

MARKETING INTELLIGENCE DASHBOARD

+ 9.802.289

SCARCITY, CONVERSION AND NET LOSS INSIGHTS

Project Summary:

- **Objective:** Monitor demand-supply and losses.
- **Tools:** Excel, Python, Power BI.
- **Key KPIs:** Net Loss, Scarcity Rate, Conversion, Experience.

EXECUTIVE OVERVIEW

CATEGORY & REGIONAL
INSIGHTS

▲ + 5.989.834

▲ + 5.123.880

▼ - 2.804.821

FINANCIAL PERFORMANCE &
LOSS RECOVERY

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EXECUTIVE OVERVIEW (Top-Level KPIs & Trends)

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region

category

date

Scarcity_Label

5M

Total Demand

2M

Total Supply

0.55

Scarcity Rate

1.03M

Sum of Net Loss

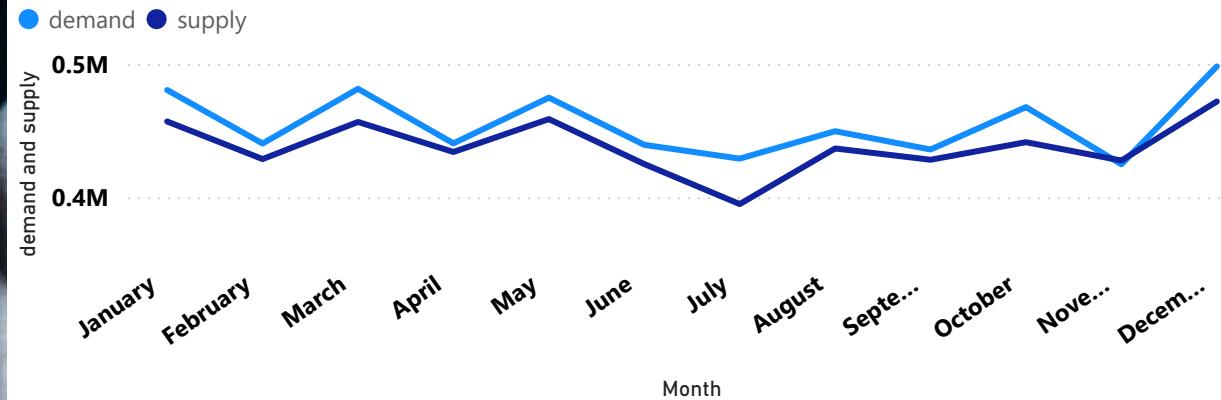
0.50

Conversion Rate

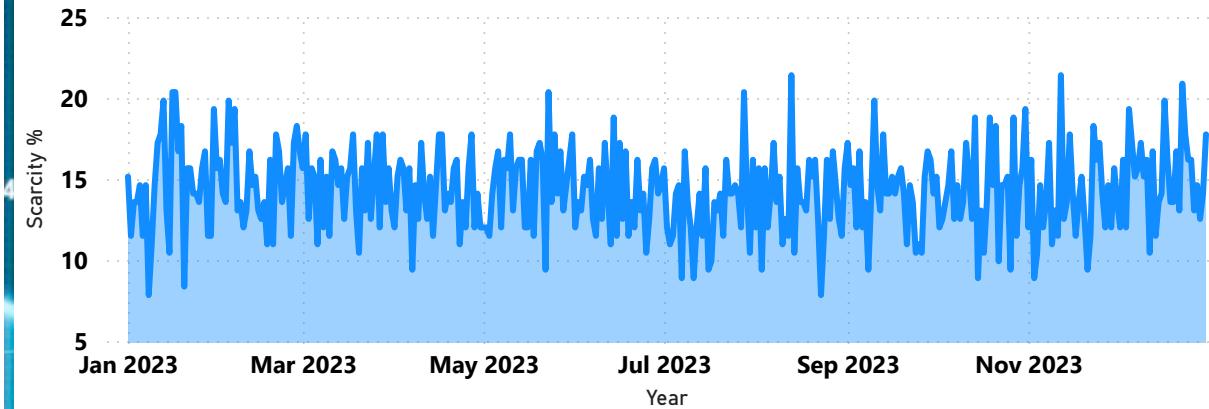
5.47

Avg Experience

Demand vs Supply Trend (Monthly)

