

EXECUTIVE SUMMARY DASHBOARD

Product
Performance

Customer
Analysis

Trends &
Geography

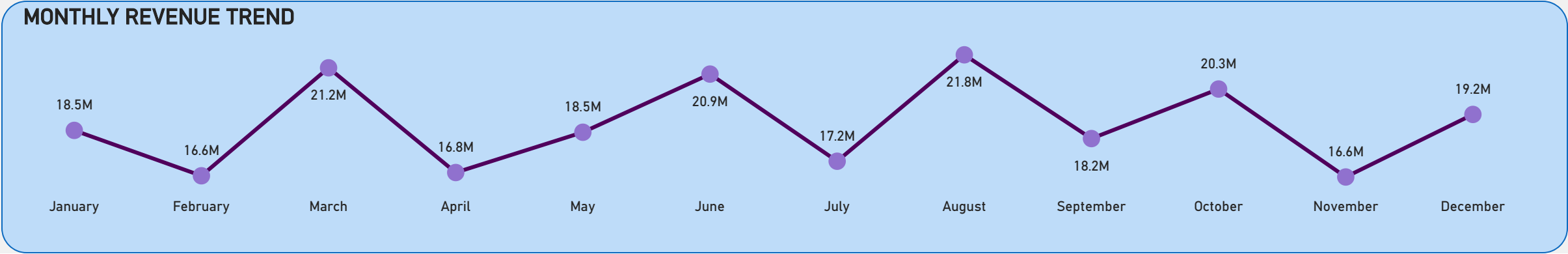
