

# E-Commerce Company

15.85%

Cancellation\_Rate

20K

Cancelled\_order

129K

Total\_Orders

72M

Total\_Revenue

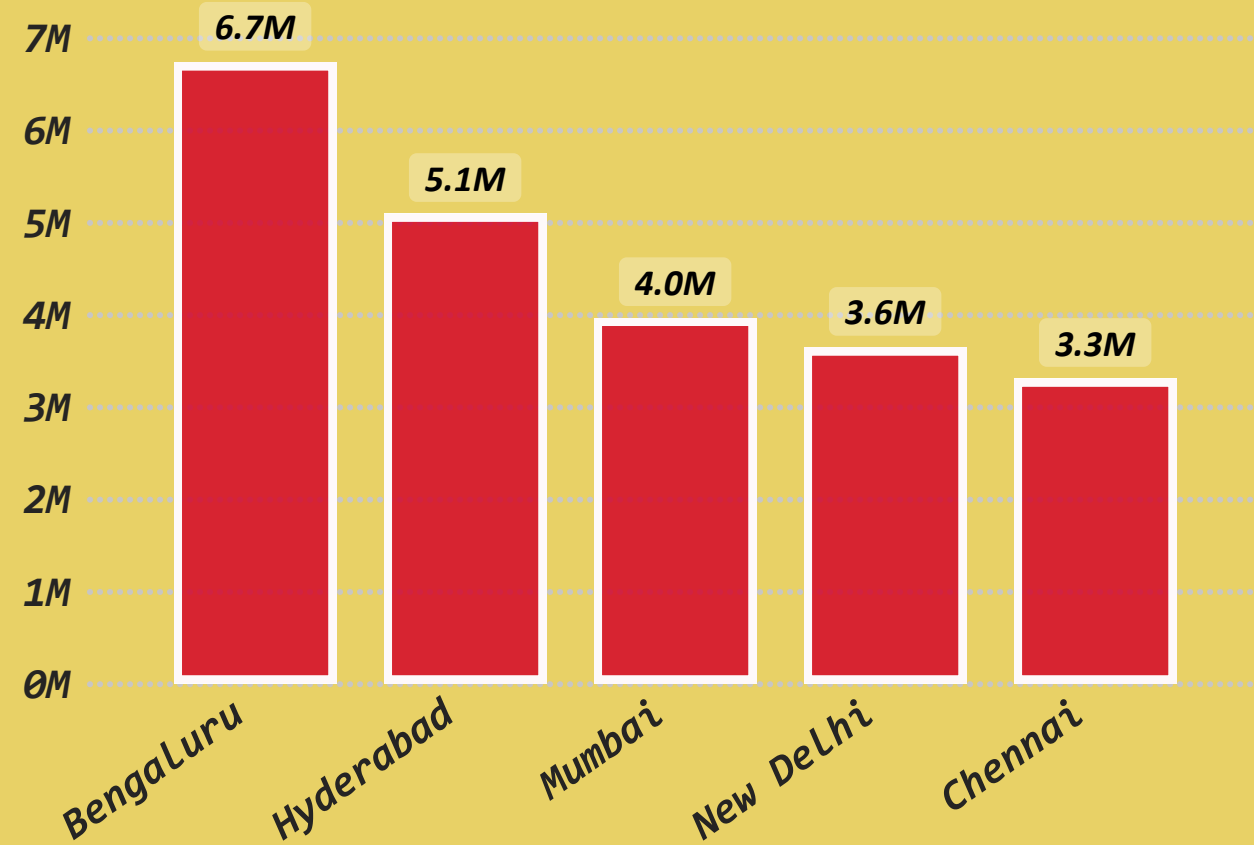
556.63

AOV

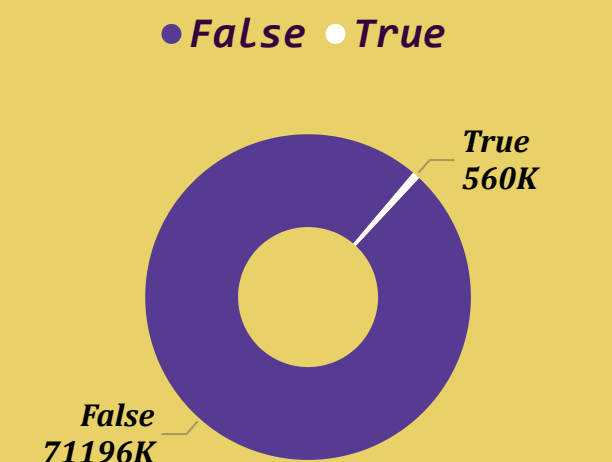
117K

