E-commerce Order & Delivery Performance Analysis

Order Date: All
Category: All
OS: Select all | Android →

Revenue: ₹ 1.25bn
Total Customers: 462
Avg Order Value: ₹ 112.85K
Orders: 15690

Customer Name: All
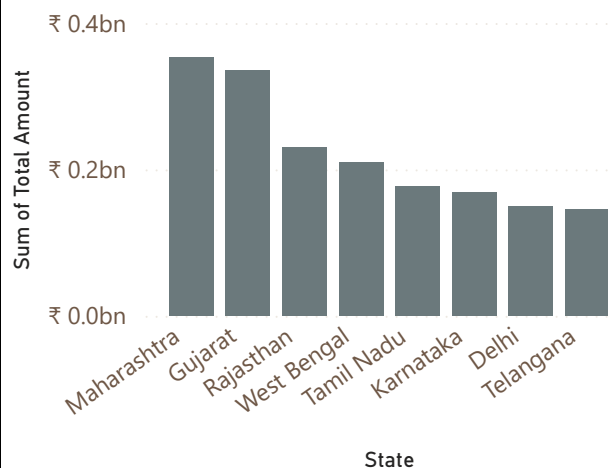**Product Name:** All
Phone Brand: All
City: All

Total Revenue By States

Total Amount by Payment Status

Payme... ● Paid ● Failed

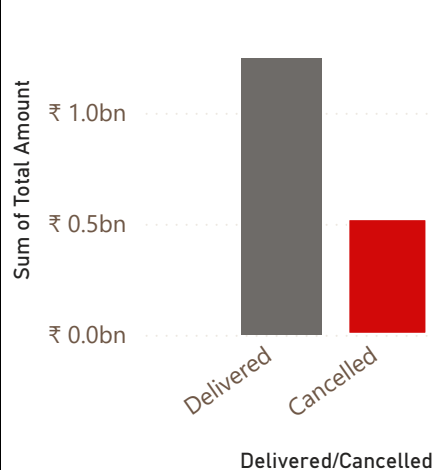₹ 0.53bn (29.68%)
₹ 1.25bn (70.32%)
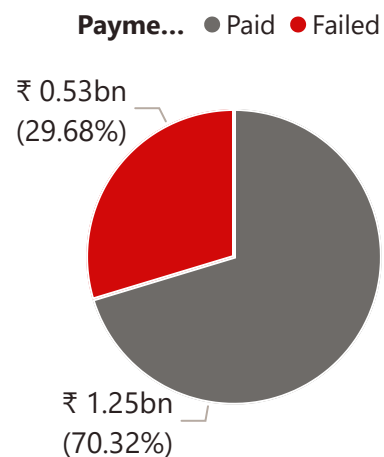
Cancellation by City
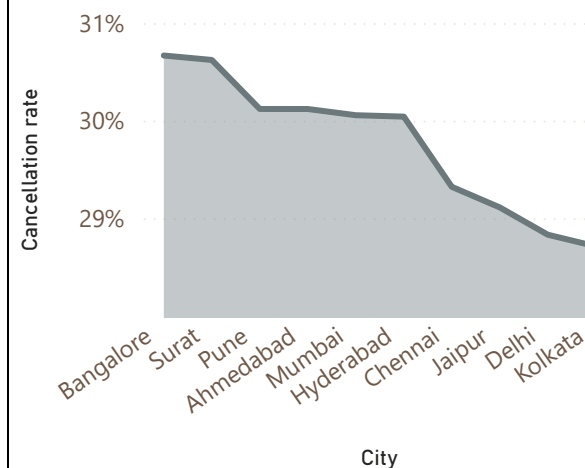
Order Count by Month
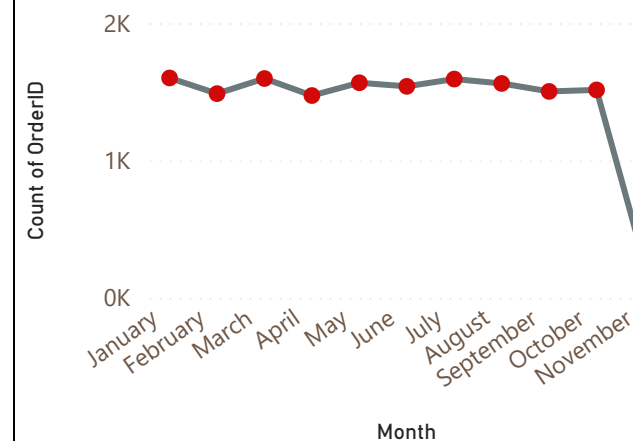
Order Fulfillment Status

