

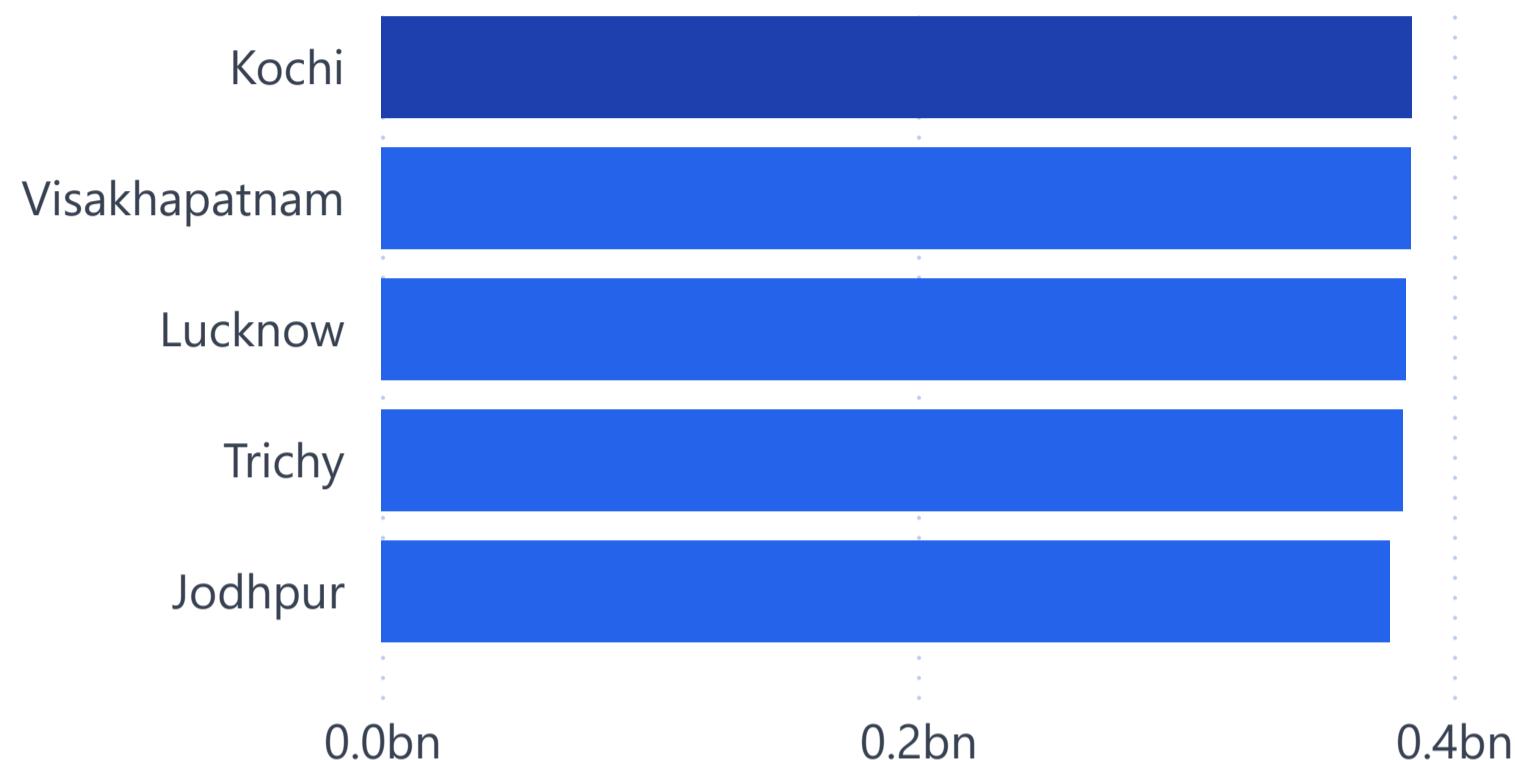
Sales Performance & Business Overview



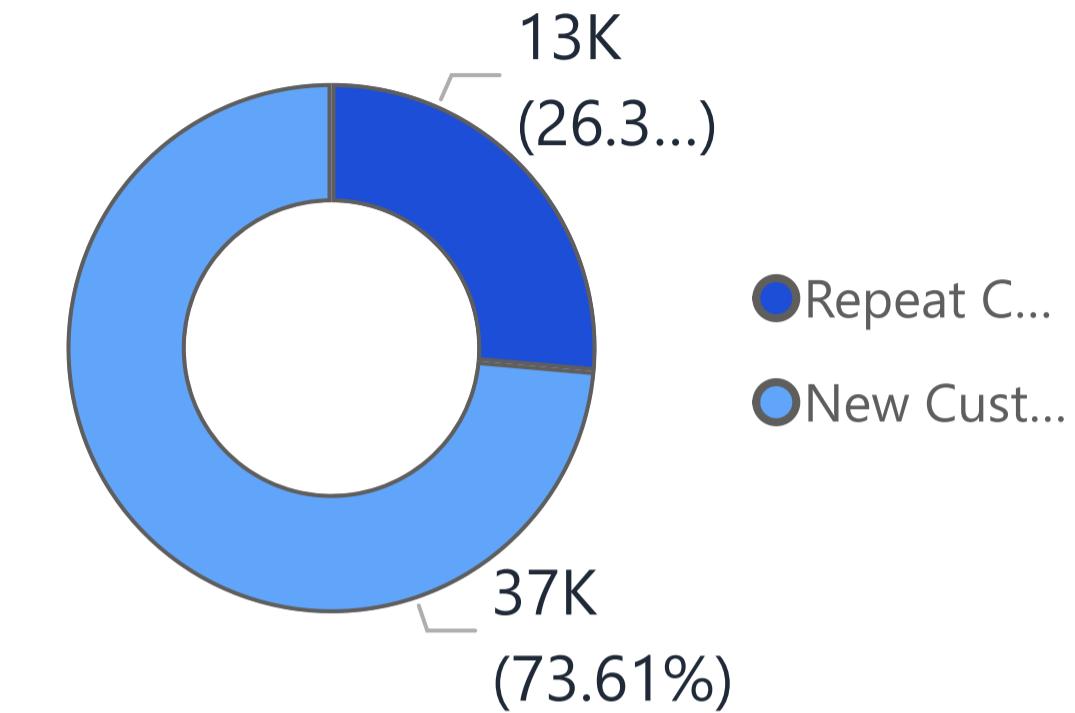
Product & Customer Performance Overview

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