Total\_Quantity

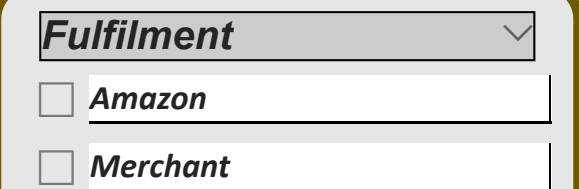
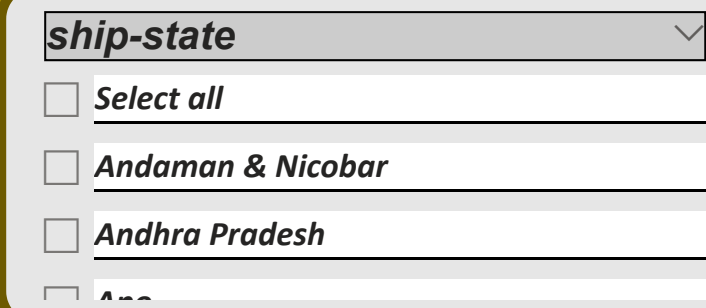
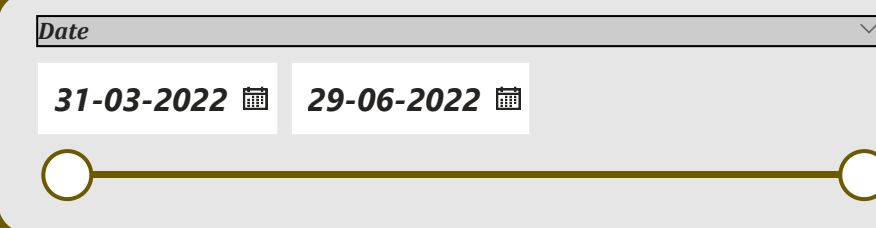
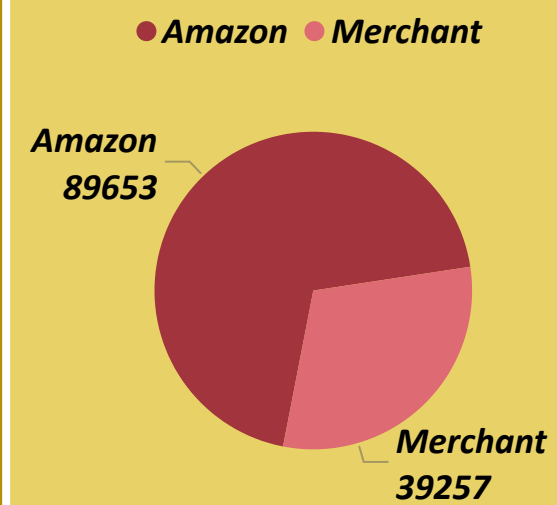
## Top 5 City by Highest Sales



