

Month

|       |        |          |          |         |      |      |       |     |          |         |           |
|-------|--------|----------|----------|---------|------|------|-------|-----|----------|---------|-----------|
| April | August | December | February | January | July | June | March | May | November | October | September |
|-------|--------|----------|----------|---------|------|------|-------|-----|----------|---------|-----------|

State

|                |         |             |           |
|----------------|---------|-------------|-----------|
| Andhra Pradesh | Gujarat | Maharashtra | Telangana |
|----------------|---------|-------------|-----------|

Payment Method

|           |     |        |       |            |     |
|-----------|-----|--------|-------|------------|-----|
| Cancelled | COD | Credit | Debit | Netbanking | UPI |
|-----------|-----|--------|-------|------------|-----|

Payment Status

|           |      |         |          |
|-----------|------|---------|----------|
| Cancelled | Paid | Pending | Returned |
|-----------|------|---------|----------|

|          |         |              |
|----------|---------|--------------|
| Freepass | Premium | Premium Plus |
|----------|---------|--------------|

Order Year

|      |      |      |
|------|------|------|
| 2021 | 2022 | 2023 |
|------|------|------|

Category

|         |          |       |
|---------|----------|-------|
| Branded | Imported | Local |
|---------|----------|-------|

Ship Mode

|              |      |          |
|--------------|------|----------|
| Express plus | Free | Priority |
|--------------|------|----------|

Gender

|        |      |
|--------|------|
| Female | Male |
|--------|------|

25.00K

Count of Customer ID

3.01

Average of Rating

10.15

Average of Time Spent on...

