

Executive View

Category

All

Brand

All

City

All

Date Range

28-10-2023

27-10-2025

Executive View

₹ 509.03M



Sum of Total Revenue

13K



Total Orders

28



Avg.Del.Time (min)

4.2



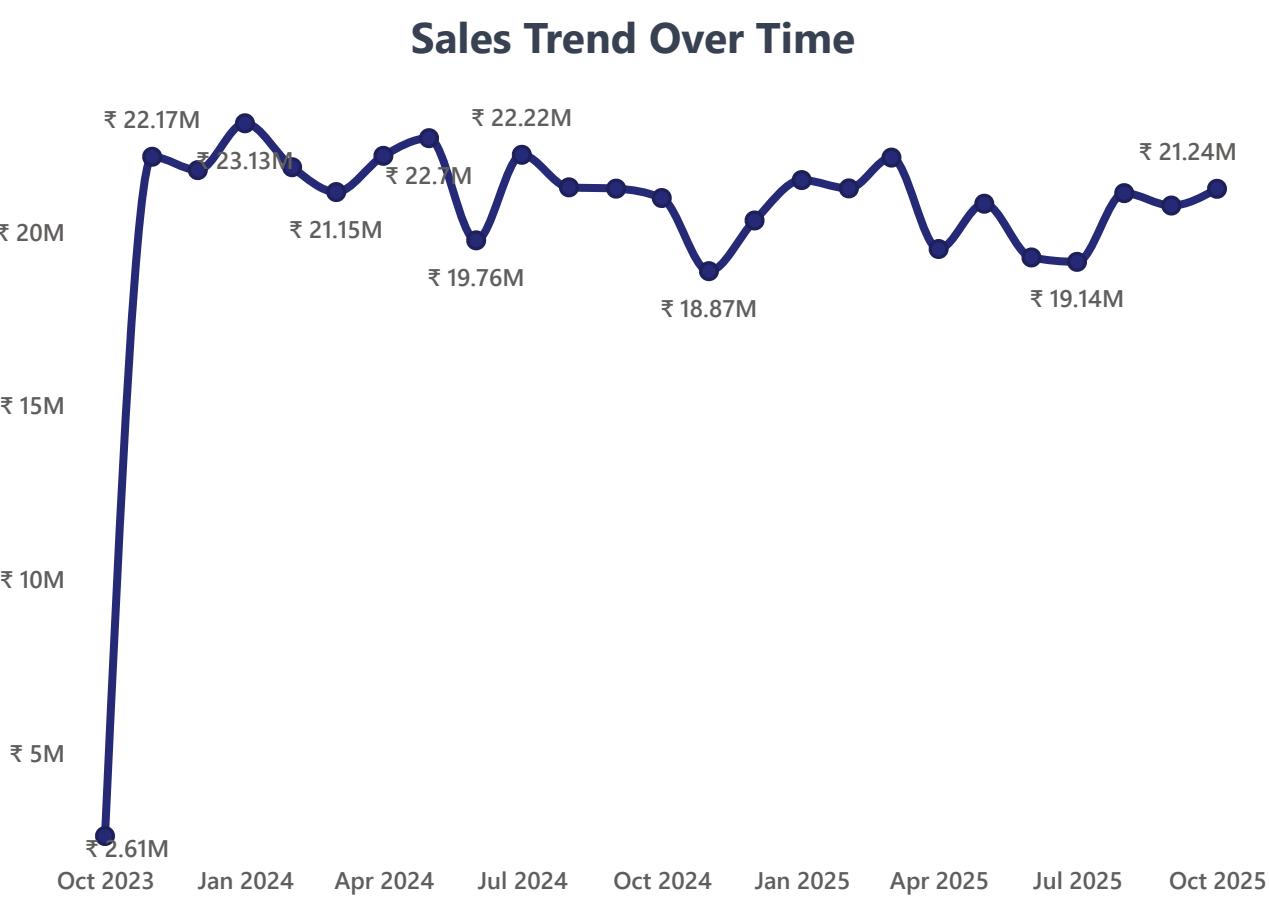
Avg.Rating

Inventory

Operations

Deep Analysis

Matrix Analysis



Total Revenue BY Category

Sum of Total Revenue 0.04bn

0.12bn

Household



Personal Care

99.8M

Bakery

63.2M

Grocery

63.2M

Fruits & Vegetables

47.6M

Beverages

42.1M

Snacks

37.0M

Dairy

35.6M

Top Cities By Revenue

Sum of Total Revenue 46.21M

53.79M



Inventory

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119

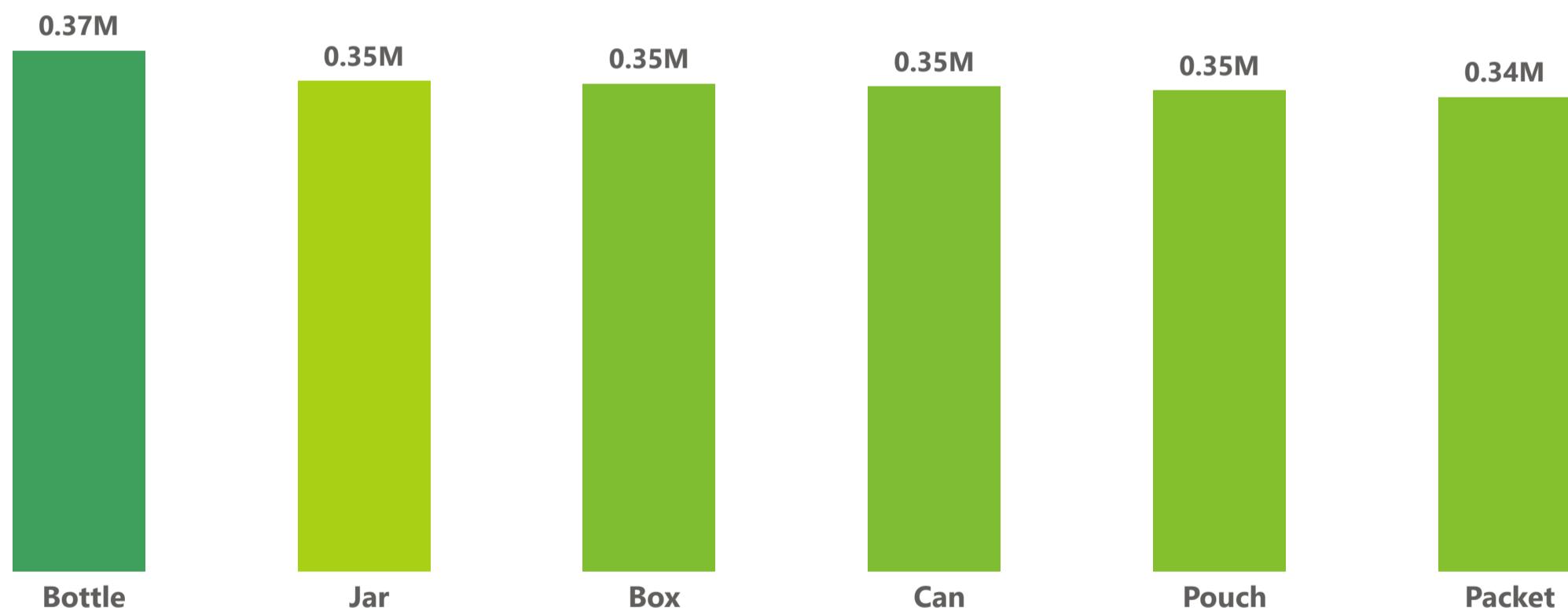
Low Stock Count

47

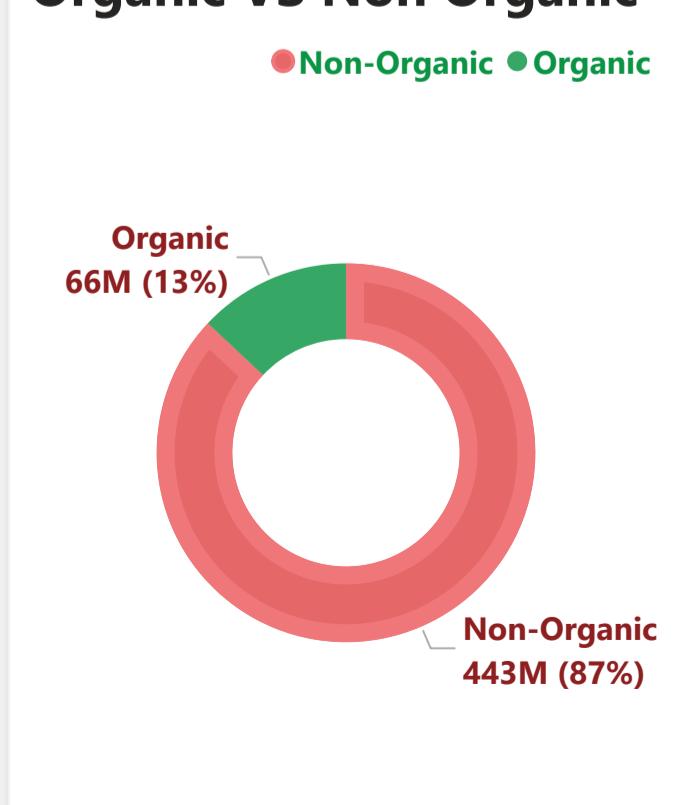
Dead Stock Count

Top 5 Selling Items

product_name	category	Sum of sold_q...	Sum of Total Revenue
Lizol Fresh Household 484	Household	967	639529
Harpic Organic Household 624	Household	855	481486
