

CUSTOMERS ORDERS AND SALES DASHBOARDS



₹ 22.38M

Revenue

29616

Order_Count

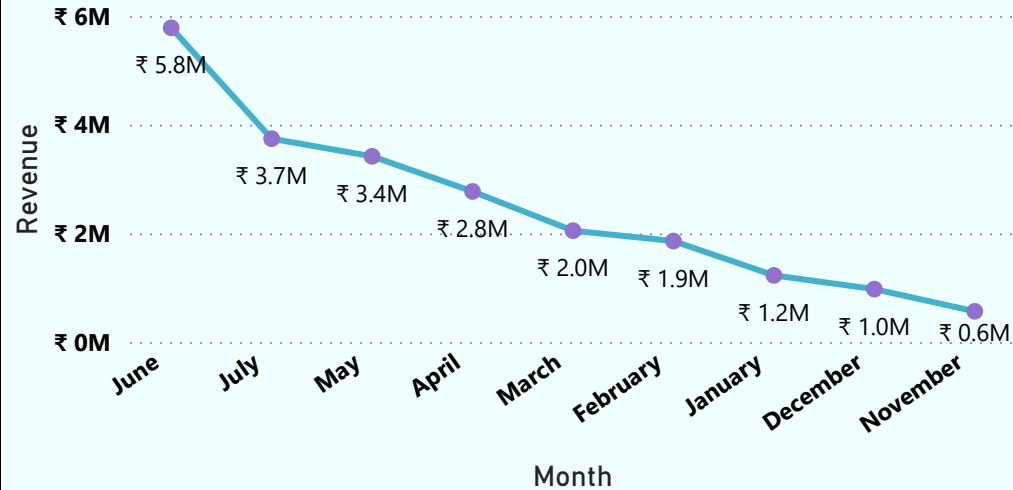
3.62K

Returned Orders

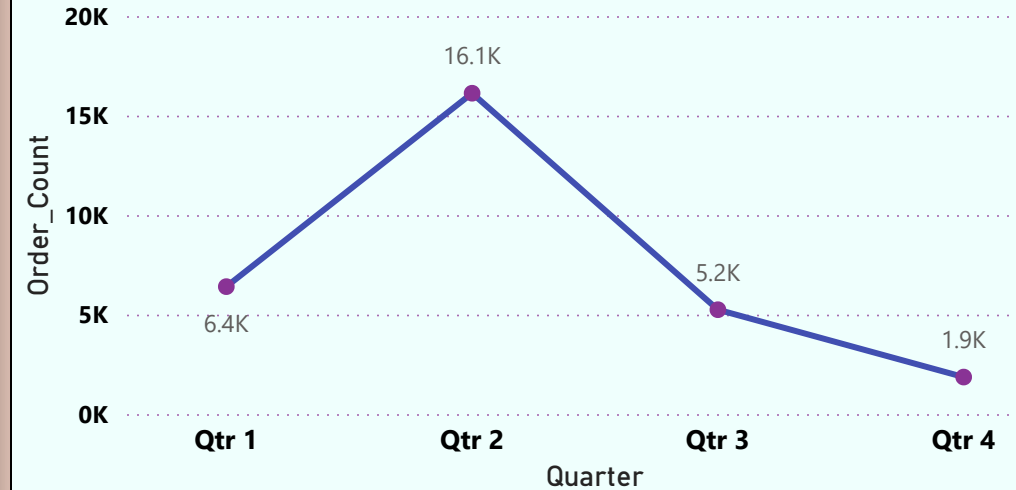
₹ 7.86K

Cancelled_Orders

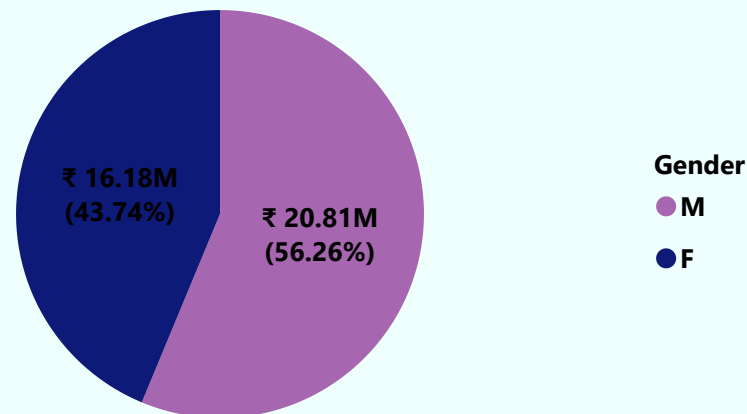
Revenue by Month



Order_Count by Quarter



Revenue by Gender



Ask a question about your data



Try one of these to get started

top locations by total discount

top locations by order count

what is the cancelled orders by location

Referred Other custom...

