

Count of order_id by customer_id

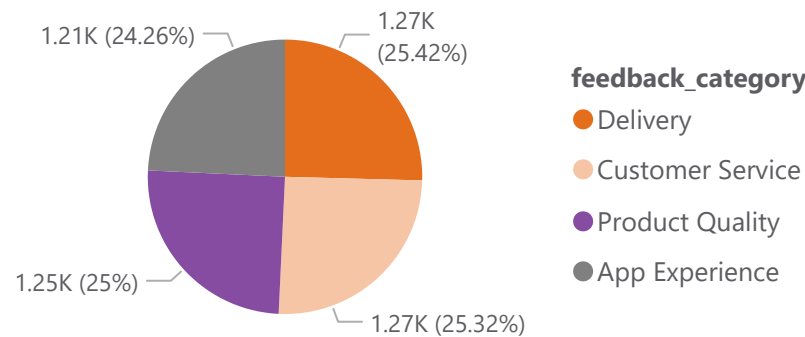


TotalOrdersPerMonth	Month
239	January
228	February
231	March
222	April
230	May
220	June
233	July
227	August
221	September
218	October
27	November
2296	

delivery_status

- ☐ (Blank)
- ☐ On Time
- ☐ Significantly Delayed
- ☐ Slightly Delayed

Count of feedback_category by feedback_category



customer_id	customer_name	email
31813	Indrajit Pau	wakeetasehgal@example.c
31826	Ekiya Pau	fbedi@example.com
61020	Onkar Suresh	rudradeshpande@example
75482	Jeet Gandhi	amrita05@example.net
119099	Zansi Parsa	neha08@example.com
188838	Idika Basu	deepakhanna@example.cc
191616	Brijesh Tata	yadavipatla@example.org
211163	Hiral Baral	bhavsaryagnesh@example
243838	Sudiksha Nagar	chandanikrish@example.ne
376144	Ira Chhabra	caleb02@example.com
408590	Januja Zachariah	nakshsahni@example.net
469006	Shivansh Loyal	darikaperi@example.net
625395	Leena Loyal	devanshwalia@example.or
644189	Tanay Sahni	janya99@example.org
666589	Kevin Bassi	jainchandani@example.net
701493	Ekaraj Saini	arya43@example.net
767523	Maya Khosla	khannaijaya@example.org
773410	Ladli Saha	gautami44@example.net
820740	Mekhala Sathe	naveennatt@example.com
894128	Chatura Agarwal	harishom@example.net
899941	Lopa Venkataraman	gavinchoudhary@example
949062	Jackson Karpe	sembhavika@example.net
954629	Fiyaz Mand	naggarwal@example.com
966247	Levika Das	chalsubramanian@exam

product_id	DamagePercent
4452	0.57%
6405	0.54%
9436	0.93%
11422	0.41%
14145	0.74%
15314	1.03%
18035	1.00%
26060	0.41%
33797	0.70%
33955	0.18%
34186	0.85%
34200	1.17%
Total	0.75%

campaign_name	Sum of campaign_id	Sum of spend	Sum of revenue_generated
App Push Notification	298313610	\$17,88,989.2	\$35,54,370
Category Promotion	300943298	\$18,50,583	\$35,82,455.37
Email Campaign	299052581	\$18,10,729.67	\$36,01,785.22
Festival Offer	310812770	\$17,96,687.14	\$35,07,063.91
Flash Sale	291379422	\$18,31,687.82	\$35,56,087.02
Membership Drive	310982280	\$17,90,069.8	\$35,24,951.25
New User Discount	302168513	\$18,33,454.81	\$36,03,860.17
Referral Program	311426765	\$18,18,025.51	\$36,91,382.6
Total	2707102183	\$1,63,19,838.24	\$3,21,93,407.37

AvgOrderValue by order_date

1.10K

32.19M
TotalRevenue

product_id	TotalSalesRevenue
4452	3,907.24
6405	4,257.18
9436	1,857.03
11422	1,907.40
14145	13,247.64
15314	9,840.45
18035	19,378.80
26060	6,858.80
33797	4,440.60
33955	2,977.28
34186	26,843.85
34200	7,675.20
36412	7,953.60
39154	18,937.20
Total	24,65,789.50

