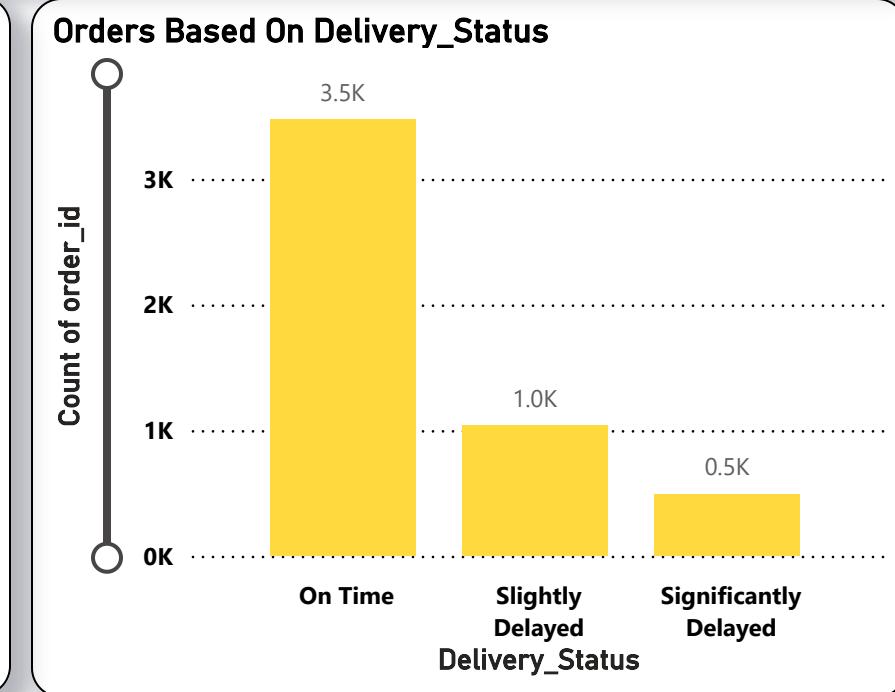


### Customer Details

customer_id	customer_name	address
31813	Indrajit Pau	66, Vora Chowk Maheshtala 376030
31826	Ekiya Pau	H.No. 336 Lad Zila, Hajipur-409871
61020	Onkar Suresh	88/40, Bora Zila, Phusro-1615
75482	Jeet Gandhi	95/861, Jaggi, Sikar-343285
119099	Zansi Parsa	H.No. 40, Gopal Ganj, Bidar 8
188838	Idika Basu	67, Karan Chowk Katihar 496332
191616	Brijesh Tata	19/151, Bera Nagar, Surendra
211163	Hiral Baral	H.No. 11 Sharma Chowk, Jhansi-30259



