

BUSINESS PERFORMANCE & CUSTOMER INSIGHTS DASHBOARD

Sales & Profitability Overview - Jan to Jun 2024

355.80M

Total Revenue

161.04M

Total Profit

13K

Total Orders

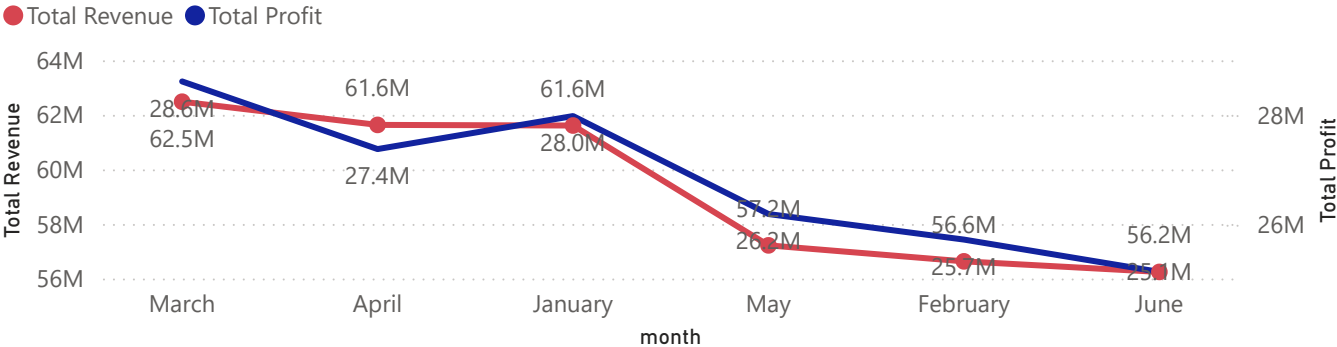
28.46K

Avg Order Value

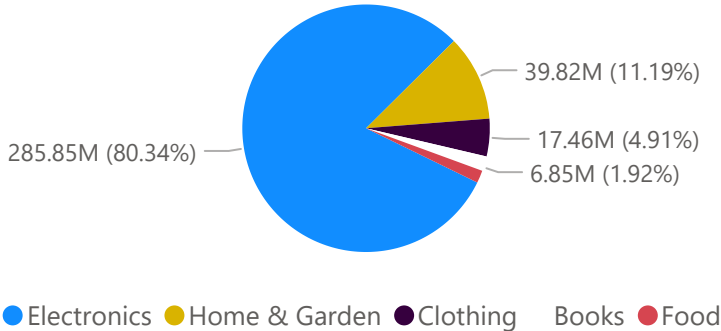
