

Executive Overview

Year, Quarter, Month

All

1000

Total_Customers

24.21K

Avg Order Value

Avg Customer Satisfaction

0.005.4010.80

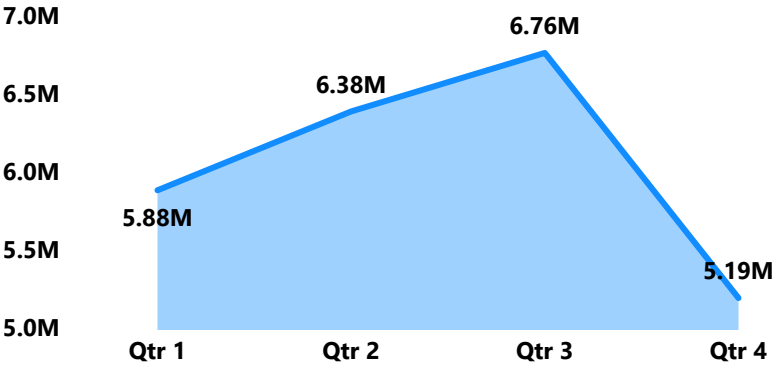
NPS Score and NPS Target

-84.60-42.300.00

27.28%

Revenue % Change QoQ

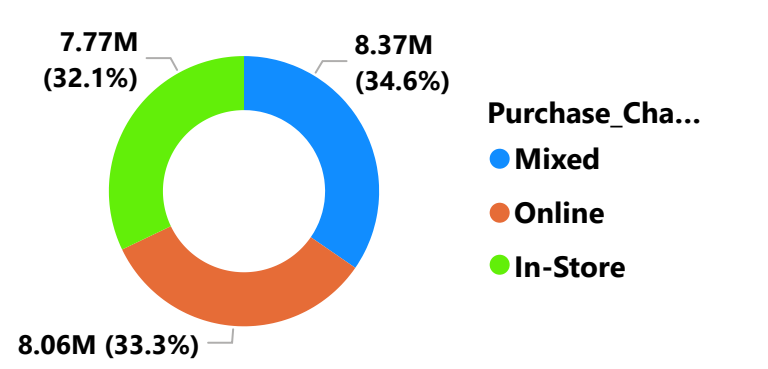
Quarterly Revenue Trend



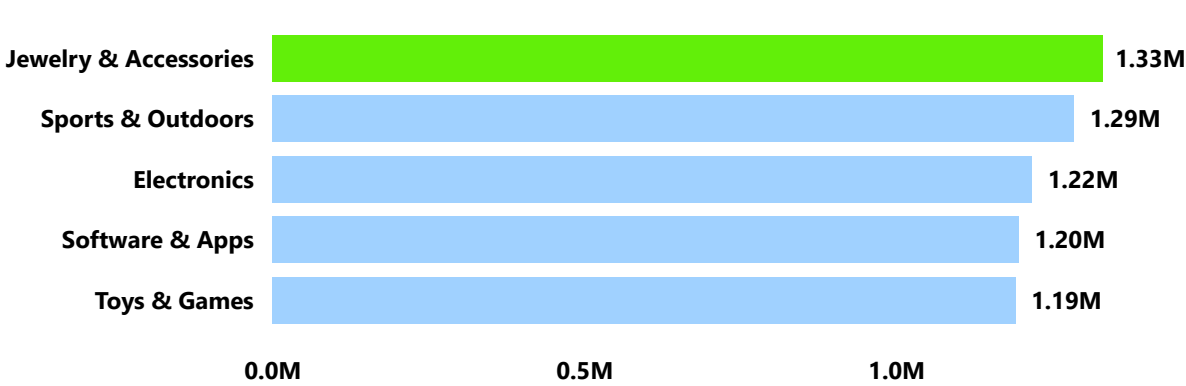
Revenue Distribution by Region



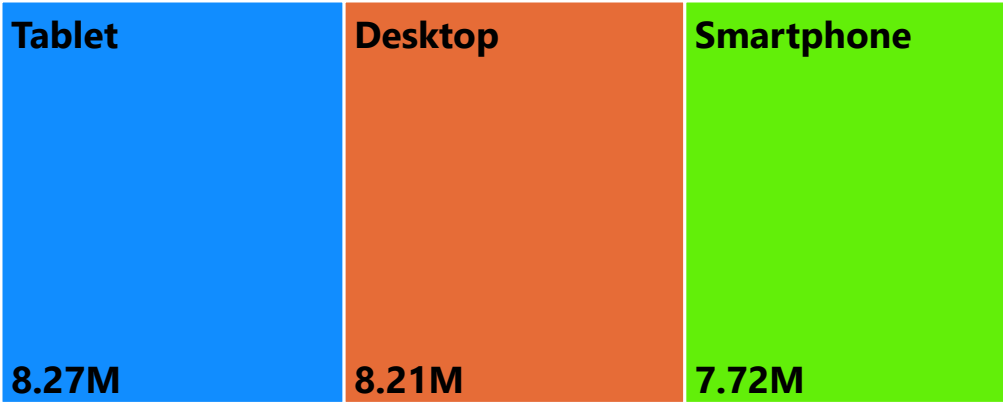
Revenue Share by Channel



Top Performing Categories by Revenue



Revenue Contribution by Device



Narrative



Customer Demographics & Segmentation

Income_...