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Average Order Value

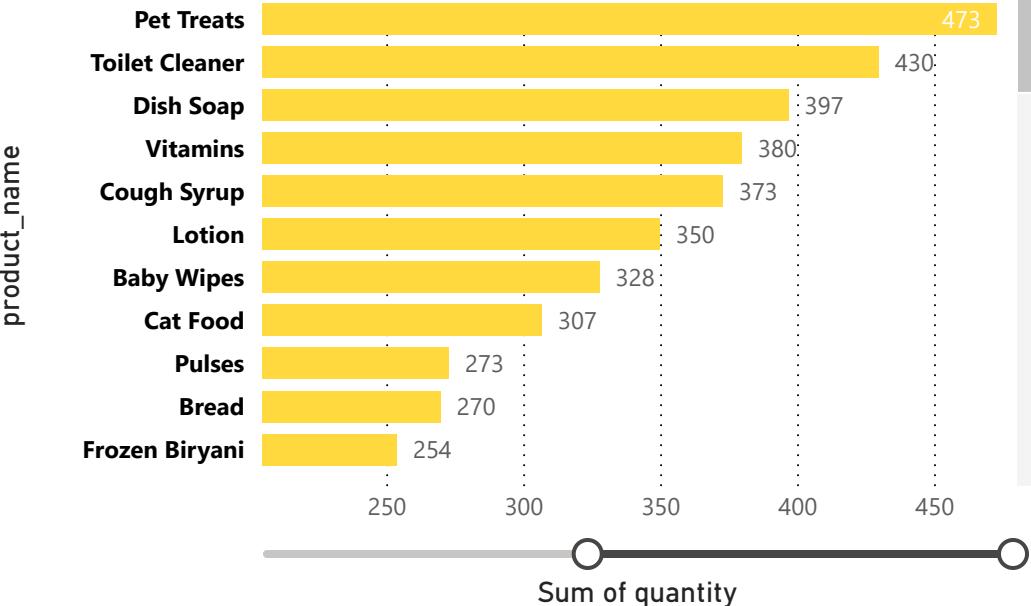
1.31K

Total Revenue generated from all Campaigns

32.19M

Total Revenue

## Order Quantity per Product



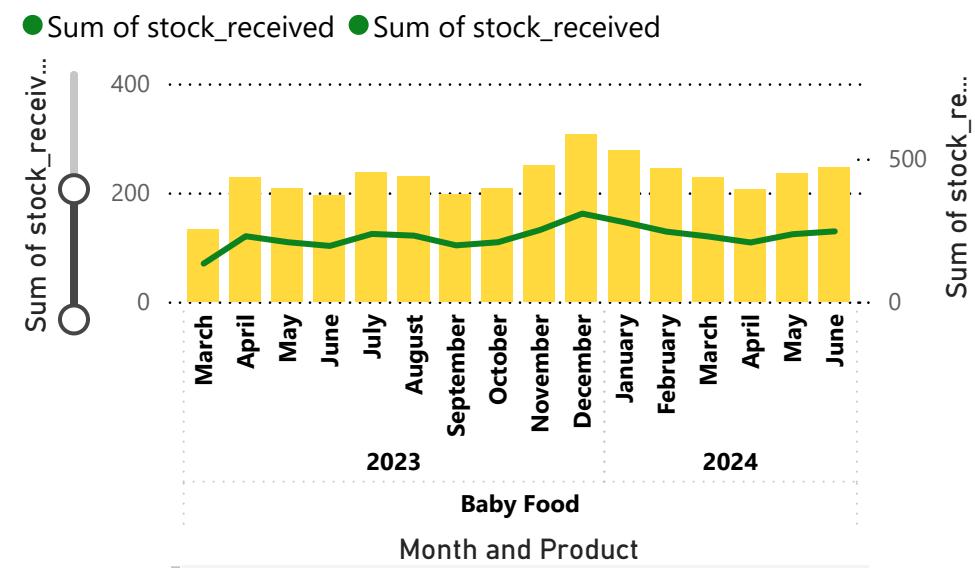
## Percentage of Damaged Stocks Per Product

product_name	product_id	Average of Damaged_Percentage
Toilet Cleaner	604184	20.96
Toilet Cleaner	697683	19.18
Detergent	589812	17.77
Toilet Cleaner	677542	17.33
Pulses	317242	15.39
Pulses	876139	13.79
Lotion	124290	13.73
Pet Treats	120385	13.44
Rice	760684	13.23
Pulses	354409	12.86
Dish Soap	700048	12.55
Wheat Flour	120532	12.35
Sugar	490602	12.33
<b>Total</b>		<b>9.22</b>