Top 5 products by sale

MacBoo...
OnePlus 9
Sony He...
HP Pavili...
Samsun...
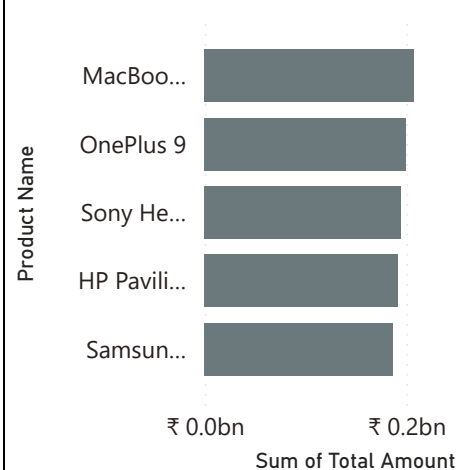
Top 5 Revenue Generating Product Categories

Laptop, Mobile, Headphones, Tablet, Accessory
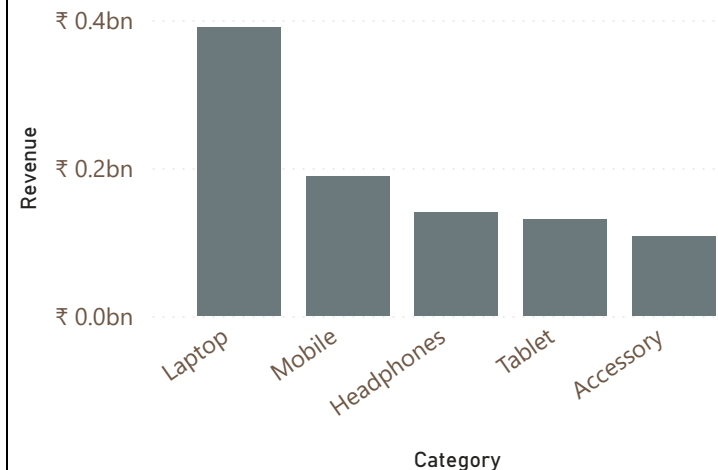
November month data is not completed yet. Hence, order count appears lower.

Orders Distribution by Customer Rating

3.69K (23.4...)
7.19K (45.81%)
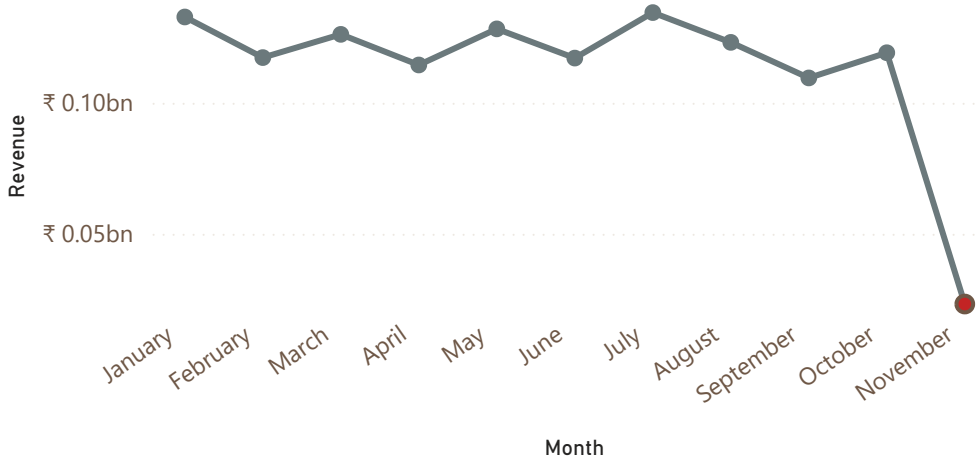4.82K (30.71%)

