

Overview Dashboard

Age Group

All

Location

All

Gender

All

Total Customers

29K

Total Transactions

55K

Total Gross Revenue

165.71M

Total Net Revenue

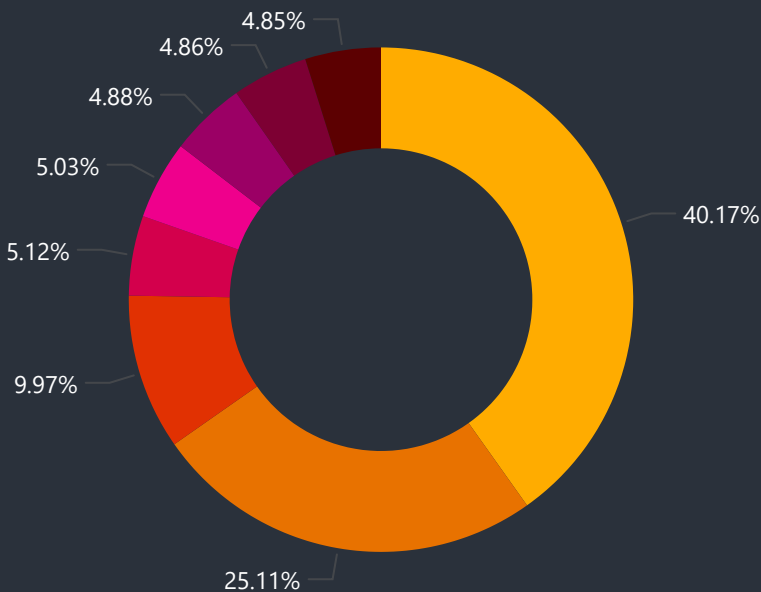
158.18M

Avg. Transaction Value

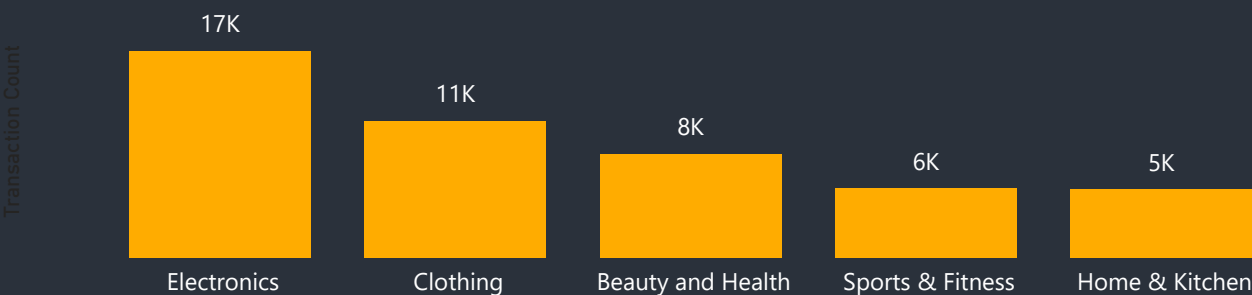
2.88K

Popular Payment Method

Purchase Method ● Credit Card ● Debit Card ● Net Ban... ● Internati...



