily during most months, showing consistent business growth.
- Sales are shared across customer segments without heavy dependence on one group.
- Premium and Regular customers contribute a major portion of total sales.
- A few product categories generate most of the revenue.
- Sales performance varies by month, indicating changing customer demand.

-Sasindhar Reddy Duggireddy

Total Sales	4.97M
AOV	**2.20K**
MoM %	**-0.89**
Total Orders	**26K**

Customer Ratings & Feedback Analysis Dashboard

Average Rating

3.34

Average Rating Emoji

😐

Total Feedbacks

5K

+/- Feedback %

0.32 | 0.33

Number of Feedbacks

rating	count
5	816
4	1708
3	1398
2	538
1	540
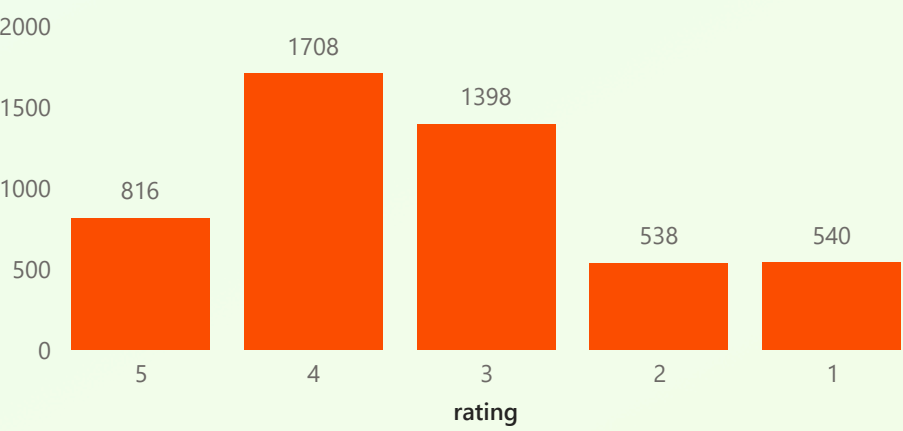
Customer Sentiment Balance by Feedback Category

Category	Negative	Positive
Delivery	-405	420
Customer Service	-417	418
App Experience	-388	404
Product Quality	-432	378
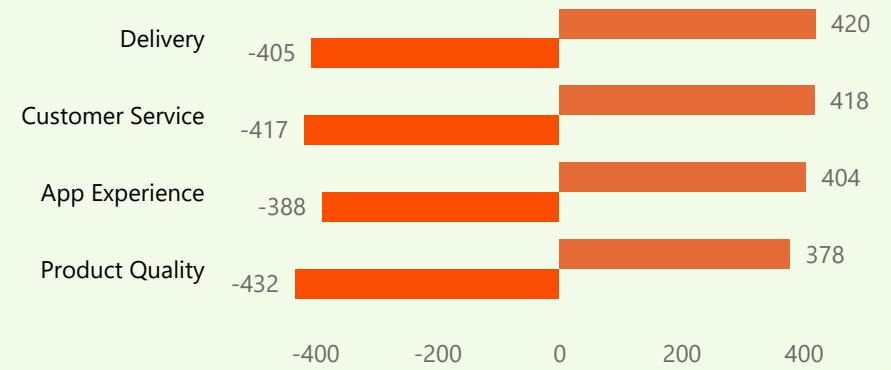
Top Negative Customer Feedback (Low Ratings)

feedback_category	rating	feedback_text	sentiment
Service		not helpful.	
Customer Service	2	Customer service was not helpful.	Negative
Delivery	1	Customer service was not helpful.	Negative
Delivery	2	Customer service was not helpful.	Negative

Average Customer Rating Trend Over Time

(line chart: Average of rating vs Day)
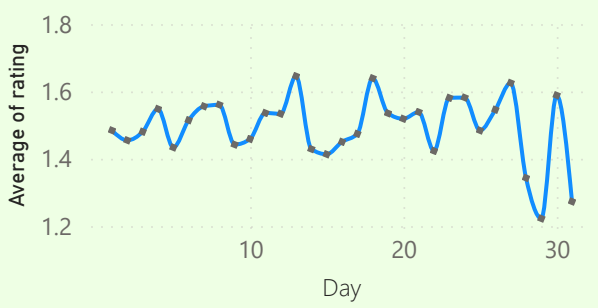
Key Insights

- Average rating is **3.34**, showing moderate customer satisfaction.
- Most feedback is **3–4 stars**, indicating acceptable but improvable experience.
- **Delivery and Customer Service** receive the highest negative feedback.
- Customer ratings remain mostly **stable over time** with no major improvement.

-Bhuma Neeraj