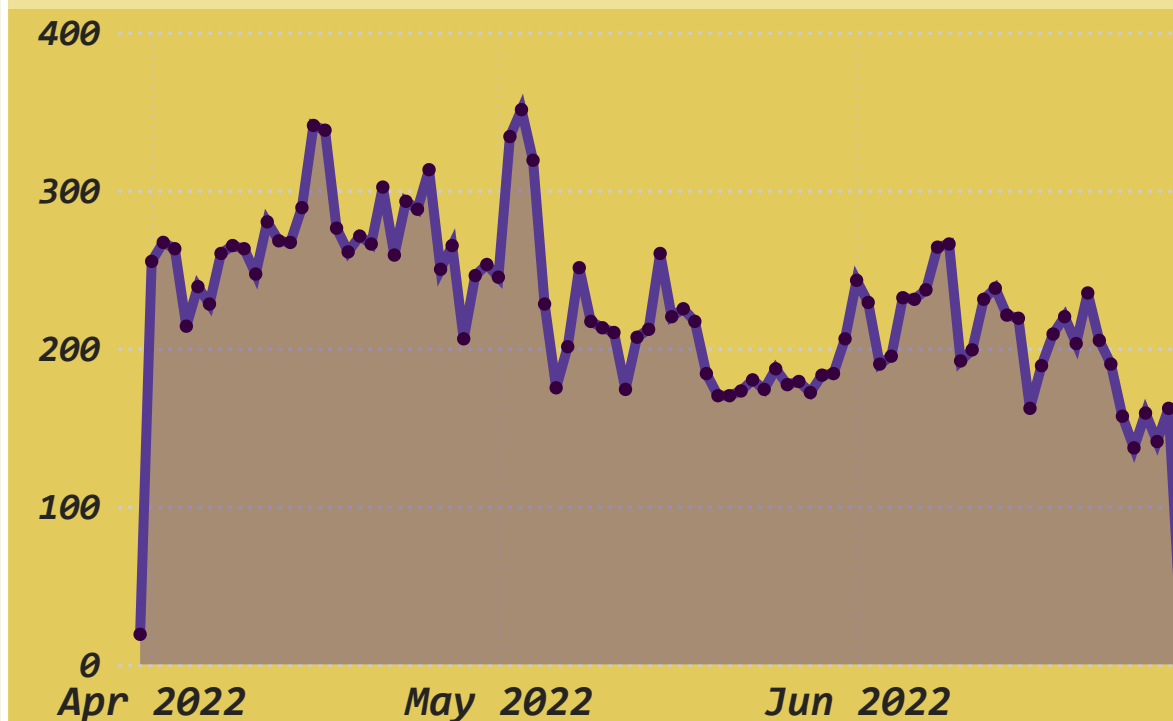
## B2B(True) Vs. B2C(False)