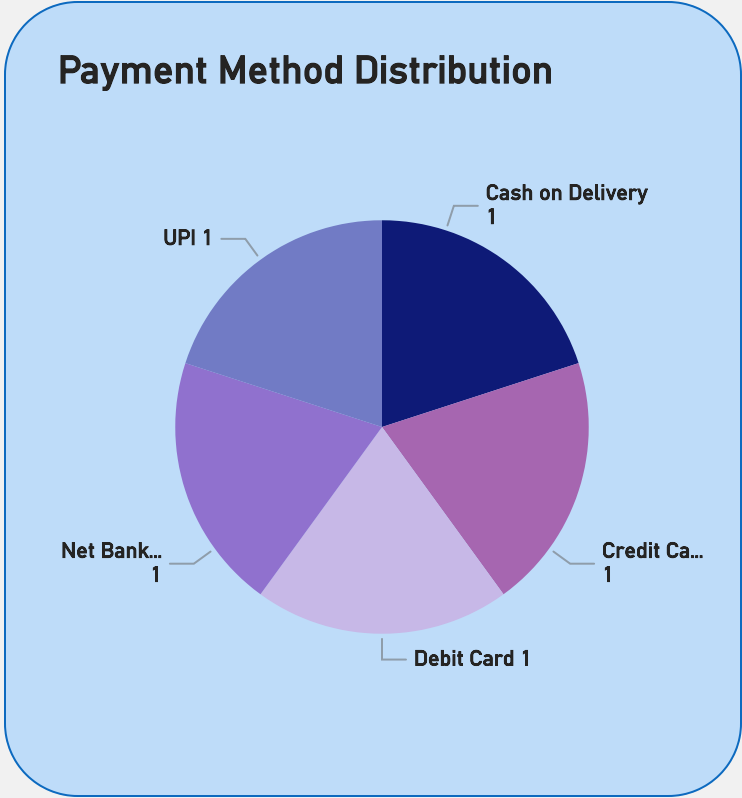
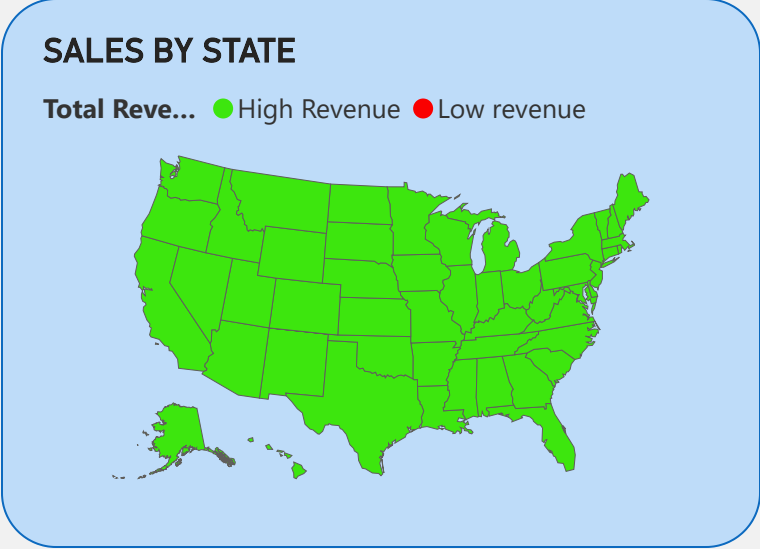
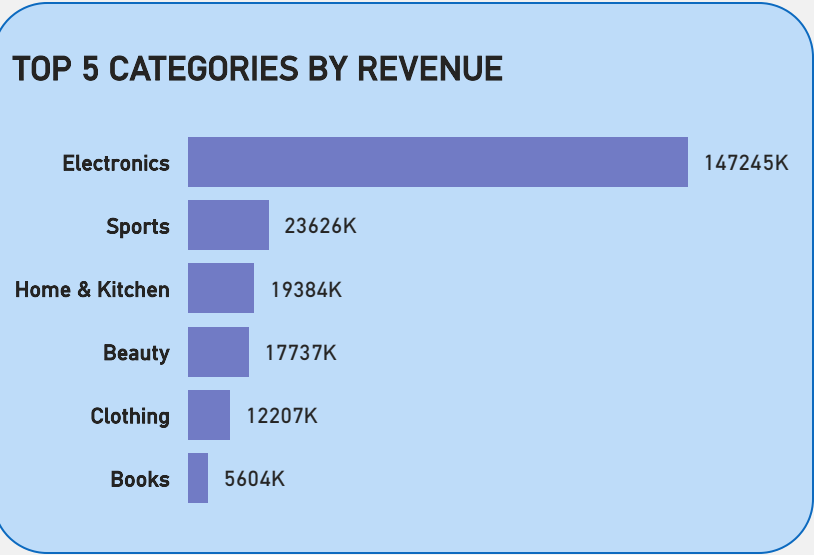
Payment Method