Britannia Classic Bakery 398	Bakery	824	240936
DailyGreens Organic Fruits 90	Fruits & Vegetables	839	162401
FreshFarm Organic Fruits 234	Fruits & Vegetables	850	115223

Sales Distribution by Packaging**Total Revenue By Brand**

Britannia	Dettol	Dove	DailyGre...
31.5M	29.8M		
Harpic	Surf Excel		
31.5M	28.3M	25.7M	25.7M
Lizol	Himalaya	P&G	
31.1M	26.3M	25.3M	
		Nivea	
		22.5M	

Organic VS Non Organic

Low Stock Items

[BACK](#)

product_name	category	Sum of stock	seller
Aashirvaad Fresh Grocery 601	Grocery	67	DailyNeeds
BakeHouse Premium Bakery 969	Bakery	66	DailyNeeds
Britannia Original Snacks 508	Snacks	64	DailyNeeds
DailyGreens Original Fruits 781	Fruits & Vegetables	64	DailyNeeds
Dettol Classic Household 597	Household	68	DailyNeeds
Fortune Fresh Grocery 572	Grocery	55	DailyNeeds
Fortune Lite Grocery 660	Grocery	69	DailyNeeds
Fortune Organic Grocery 276	Grocery	66	DailyNeeds
Fortune Premium Grocery 621	Grocery	63	DailyNeeds
FreshFarm Classic Fruits 390	Fruits & Vegetables	69	DailyNeeds
FreshFarm Fresh Fruits 388	Fruits & Vegetables	60	DailyNeeds
Lay's Organic Snacks 344	Snacks	66	DailyNeeds
Minute Maid Organic Beverages 626	Beverages	62	DailyNeeds
P&G Premium Personal 874	Personal Care	62	DailyNeeds
Patanjali Fresh Grocery 434	Grocery	67	DailyNeeds
Pepsi Organic Beverages 52	Beverages	66	DailyNeeds
Tata Daily Grocery 597	Grocery	64	DailyNeeds
Aashirvaad Premium Grocery 840	Grocery	69	LocalMart
Britannia Fresh Bakery 454	Bakery	65	LocalMart
Britannia Lite Snacks 324	Snacks	53	LocalMart
Dettol Lite Household 587	Household	68	LocalMart
Dove Classic Personal 306	Personal Care	68	LocalMart
FreshFarm Premium Fruits 372	Fruits & Vegetables	60	LocalMart
Harpic Premium Household 81	Household	68	LocalMart
Himalaya Family Pack Personal 673	Personal Care	68	LocalMart
Himalaya Family Pack Personal 70	Personal Care	62	LocalMart

