

 Executive Summary

FMCG Business Intelligence Dashboard

 Total Revenue

105.55B

 Total Orders

96.73K

 Active Customers

54

 Products Sold

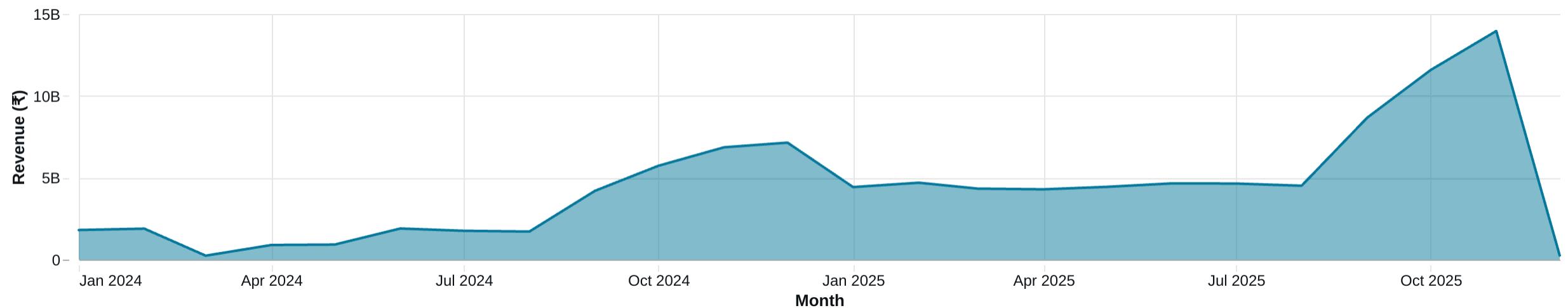
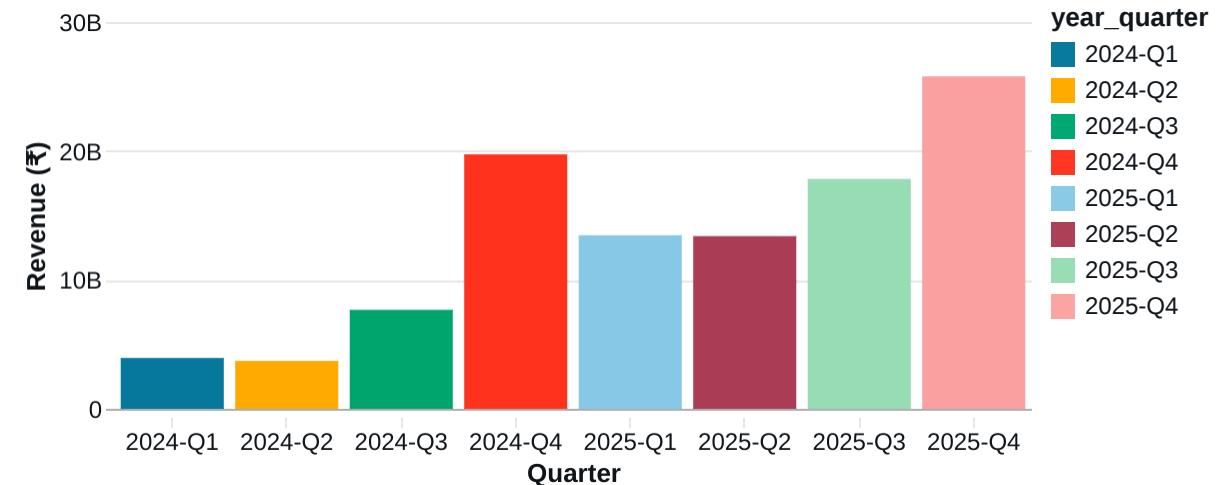
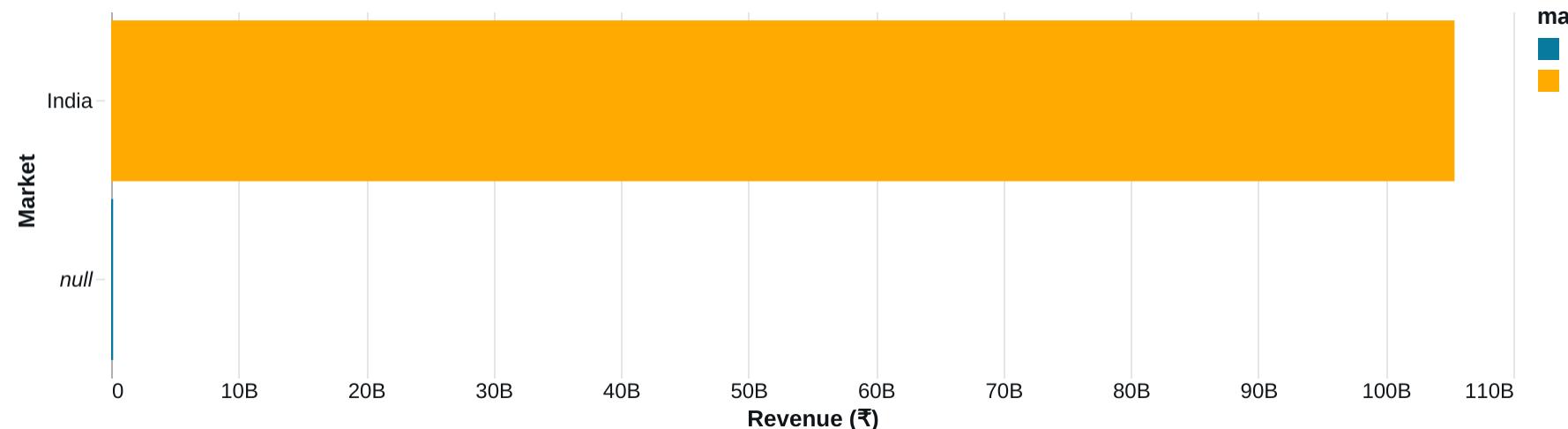
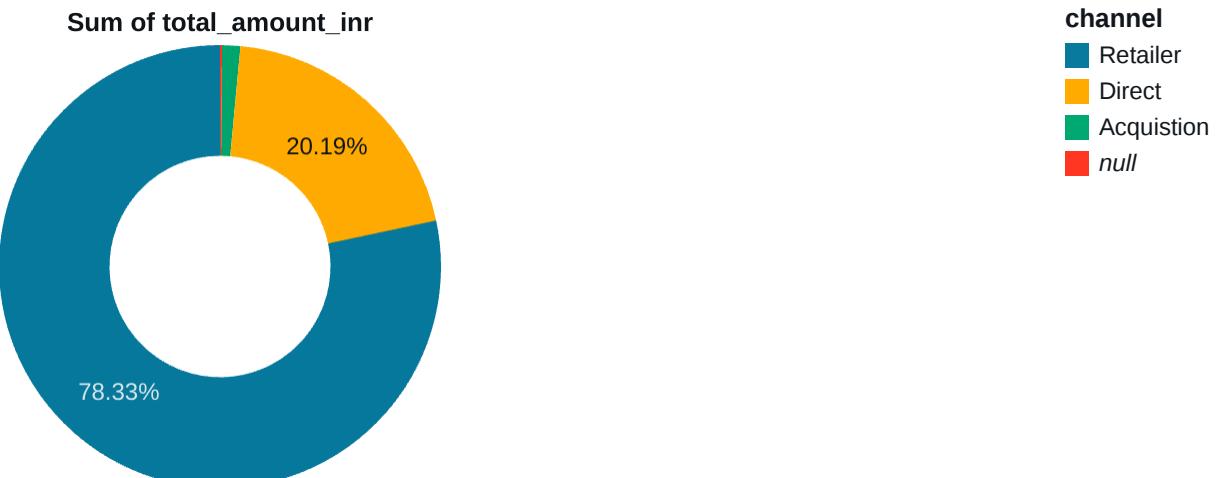
406