All

Category

All

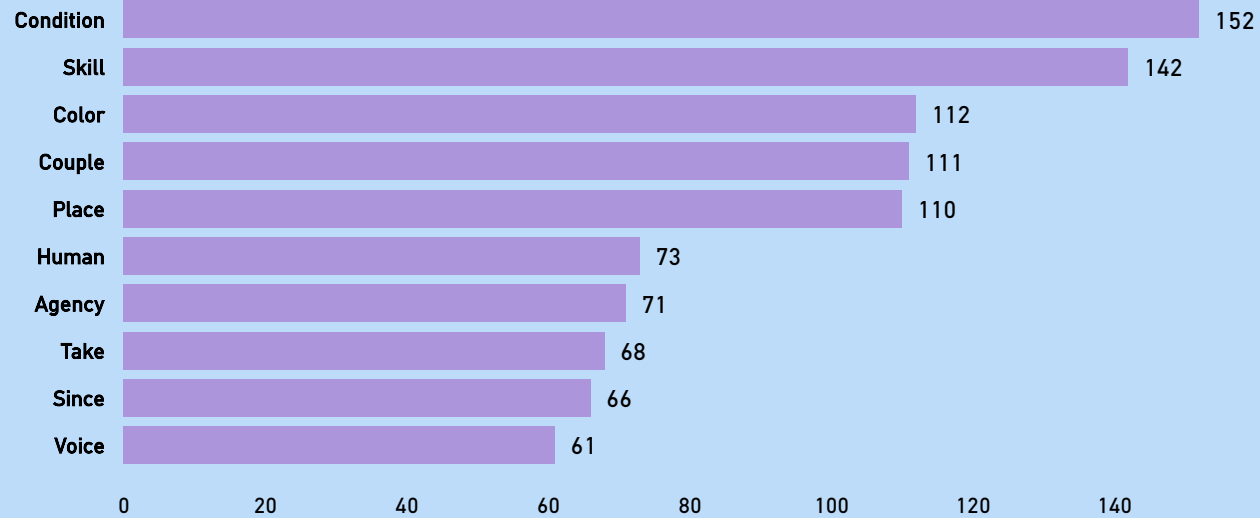
TOTAL REVENUE	AVERAGE ORDER VALUE	TOTAL TRANSACTIONS	TOTAL PROFIT MARGIN %
2,25,803K	362K	24	57,484K





