

EXECUTIVE OVERVIEW

14-08-2022

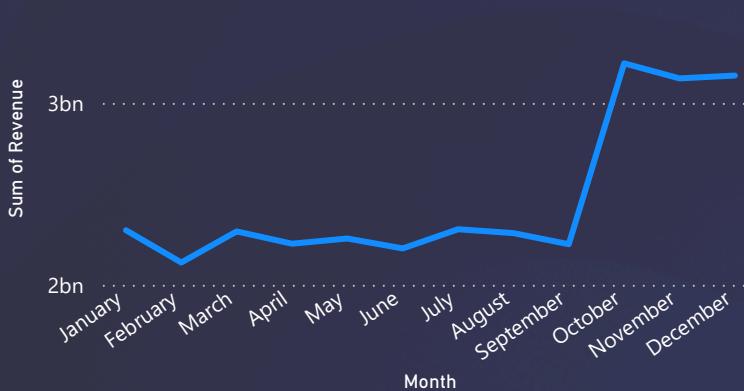
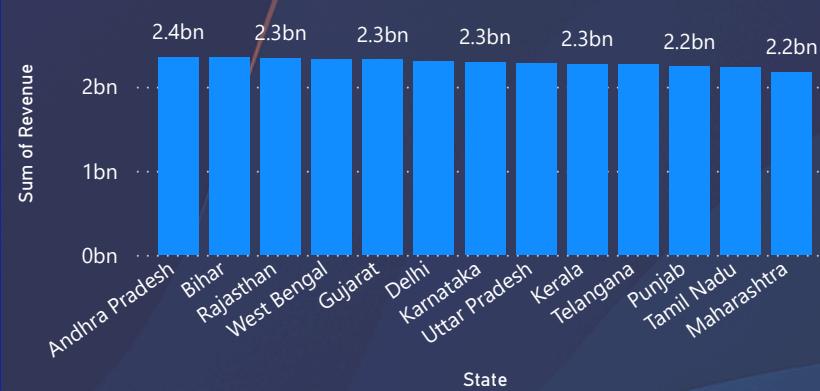
13-08-2025

State

All

City

All

Total Revenue**₹ 30bn****Total Unit Sold****1M****Avg Discount****14.98%****Overall Rating****3.46****Customer Count****50K****Revenue Trend Over Time****Units Sold vs Revenue by Product Category****States by Revenue****Our Price vs Competitor Price****Revenue by Category****Top 5 Products by Revenue**

Customer Deep Dive

State

All

LoyaltyTier

All

Gender

All

Total Unique Customers

50K

Avg. Revenue per Customer

₹ 124K

Top Customer State (by Revenue)

Andhra Pradesh

New Customers (This Month)

1075

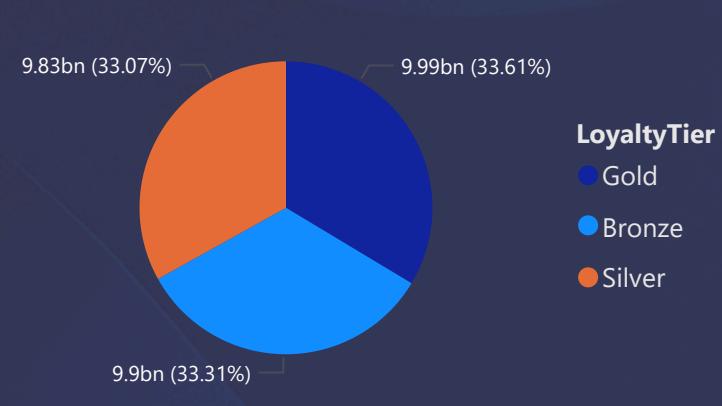
Average Customer Tenure (in months)

