Client Insights

Number Of Customer by customer segment

- 600 (24.02%)
- 637 (25.5%)
- 628 (25.14%)
- 633 (25.34%)

customer segment
- Regular
- Premium
- New
- Inactive

2491
Number Of Customers

2.00K
Maximum Amount

200.43
Minimum Amount

Sum of total orders by customer segment

- 6350 (24.21%)
- 6829 (26.04%)
- 6452 (24.6%)
- 6598 (25.16%)

customer segment
- New
- Regular
- Premium
- Inactive

order value by Quarter and Month

order value: 300K, 250K, 200K, 150K, 100K

Month: January, February, March (Qtr 1), April, May, June (Qtr 2), July, August, September (Qtr 3), October, November, December (Qtr 4)
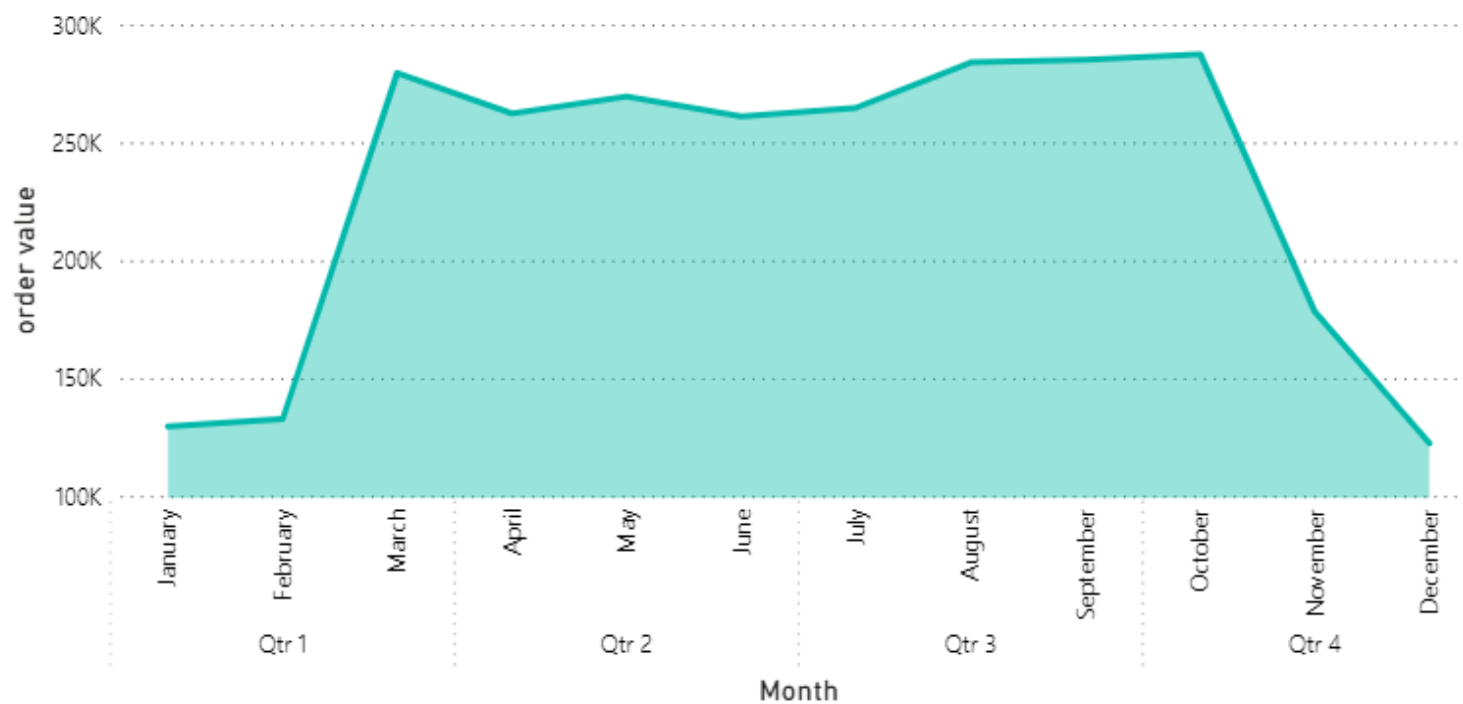
Product Report

