

Sales Performance & Business Overview

Month

January

February

March

April

May

June

July

August

September

October

November

December

2022

2023

2024

Total Revenue

10bn



Total Orders

50K

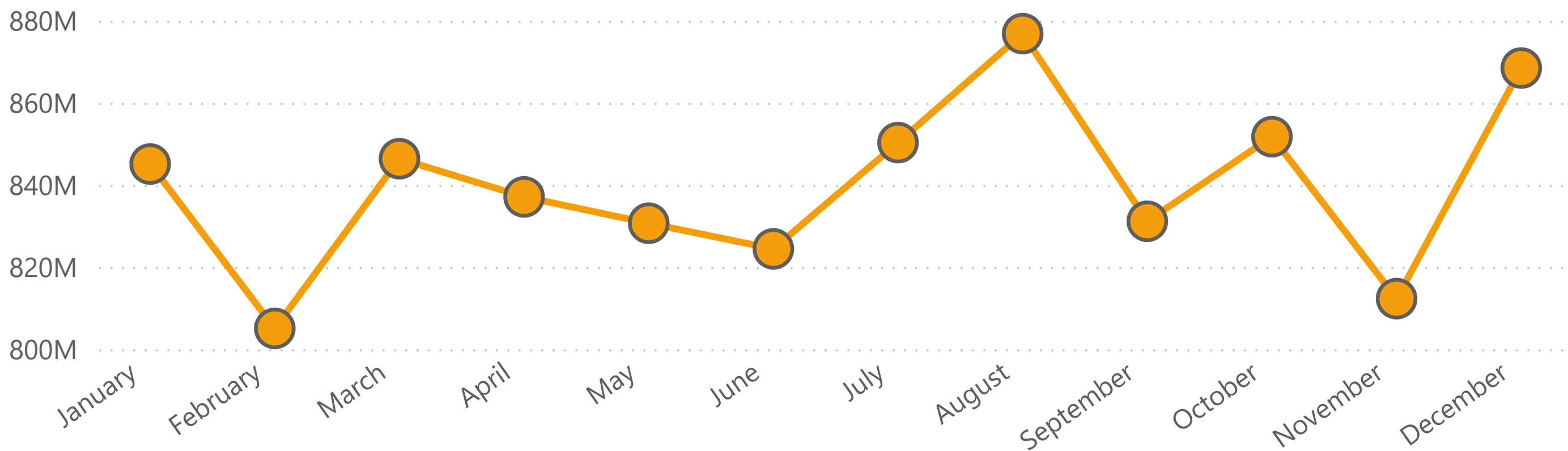


Total Customers

50K



Monthly Sales & Order Volume Trend



Executive Insights

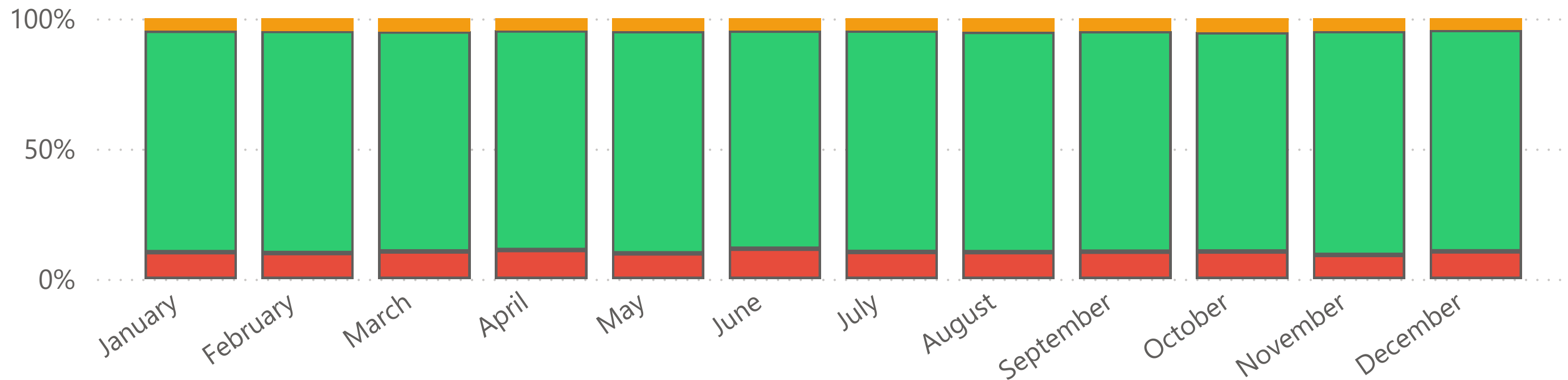
- Revenue shows consistent MoM growth
- Cancellations and returns below 5%
- Strong customer acquisition trend