Product Category Distribution



Revenue Trend



Overview Dashboard

Customer & Demography

Product & Discount

Location & Geography

Customer & Demography

Product Category

All

Discount Availed

All

Payment Method Preference by Gender

Purchase Meth... Cash on... Credit C... Debit C... Google ... ▶

Female

40.25%

24.91%

9.85%

Other

40.18%

24.99%

Male

40.09%

25.43%

9.86%

Count of Purchase Method

Customer Count by Age Group

Total Customers

16.7K

25-45

13.4K

18-25

9.7K

45-60

2.7K

under 18

2.6K

60 and above

Discount Usage by Gender

Discount... No Yes

Count of Discount Availed

9.3K

Female

9.2K

9.2K

Other

9.1K

Male

9.0K

Gender Spending Comparison

Other

100%

53.56M

Female

52.71M

Male

51.90M

96.9%

Overview Dashboard

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Product & Discount

Location & Geography

Product & Discount

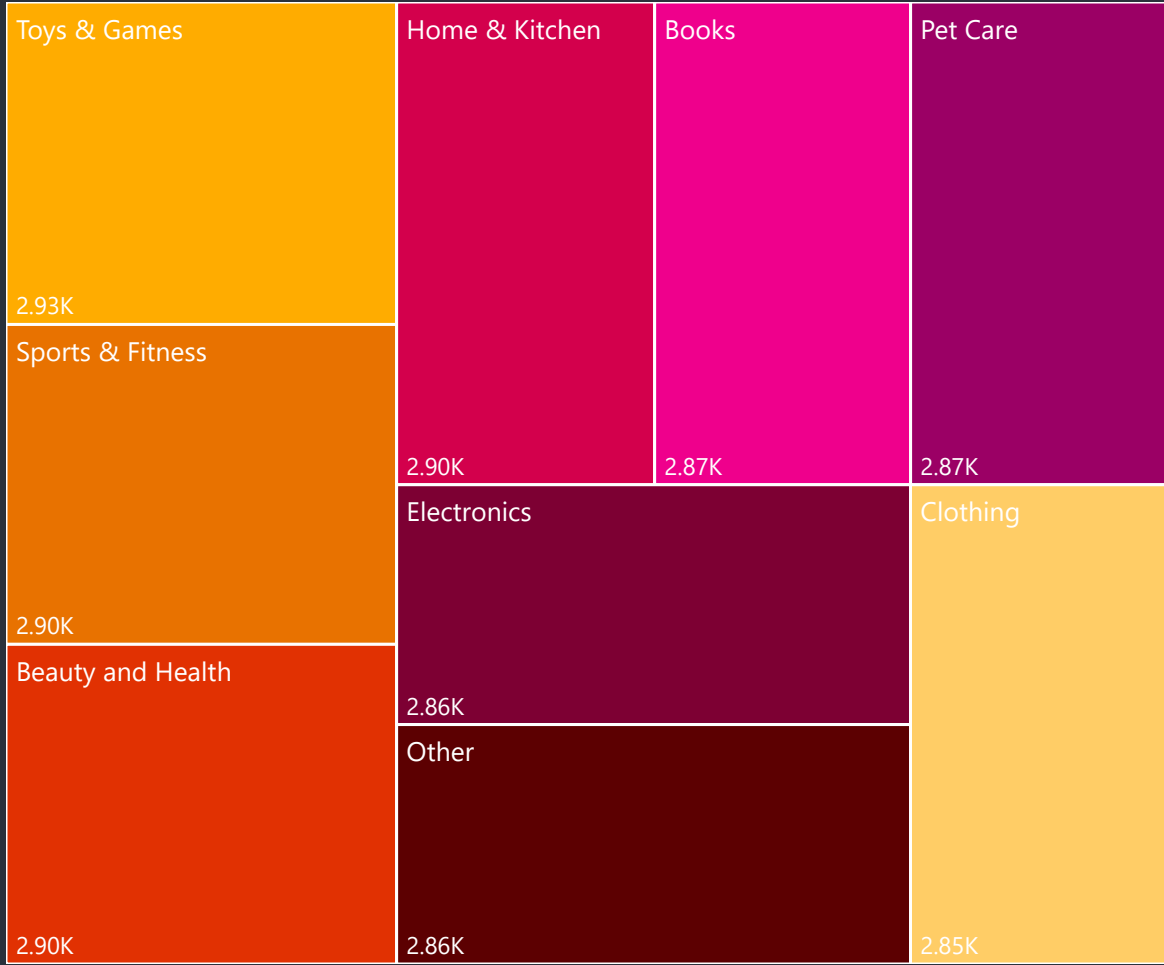
Age Group

All

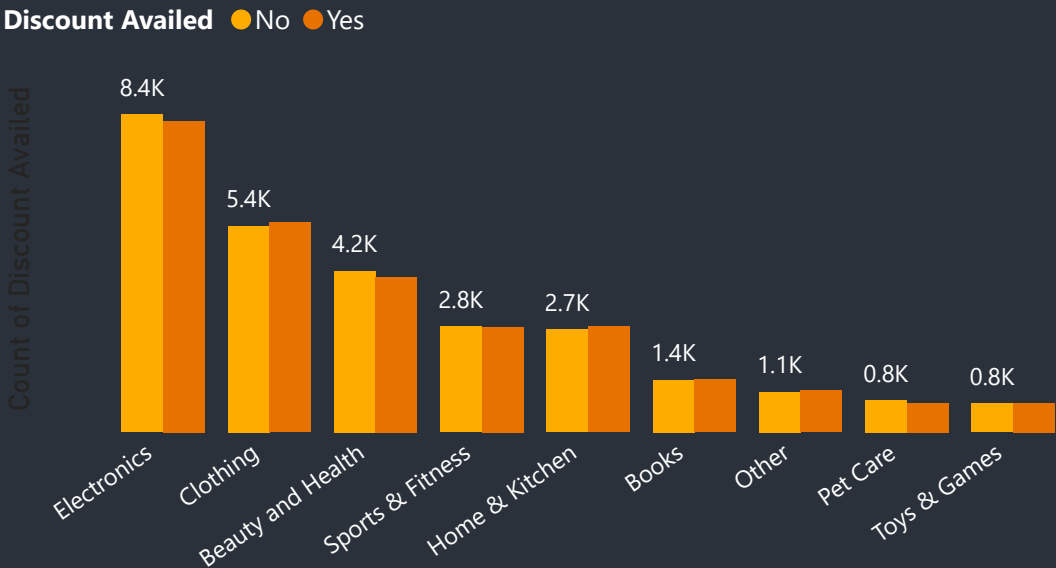
Purchase Method

All

Top Product Category by Avg. Revenue



Discount Impact by Category



Discount Name	Avg. Discount Amount	Transaction Count
FESTIVE50	279.19	4115
NEWYEARS	274.56	8135
SAVE10	270.43	4115
SEASONALOFFER21	273.75	6940
WELCOME5	277.18	4110

