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Sales & Product Insights

Customer Insights

Marketing Effectiveness

Marketing Effectiveness (2)

Operations & Feedback Insights

Operations & Feedback Insights (2)



Prepared by Monivi Hope Ogidi
Data Analyst

Mekky Data Analytics Report

Business Insights & Operational Intelligence Dashboard



Customer Behavior



Product Performance



Marketing Effectiveness



Operational Efficiency



Customer Feedback

MEKKY MART SALES PERFORMANCE

Total Customers 2500 Total Orders 5000 Total Sales \$4.97M Avg. Sales \$2.29K



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Customer Insights

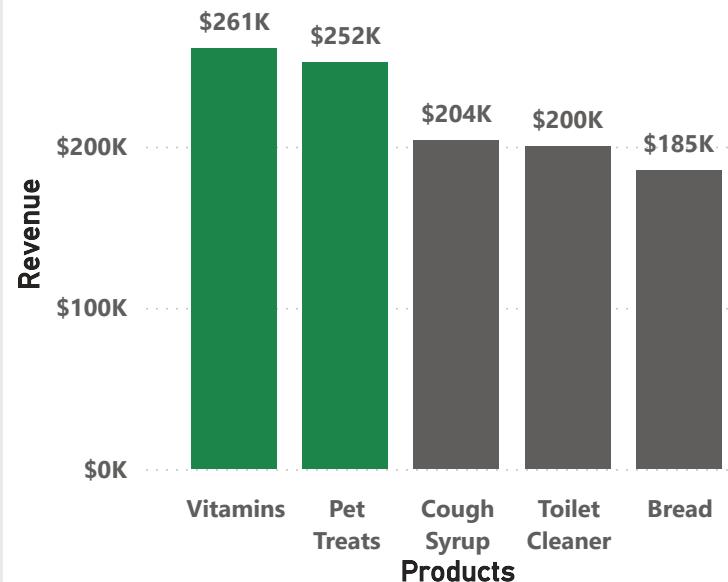
Marketing Effectiveness

Marketing Effectiveness (2)

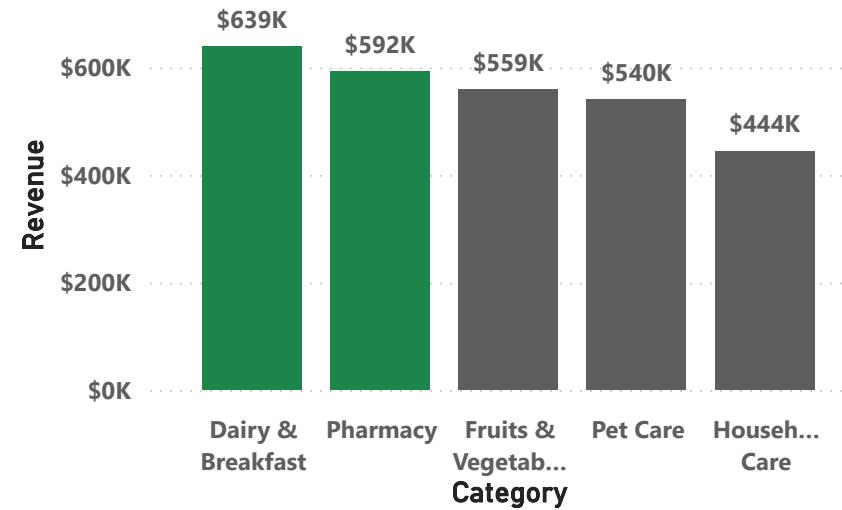
Operations & Feedback Insights

Operations & Feedback Insights (2)

