



DMART SALES AND OPERATIONAL INTELLIGENCE DASHBOARD



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DMART SALES DATASHEET

Sum of Bill Number	Category	City	Customer ID	Year	Quarter	Month	Day	Sum of Discount Price	Gender	Marketing/Advertisement	Month	Sum of MRP	Year	Quarter	Month	Day	Count of C
530000000000	Branded	Warangal	ABX06	2022	Qtr 4	December	6	456.69	Male	Friends	November	895.47	2022	Qtr 4	November	26	
90407335393	Branded	Warangal	ACX12	2022	Qtr 1	January	30	580.05	Female	Instagram	January	707.38	2022	Qtr 1	January	23	
24730307384	Branded	Warangal	ADC25	2022	Qtr 1	March	30	357.12	Male	TV	March	405.82	2022	Qtr 1	March	22	
134000000000	Branded	Warangal	ADF76	2021	Qtr 3	August	9	1,428.95	Female	TV	August	1,764.14	2021	Qtr 3	August	4	
762000000000	Branded	Warangal	AFC01	2023	Qtr 3	July	16	760.81	Male	Instagram	July	1,207.63	2023	Qtr 3	July	9	
960000000000	Branded	Warangal	AHK22	2022	Qtr 2	April	2	662.38	Female	Instagram	March	1,103.97	2022	Qtr 1	March	23	
865000000000	Branded	Warangal	ALQ17	2022	Qtr 1	February	13	1,416.71	Male	Instagram	February	1,749.02	2022	Qtr 1	February	4	
308000000000	Branded	Warangal	AOB83	2023	Qtr 1	February	16	827.68	Female	Instagram	February	1,356.86	2023	Qtr 1	February	8	
250000000000	Branded	Warangal	ARB01	2022	Qtr 4	November	11	981.23	Male	Instagram	November	1,509.58	2022	Qtr 4	November	3	
238000000000	Branded	Warangal	ASN46	2021	Qtr 3	August	1	1,045.89	Male	Other	July	1,124.61	2021	Qtr 3	July	22	
430000000000	Branded	Warangal	ATU94	2022	Qtr 1	February	5	1,409.88	Male	Friends	January	1,905.24	2022	Qtr 1	January	27	
98409255107	Branded	Warangal	AUI89	2023	Qtr 2	June	4	949.83	Male	Instagram	May	1,337.79	2023	Qtr 2	May	31	
685000000000	Branded	Warangal	AXX38	2023	Qtr 4	November	28	1,274.96	Male	Instagram	November	1,385.83	2023	Qtr 4	November	25	
720000000000	Branded	Warangal	BAX07	2022	Qtr 1	February	11	1,074.61	Male	Other	February	1,492.51	2022	Qtr 1	February	4	
352000000000	Branded	Warangal	BHL07	2023	Qtr 2	June	10	1,045.12	Male	Other	June	1,633.00	2023	Qtr 2	June	8	
39893974420	Branded	Warangal	BKI53	2023	Qtr 1	March	2	1,030.00	Male	Instagram	February	1,775.86	2023	Qtr 1	February	23	
799000000000	Branded	Warangal	CEW74	2022	Qtr 1	February	16	402.23	Female	Facebook	February	591.52	2022	Qtr 1	February	6	
630000000000	Branded	Warangal	CGP73	2021	Qtr 4	October	17	321.28	Female	Instagram	October	353.05	2021	Qtr 4	October	9	
17917340043	Branded	Warangal	CIS23	2023	Qtr 3	September	26	73.75	Female	Facebook	September	122.92	2023	Qtr 3	September	18	
139000000000	Branded	Warangal	CNX77	2021	Qtr 3	July	26	145.53	Male	Instagram	July	259.87	2021	Qtr 3	July	24	
148000000000	Branded	Warangal	CSZ16	2022	Qtr 1	February	26	126.25	Female	Instagram	February	140.28	2022	Qtr 1	February	24	
278000000000	Branded	Warangal	CZU85	2023	Qtr 4	November	21	1,500.56	Female	Instagram	November	1,765.36	2023	Qtr 4	November	17	
523000000000	Branded	Warangal	DHK75	2022	Qtr 2	May	16	1,449.29	Female	Other	May	1,646.92	2022	Qtr 2	May	7	
203000000000	Branded	Warangal	DIP54	2021	Qtr 3	September	21	660.06	Female	Instagram	September	1,031.35	2021	Qtr 3	September	18	
773000000000	Branded	Warangal	DZQ95	2023	Qtr 2	May	31	422.60	Male	Instagram	May	603.72	2023	Qtr 2	May	24	
800000000000	Branded	Warangal	EBX76	2021	Qtr 1	January	11	534.09	Female	Instagram	January	628.34	2021	Qtr 1	January	3	
912000000000	Branded	Warangal	ECH82	2021	Qtr 3	September	3	808.46	Male	Instagram	August	918.71	2021	Qtr 3	August	29	
24556813749	Branded	Warangal	EDO38	2022	Qtr 1	February	3	1,244.81	Female	Instagram	January	1,518.06	2022	Qtr 1	January	24	
876000000000	Branded	Warangal	EHH47	2022	Qtr 2	April	30	311.87	Female	Facebook	April	487.30	2022	Qtr 2	April	26	
12207727076925000								17,907,867.45				24,674,149.00					