Number of Product by category
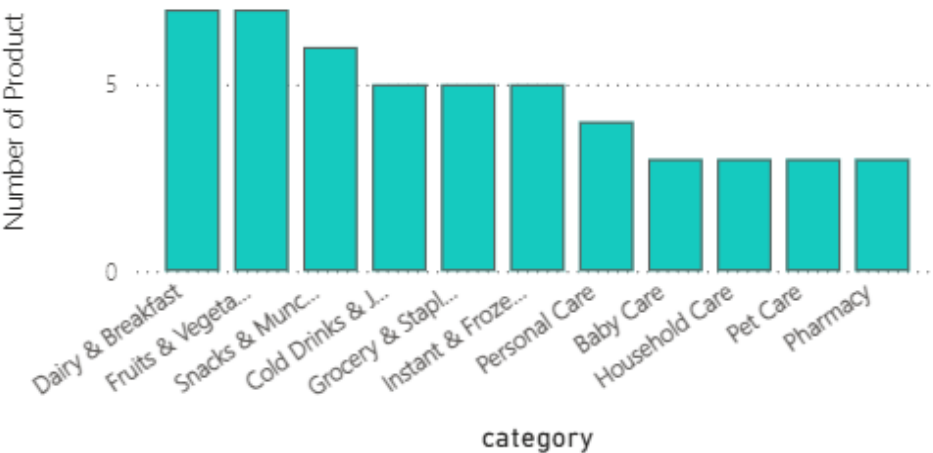
Number of Brand by category
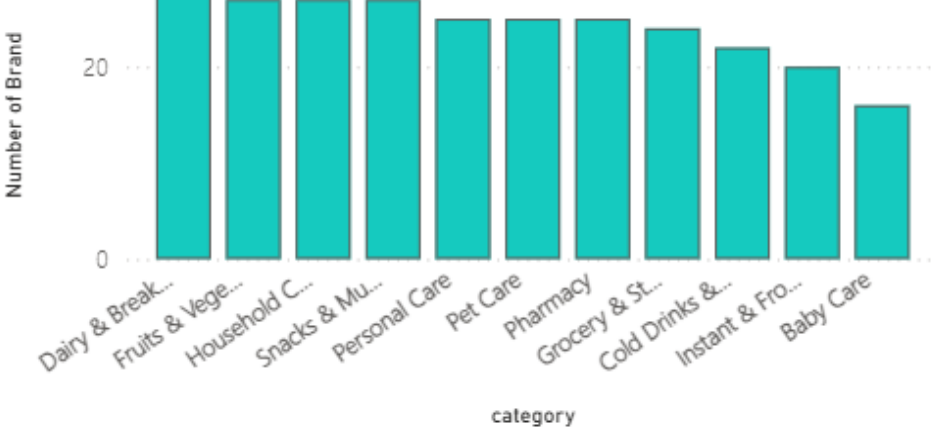
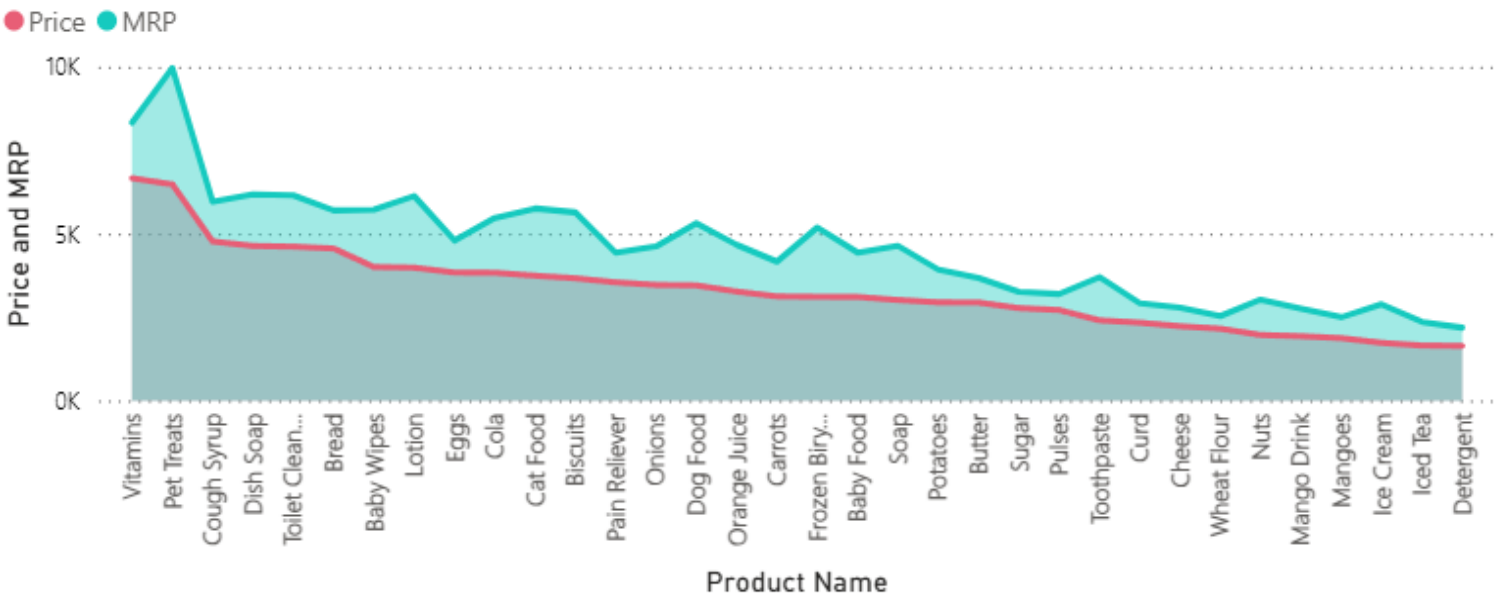| 20034	5464	365
maximum stock level	Minimum stock level	Expired Date