4

Count of State

40

Count of City

43.86

Average of Customer Age

25.34M

Sum of MRP

18.39M

Sum of Discount Price

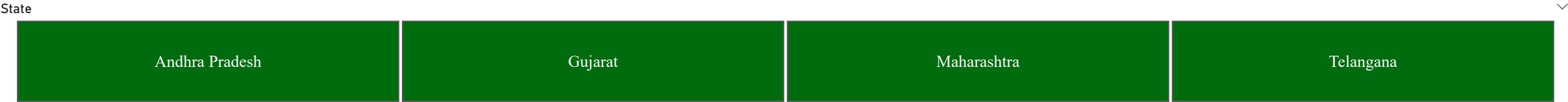
19.32M

Sum of Total Order Value

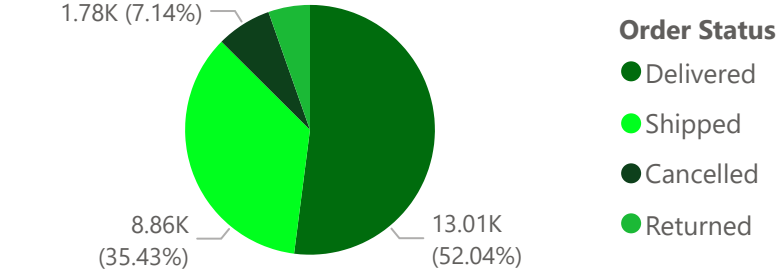
920K

Sum of Shipping Charges

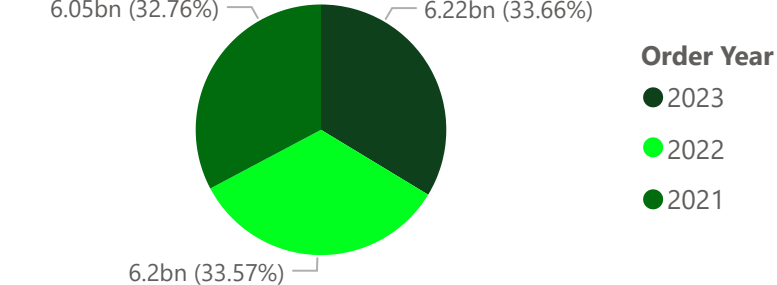
SHOPCRIBE



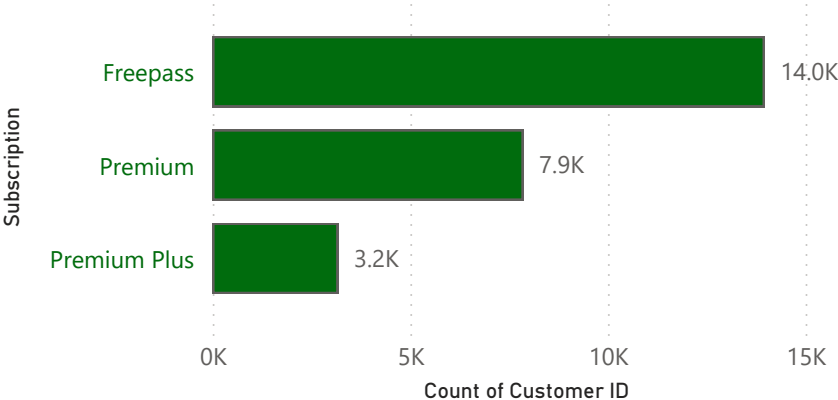
Count of Customer ID by Order Status



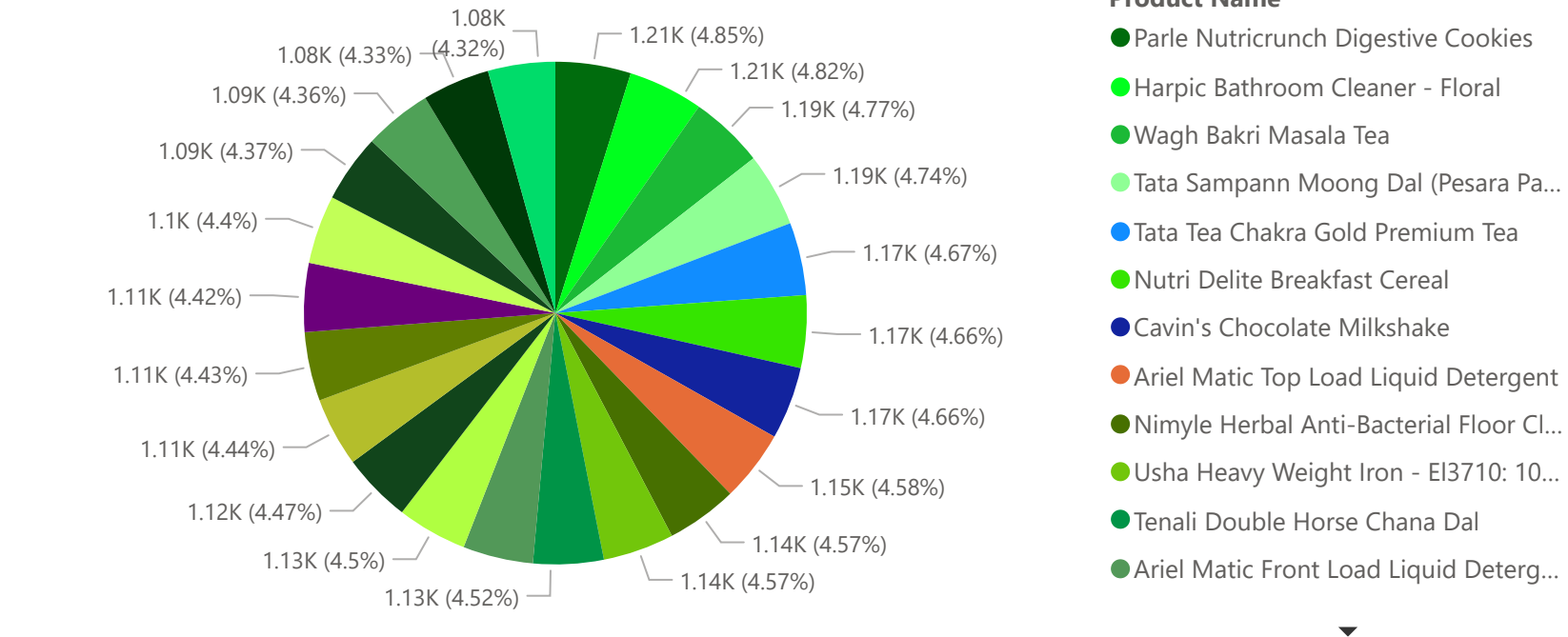
Sum of Total\_Sales by Order Year



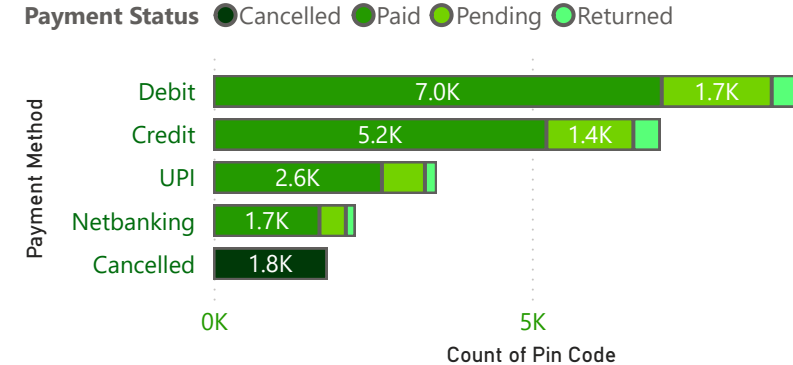
Count of Customer ID by Subscription



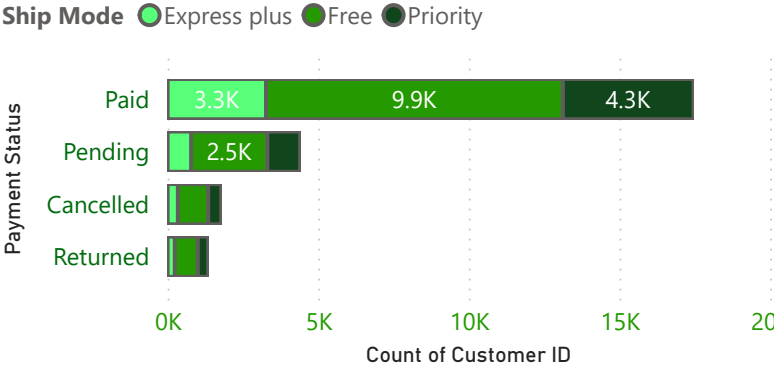
Count of Order ID and Count of Pin Code by Product Name



Count of Pin Code by Payment Method and Payment Status



Count of Customer ID by Payment Status and Ship Mode



State

All

City

All

Month

All

Product Name

All

Is Late Delivery

False

True

Rating

1.00

5.00

| Ship Mode    | Andhra Pradesh | Gujarat        | Maharashtra    | Telangana      | Total            |
|--------------|----------------|----------------|----------------|----------------|------------------|
| Free         | 134,730,782.87 | 155,900,500.67 | 136,966,866.06 | 142,267,917.59 | 569,866,067.20   |
| Priority     | 57,455,941.68  | 65,134,745.97  | 68,251,054.50  | 53,604,862.96  | 244,446,605.11   |
| Express plus | 56,011,885.17  | 49,002,531.51  | 45,075,033.50  | 46,983,622.96  | 197,073,073.16   |
| Total        | 248,198,609.72 | 270,037,778.16 | 250,292,954.07 | 242,856,403.51 | 1,011,385,745.46 |

| Category | Facebook | Friends | Instagram | Other   | TV      | Total   |
|----------|----------|---------|-----------|---------|---------|---------|
| Branded  | 36.45%   | 22.16%  | 26.81%    | 33.01%  | 34.57%  | 30.38%  |
| Imported | 16.48%   | 19.56%  | 17.50%    | 20.96%  | 22.93%  | 18.47%  |
| Local    | 47.07%   | 58.28%  | 55.69%    | 46.03%  | 42.50%  | 51.15%  |
| Total    | 100.00%  | 100.00% | 100.00%   | 100.00% | 100.00% | 100.00% |