PRODUCT PERFORMANCE

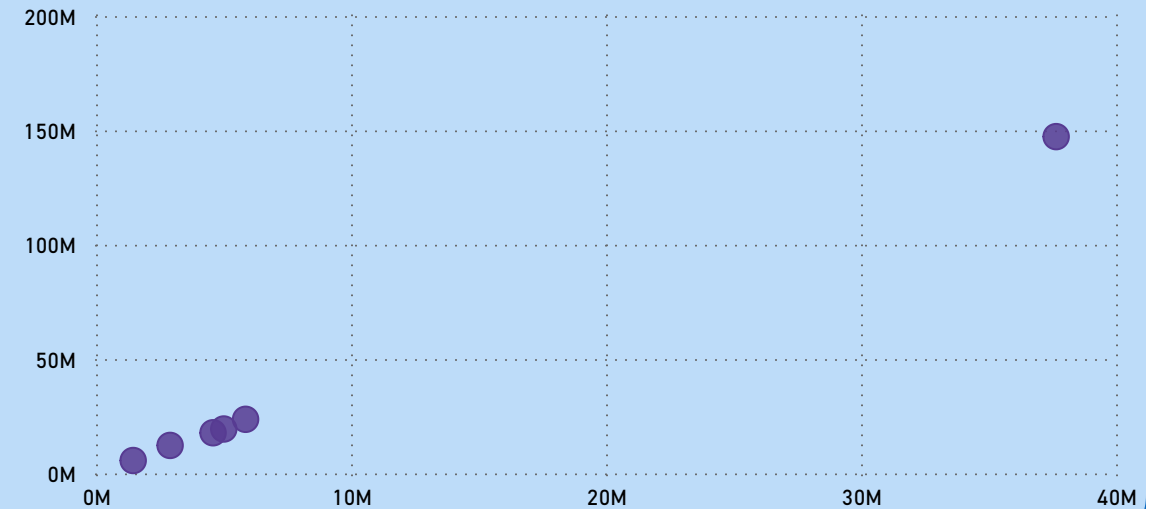
TOP 10 PRODUCTS



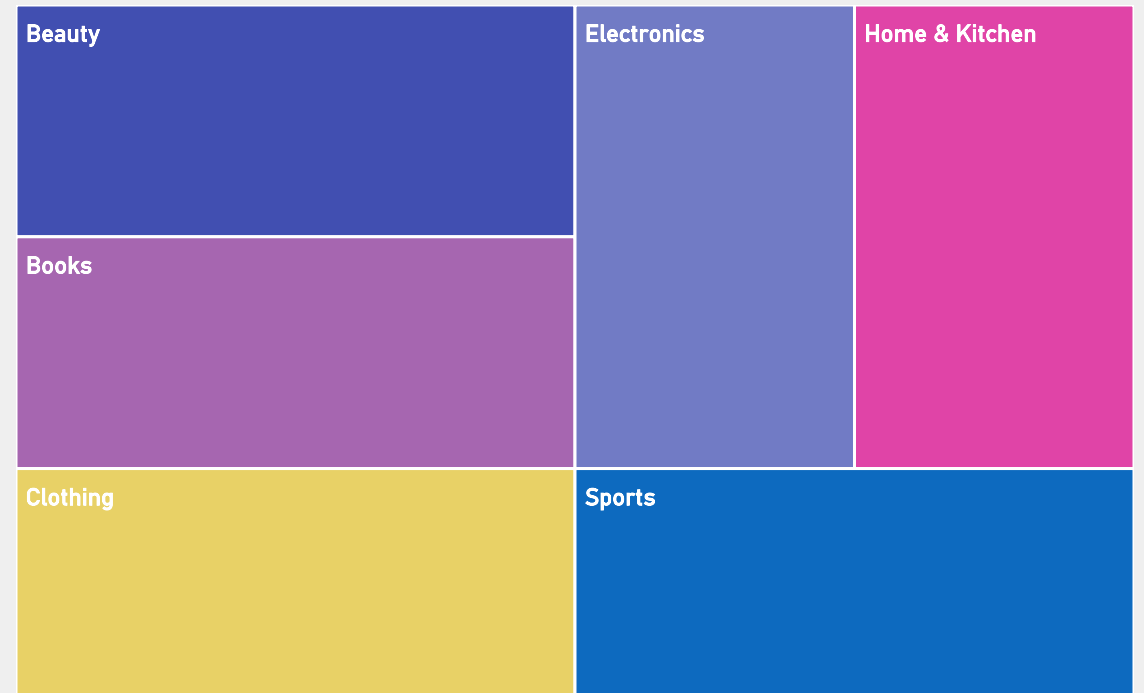
PRODUCTS METRICS TABLE

category	Sum of profit_margin	Sum of revenue	Count of units_sold	Sum of total_profit
⊕ Electronics	● 2,227.87	14,72,44,841.42	86	3,76,52,706.57
⊕ Books	● 2,198.49	56,04,286.99	85	14,58,304.37
⊕ Sports	● 2,083.48	2,36,26,371.39	85	58,66,377.51
⊕ Beauty	● 2,090.06	1,77,36,650.36	82	45,89,916.77
⊕ Clothing	◆ 1,811.81	1,22,07,254.84	77	29,06,119.13
⊕ Home & Kitchen	◆ 1,674.09	1,90,17,861.51	65	49,12,390.83