Rating_C... ● Average ● Excellent ● Good
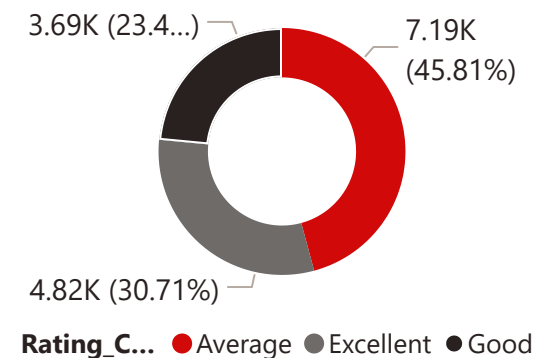
Sales Analysis

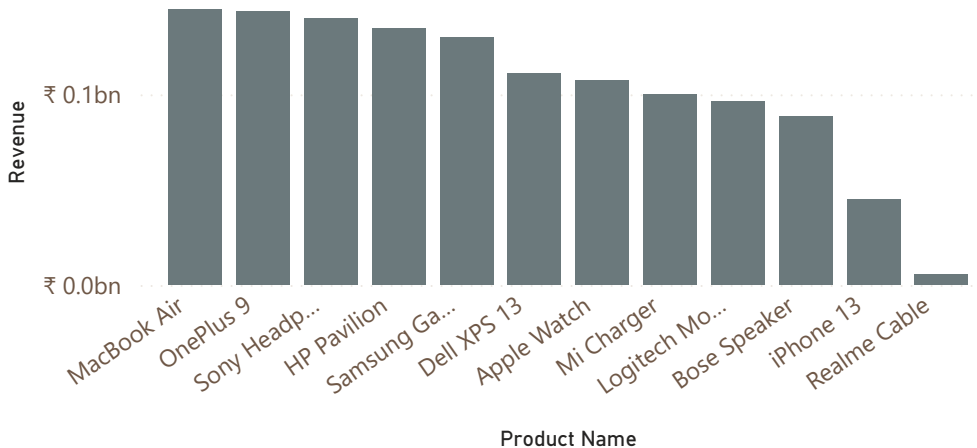| Revenue	Total Orders	Avg Order Value
₹ 1.2bn	15690	₹ 112.85K

Monthly Revenue Trend (Jan–Nov)

November month data is not completed, so values appear lower.
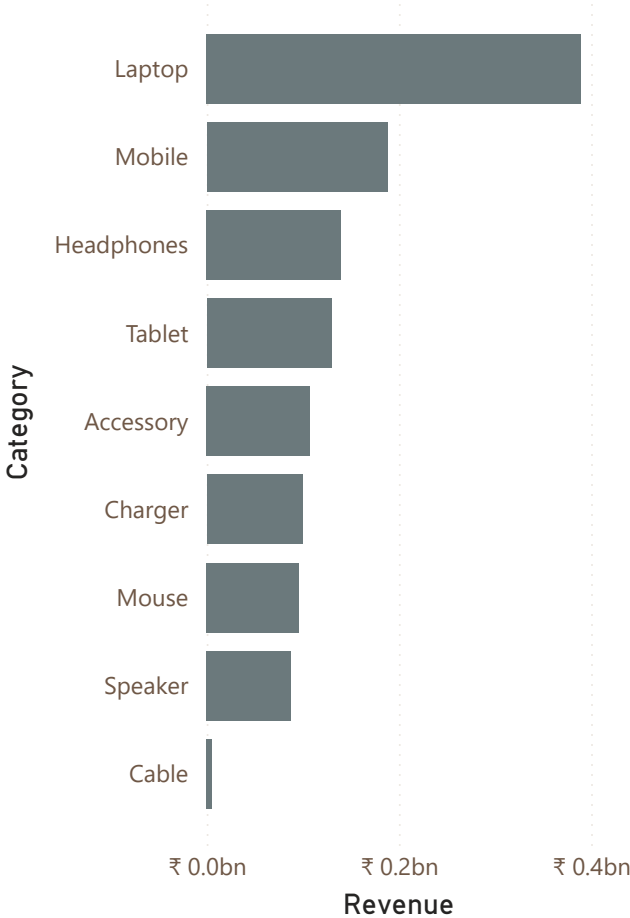
Product Name
All