44.84

Avg Profit Margin %

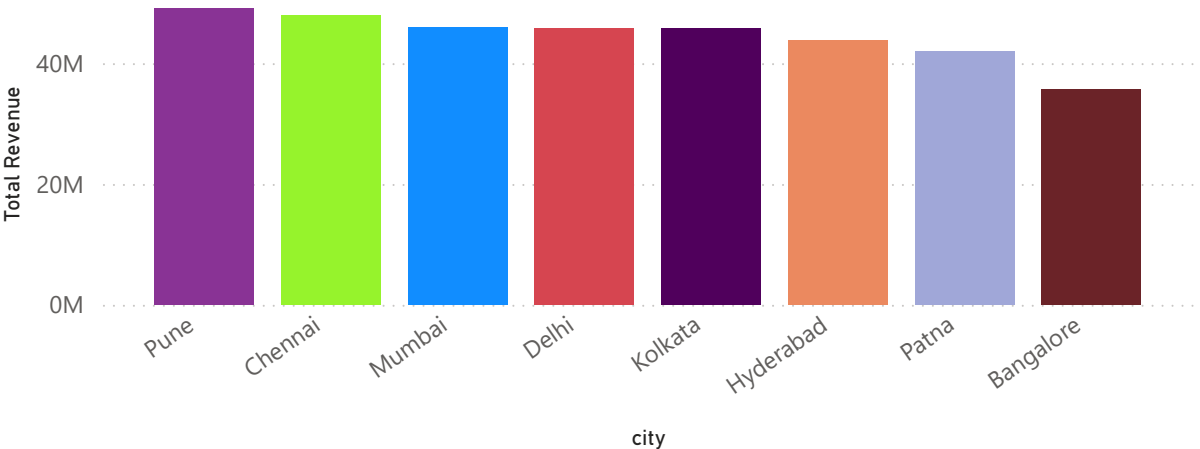
Monthly Revenue & Profit Trend



Revenue Distribution by Category



Top 5 Cities by Revenue

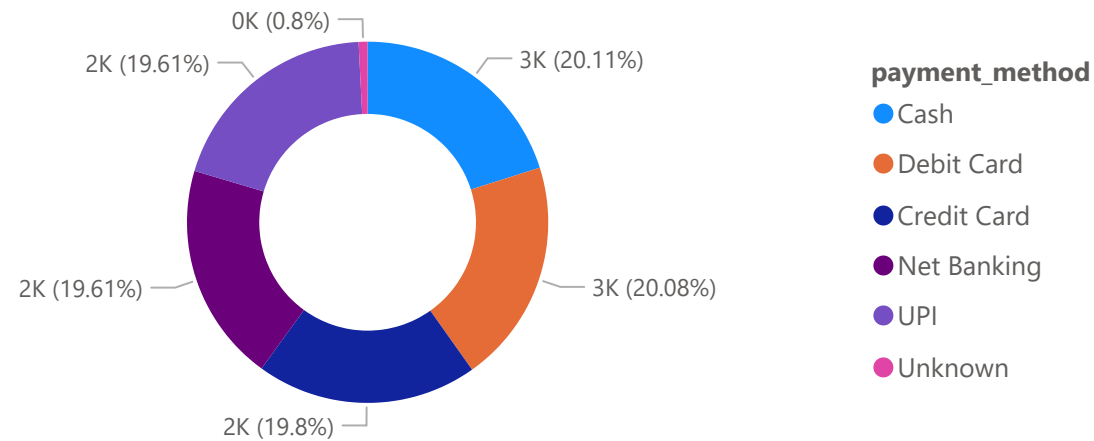


Store-wise Performance: Revenue & Orders