Business Recommendations

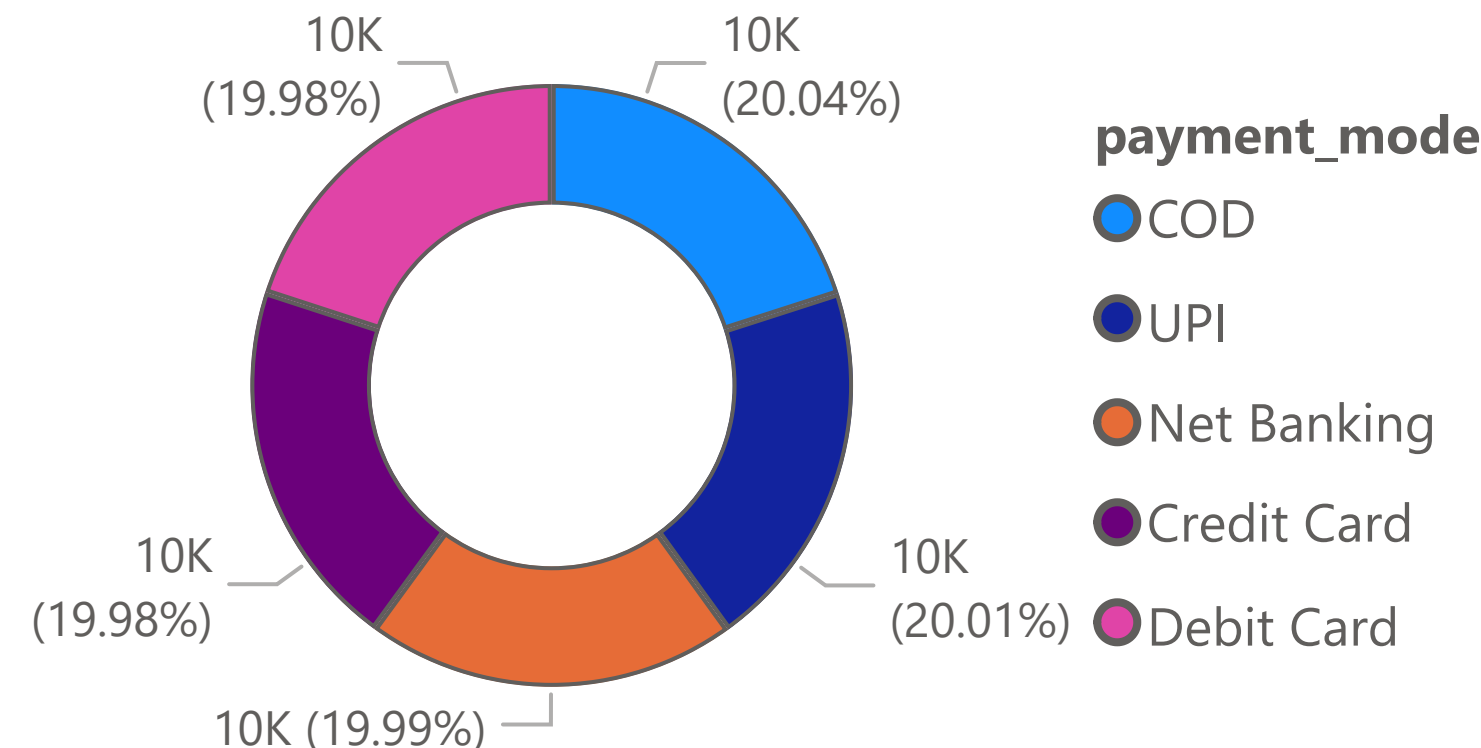
- Scale top products with targeted marketing
- Improve product pages to reduce returns
- Boost retention with loyalty programs
- Use demand forecasting for smarter inventory

