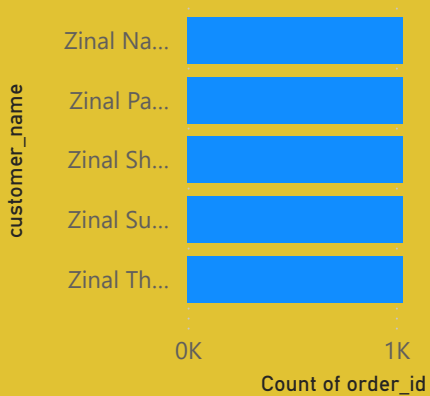
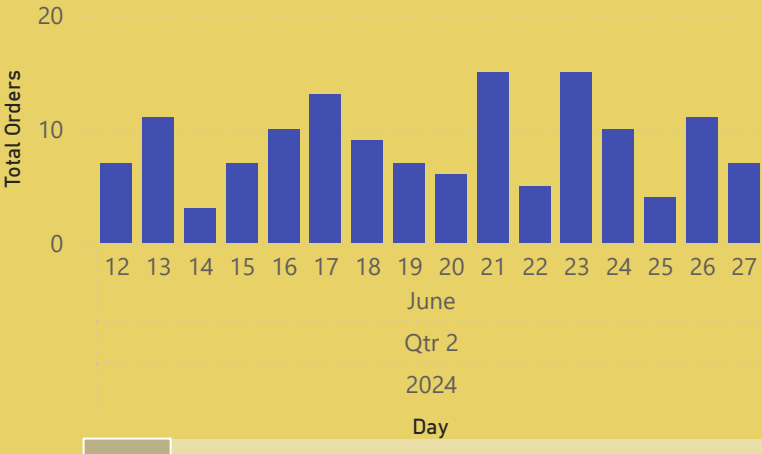