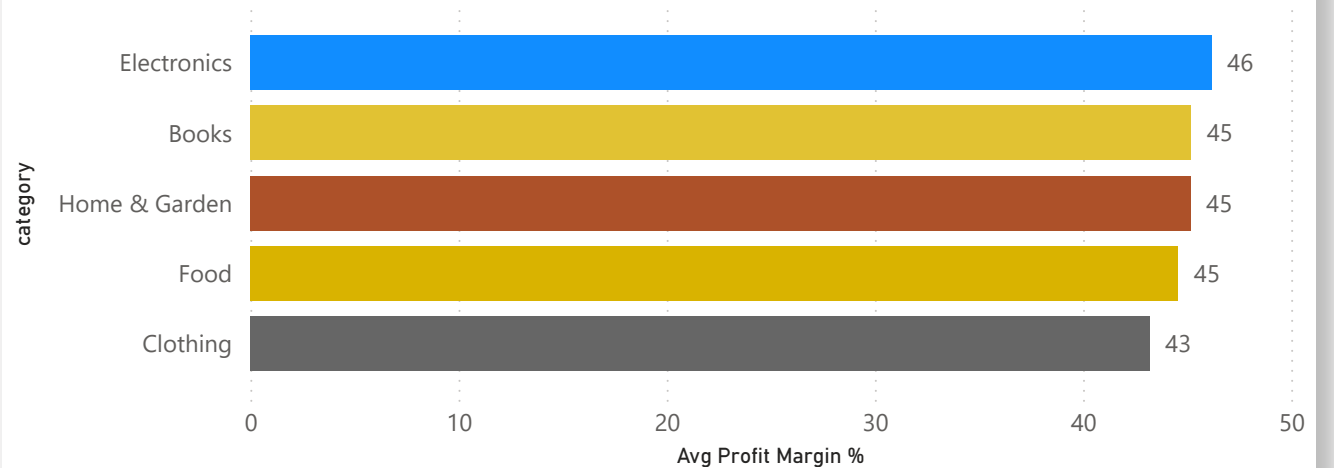


SALES PERFORMANCE DEEP DIVE

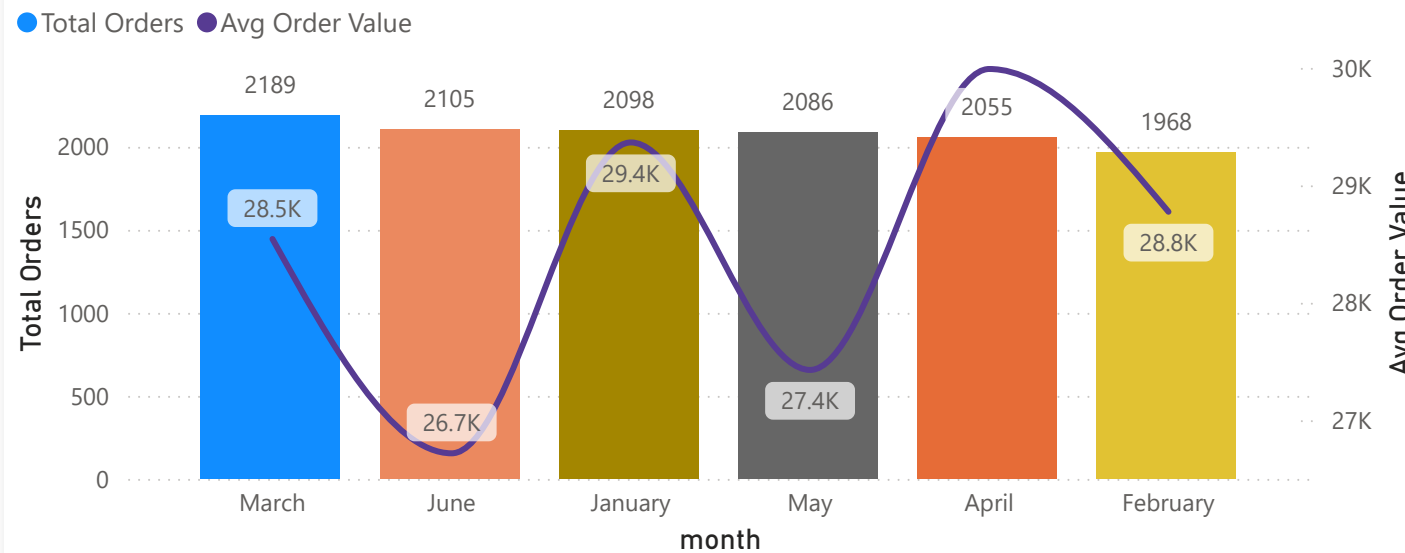
Payment Method Preference



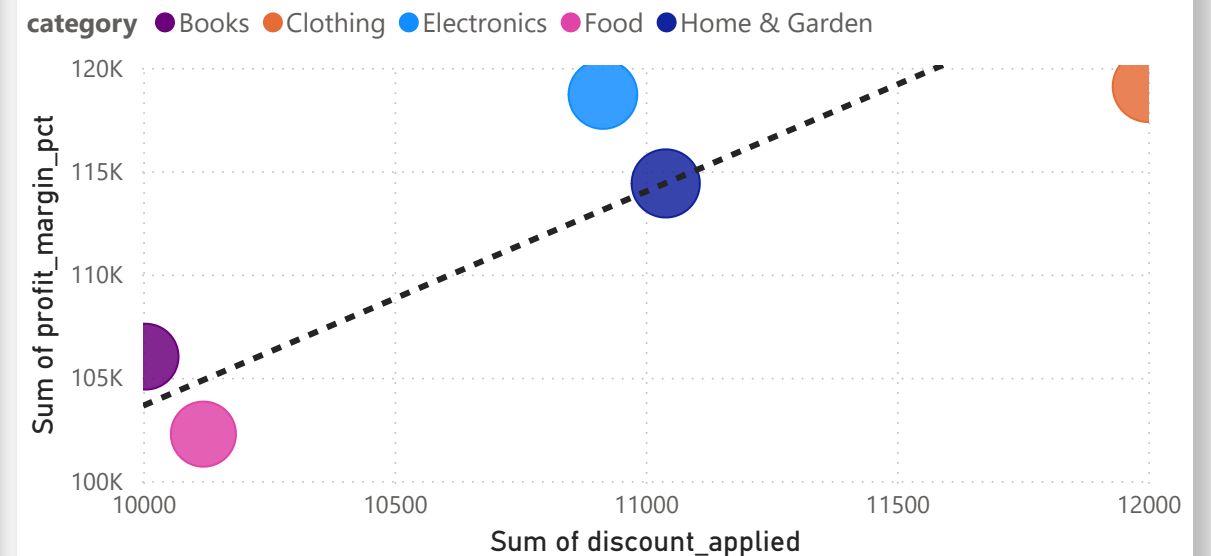
Profitability by Product Category



Monthly Orders & Average Order Value



Discount Impact on Profitability