Total Orders by order_status

order_status ● Cancelled ● Delivered ● Returned



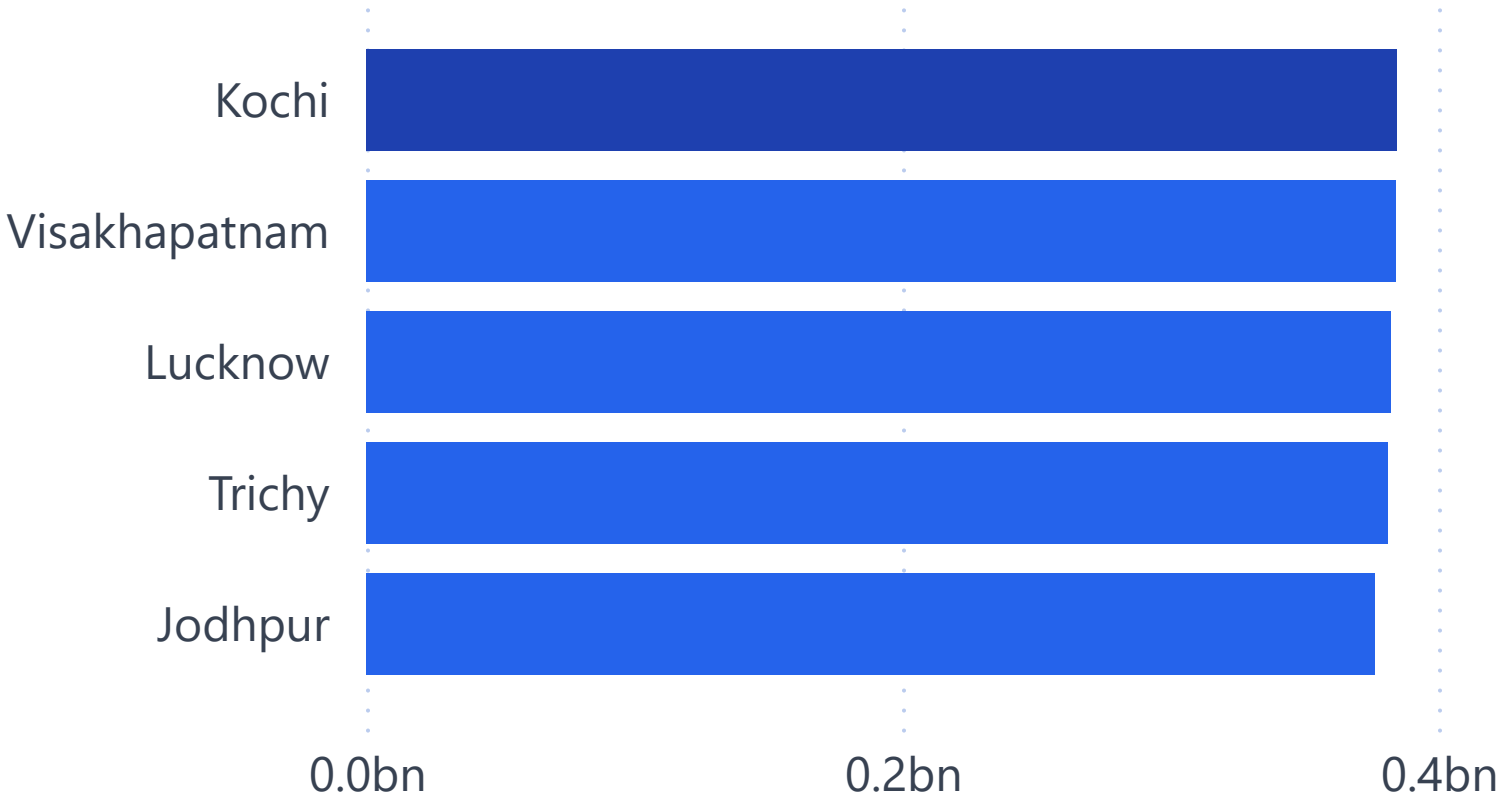
Total Orders by payment_mode



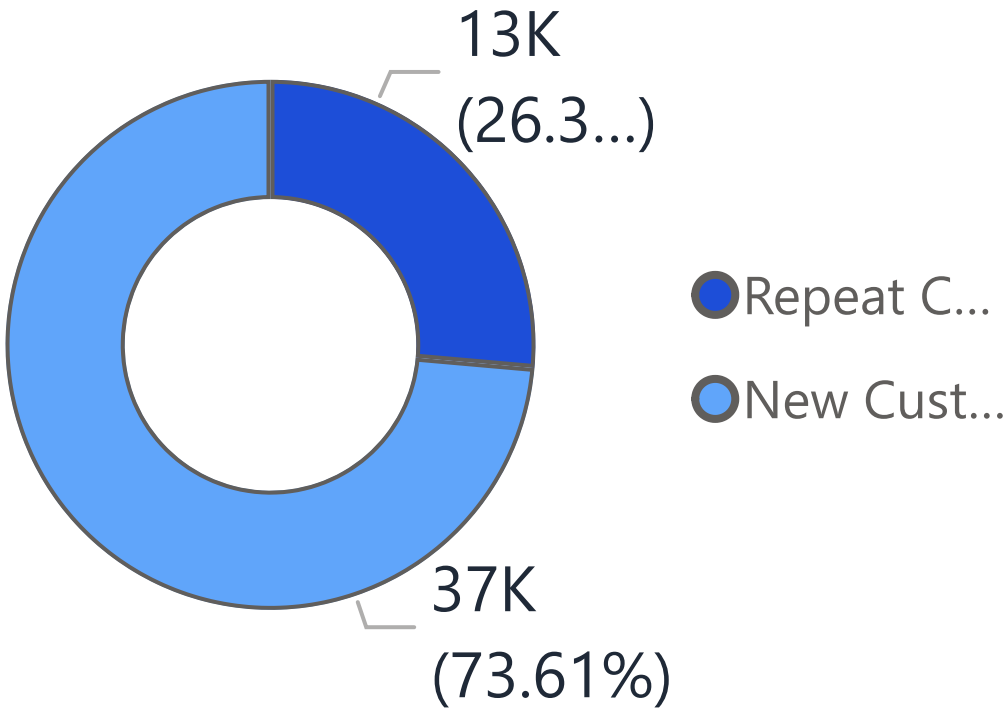
Product & Customer Performance Overview

product_name	brand	Total Revenue	Total Quantity
Sony WH-1000XM5	Sony	584091693	14420
Nike Air Max	Nike	569364510	14299
Adidas Run Falcon	Adidas	579548499	14171
Boat Rockerz 450	Boat	566528284	13941
Boat Airdopes 141	Boat	555385243	13739
Nike Revolution 6	Nike	564477714	13562
Adidas Ultraboost	Adidas	554921409	13472
Sony WH-1000XM4	Sony	530050983	13289
Dell Inspiron 15	Dell	390614768	9772
OnePlus OnePlus 10 Pro	OnePlus	394992786	9593