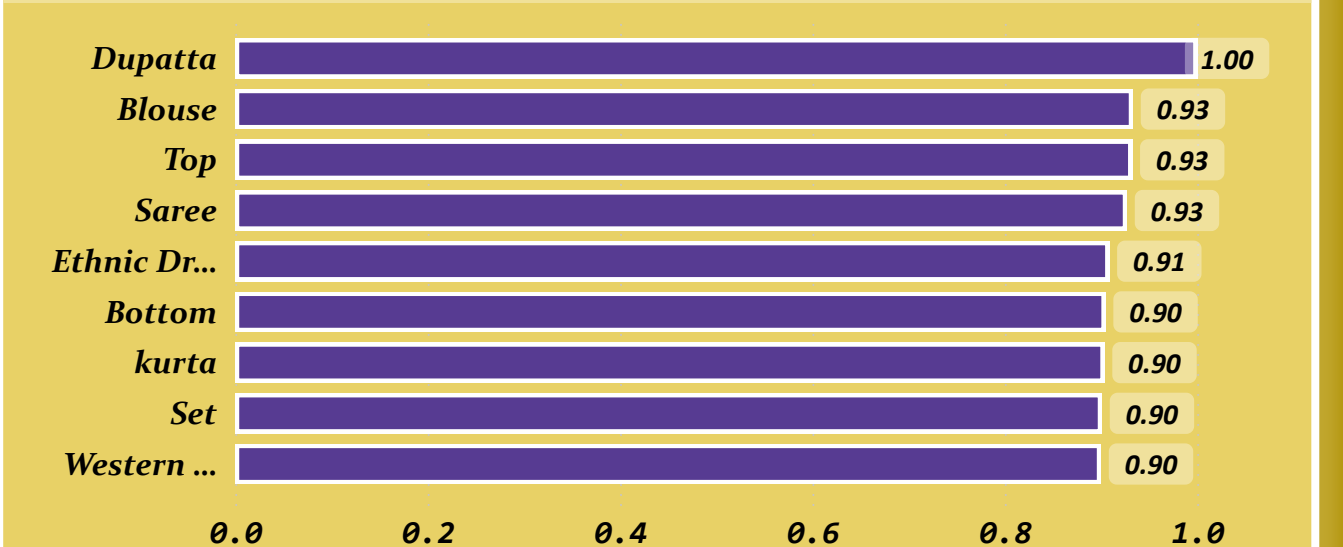
## Order Fulfillment



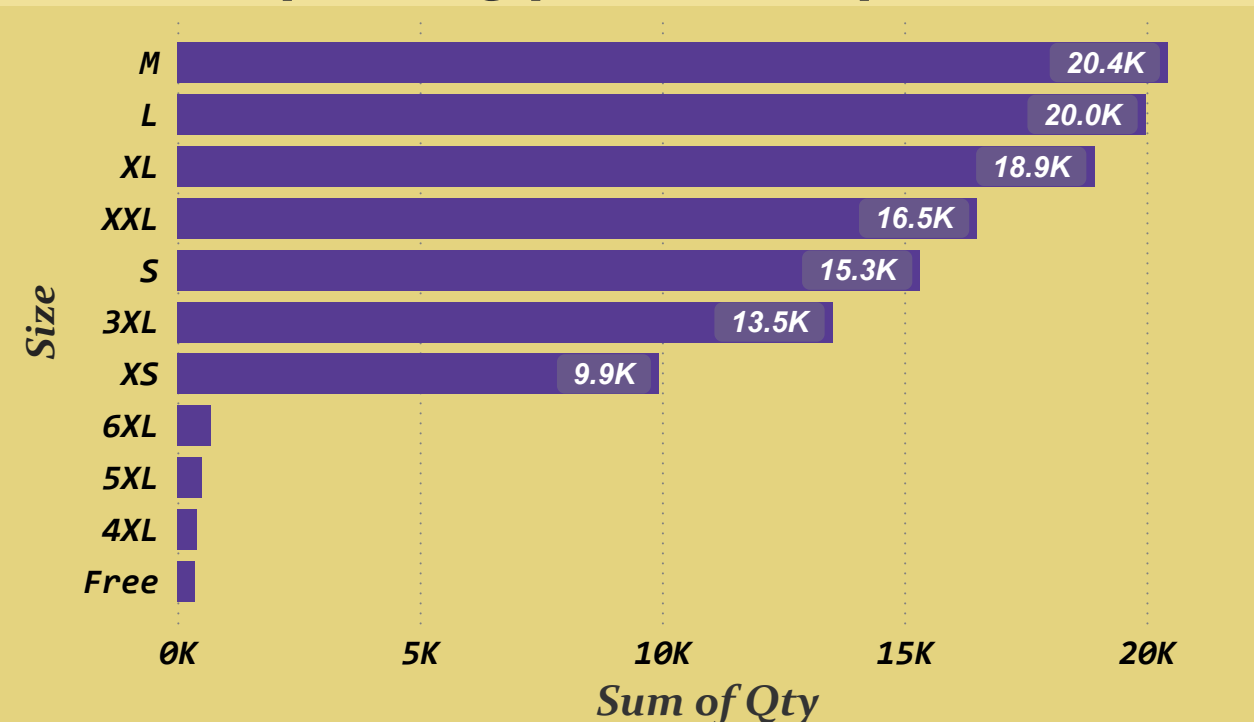
