



Total Revenue  
**£19M**

Total Orders  
**4356**

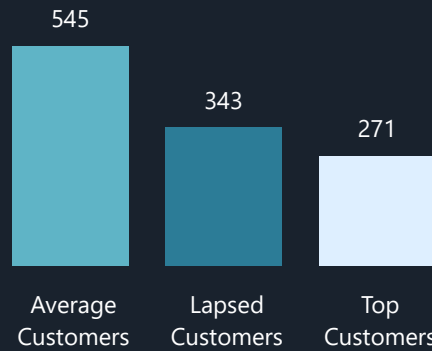
Total Quantity  
**20538**

Total Customers  
**1161**

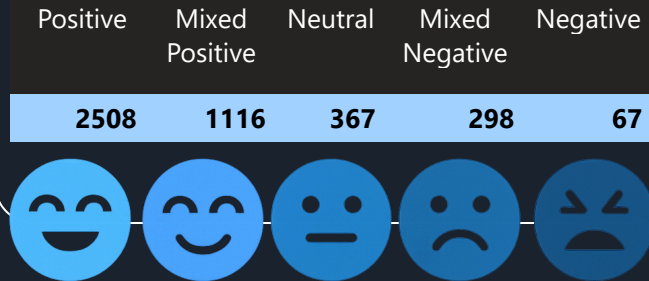
Shipping Partner  
All

12/1/2023 5/30/2025

### Customers By Status



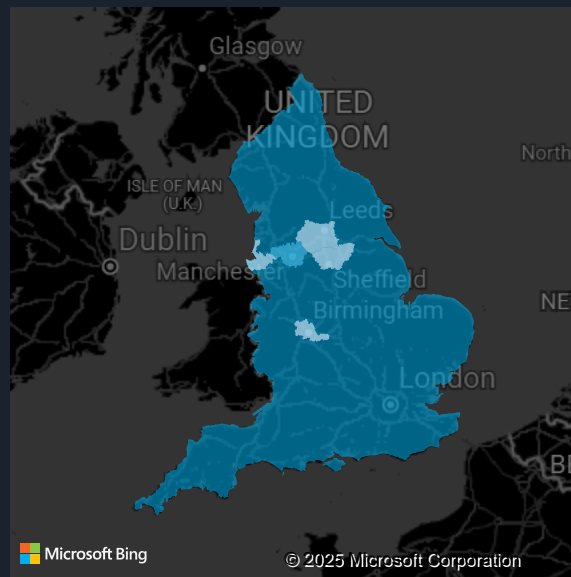
### Orders By Reviews



### Total Revenue By Month

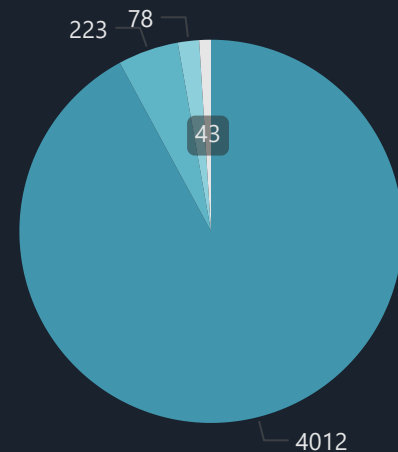


### Orders by State

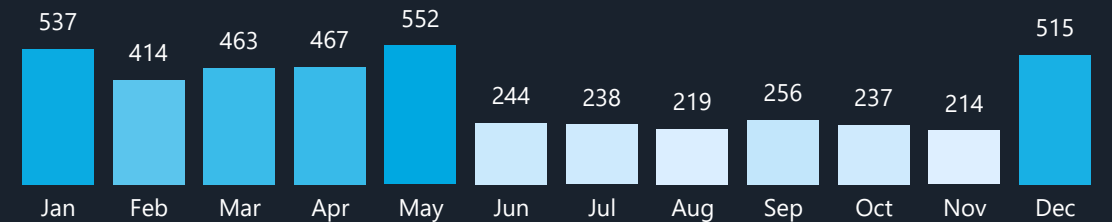


### Orders By Delivery Status

Delivered Delayed Returned Cancelled

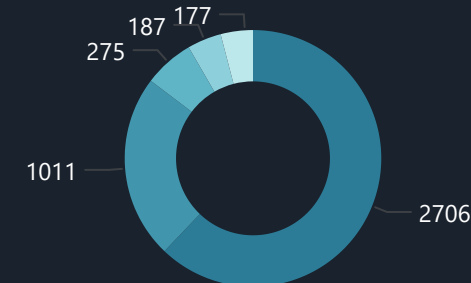


### Total Orders By Month

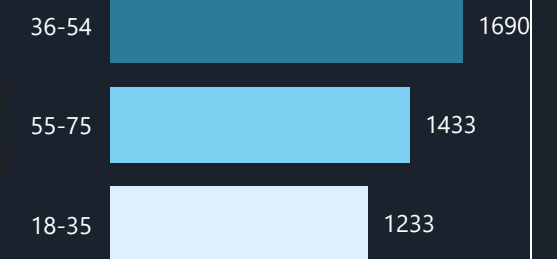


### Orders By Shipping Partner

DPD Royal Mail Hermes Yodel ParcelForce



### Orders By Age Group



Average  
Customers

Lapsed  
Customers

Top Customers

Cancelled

Delayed

Delivered

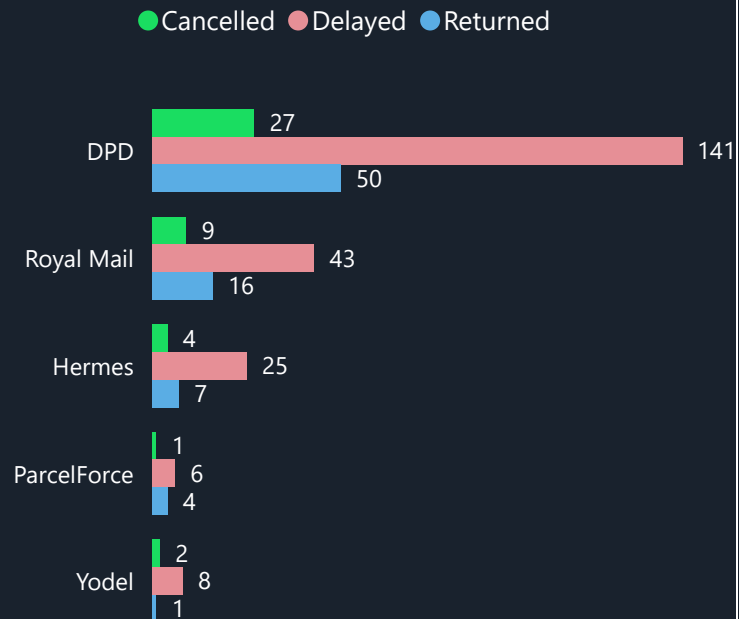
Returned

Shipping Partner

All

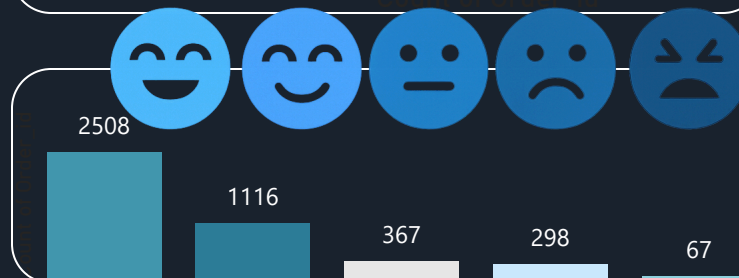