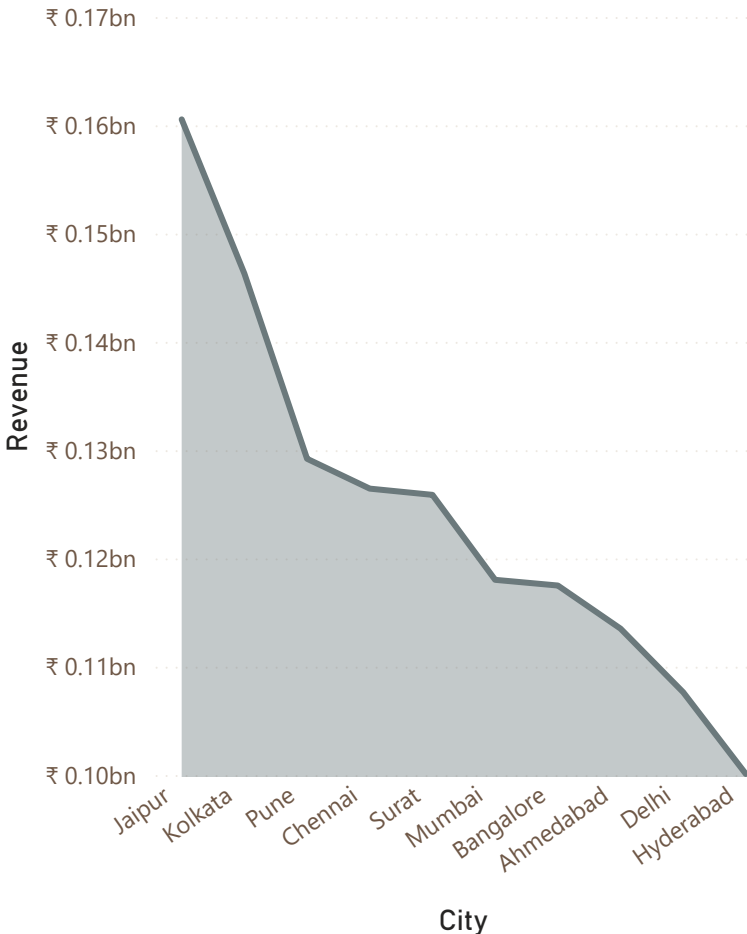**State**
All

Category
All

Delivered/Cancelled Orders
Select all | Cancelled

Revenue by Product Name

Revenue by Category

Top Revenue Generating Cities

Customer & Product Analysis

Total Sales	Total Orders	Total Customers
₹ 1.77bn	15690	462

Top 5 Product Category

Category	Total Orders
Laptop	3918
Cable	2952
Mobile	1780
Tablet	1459
Accessory	1357