DMART SALES AND OPERATIONAL INTELLIGENCE DASHBOARD



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SALES AND REVENUE TRENDS

TOTAL SALES

600.59bn

TOTAL ORDERS

24K

TOTAL REVENUE

24.67M

REVENUE MTD

724.00K

REVENUE LAST YEAR

16.38M

REVENUE GROWTH

50.66%

AVERAGE ORDER VALUE

1.01K

CUSTOMER DEMOGRAPHICS AND BEHAVIOR

TOTAL CUSTOMERS

24K

TOTAL CLICKS

1.23M

OPERATIONAL PERFORMANCE

TOTAL DISCOUNT AMOUNT

17.91M

AVERAGE DISCOUNT

72.58%

PRODUCT AND PRICING INSIGHTS

TOTAL ORDERS DELIVERED

13K

TOTAL CANCELLED ORDERS

1736

ORDER CANCELLATION RATE

7.13%

AVERAGE DELIVERY DAYS

6.26

AVERAGE RATING

3.01

PRODUCT RANKING

1



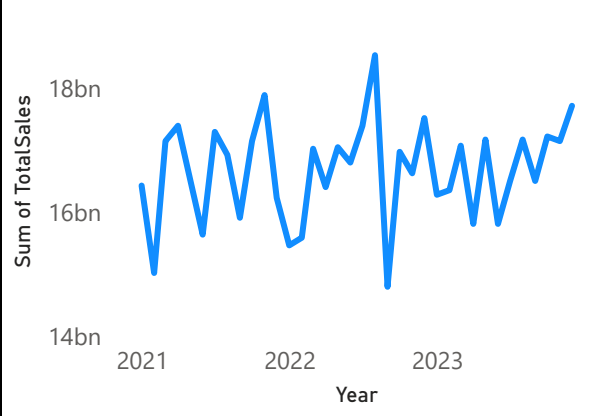
DMART SALES AND OPERATIONAL INTELLIGENCE DASHBOARD



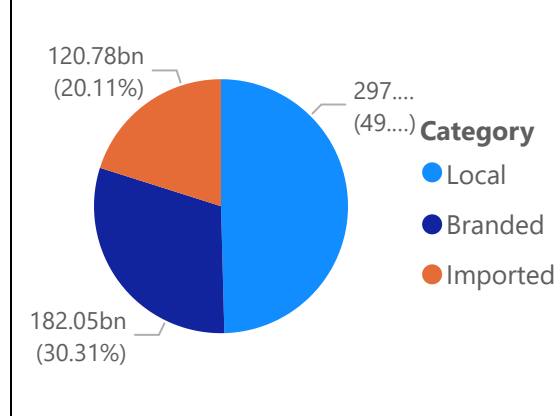
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SALES AND REVENUE TRENDS