18.00

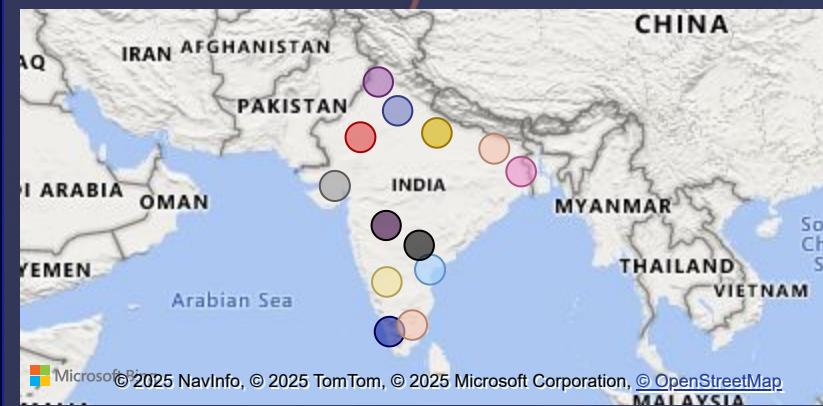
New Customer Acquisition Trend



Revenue by Loyalty Tier



Customer Geographic Distribution



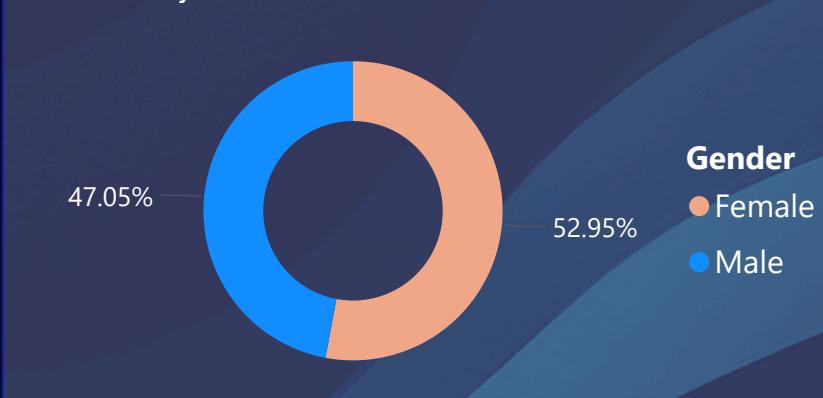
Top 10 Cities by Revenue

City	State	Sum of Revenue
Dwarka	Delhi	₹ 78,60,54,061.254
Guntur	Andhra Pradesh	₹ 79,22,38,094.65
Jaipur	Rajasthan	₹ 80,96,71,585.646
Jodhpur	Rajasthan	₹ 78,00,90,152.26
Kolkata	West Bengal	₹ 80,23,34,582.636
Mysuru	Karnataka	₹ 80,18,39,213.186
Patna	Bihar	₹ 83,08,14,838.88
Surat	Gujarat	₹ 77,98,53,430.732
Vijayawada	Andhra Pradesh	₹ 77,87,50,987.654
Visakhapatnam	Andhra Pradesh	₹ 78,20,49,727.962

Revenue by Acquisition Channel & Customer Tier



Revenue by Gender



Product & Brand Analysis

13-08-2023

12-08-2025

Category

All

Brand

All

Best Selling Brand (by Revenue)

Gamma

Top Category (by Units)

