

# Sales Summary

95.45M

total\_sale

3500

total orders

150

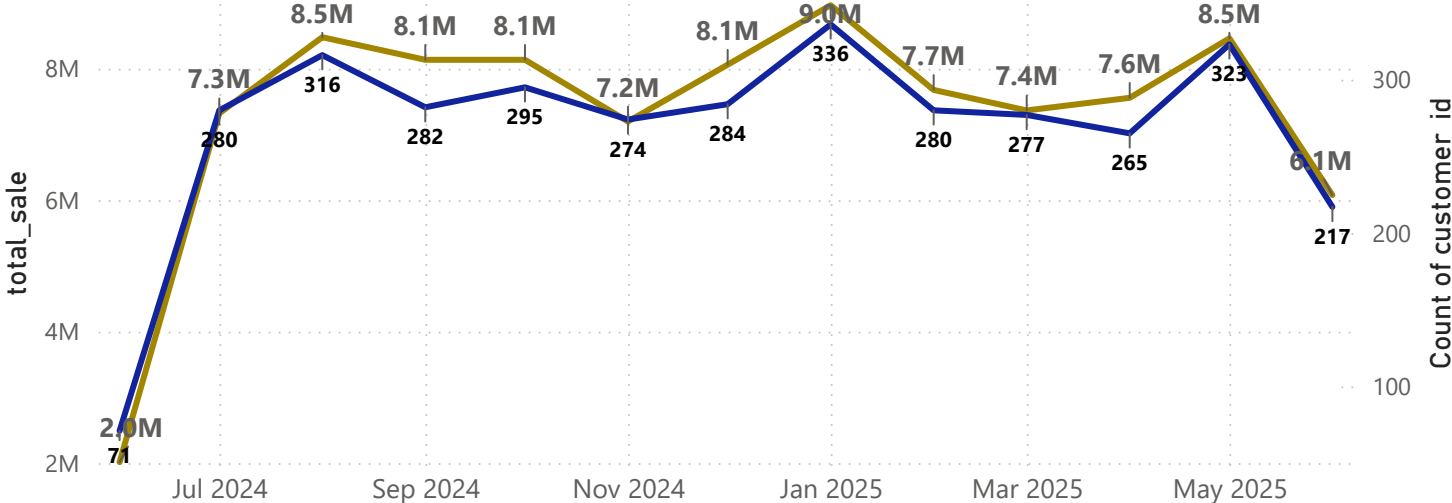
total customers

27.27K

AVG\_order\_values

636.31K

Avg Revenue Per Customer



category

All

Year, Month

All

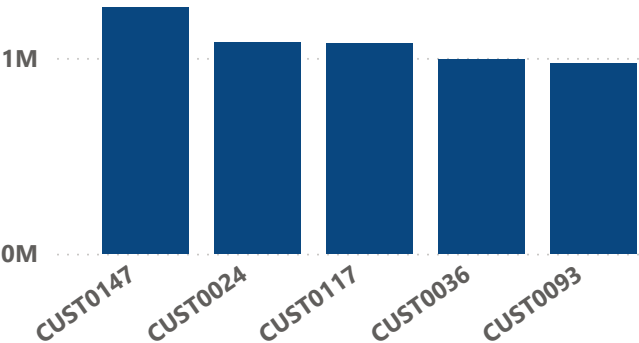
brand

All

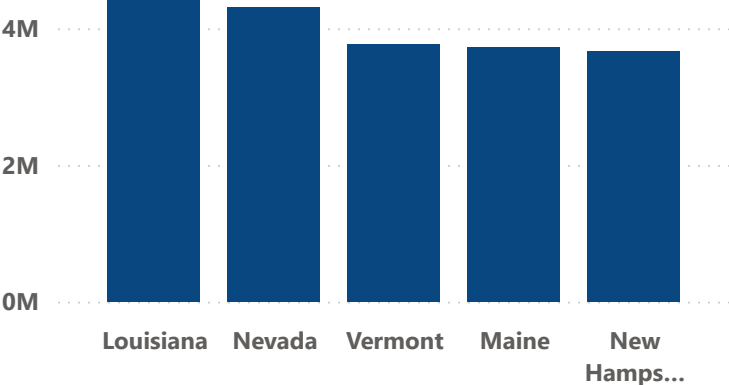
status

All

top 5 customers by total revenue



total\_sale by state



Year	Month	total_sale	Revenue_Last_Month	revenue growth
2024	June	20,12,292.26		
2024	July	73,21,016.41	20,12,292.26	263.81%
2024	August	84,79,137.32	73,21,016.41	15.82%
2024	September	81,35,664.91	84,79,137.32	-4.05%
2024	October	81,35,678.87	81,35,664.91	0.00%
2024	November	71,96,667.08	81,35,678.87	-11.54%
2024	December	80,61,044.20	71,96,667.08	12.01%
2025	January	89,66,406.76	80,61,044.20	11.23%
2025	February	76,76,974.71	89,66,406.76	-14.38%
2025	March	73,65,116.81	76,76,974.71	-4.06%
2025	April	75,56,938.50	73,65,116.81	2.60%
2025	May	84,61,967.60	75,56,938.50	11.98%
2025	June	60,77,553.99	84,61,967.60	-28.18%
Total		9,54,46,459.42	8,93,68,905.43	6.80%

