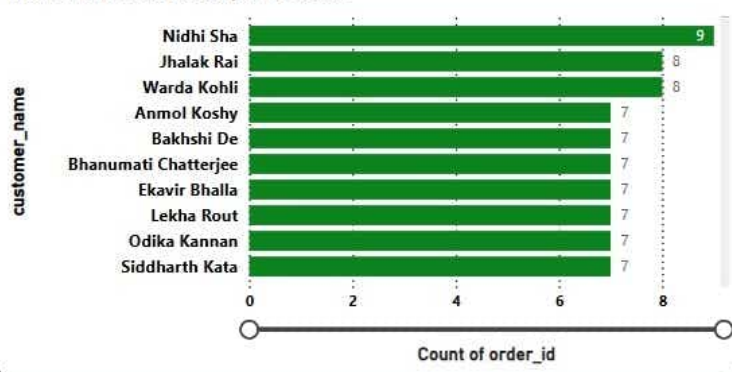
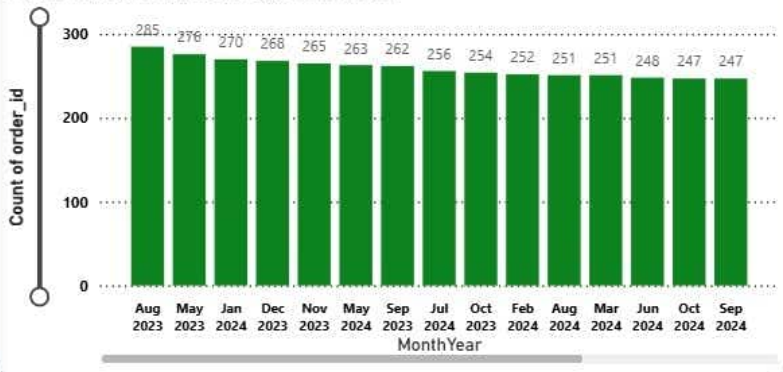


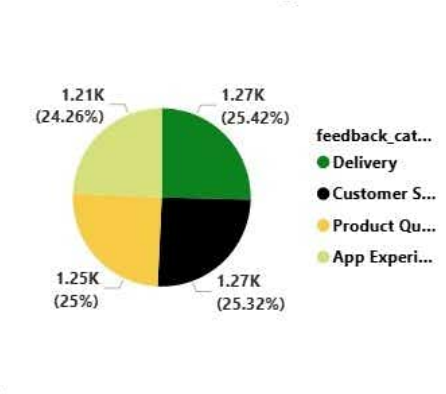
Number of Orders Placed per Customer



Total Number of Orders Placed in a Month



Distribution of Feedback Categories



Customer Details

customer_id	customer_name	address
22047134	Ubika Shukla	00 Sahota Circle Shivpuri 170582
23126657	Ekiya Sekhon	00 Talwar Path Silchar 399086
49833888	Harini Raja	00, Varma Zila, Amaravati 118550
91868185	Raghav Sathe	00/26, Chandra Chowk, Uluberia
52215833	Lipika Parmer	00/455, Chakraborty Road, Jamm
72667140	Neelima Raj	00/569 Hayer Street, Srinagar 199551
38875754	Yash Mitter	004