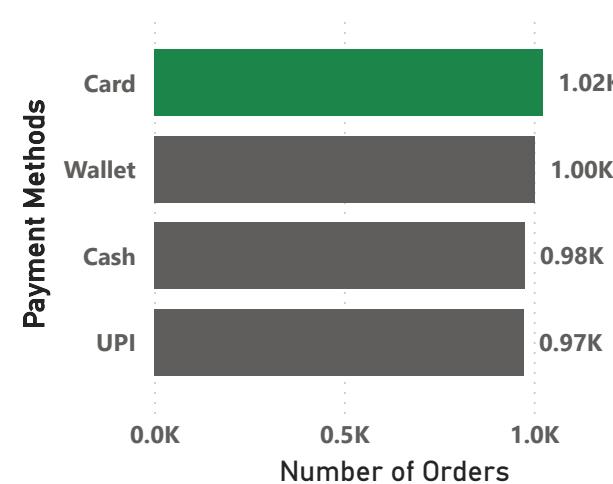
Top 5 Products by Revenue



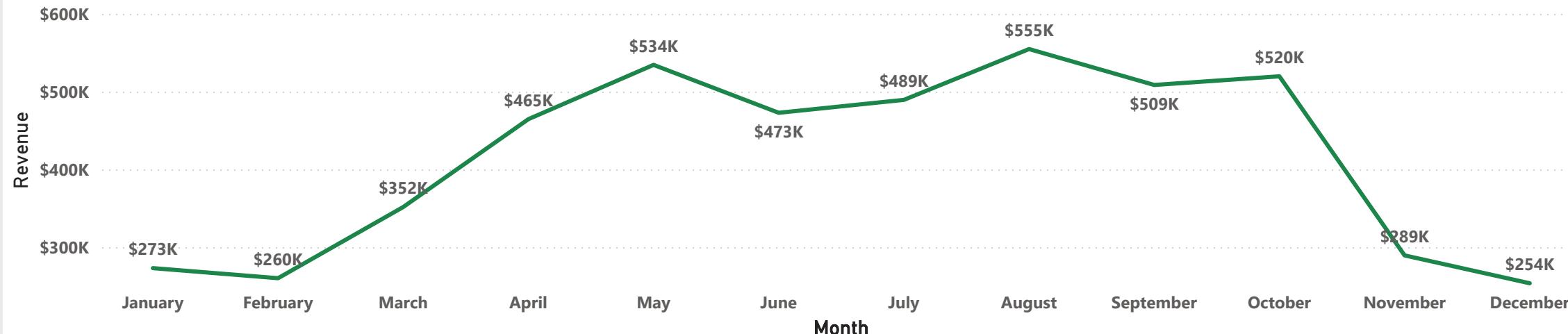
Top 5 Product Category by Revenue



Most Preferred Payment Method by Customers



Monthly Sales Trend by Revenue Generated (2023 - 2024)



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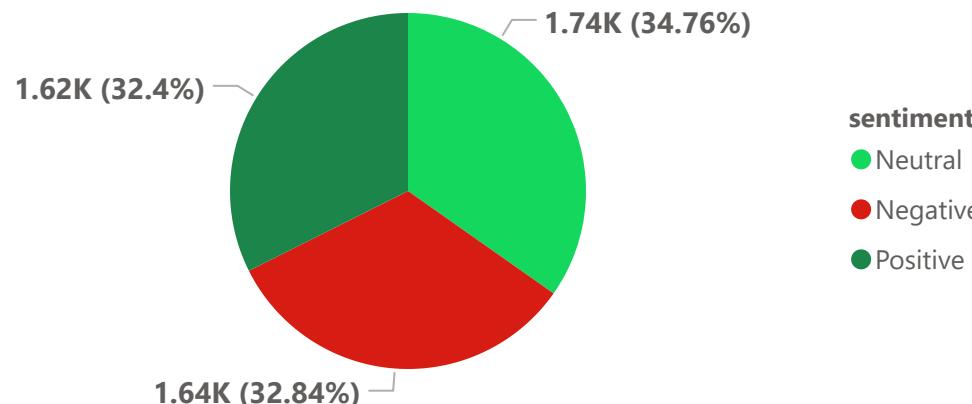
Operations & Feedback Insights (2)