# Customer Analysis

150

total customers

23.33

Avg\_Orders\_per\_customer

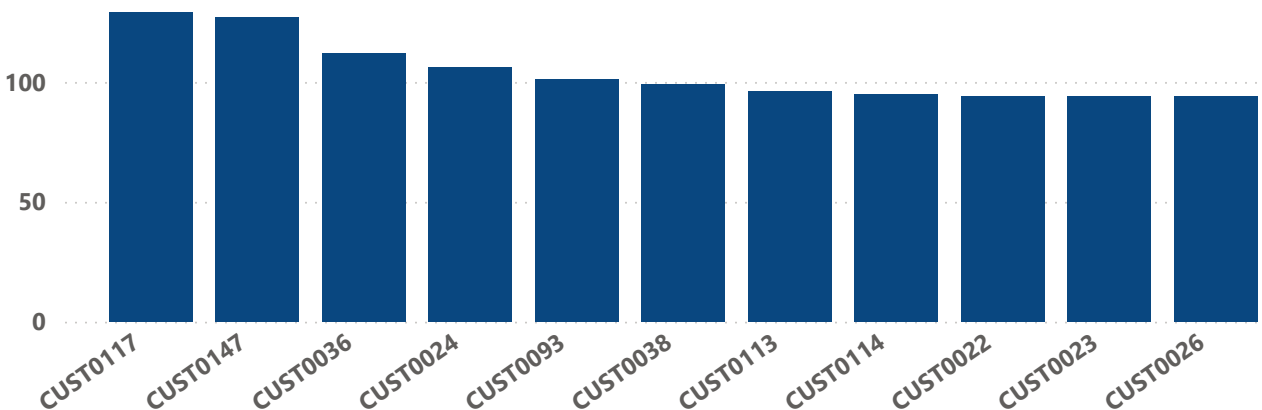
636.31K

Avg Revenue Per Customer

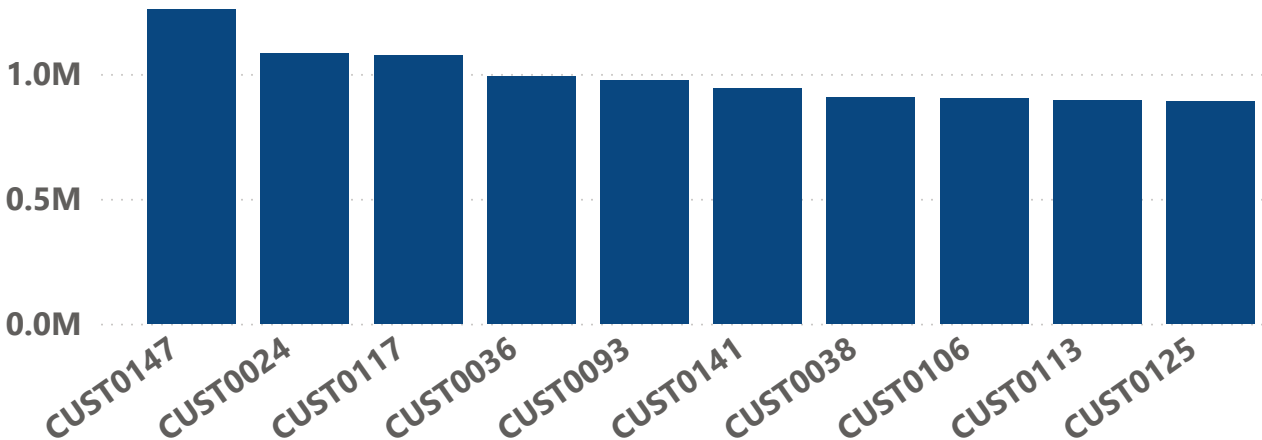
104

Customers(purchase more than 20 times)

top 10 customers by count orders



top 10 customers by total revenue



status



All



category



All



status



All



payment\_status



All



customer_id	total_sale	Total Orders	Last_Order_Date	Days_Since_Last_Order
CUST0001	3,53,164.29	15	17 June 2025	7
CUST0002	6,24,359.54	21	27 May 2025	28
CUST0003	6,10,411.71	22	18 June 2025	6
CUST0004	6,62,450.10	23	12 June 2025	12
CUST0005	4,84,789.38	21	19 June 2025	5
CUST0006	5,59,544.69	20	17 June 2025	7
CUST0007	4,90,043.80	17	22 June 2025	2
CUST0008	6,82,241.28	23	16 June 2025	8
CUST0009	5,65,207.00	18	07 June 2025	17
CUST0010	3,49,693.75	14	13 April 2025	72
CUST0011	6,20,488.80	21	07 June 2025	17
CUST0012	7,18,231.39	32	21 June 2025	3
Total	9,54,46,459.42	3500	24 June 2025	0

