₹ 5.87M
Total Sales

₹ 757.77K
Net Profit

₹ 34.5K
Total Orders

5.52
Return Rate (%)

₹ 388.76K
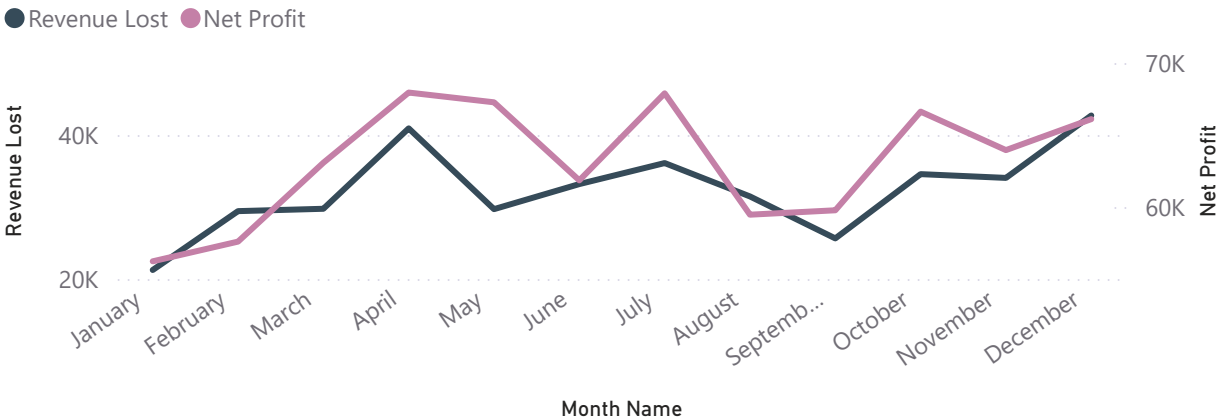Revenue Lost

4.81
Avg Delivery Days

customer_id	Customer Loss	Return Rate (%)
C13719	2,168.50	9
C14723	553.61	9
C14228	502.48	8
C15423	182.31	9
C16704	76.79	15
C11573	65.38	8
C16593	61.47	9
C15565	55.44	9
C11098	34.26	9
C14033	28.30	18
C13854	22.68	9
C11986	14.23	9
C14675	10.89	8
C12774	6.15	9
C16144	2.98	9
C13491	1.17	9
C17641	0.75	9
C16981	0.24	9
C15529	0.06	9
Total	**3,787.70**	**5**

Revenue Lost by category

Electronics 245K
Home 62K
Fashion 38K
Sports 31K
Beauty 6K
Toys 6K
Grocery 1K
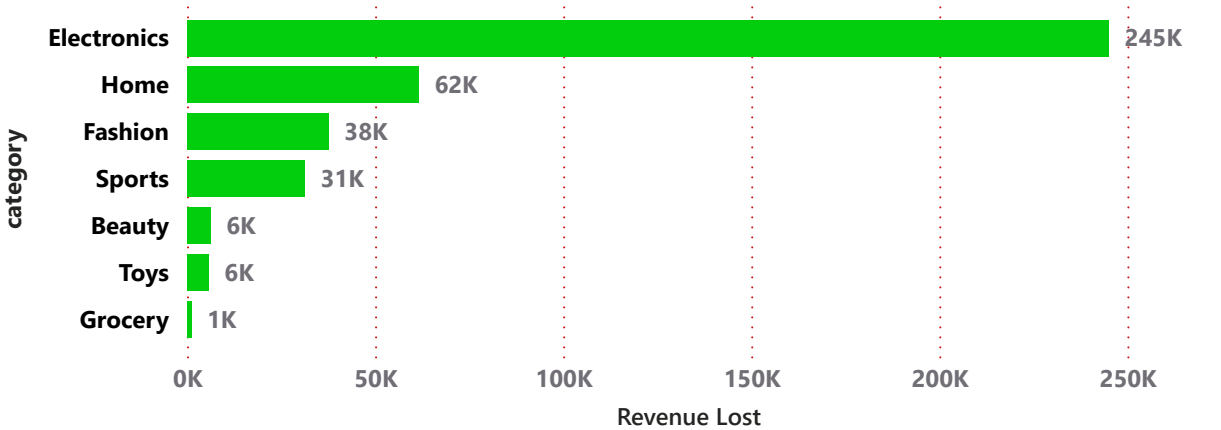
Revenue Lost and Net Profit by Month Name