Top 5 Marketing Campaigns by Return On Ad Spend



Customer Sentiment Distribution

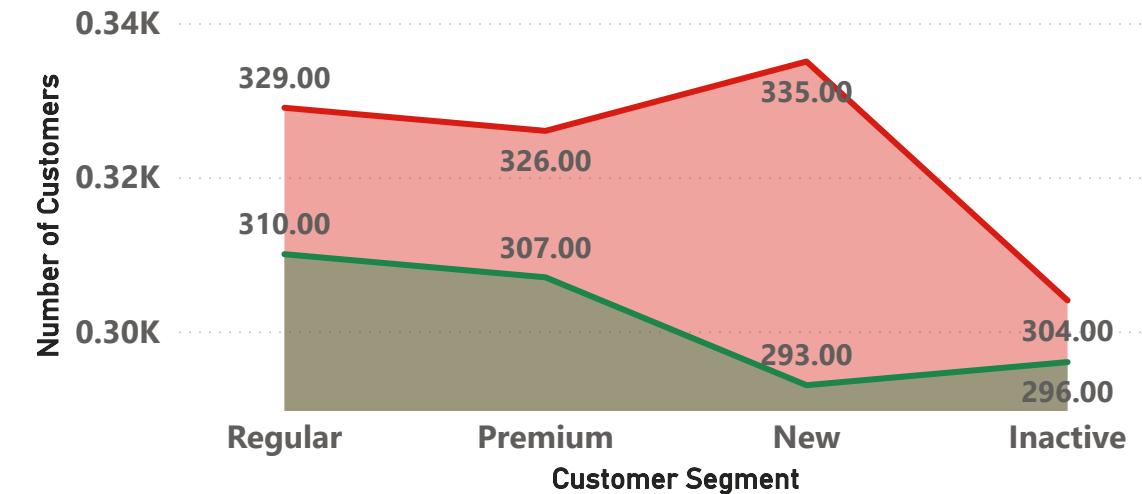
The number of positive, neutral, and negative customer feedbacks



Customer Happiness by Segment

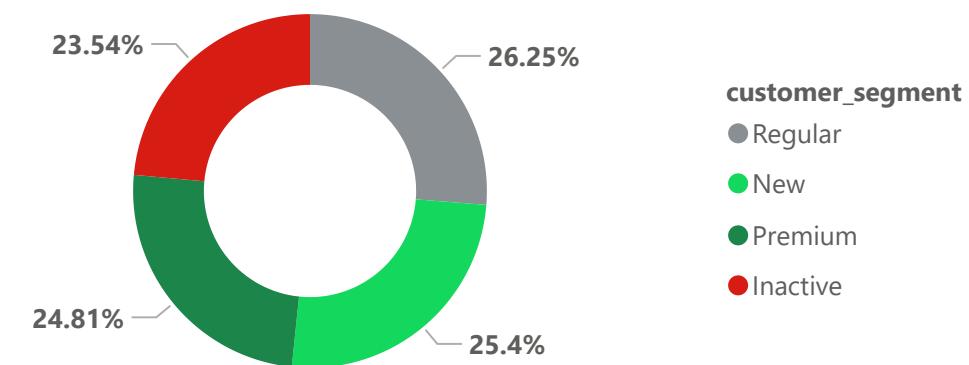
Identifying segments with high unhappy-customer levels

is_unhappy ● False ● True



Revenue Contribution by Customer Segment

Revenue Distribution Across Customer Segments



MEKKY MART SALES PERFORMANCE



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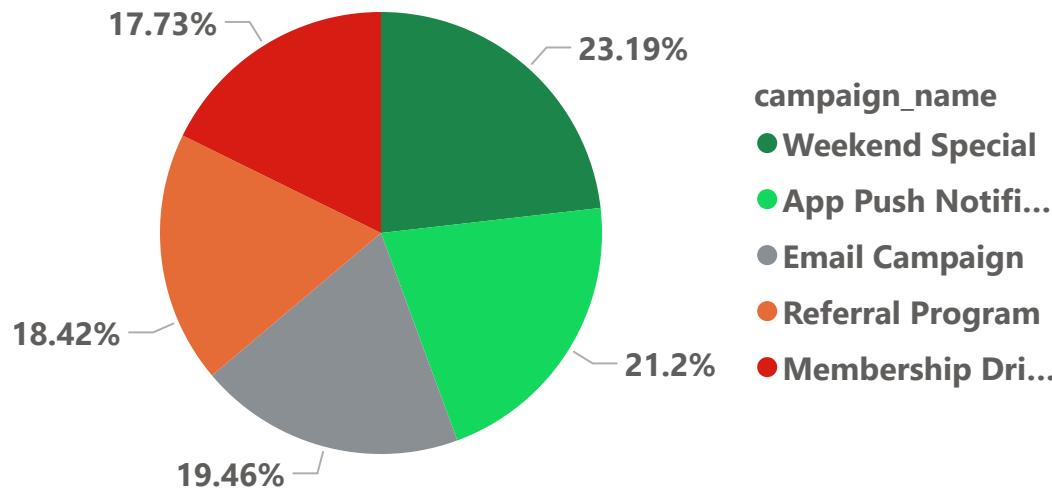
Marketing Effectiveness