Total Orders by City

2068 — Jaipur
1832 — Kolkata
1680 — Pune
1562 — Chennai
1561 — Surat
1500 — Bangalore
1454 — Mumbai
1431 — Ahmedabad
1377 — Delhi
1225 — Hyderabad
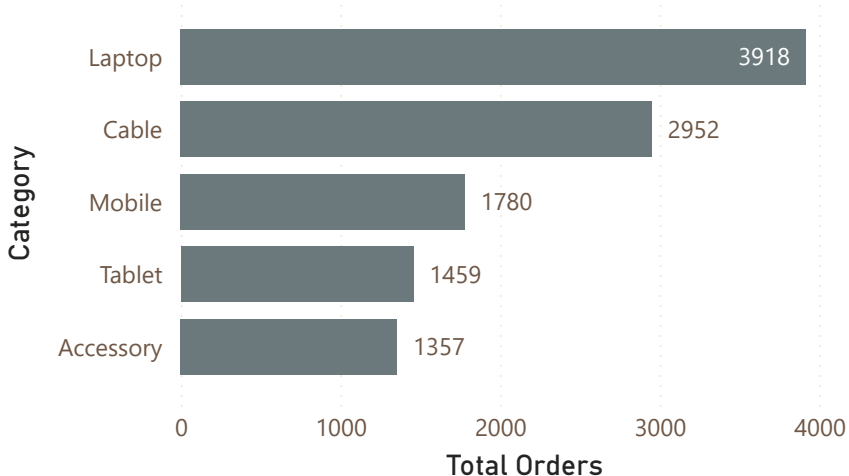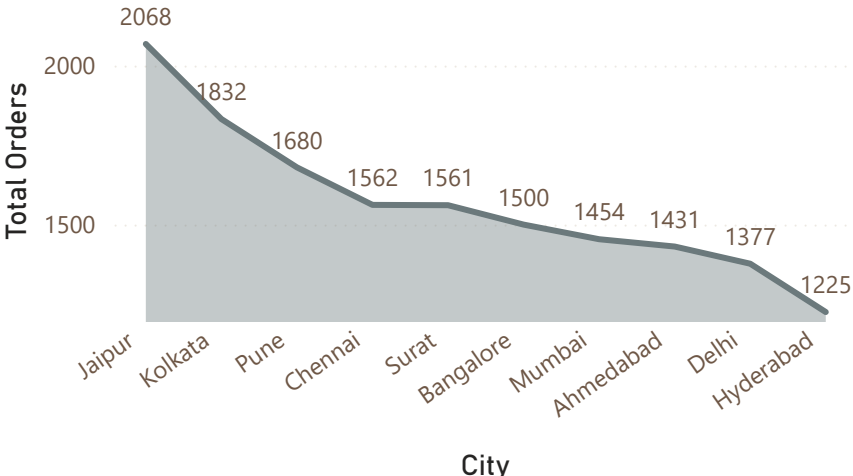
Phone Brand	Total Orders
Xiaomi	3035
OnePlus	2711
Realme	2689
Vivo	2576
Samsung	2390
Apple	2289
Total	**15690**

Product N... All
State All
Category All
Delivered/Cancelled All

Total Orders by OS

- 2K (14.59%) iOS
- 13K (85.41%) Android

OS
- Android
- iOS
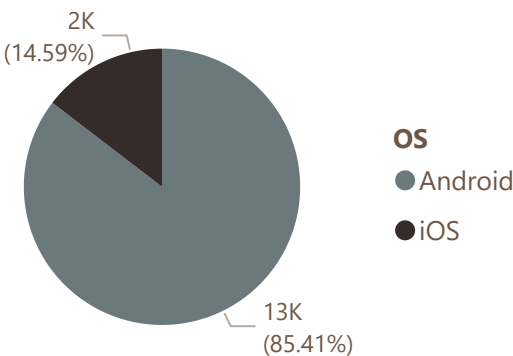
Total Orders by Product Name

Product Name	Total Orders
Realme Cable	2952
Samsung Galaxy...	1459
MacBook Air	1405
OnePlus 9	1400
HP Pavilion	1376
Apple Watch	1357
Sony Headphones	1345
Logitech Mouse	1159
Dell XPS 13	1137
Mi Charger	965
Bose Speaker	755
iPhone 13	380
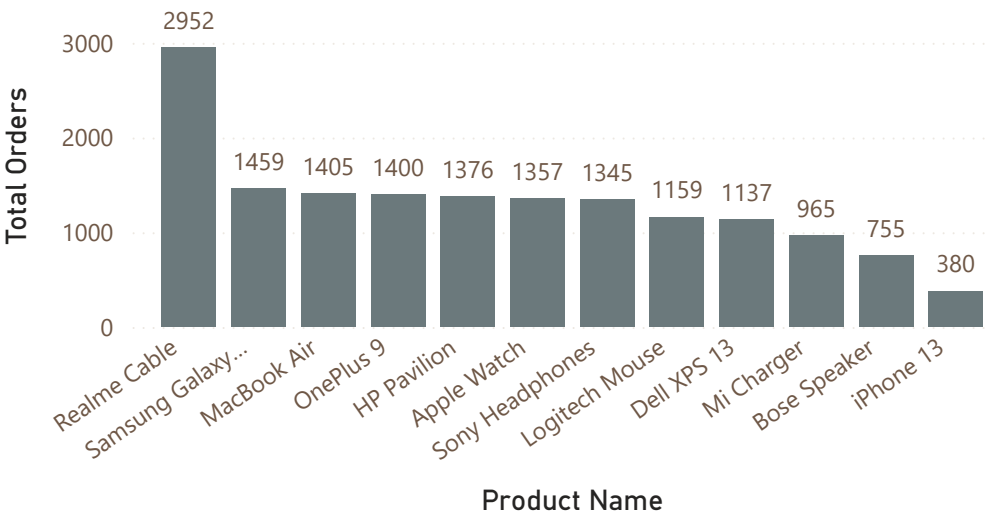
Count of Product Name by Rating_Category