Revenue Lost ● Net Profit

Return Rate (%) by delivery_time_days
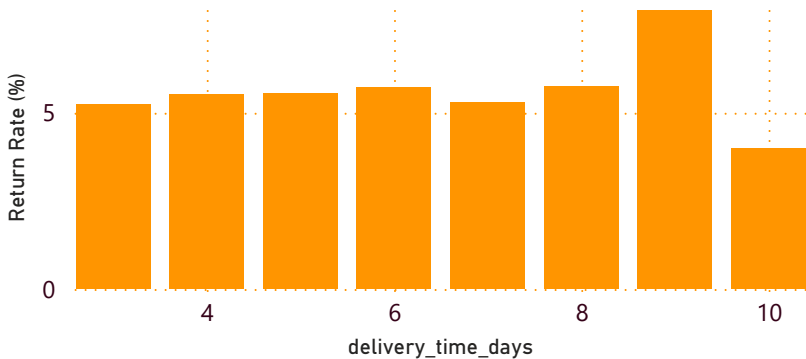
Revenue Lost by product_id

P217144
P200645
P218703
P218083
P226025
P213276
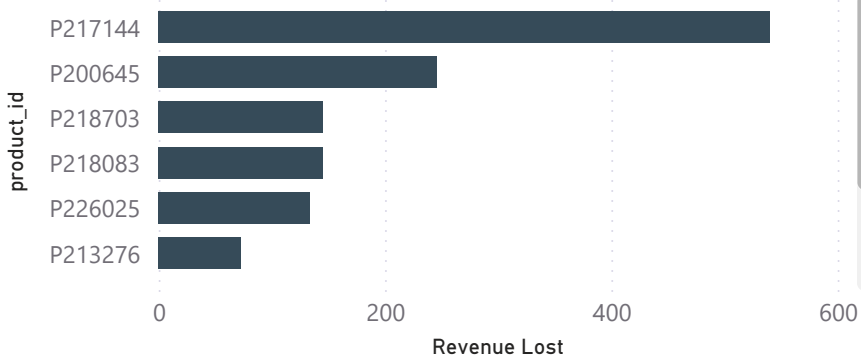
Year

2023 — 2025

- Electronics contributes highest revenue loss (~63%)
- Top products are driving majority of return losses
- Overall Return Rate is 5.52%
- Revenue lost due to returns = ₹388K
- Delivery time impact needs monitoring