Marketing Effectiveness (2)

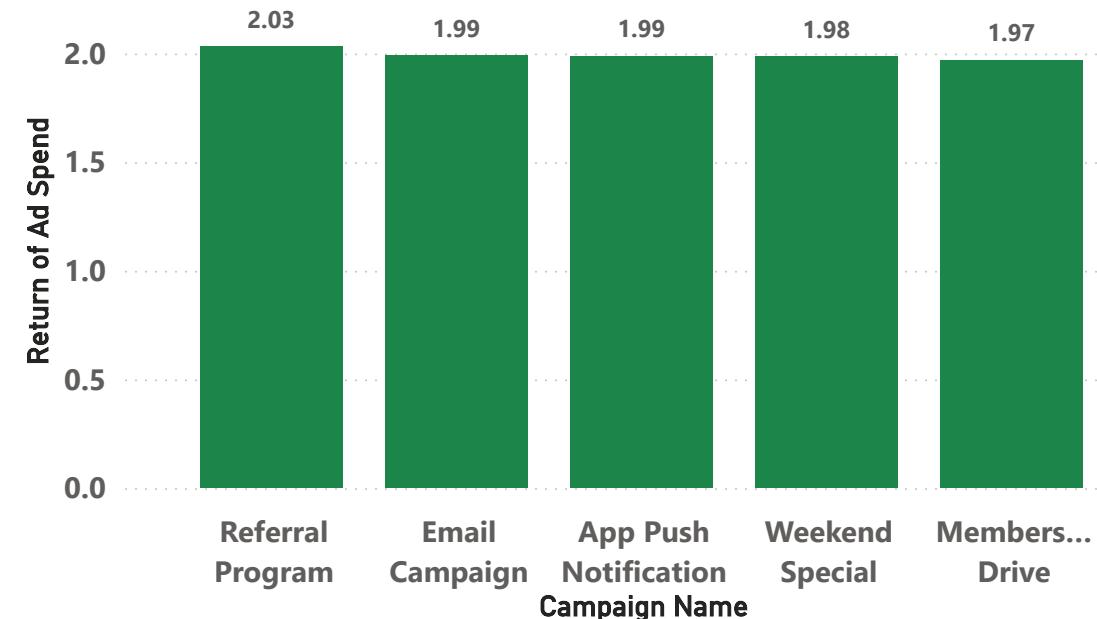
Operations & Feedback Insights

Operations & Feedback Insights (2)

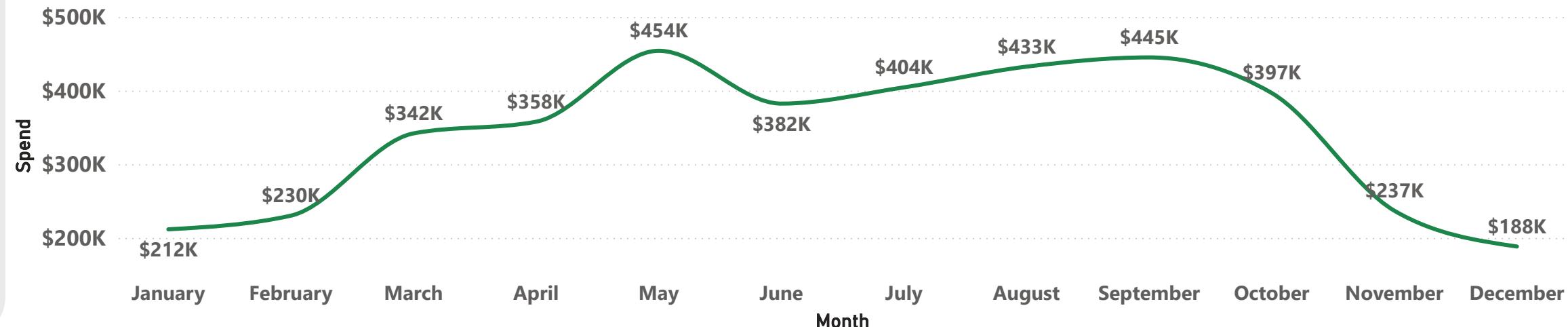
Proportion of Conversions by Marketing Campaigns