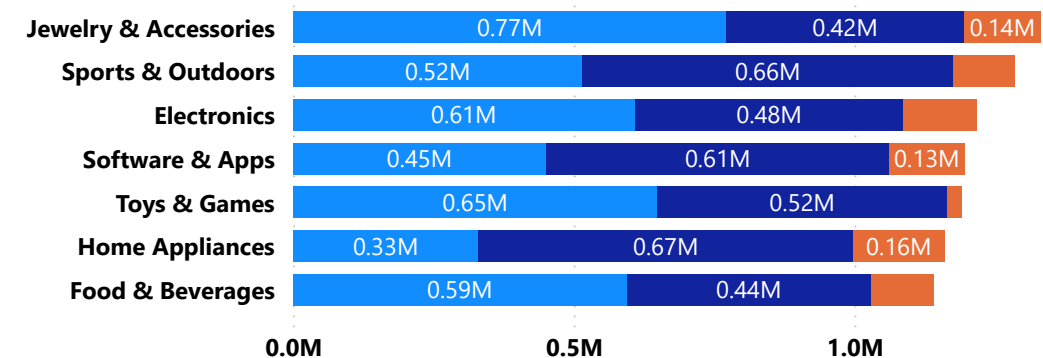
All

Gender_...

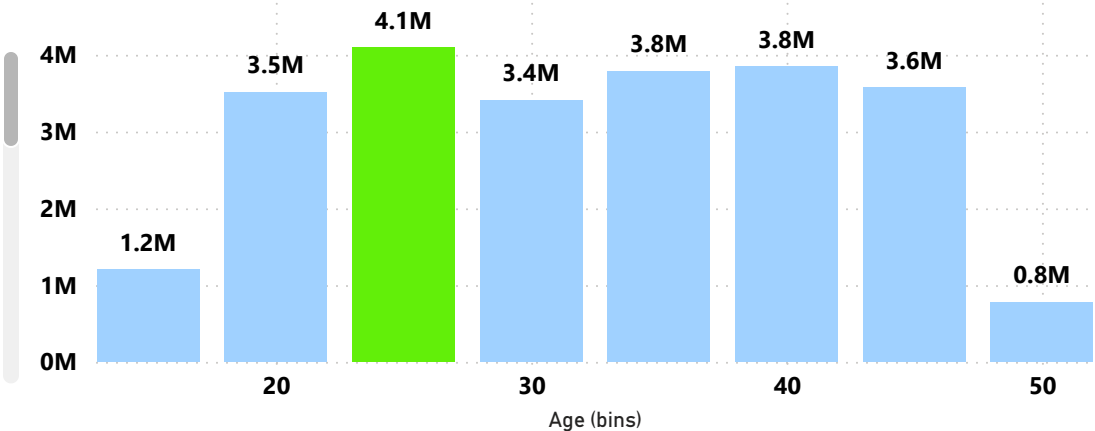
All

Revenue by Category and Gender

Gender_Group Female Male Other



Revenue Contribution by Age Group



Location

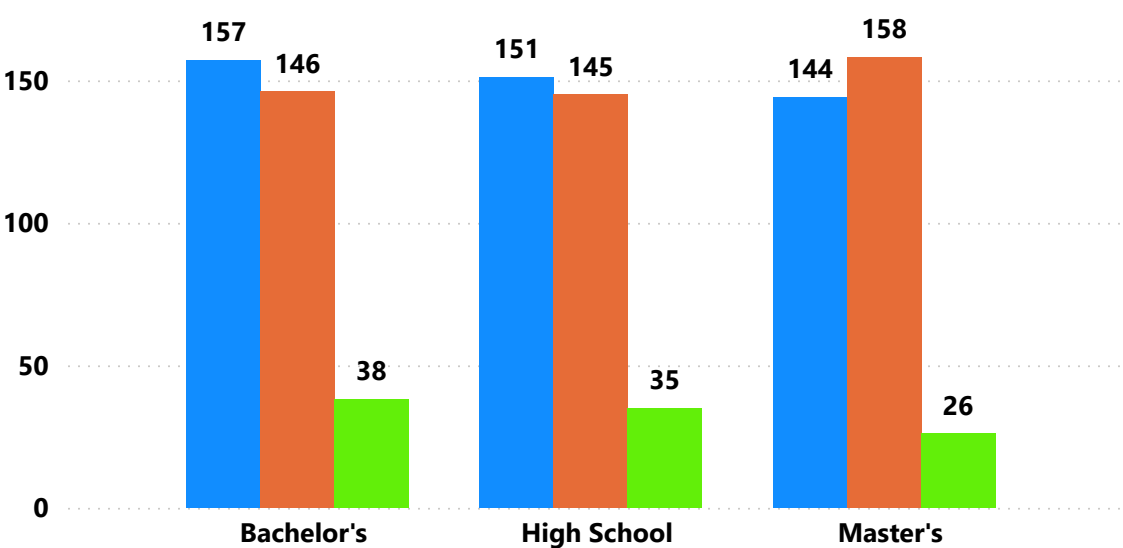
All

Age (bins)

