

# MARKETING INTELLIGENCE DASHBOARD

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

FINANCIAL PERFORMANCE &  
LOSS RECOVERY

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# EXECUTIVE OVERVIEW (Top-Level KPIs & Trends)

region

All

category

All

date

All

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Scarcity\_Label

All

5M

Total Demand

2M

Total Supply

0.55

Scarcity Rate

1.03M

Sum of Net Loss

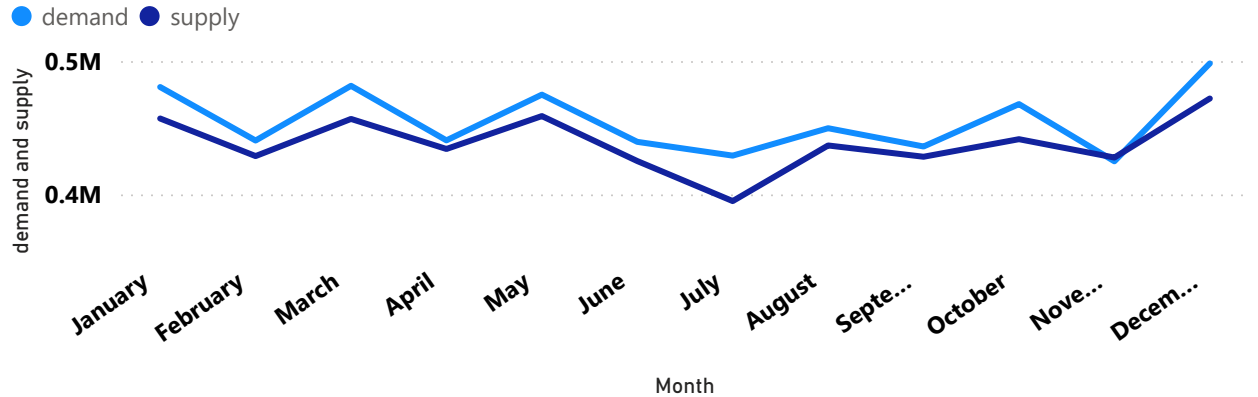
0.50

Conversion Rate

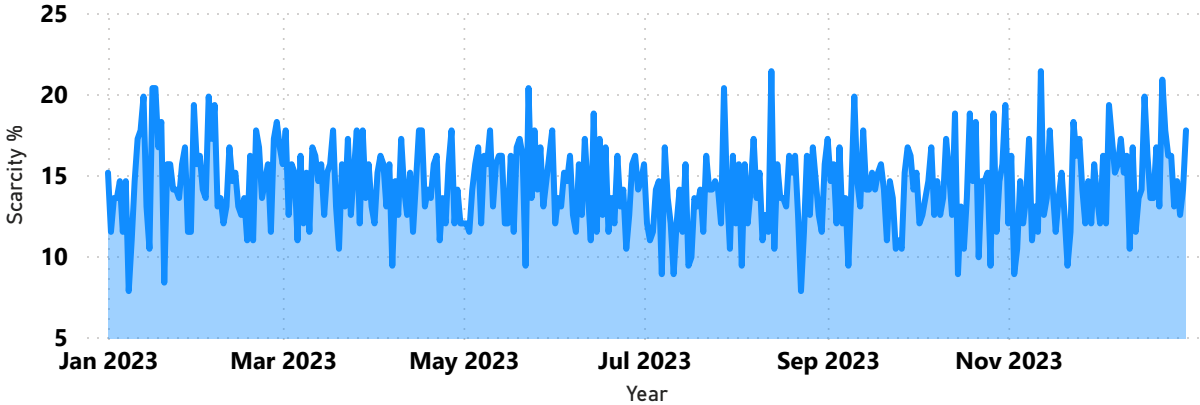
5.47

Avg Experience

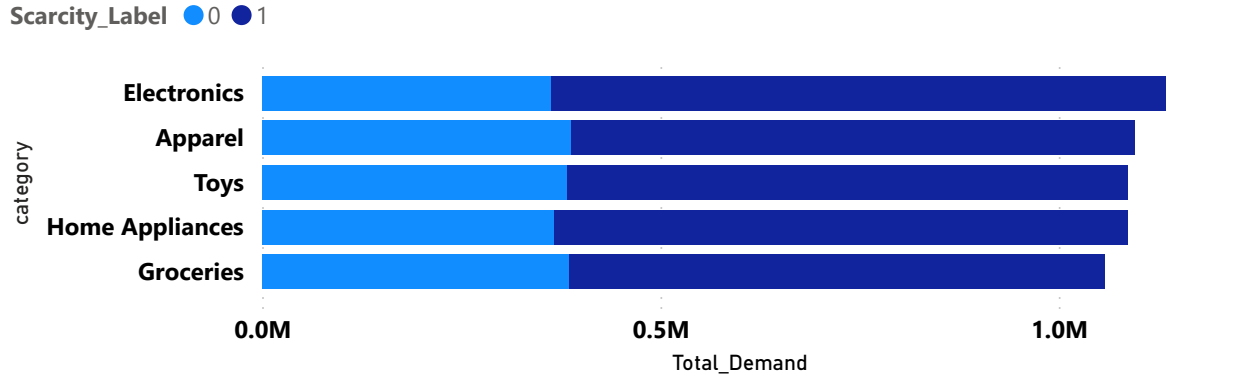
Demand vs Supply Trend (Monthly)



Scarcity % Over Time



Category-wise Demand and Scarcity Distribution



Region wise Demand



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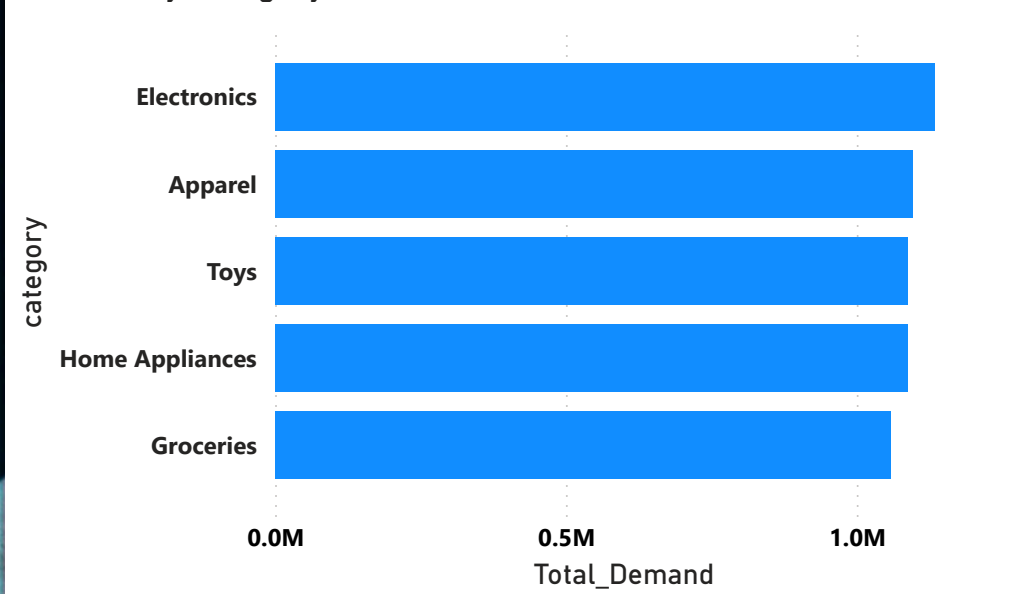
Home