 Avg Order Value

1.09M

 Units Sold

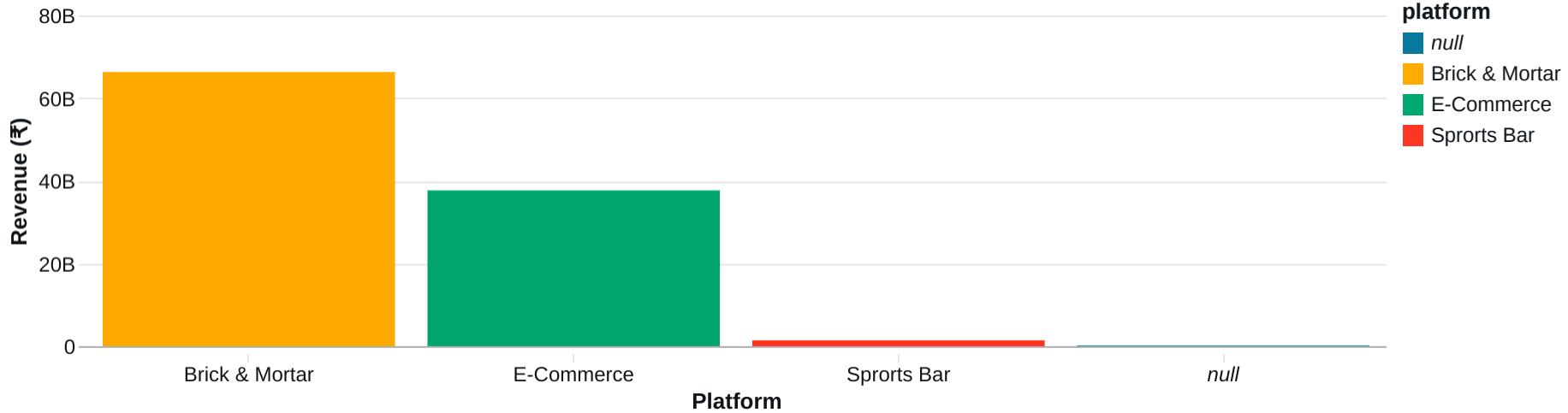
35.63M

 Monthly Revenue Trend

 Quarterly Performance

 Top Markets by Revenue

 Sales by Channel


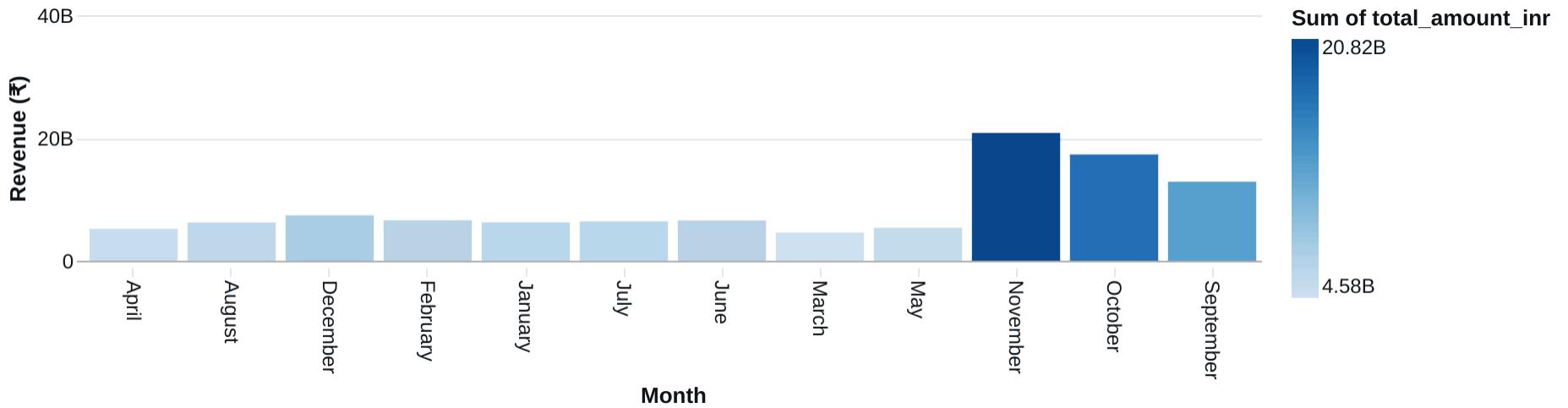
 Sales Analysis