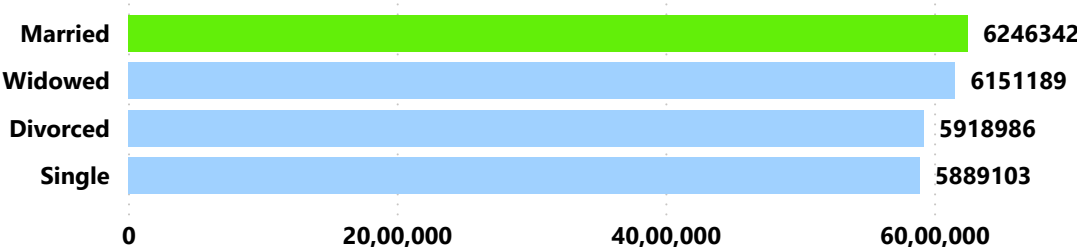
All

Customer Count by Education & Gender

Gender_Group Female Male Other

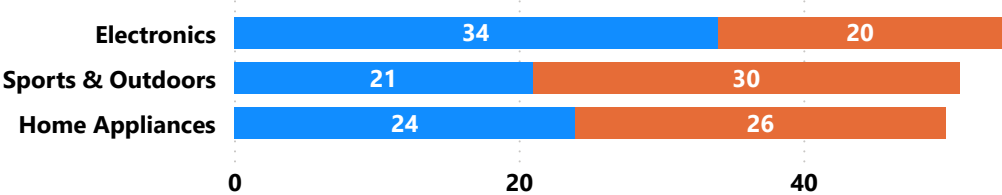


Revenue Distribution by Marital Status



Customer Distribution by Category & Income Level

Income_Level High Middle



Narrative

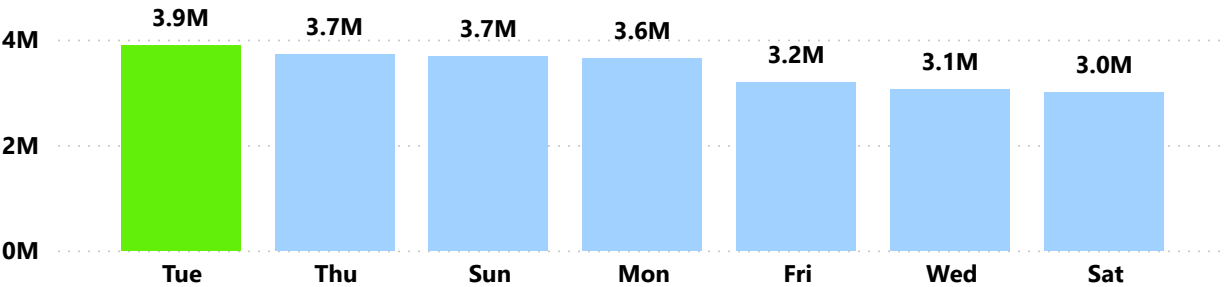


Customer Purchase Behavior & Channel Insights