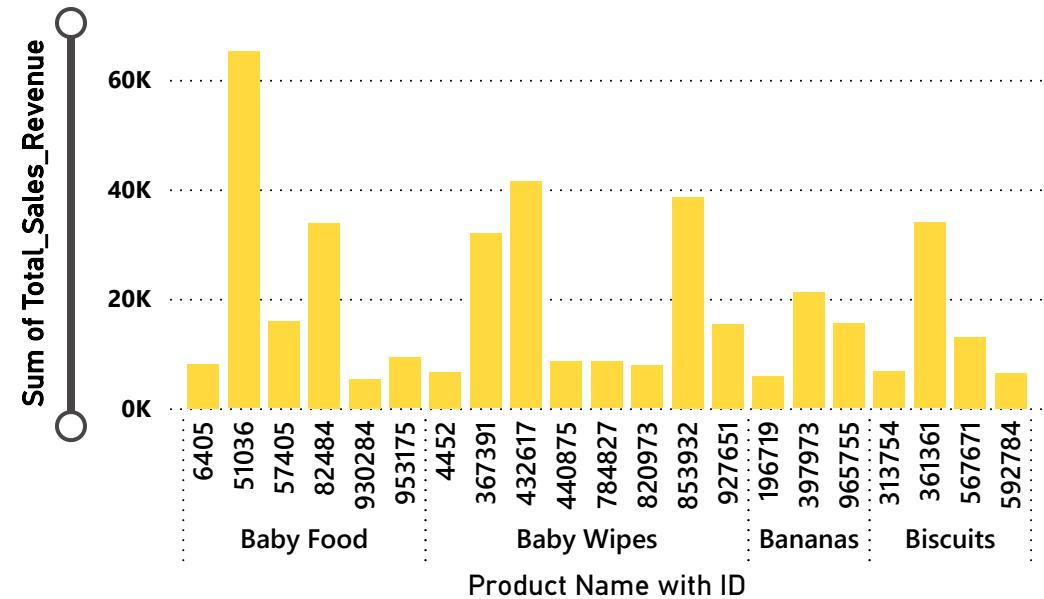
## Table with all Campaigns

campaign_id	campaign_name	Sum of spend	Sum of revenue_generated
3645	App Push Notification	4,888.62	7441.19
3883	App Push Notification	2,012.46	3227.28
5729	App Push Notification	3,726.59	9818.50
7705	App Push Notification	2,248.38	3033.39
7847	App Push Notification	1,163.12	3696.71
8328	App Push Notification	3,964.61	7024.84
8397	App Push Notification	1,445.99	5592.02
10502	App Push Notification	3,543.62	9807.18
10707	App Push Notification	2,882.64	3331.15
13677	App Push Notification	3,873.04	5814.04
15274	App Push Notification	2,255.62	5274.22
<b>Total</b>		<b>1,63,19,838.24</b>	<b>32193407.37</b>

## Stock Received Over Time



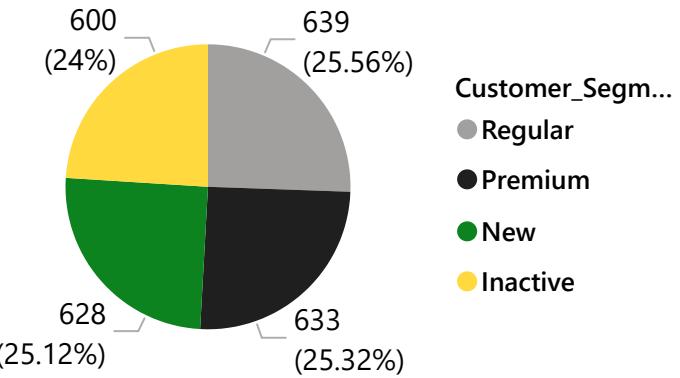
## Total Sales Revenue per Product



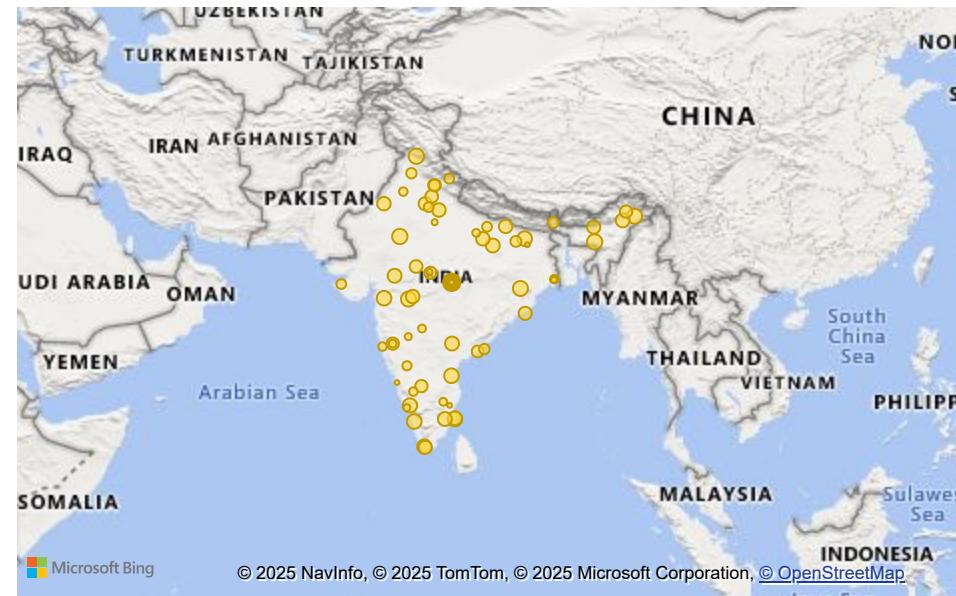
## Total Delivery Time

order_id	Sum of delivery_time_minutes
60465	5
2237858	3
3101265	3
5120698	15
5512907	15
7550508	-1
8701796	9
9408428	-4
10161194	3
10448052	5
11467999	14
14103943	11
15642223	3
<b>Total</b>	<b>22215</b>