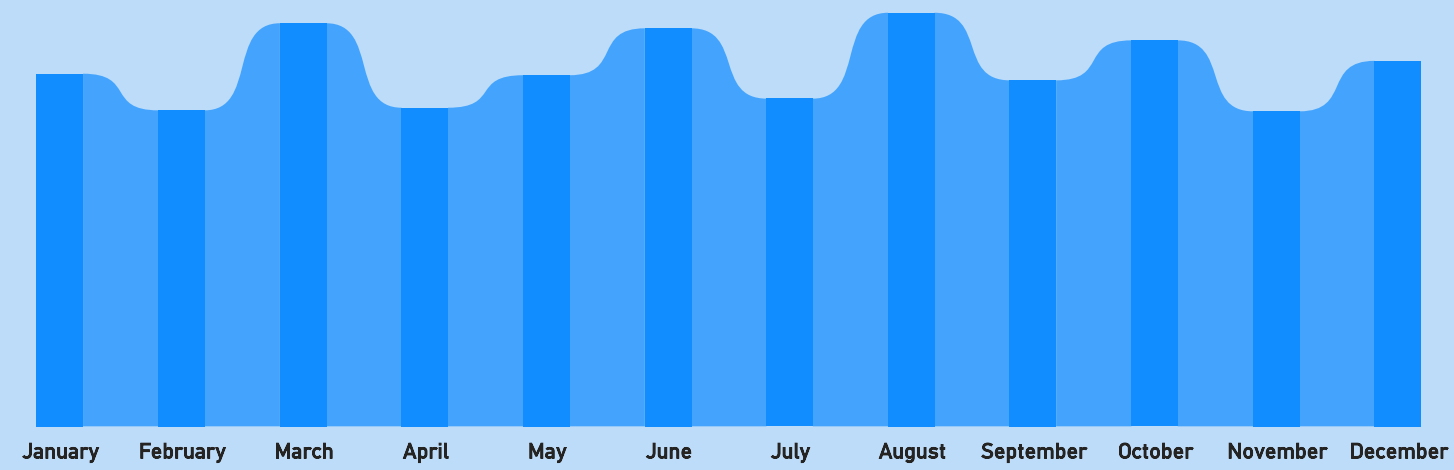
PRICE VS PROFIT ANALYSIS



CATEGORIES AND SUB CATEGORIES



CUSTOMER PURCHASE PATTERNS

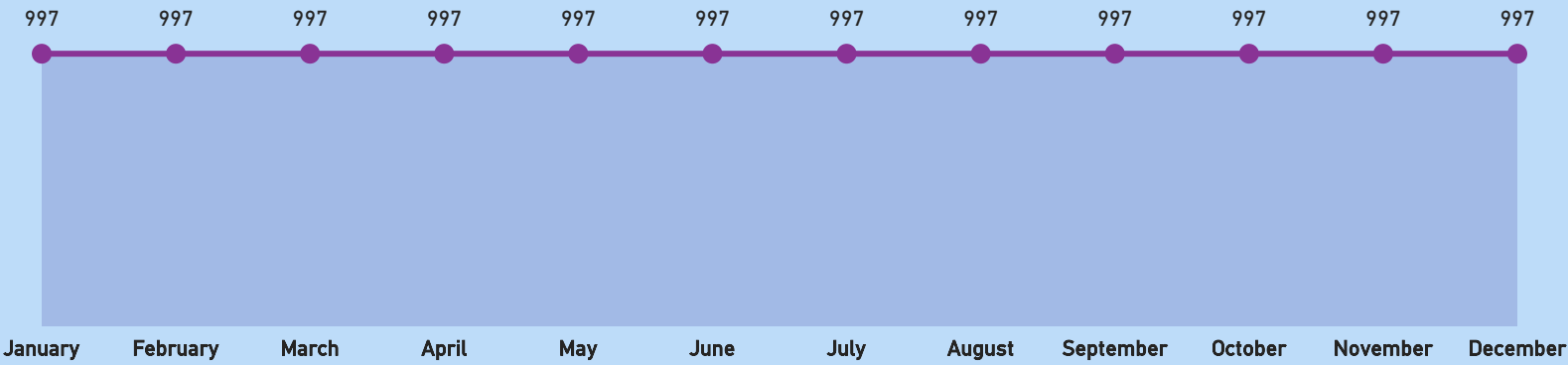


CUSTOMER ANALYTICS

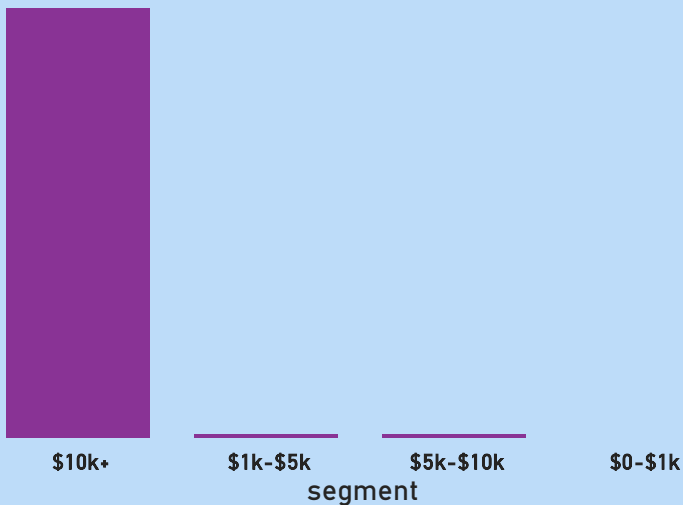
TOP 10 CUSTOMERS

segment	Sum of total_customers	Average of avg_transaction_value	Sum of total_revenue
\$0-\$1k	997		22,58,03,303.41
\$10k+	997	2,29,862.81	22,58,03,303.41
\$1k-\$5k	997	3,466.19	22,58,03,303.41
\$5k-\$10k	997	7,185.45	22,58,03,303.41