Beauty

Average Product Price

₹ 21.73K

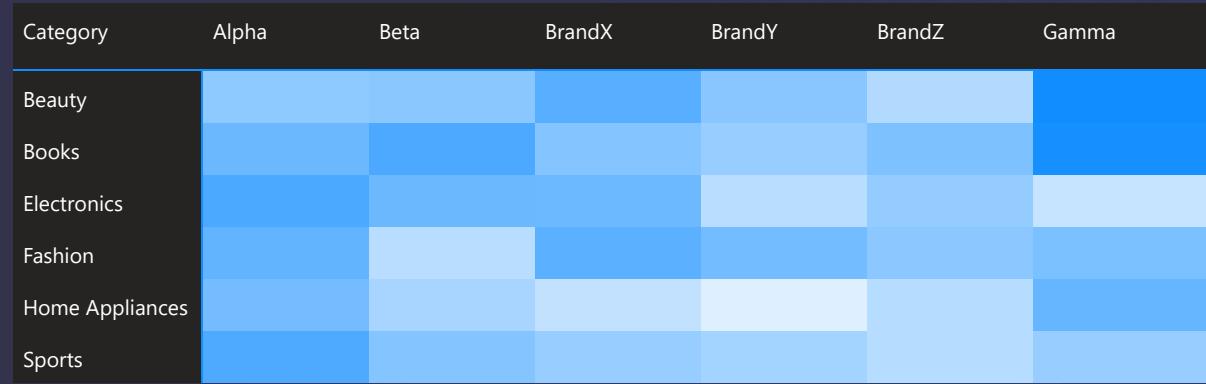
Average Customer Rating

3.40

Products in Portfolio

2000

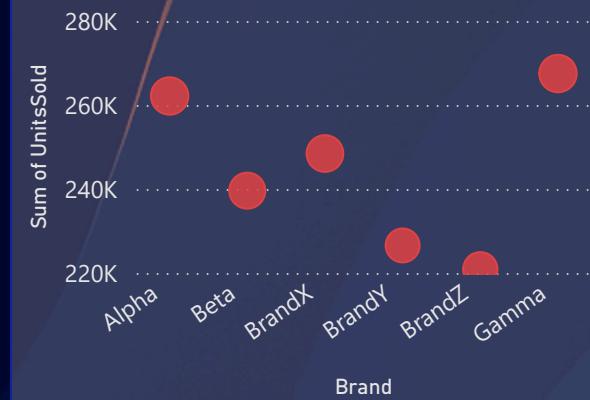
Revenue by Brand & Category



Product Launch Date vs. Revenue

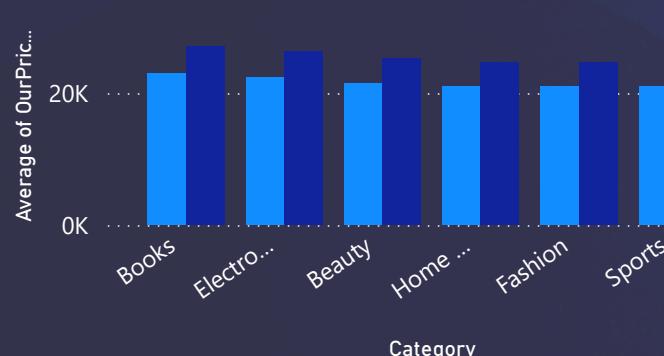


Base Price vs. Units Sold

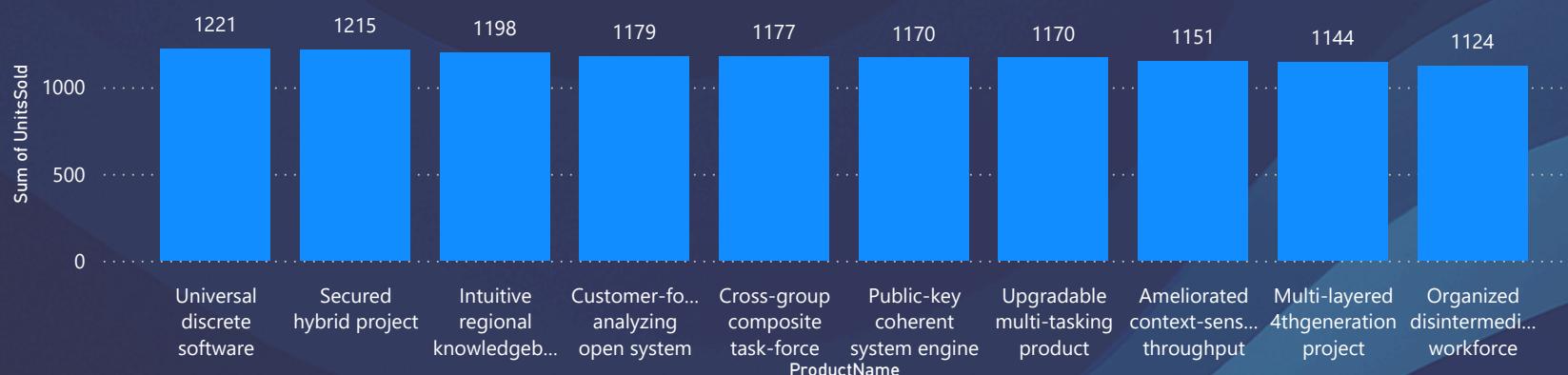


Our Price vs. Competitor Price by Category

● Average of OurPrice ● Average of CompetitorPrice



Top 10 Products by Units Sold



Marketing & Channel Effectiveness

01-01-2024

30-12-2024

LoyaltyTier

