



India's Last Minute App

\$4.97M

Total Sales

26K

Sum of total_orders

268

Distinct Products Ordered

\$994.5

Avg Sales

3.3

Avg Rating

Year

▼

All

▼

Month

▼

All

▼

product_na...

▼

All

▼

area

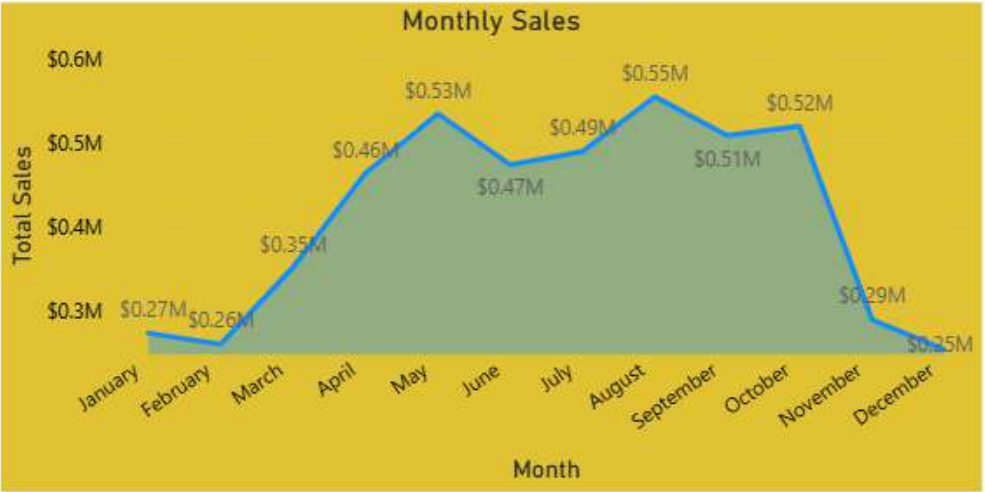
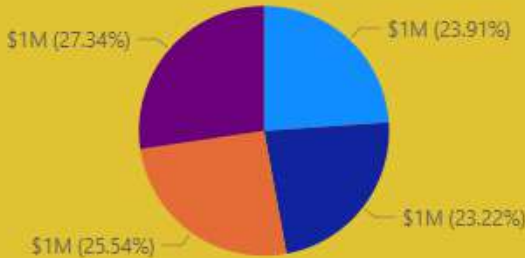
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All

▼

Revenue Distribution by Customer Segmentation

customer_segment ● Inactive ● New ● Premium ● Regular



Campaign Performance: Spend vs. Revenue

campaign_name	Sum of spend	Sum of revenue_generated
Referral Program	\$1,818,025.51	\$3,691,382.3
New User Discount	\$1,833,454.81	\$3,603,860.1
Email Campaign	\$1,810,729.67	\$3,601,785.2
Category Promotion	\$1,850,583	\$3,582,455.3
Weekend Special	\$1,799,611.29	\$3,571,451.8
Flash Sale	\$1,831,687.82	\$3,556,087.0
App Push Notification	\$1,788,989.2	\$3,554,37
Membership Drive	\$1,790,069.8	\$3,524,951.2
Festival Offer	\$1,796,687.14	\$3,507,063.9
Total	\$16,319,838.24	\$32,193,407.3

Top 10 Selling Product

product_name	Total Sales
Vitamins	\$260,822
Toilet Cleaner	\$199,837
Pet Treats	\$252,007
Onions	\$138,858
Dish Soap	\$184,441
Cough Syrup	\$203,570
Cat Food	\$166,596
Bread	\$184,851
Baby Wipes	\$158,768
Total	\$1,887,195

Total Revenue by category