Orders Based On Delivery_Status

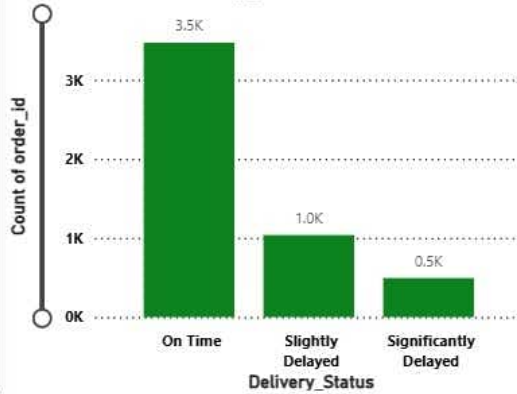




Table with all Campaigns

campaign_id	campaign_name	Sum of spend	Sum of revenue_generated
3645	App Push Notification	4,888.62	7441.19
3883	App Push Notification	2,012.46	3227.28
5729	App Push Notification	3,726.59	9818.50
7705	App Push Notification	2,248.38	3033.39
7847	App Push Notification	1,163.12	3696.71
8328	App Push Notification	3,964.61	7024.84
8397	App Push Notification	1,445.99	5592.02
10502	App Push Notification	3,543.62	9807.18
10707	App Push Notification	2,882.64	3331.15
13677	App Push Notification	3,873.04	5814.04
Total		1,63,19,838.24	32193407.37

Percentage of Damaged Stocks Per Product

product_id	product_name	Average of Damaged_Percentage
604184	Toilet Cleaner	20.9
697683	Toilet Cleaner	19.9
589812	Detergent	17.9
677542	Toilet Cleaner	17.9
317242	Pulses	15.9
876139	Pulses	13.9
124290	Lotion	13.9
120385	Pet Treats	13.9
760684	Rice	13.9
354409	Pulses	12.9
700048	Dish Soap	12.9
120532	Wheat Flour	12.9
490602	Sugar	12.9
Total		9.9



Total Revenue generated from all Campaigns

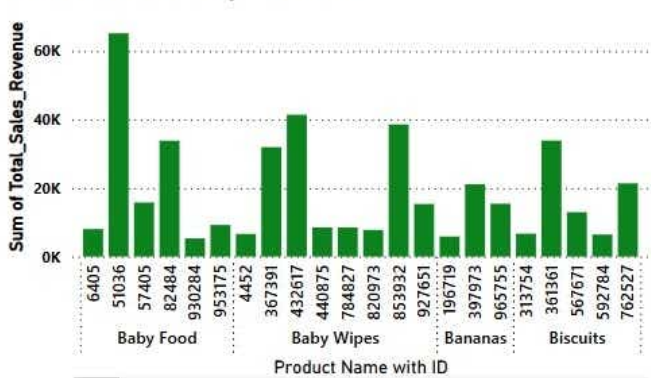
32.19M

Total Revenue

Average Order Value

1.31K

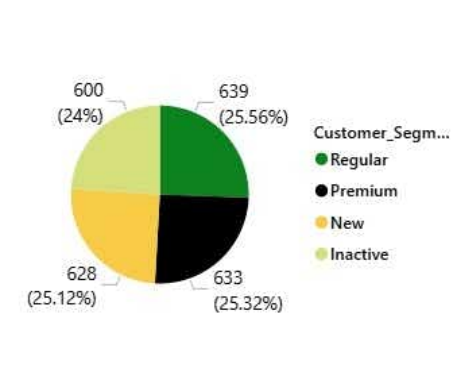
Total Sales Revenue per Product



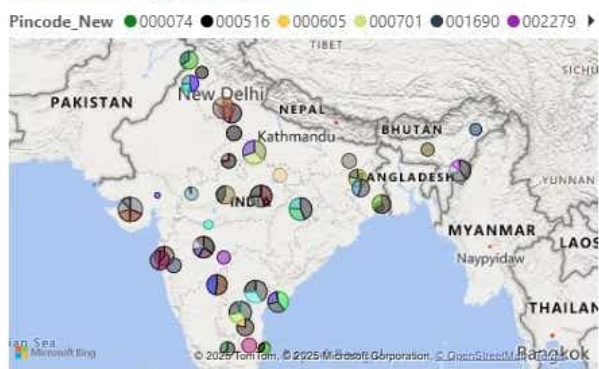
Total Delivery Time

order_id	Sum of delivery_time_minutes
60465	5
2237858	3
3101265	3
5120698	15
5512907	15
7550508	-1
8701796	9
9408428	-4
10161194	3
10448052	5
11467999	14
14103943	11
15642223	3
Total	22215