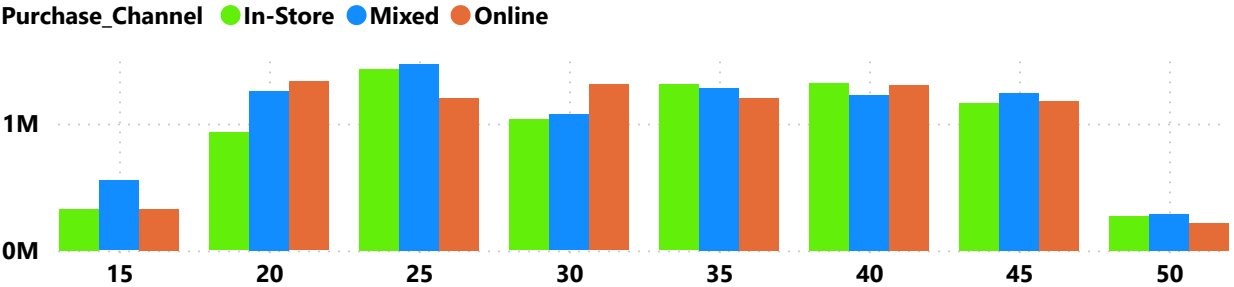
Payment_Method

All

Revenue by Day of Week



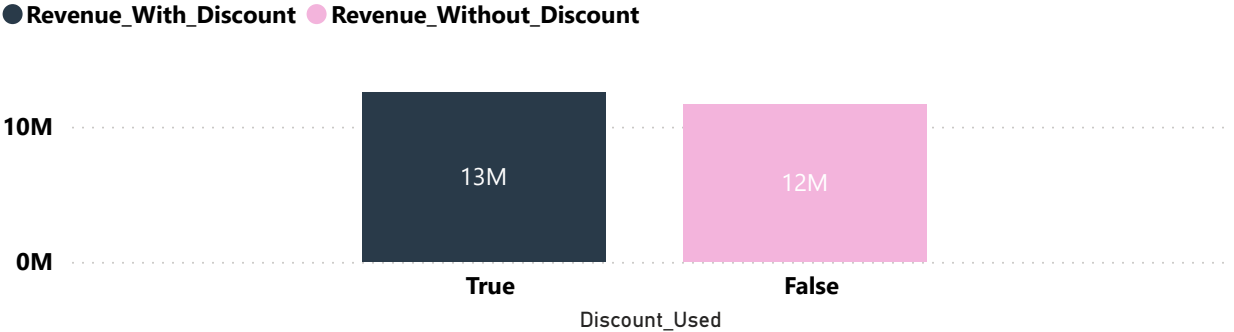
Revenue by Age Group & Channel



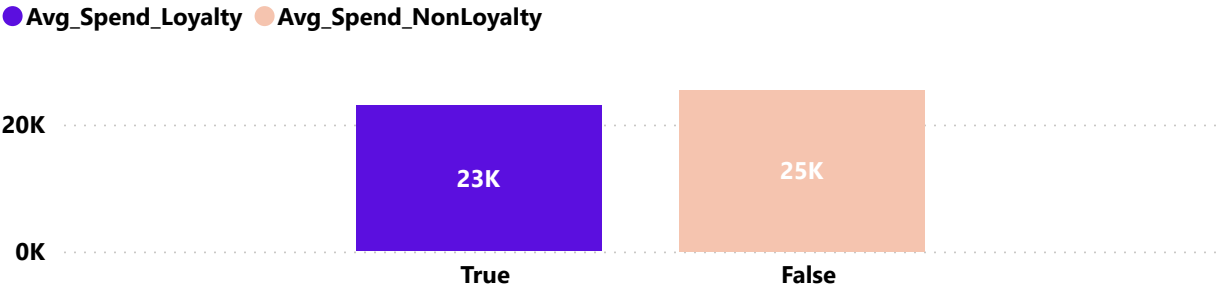
Average Order Value by Channel



Revenue Split: With vs Without Discount



Average Spend: Loyalty vs Non-Loyalty Members



Loyalty Program Revenue Impact

-2.39K

Month

All

Purchase_C...