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Customer & Demography

Product & Discount

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Location & Geography

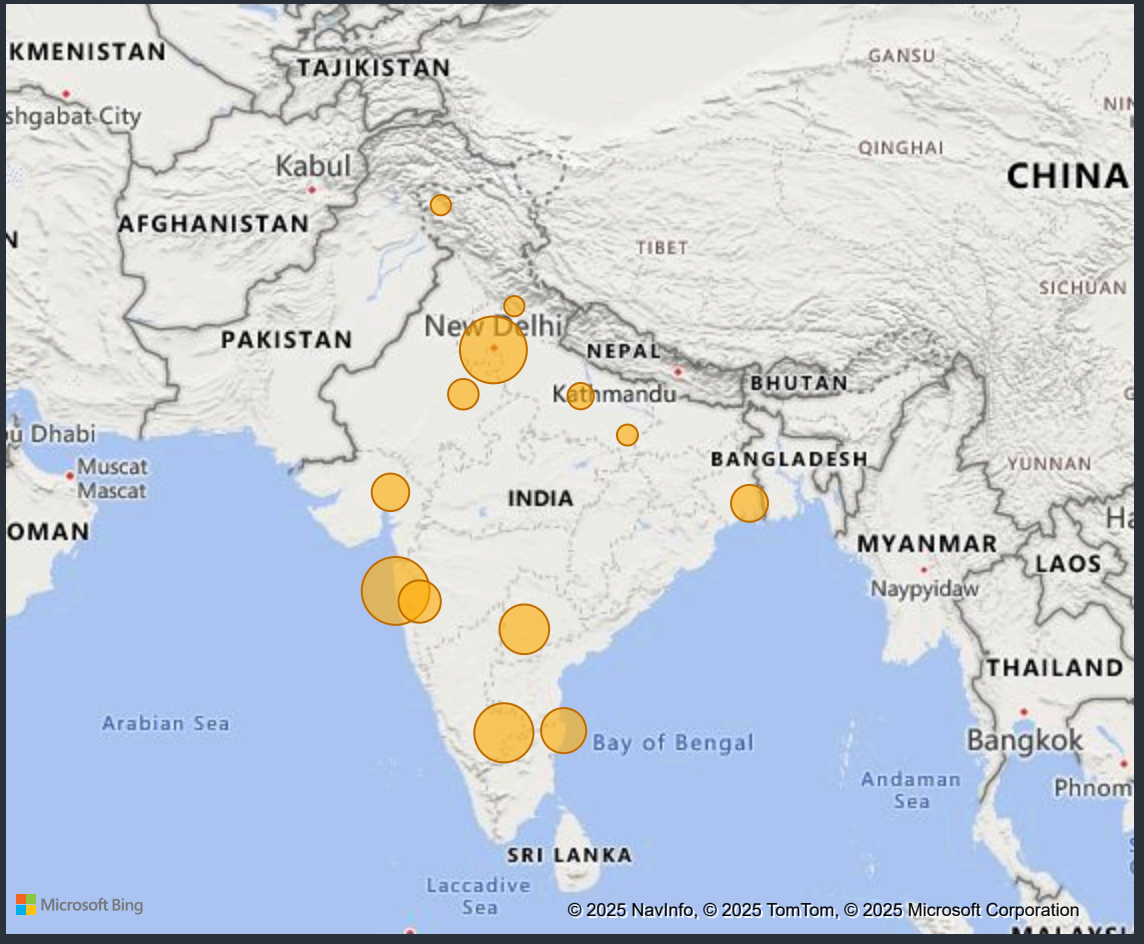
Product Category

All

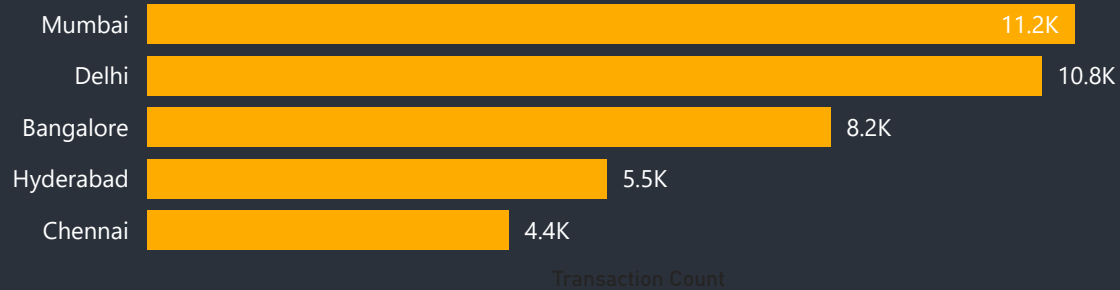
Gender

All

Revenue by Location



Top 5 Cities by Transactions



Location	under 18	18-25	25-45	45-60	60 and above
Ahmedabad	125	866	1089	549	113
Bangalore	427	2391	3156	1621	398
Chennai	216	1270	1690	894	220
Dehradun	26	142	239	118	26
Delhi	529	3083	4048	2154	537
Hyderabad	290	1609	2148	1116	253
Jaipur	100	493	668	325	83
Kolkata	130	804	1093	543	112
Lucknow	56	333	460	215	64
Mumbai	568	3235	4195	2161	553