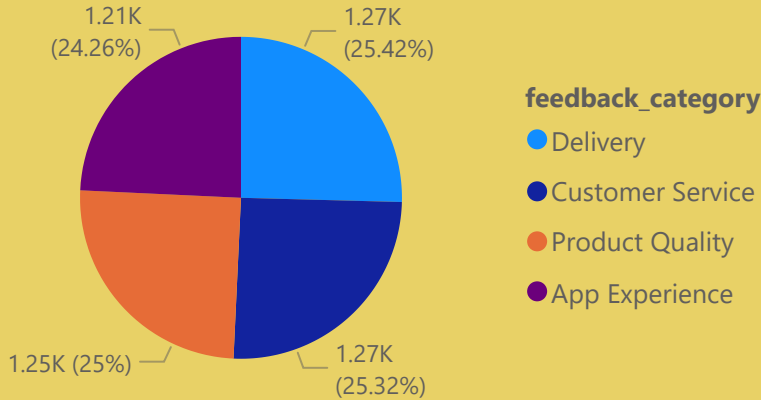
Count of order_id by customer_name



Total Orders by Year, Quarter, Month and Day



Count of feedback_id by feedback_category

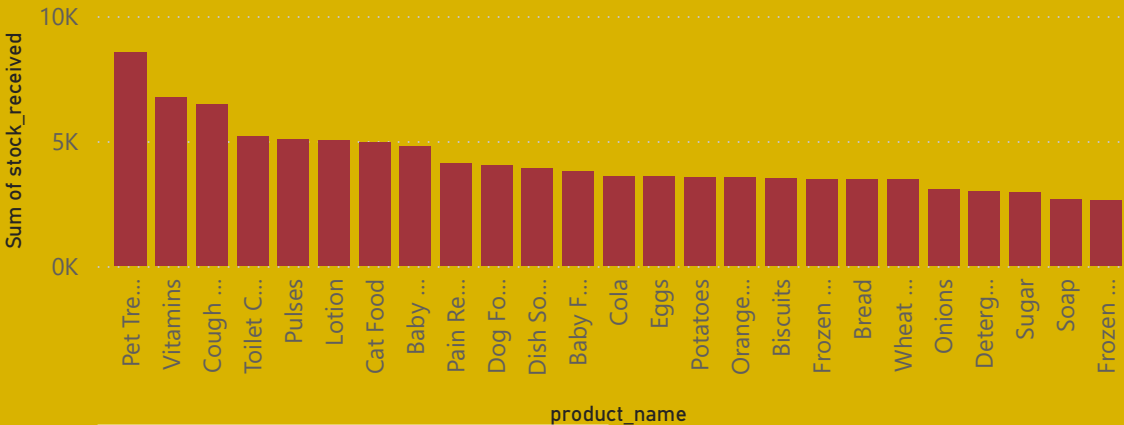


delivery_status
Slightly Delayed
Significantly Delayed
On Time

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 Brahmabhatt	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

campaign_name	Sum of campaign_id	Sum of revenue_generated	Sum of spend
Referral Program	311426765	36,91,382.60	18,18,025.51
Membership Drive	310982280	35,24,951.25	17,90,069.80
Festival Offer	310812770	35,07,063.91	17,96,687.14
New User Discount	302168513	36,03,860.17	18,33,454.81
Category Promotion	300943298	35,82,455.37	18,50,583.00
Total	2707102183	3,21,93,407.37	1,63,19,838.24

Sum of stock_received by product_name



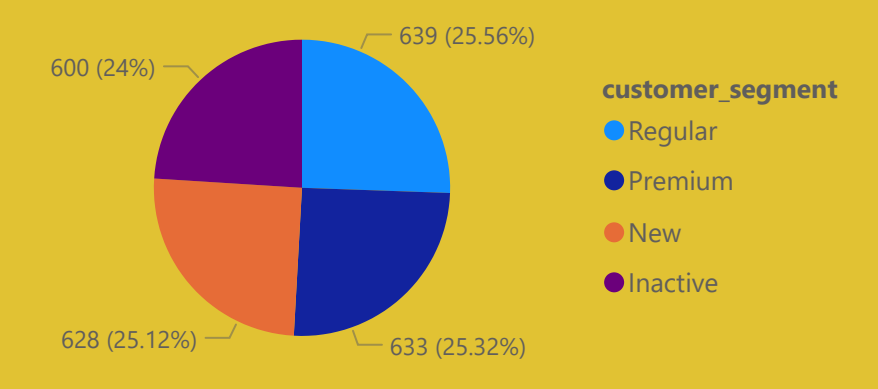
product_id	Percentage Damaged Stock
709916	1.10
448752	1.03
767398	1.02
897083	0.96
739534	0.94
739448	0.93
473647	0.92
133542	0.91
9436	0.89
894539	0.87
700048	0.86
365133	0.86
968887	0.83
863930	0.80
473929	0.76
692985	0.74
704868	0.73
Total	0.54

Sum of quantity by product_name



product_name	Total Sales Revenue per Product
Baby Food	1,37,442.79
Baby Wipes	1,58,768.41
Bananas	42,450.20
Biscuits	1,28,354.32
Bread	1,84,851.10
Butter	1,06,843.34
Carrots	1,20,499.25
Cat Food	1,66,596.39
Total	49,72,415.43