# Orders & Payments Analysis

3500  
Count of order\_id

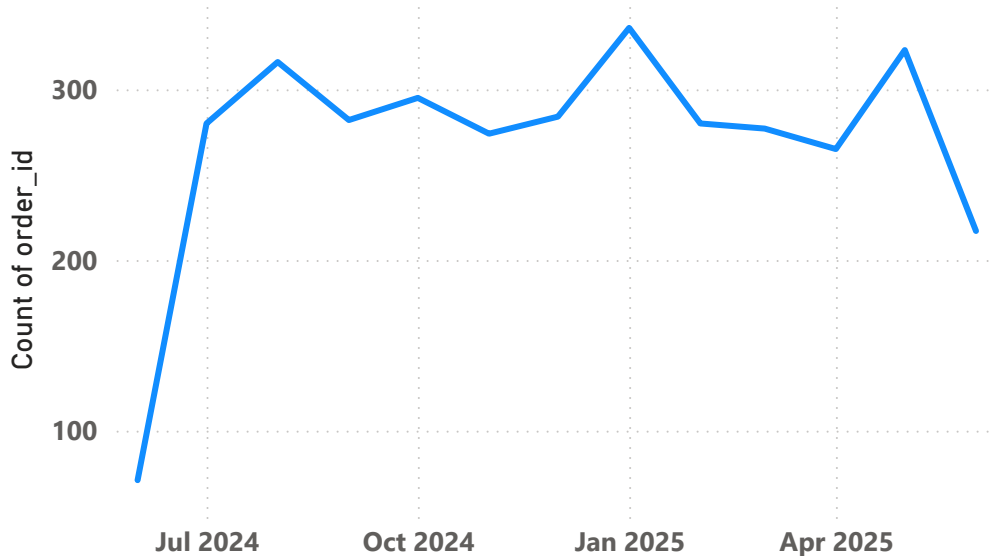
35.43%  
Payment\_Success\_Rate

95.45M  
total\_sale

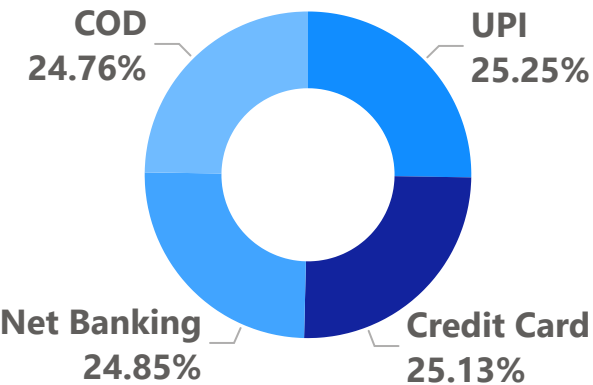
order\_id  
All

category  
All

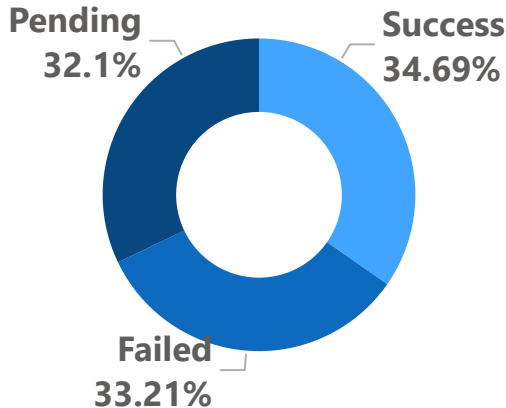
product\_id  
All



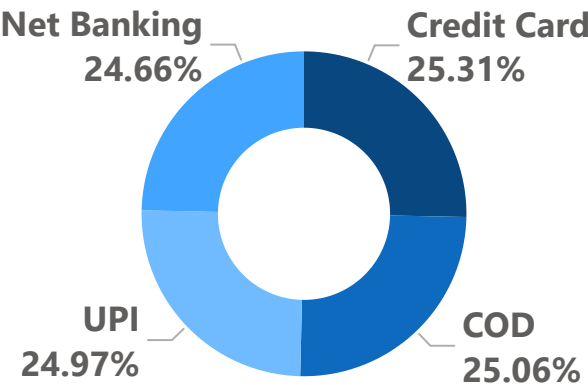
total\_sale by payment\_method



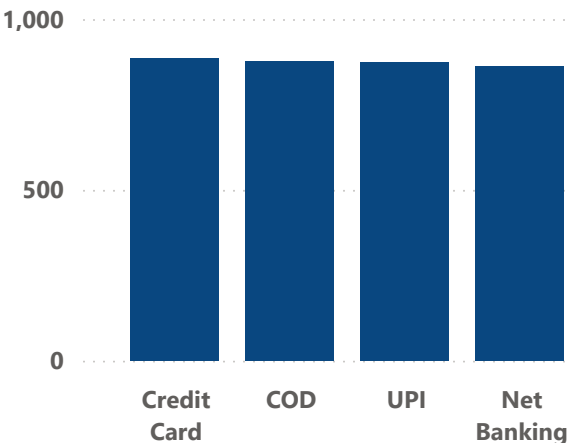
total\_sale by payment\_status



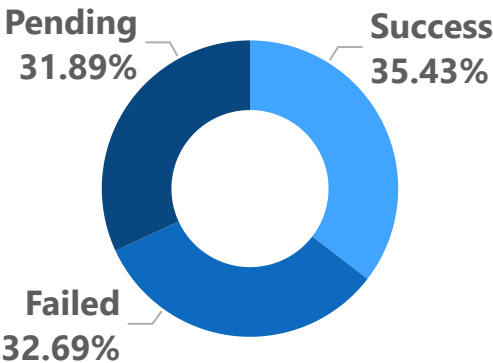
Count of order\_id by payment\_method



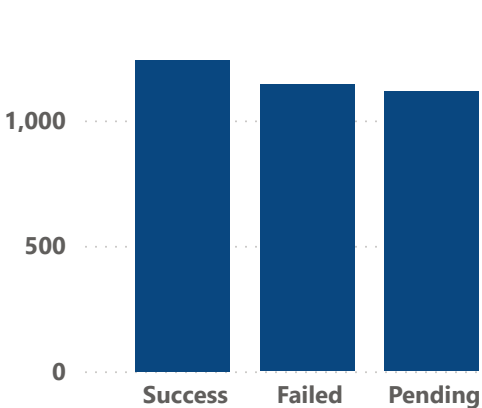
Count of order\_id by payment\_method



Count of order\_id by payment\_status