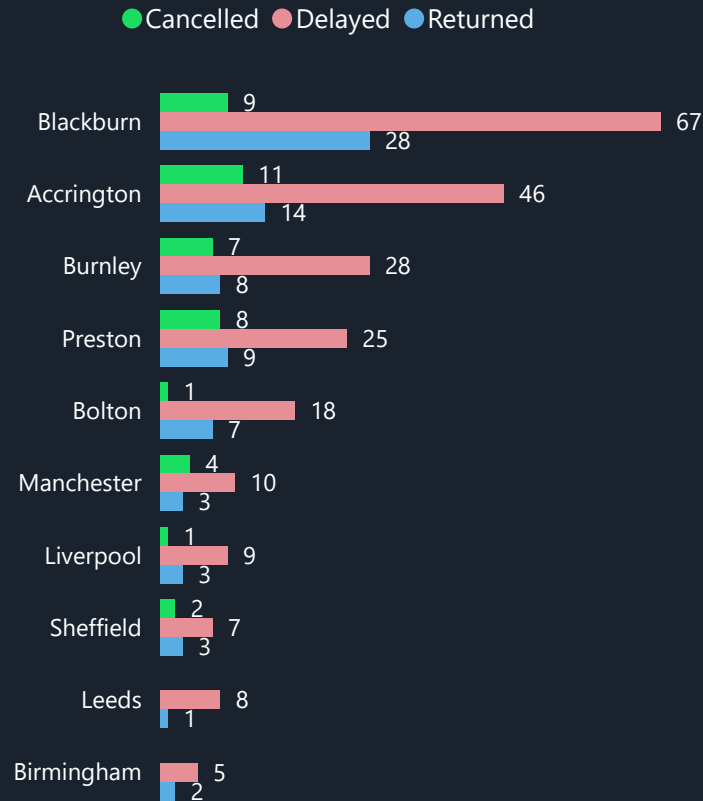
Which shipping partner has maximum  
delayed, cancelled and returned orders?

Orders Status By Shipping Partners



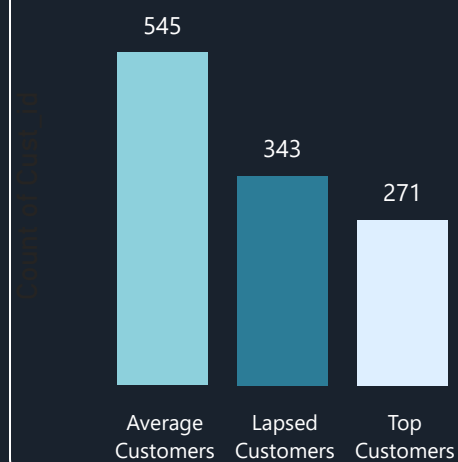
Which city has maximum delayed,  
cancelled and returned orders?

Order Status by City



Customers Segmentation to apply SEO strategy.  
Which Orders have Positive and Negative Reviews?

Customers By Status



Customers By Status

Order_id	First Status
3541	Average Customers
3542	Average Customers
3543	Average Customers
3544	Average Customers
3545	Average Customers
3546	Average Customers
3547	Average Customers
3548	Average Customers
3549	Average Customers
3550	Average Customers
3551	Average Customers

Orders By Reviews

Order_id	Positive	Mixed Positive	Neutral	Mixed Negative	Negative
7896	Excellent quality and fast service.				
7895	Great experience from order to deliver.				
7894		Prompt delivery and easy to install product			
7893	CCTV installation was smooth.				