

Page 1: Executive Overview (The "CEO" View)

Is page ka maqsad hai ki boss ek nazar mein business ka haal dekh le.

KPI Cards (Top Row):

1. **Total Revenue:** Ab tak kitna paisa kamaya?
2. **Total Orders (Volume):** Total sold_quantity kitni hai?
3. **Average Order Value (AOV):** Total Revenue / Total Transactions.
4. **Overall Average Rating:** Customer satisfaction kya hai?
5. **Avg Delivery Time:** Average delivery_time_min kya hai?

Business Questions for Charts:

1. **Sales Trend:** "Pichle kuch mahino mein revenue badha hai ya ghata?" (*Line Chart: Date vs Revenue*)
2. **Category Performance:** "Sabse zyada paisa kahan se aa raha hai? Grocery ya Dairy?" (*Donut/Bar Chart: Category vs Revenue*)
3. **Top Cities:** "Kaunse sheher hamare 'Cash Cows' hain?" (*Map/Bar Chart: City vs Revenue*)
4. **Delivery Efficiency:** "Kitne % orders time pe deliver huye vs delayed?" (*Pie Chart: Delivery Status breakdown*)

Page 2: Product & Inventory Analysis (The "Store Manager" View)

Yahan hum check karenge ki dukaan mein kya bik raha hai aur kya sad raha hai.

Business Questions:

1. **Top Selling Items:** "Kaunse Top 5 products hain jo sabse zyada bikte hain?" (*Table: Product Name, Sold Qty, Revenue*)
2. **Brand Dominance:** "Kaunse Brands (Amul, Tata, etc.) market rule kar rahe hain?" (*Treemap: Brand vs Revenue*)
3. **Low Stock Alert:** "Kaunse items khatam hone wale hain (Stock < Reorder Level)?" (*Table with Red conditional formatting*)
4. **Dead Stock Risk:** "Kaunse items ka stock bohot zyada hai par bik nahi rahe (Sold Qty low, Stock high)?" (*Scatter Plot: Stock vs Sold Qty*)

5. **Organic vs Non-Organic:** "Kya log mehenga Organic saaman khareed rahe hain?" (*Bar Chart: Is_Organic vs Revenue*)
6. **Packet Size Preference:** "Log chhota packet le rahe hain ya bada?" (*Column Chart: Packaging Type vs Sold Qty*)

Page 3: Customer & Delivery Insights (The "Operations" View)

Yahan hum dekhenge ki customer khush hai ya nahi, aur delivery ladke kaisa kaam kar rahe hain.

Business Questions:

1. **Rating Correlation:** "Kya mehenge items (Price) ki rating achi hoti hai ya saste items ki?" (*Scatter Plot: Price vs Rating*)
2. **Seller Performance:** "Kaunsa Seller ('UrbanSeller' vs 'QuickStores') sabse fast delivery deta hai?" (*Bar Chart: Seller vs Avg Delivery Time*)
3. **Delay Analysis:** "Kis City mein sabse zyada delivery delays ho rahe hain?" (*Clustered Bar Chart: City vs Count of 'Delayed'*)
4. **Discount Impact:** "Kya zyada discount dene se sales (Sold Qty) badh rahi hai?" (*Line Chart: Discount % vs Sold Qty*)
5. **High Demand but Low Sales:** "Kaunse items ka Demand Index high hai par sales low?" (Missed Opportunity).