14-01-1900

10:15:00

total delivery time

197.27%

ROAS

Count of order_id by pincode

pincode ● 1489 ● 6749 ● 6805 ● 6864 ● 6891 ● 8262 ● 8504 ● 8953 ● 9157 ● 9792 ● 12673 ▶

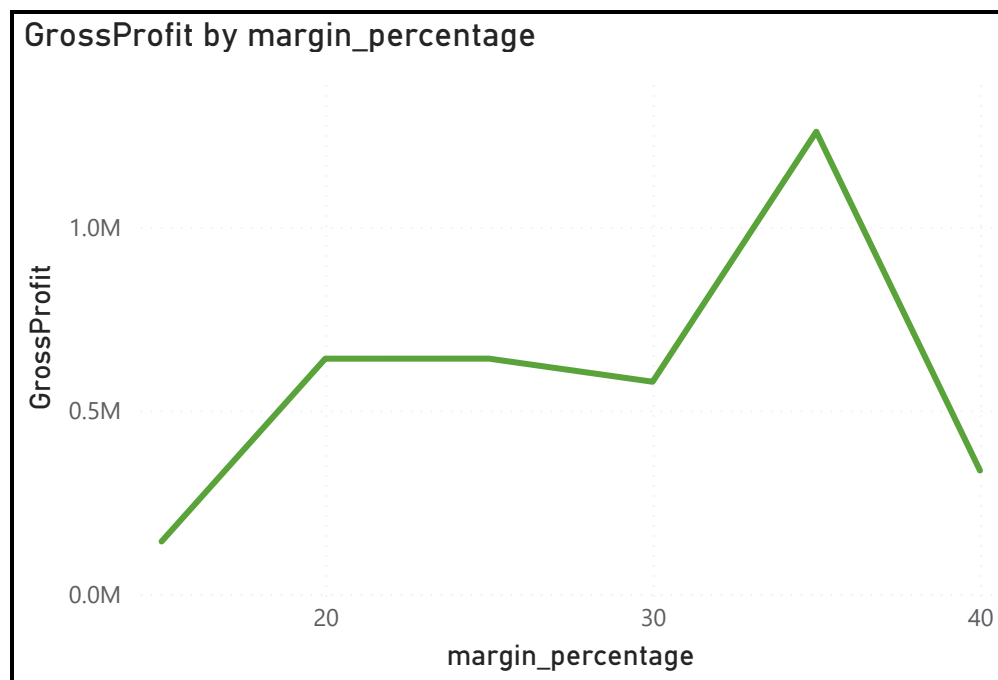


94.20%

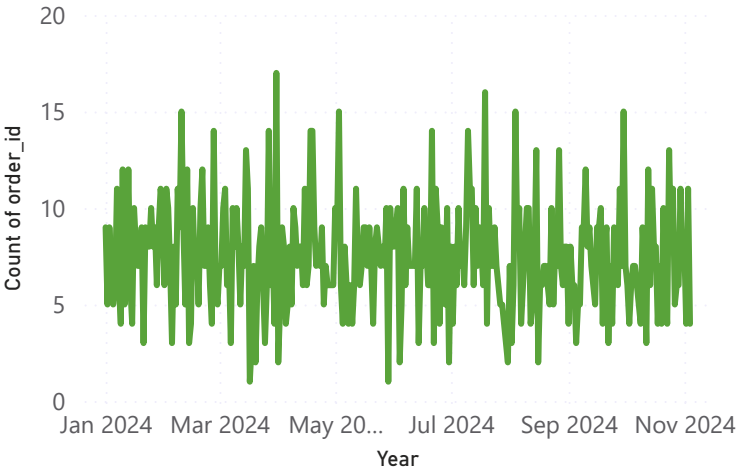
RetentionRate

product_id	product_name	Sum of OrderQuantity
992178	Pain Reliever	29
880510	Bread	29
820973	Baby Wipes	33
131748	Dog Food	29
51036	Baby Food	34
Total		183

Sum of price	product_name	Sum of margin_percentage	GrossProfit
6,663.22	Vitamins	200	1,33,264.40
6,479.50	Pet Treats	420	2,26,782.50
4,768.25	Cough Syrup	180	95,365.00
4,634.57	Dish Soap	250	1,15,864.25
4,613.49	Toilet Cleaner	250	1,15,337.25
4,558.09	Bread	140	91,161.80
4,004.32	Baby Wipes	240	1,20,129.60
3,983.26	Lotion	350	1,39,414.10
3,836.99	Eggs	140	76,739.80
3,830.84	Cola	210	1,14,925.20
1,30,879.63		7445	35,98,585.70



Count of order_id by Year, Quarter, Month and Day



Count of conversions and Sum of campaign_id

Count of conver...