Count of customer_id by customer_segment



Average of avg_order_value by order_date

1.10K

32.19M

Total Campaign Revenue

1.97

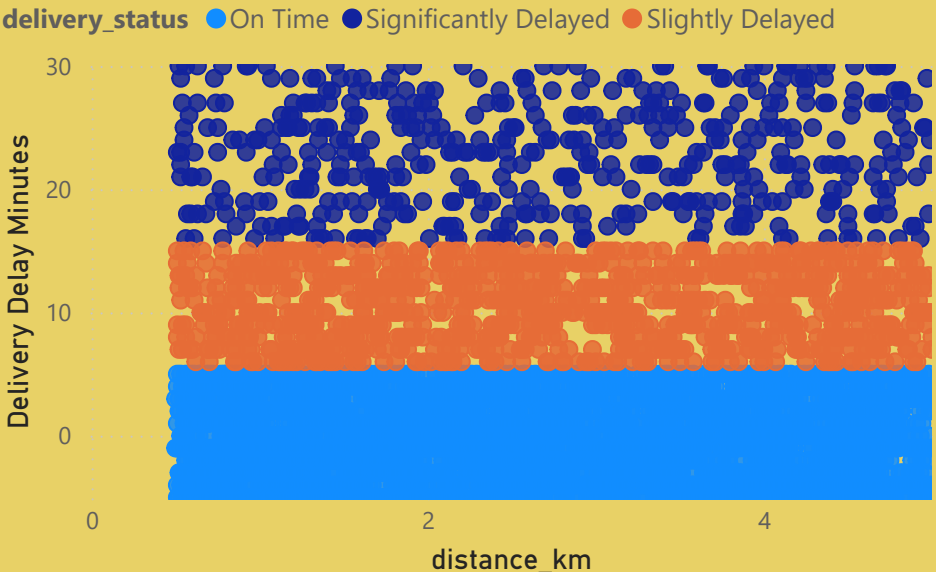
Return on Ad Spend

Month	Day	Month	Day	Total Delivery Time Differen
January	1	January	1	
January	2	January	2	
January	3	January	3	
Total				

Sum of total_orders	pincode
9	666
17	758
6	1281
11	1489
1	2246
17	3787
19	3946
1	4515
9	6749
6	6805
12	6864
9	6891
2	7186
26229	

