



Sales Dashboard (Overview)



Sathyakala D,
Data Analyst
Intern

Total orders

76961

Total Sales (GMV)

\$19,69,40,423

Total Revenue

\$16,68,98,664

Total customers

11098

New customers

70

Home

Select Year

☐ 2020

☐ 2021

☐ 2022

☐ 2023

Category
Level

Sub
category
Level

Select Month

January

July

February

August

March

September

April

October

May

November

June

December

Product
Level

Range
view

Total orders by state



Total metrics by order date

order_date	Total orders	Total Sales (GMV)	Total Revenue
01 January 2020	53	\$1,49,879	→ \$1,27,016
02 January 2020	58	\$1,43,068	→ \$1,21,244
03 January 2020	52	\$1,14,669	→ \$97,177
04 January 2020	45	\$1,15,281	→ \$97,696
05 January 2020	60	\$1,51,864	→ \$1,28,698
06 January 2020	44	\$1,16,644	→ \$98,851
07 January 2020	48	\$1,33,756	→ \$1,13,353
08 January 2020	48	\$1,10,540	→ \$93,678
09 January 2020	51	\$1,31,818	→ \$1,11,710
10 January 2020	48	\$1,42,824	→ \$1,21,037
11 January 2020	51	\$1,21,420	→ \$1,02,898
12 January 2020	39	\$1,07,814	↓ \$91,368
13 January 2020	41	\$92,356	↓ \$78,268
14 January 2020	39	\$90,354	↓ \$76,571
15 January 2020	63	\$1,49,189	→ \$1,26,431
16 January 2020	50	\$1,31,109	→ \$1,11,109
17 January 2020	49	\$1,31,062	→ \$1,11,069
Total	76961	\$19,69,40,423	\$16,68,98,664



Sales Dashboard (Category Level)



Sathyakala D.
Data Analyst
Intern

Total
Category
10

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

Yesterday Date

30-12-2023

No. of days

1

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

Yday Metrix

Category	Yday Orders	Yday order Growth	Yday GMV	Yday GMV Growth	Yday Revenue	Yday Revenue Growth	Yday user	Yday User Growth	Yday New user	Yday New User Growth
Baby Care	0	-100%	\$0	-100%	\$0	-100%	0	-100%	0	0%
Bakery, Cakes & Dairy	4	-33%	\$11,120	-15%	\$9,424	-15%	4	-33%	0	0%
Beauty & Hygiene	5	-38%	\$11,719	-39%	\$9,931	-39%	5	-38%	0	0%
Beverages	3	0%	\$8,765	-15%	\$7,428	-15%	3	0%	0	0%
Cleaning & Household	3	50%	\$7,384	45%	\$6,258	45%	3	50%	0	0%
Foodgrains, Oil & Masala	4	100%	\$9,556	141%	\$8,098	141%	4	100%	0	0%
Fruits & Vegetables	13	8%	\$31,908	50%	\$27,041	50%	13	8%	0	0%
Gourmet & World Food	1	0%	\$362	-80%	\$307	-80%	1	0%	0	0%
Kitchen, Garden & Pets	0	0%	\$0	0%	\$0	0%	0	0%	0	0%
Snacks & Branded Foods	13	-48%	\$32,106	-56%	\$27,208	-56%	13	-48%	0	0%
Total	46	-61%	\$1,12,920	-70%	\$95,695	-70%	46	-61%	0	0%



Sales Dashboard (Category Level)