## Order\_Cancellation\_Trend



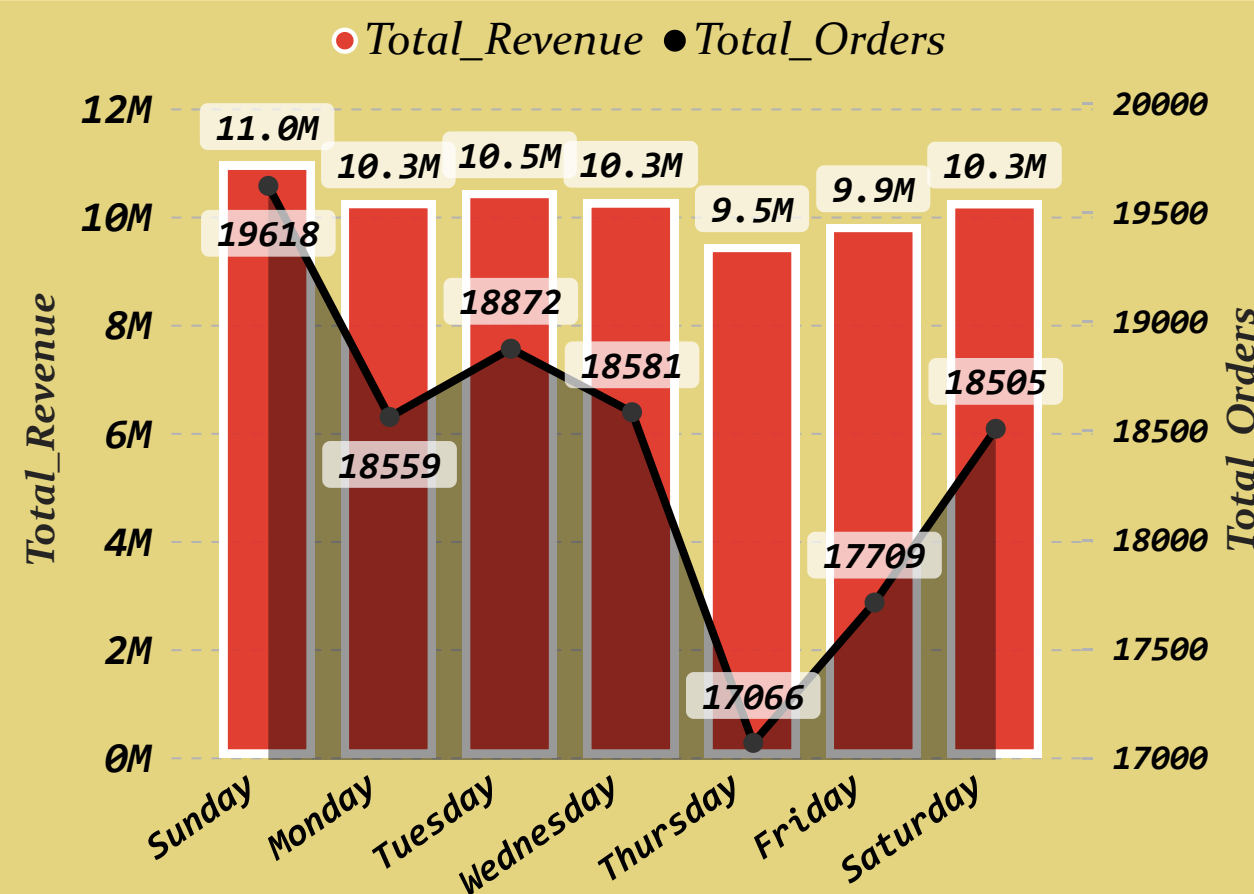
## Average Qty by Category