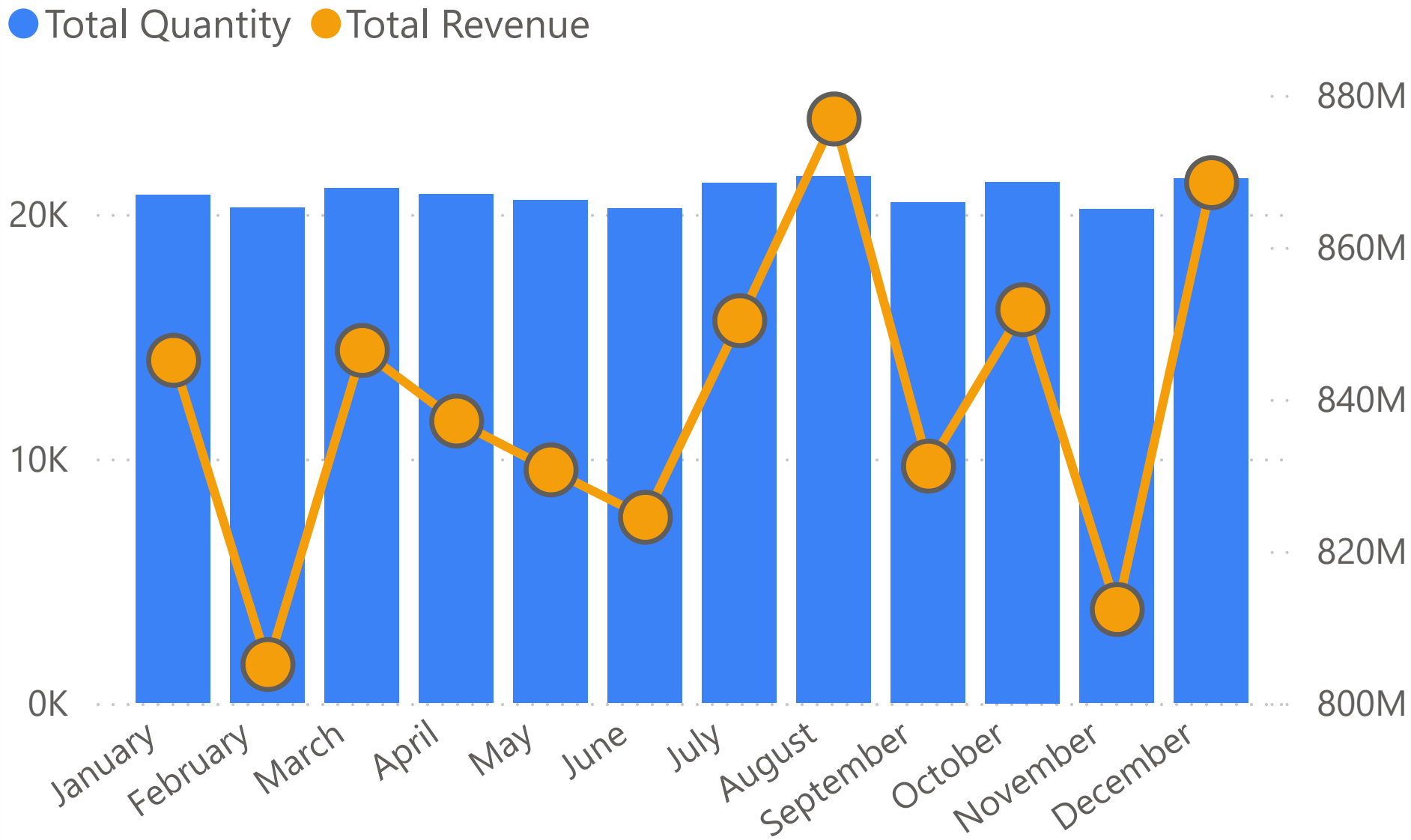
Top 5 City by Revenue



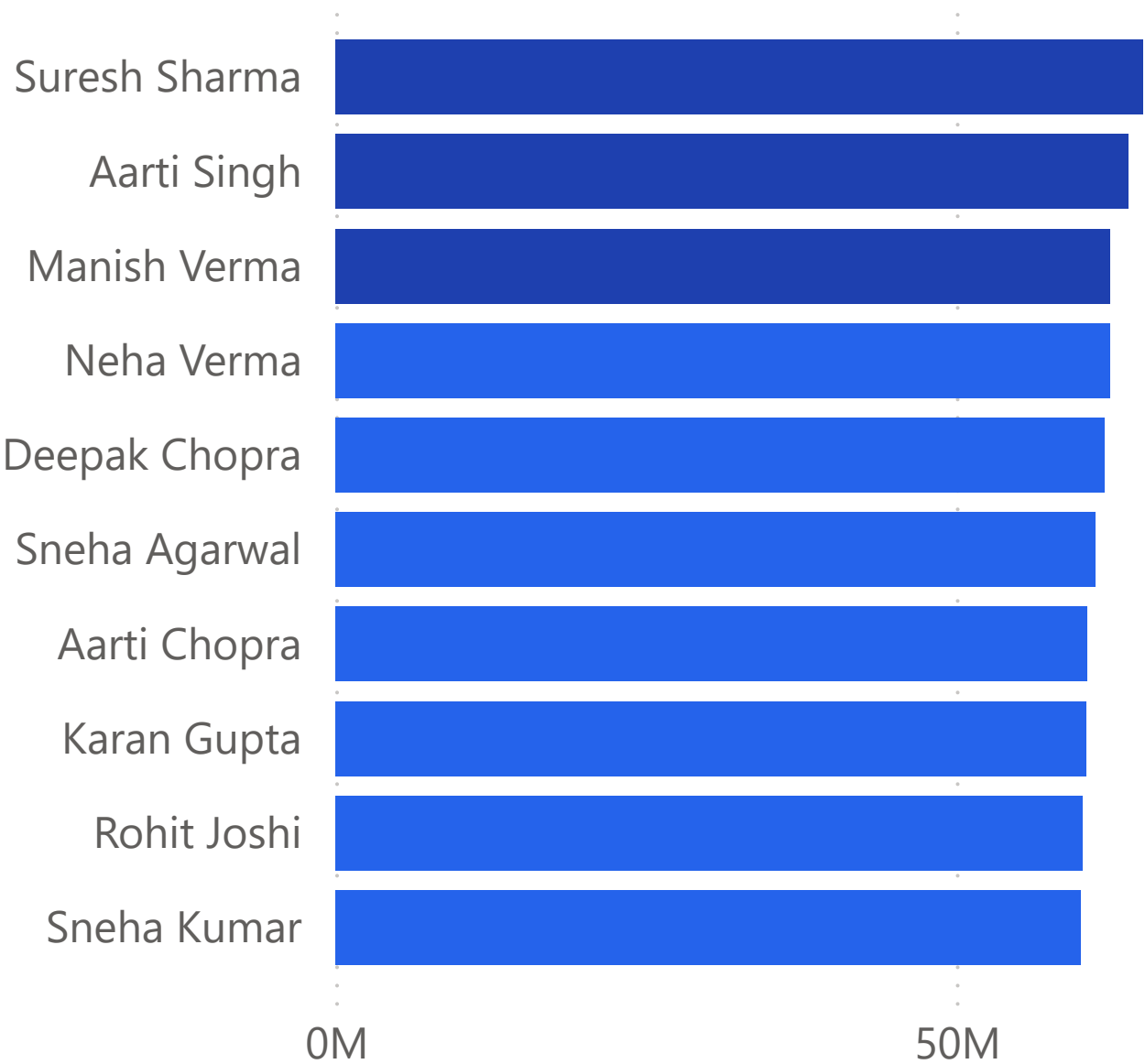
Repeat Customers and New Customers



Total Quantity and Total Revenue by Month



Top 10 Customers by Revenue



Customer Insights

- Repeat customers drive higher revenue
- Top cities contribute majority of sales
- Opportunity to improve customer retention