Sathyakala D,
Data Analyst
Intern

Total Category
10

Yday Metrics

MTD Metrics

LMTD Metrics

LM Metrics

From
01-12-2023

To
31-12-2023

No. of days
30

Home

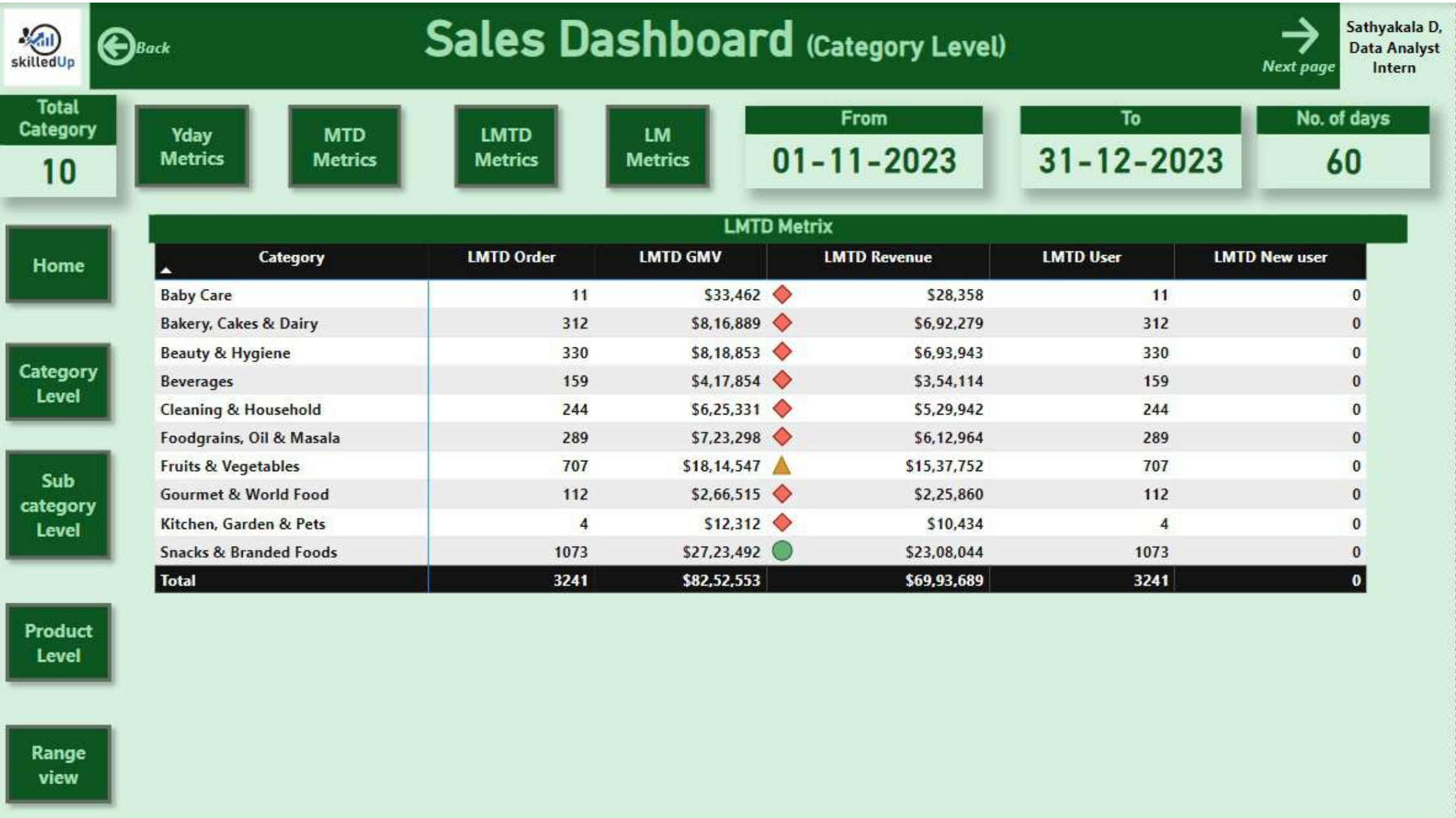
Category Level

Sub category Level

Product Level

Range view

MTD Metrix										
Category	MTD Order	MTD order Growth	MTD GMV	MTD GMV Growth	MTD Revenue	MTD Revenue Growth	MTD User	MTD New user	MTD New User Growth	
Baby Care	6	20%	\$17,900	15%	\$15,169	15%	6	0	0%	
Bakery, Cakes & Dairy	162	8%	\$4,02,039	-3%	\$3,40,711	3%	162	0	0%	
Beauty & Hygiene	161	-5%	\$3,83,740	-12%	\$3,25,203	2%	161	0	0%	
Beverages	71	-19%	\$2,02,121	-6%	\$1,71,289	6%	71	0	0%	
Cleaning & Household	128	10%	\$3,45,553	24%	\$2,92,842	24%	128	0	0%	
Foodgrains, Oil & Masala	145	1%	\$3,67,898	4%	\$3,11,778	4%	145	0	0%	
Fruits & Vegetables	363	6%	\$9,55,366	11%	\$8,09,632	11%	363	0	0%	
Gourmet & World Food	62	24%	\$1,44,197	18%	\$1,22,201	18%	62	0	0%	
Kitchen, Garden & Pets	0	-100%	\$0	-100%	\$0	-100%	0	0	0%	
Snacks & Branded Foods	551	6%	\$14,01,522	6%	\$11,87,731	6%	551	0	0%	
Total	1649	-50%	\$42,20,336	-44%	\$35,76,556	-44%	1649	0	0%	





Sales Dashboard (Category Level)



Sathyakala D,
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Total
Category

10

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

From

01-11-2023

To

30-11-2023

No. of days

29

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

LM Metrix

Category	LM Order	LM GMV	LM Revenue	LM User	LM New user
Baby Care	5	\$15,562	◆ \$13,188	5	0
Bakery, Cakes & Dairy	150	\$4,14,850	◆ \$3,51,568	150	0
Beauty & Hygiene	169	\$4,35,113	◆ \$3,68,740	169	0
Beverages	88	\$2,15,733	◆ \$1,82,825	88	0
Cleaning & Household	116	\$2,79,778	◆ \$2,37,100	116	0
Foodgrains, Oil & Masala	144	\$3,55,400	◆ \$3,01,186	144	0
Fruits & Vegetables	344	\$8,59,181	▲ \$7,28,119	344	0