High Risk Orders

296
Count of order_id

Total High Risk Customers

288
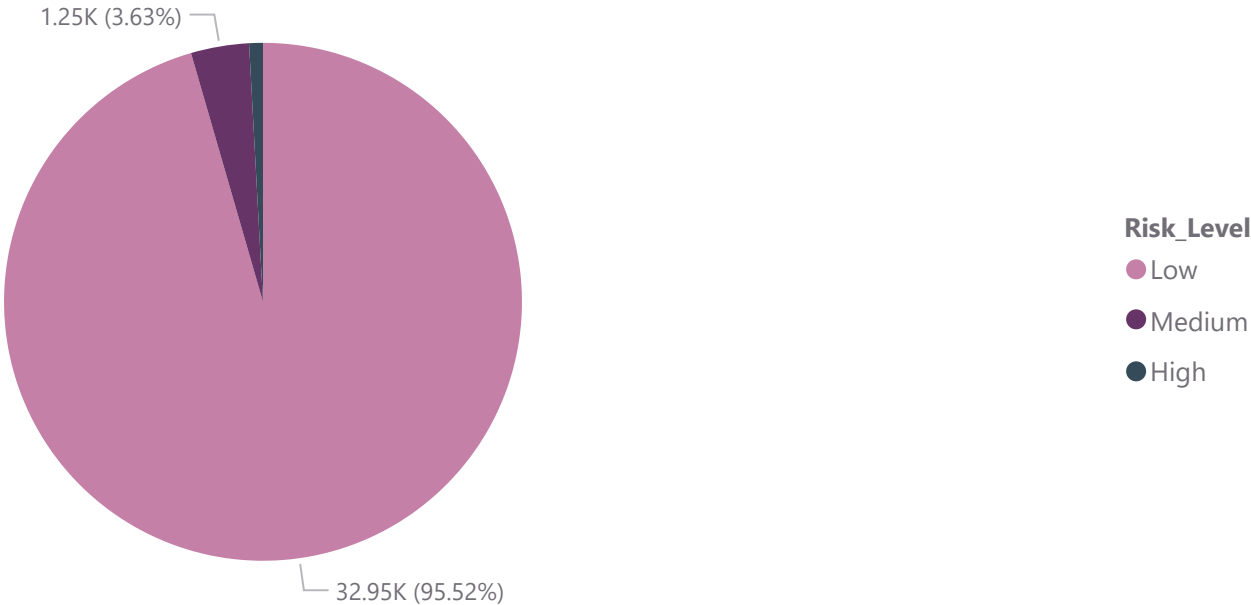High_Risk_Customers

Average Return Probability

0.06
Avg_Return_Probability

Total Revenue at Risk

414.83K
Revenue_at_Risk

Count of order_id by Risk_Level

1.25K (3.63%)

32.95K (95.52%)

Risk_Level
- Low
- Medium
- High

Sum of risk_score by region

region	Sum of risk_score
South	
East	
West	
North	
Central	

0K   20K   40K   60K   80K   100K
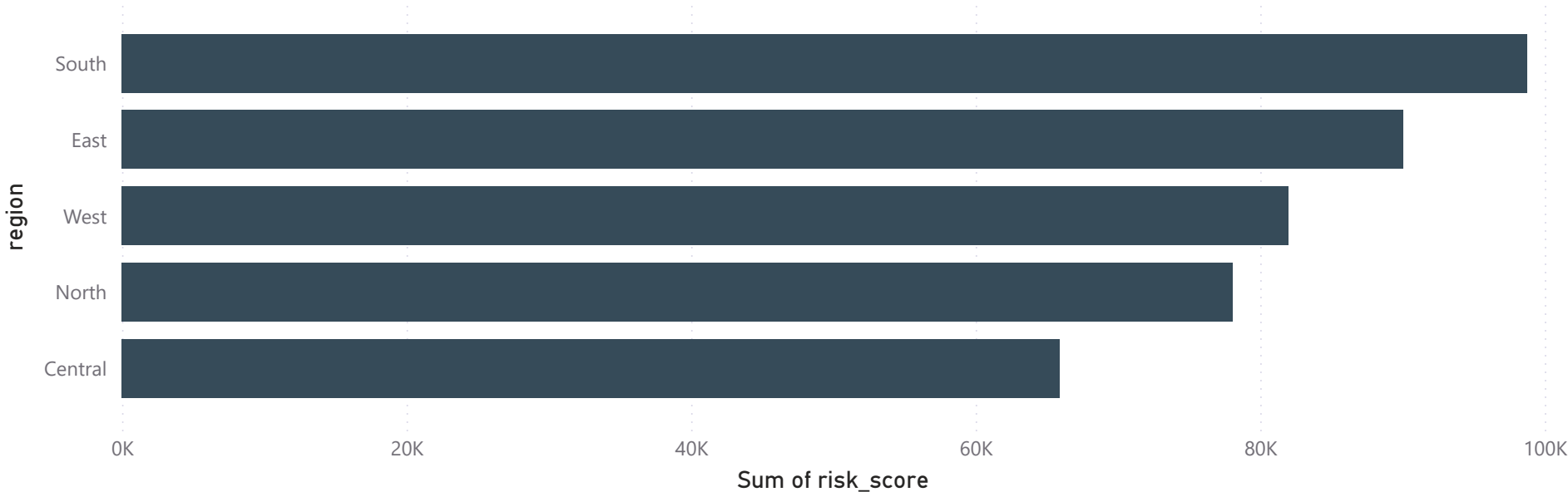
Sum of risk_score

