E-Commerce Business Intelligence Comprehensive Dashboard

Click on Icons

CAMPAIGN ROI
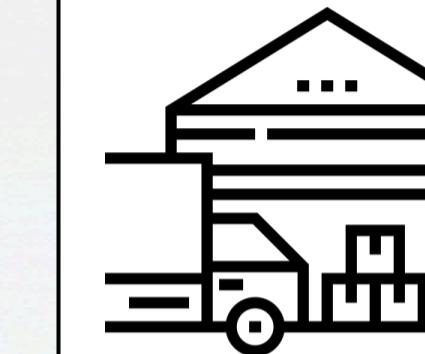
Evaluates marketing campaign performance and identifies which channels deliver the best return on investment.

CUSTOMER RETENTION & CHURN

Monitors customer loyalty and identifies why customers stop buying from the business.

INVENTORY EFFICIENCY
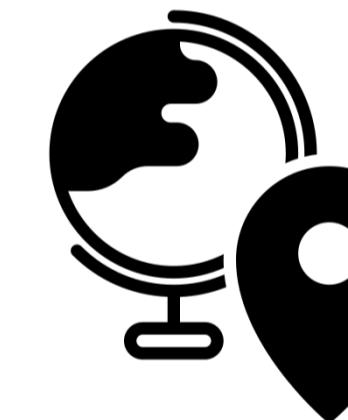
Monitors product availability and identifies stockout issues that prevent customers from purchasing.

CUSTOMER LIFETIME VALUE
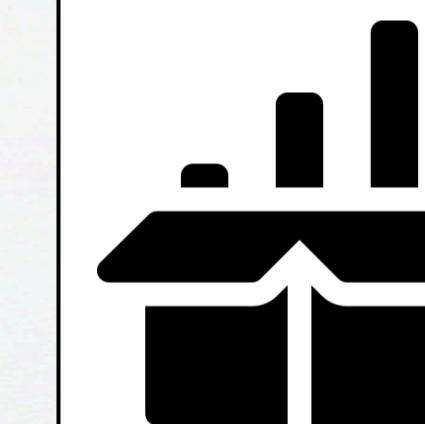
Analyses how much profit each customer generates over their entire relationship with the business.

GEOGRAPHIC SALES & REGIONAL
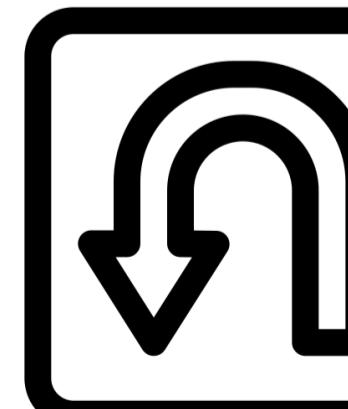
Tracks sales performance across different regions and cities to identify growth opportunities.

PRODUCT PERFORMANCE

Evaluates which products generate the most profit and identifies underperforming items.

RETURNS ANALYSIS

Investigates why customers return products and quantifies the financial impact of returns.

Campaign Ror & Marketing Performance

ROAS	Total Revenue	Total Ad Spend	Conversion Rate	Avg CPA	Click-Through Rate
203.88%	**₹ 101.05M**	**₹ 49.56M**	**49.86%**	**₹ 27.60**	**9.90%**