Gourmet & World Food	50	\$1,22,318	◆ \$1,03,659	50	0
Kitchen, Garden & Pets	4	\$12,312	◆ \$10,434	4	0
Snacks & Branded Foods	522	\$13,21,970	● \$11,20,314	522	0
Total	1592	\$40,32,217	\$34,17,133	1592	0



Sales Dashboard (Sub-Category Level)



Sathyakala D,
Data Analyst
Intern

Total Sub
Category
53

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

Yesterday Date
30-12-2023

No. of days
1

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

Yday Metrix											
Sub Category	Yday Orders	Yday order Growth	Yday GMV	Yday GMV Growth	Yday Revenue	Yday Revenue Growth	Yday user	Yday User Growth	Yday New user	Yday New User Growth	
All Purpose Cleaners	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Appliances & Electricals	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Atta, Flours & Sooji	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Baby Bath & Hygiene	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Bath & Hand Wash	0	-100%	\$0	-100%	0%	\$0	-100%	0	-100%	0	0%
Biscuits & Cookies	6	0%	\$12,331	-47%	0%	\$10,450	-47%	6	0%	0	0%
Breads & Buns	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Breakfast Cereals	2	0%	\$5,841	-25%	0%	\$4,950	-25%	2	0%	0	0%
Cakes & Pastries	0	-100%	\$0	-100%	0%	\$0	-100%	0	-100%	0	0%
Cereals & Breakfast	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Chocolates & Biscuits	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Chocolates & Candies	2	-33%	\$4,836	-41%	0%	\$4,098	-41%	2	-33%	0	0%
Coffee	0	-100%	\$0	-100%	0%	\$0	-100%	0	-100%	0	0%
Cookies, Rusk & Khari	0	0%	\$0	0%	0%	\$0	0%	0	0%	0	0%
Cooking & Baking Needs	0	-100%	\$0	-100%	0%	\$0	-100%	0	-100%	0	0%
Cuts & Sprouts	0	-100%	\$0	-100%	0%	\$0	-100%	0	-100%	0	0%
Dairy	4	33%	\$11,120	70%	0%	\$9,424	70%	4	33%	0	0%
Total	46	-924%	\$1,12,920	772%	0%	\$95,695	772%	46	-924%	0	0%