Sum of risk_score by AI_Suggestion

Bar chart showing Sum of risk_score (y-axis, 0.0M to 0.2M) by AI_Suggestion (x-axis): Low Risk – Safe Order (~0.21M), Medium Risk – Monitor Customer Behavior (~0.16M), High Risk – Flag for Manual Review, High Risk – Improve Delivery Speed, High Risk & Low Margin – Consider Removing Product.
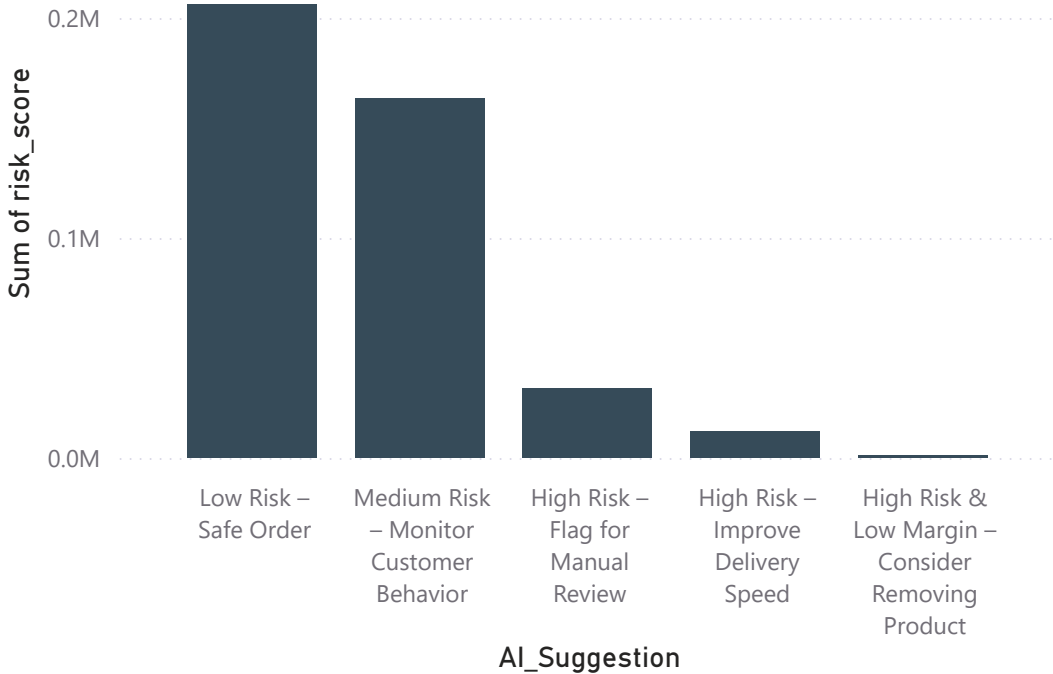
Count of order_id by AI_Suggestion