CUSTOMER ACQUISTION



CUSTOMER SEGMENTS





TRENDS AND GEOGRAPHY

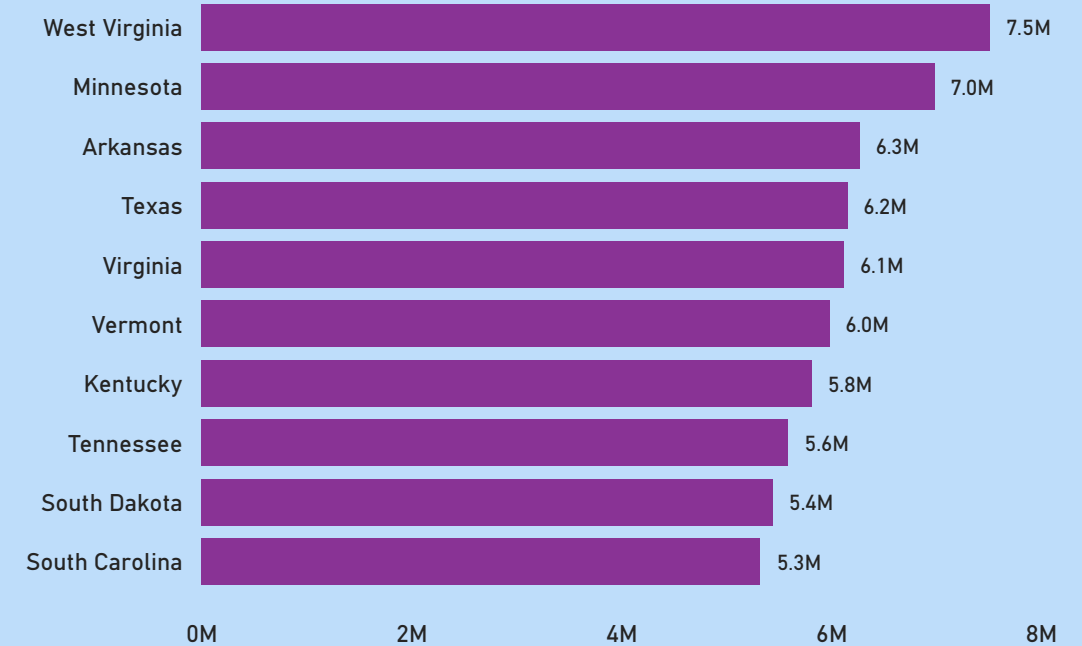
⚠️ This visual type is being retired soon. Contact your admin to upgrade.

STATE WISE REVENUE

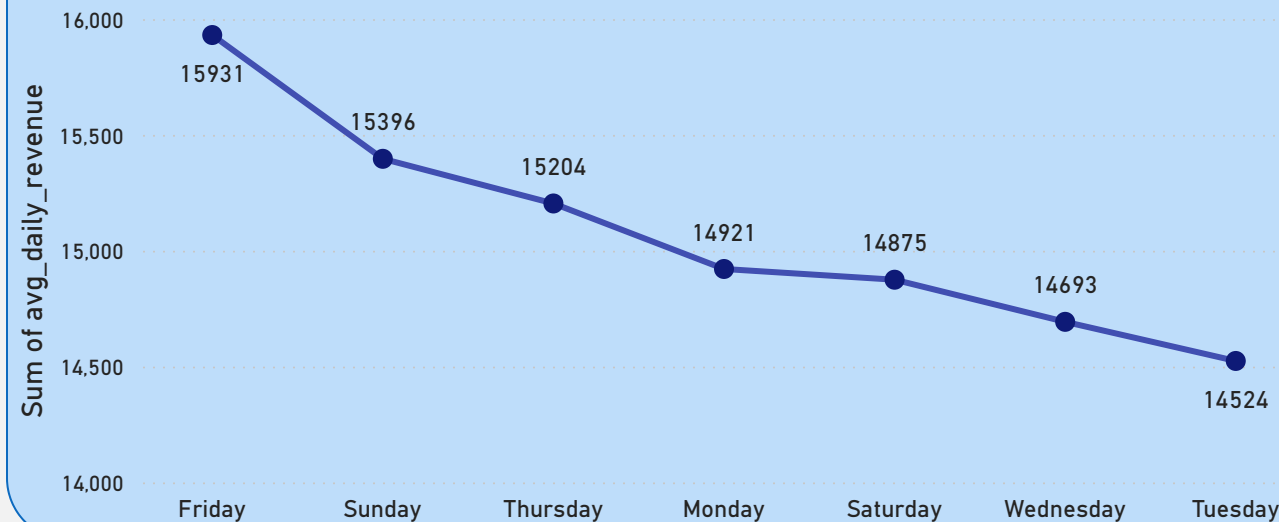
REVENUE ● High Revenue ● Low revenue



TOP 10 STATES



DAY OF WEEK ANALYSIS



CATEGORY REVENUE TREND