5.40K

category	Baby Food	Baby Wipes	Bananas	Biscuits	Brea
Snacks & Munchies				123	
Pharmacy					
Pet Care					
Personal Care					
Instant & Frozen Food					
Household Care					
Grocery & Staples					
Fruits & Vegetables			45		
Dairy & Breakfast					13
Cold Drinks & Juices					
Baby Care	115	176			
Total	115	176	45	123	13

29.03M

Customer Lifetime Value

Delivery Status



☐ Delayed

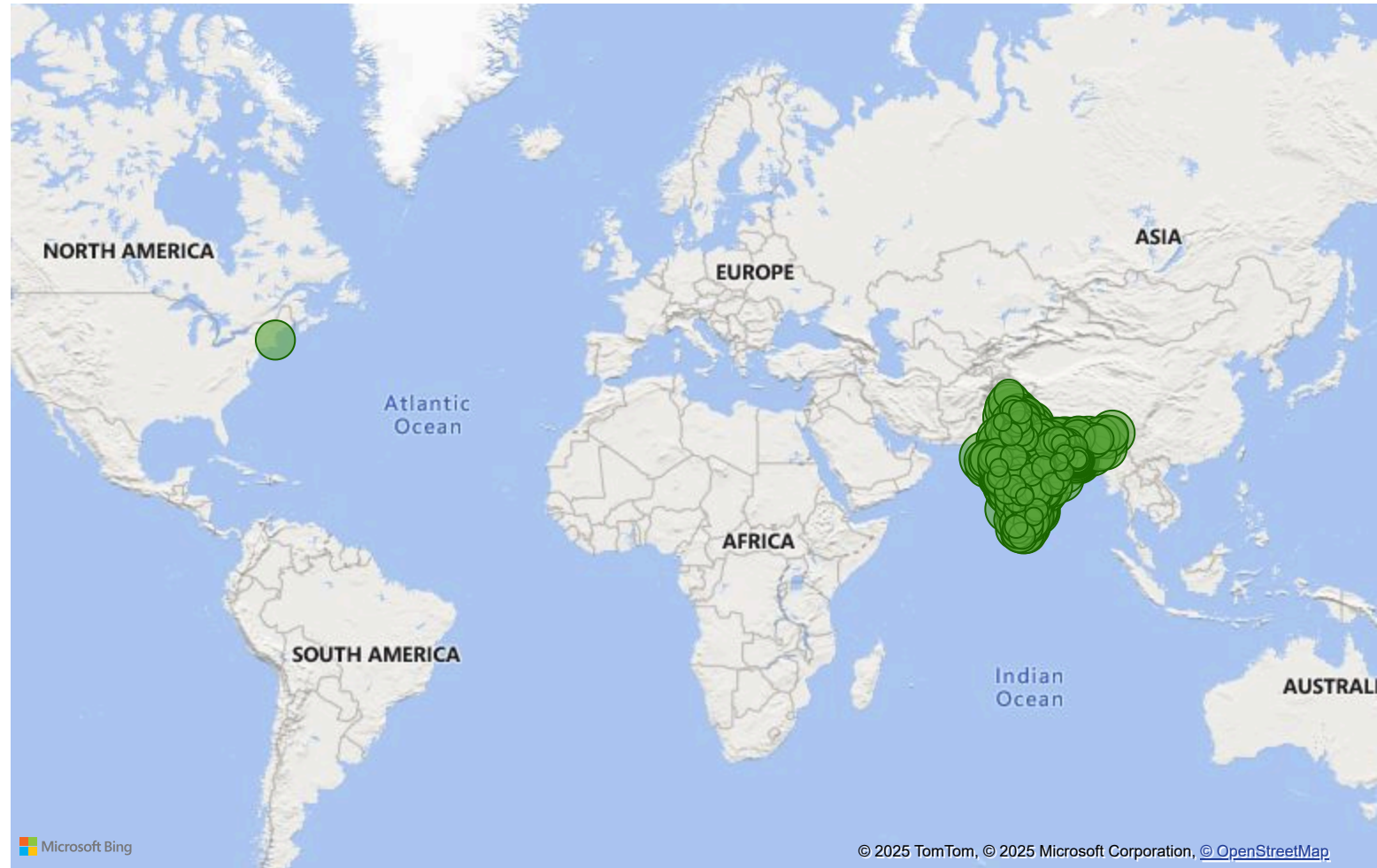
☐ On-Time

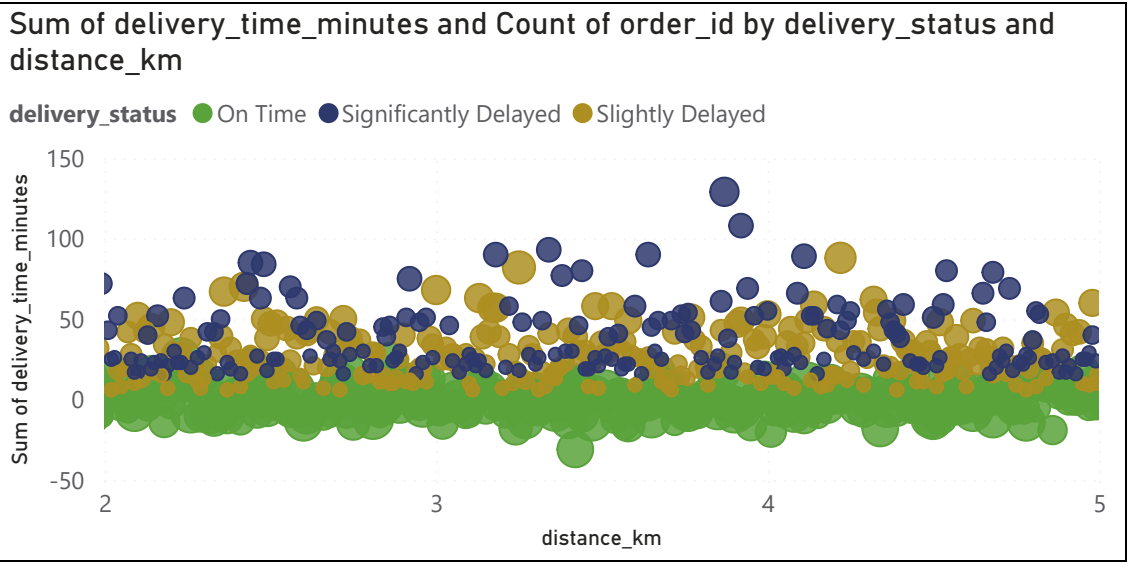
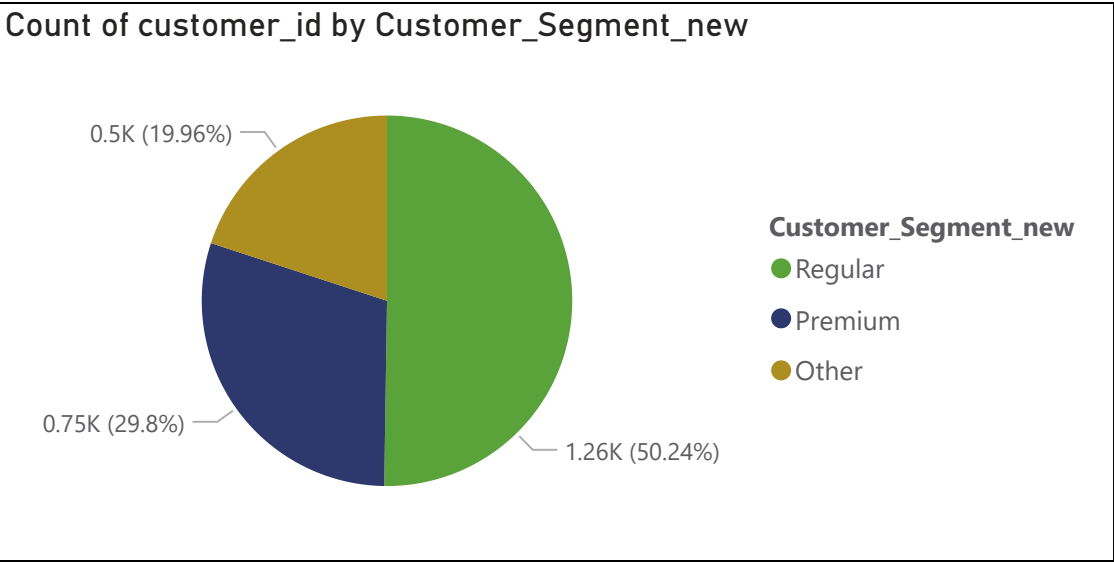
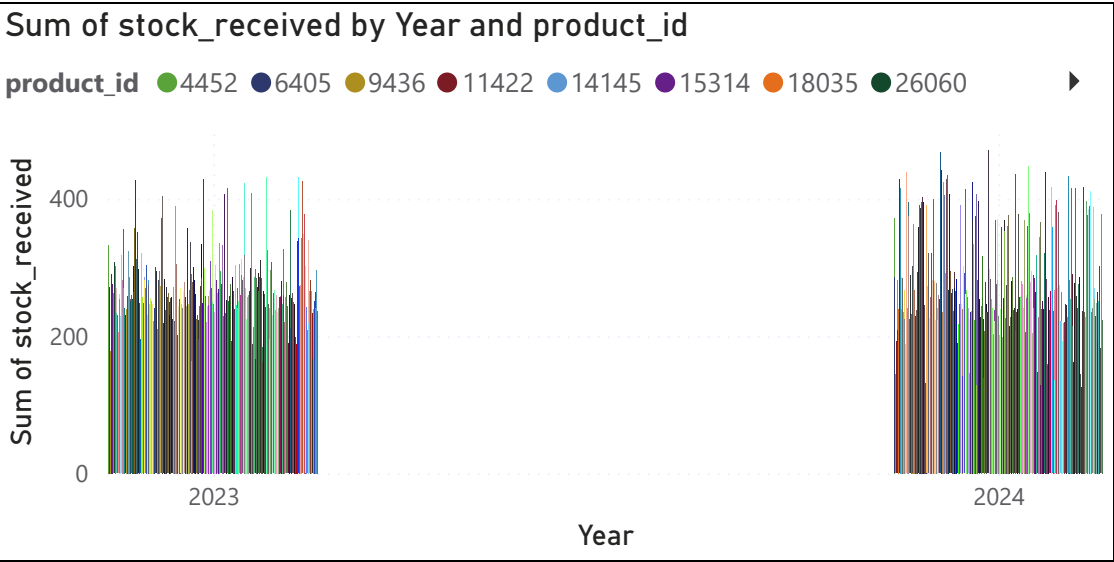
order_id	Year	Quarter	Month	Day	TotalOrdersPerMonth	Sum of customer_id