Sales by Year and Month

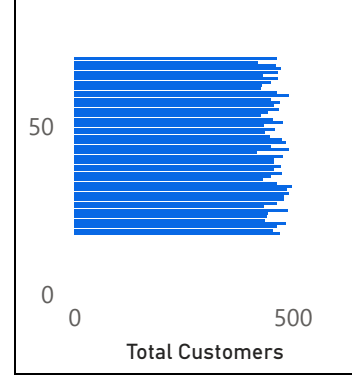


Sales by Category

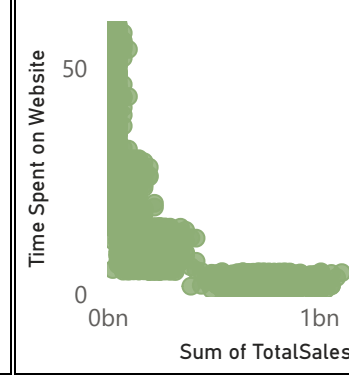


CUSTOMER DEMOGRAPHICS AND BEHAVIOR

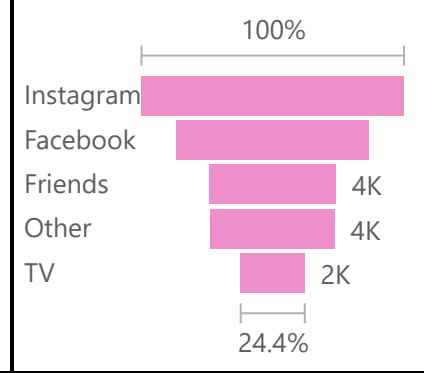
Total Customers by Age, Gender



Totalsales by Time Spent on Website

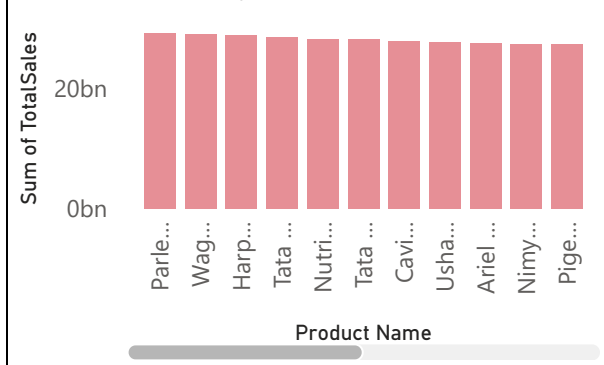


Add engagement to purchase



PRODUCT AND PRICING INSIGHTS

Sales by Product Name



Discount Price by Rating

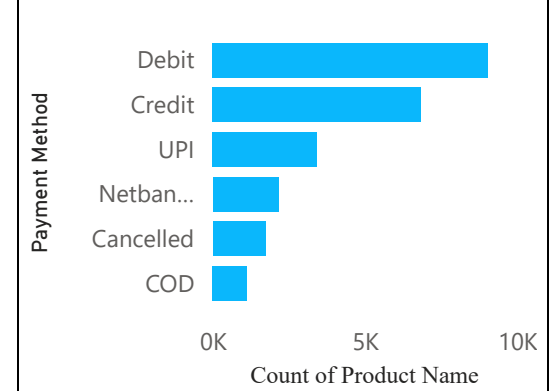


OPERATIONAL PERFORMANCE

OrderProcessingTime by Ship Mode

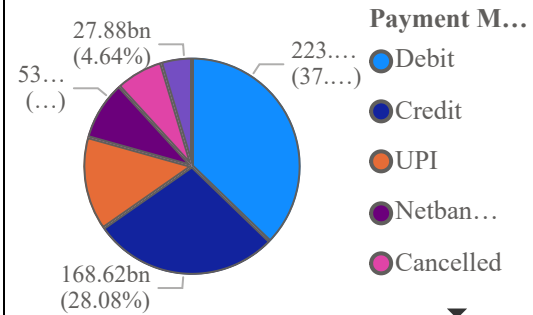


Category by Payment Method

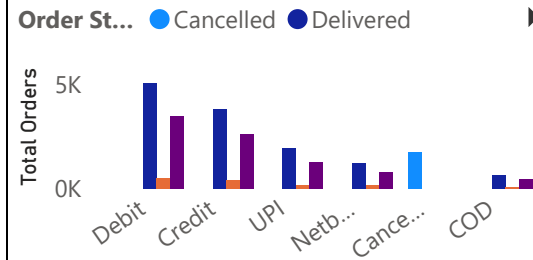


PAYMENT AND ORDER STATUS

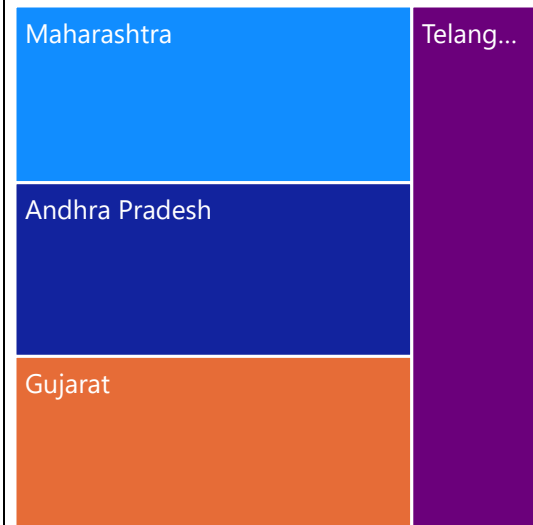
TotalSales by Payment Method