Top 5 Marketing Campaigns by Return On Ad Spend



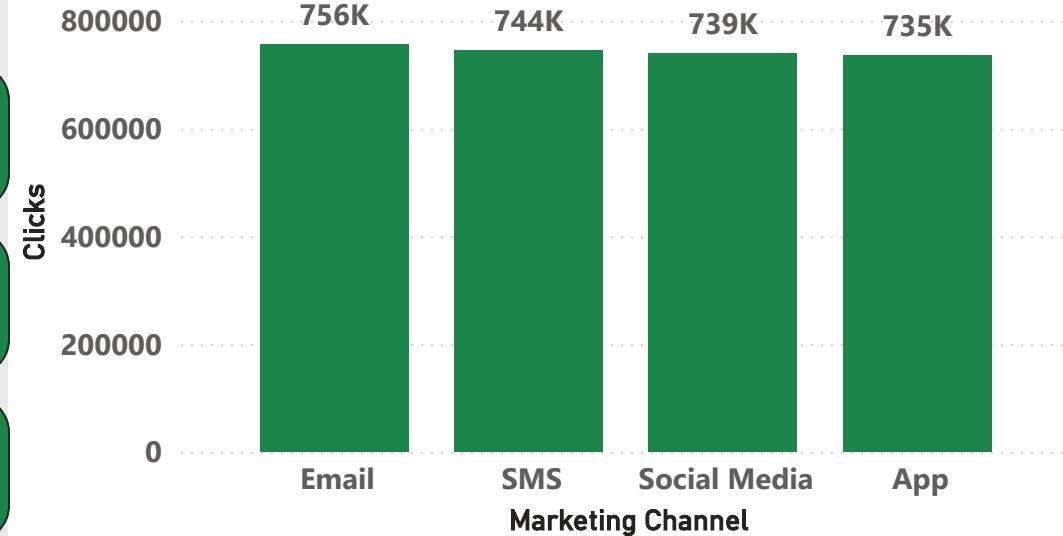
Monthly Trend of Marketing Spend



MEKKY MART SALES PERFORMANCE



Marketing Channel Performance by Clicks



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Customer Insights

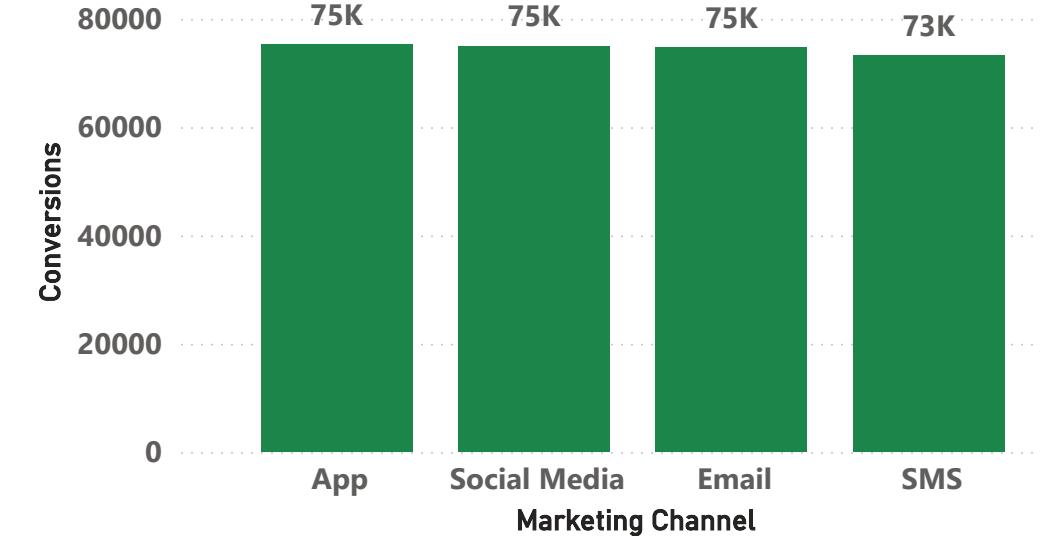
Marketing Effectiveness

Marketing Effectiveness (2)