CUSTOMER INSIGHTS & SEGMENTATION

2191

Total Customers

366

VIP Customers

1134

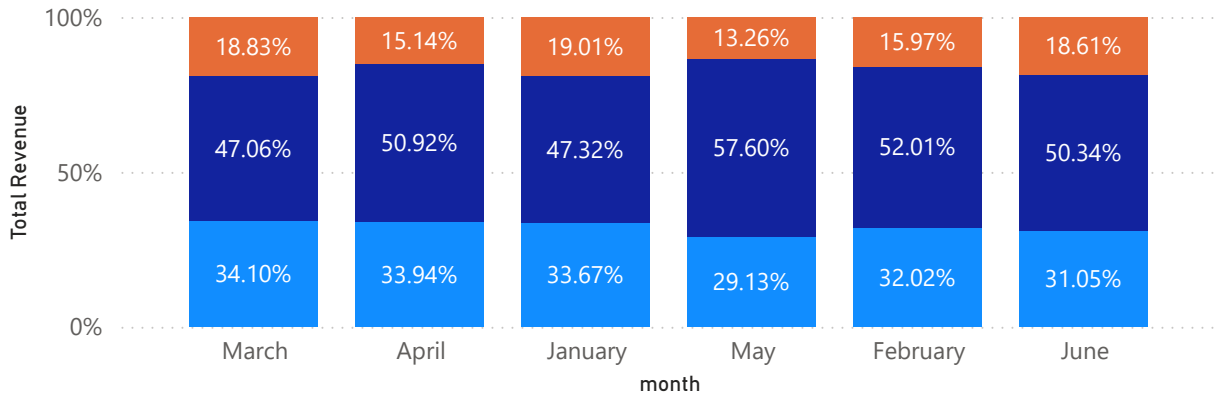
Regular Customers

739

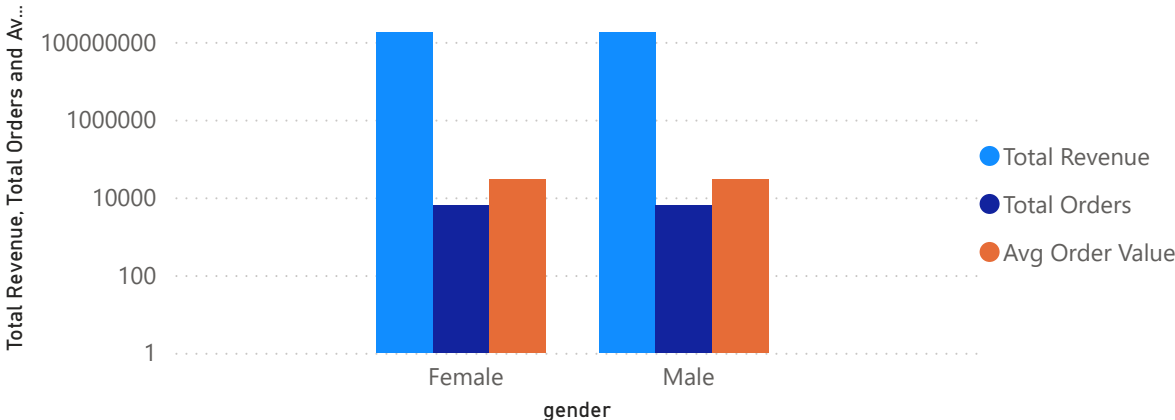
New Customers

Revenue Mix by Customer Segment