1860491452	2024	Qtr 2	April	18	1	99893898
8371900149	2024	Qtr 3	August	31	1	99893898
2962076108	2024	Qtr 2	June	13	1	99824171
1535818185	2024	Qtr 2	May	3	1	99772709
4521042050	2024	Qtr 2	April	25	1	99734256
4949766982	2024	Qtr 3	September	11	1	99734256
7530379037	2024	Qtr 3	August	2	1	99729547
9500356395	2024	Qtr 4	October	29	1	99729547
9389677233	2024	Qtr 3	August	10	1	99714944
1295119665	2024	Qtr 1	March	19	1	99695529
5398965602	2024	Qtr 2	June	9	1	99412119
3697242439	2024	Qtr 4	October	15	1	99361865
4516009647	2024	Qtr 3	July	19	1	99361865
1857227304	2024	Qtr 1	March	19	1	99301505
2278004109	2024	Qtr 3	September	1	1	99301505
842020543	2024	Qtr 3	August	14	1	99231937
3177552965	2024	Qtr 2	May	17	1	99231937
5296157775	2024	Qtr 3	July	27	1	99231937
8436983782	2024	Qtr 4	October	22	1	98896871
5277462976	2024	Qtr 4	October	19	1	98858383
7876289647	2024	Qtr 3	August	7	1	98858383
9494303116	2024	Qtr 3	July	21	1	98858383
3735186180	2024	Qtr 1	March	16	1	98709982
9128056381	2024	Qtr 2	June	10	1	98691989
2724264210	2024	Qtr 4	October	24	1	98687927
1112110363	2024	Qtr 1	January	20	1	98625898
9169008097	2024	Qtr 2	May	18	1	98625898
2069355540	2024	Qtr 3	July	27	1	98540377
8545716586	2024	Qtr 1	January	12	1	98540377
Total					2296	116311755647