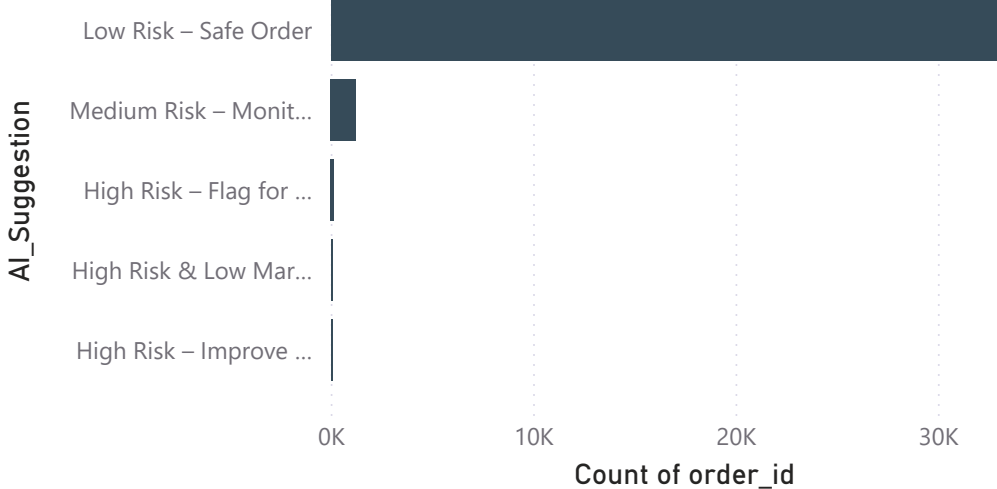Horizontal bar chart showing Count of order_id (x-axis, 0K to 30K) by AI_Suggestion (y-axis): Low Risk – Safe Order (~31K), Medium Risk – Monit..., High Risk – Flag for ..., High Risk & Low Mar..., High Risk – Improve ...

customer_id	order_id	region	Sum of return_probability	Sum of risk_score	AI_Suggestion
C14887	O100124	Central	0.71	324.31	High Risk – Flag for Manual Review
C14891	O100224	Central	0.72	312.31	High Risk – Flag for Manual Review
C10488	O100342	West	0.74	194.25	High Risk – Flag for Manual Review
C10160	O100415	North	0.74	50.56	High Risk – Flag for Manual Review
C17455	O100504	South	0.71	111.67	High Risk – Flag for Manual Review
C17079	O100589	North	0.71	30.49	High Risk – Flag for Manual Review
C13087	O100684	North	0.71	60.77	High Risk – Flag for Manual Review
C13373	O100716	Central	0.79	99.81	High Risk – Flag for Manual Review
C16819	O100956	Central	0.72	21.90	High Risk – Flag for Manual Review
C17680	O101174	Central	0.72	106.85	High Risk – Flag for Manual Review
C17984	O101391	East	0.71	35.21	High Risk – Flag for Manual Review
C13228	O101505	North	0.73	118.32	High Risk – Flag for Manual Review
C17973	O101608	West	0.73	26.66	High Risk – Flag for Manual Review
C17583	O102050	Central	0.72	30.23	High Risk – Flag for Manual Review
C17742	O102122	East	0.71	84.79	High Risk – Flag for Manual Review
C12356	O102587	West	0.78	37.01	High Risk – Flag for Manual Review
C11977	O102618	West	0.71	41.07	High Risk – Flag for Manual Review
Total			**216.02**	**44,982.28**	

Risk_Level

High

Low

Medium

AI Key Findings:
- Orders with delivery time > 5 days show higher return probability.
- Heavy discounts increase return risk significantly.
- Low margin products with high return probability reduce overall profitability.
- 18% of total revenue is classified as High Risk.

Month Name	Total Sales
January	4,42,156.30
February	4,43,352.17
March	4,87,523.09
April	5,28,620.69
May	5,13,402.69
June	4,82,931.66
July	5,02,962.90
August	4,56,421.70
September	4,61,857.67
October	5,21,434.01
November	4,90,858.95
December	5,33,771.22
Total	**58,65,293.05**

Sum of Predicted Sales by Month Number