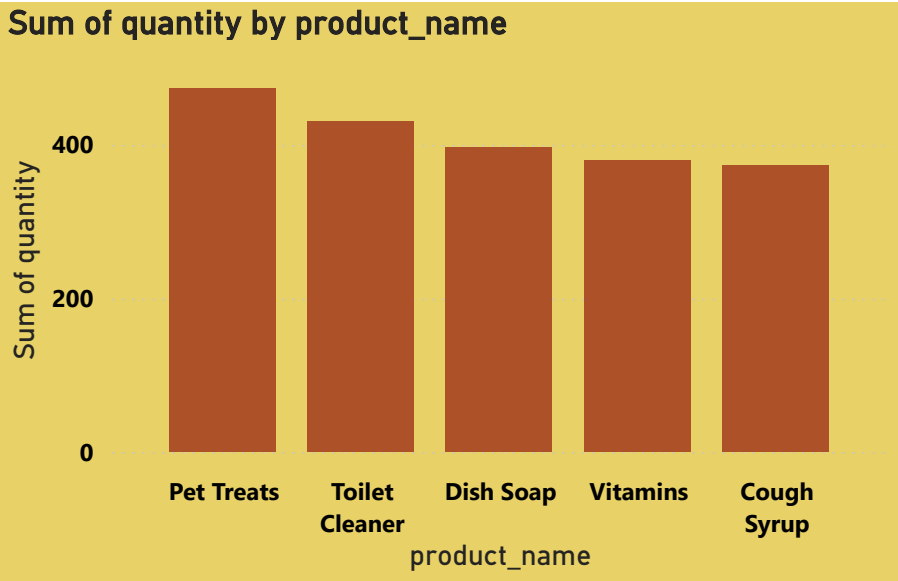
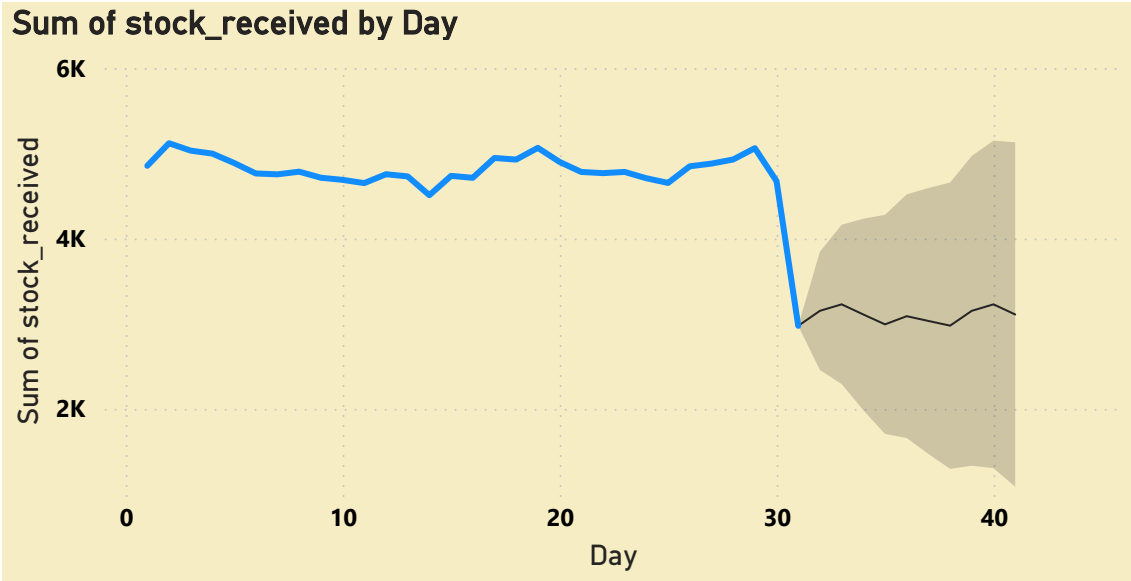
Month	Day	Month	Day	Delivery Delay Minutes
January	1	January	1	-5
January	3	January	3	-5
January	4	January	4	-5
January	7	January	7	-5
January	9	January	9	-5
January	10	January	10	-5
January	13	January	13	-5
January	16	January	16	-5
January	23	January	23	-5
January	25	January	25	-5
January	26	January	26	-5
January	27	January	27	-5
January	1	January	1	-4
January	5	January	5	-4