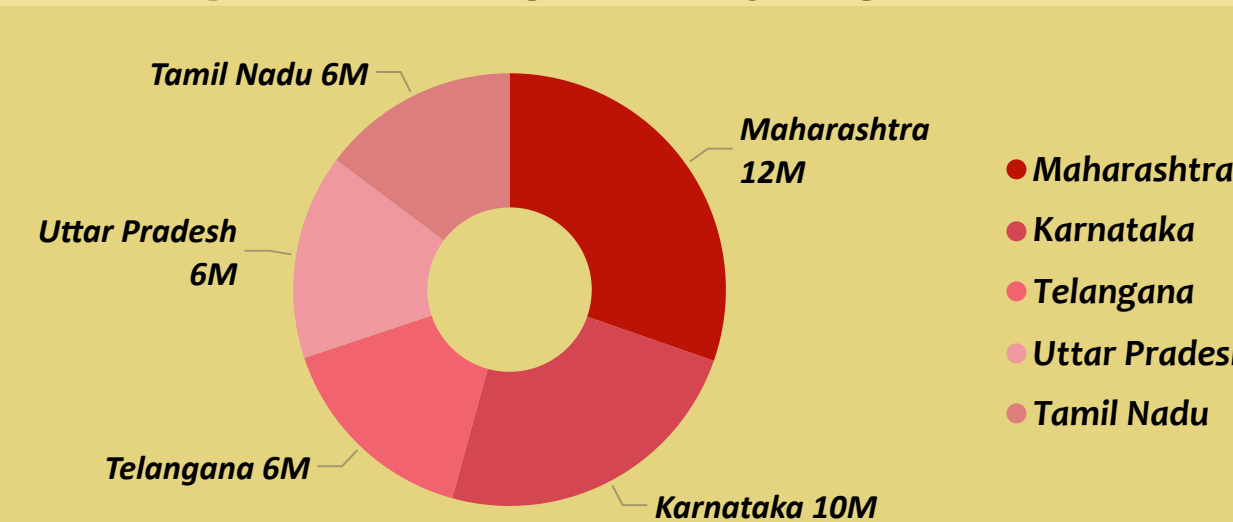
## Top selling products as per Size



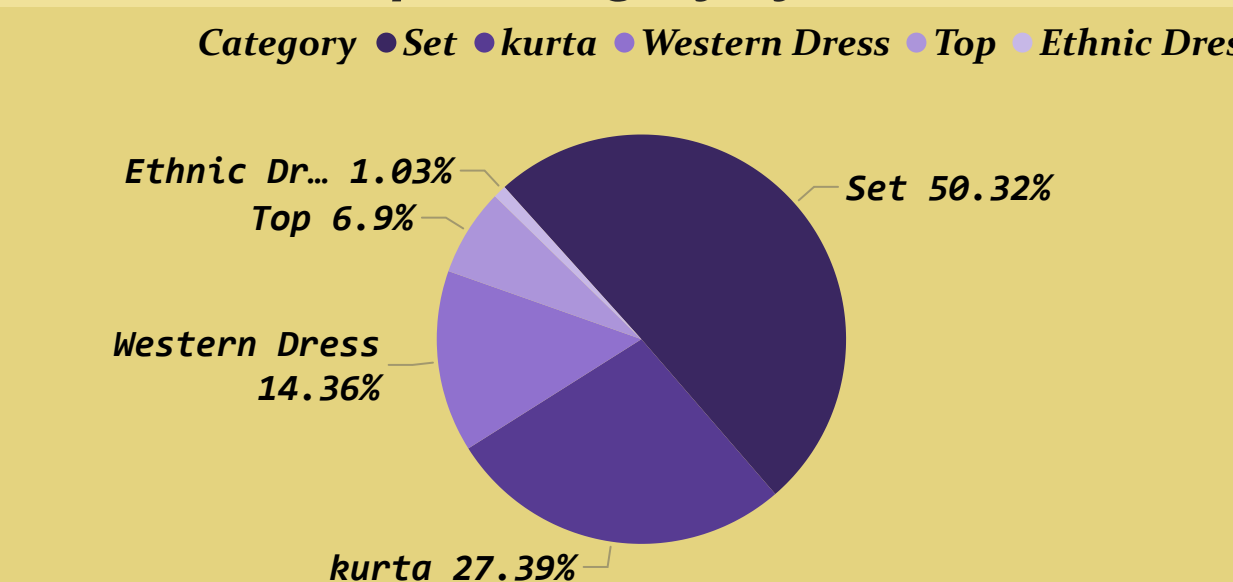
