

## Executive Summary

## Logistics Operations

## Marketing Dashboard

## Seller & Category Management

# E-Commerce Performance Dashboard

Year  
2018

Month  
All

7.14M

Total Revenue

52K

Total Orders

3095

Total Sellers

51K

Total Customers

4

Avg Rating

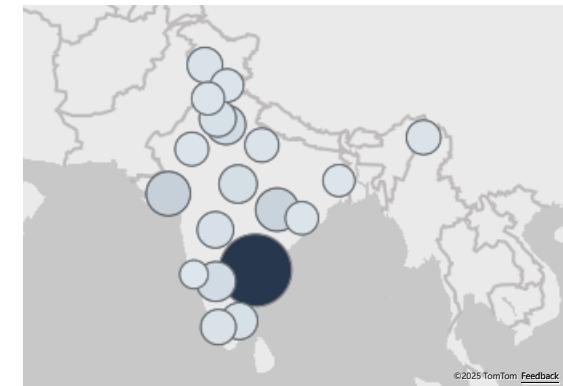
### Revenue & Orders Over Time



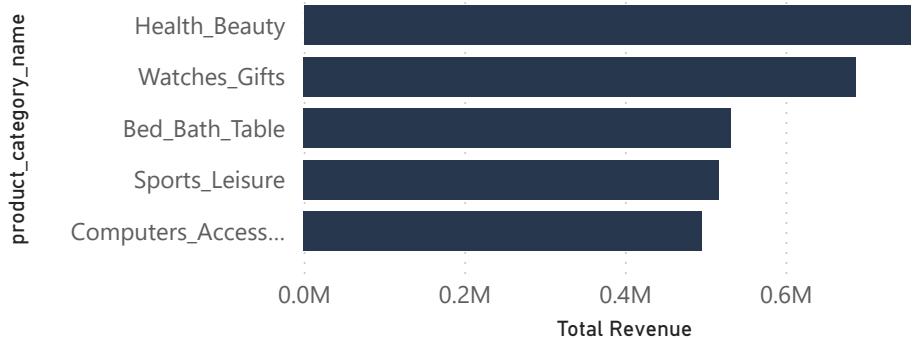
### Average Order Value Over Time



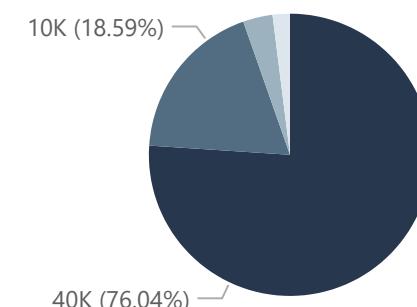
### Revenue by Customer State



### Revenue By Top 5 Categories



### Orders by Payment Method



- Payment Type**
- credit\_card
  - UPI
  - voucher
  - debit\_card

# Logistics & Operations Dashboard

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Avg. Days To Ship

3

Avg. Days In Transit

9

On Time Deliveries

87K

Fastest Delivered

13HRS