|      |              |
|------|--------------|
| 807  | Freepass     |
| 485  | Premium      |
| 168  | Premium Plus |
| 1460 |              |

|      |           |
|------|-----------|
| 95   | Cancelled |
| 779  | Delivered |
| 80   | Returned  |
| 506  | Shipped   |
| 1460 |           |

| Subscription | Sum of Shipping Charges | Sum of MRP   | Sum of Discount Price | Sum of Total_Sales |
|--------------|-------------------------|--------------|-----------------------|--------------------|
| Premium Plus | 2125                    | 153,437.35   | 108,342.83            | 99,086,897.31      |
| Premium      | 10975                   | 467,710.16   | 338,726.30            | 331,975,565.41     |
| Freepass     | 38850                   | 810,730.41   | 578,798.63            | 580,323,282.74     |
| Total        | 51950                   | 1,431,877.92 | 1,025,867.76          | 1,011,385,745.46   |

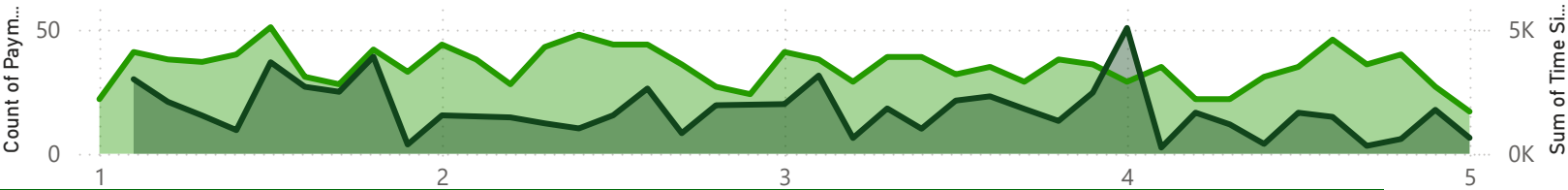
Customer Age

18

20

Count of Payment Status and Sum of Time Since Cancellation by Rating

● Count of Payment Status ● Sum of Time Since Cancellation



| Gender | Ship Mode    | 2021   | 2022   | 2023   | Total   |
|--------|--------------|--------|--------|--------|---------|
| Female | Express plus | 6.48%  | 4.88%  | 6.69%  | 18.05%  |
|        | Free         | 19.72% | 19.30% | 19.16% | 58.19%  |
| Male   | Priority     | 7.46%  | 7.67%  | 8.64%  | 23.76%  |
|        | Total        | 33.66% | 31.85% | 34.49% | 100.00% |

Night

First Order Period

2.94

Average of Order Day of Week

27.44

Average of Avg\_Discount\_Percentage

0.07

Average of Cancellation Rate

| Payment Status | Cancelled | Delivered | Returned | Shipped | Total |
|----------------|-----------|-----------|----------|---------|-------|
| Paid           |           | 616       |          | 399     | 1015  |
| Pending        |           | 154       |          | 94      | 248   |
| Cancelled      | 93        |           |          |         | 93    |
| Returned       |           |           | 79       |         | 79    |
| Total          | 93        | 770       | 79       | 493     | 1435  |

| Sum of Total Orders | Product Name                               | Average of Rating |
|---------------------|--|-------------------|
| 83                  | Cavin's Chocolate Milkshake                | 3.02              |
| 80                  | Tata Sampann Chana Dal                     | 2.83              |
| 74                  | Sofit Soya Drink Vanilla                   | 2.92              |
| 72                  | Amul Butter Unsalted                       | 2.99              |
| 72                  | Harpic Bathroom Cleaner - Floral           | 2.91              |
| 71                  | Parle Nutricrunch Digestive Cookies        | 3.01              |
| 71                  | Wagh Bakri Masala Tea                      | 2.81              |
| 69                  | Pigeon Induction Cooktop Acer Plus: 1800 W | 3.03              |
| 1460                |  | 2.92              |