Customer Segment



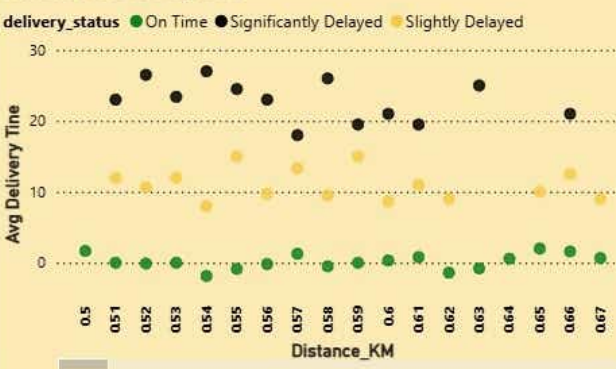
Order Frequency By Pincode



Delivery Delays

order_id	Delivery Delay (i)
60465	
2237858	
3101265	
5120698	
5512907	
7550508	
8701796	
9408428	
10161194	
10448052	
11467999	
14103943	

Distance vs. Delivery time



Return on Ad Spend (ROAS)

campaign_id	campaign_name	Sum of spend	Sum of revenue_generated	roas
499454	Weekend Special	4,534.40	9999.54	1.60
86830	Festival Offer	4,608.58	9997.70	3.11
583577	Festival Offer	1,690.70	9992.76	3.45
503991	Weekend Special	3,057.43	9989.43	2.35
896959	Referral Program	3,132.83	9986.03	3.97
836950	New User Discount	4,383.95	9985.75	3.77
702001	Festival Offer	3,766.66	9983.15	3.35
480269	Category Promotion	4,772.71	9982.95	1.93
164441	Category Promotion	4,098.68	9981.75	2.45
255650	Category Promotion	2,303.66	9979.12	3.27
258348	Membership Drive	3,977.27	9975.81	3.73
Total		1,63,19,838.24	32193407.37	

Gross Profit

product_id	product_name	Gross Profit
4452	Baby Wipes	1,987.60
6405	Baby Food	2,412.40
9436	Toothpaste	1,361.82
11422	Potatoes	858.33
14145	Spinach	6,308.40
15314	Cheese	3,704.64
18035	Dish Soap	11,627.28
26060	Vitamins	2,812.11
33797	Pain Reliever	1,598.62
33955	Frozen Pizza	2,530.69
34186	Mangoes	14,116.16
Total		13,61,602.88