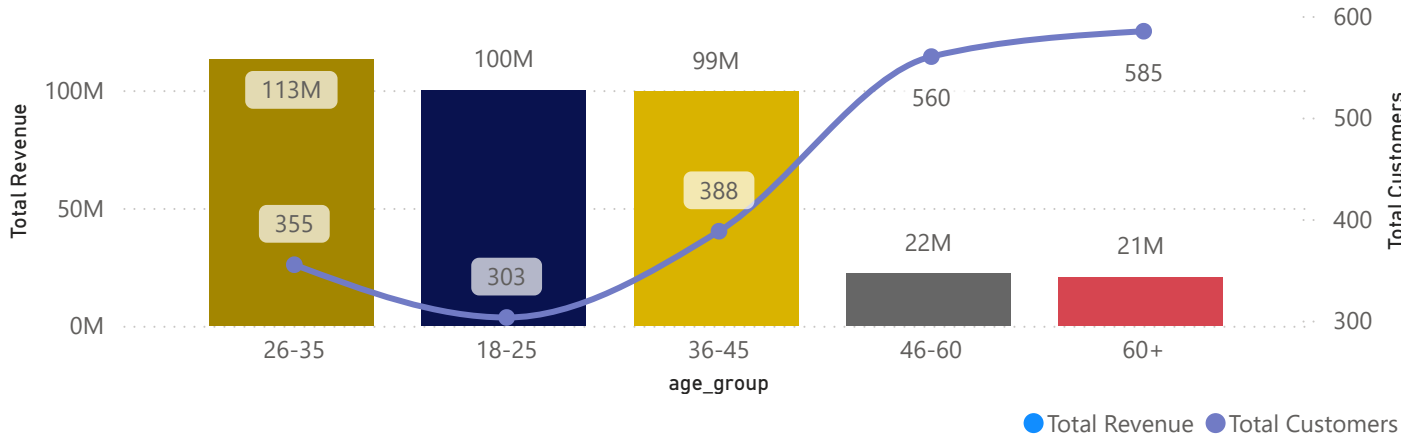
customer_type ● New ● Regular ● VIP



Gender-based Purchasing Behavior



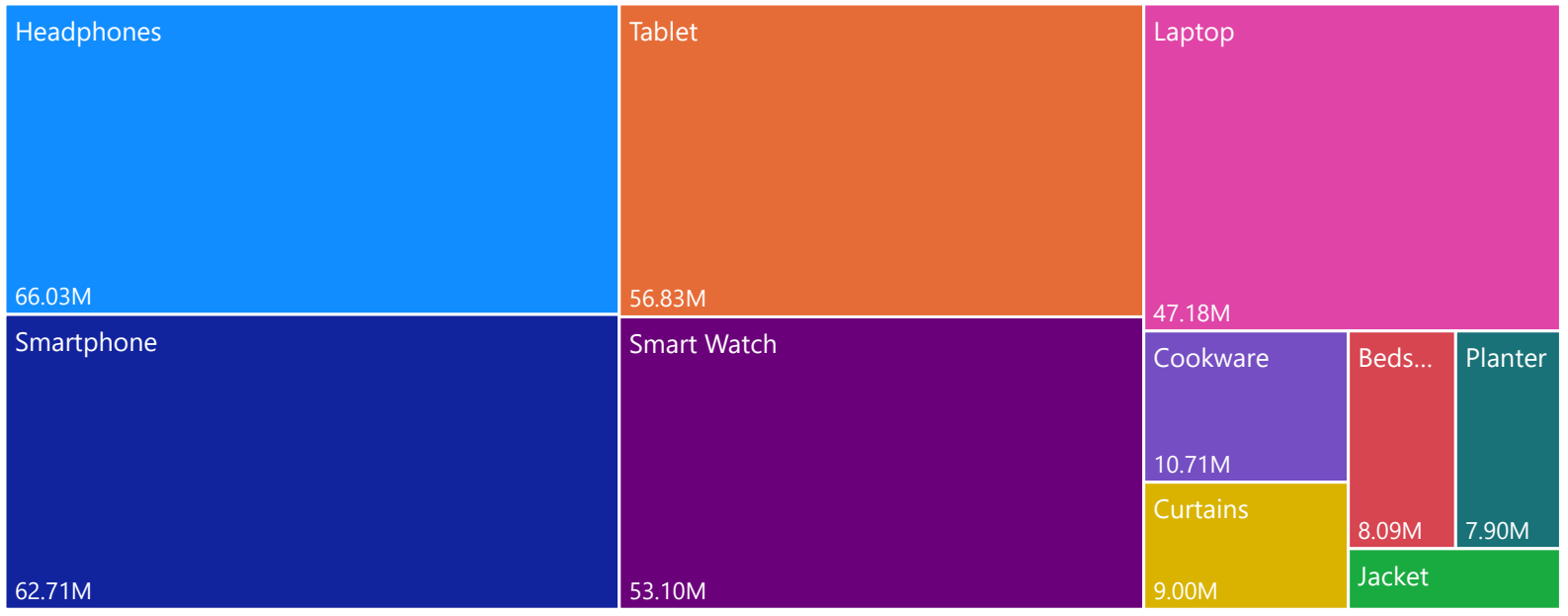
Revenue & Customer Count by Age Group



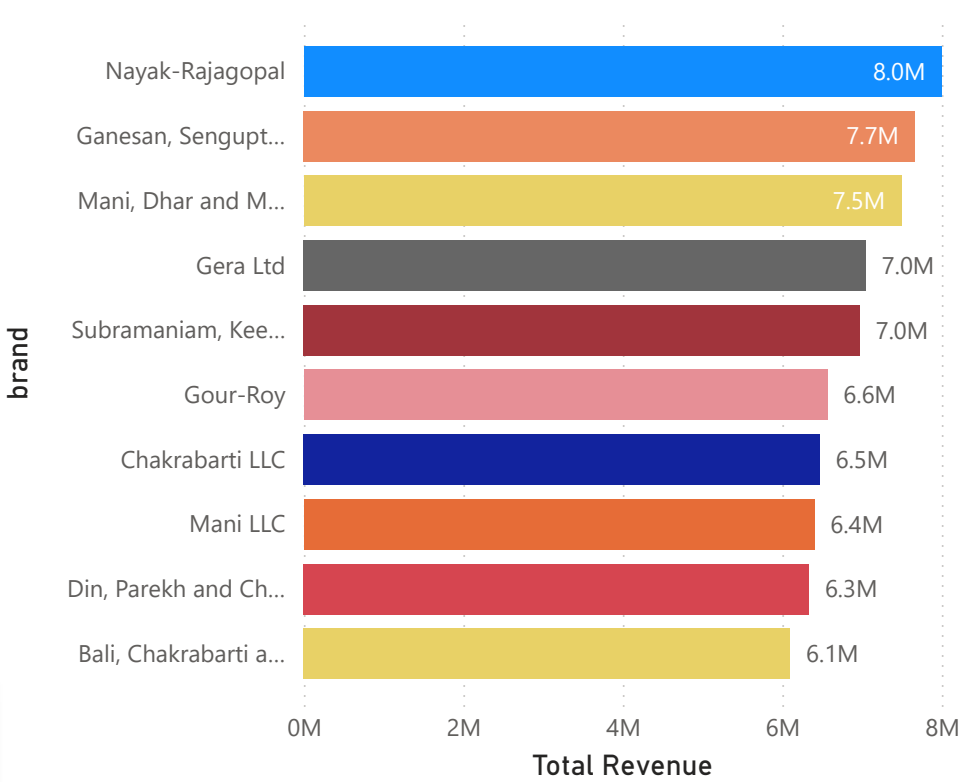
customer_name	customer_type	city	age_group	Total Revenue
Anita Vala	VIP	Kolkata	18-25	13,20,944
Anusha Rastogi	New	Mumbai	26-35	12,42,486
Kamala Amble	Regular	Hyderabad	18-25	9,72,605
Lakshit Nazareth	New	Kolkata	46-60	17,06,228
Leela Goyal	Regular	Kolkata	36-45	10,75,655
Nirja Pathak	Regular	Mumbai	18-25	11,52,116