Sales Performance Analysis

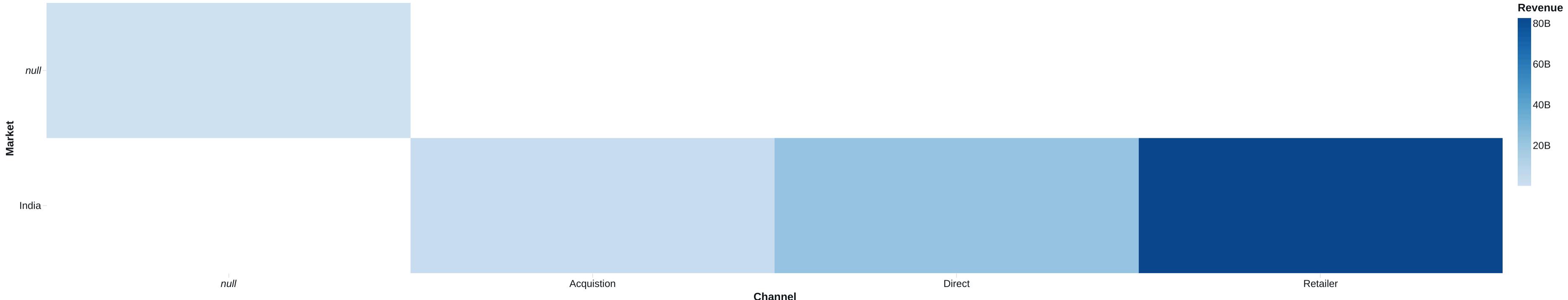
Platform Performance



Monthly Sales Distribution



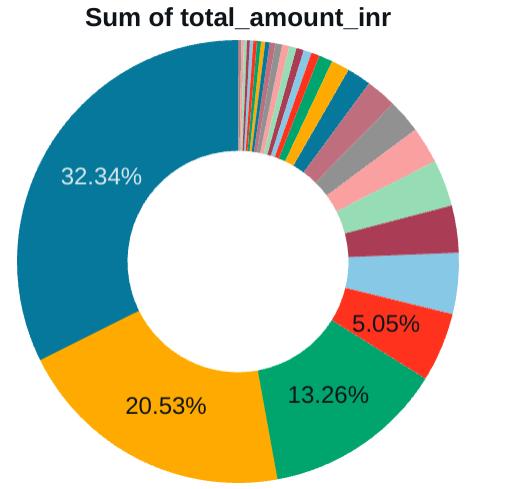
Market-Channel Performance Matrix



Product Insights

Product Performance Insights