- 19 (23.75%)
- 37 (46.25%)
- 24 (30%)

Rating_Category
- Average
- Excellent
- Good
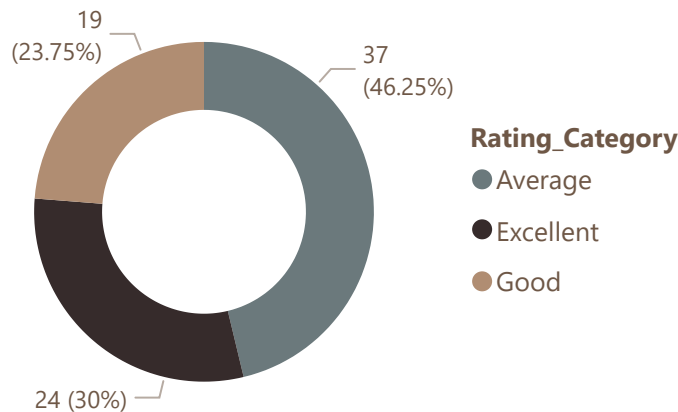
Delivery & Payment Analysis

Total Orders	Delivered Orders	Cancelled Orders
15690	**11027**	**4663**

Delivered VS Cancelled Orders

Delivery Success%

70.28

0.00 — 100.00
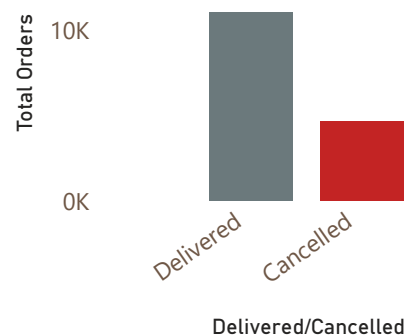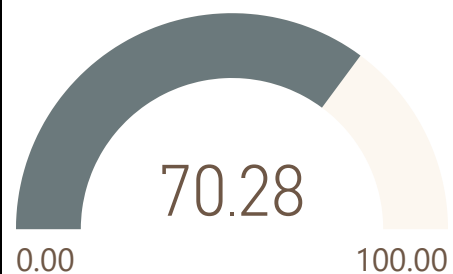
Delivered Orders by Month
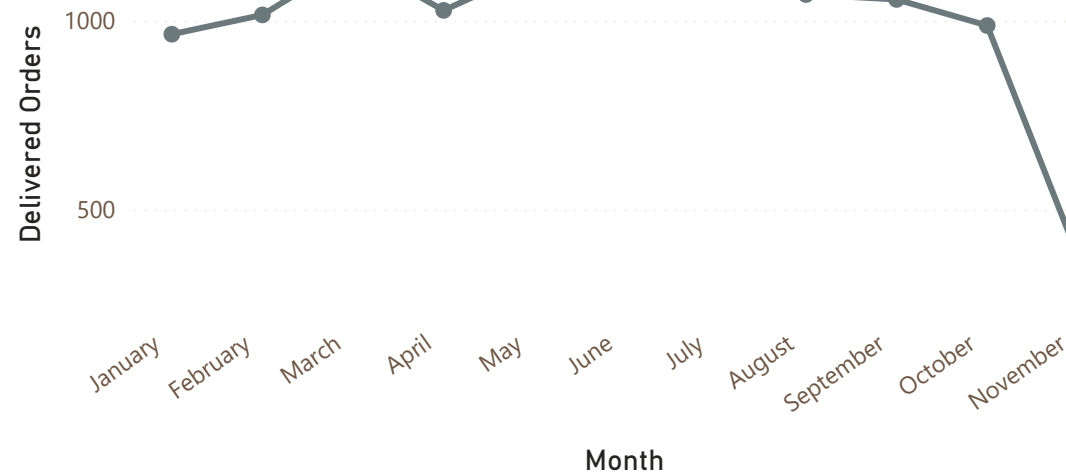
Delivery _Status
- [ ] Select all
- [ ] Late
- [ ] On Time
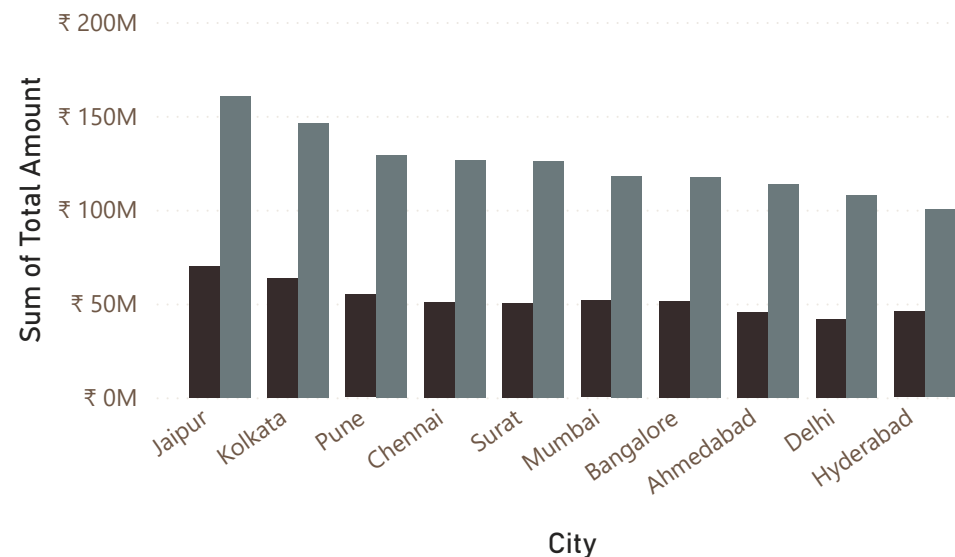