All

Narrative

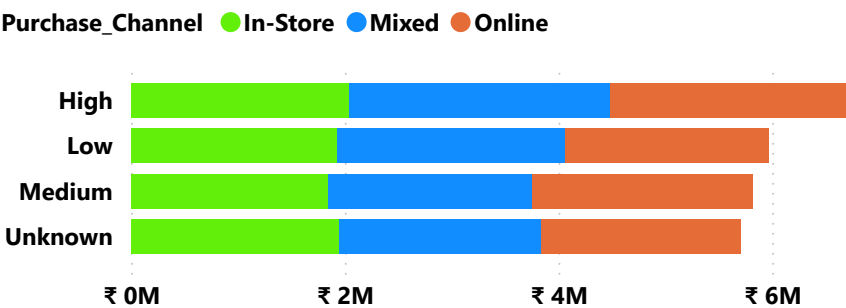


Customer Loyalty, Satisfaction & Engagement

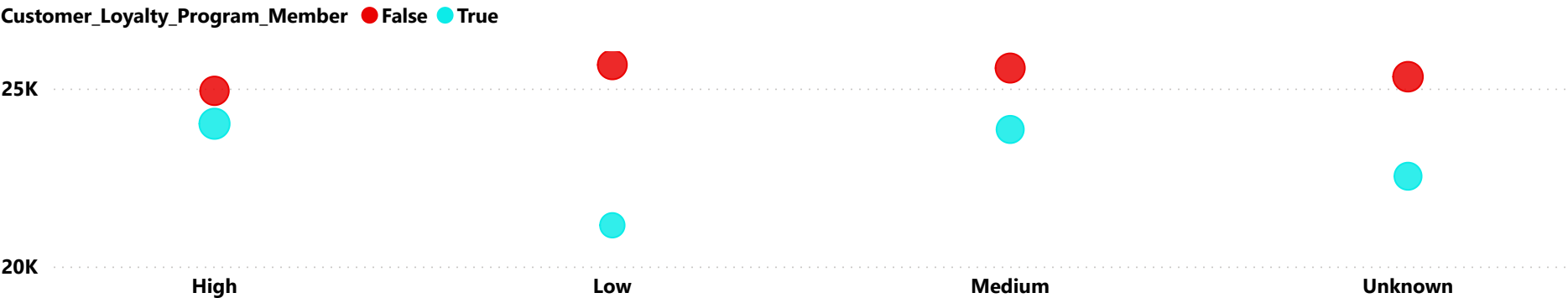
Average Spending by Brand Loyalty Level



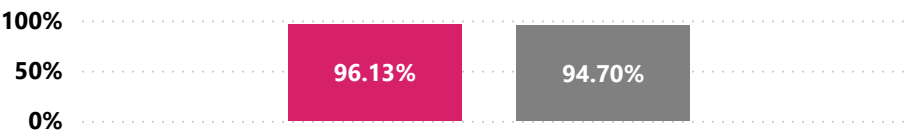
Purchase Value by Social Media Influence & Channel



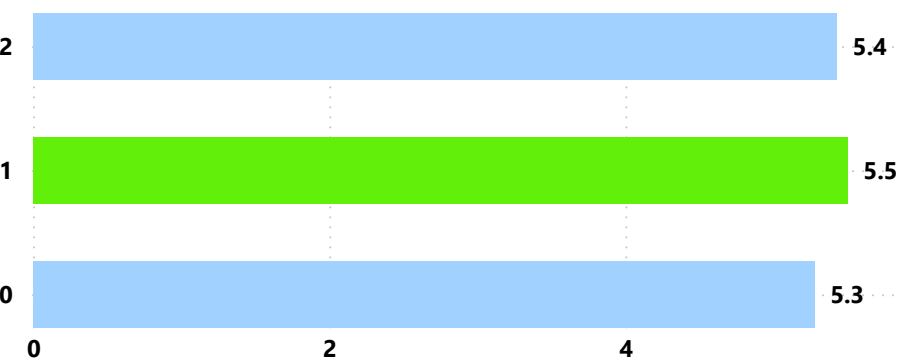
Loyalty & Ad Engagement Impact on Spend and Returns



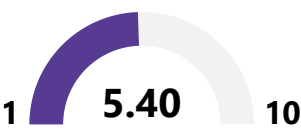
Return Rate Comparison: Loyalty vs Non-Loyalty Members