## Customer Segment



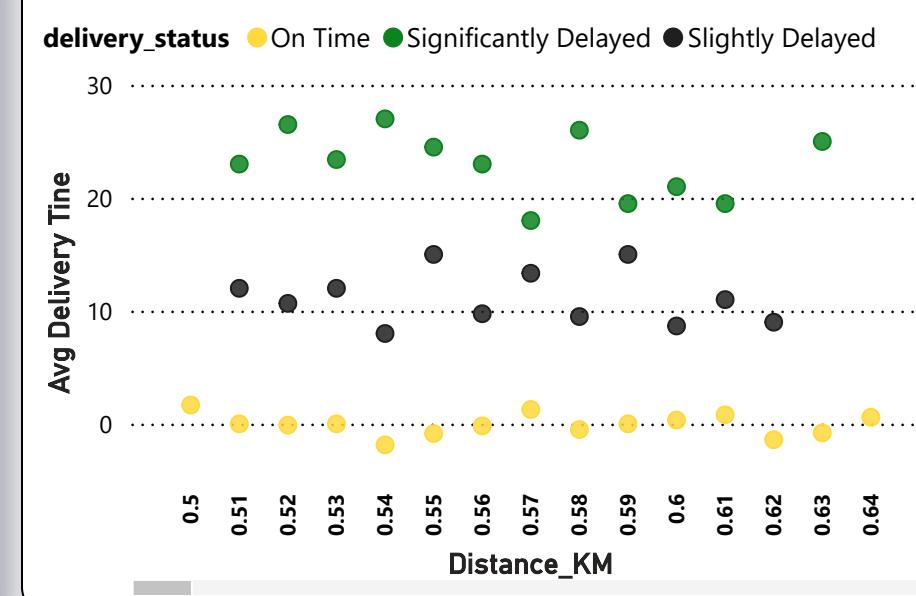
## Order Frequency By Pincode



## Delivery Delays

order_id	Delivery Delay (in mins)
60465	5
2237858	3
3101265	3
5120698	15
5512907	15
7550508	-1
8701796	9
9408428	-4
10161194	3
10448052	5
11467999	14
14103943	11
15642223	3

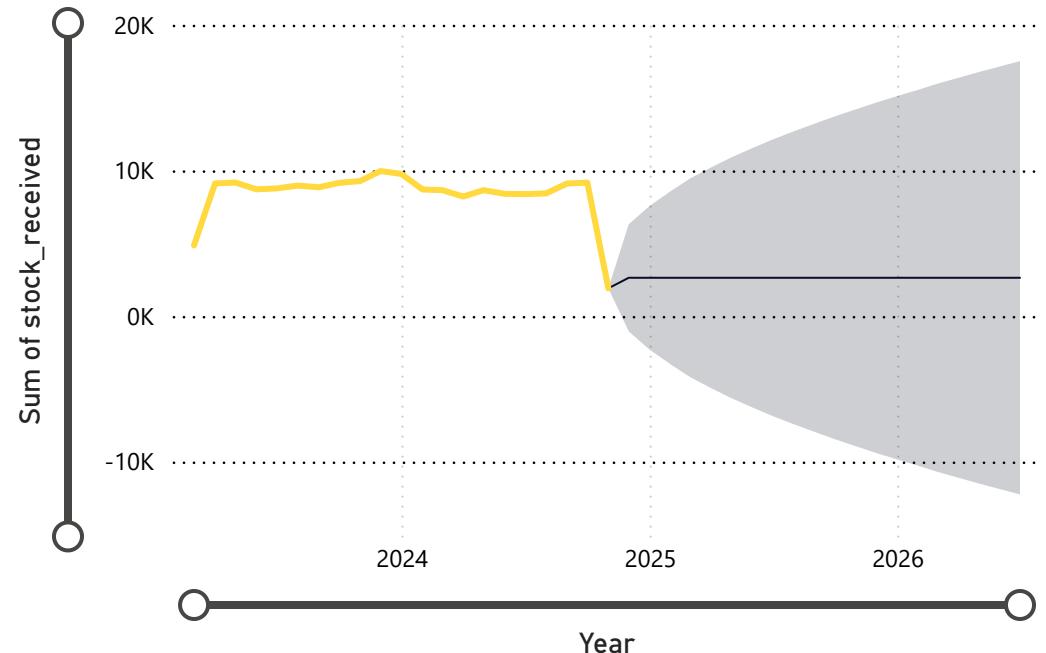
## Distance vs. Delivery time



## Return on Ad Spend (ROAS)

campaign_id	campaign_name	Sum of spend	Sum of revenue_generated	ROAS
499454	Weekend Special	4,534.40	9999.54	1.60
86830	Festival Offer	4,608.58	9997.70	3.11
583577	Festival Offer	1,690.70	9992.76	3.45
503991	Weekend Special	3,057.43	9989.43	2.35
896959	Referral Program	3,132.83	9986.03	3.97
836950	New User Discount	4,383.95	9985.75	3.77
702001	Festival Offer	3,766.66	9983.15	3.35
480269	Category Promotion	4,772.71	9982.95	1.93
164441	Category Promotion	4,098.68	9981.75	2.45
255650	Category Promotion	2,303.66	9979.12	3.27
258348	Membership Drive	3,977.27	9975.81	3.73
<b>Total</b>		<b>1,63,19,838.24</b>	<b>32193407.37</b>	