☐ N

☐ Y

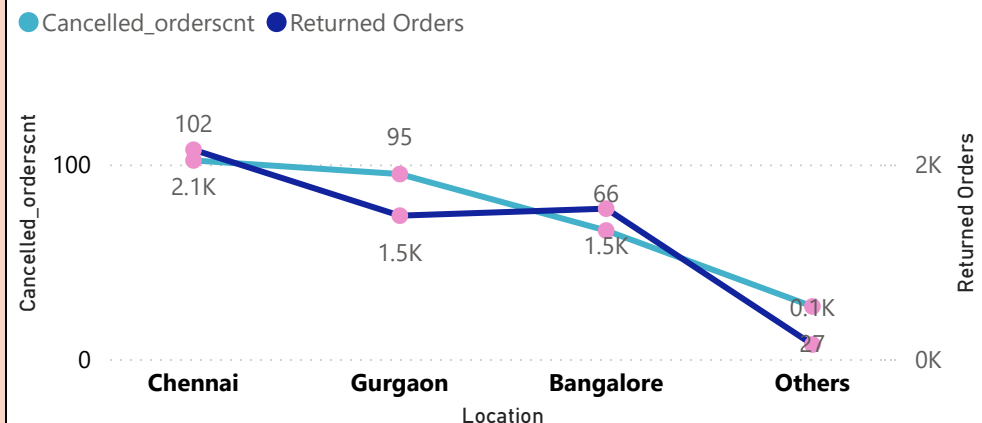
Acquired Channel

☐ APP

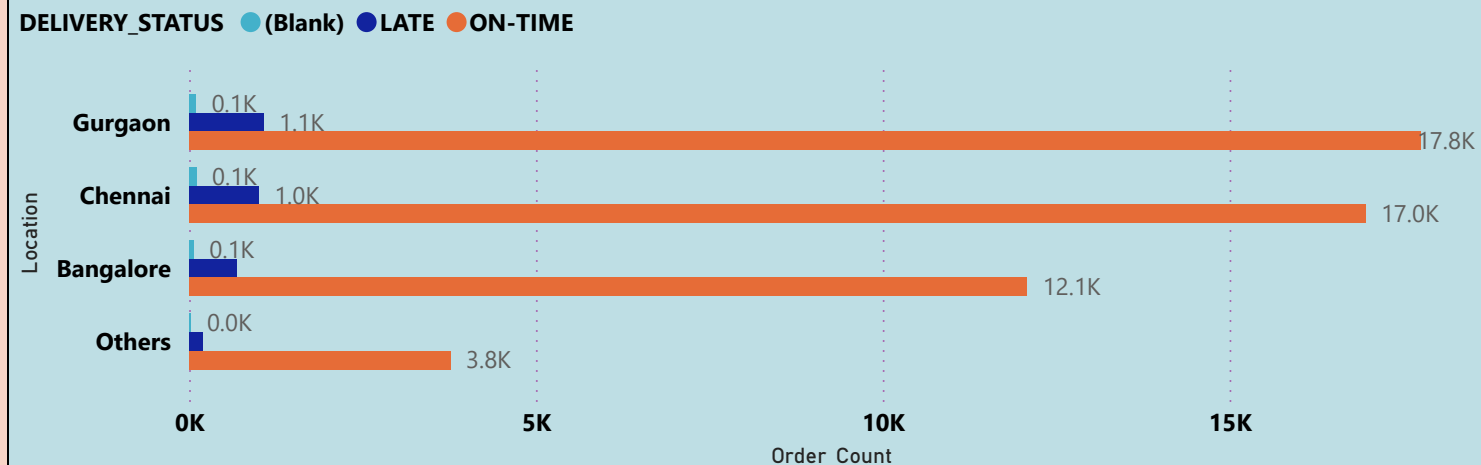
☐ WEBSITE



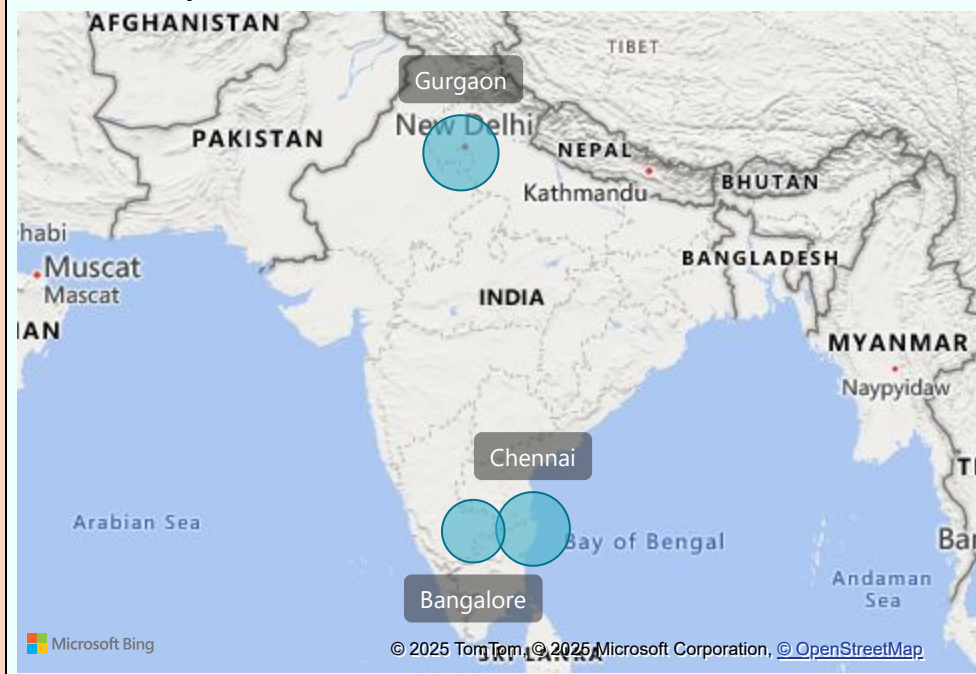
Cancelled orders count and Returned Orders count by Location



Order_Count by Location and DELIVERY_STATUS



Revenue by Location



INSIGHTS:

- The total revenue of **22.38M** is generated. Considering the time period of November'2015 and July'2016, the month of **June 2016** has maximum number of orders.
- Revenue generated by **Male Customers** is higher than that of the **female customers**.
- It can be observed that there's some difference in revenue based on different acquired channels.
- **Maximum revenue** was generated in the month of June regardless the **gender**.
- **Maximum order cancellation** was observed in the month of **November**
- **Maximum revenue** was generated by **Gurgaon customers**.
- Maximum revenue was generated by **web channel**.
- **Gurgaon** and **Chennai** are the top 2 cities with greater number of late delivered orders.
- 66 customers referred other customers. Hence, they were the happy customers.