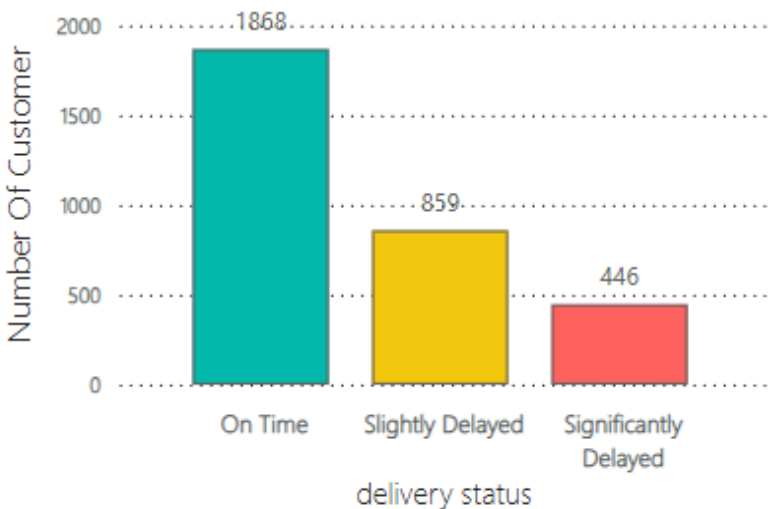| Baby Food	267	Acharya Ltd
Product Name	Number Of Brands	Brand

Product id

- ☐ 4452
- ☐ 6405
- ☐ 9436
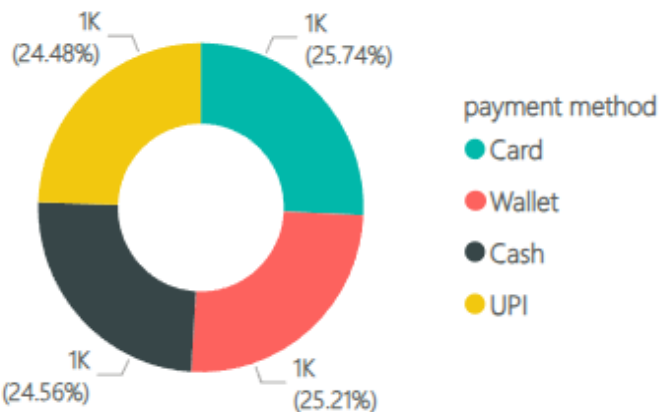- ☐ 11422
- ☐ 14145
- ☐ 15314