Camapign Roi

LifeTime Value

Retention
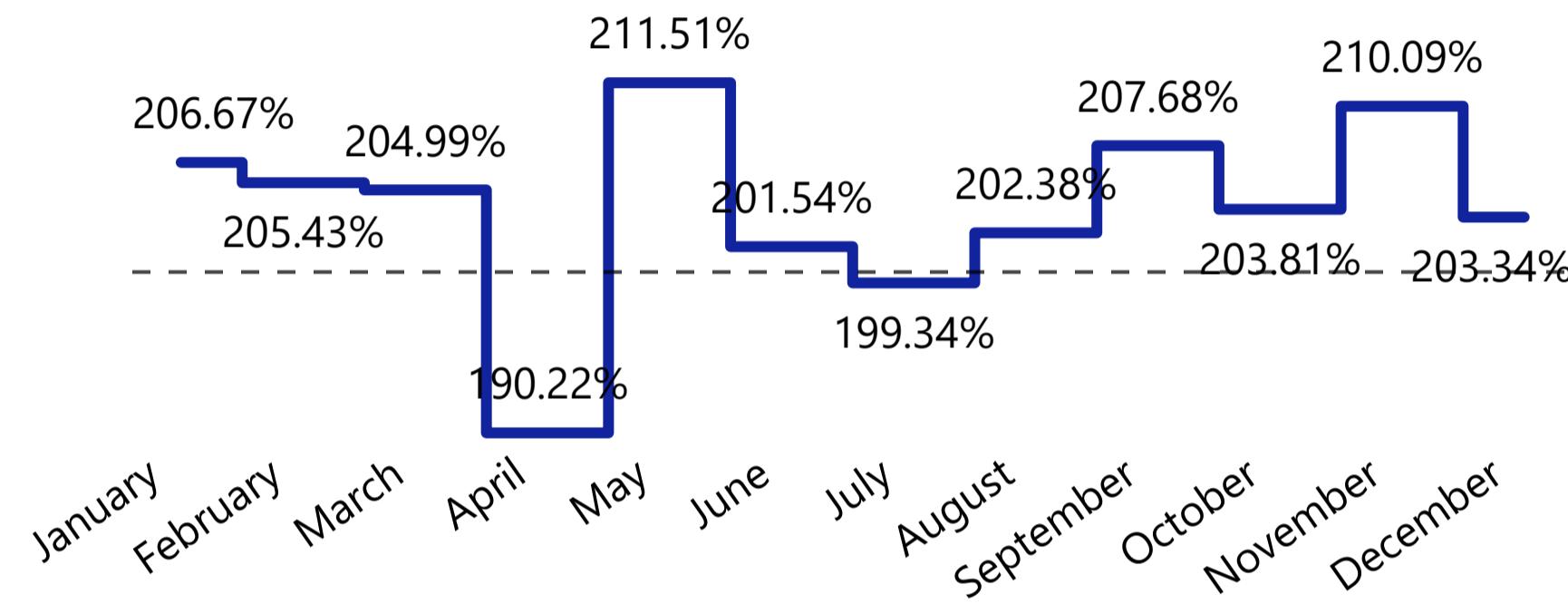
Sales

Inventory

Performance

Return Analysis

ROAS Trend (MoM)

ROAS Trend values by month:
- January: 206.67%
- February: 205.43%
- March: 204.99%
- April: 190.22%
- May: 211.51%
- June: 201.54%
- July: 199.34%
- August: 202.38%
- September: 207.68%
- October: 203.81%
- November: 210.09%
- December: 203.34%

ROAS	TotalRevenue	TotalAdSpend	AvgCPA	ConversionRate

Channel chart:
- Email: ₹ 26M, ₹ 13M, 0M%, ₹ 0M
- Affiliate: ₹ 25M, ₹ 12M, 0M%, ₹ 0M
- Social Media: ₹ 24M, ₹ 12M, 0M%, ₹ 0M
- Search: ₹ 26M, ₹ 13M, 0M%, ₹ 0M

Legend: ●ROAS ●TotalRevenue ●TotalAdSpend ●AvgCPA ●ConversionRate

Slicers: Channel | CampaignType | Region | TargetAudience
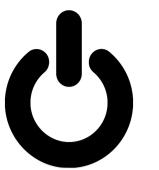
Campaign-Level Performance Metrics

CampaignID	Channel	CampaignType	TotalBudget	TotalAdSpend	TotalRevenue	ROAS	AvgCPA
CMP0001	Affiliate	Awareness	₹ 40.89K	₹ 5.29K	₹ 14.65K	276.74%	₹ 14.50
CMP0001	Affiliate	Conversion	₹ 34.49K	₹ 17.39K	₹ 10.42K	59.91%	₹ 37.01
CMP0001	Affiliate	Retention	₹ 49.06K	₹ 13.63K	₹ 14.03K	102.91%	₹ 22.19
CMP0001	Email	Awareness	₹ 64.24K	₹ 13.76K	₹ 38.21K	277.70%	₹ 33.52
CMP0001	Email	Conversion	₹ 46.83K	₹ 9.51K	₹ 18.90K	198.80%	₹ 5.00
CMP0001	Email	Retention	₹ 11.89K	₹ 0.21K	₹ 19.63K	9,264.24%	₹ 11.71
CMP0001	Search	Awareness	₹ 31.56K	₹ 1.74K	₹ 5.99K	343.44%	₹ 43.39
CMP0001	Search	Conversion	₹ 41.82K	₹ 6.01K	₹ 16.32K	271.46%	₹ 48.57
CMP0001	Search	Retention	₹ 6.67K	₹ 10.28K	₹ 21.32K	207.29%	₹ 33.67
CMP0001	Social Media	Awareness	₹ 99.78K	₹ 16.79K	₹ 35.07K	208.91%	₹ 37.45
CMP0001	Social Media	Conversion	₹ 87.00K	₹ 22.92K	₹ 32.39K	141.31%	₹ 24.58
Total			**₹ 251,739.97K**	**₹ 49,562.77K**	**₹ 101,046.58K**	**203.88%**	**₹ 27.60**