CATEGORY & REGIONAL INSIGHTS | DRILL DOWN VIEW

**Next**

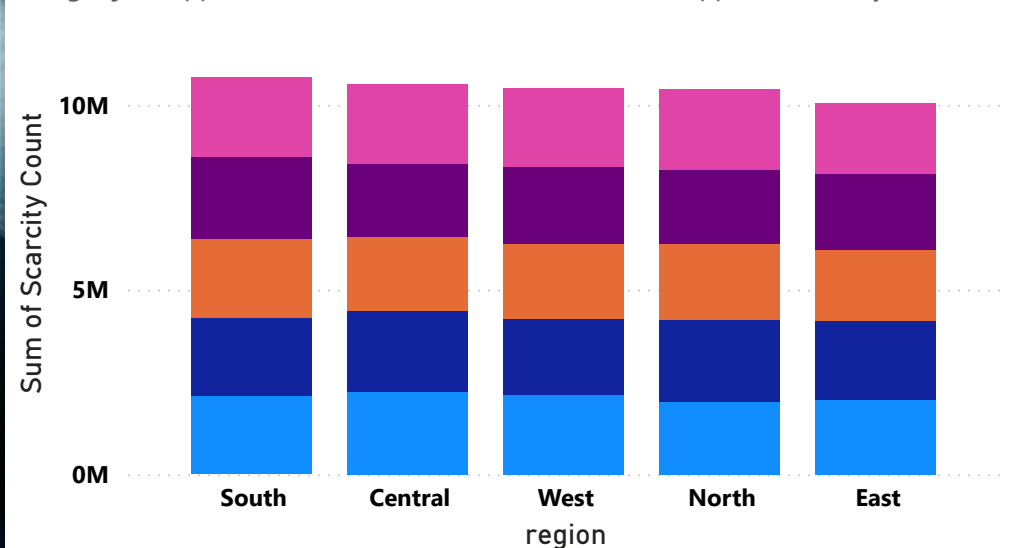
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### Demand by Category



## Scarcity by Region

category ● Apparel ● Electronics ● Groceries ● Home Appliances ● Toys



Scarcity\_Label 

All 

region 

All 

category 

All 

category	region	demand	supply	Supply Demand Ratio	Scarcity_Label	Net Loss	Net Recoupment Rate
Apparel	West	816	50	0.06	1	-272.67	1.58
Home Appliances	North	228	50	0.22	1	-214.21	1.00
Toys	North	398	50	0.13	1	248.82	0.21
Toys	North	679	50	0.07	1	-380.48	1.83
Toys	West	294	50	0.17	1	-73.99	0.38
Toys	West	539	50	0.09	1	-670.67	3.77
Toys	West	960	50	0.05	1	-322.31	0.64
Apparel	East	178	51	0.28	1	527.87	0.00
Apparel	South	801	51	0.06	1	-426.47	1.89
Electronics	South	528	51	0.10	1	-440.53	1.02
Home Appliances	East	115	51	0.44	1	-141.59	0.69
Home Appliances	North	154	51	0.33	1	-152.08	0.10
Home Appliances	North	806	51	0.06	1	415.36	0.01
Home Appliances	South	105	51	0.48	1	-293.72	1.57
Electronics	Central	365	52	0.14	1	261.14	0.52
Electronics	West	575	52	0.09	1	134.06	0.05
Groceries	East	219	52	0.24	1	-659.21	8.46
Groceries	North	733	52	0.07	1	553.06	0.27
Groceries	North	911	52	0.06	1	337.86	0.07
Groceries	West	278	52	0.19	1	-595.61	2.46
Home Appliances	Central	550	52	0.09	1	573.81	0.32
Toys	North	489	52	0.11	1	369.98	0.28
Toys	North	593	52	0.09	1	244.27	0.03
Apparel	South	792	53	0.07	1	317.09	0.35
Total							0.30

<b>Total</b>	<b>0.30</b>
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# FINANCIAL PERFORMANCE & LOSS RECOVERY