## Total Sales Day Wise



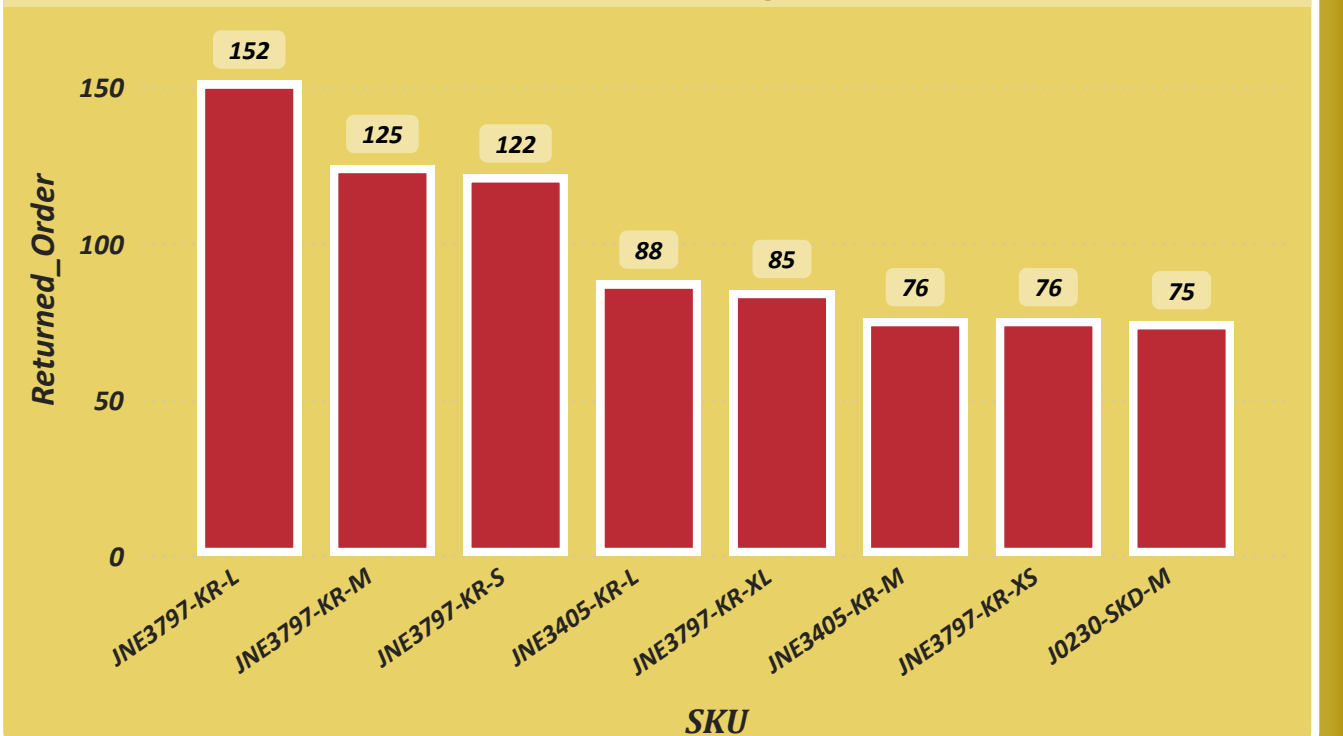
## Top Performing State by Highest Sales