## Forecast For Future Stock Level



## Gross Profit

product_id	product_name	Gross Profit
4452	Baby Wipes	1,987.60
6405	Baby Food	2,412.40
9436	Toothpaste	1,361.82
11422	Potatoes	858.33
14145	Spinach	6,308.40
15314	Cheese	3,704.64
18035	Dish Soap	11,627.28
26060	Vitamins	2,812.11
33797	Pain Reliever	1,598.62
33955	Frozen Pizza	2,530.69
34186	Mangoes	14,116.16
<b>Total</b>		<b>13,61,602.88</b>

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**94.20**

Customer Retention Rate

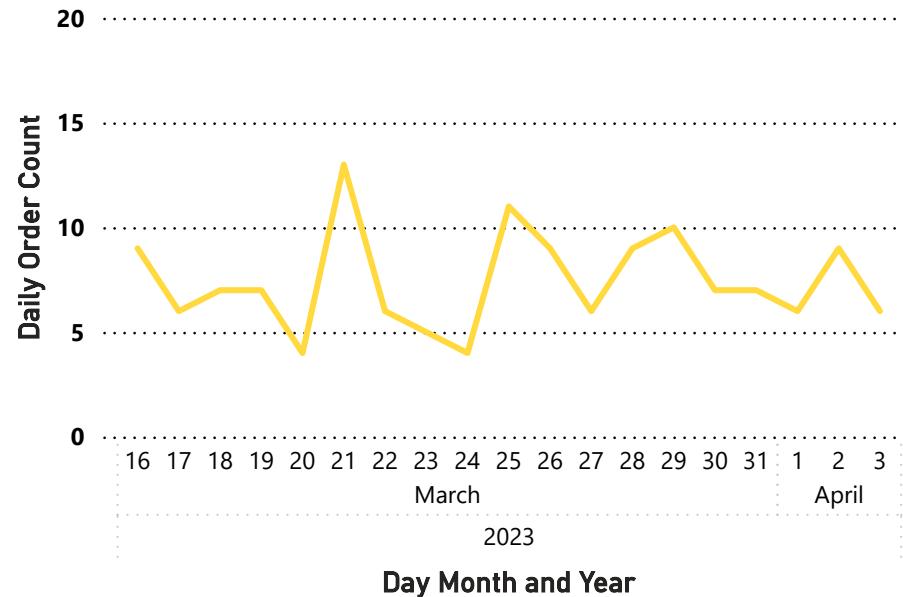
**Baby Food**

Most Ordered Product N...

## Delivery Status

- Select all
- On Time
- Significantly Delayed
- Slightly Delayed

## Daily Order Count



## Order Quantity per Product Category

category	Total Quantity Ordered
Snacks & Munchies	963
Popcorn	183
Nuts	134
Cookies	97
Chocolates	131
Chips	171
Biscuits	247
Pharmacy	973
Pet Care	1003
Personal Care	887
Instant & Frozen Food	742
Household Care	1078
Grocery & Staples	895
<b>Total</b>	<b>10034</b>

