



Revenue Dashboard

FISCAL YEAR

2019

2020

2021



₹ 66M

Total Cost



₹ 87M

Total Revenue



₹ 21M

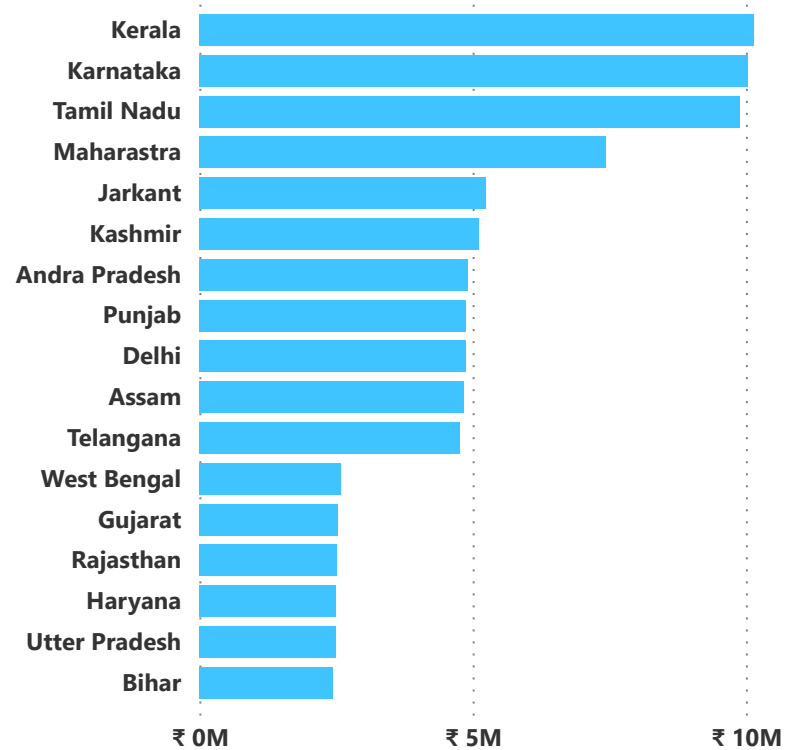
Total Profits



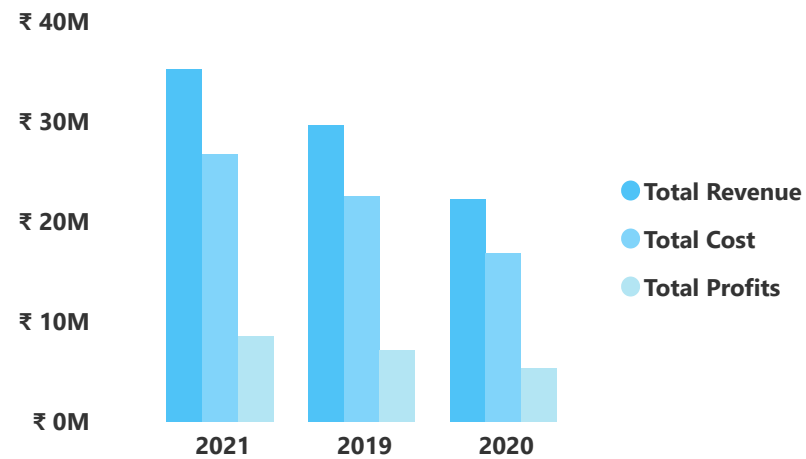
24.16%

Profit Margin

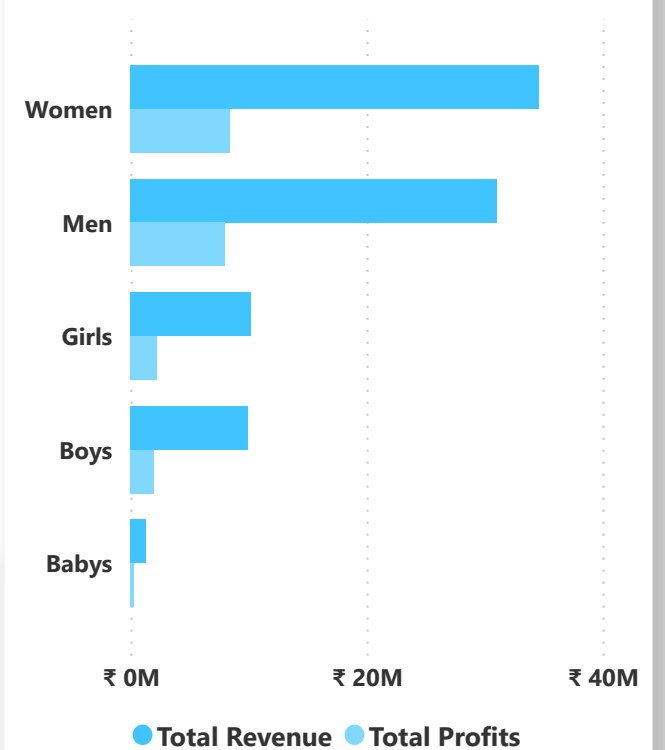
Revenue By States



Total Performance



Revenue&Profit By Product Category