Satisfaction Levels by Return Rate



Average Customer Satisfaction



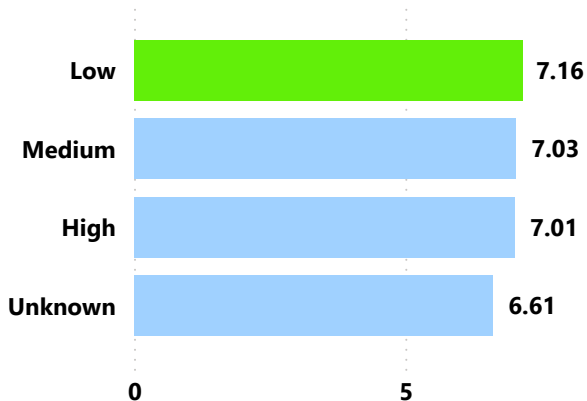
₹ 22.99K

Avg_Spend_Loyalty

₹ 25.38K

Avg_Spend_NonLoyalty

Purchase Frequency by Ad Engagement

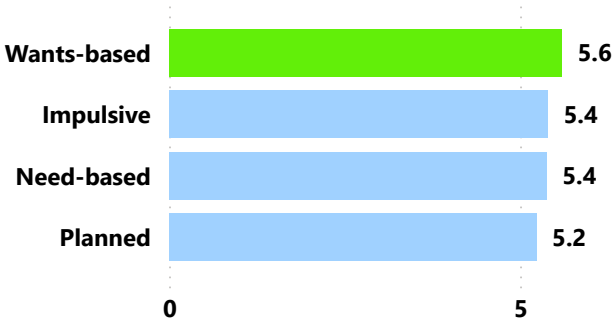


Narrative

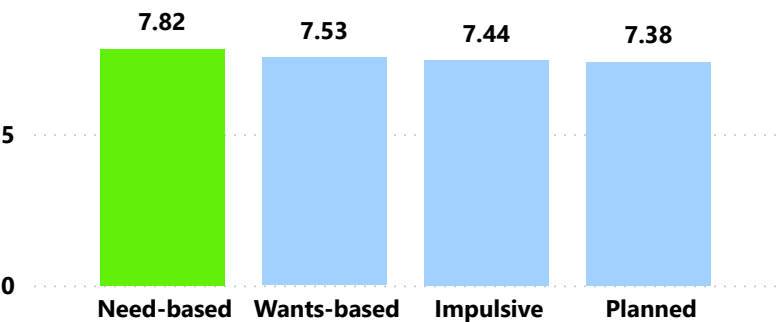


Customer Intent, Preferences & Buying Behavior

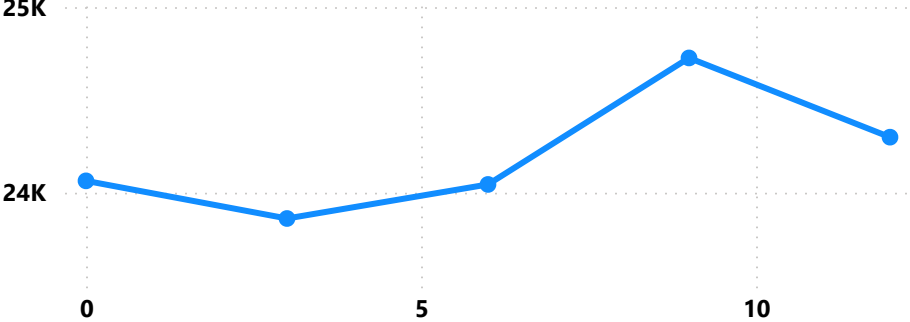
Satisfaction by Purchase Intent



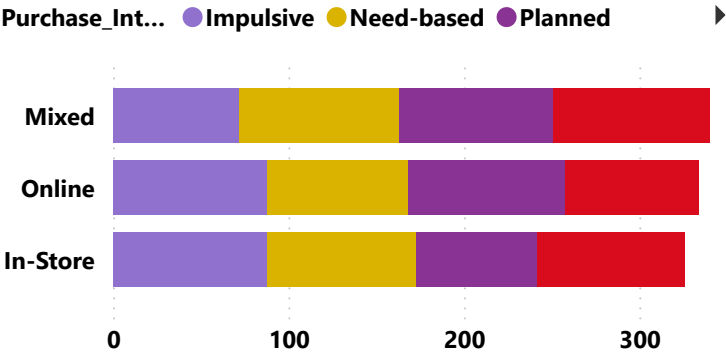
Decision Time Across Purchase Intents



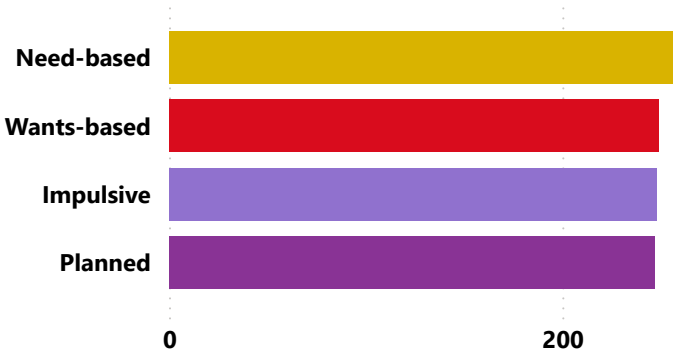
Spending Trends by Decision Time



Purchase Intent Distribution by Channel



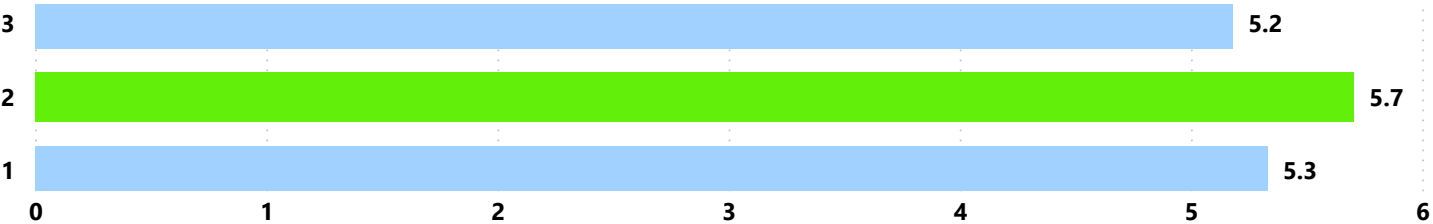
Overall Purchase Intent Breakdown



Average Spend by Discount Sensitivity



Satisfaction by Shipping Preference



Narrative



Customer Behavior, Payments & Revenue Insights

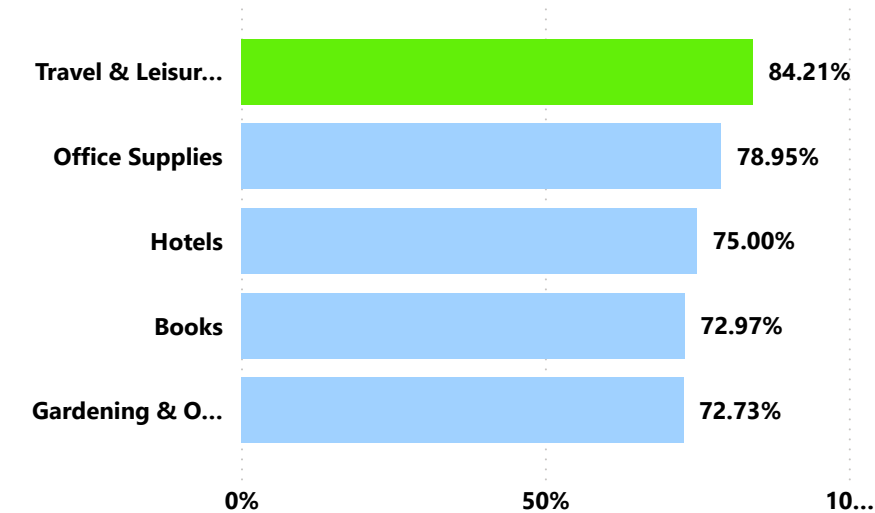
Narrative

64.80%

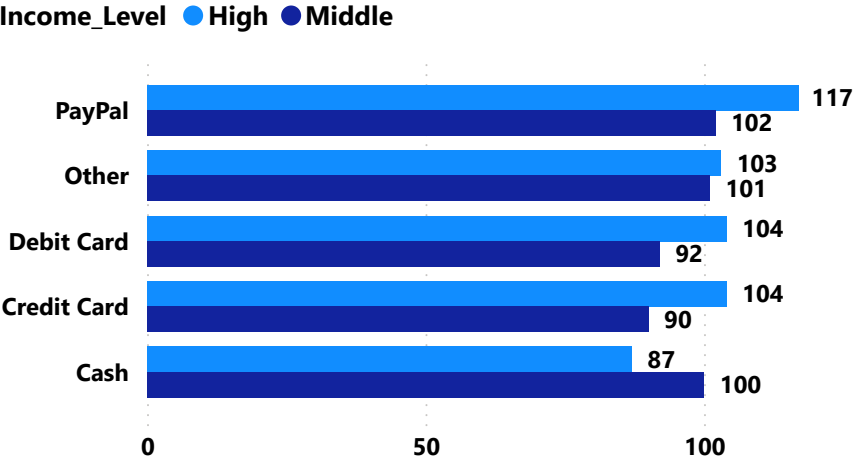
Overall Return Rate %



Overall Return Rate % by Purchase_Category



Customer Count by Payment Method & Income Level



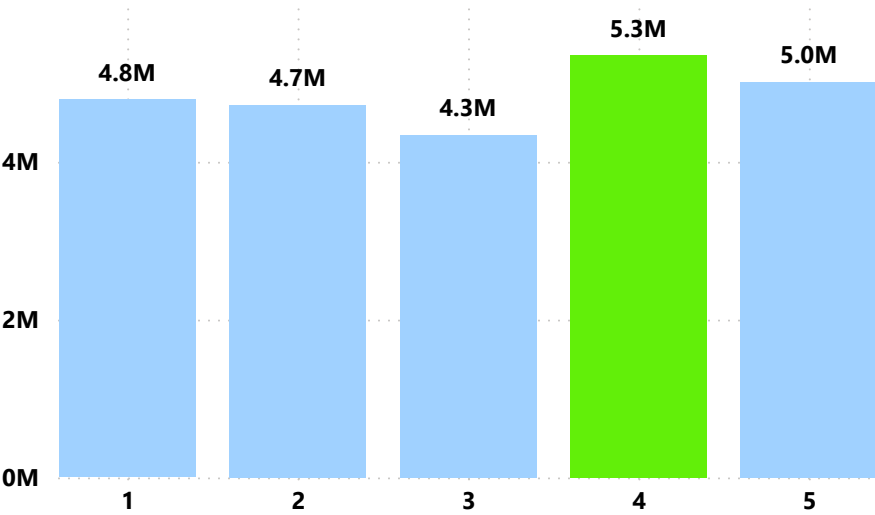
PayPal

Preferred Payment Method

74.40%

Ads Influence %

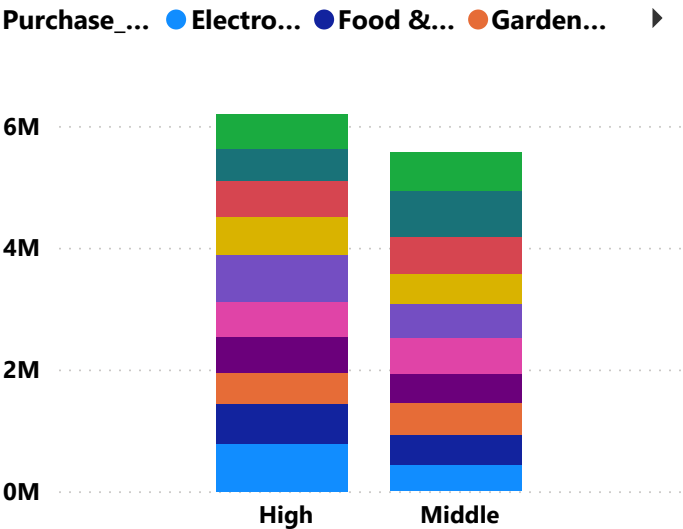
Total Revenue by Product_Rating



Total Revenue by Purchase_Category



Total Revenue by Income_Level and Purchase_Category



1. Executive Overview – Narrative

The company serves **1,000 unique customers** with an **average order value of ₹24.2K**. Revenue grew until **Q3 (₹6.76M)** but dropped in **Q4 (₹5.19M, -23%)**. Sales channels are nearly balanced, with **Mixed leading (₹8.37M)**, followed by **Online** and **In-Store**.