Customer Value Maximization & Segment Strategy

Total CLV
₹ 49.16M

Avg CLV per Customer
₹ 17.05K

High Value Customers
2392

Overall Churn Risk %
49.44%

**Avg Satisfaction Score**
3.01

CustomerSegment
All
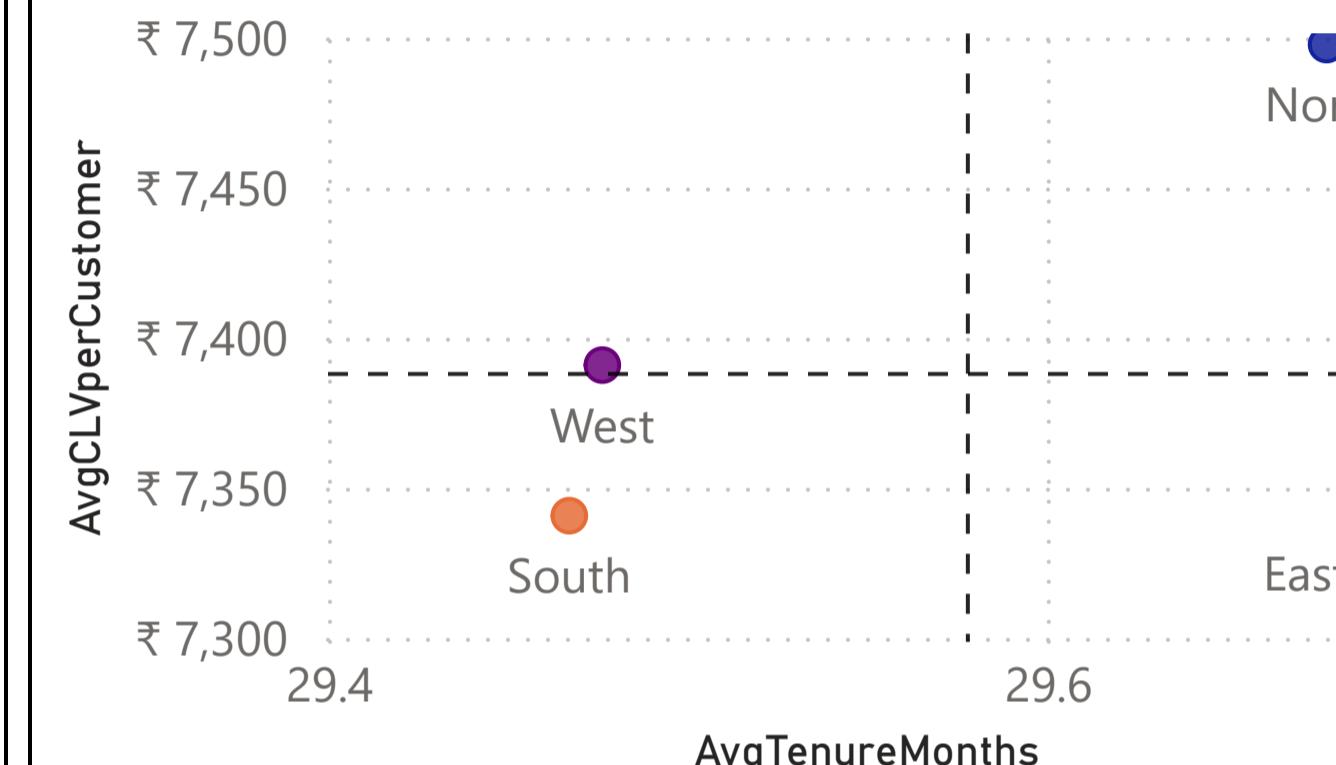
CLV Distribution by Segment

