

# Supertails: Insights Summary

- **Business Overview:**

- Total Revenue of the business is ₹20.6 Million (₹2.6 Cr.).
- Total Orders are 10,000.
- Average order value is around ₹2069.
- The order value distribution is from approximately ₹150 to ₹4000.
- Average delivery gap (promised - Actual) is
- The Top Cities by Revenue bar plot highlights that Mumbai, Kolkata, Pune, Hyderabad, and Chennai are the leading cities in terms of total revenue.
- The Breakdown of Payment Modes indicates that UPI is the most frequently used payment mode, followed closely by Card and Wallet. Cash on Delivery (COD) is the least used payment option.
- The Frequency of Delivery TAT shows that the most common delivery time is between 0 and 5 days, with a significant peak around 1-2 days.
- The distribution of customer actions (Clicked, Ignored, Replied) across different communication channels. All four channels (Call, Email, SMS, WhatsApp) show a similar pattern.
- The Support ticket trend shows the number of support tickets created each week throughout the year. The plot shows fluctuations in ticket volume, there are weeks with higher ticket counts (e.x, week 14, week 38) and weeks with lower counts (e.x, week 9, week 35).

- **Key Insights:**

- Order values are evenly distributed, indicating a broad customer base with varied spending habits rather than a concentration of high-value or low-value orders.
- Product Categories: 'Grooming', 'Vet Pharma', and 'Accessories' are the leading revenue generators, showing balanced performance. While Food is also significant but still the least revenue-generating.
- Delivery Efficiency: The majority of deliveries have a quick turnaround time (1-5 days), indicating an efficient system. However, a right-skewed distribution points to some orders experiencing longer delivery times, which could be investigated to identify and resolve bottlenecks.
- The average duration of successful vet transfers was 15.51 minutes
- For 50.21% of total orders, a vet consultation happened within 72 hours of delivery.

- **O2C Connect Rate:**

Channel	Delivery %	Read %	Click %	O2C Connect %
WhatsApp	95.08%	26.49%	26.63%	42.8%
SMS	95.04%	26.10%	26.36%	41.99%
Call	94.91%	27.35%	26.53%	42.11%
Email	94.91%	26.38%	26.25%	41.53%

- **Average Shipment TAT Hours by Courier Partners**

Rank	Shipment Partner	Avg. Shipment TAT Hours
1	XpressBees	110.25
2	Ecom	111.34
3	Bluedart	111.48
4	Delhivery	113.18

- **Customer Segmentation:**

Customer Segment	Count of Customer
Gold Customer	401
Silver Customer	1053
Bronze Customer	1218
Customer At-Risk	1561
New Customer	505
Regular Customer	1264