Delivered/Cancel...
- [ ] Select all
- [ ] Cancelled

Payment Status
- [ ] Select all
- [ ] Failed

Revenue by City (Paid vs Failed Payments)

Payment Status ● Failed ● Paid

Cities: Jaipur, Kolkata, Pune, Chennai, Surat, Mumbai, Bangalore, Ahmedabad, Delhi, Hyderabad

Total Orders by Delivery _Status

4K (32.67%)
7K (67.33%)

Delivery _Status
- ● Late
- ● On Time
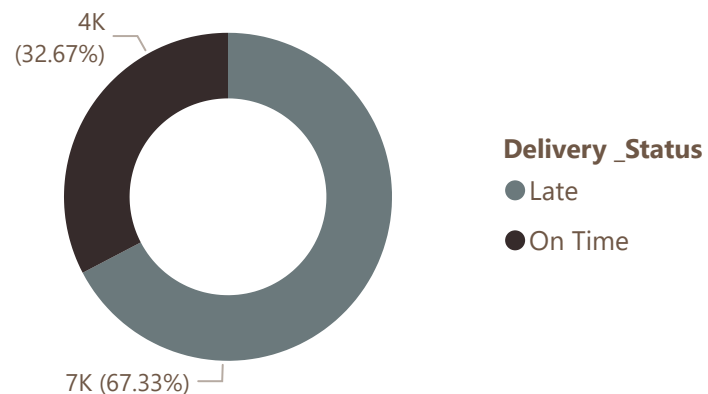
Total Sales by Payment Status

₹ 0.53bn (29.68%)
₹ 1.25bn (70.32%)

Payment Status
- ● Paid
- ● Failed