Year

All

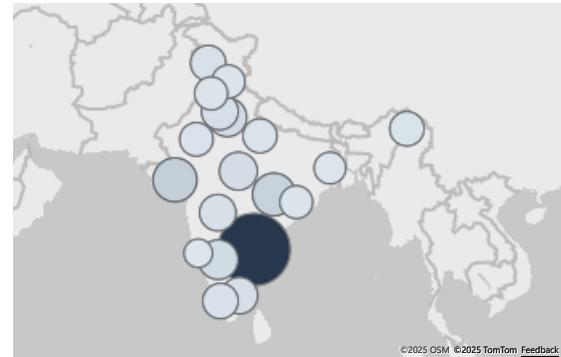
Month

All

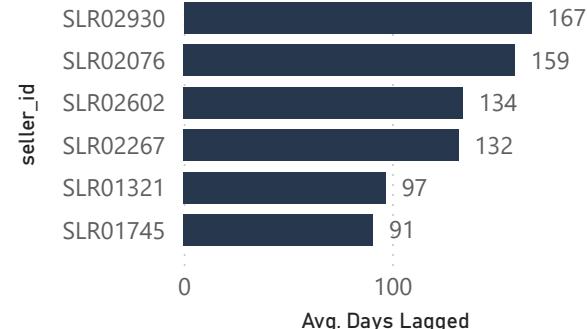
### Average Deliver Days



### Orders by Customer State



### Sellers By Avg. Lagged Days



### Seller Delivery Performance

seller_id	Ontime Delivery Rate	Avg. Deliver Days	Total Orders
SLR00798	0.94	10.00	1819
SLR02464	0.89	14.00	1772
SLR01414	0.94	12.00	1651
SLR00475	0.89	16.00	1399
SLR01874	0.92	11.00	1311
SLR00391	0.92	11.00	1261
<b>Total</b>	<b>0.92</b>	<b>12.00</b>	<b>95104</b>

### On-Time Delivery Rate



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# Marketing & Customer Strategy Dashboard

92K

Total Customers

92K

New Customers

0

Returning Cust...

4

Avg Rating

Year

All

Month

All

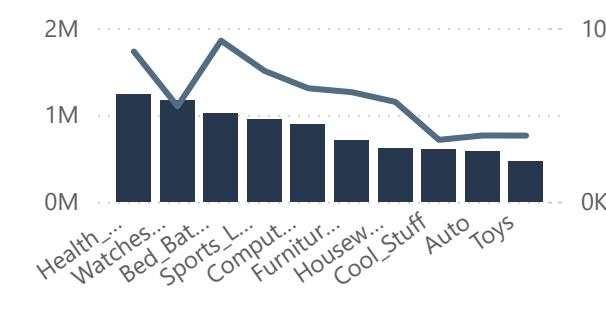
### Total Customers and New Customers Over Date