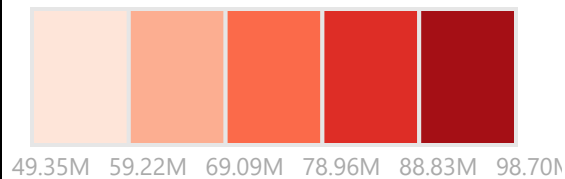
Payment Method and Order Status



Statewise sales distribution



Product category Heatmap



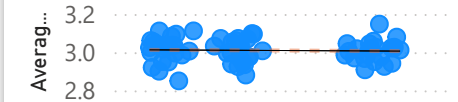
Discount price by customer rating

Key influencers Top segments

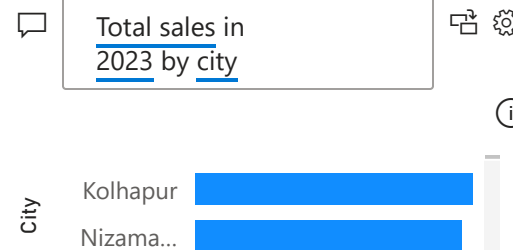
What influences Average Rating to ?

When... Sum of Discount Price goes down 102851.95 ...the average of Average Rating increases by 0.01

← On average when Sum of Discount Price decreases, Average Rating increases.



Q & A



Content created by AI may be inaccurate. [Read terms](#)

Narrative summary

Debit accounted for 37.22% of Sum of TotalSales.

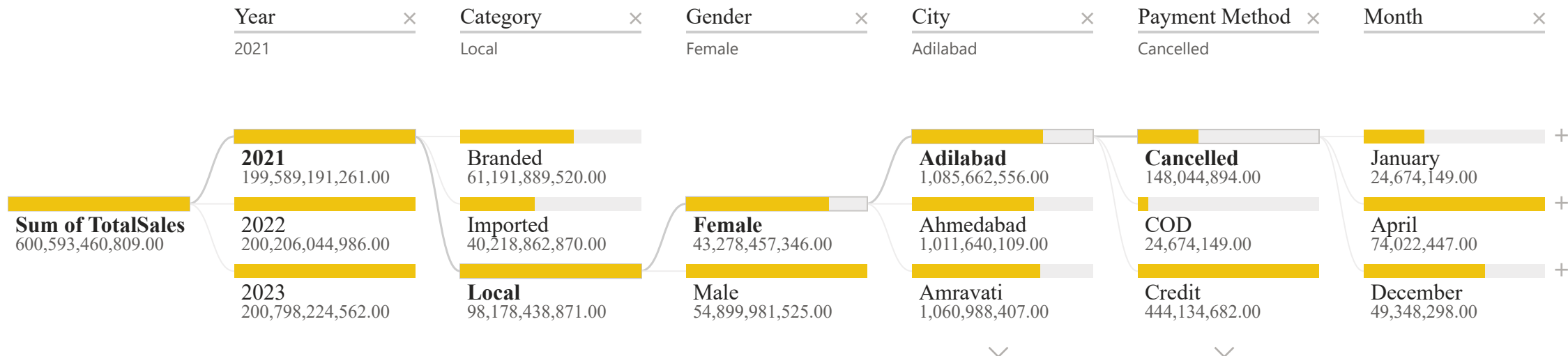
Delivered had the highest total Total Orders at 12682, followed by Shipped at 8613 and Returned at 1310.