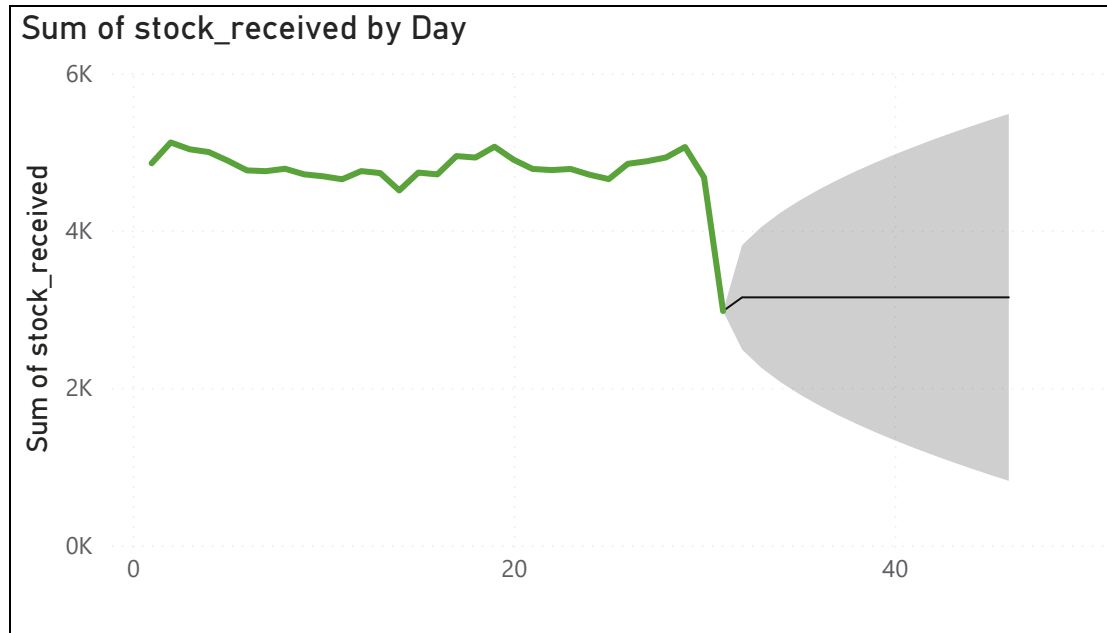
Sum of damaged_stock	Year	Quarter	Month	Day	product_id	Sum of stock_received
0	2023	Qtr 1	March	1	4452	1
0	2023	Qtr 1	March	1	6405	8
0	2023	Qtr 1	March	1	9436	6
0	2023	Qtr 1	March	1	11422	11
0	2023	Qtr 1	March	1	14145	5
0	2023	Qtr 1	March	1	15314	4
0	2023	Qtr 1	March	1	18035	4
0	2023	Qtr 1	March	1	26060	5
0	2023	Qtr 1	March	1	33797	6
0	2023	Qtr 1	March	1	22055	2
1109						28779

Customer Orders by Store		
store_id	Sum of order_total	Count of order_id
2409	6,543.19	
6124	6,173.45	
909	5,868.92	
7603	5,804.23	
6841	5,692.84	
5047	5,662.12	
5347	5,604.64	
1380	5,578.40	
6862	5,515.23	
1465	5,498.39	
8131	5,490.94	
8682	5,488.32	
Total	49,77,164.29	

OrderCount and AvgOrderValue by area







$\text{Delivery_delays} = \text{actual_delivery_time} - \text{promised_delivery_time}$

22215

Sum of Delivery_Delays