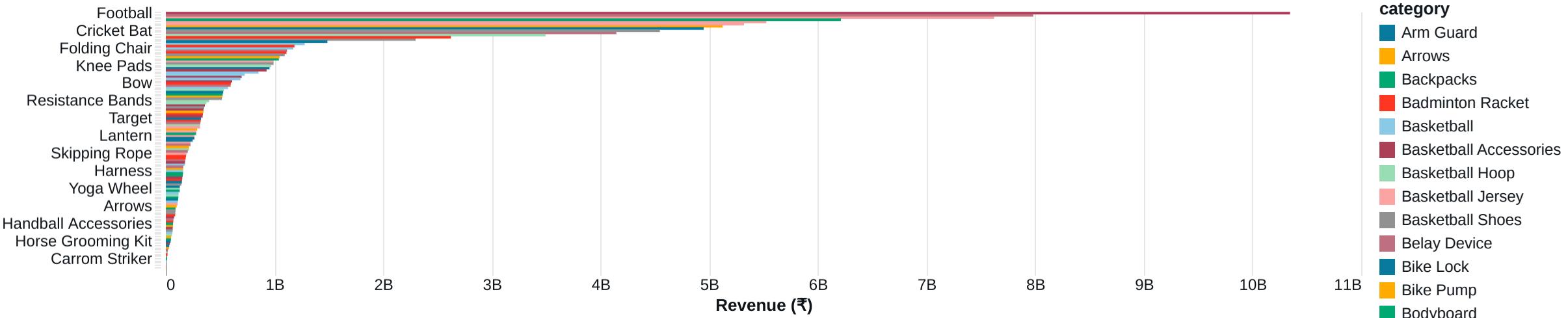
Revenue by Division



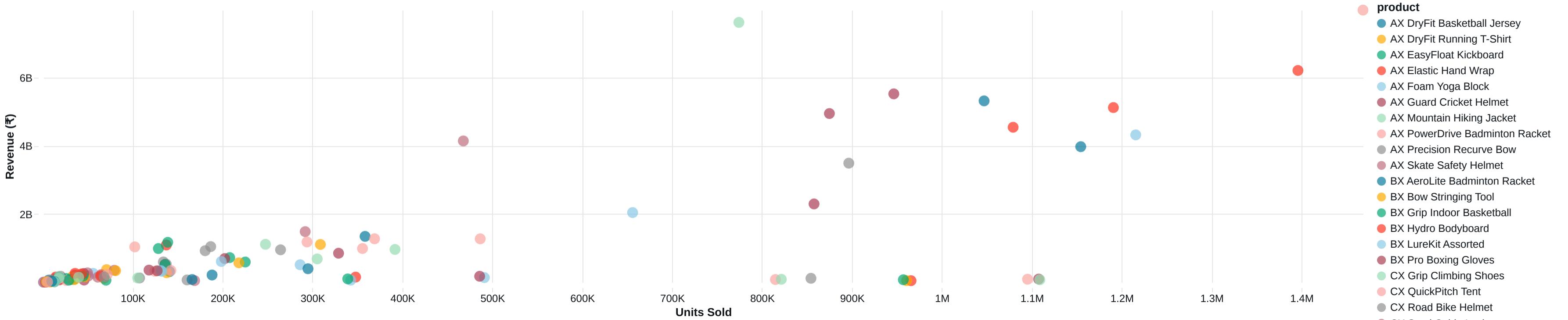
division

- Cricket
- Football
- Weight Lifting
- Cycling
- Camping
- Volleyball
- Fishing
- Basketball
- Badminton
- Yoga
- Archery
- Boxing
- Hiking