Sales Dashboard (Sub-Category Level)



Sathyakala D.
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Total Sub
Category

53

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

From

01-12-2023

To

31-12-2023

No. of days

30

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

MTD Metrix

Sub Category	MTD Order	MTD order Growth	MTD GMV	MTD GMV Growth	MTD Revenue	MTD Revenue Growth	MTD New user	MTD New User Growth	MTD User	MTD User Growth
All Purpose Cleaners	0	0%	\$0	0%	\$0	0%	0	0%	0	0%
Appliances & Electricals	0	-100%	\$0	-100%	\$0	-100%	0	0%	0	-100%
Atta, Flours & Sooji	0	0%	\$0	0%	\$0	0%	0	0%	0	0%
Baby Bath & Hygiene	0	0%	\$0	0%	\$0	0%	0	0%	0	0%
Bath & Hand Wash	49	-2%	\$1,30,570	8%	\$1,10,653	8%	0	0%	49	-2%
Biscuits & Cookies	136	10%	\$3,45,193	4%	\$2,92,536	4%	0	0%	136	10%
Breads & Buns	6	0%	\$12,611	-36%	\$10,687	-36%	0	0%	6	0%
Breakfast Cereals	33	10%	\$94,847	10%	\$80,379	10%	0	0%	33	10%
Cakes & Pastries	59	20%	\$1,47,423	4%	\$1,24,935	4%	0	0%	59	20%
Cereals & Breakfast	0	0%	\$0	0%	\$0	0%	0	0%	0	0%
Chocolates & Biscuits	1	0%	\$520	0%	\$441	0%	0	0%	1	0%
Chocolates & Candies	82	14%	\$1,92,866	0%	\$1,63,446	0%	0	0%	82	14%
Coffee	5	25%	\$15,993	126%	\$13,553	126%	0	0%	5	25%
Cookies, Rusk & Khari	6	-50%	\$17,717	-28%	\$15,014	-28%	0	0%	6	-50%
Cooking & Baking Needs	3	0%	\$8,339	0%	\$7,067	0%	0	0%	3	0%
Cuts & Sprouts	45	-15%	\$1,06,213	-26%	\$90,011	-26%	0	0%	45	-15%
Dairy	73	12%	\$1,76,726	-0%	\$1,49,768	-0%	0	0%	73	12%
Total	1649	257%	\$42,20,336	494%	\$35,76,556	494%	0	0%	1649	257%



Sales Dashboard (Sub-Category Level)



Sathyakala D,
Data Analyst
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Total Sub
Category