Debit in Order Status Delivered made up 20.80% of Total Orders.

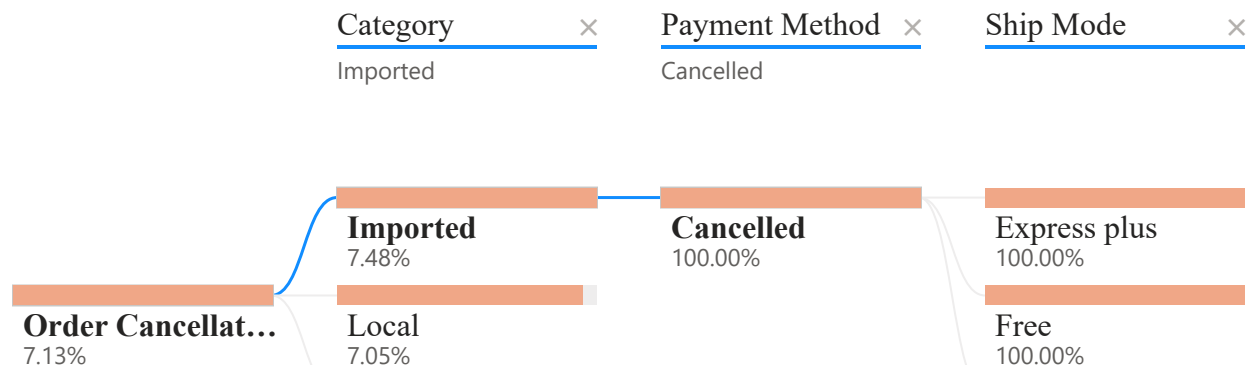
Delivered had the highest average Total Orders at 2,536.40, followed by Shipped at 1,722.60 and Returned at 262

DMART SALES AND OPERATIONAL INTELLIGENCE DASHBOARD

Root Cause Analysis: Why Sales Vary by Category/City



Analyze Drivers of Order Cancellations





DMART SALES AND OPERATIONAL INTELLIGENCE DASHBOARD

SALES AND REVENUE TRENDS

TOTAL SALES	TOTAL ORDERS	TOTAL REVENUE
789.57M	32	31.03K
REVENUE MTD	REVENUE LAST YEAR	REVENUE GROWTH
(Blank)	24.40K	27.17%
	AVERAGE ORDER VALUE	
	969.70	

CUSTOMER DEMOGRAPHICS AND BEHAVIOR

TOTAL CUSTOMERS	TOTAL CLICKS
32	1623

OPERATIONAL PERFORMANCE

TOTAL DISCOUNT AMOUNT	AVERAGE DISCOUNT
22.23K	71.64%
AVERAGE RATING	PRODUCT RANKING
2.59	1

PRODUCT AND PRICING INSIGHTS

TOTAL ORDERS DELIVERED	TOTAL CANCELLED ORDERS
19	(Blank)
ORDER CANCELLATION RATE	AVERAGE DELIVERY DAYS
(Blank)	7.16

<div>City, Year, Month</div> <div>Amravati</div>	<div>Category</div> <div><input type="checkbox"/> Branded</div> <div><input type="checkbox"/> Imported</div> <div><input type="checkbox"/> Local</div>	<div>Payment Method</div> <div><input type="checkbox"/> Cancelled</div> <div><input type="checkbox"/> COD</div> <div><input type="checkbox"/> Credit</div> <div><input type="checkbox"/> Debit</div> <div><input type="checkbox"/> Netbanking</div> <div><input checked="" type="checkbox"/> UPI</div>
	<div>Gender</div> <div>Female</div>	