

## **Assumptions:**

- 1.The time duration of the is 145 weeks, which is considered to be from the first week of 2018 till 2020.**
- 2.The currency mentioned in reports is in Indian Rupee ( ₹ ) .**
- 3.Buttons are used to view the relevant data and back to dashboard button is created to view the original dashboard.**

## **Findings:**

- 1 The total number of orders catered by the firm were 120M.**
- 2. The revenue earned by the firm was 31.92 Billions.**
- 3.The total discounted value was 3.96 Billions and the overall discount % was 11.04%.**
- 4.The business did not follow pareto principle .**
- 5.Operational Area 4.0 has influenced the highest number of orders**  
**Operational Area 0.9 has not influenced and has the least number of orders**  
**Operational Area 4,0 is 2670% higher than 0.9 one.**
- 6.Yes, emails & product features on the homepage an effective mode of promotion.**  
**According to the Content Marketing Institute's 2020 B2C Benchmarks, Budgets, and Trends report, content marketers rate email newsletters as their highest performing content type for securing and nurturing leads.**  
**In our dataset also, around 20% of our total orders are due to the influence of promotion through mailer & homepage feature.**

Clear ALL Filters

Pareto

Forecasting

Total Revenue

OP Area

Email

Homepage

# Business Distribution

11bn  
Total Revenue

43M  
Total Orders

1.48bn  
Total Discount

13.38%  
Overall Discount %

Year

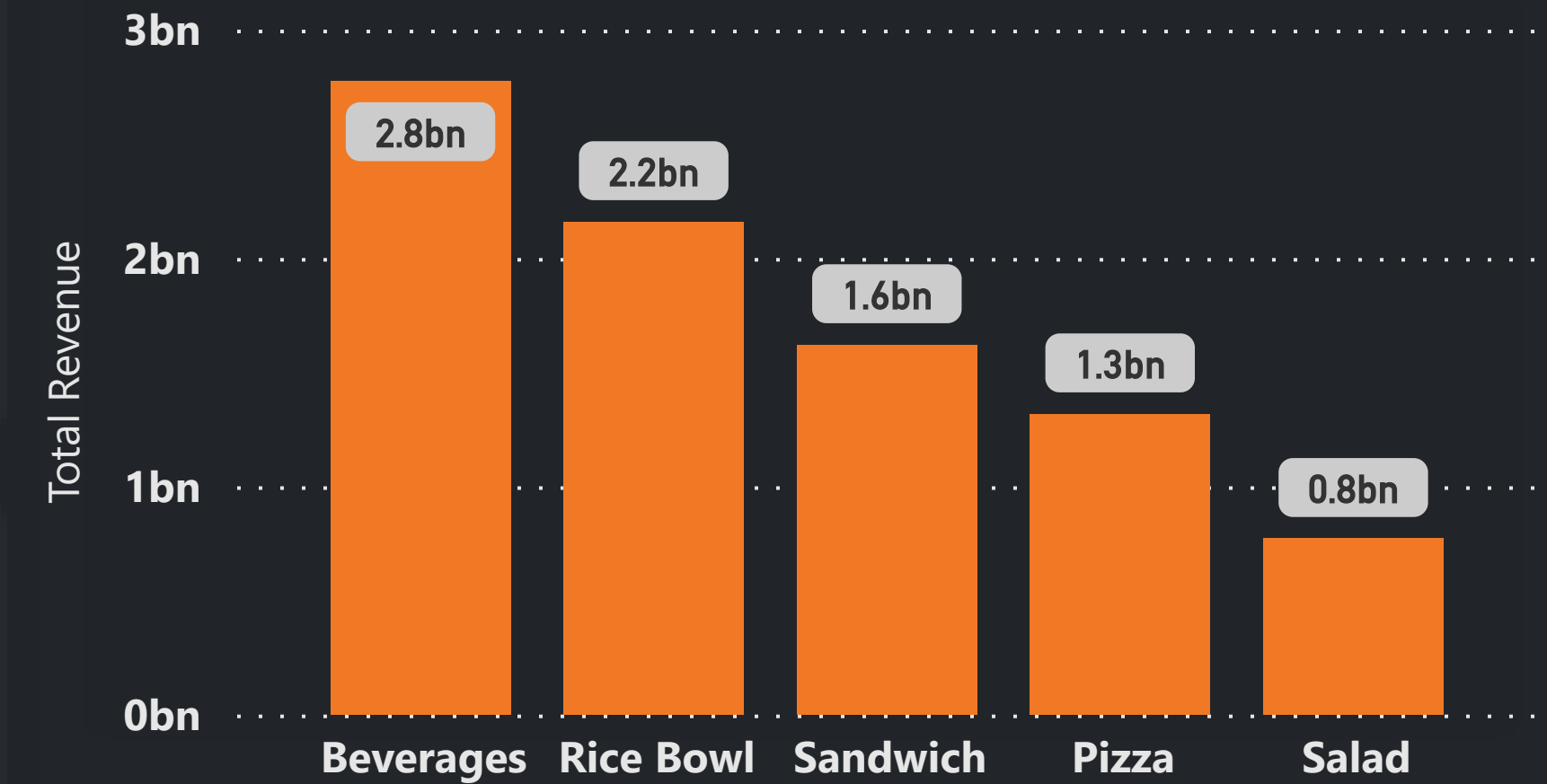
Select all

2019

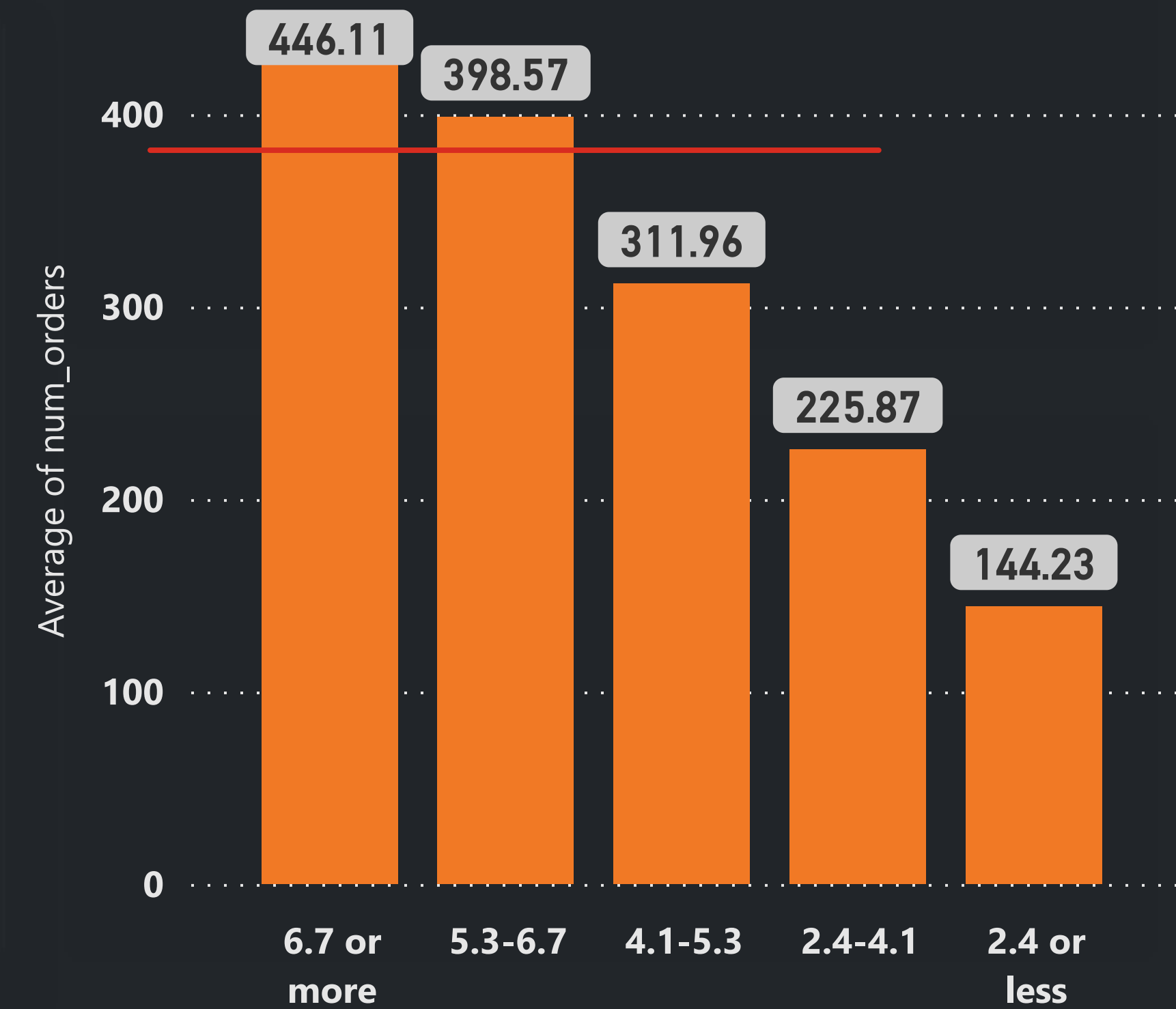
2018

2020

## Top 5 Best Selling Categories



Average order is max between 5.3-6.7 op area



## Total Revenue by Quarter