Home

Previous

date

All

region

All

category

All

0.30

Net Recoupment Rate

1.51M

Total Recouped Amount

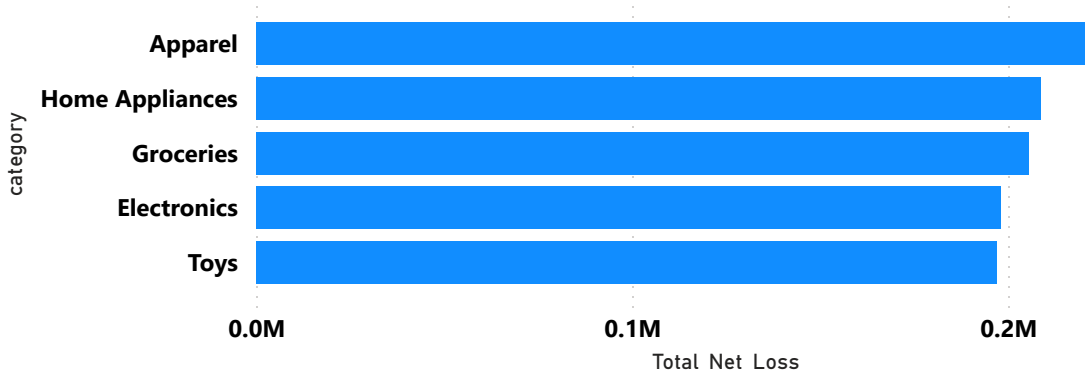
5.03M

Total Dispute Amount

1.03M

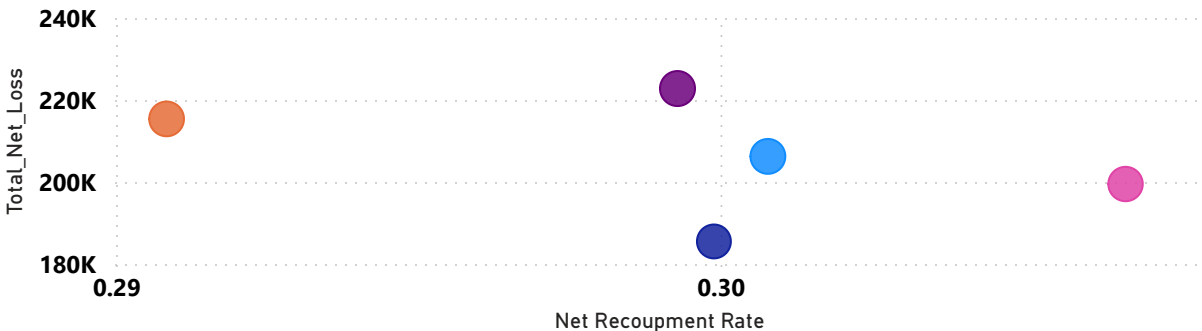
Total Net Loss

Net Loss by Category



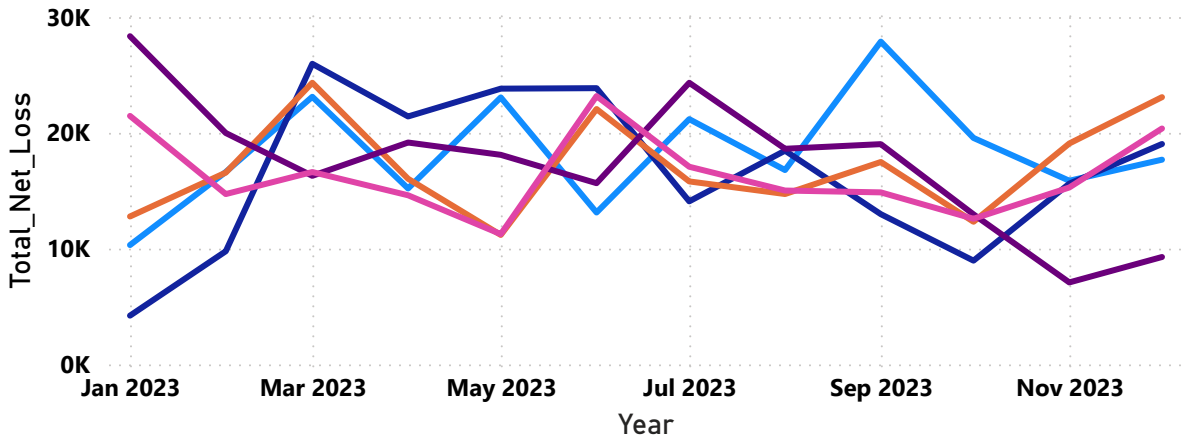
Recoupment Rate vs Net Loss

region Central East North South West



Net Loss Trend Over Time

category Apparel Electronics Groceries Home Appliances Toys



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