Price and MRP by Product Name

- ● Price ● MRP

Customer Purchase Report

Number Of Customer by delivery status

delivery status	Number Of Customer
On Time	1868
Slightly Delayed	859
Significantly Delayed	446

Customer id

All

Order id

All

2172
Customer IDs

5000
Number Of Orders

Sum of total order by Payment Method

Number Of Customer by payment method

payment method
- Card
- Wallet
- Cash
- UPI

Card 1K (25.74%)
Wallet 1K (25.21%)
Cash 1K (24.56%)
UPI 1K (24.48%)
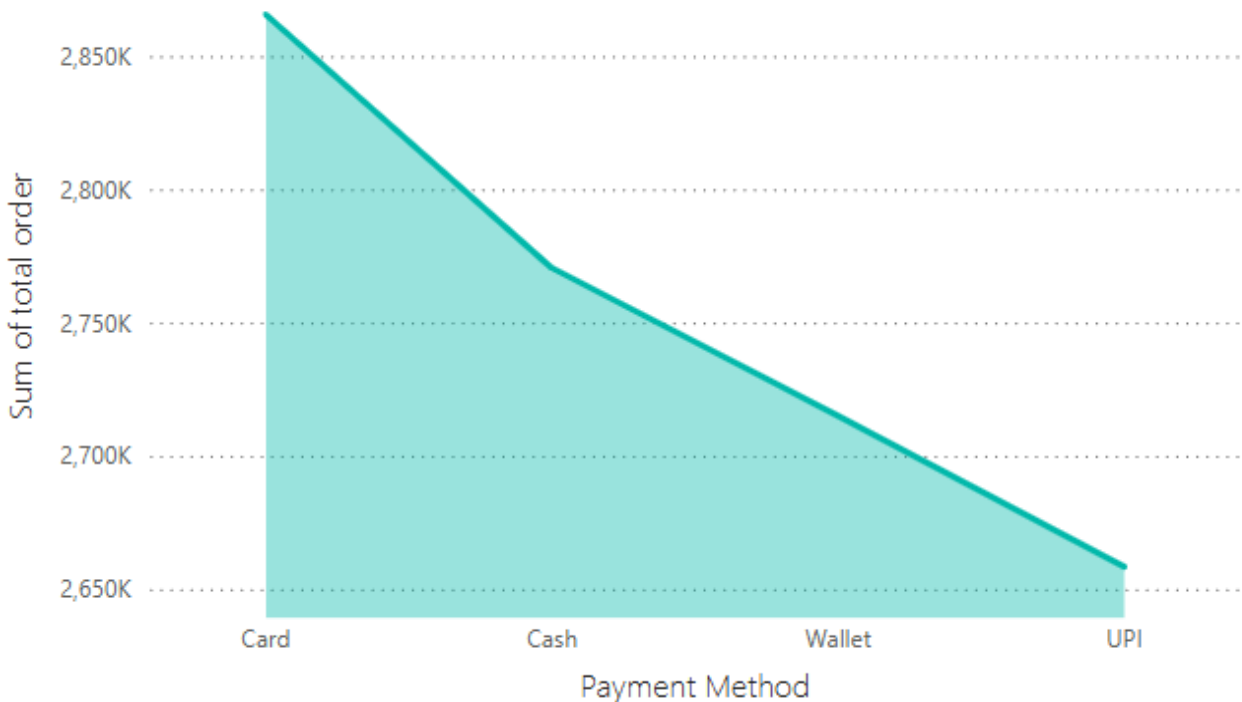
16-03-2023
08:24:44
Actual delivery time