Performance Ratio

Revenue Vs Profits





Sales Dashboard

FISCAL YEAR

2019

2020

2021



111K

Total Sales



2504

Total Return Orders



1252

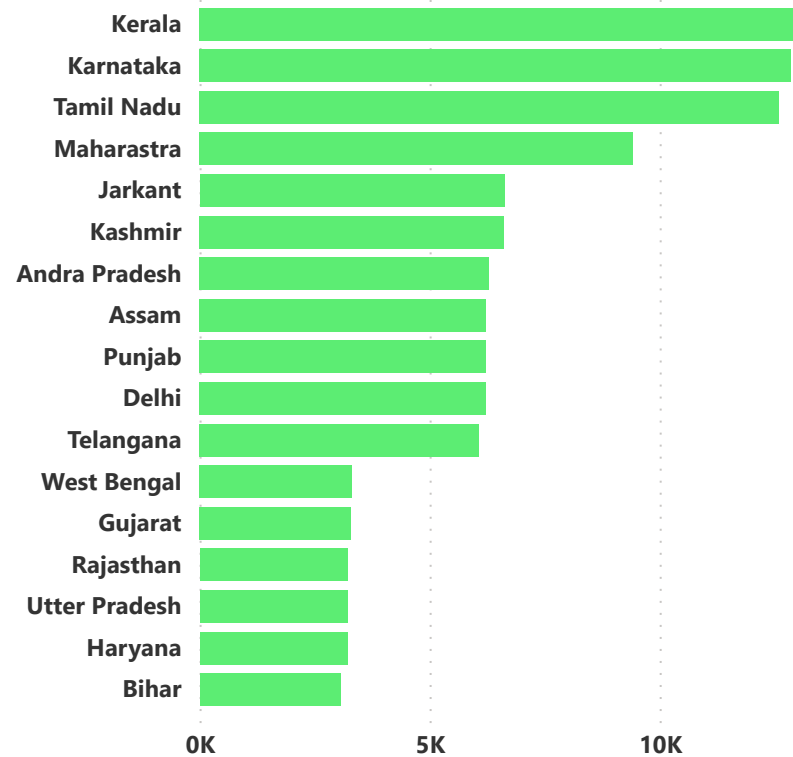
Replaced Orders



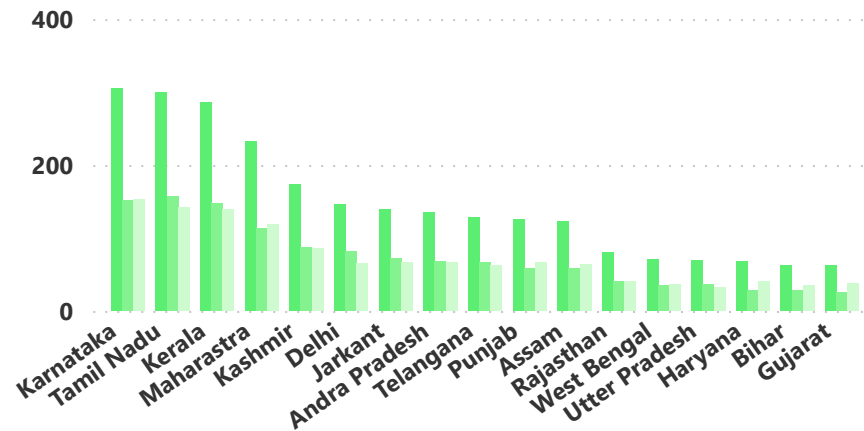
1252

Returned Orders

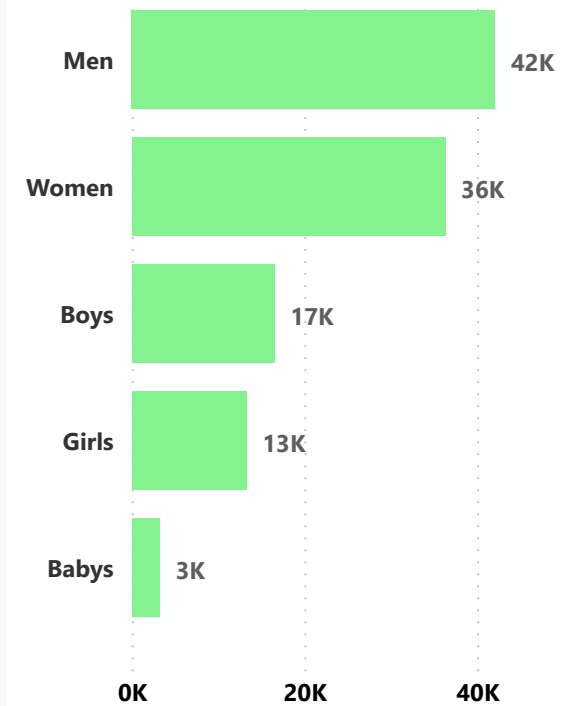
Sales by State