delivery_status, distance_km and Delivery Delay Minutes



9

Total Delivery Time Differ...



category

- ☐ Baby Care
- ☐ Cold Drinks & Juices
- ☐ Dairy & Breakfast

0.94

Customer Retention Rate

order_date

12-06-2024

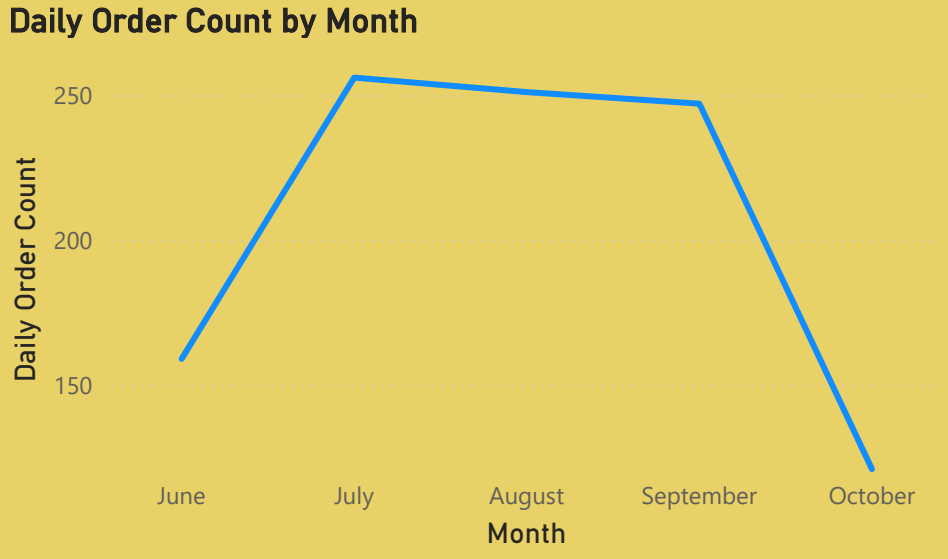
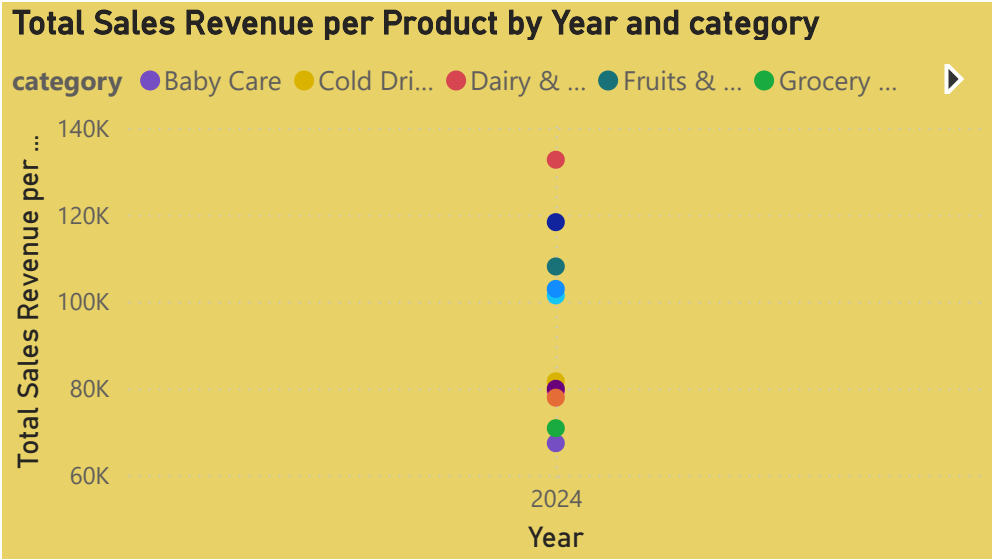
16-10-2024