16-03-2023
08:27:44
Promised delivery time

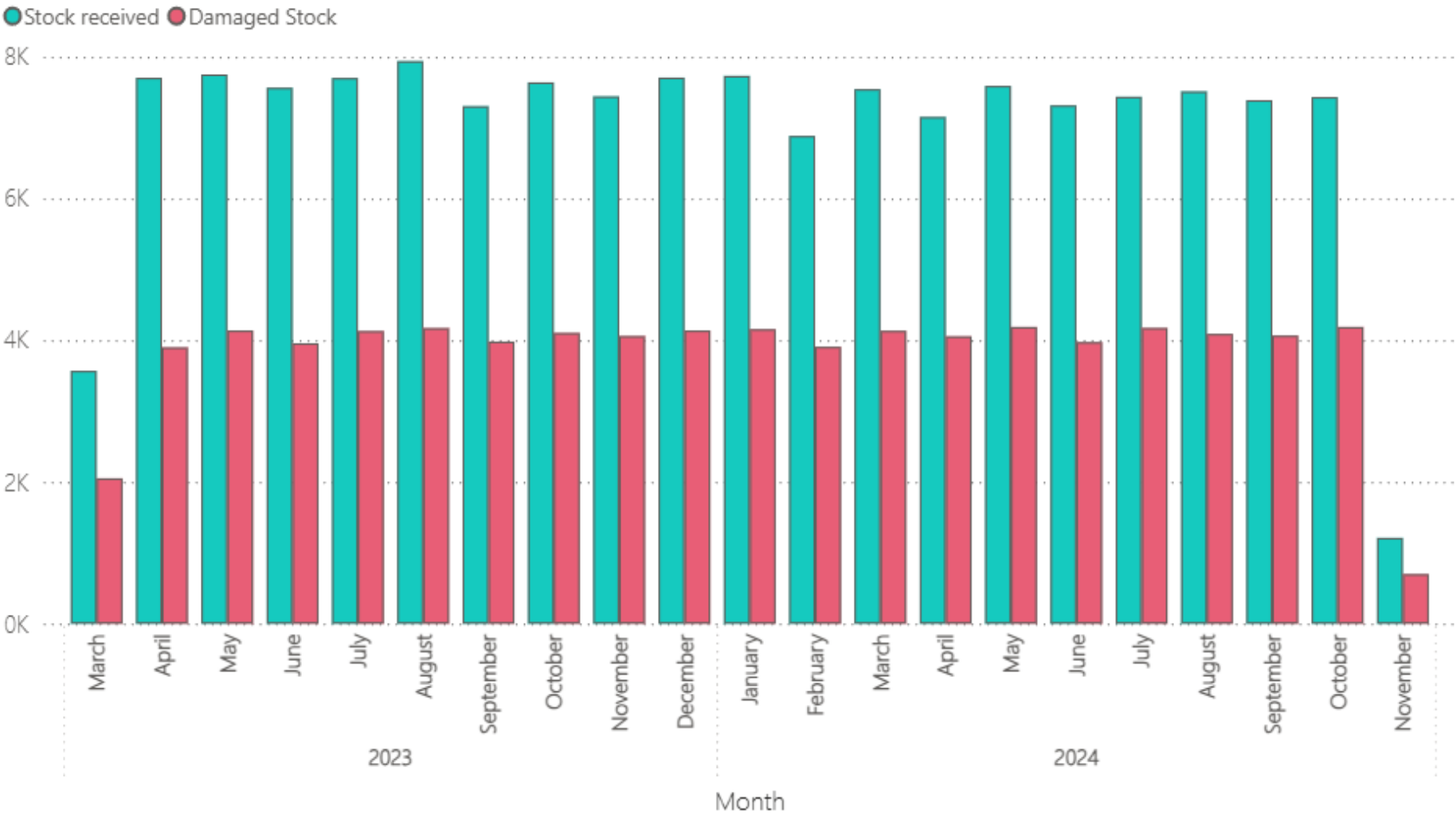# E-Commerce Inventory Insights

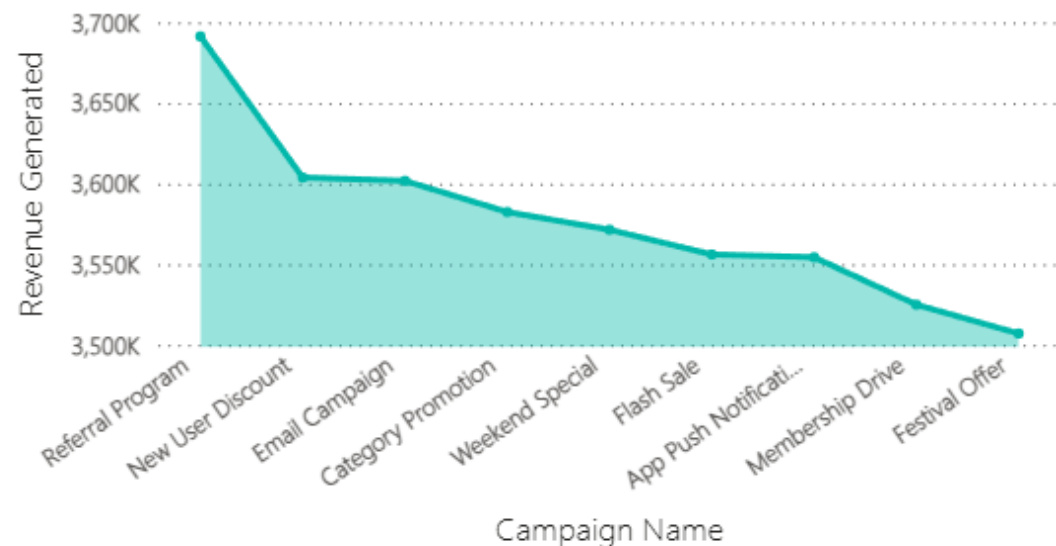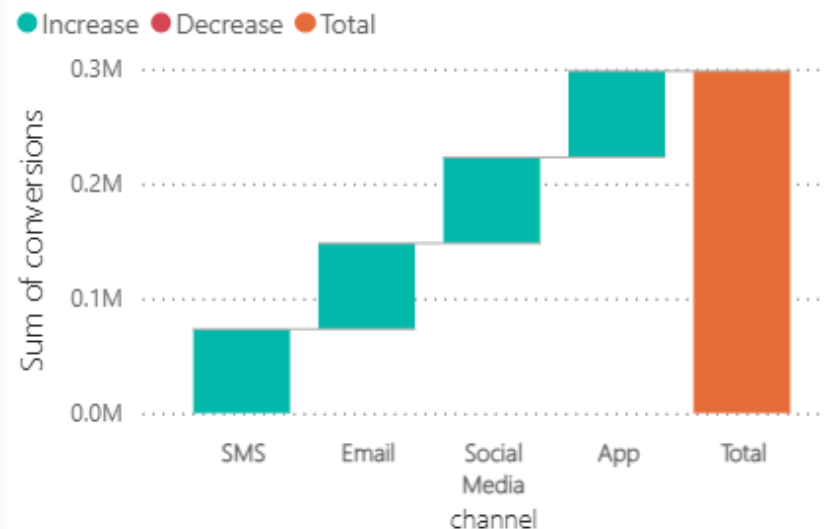## stock received and Sum of damaged_stock by Year and Month

● Stock received ● Damaged Stock

80K	damaged stocks
148K	stock receiveds
75K	Numbers of Products

E-Commerce Inventory Insights
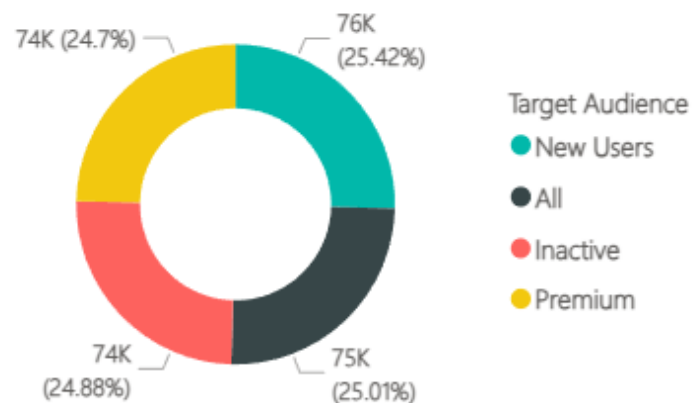
Revenue Generated by Campaign Name

Area chart — Revenue Generated (y-axis: 3,500K to 3,700K) by Campaign Name: Referral Program, New User Discount, Email Campaign, Category Promotion, Weekend Special, Flash Sale, App Push Notificati..., Membership Drive, Festival Offer

Sum of conversions by channel

● Increase ● Decrease ● Total

Waterfall chart — Sum of conversions (y-axis: 0.0M to 0.3M) by channel: SMS, Email, Social Media, App, Total