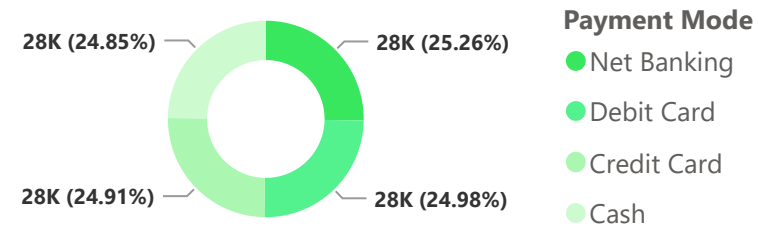
Return Sales Performance By State



Sales by Product Category



Sales by Payment Mode





Customer Dashboard

FISCAL YEAR

2019

2020

2021



26K

Total Customers



9806

Repeat Customers



12K

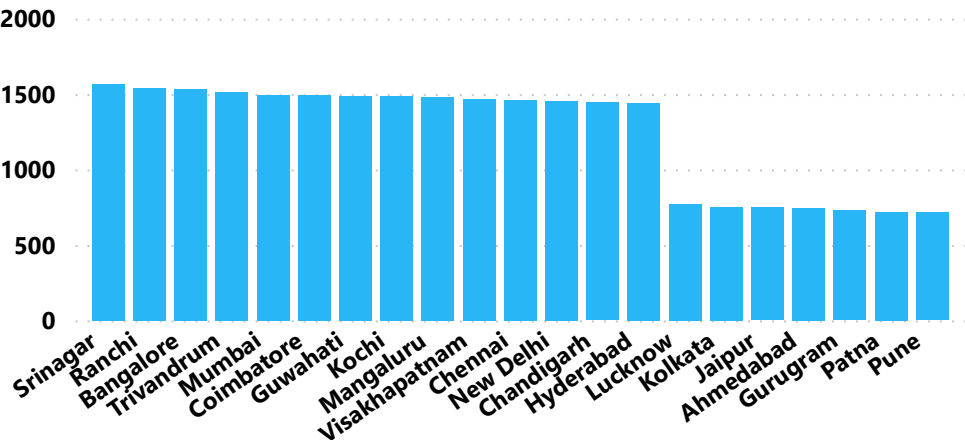
Total Male Customer



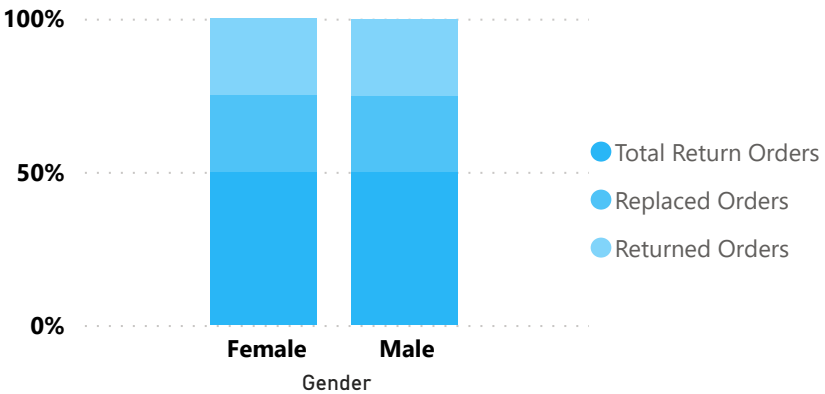
14K