Among devices, **Tablets (₹8.27M)** drive the highest revenue, slightly ahead of Desktops and Smartphones.

Recommendation

- **Address Q4 Decline:** Investigate seasonality/competition and launch **targeted promotions** to stabilize sales.

2. Customer Demographics and Segmentation – Narrative

Revenue is broadly distributed across age groups, with **peak contribution from customers in their 20s and 30s (₹3.4M–₹4.1M)**.

Married and widowed customers generate the highest revenue, while education levels show balanced customer participation across genders.

Income-level analysis indicates **high-income groups dominate in Electronics, Sports & Outdoors, and Home Appliances**.

Recommendation

- **Targeted Segmentation Campaigns** – Focus marketing efforts on high-income, married customers aged 20–40, while designing strategies to better engage older (50+) customer groups.

3. Customer Purchase Behavior and Channel Insights – Narrative

Tuesday leads in revenue (~₹3.9M), while Friday–Saturday record the lowest.

Revenue distribution across age bins is stable; Online and Mixed purchases dominate.

Average Order Value (AOV) is highest in *Mixed* channel (₹24.6K), followed by Online and In-Store.

Discount usage does not significantly lift revenue; loyalty members actually spend slightly less on average than non-members (negative uplift).

Recommendation

- Focus marketing pushes on **low-performing weekdays (Fri–Sat)** to balance revenue.