Pet Treats

Most Frequent Product

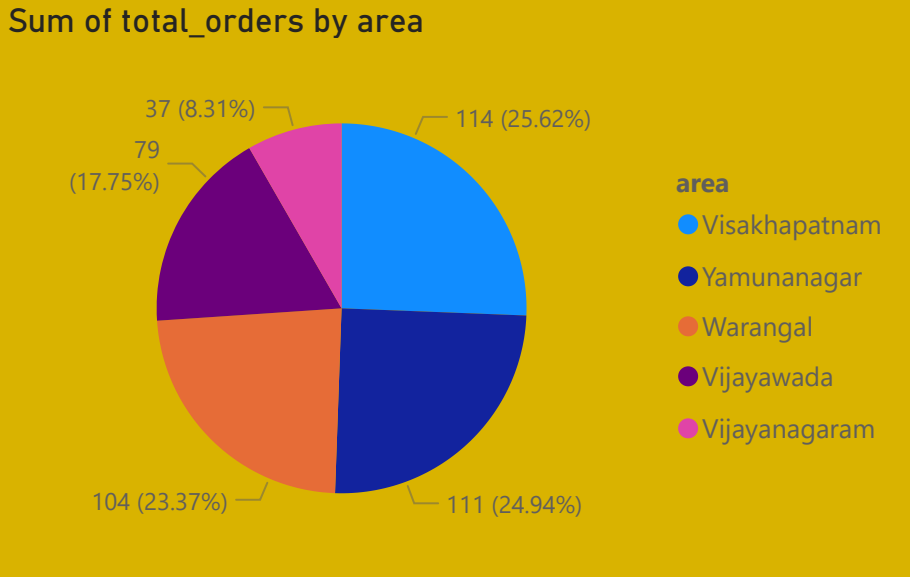
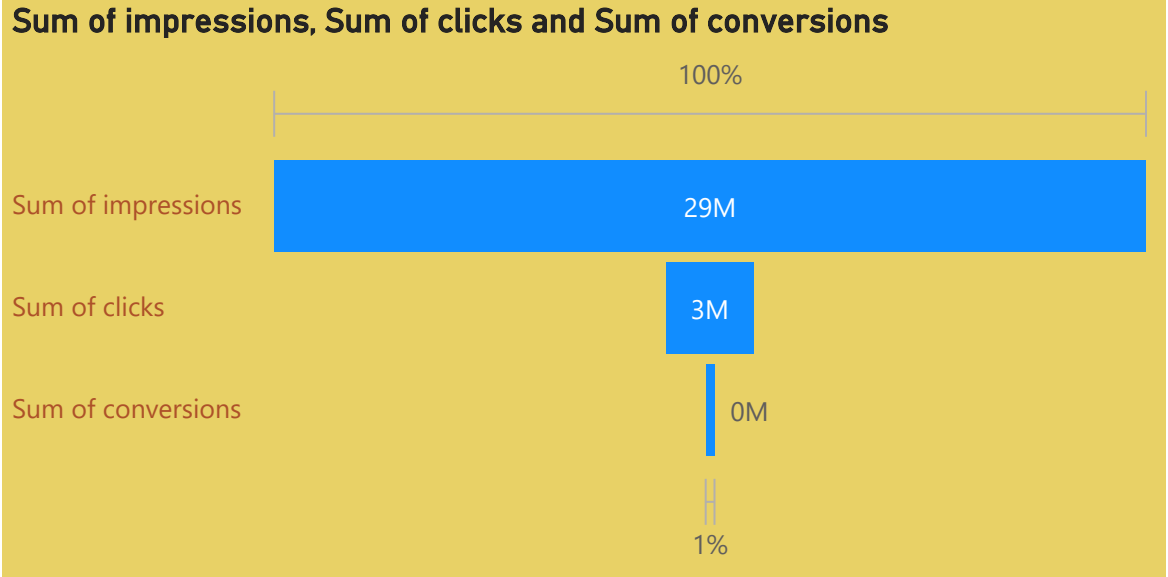
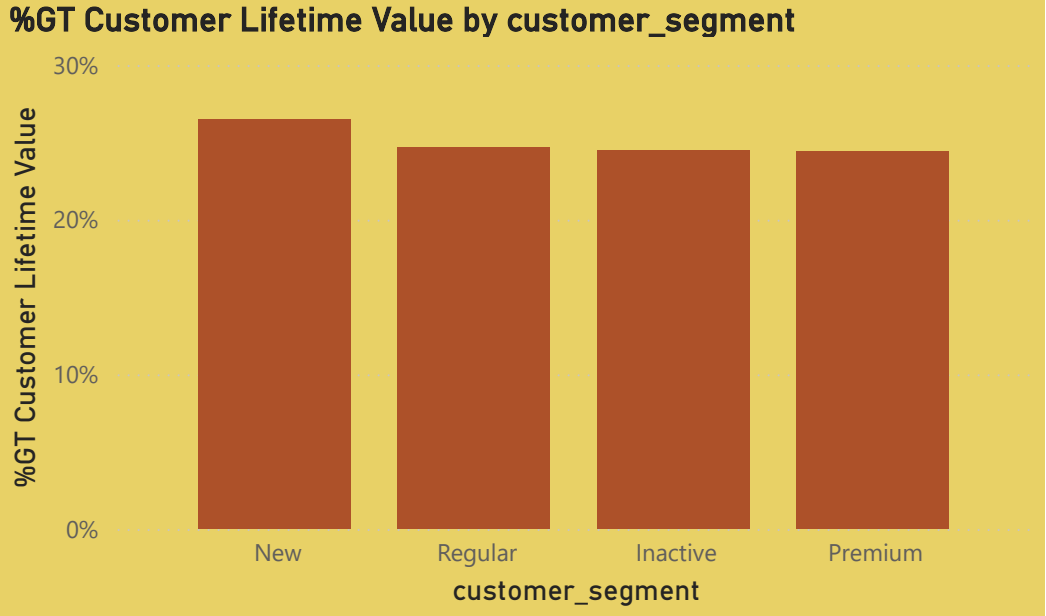
29.03M

