

Overview

U F H

Its an ecommerce company dealing in organic groceries.

They are still an early stage startup. They operate in 20 Cities in India at this moment accross 6 States. They promise to deliver the order within 48 hours after order placement. They offer 50 different type of products in different SKUs.

At this moment they recieve between 500-1000 orders per day across India.

They soon plan to expand their capabilities to serve between 10000 to 20000 orders per day.

Analytics Requirements

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| 1 | Average number of items per order - daily, monthly, weekly, state, city, pincode |
| 2 | Average amount of sales per order - daily, monthly, weekly, state, city, pincode |
| 3 | total number of units sold per day of a product SKU and its monthly trend |
| 4 | Total Order Amount on daily basis, also to be able to split by product and geography |
| 5 | Distribution of orders according to area (state, city, pincode etc) |
| 6 | Average order amount per customer on daily basis |
| 7 | New Customers on daily basis |
| 8 | Total count of customers everyday |
| 9 | Average time to delivery order. Min and Max time. To be able to slice and dice on hour, weekday, weekend, daily, monthly, geography, |
| 10 | Total orders : to be able to slice and dice on hour, weekday, weekend, daily, monthly, geography |
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