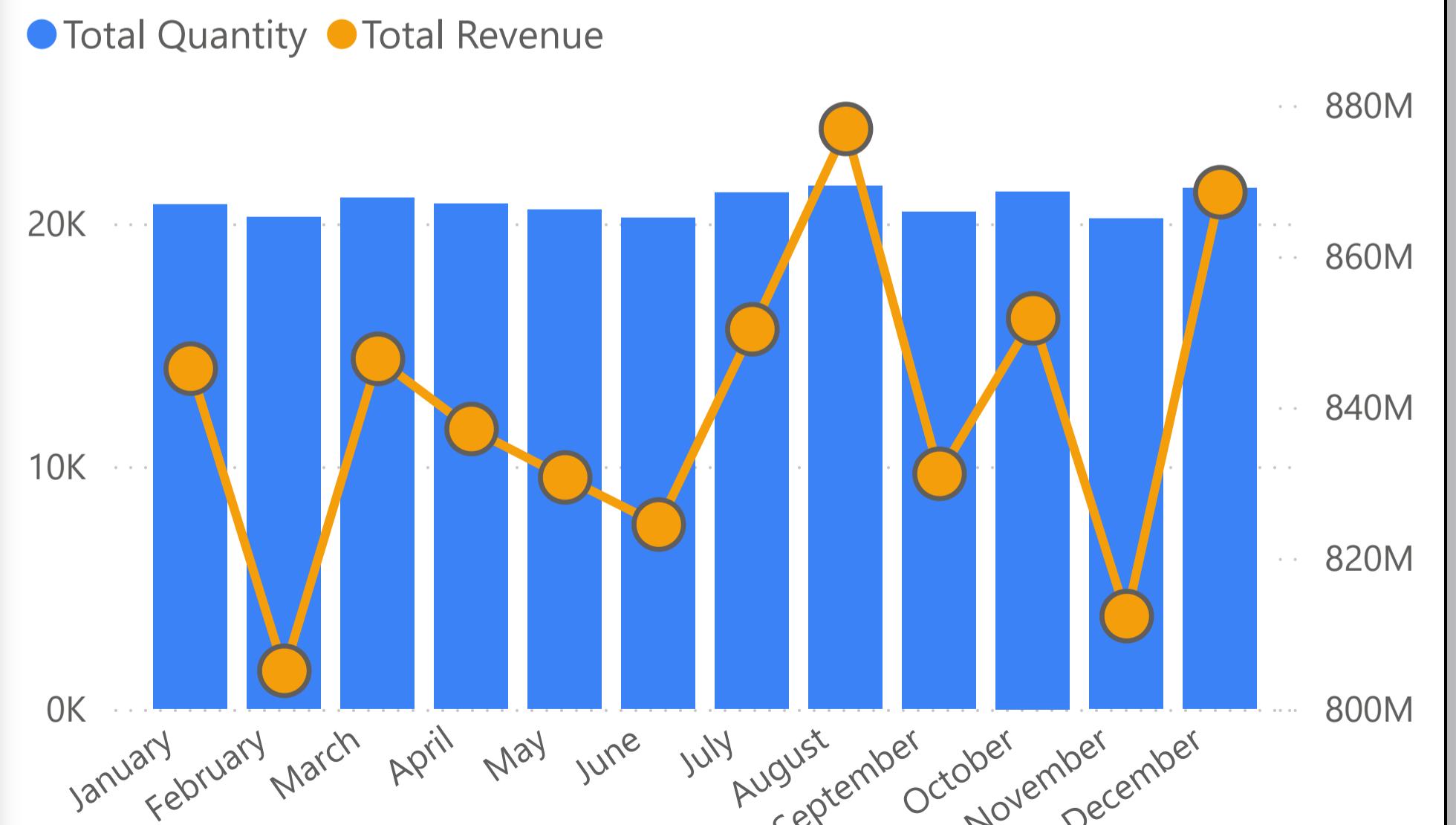
Top 5 City by Revenue



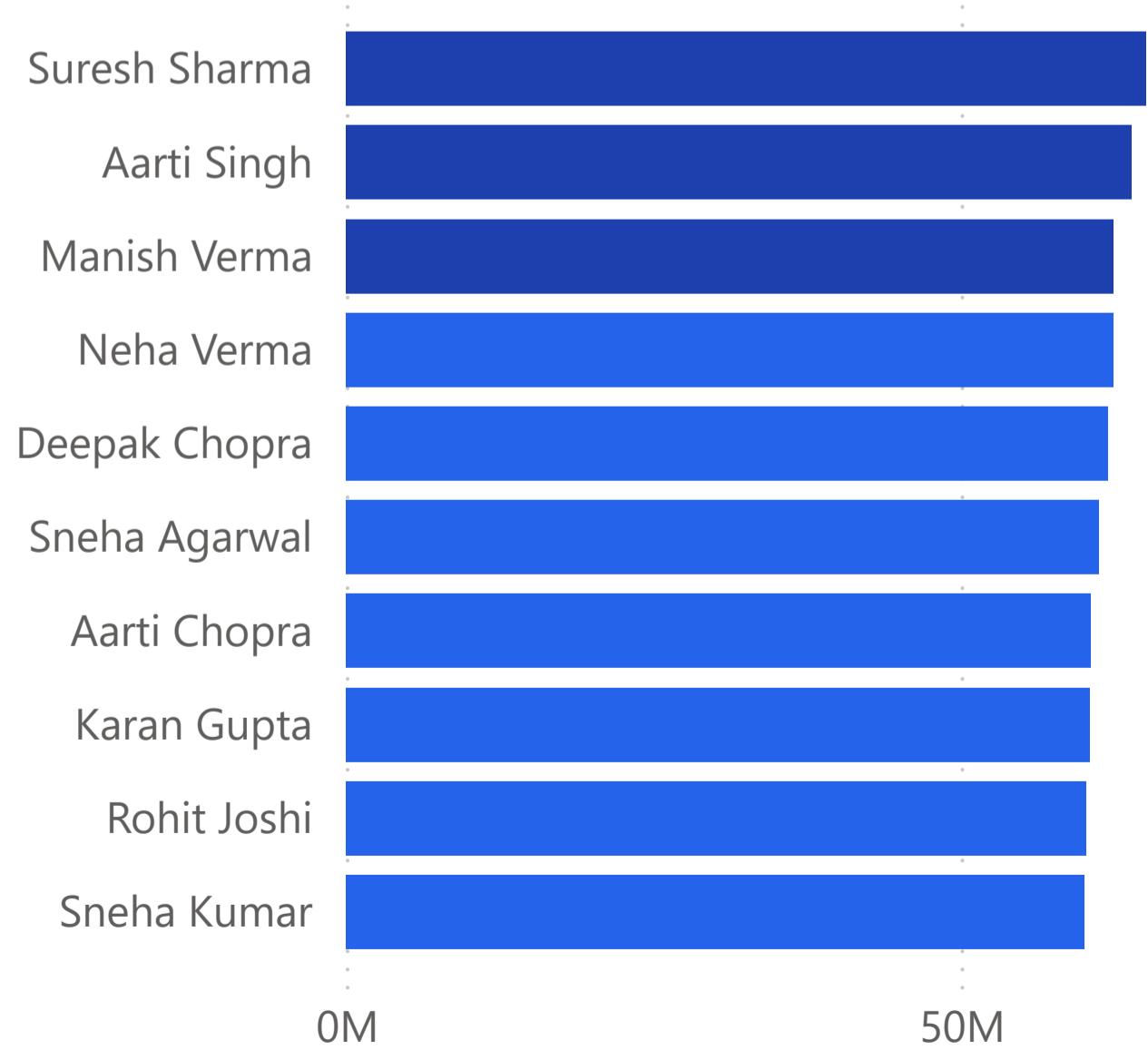
Repeat Customers and New Customers



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

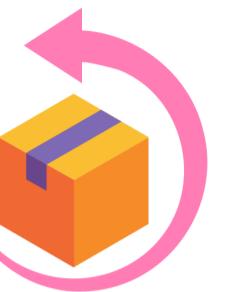
- Few products contribute majority of revenue
- High-performing products show stable demand
- Quantity growth aligns with revenue trend