14.80K
Sum of roas

5400
Target Audience

Conversions by Target Audience

Donut chart:
- 76K (25.42%) — New Users
- 75K (25.01%) — All
- 74K (24.88%) — Inactive
- 74K (24.7%) — Premium

Target Audience
● New Users
● All
● Inactive
● Premium

Impressions by Target Audience

Donut chart:
- 7496K (25.42%) — New Users
- 7423K (25.17%) — Premium
- 7291K (24.72%) — All
- 7278K (24.68%) — Inactive

Target Audience
● New Users
● Premium
● All
● Inactive
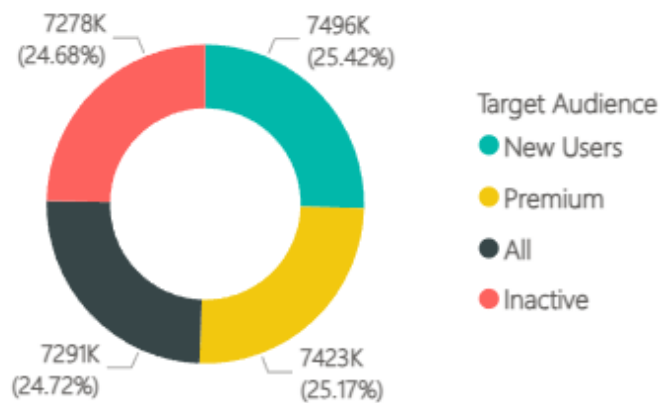
Total Spend and Revenue Generated by channel

● Total Spend ● Revenue Generated

Bar chart — Total Spend and Revenue Generated (y-axis: 0M to 10M) by channel: App, Social Media, SMS, Email
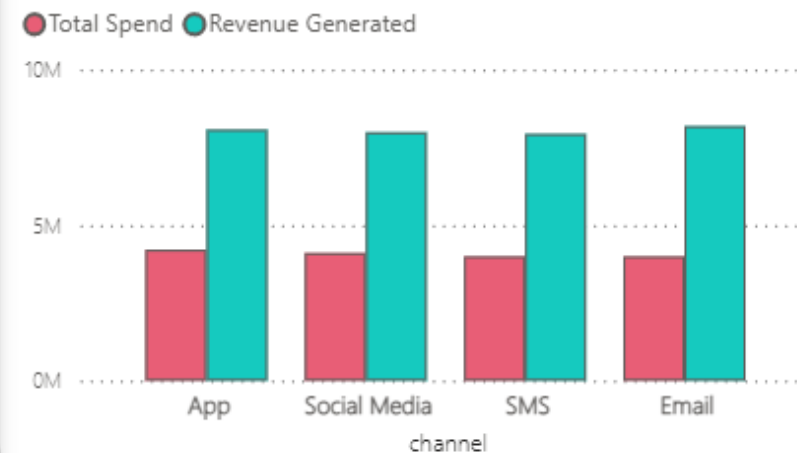
Digital Sales Analytics Dashboard