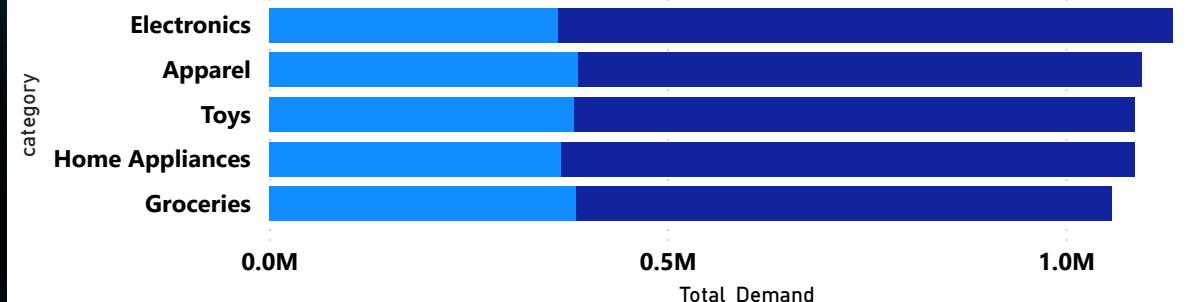


Scarcity % Over Time



Category-wise Demand and Scarcity Distribution

Scarcity_Label 0 1



Region wise Demand

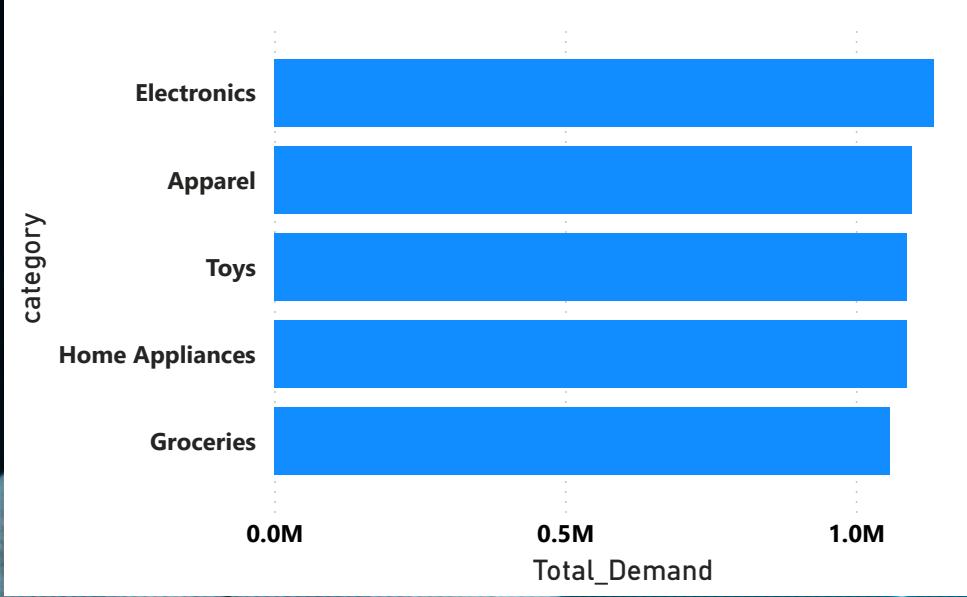
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CATEGORY & REGIONAL INSIGHTS | DRILL DOWN VIEW