Operational Efficiency & Revenue Leakage Analysis

Cancelled %
0.10



Returned %
0.05



Revenue Leakage %
15.20%

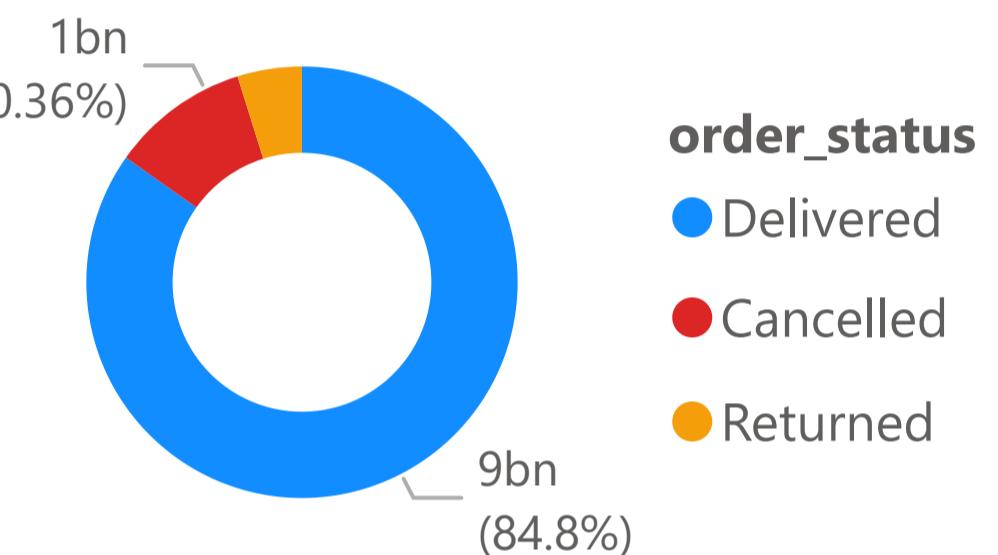


Revenue Lost (₹)
2bn



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

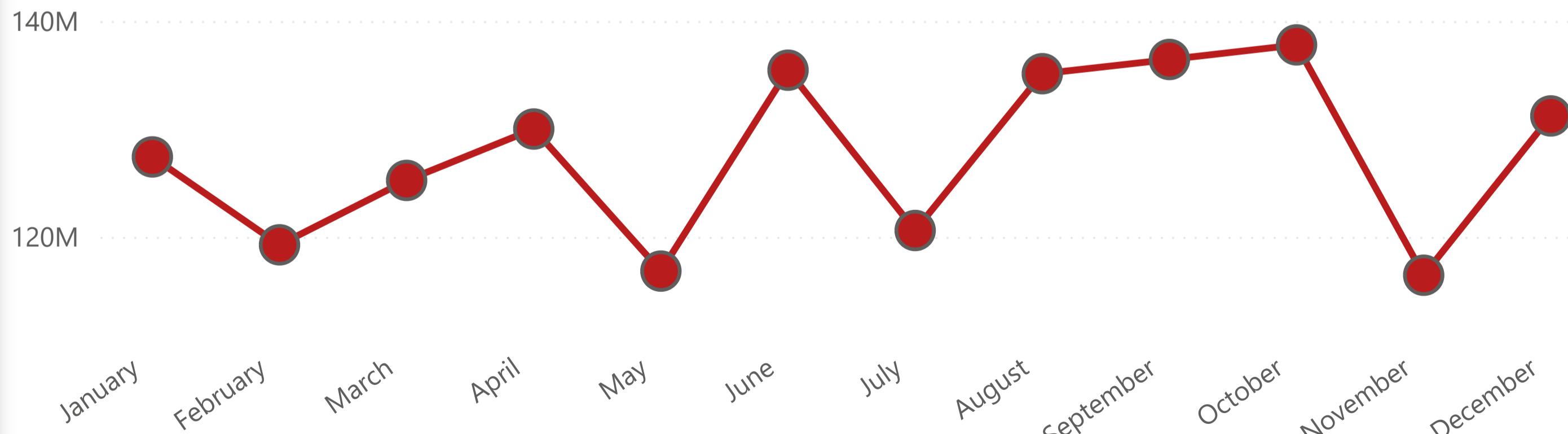
Delivered

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