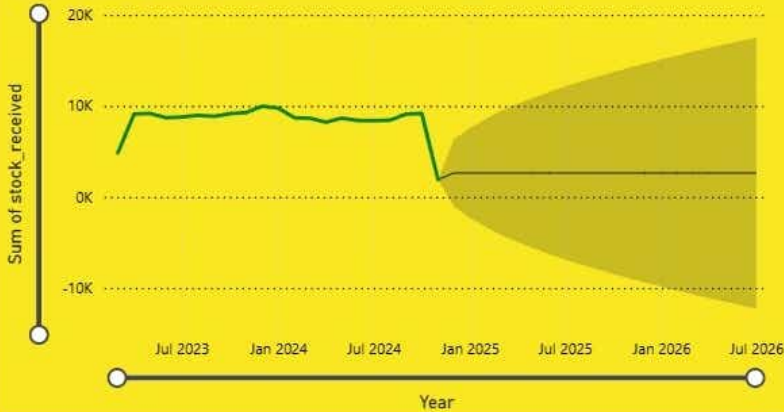
Most Ordered Product Name

Baby Food

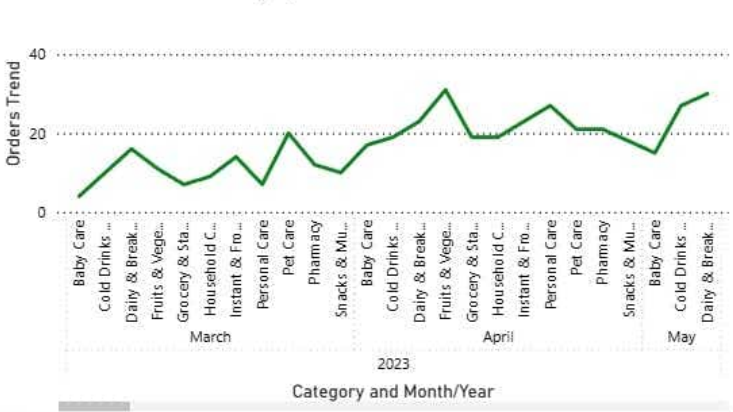
Customer Retention Rate

94.20

Forecast For Future Stock Level



Orders Trends Across Category



Daily Order Count



Order Quantity per Product Category

category	Total Quantity Ordered
Snacks & Munchies	963
Pharmacy	973
Pet Care	1003
Personal Care	887
Instant & Frozen Food	742
Household Care	1078
Grocery & Staples	895
Fruits & Vegetables	966
Dairy & Breakfast	1114
Cold Drinks & Juices	758
Baby Care	655
Total	10034

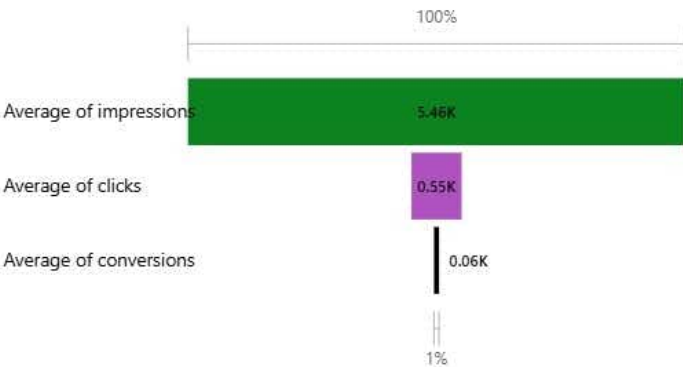
Stock Levels Alert

product_name	product_id	min_stock_level	Low_Stock_Flag
Baby Food	6405	11	HIGH
Baby Food	953175	11	HIGH
Baby Food	51036	12	HIGH
Baby Food	82484	12	HIGH
Baby Food	930284	20	HIGH
Baby Food	57405	21	HIGH
Baby Wipes	440875	15	HIGH
Baby Wipes	927651	15	HIGH
Baby Wipes	432617	17	HIGH
Baby Wipes	367391	18	HIGH
Baby Wipes	853932	21	HIGH
Baby Wipes	784827	26	HIGH
Baby Wipes	4452	27	HIGH
Total			HIGH

Customer Lifetime Vaue

customer_name	CLV
Zinal Thakkar	14,996.80
Zinal Sundaram	1,557.57
Zinal Shan	2,617.71
Zinal Padmanabhan	2,032.83
Zinal Natarajan	14,226.00
Zinal Dhawan	2,726.16
Zinal Bahri	18,431.70
Zilmil Rege	16,607.34
Zilmil Ranganathan	14,226.55
Zilmil Krishna	10,365.60
Zehaan Thakur	15,958.88
Zehaan Sundaram	11,880.72
Zehaan Srinivasan	8,708.52

Campaign Conversion Process



Delivery Status

- ☐ Select all
- ☐ On Time
- ☐ Significantly Delayed
- ☐ Slightly Delayed

Customer Orders by Store_ID				
customer_name	product_name	order_id	store_id	order_date
Charita Comar	Orange Juice	1816814476	6687	04-11-2024 13:50:21

Order Density per Area



Delivery Status of Orders		
order_id	product_name	delivery_status
1816814476	Orange Juice	✓ On Time
Total		

Count of order_total by Year, Quarter, Month, Day, order_date and Customer_Segment



Product-Wise Discount Percentages

product_name	Discount_Percentage
Baby Food	30.00
Baby Wipes	30.00
Bananas	25.00
Biscuits	35.00
Bread	20.00
Butter	20.00
Carrots	25.00
Cat Food	35.00
Cereal	20.00
Cheese	20.00
Chips	35.00
Chocolates	35.00
Cola	30.00
Cookies	35.00
Total	28.23