Top Categories by Revenue



Product Performance: Volume vs Revenue



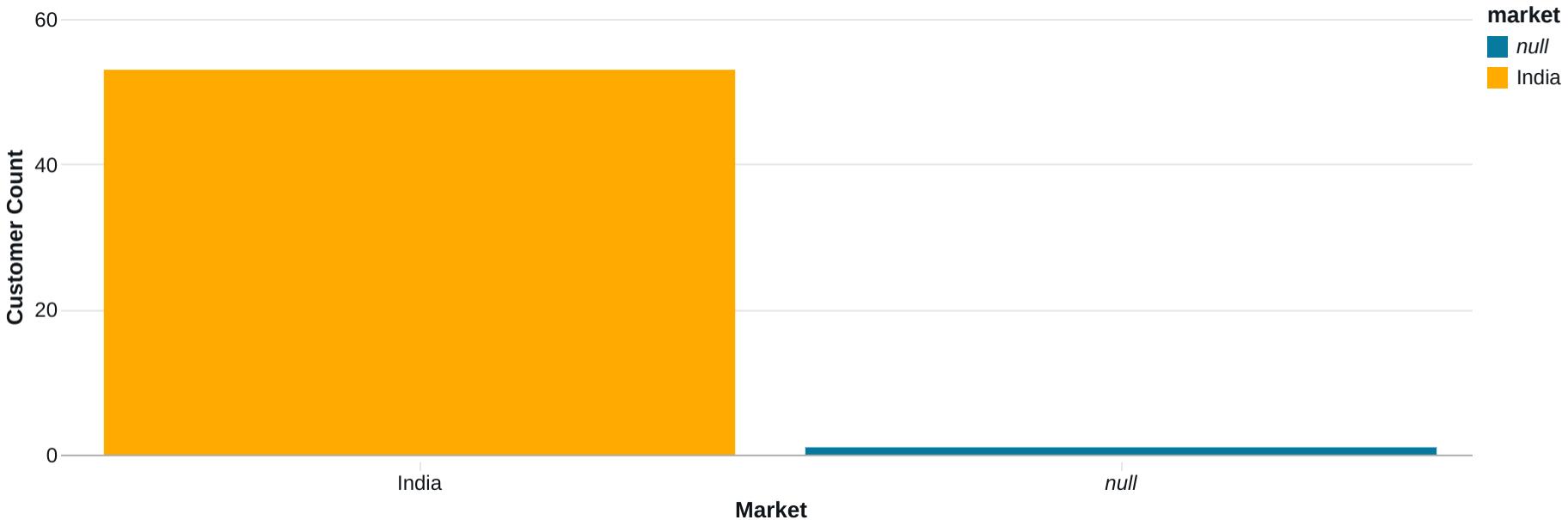
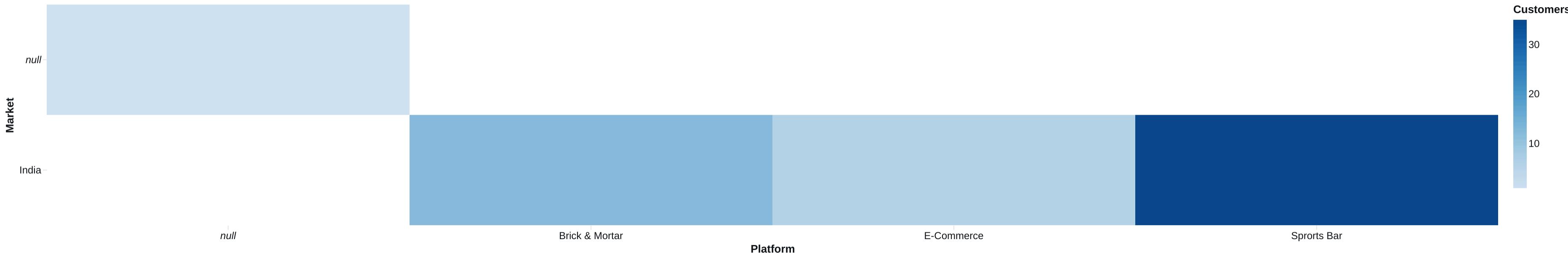
 Customer Insights

Customer & Market Analytics

 Top 20 Customers by Revenue

Customer	Total Revenue (₹)
Athlete's Choice Store-Bengaluru	41066115
Sprintx Nutrition-Bengaluru	40227257
Champion's Choice-New Delhi	37505630
Primefuel Nutrition-New Delhi	40021694
Powersnack Hub-Hyderabad	40227555
Sprintx Nutrition-Hyderabad	40993044
Endurance Foods-New Delhi	39630230
Zenathlete Foods-New Delhi	38291501

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 Customer Distribution by Market

 Customer Platform Preferences by Market


Time Analysis

Temporal Performance Analysis