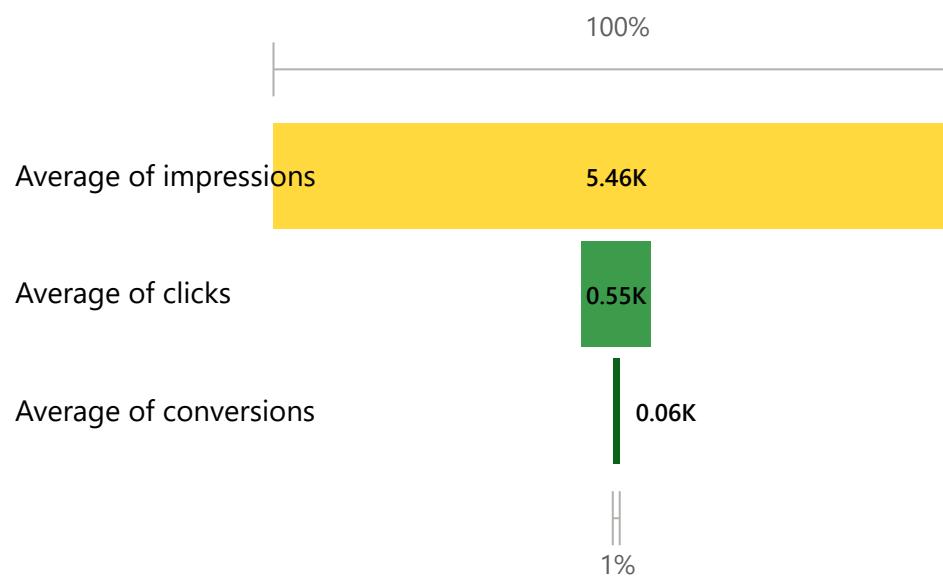
## Stock Levels Alert

product_name	product_id	min_stock_level	Low_Stock_F
Baby Food	6405	11	HIGH
Baby Food	953175	11	HIGH
Baby Food	51036	12	HIGH
Baby Food	82484	12	HIGH
Baby Food	930284	20	HIGH
Baby Food	57405	21	HIGH
Baby Wipes	440875	15	HIGH
Baby Wipes	927651	15	HIGH
Baby Wipes	432617	17	HIGH
Baby Wipes	367391	18	HIGH
Baby Wipes	853932	21	HIGH
Baby Wipes	784827	26	HIGH
<b>Total</b>			<b>HIGH</b>

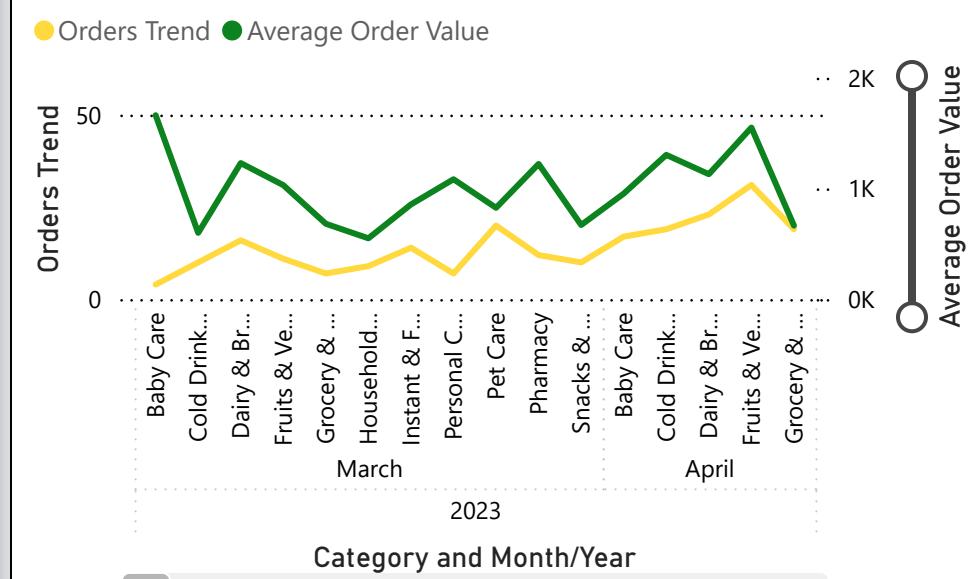
## Customer Lifetime Value

customer_name	CLV
Aachal Mangat	9,161.61
Aachal Nazareth	3,893.67
Aadhya Cherian	28,920.00
Aadhya Padmanabhan	6,469.58
Aadhya Palla	14,800.59
Aadhya Ravi	1,838.87
Aadi Bains	721.13
Aadi Gole	1,470.72
Aahana Buch	3,159.99
Aahana Gopal	5,915.50
Aahana Menon	16,596.63
Aahana Naik	1,966.72
Aarav Andra	9,152.70

## Campaign Conversion Process



## Orders Trends Across Category





## Customer Orders by Store ID

customer_name	product_name	order_id	store_id	order_date
Aachal Mangat	Frozen Biryani	3211566084	8701	24-02-2024
Aachal Nazareth	Baby Food	1524480475	3502	23-06-2024
Aachal Nazareth	Dish Soap	8126970833	8350	14-09-2024
Aadhya Cherian	Pain Reliever	9260334793	534	10-07-2024
Aadhya Cherian	Bread	3262295808	7348	19-04-2024
Aadhya Padmanabhan	Potatoes	4219458877	4216	27-12-2023
Aadhya Palla	Baby Food	5161988291	6154	01-07-2024
Aadhya Palla	Popcorn	6033660622	6157	12-04-2023
Aadhya Ravi	Wheat Flour	4867173151	2590	24-10-2023
Aadhya Ravi	Dish Soap	1975300826	3702	25-09-2024
Aadi Raina	Baby Wipes	7571818635	249	28-06-2023