Customer Lifetime Value



category	2024	Total
Baby Care	521	134
Cold Drinks & Juices	604	154
Dairy & Breakfast	881	233
Fruits & Vegetables	779	187
Grocery & Staples	736	159
Household Care	813	265
Instant & Frozen Food	588	154
Personal Care	715	172
Pet Care	781	222
Pharmacy	777	196
Snacks & Munchies	760	203
Total	7955	2079
		10034

customer_name	customer_id	Customer Lifetime Value
Indrajit Pau	31813	22,153.50
Ekiya Pau	31826	13,550.04
Onkar Suresh	61020	32,360.04
Jeet Gandhi	75482	25,198.94
Zansi Parsa	119099	12,747.00
Idika Basu	188838	9,589.32
Brijesh Tata	191616	4,214.80
Hiral Baral	211163	10,521.99
Sudiksha Nagar	243838	12,740.97
Ira Chhabra	376144	23,196.16
Januja Zachariah	408590	7,424.58
Shivansh Loyal	469006	2,786.40
Total		2,90,27,094.21

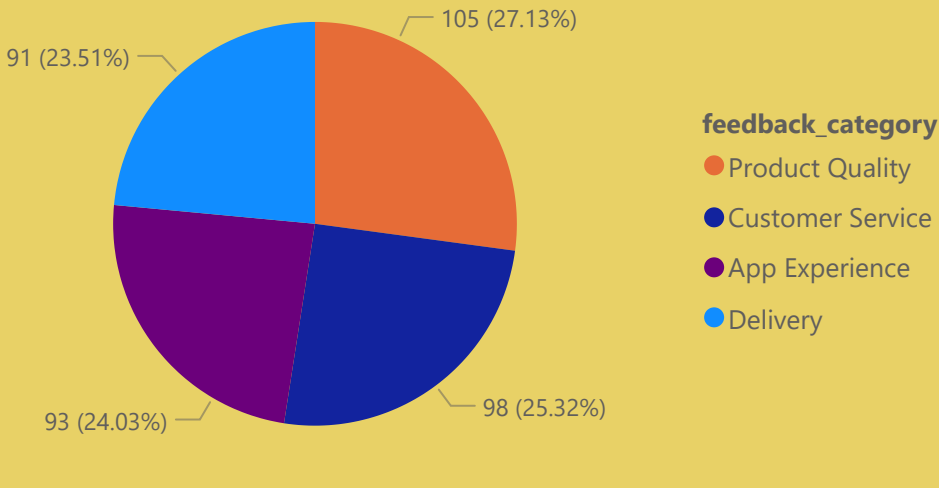




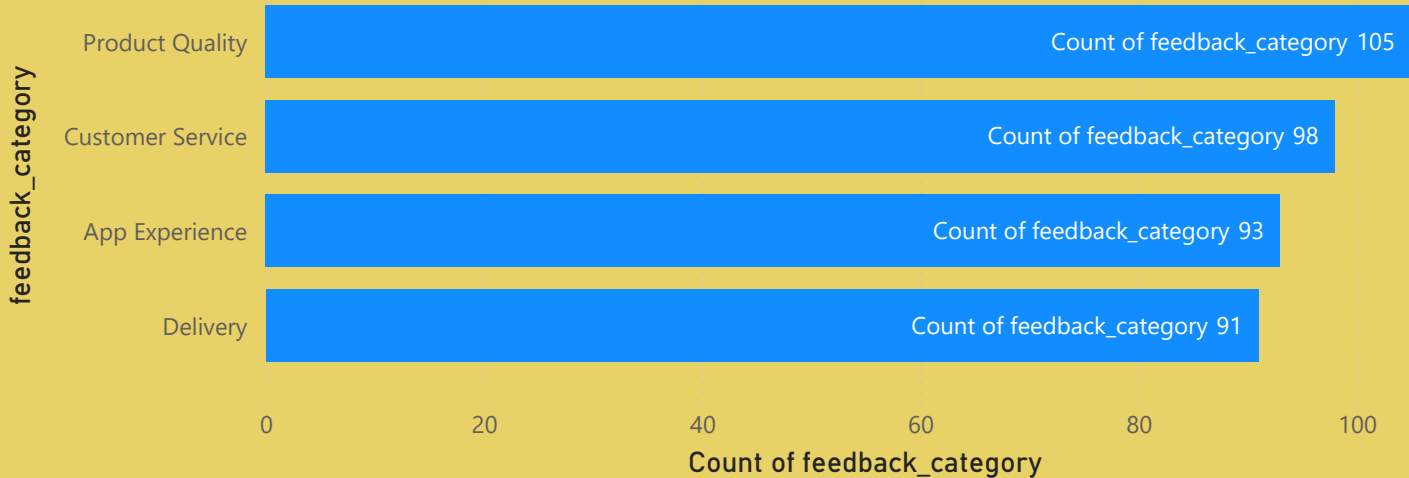
Sum of rating	feedback_text	Year	Month	Day	feedback_category
2	Product was damaged during delivery.	2023	March	16	Customer Service
4	Average experience, could improve.	2023	March	19	Product Quality
3	Nothing to complain about, but nothing exceptional.	2023	March	21	Customer Service