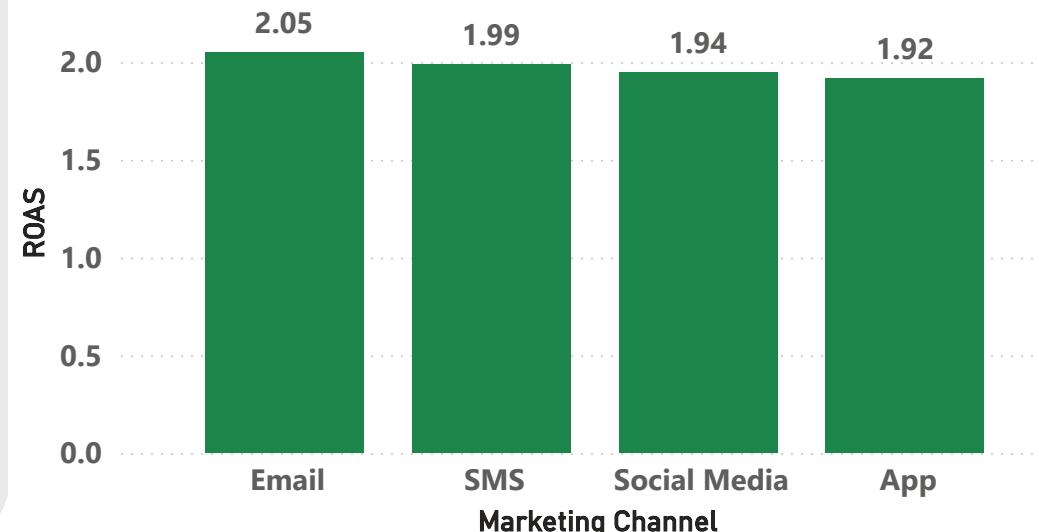
Operations & Feedback Insights

Operations & Feedback Insights (2)

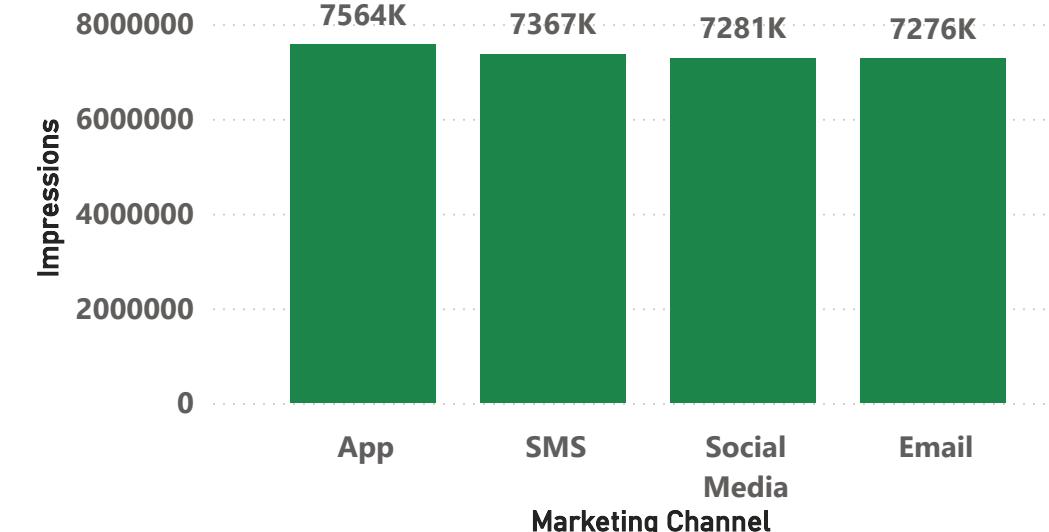
Marketing Channel Performance by Conversions



Marketing Channel Performance by ROAS



Marketing Channel Performance by Impressions



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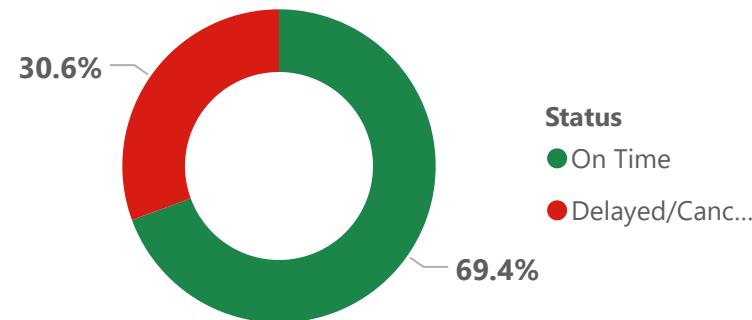
Marketing Effectiveness (2)