Product Insights

- Few products contribute majority of revenue
- High-performing products show stable demand
- Quantity growth aligns with revenue trend

Operational Efficiency & Revenue Leakage Analysis

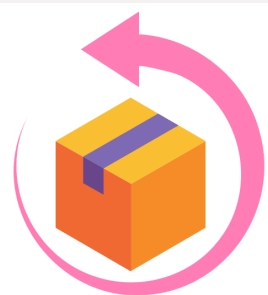
Cancelled %

0.10



Returned %

0.05



Revenue Leakage %

15.20%



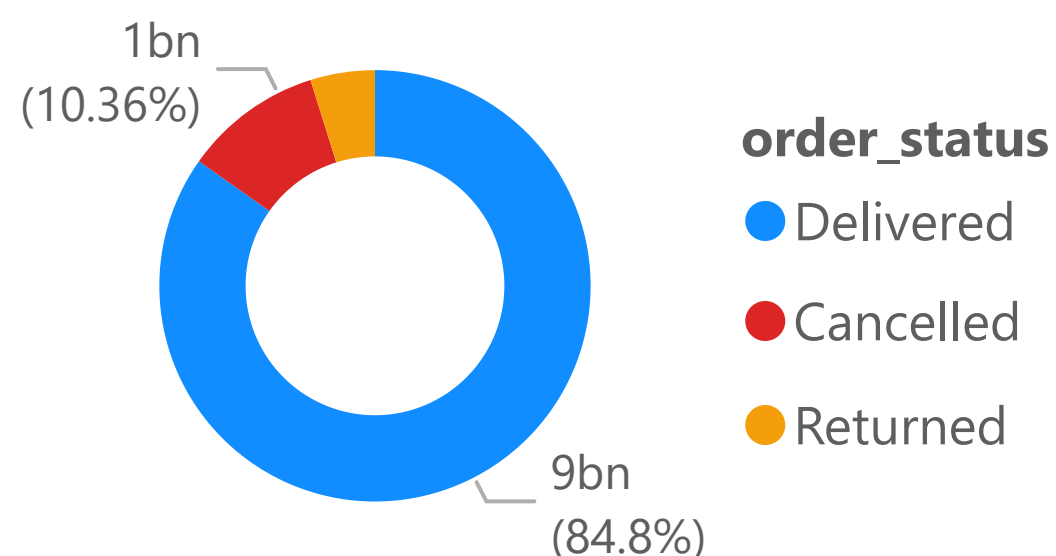
Revenue Lost (₹)