Total Customers    New Customers

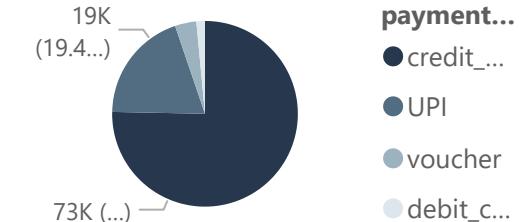


### Top Categories On Revenue and Order

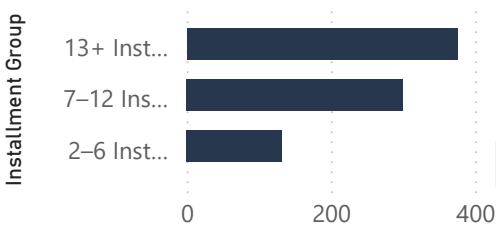
Total Revenue    Total Orders



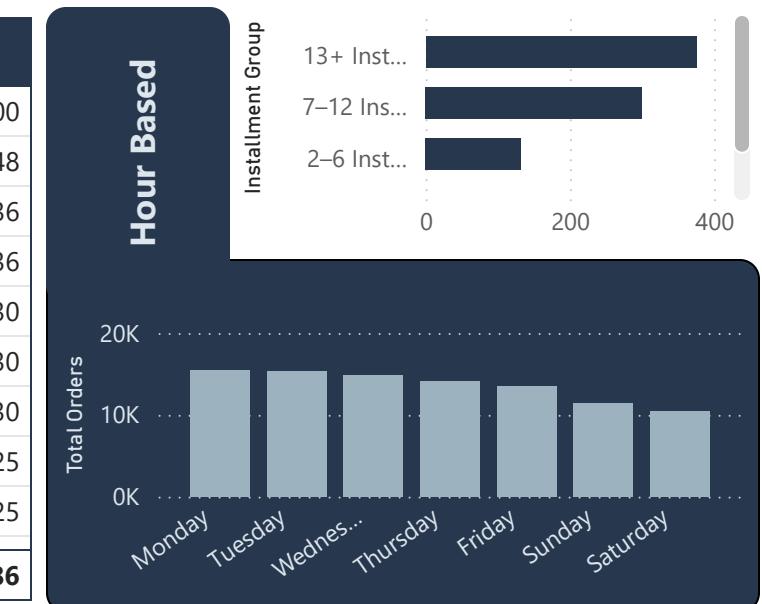
### Orders by Payment Method



### Average Order Value by Installment Group



### Hour Based



Product A Name	Product B Name	Sum of Combination Count
Compact Face Wash	Soft Hair Serum	100
Deluxe USB Hub	Ultra Keyboard	48
Sturdy Kitchen Organizer	Elegant Glass Storage Jar	36
Sturdy Cutlery Set	Premium Dinner Plate Set	36
Pro Foot Rest	Compact Office Desk	30
Ergonomic Floor Lamp	Smart Pruning Shears	30
Modern Home Confort Edition	Wireless Table Runner	30
Modern USB Hub	Ergonomic USB Hub	25
Ergonomic USB Hub	Modern USB Hub	25
<b>Total</b>		<b>5786</b>

# Seller & Category Management Dashboard

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Seller & Category  
Management

3095

Total Sellers

2912

Total Active Sellers

4.48K

Avg. Revenue Per Seller

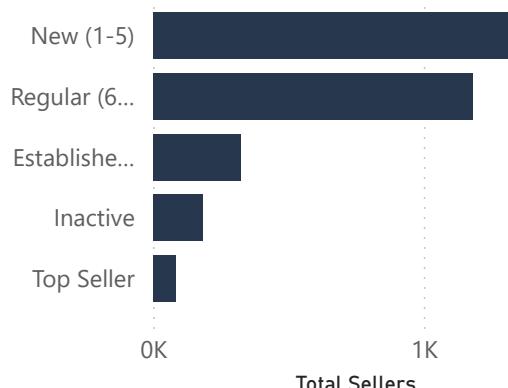
Year

- 2016
- 2017
- 2018

Month

- Apr
- Aug
- Dec
- Feb
- Jan
- Jul
- Jun
- Mar
- May
- Nov
- Oct
- Sep

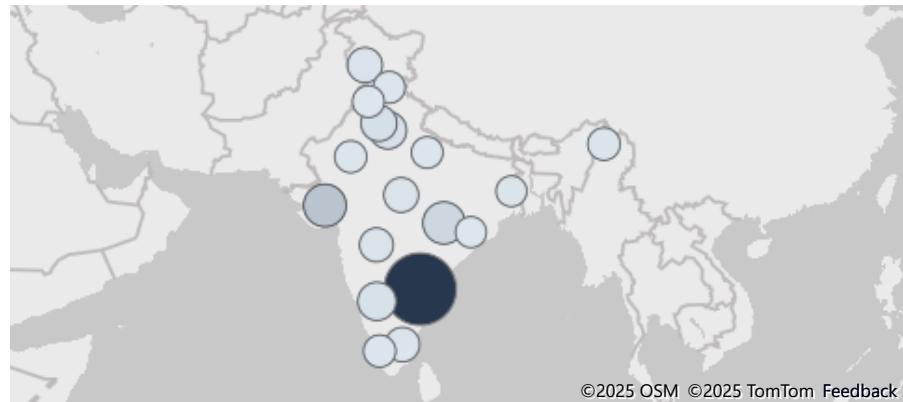
## Sellers By Segmentation (Total Orders)