Operations & Feedback Insights

Operations & Feedback Insights (2)

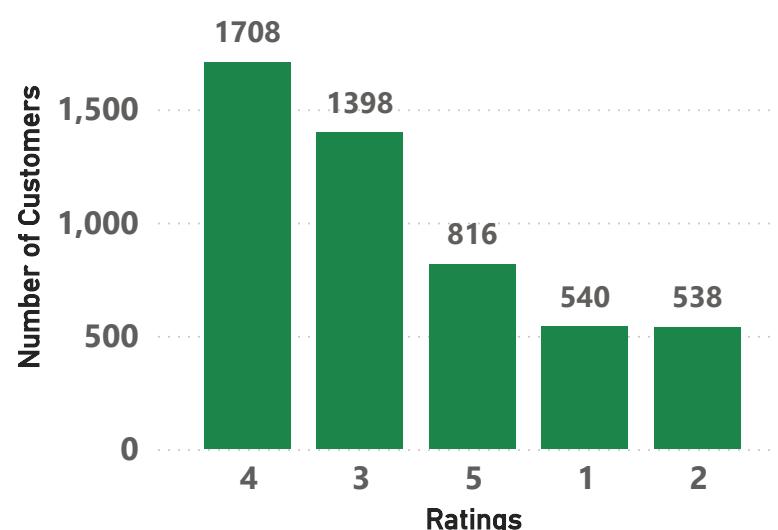
Proportion of Delivery Status (2023 - 2024)