Total Female Customers

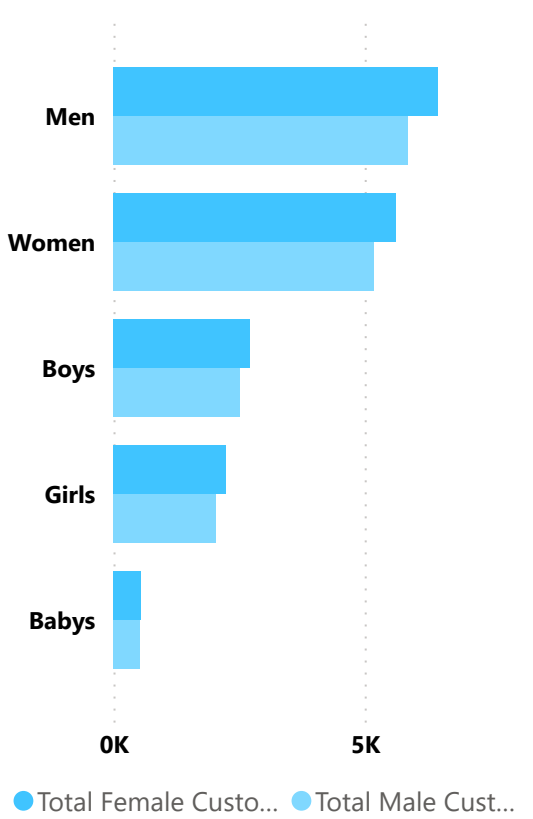
Customers Count by City



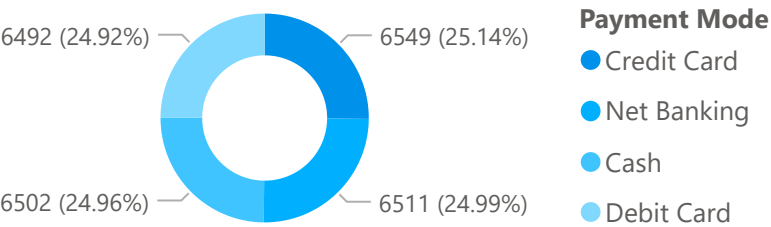
Customers Order Return Performance



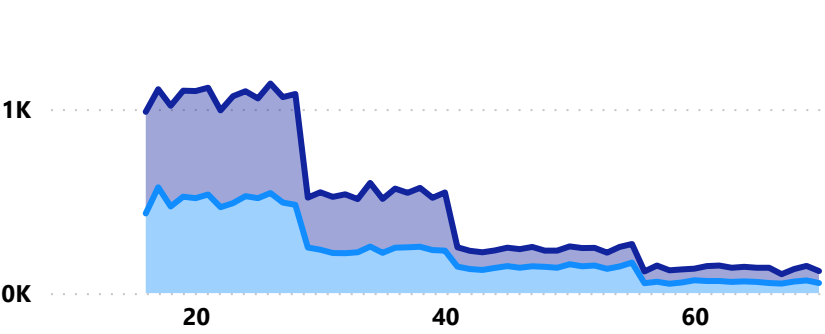
Gender By Product Category



Customers by Payment Mode



Customer By Age





Product Dashboard

FISCAL YEAR

2019

2020

2021



33