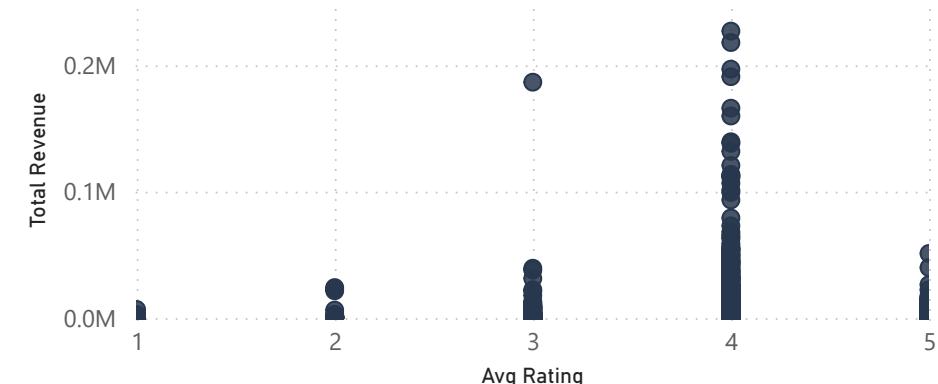
## Seller Performance

seller_id	Total Revenue	Total Orders
SLR02618	226,987.93	1124
SLR00902	217,940.44	348
SLR02464	196,882.12	1772
SLR00558	190,917.14	578
SLR01183	186,570.05	973
SLR00060	165,091.40	210
<b>Total</b>	<b>13,040,548.28</b>	<b>95104</b>

## Sellers Count On State

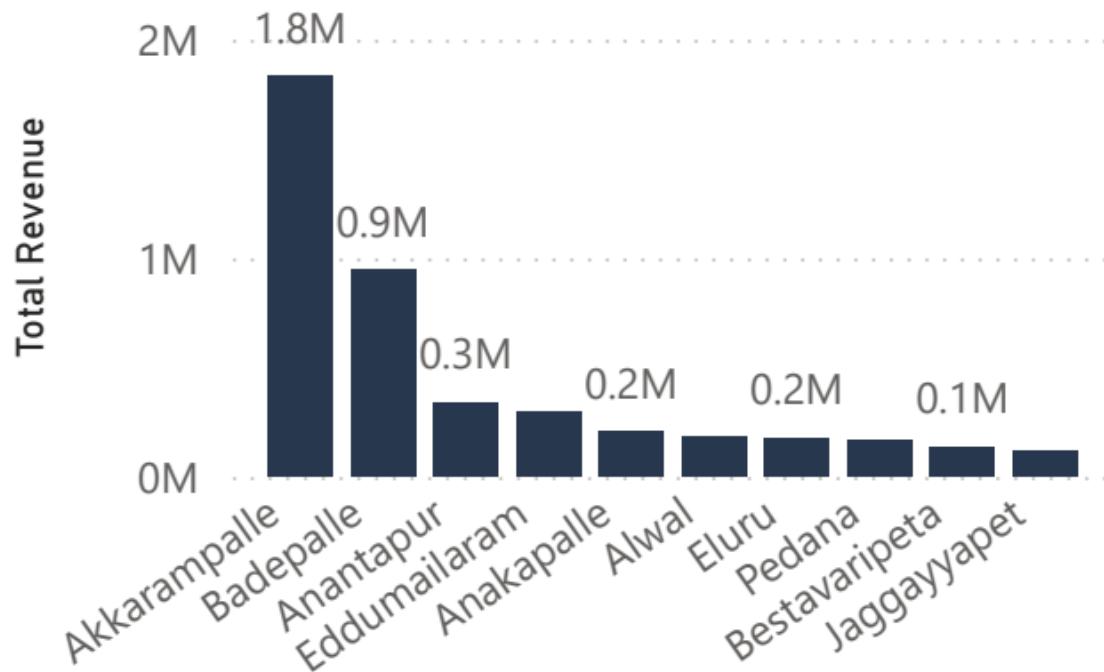


## Seller Performance By Rating



# Top 10 Cities

Andhra Pradesh



● On-Time Delivered ● Delivered Not On-Time