All

Most Profitable Channel

Organic

Top Channel for New Customers

Email Marketing

Avg Discount

14.98%

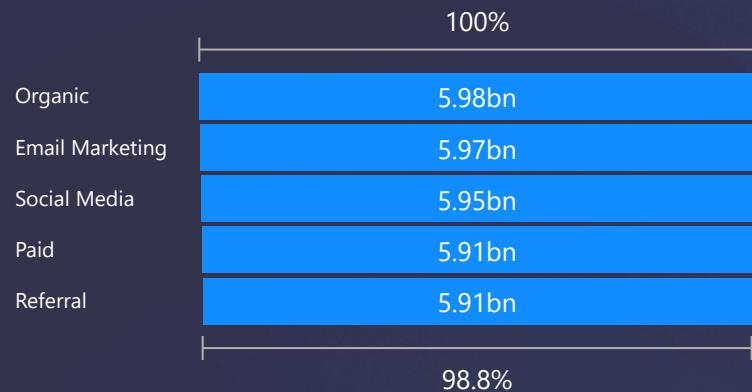
Highest Return Rate Channel

Paid

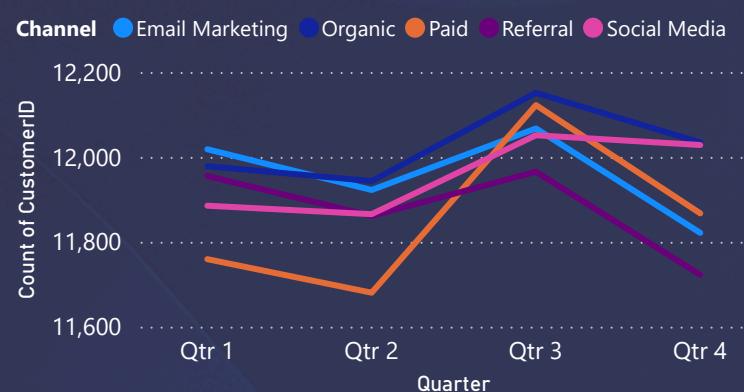
Best Performing Channel (by Units)

Organic

Revenue by Acquisition Channel



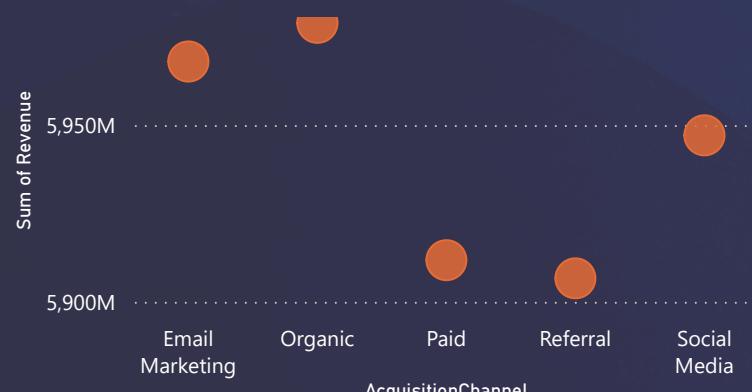
Customer Count by Channel Over Time



Count of Customer by AcquisitionChannel and LoyaltyTier



Discount Rate vs. Revenue per Channel



Average Revenue per Customer by Channel



Top 8 Products Sold via "Social Media"