3	The product met my expectations.	2023	March	21	Customer Service
3	Items were missing from my order.	2023	March	23	Delivery
4	Good selection of products.	2023	March	25	Delivery
4	Will definitely order again.	2023	March	26	Product Quality
4	Great prices and fast delivery!	2023	March	27	Product Quality
3	The packaging was poor.	2023	March	30	App Experience
2	Delivery was late and I was unhappy.	2023	March	30	Customer Service
3	Customer service was not helpful.	2023	April	3	Customer Service
3	Average experience, could improve.	2023	April	3	Delivery

1296

Count of feedback_category by feedback_category



Count of feedback_category by feedback_category



delivery_status

☐ (Blank)

☐ On Time

☒ Significantly Delayed

☐ Slightly Delayed

Month

☒ (Blank)

☐ January

☐ February

☐ March

category

☐ Baby Care

☐ Cold Drinks & Juices

☐ Dairy & Breakfast

☐ Fruits & Vegetables

store_id

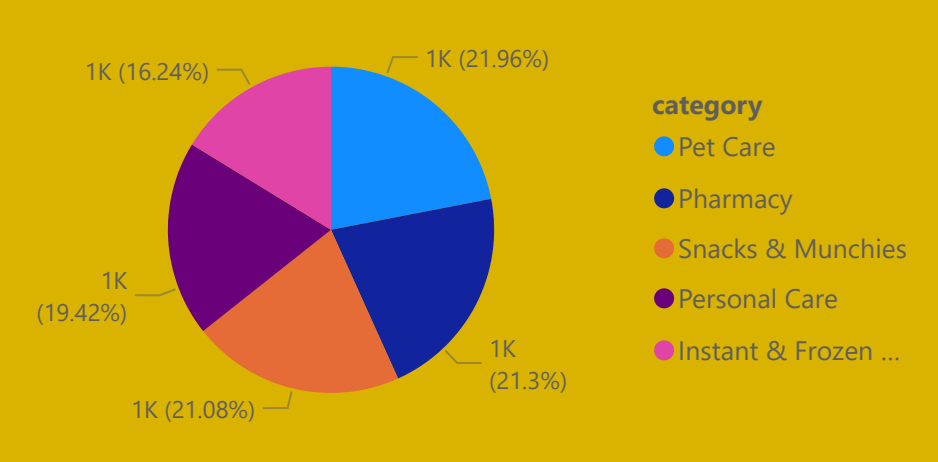
store_id	Count of order_id
	3966
1	1
28	1
39	1
40	1
45	1
47	1
49	1
53	1
55	1
62	1
63	1
82	1
84	1
97	1
Total	5000

order_date

12-06-2024

16-10-2024

Sum of quantity by category



area and total_orders