PRODUCT PERFORMANCE & CATEGORY ANALYSIS

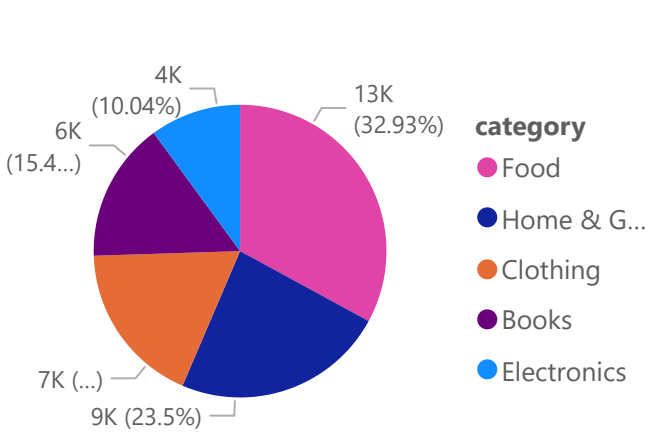
Revenue Distribution by Sub-Category



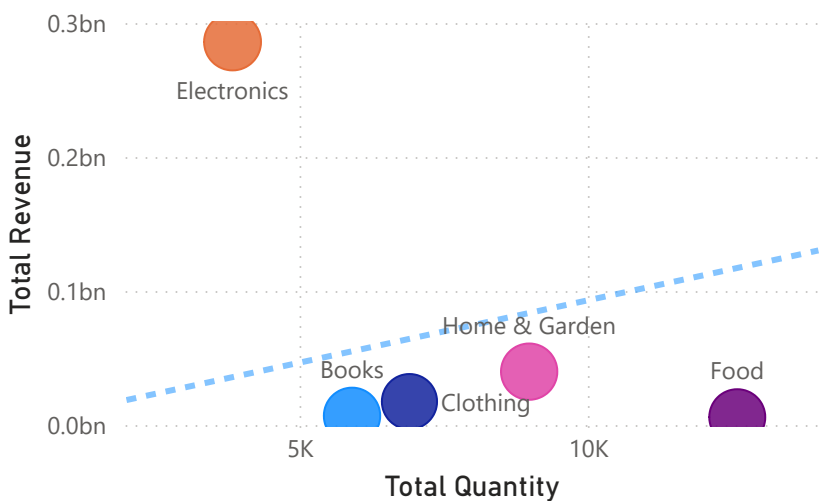
Top 10 Performing Brands



Volume Share by Category



Product Revenue vs Volume Analysis



Category-wise Performance Scorecard

category	Total Revenue	Total Profit	Total Quantity	Total Orders	Avg
Books	6.85M	2.94M	5912	2346	
Clothing	17.46M	7.23M	6908	2757	
Electronics	285.85M	131.25M	3840	2571	
Food	5.82M	2.59M	12593	2294	
Home & Garden	39.82M	17.03M	8984	2533	