ProductName	AcquisitionChannel
Ameliorated context-sensitive throughput	Social Media
Centralized solution-oriented functionalities	Social Media
Compatible maximized policy	Social Media
De-engineered user-facing frame	Social Media
Monitored background methodology	Social Media
Multi-layered 4thgeneration project	Social Media
Public-key coherent system engine	Social Media
Re-engineered discrete pricing structure	Social Media

Customer Sentiment & Returns Analysis

Category

All

Rating

All

Brand

All

Total Returns

25

Overall Return Rate

0.06%

Overall Average Rating

3.46

Avg. Sentiment Score

0.13

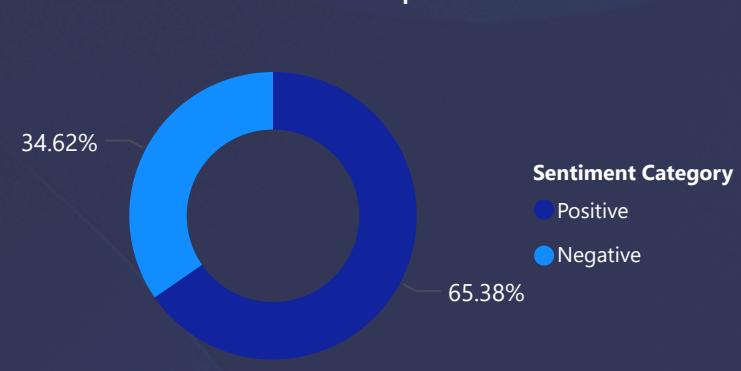
Product with Highest Returns

Ameliorated multi-state workforce

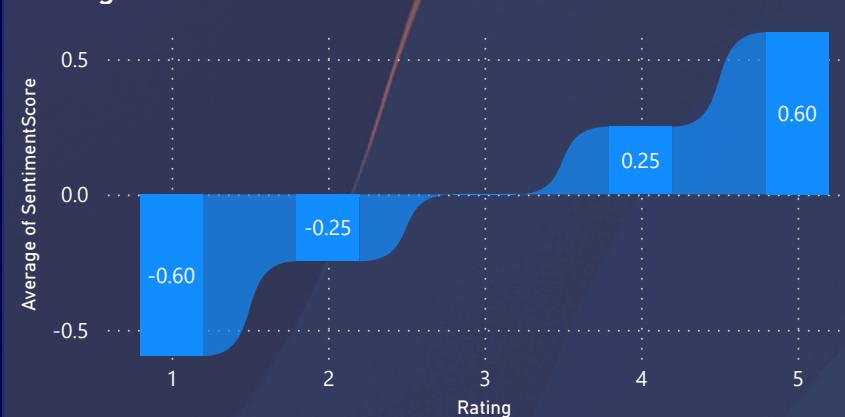
Returns Over Time



Sentiment Distribution as per Products



Rating vs Sentiment Score



Average Rating vs. Return Rate by Brand

Rating: 1 (blue), 2 (orange), 3 (yellow), 4 (green), 5 (purple)



Top 5 Products Highest Rating

ProductName	Average of Rating
Ergonomic transitional monitoring	3.55
Extended well-modulated standardization	3.75
Persistent neutral task-force	3.48
Proactive 24hour Graphic Interface	3.49
Universal modular algorithm	3.82
Upgradable multi-tasking product	3.63

Top 5 Products Highest Sentiment Score

ProductName	Avg of Sent_Score
Enterprise-wide cohesive neural-net	0.26
Future-proofed reciprocal conglomeration	0.31
Reactive hybrid throughput	0.25
Universal modular algorithm	0.23
User-friendly high-level Graphical User Interface	0.25