Dead Stock List

BACK

product_name	stock	sold_quantity
Aavin Daily Dairy 209	141	0
Aavin Organic Dairy 398	125	0
Aavin Premium Dairy 435	112	0
Amul Organic Dairy 414	98	0
Amul Premium Dairy 831	102	0
BakeHouse Lite Bakery 837	79	0
BakeHouse Organic Bakery 844	120	0
Britannia Fresh Bakery 450	120	0
Britannia Fresh Bakery 578	121	0
Coca-Cola Daily Beverages 77	125	0
DailyGreens Classic Fruits 492	119	0
DailyGreens Lite Fruits 244	117	0
Dettol Daily Household 535	114	0
Dettol Lite Household 952	77	0
Dettol Organic Household 115	123	0
Dove Lite Personal 494	95	0
Dove Premium Personal 918	155	0
Fortune Classic Grocery 553	98	0
Fortune Fresh Grocery 504	107	0
FreshFarm Family Pack Fruits 881	104	0
Gowardhan Original Dairy 403	121	0
Harpic Fresh Household 804	126	0
Himalaya Fresh Personal 501	131	0
Himalaya Fresh Personal 758	78	0
Himalaya Lite Personal 612	111	0

Operations

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Executive View

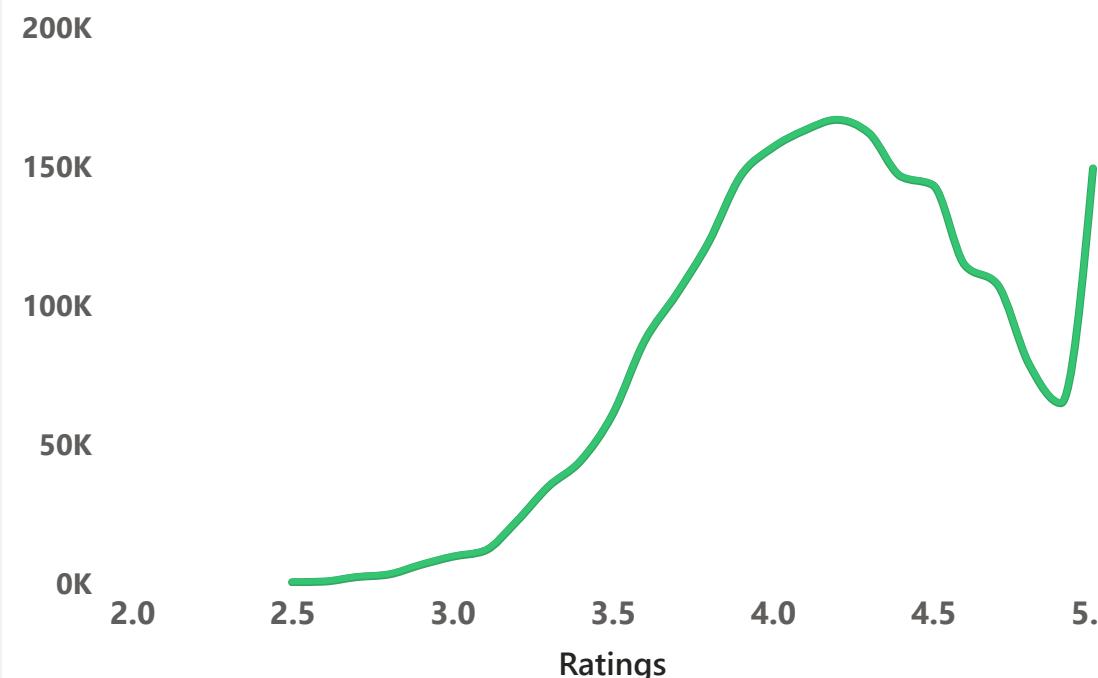
Inventory

Operations

Deep Analysis

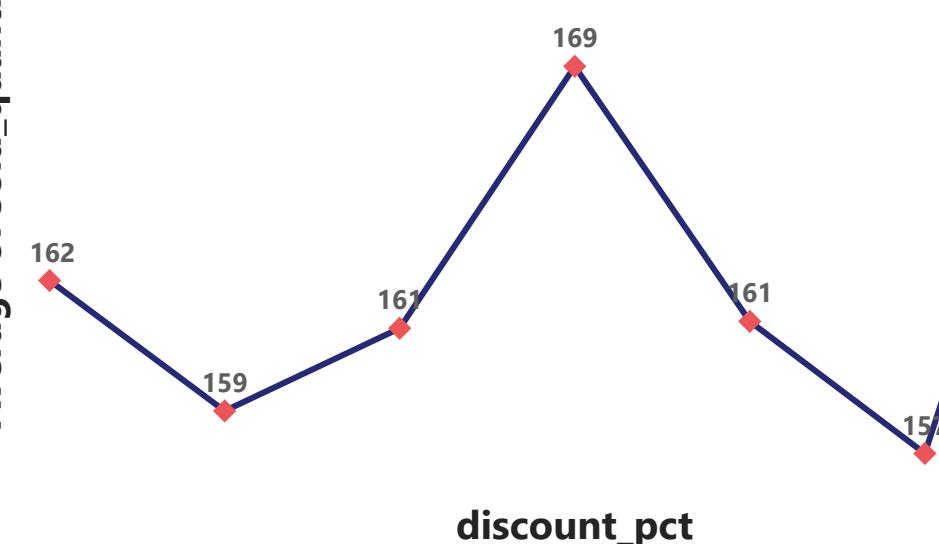
Matrix Analysis

Rating Correlation



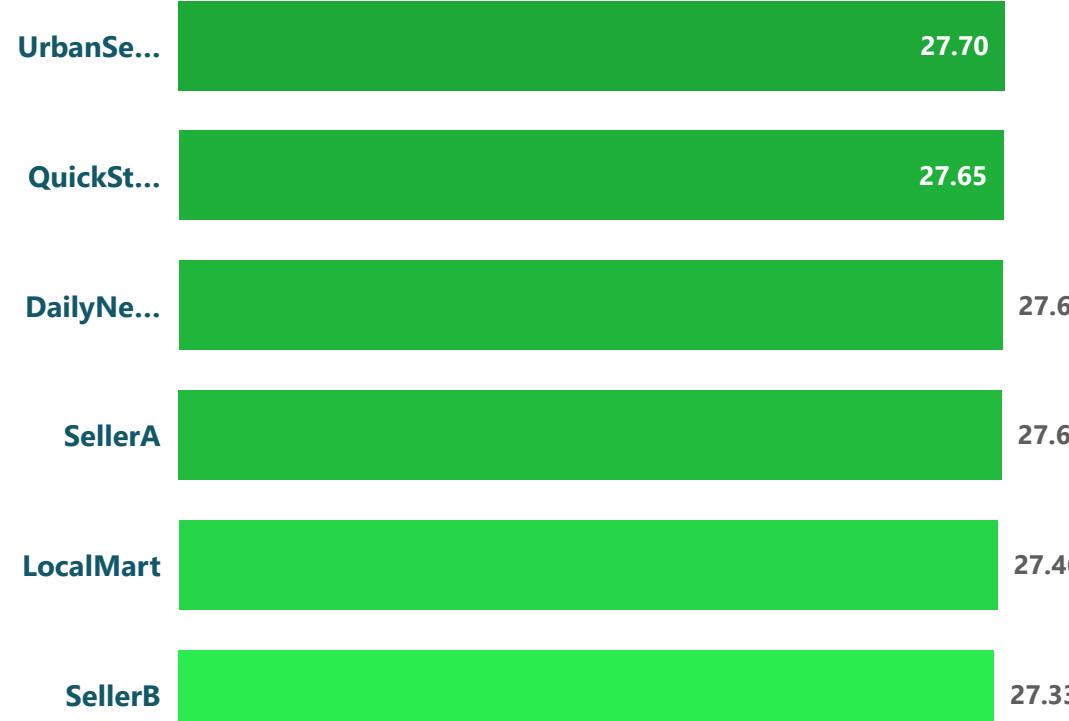
Discount Impact

Average of sold_quantity



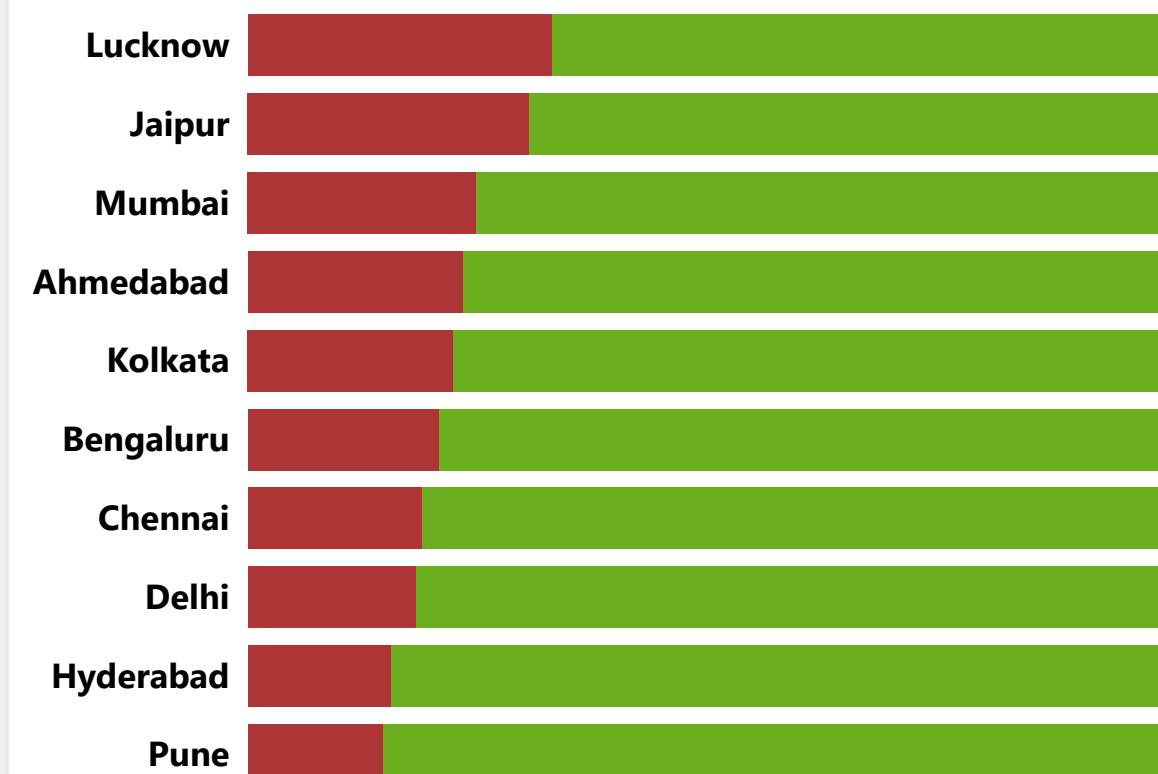
Seller Performance

27.33 27.70



Delay Analysis

● Delayed ● On-Time



Deep Analysis

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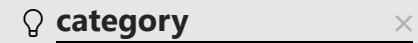
27-10-2025

Deep Dive Analysis

offer_type



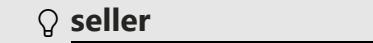
category



packaging_type



seller



Executive View

Inventory

Operations

Deep Analysis

Matrix Analysis

Matrix Analysis

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Category Performance Matrix: Profit vs. Demand

category ● Fruits & Vegetables ● Grocery ● Household ● Personal Care ● Snacks

27 October 2025

Executive View

2000

Inventory

1500

Operations

1000

Deep Analysis

500

Matrix Analysis

0

5

10

15

20

25

30

35

40

Sales Volume (Units)

Fruits & Vegetables

Household

Grocery

Personal Care

Snacks

Avg Profit Margin (%)



28 October 2023 | 29 December 2023 | 30 January 2024 | 31 March 2024 | 1 April 2024 | 2 May 2024 | 3 June 2024 | 4 July 2024 | 5 August 2024 | 6 September 2024 | 7 October 2024 | 8 November 2024 | 9 December 2024 | 10 January 2025 | 11 February 2025 | 12 March 2025 | 13 April 2025 | 14 May 2025 | 15 June 2025 | 16 July 2025 | 17 August 2025 | 18 September 2025 | 19 October 2025

11
October