2bn



product_name	order_status	Revenue Lost (₹)
Adidas Run Falcon	Cancelled	92512868
Adidas Run Falcon	Returned	92512868
Boat Airdopes 141	Cancelled	87280225
Boat Airdopes 141	Returned	87280225
Boat Rockerz 450	Cancelled	86406689
Boat Rockerz 450	Returned	86406689
Nike Air Max	Cancelled	83804897
Nike Air Max	Returned	83804897
Sony WH-1000XM5	Cancelled	91410472
Sony WH-1000XM5	Returned	91410472

Total Revenue by order_status



order_status

Cancelled

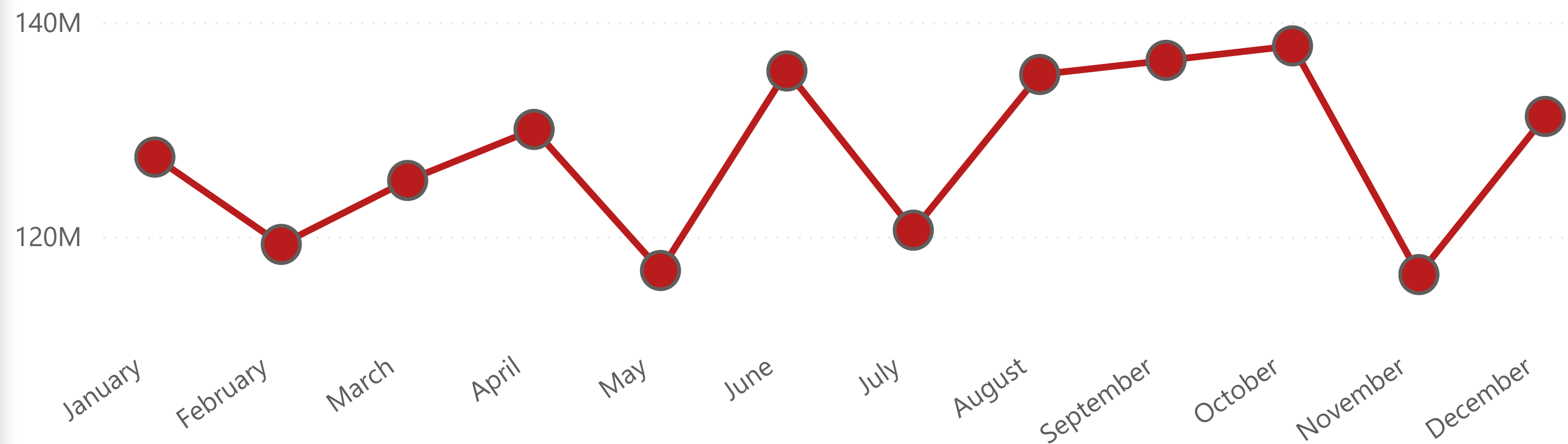
Delivered

Returned

Operational Insights & Revenue Leakage Drivers

- Cancellations drive higher revenue loss than returns
- Return leakage remains consistent across months
- Revenue loss exceeds safe operational limits
- Seasonal spikes indicate demand planning gaps

Revenue Loss Trend



Revenue Lost (₹) by Order Status

order_status

Cancelled Delivered Returned