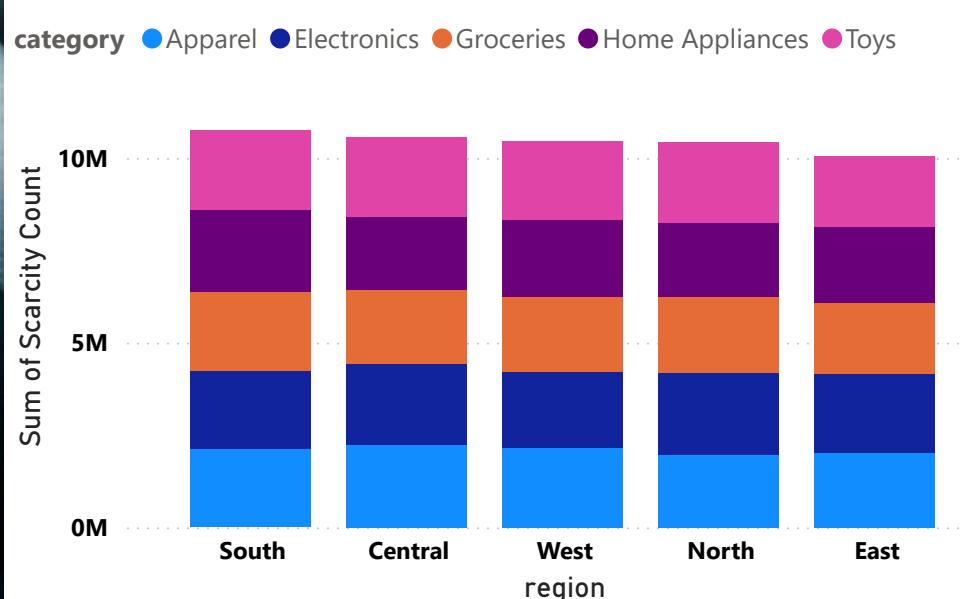
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Demand by Category