## Order Density per Area



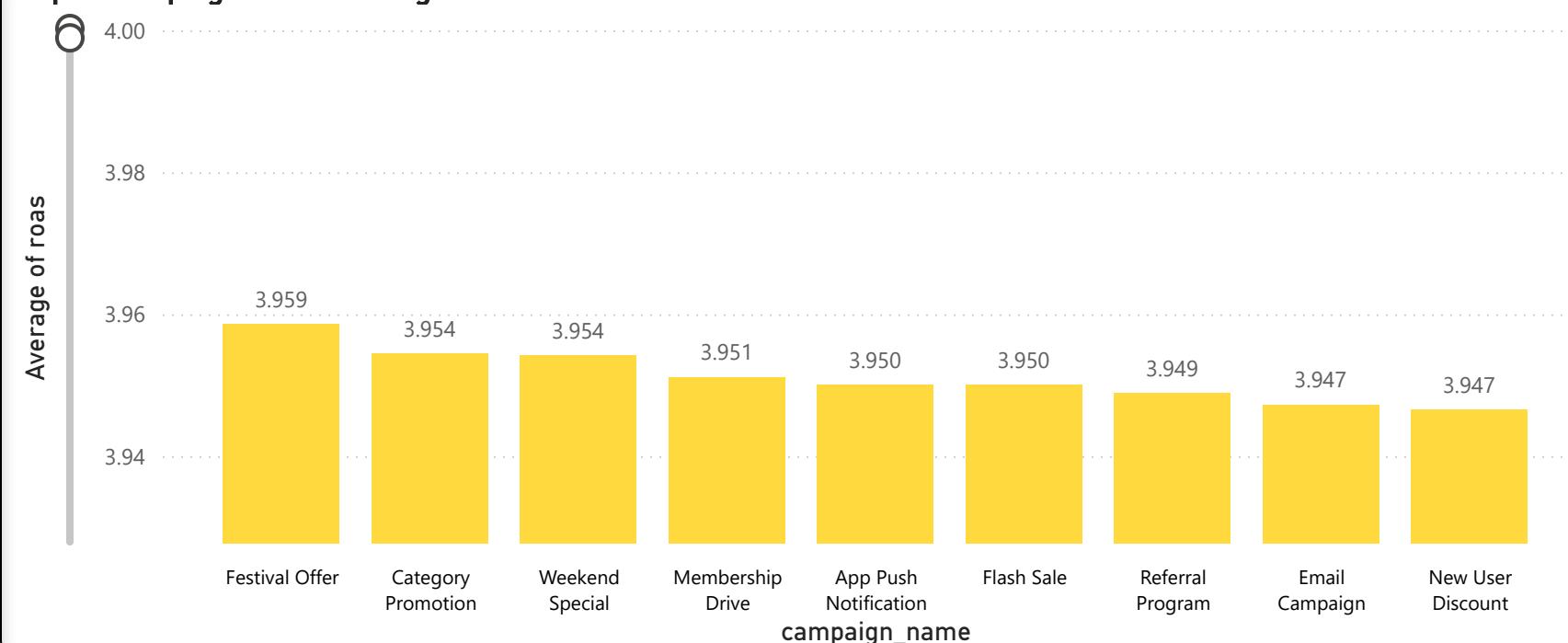
## Product-Wise Discount Percentages

product_name	Discount_Percentage
Baby Food	30.00
Baby Wipes	30.00
Bananas	25.00
Biscuits	35.00
Bread	20.00
Butter	20.00
Carrots	25.00
Cat Food	35.00
Cereal	20.00
<b>Total</b>	<b>28.2%</b>