Number Of Products



₹ 20K

Total Cost Of Product



₹ 27K

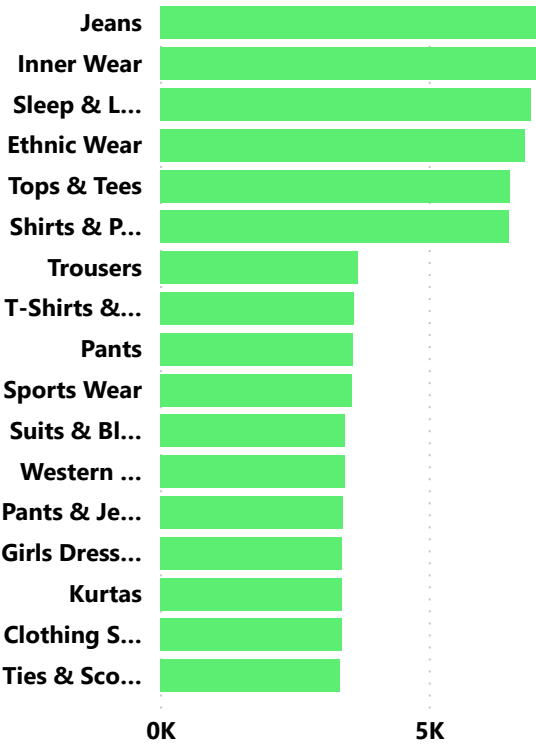
Selling Cost Of Products



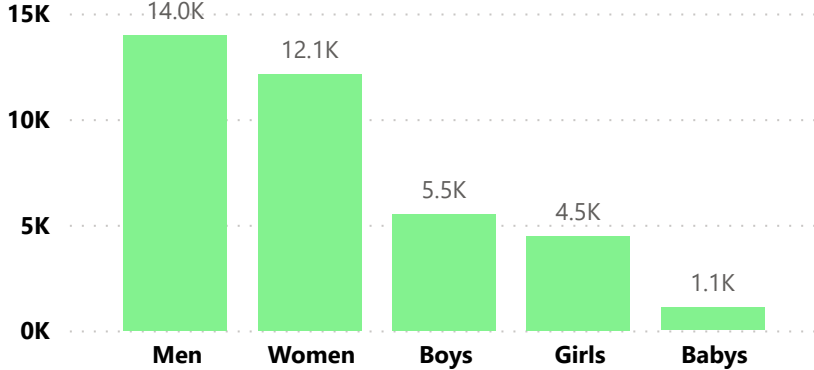
34.97%

Selling Margin + Tax

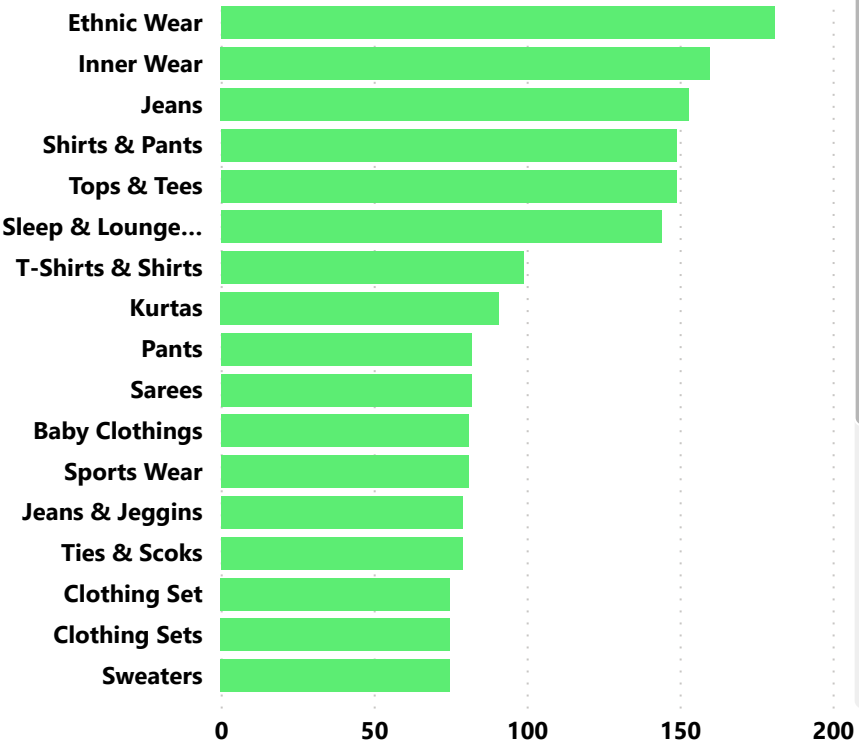
Most Selling Product



Most Selling Product Category



Most Return Product



Product Selling by Gender