Revenue Distribution Across Customer Segments

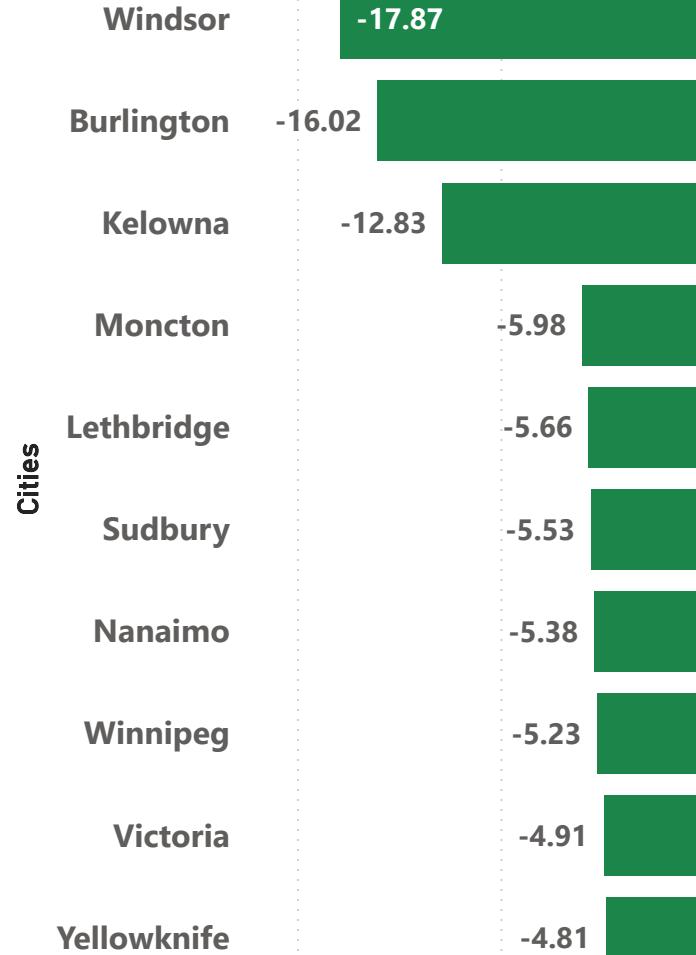


Customer Feedback Rating Overview

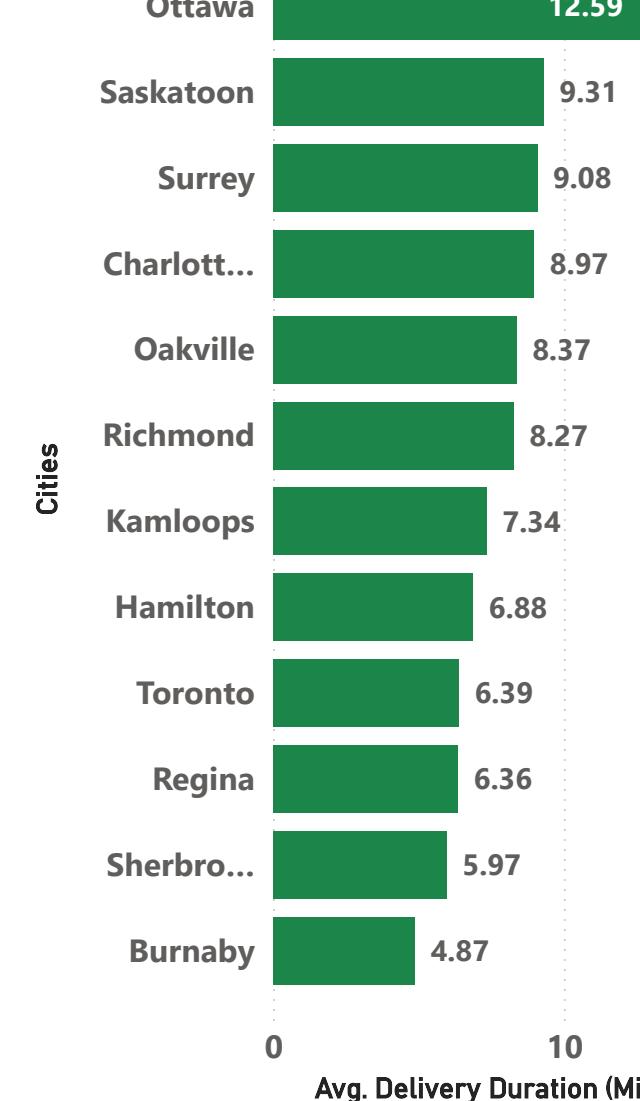
Number of customers who selected each rating



Cities With Slow Delivery Duration (Minutes)



Cities With Fast Delivery Duration (Minutes)



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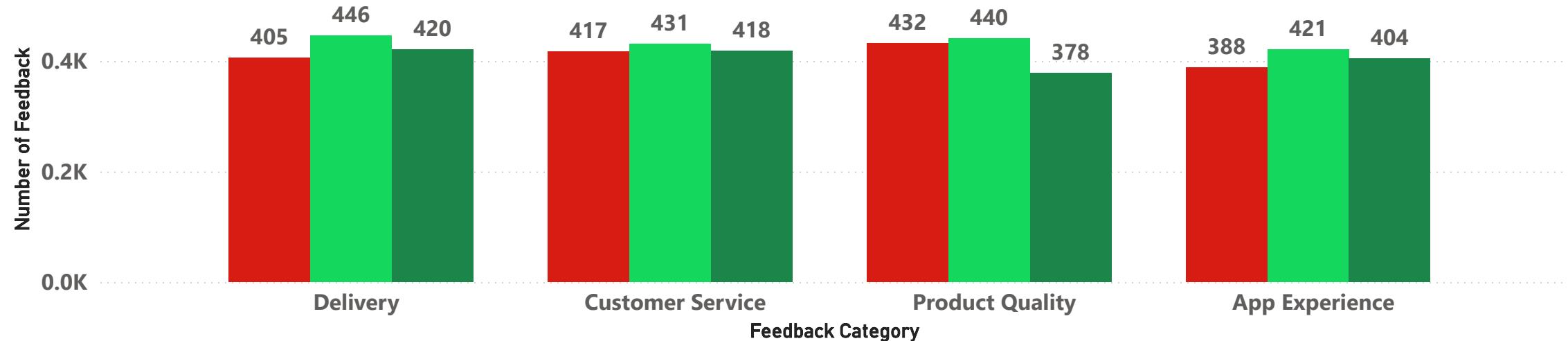
Marketing Effectiveness (2)

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Sentiment Breakdown for Each Feedback Category

sentiment ● Negative ● Neutral ● Positive



Feedback Ratings by Category

Shows how many ratings each feedback category received

rating ● 1 ● 2 ● 3 ● 4 ● 5