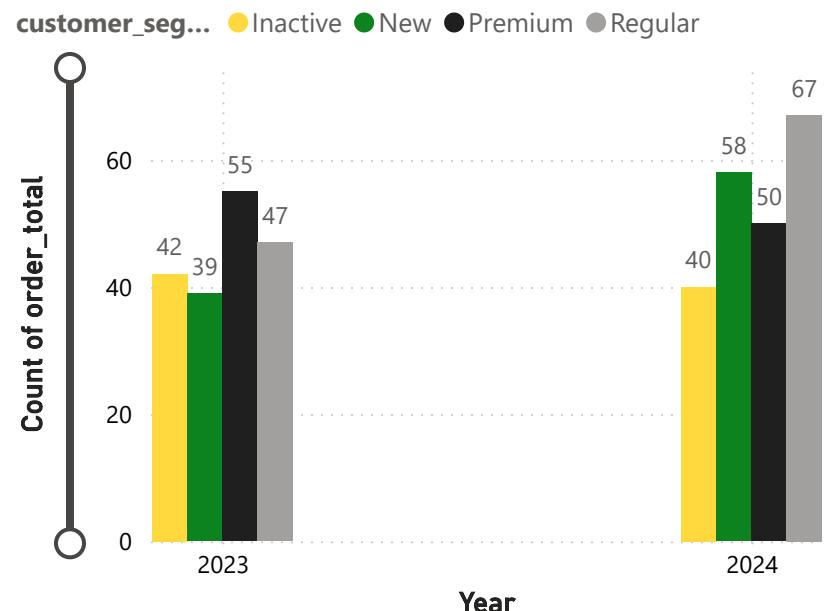
## Delivery Status of Orders

order_id	product_name	delivery_status
60465	Biscuits	On Time
2237858	Pet Treats	On Time
3101265	Cola	On Time
5120698	Frozen Pizza	Slightly Delayed
5512907	Cheese	Slightly Delayed
7550508	Shampoo	On Time
8701796	Toothpaste	Slightly Delayed
9408428	Lotion	On Time
10161194	Butter	On Time
10448052	Pulses	On Time
11467999	Toilet Cleaner	Slightly Delayed
14103943	Cola	Slightly Delayed
15642223	Wheat Flour	On Time
16878685	Baby Wipes	On Time

## Top N Campaigns With the Highest ROAS



## Drilling Order Trends by Customer Segment



## Rating



### Emoji-Based Ratings

category	Star	rating
Pet Care	⭐⭐⭐	3
Pet Care	⭐⭐⭐⭐	4
Pet Care	⭐⭐⭐⭐⭐	5

Simulated\_ROAS  
32.19K

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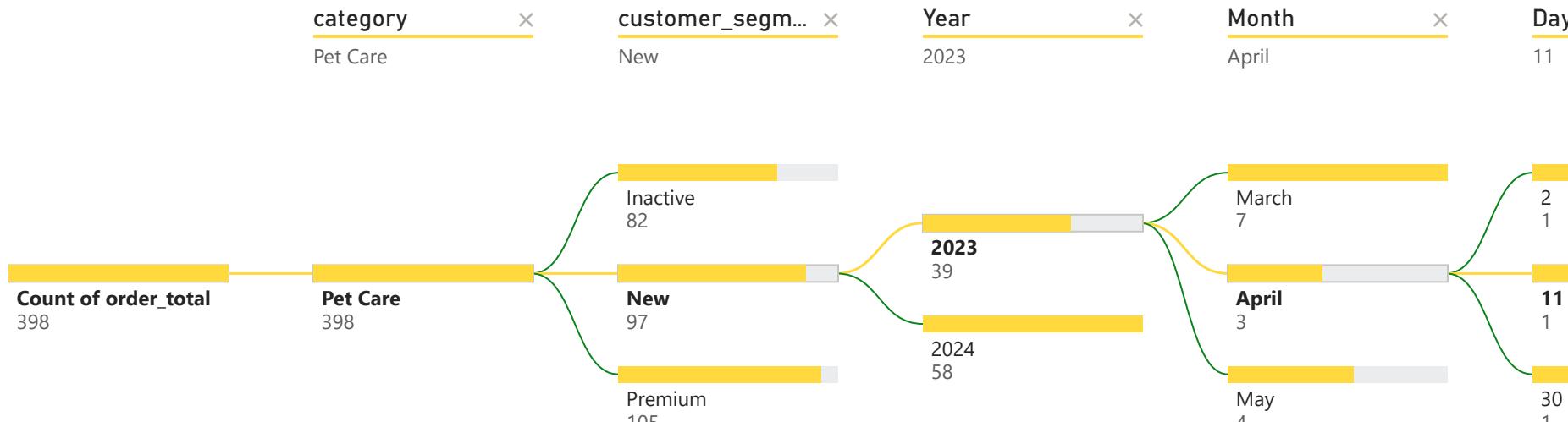
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### Marketing\_Budget\_WhatIF

1000

## Tree Visualization of Product Sales



### Category

- ▼ Baby Care
- ▼ Cold Drinks & Juices
- ▼ Dairy & Breakfast
- ▼ Fruits & Vegetables
- ▼ Grocery & Staples
- ▼ Household Care
- ▼ Instant & Frozen F...
- ▼ Personal Care
- ▼ Pet Care