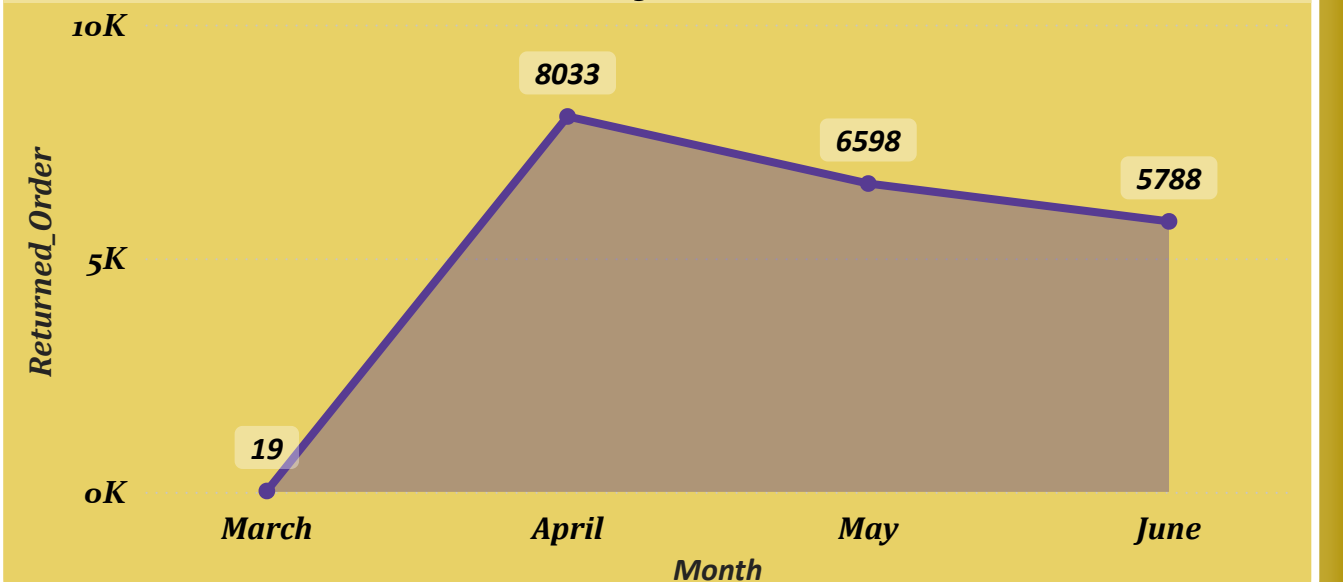
## Top 5 Category by Sales



## Top 8 Product with Highest Returns



## Monthly\_Returns





**Category**

**Set**

**Cancellation\_Rate(%)**

**16.27%**

SKU	Fulfilment	Sum of Amount	Cancelled_order	Total_Quantity
J0002-SKD-L	Amazon	43738	6	41
J0002-SKD-L	Merchant	2240		2
J0002-SKD-M	Amazon	40893	6	41
J0002-SKD-M	Merchant	14849	3	13
J0002-SKD-S	Amazon	29938	8	33
J0002-SKD-S	Merchant	2230	1	2
J0002-SKD-XL	Amazon	56341	9	54
J0002-SKD-XL	Merchant	2372	2	2
J0002-SKD-XS	Amazon	24997	5	26
J0002-SKD-XS	Merchant	1115		1
J0002-SKD-XXL	Amazon	32192	6	30
J0002-SKD-XXL	Merchant	9214	2	8
J0002-SKD-XXXL	Amazon	37910	7	38
J0002-SKD-XXXL	Merchant	6832	6	6
J0003-SET-L	Amazon	15919	2	24
J0003-SET-L	Merchant	60703	20	94
J0003-SET-M	Amazon	35154	7	56
J0003-SET-M	Merchant	117322	65	179
J0003-SET-S	Amazon	116422	34	189
J0003-SET-S	Merchant	57244	39	90
J0003-SET-XL	Amazon	32024	5	52
J0003-SET-XL	Merchant	69768	25	103
J0003-SET-XS	Amazon	103340	33	164
J0003-SET-XS	Merchant	27438	26	43
J0003-SET-XXL	Amazon	51054	24	87
Total		35768538	8179	45275

## ***Total\_orders Date wise***