53

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

From

01-11-2023

To

31-12-2023

No. of days

60

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

LMTD Metrix

Sub Category	LMTD Order	LMTD GMV	LMTD Revenue	LMTD User	LMTD New user
All Purpose Cleaners	0	\$0	\$0	0	0
Appliances & Electricals	1	\$1,496	\$1,268	1	0
Atta, Flours & Sooji	0	\$0	\$0	0	0
Baby Bath & Hygiene	0	\$0	\$0	0	0
Bath & Hand Wash	99	\$2,51,278	\$2,12,947	99	0
Biscuits & Cookies	260	\$6,75,738	\$5,72,659	260	0
Breads & Buns	12	\$32,308	\$27,380	12	0
Breakfast Cereals	63	\$1,80,758	\$1,53,185	63	0
Cakes & Pastries	108	\$2,89,661	\$2,45,475	108	0
Cereals & Breakfast	0	\$0	\$0	0	0
Chocolates & Biscuits	1	\$520	\$441	1	0
Chocolates & Candies	154	\$3,85,690	\$3,26,856	154	0
Coffee	9	\$23,056	\$19,539	9	0
Cookies, Rusk & Khari	18	\$42,305	\$35,852	18	0
Cooking & Baking Needs	3	\$8,339	\$7,067	3	0
Cuts & Sprouts	98	\$2,49,569	\$2,11,499	98	0
Dairy	138	\$3,53,565	\$2,99,631	138	0
Dals & Pulses	10	\$23,782	\$20,154	10	0
Total	3241	\$82,52,553	\$69,93,689	3241	0



Sales Dashboard (Sub-Category Level)



Sathyakala D,
Data Analyst
Intern

Total Sub
Category

53

Yday
Metrics

MTD
Metrics

LMTD
Metrics

LM
Metrics

From

01-11-2023

To

30-11-2023

No. of days

29

Home

Category
Level

Sub
category
Level

Product
Level

Range
view

LM Metrix

Sub Category	LM Order	LM GMV	LM Revenue	LM User	LM New user
All Purpose Cleaners	0	\$0	\$0	0	0
Appliances & Electricals	1	\$1,496	\$1,268	1	0
Atta, Flours & Sooji	0	\$0	\$0	0	0
Baby Bath & Hygiene	0	\$0	\$0	0	0
Bath & Hand Wash	50	\$1,20,708	\$1,02,295	50	0
Biscuits & Cookies	124	\$3,30,545	\$2,80,123	124	0
Breads & Buns	6	\$19,697	\$16,692	6	0
Breakfast Cereals	30	\$85,911	\$72,806	30	0
Cakes & Pastries	49	\$1,42,238	\$1,20,541	49	0
Cereals & Breakfast	0	\$0	\$0	0	0
Chocolates & Biscuits	0	\$0	\$0	0	0
Chocolates & Candies	72	\$1,92,824	\$1,63,410	72	0
Coffee	4	\$7,063	\$5,986	4	0
Cookies, Rusk & Khari	12	\$24,588	\$20,837	12	0
Cooking & Baking Needs	0	\$0	\$0	0	0
Cuts & Sprouts	53	\$1,43,356	\$1,21,488	53	0
Dairy	65	\$1,76,839	\$1,49,864	65	0
Dals & Pulses	8	\$18,183	\$15,409	8	0
Total	1592	\$40,32,217	\$34,17,133	1592	0



Sales Dashboard (Order Range & GMV Range)

Sathyakala D,
Data Analyst
Intern

Home

Category

Sub Category

Category
Level

Order Range by category

Order Range	Yday users	MTD users	LMTD users	LM users
1-2	1	94	163	69
3-5	19	326	646	320
6-10	0	437	829	392
Gtr10	26	792	1603	811
Total	46	1649	3241	1592

Sub
category
Level

Order Range by Sub-Category

order_range	Yday users	MTD users	LMTD users	LM users
1-2	20	687	1367	680
3-5	20	623	1238	615
6-10	6	302	587	285
Gtr10	0	37	49	12
Total	46	1649	3241	1592

Product
Level

GMV Range by category

GMV Range	Yday users	MTD users	LMTD users	LM users
10001-100000	35	1384	2747	1363
1001-10000	10	257	482	225
101-500	1	4	7	3
501-1000	0	4	5	1
Gtr 1L	0	0	0	0
Total	46	1649	3241	1592

Range
view

GMV Range by Sub-Category

GMV Range	Yday users	MTD users	LMTD users	LM users
10001-100000	14	607	1168	561
1001-10000	28	962	1935	973
101-500	2	32	64	32
1-100	0	0	0	0
501-1000	2	48	74	26
Gtr 1L	0	0	0	0
Total	46	1649	3241	1592