- Reassess **loyalty program structure**, as it currently reduces spend; redesign benefits to

4. Customer Loyalty, Satisfaction and Engagement – Narrative

Loyalty members spend less and show higher return rates.

Non-loyalty customers contribute more average spend.

Social media strongly drives online purchases.

Low ad engagement customers purchase more frequently.

Recommendation

- Reassess loyalty program value and ad strategy to boost customer retention and engagement.

5. Customer Intent, Preferences and Buying Behavior – Narrative

Wants-based buyers show slightly higher satisfaction; need-based decisions take the longest time.

Spending rises with moderate decision time and higher discount sensitivity.

Shipping preference “2” records the highest satisfaction; intent mix is balanced across channels.

Recommendation

- Target need-based and discount-sensitive buyers with faster service and tailored promotions to maximize spend and satisfaction.

6. Customer Behavior, Payments and Revenue Insight – Narrative

High return rates in Travel & Leisure and Office Supplies.

PayPal most preferred payment method across income groups.

Revenue peaks with product rating 4 and in key categories like Jewelry and accessories, Sports and Outdoors.

Ads influence purchase decisions strongly (74%).

High-income customers generate slightly higher total revenue vs. middle income.

Recommendation

- Focus on **quality improvement** in high-return categories.
- Strengthen **PayPal partnerships & promotions**.