Scarcity by Region



Scarcity_Label

All

region

All

category

All

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date

All

region

All

category

All

0.30

Net Recouptment Rate

1.51M

Total Recouped Amount

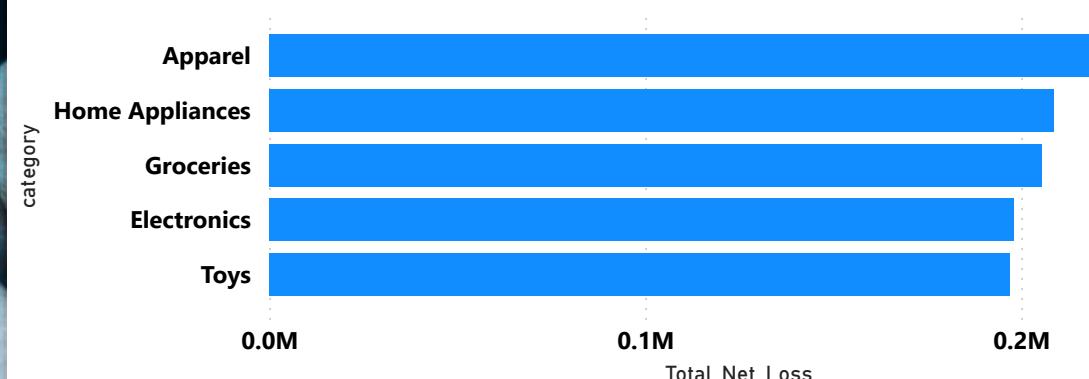
5.03M

Total Dispute Amount

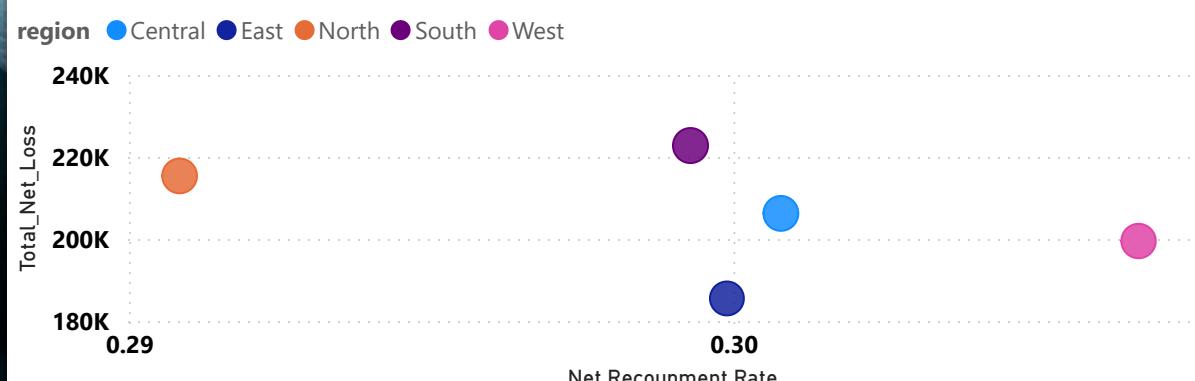
1.03M

Total Net Loss

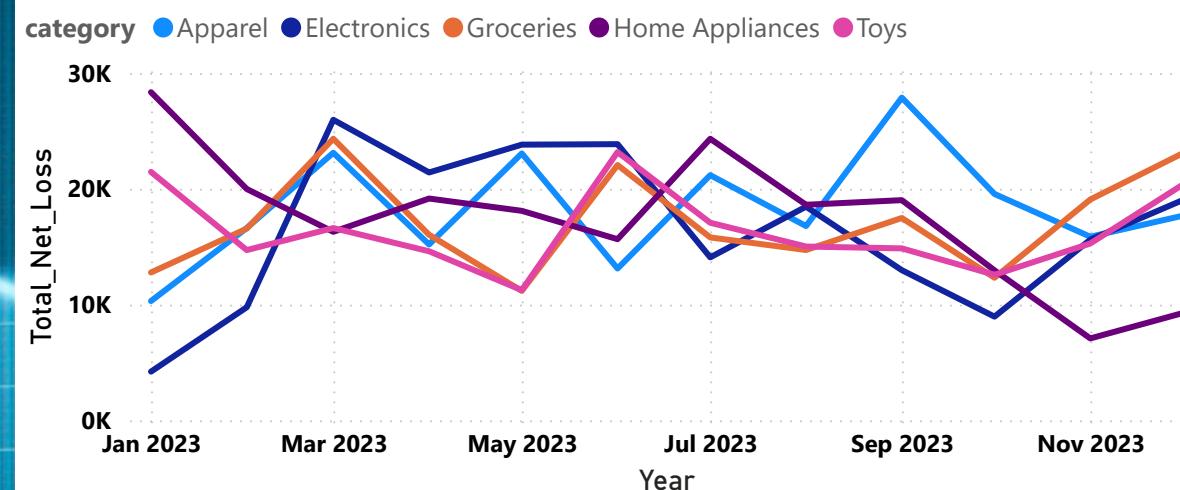
Net Loss by Category



Recouptment Rate vs Net Loss



Net Loss Trend Over Time



region	Apparel	Electronics	Groceries	Home Appliances	Toys	Total
Central	42,680.95	37,619.89	41,440.01	46,951.04	37,554.23	2,06,246.12
East	34,318.10	41,675.27	36,478.63	29,507.08	43,519.88	1,85,498.96
North	41,921.38	42,476.74	44,468.36	39,729.94	46,792.78	2,15,389.20
South	50,619.12	30,888.23	48,116.83	51,920.30	41,248.28	2,22,792.76
West	50,761.09	45,438.87	34,849.91	40,642.88	27,814.05	1,99,506.80
Total	2,20,300.64	1,98,099.00	2,05,353.74	2,08,751.24	1,96,929.22	10,29,433.84