148K
Stock Received

80K
Damaged Stock

11.01M
Order Total

Total Orders by Month

Month
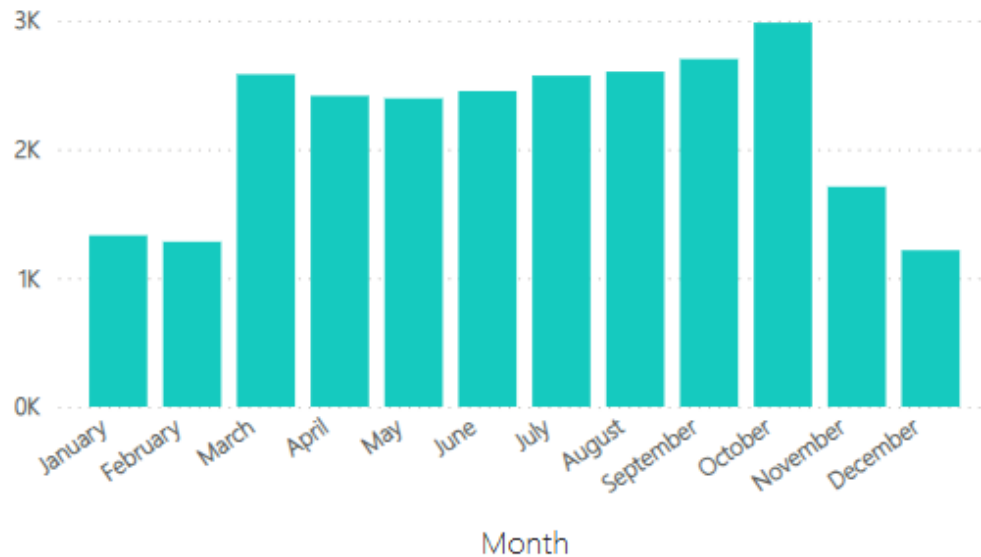
Customer Name

All

Sum of conversions by target_audience

74K (24.7%)
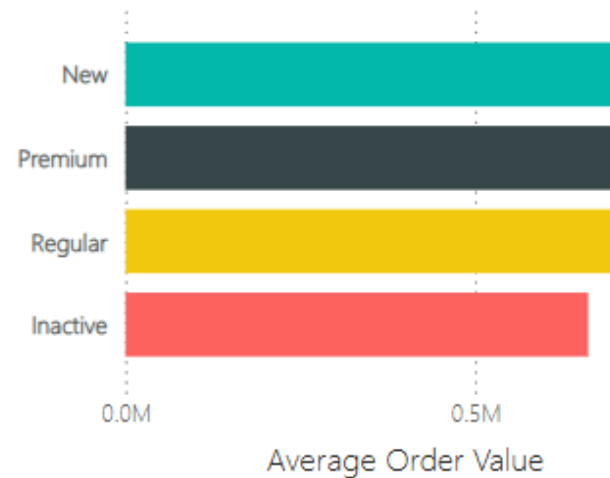76K (25.42%)
74K (24.88%)
75K (25.01%)

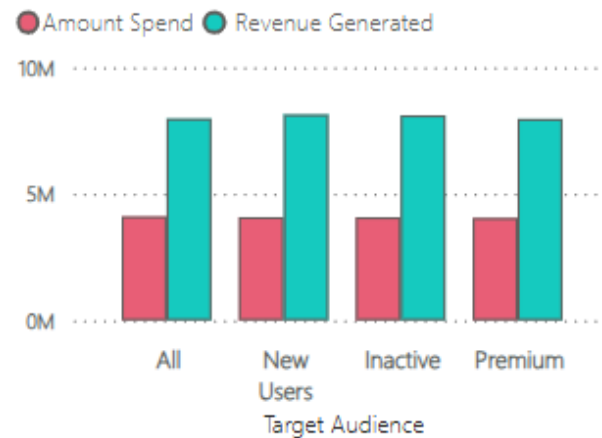target_audie...
- New Users
- All
- Inactive
- Premium
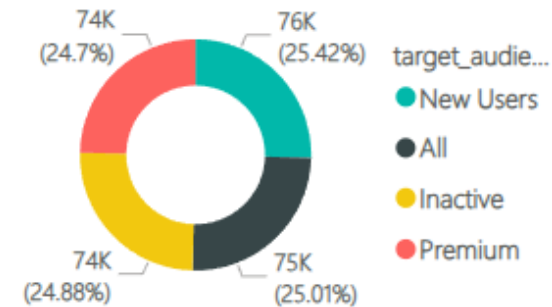
Product Name

- ☐ Baby Food
- ☐ Baby Wipes
- ☐ Bananas
- ☐ Biscuits
- ☐ Bread
- ☐ Butter
- ☐ Carrots

Average Order Value by Customer Segment

New
Premium
Regular
Inactive

0.0M   0.5M
Average Order Value

Amount Spend and Revenue Generated by Target Audience

● Amount Spend ● Revenue Generated

10M

5M

0M
All   New Users   Inactive   Premium
Target Audience

Price and MRP by category

● Price ● MRP

20K

10K

Dairy & Break... Pharmacy Fruits & Vegetables Pet Care Snacks & Munchies Personal Care Cold Drinks & Juices Household Care Grocery & Staples Instant & Frozen Fo... Baby Care

category