Count of order\_id by payment\_status



Delivery & Product  
Performance Analysis

24.69M

Cancelled Orders Revenue Loss

25.60%

Cancelled\_Orders\_Rate

order\_id

All

category

All

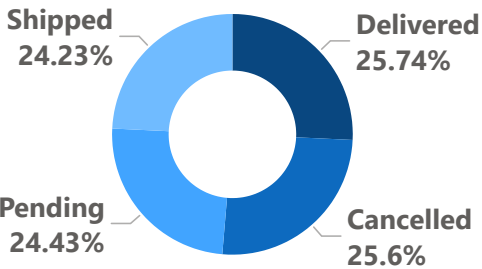
product\_id

All

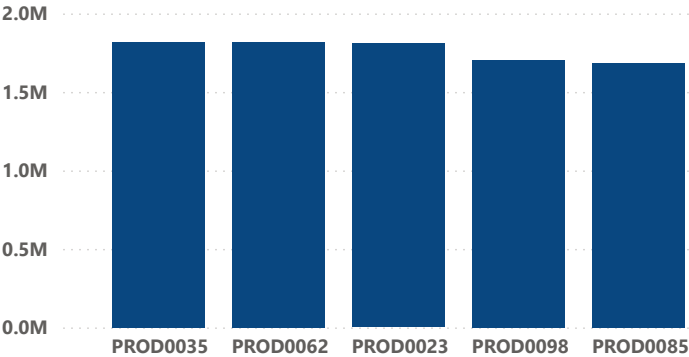
rating

All

Count of order\_id by status



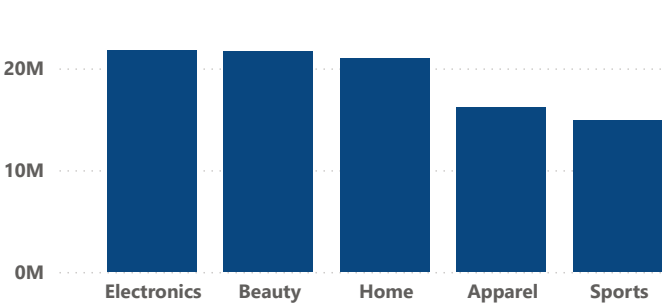
top 5 products



total\_sale by status



Sum of total\_price by category



order_id	product_id	status	Sum of total_amou
ORD00001	PROD0005	Delivered	2,47,29,537.6
ORD00001	PROD0045	Delivered	2,47,29,537.6
ORD00001	PROD0048	Delivered	2,47,29,537.6
ORD00002	PROD0049	Cancelled	2,46,87,531.7
ORD00002	PROD0089	Cancelled	2,46,87,531.7
ORD00003	PROD0064	Shipped	2,32,48,389.0
ORD00003	PROD0084	Shipped	2,32,48,389.0
ORD00004	PROD0011	Cancelled	2,46,87,531.7
ORD00004	PROD0072	Cancelled	2,46,87,531.7
ORD00004	PROD0079	Cancelled	2,46,87,531.7
ORD00004	PROD0102	Cancelled	2,46,87,531.7
ORD00005	PROD0066	Pending	2,27,81,000.9
ORD00005	PROD0072	Pending	2,27,81,000.9
ORD00005	PROD0106	Pending	2,27,81,000.9
ORD00006	PROD0034	Delivered	2,47,29,537.6
ORD00007	PROD0007	Shipped	2,32,48,389.0
ORD00007	PROD0038	Shipped	2,32,48,389.0
ORD00007	PROD0088	Shipped	2,32,48,389.0
Total			9,54,46,459.4