Segment	CLV
VIP	₹ 17M
New	₹ 16M
Returning	₹ 16M
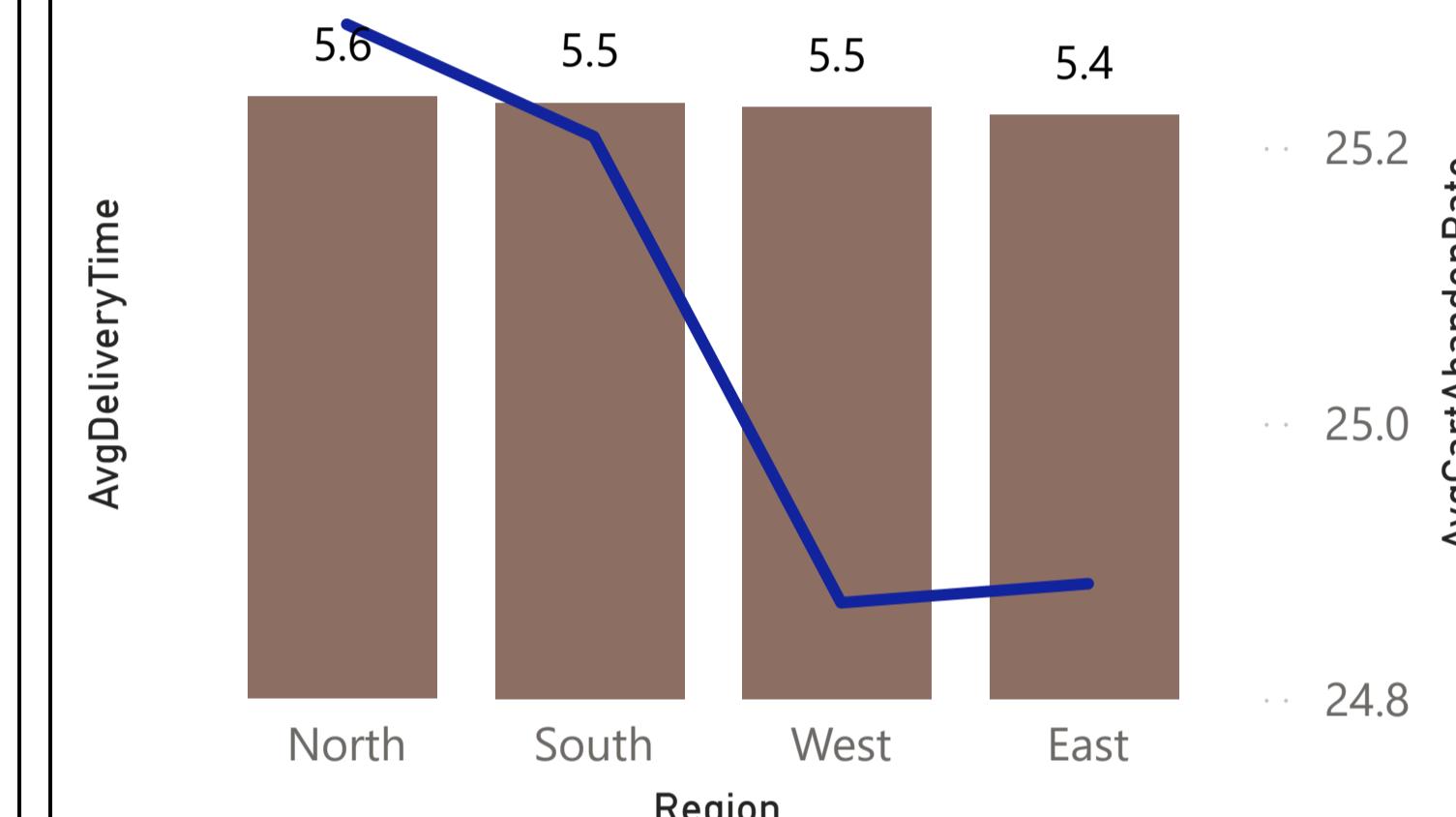
Customer Tenure vs. Lifetime Value

Region ● East ● North ● South ● West

- North
- West
- South
- East

AvgCLVperCustomer: ₹ 7,500 / ₹ 7,450 / ₹ 7,400 / ₹ 7,350 / ₹ 7,300
AvgTenureMonths: 29.4 – 29.6

Delivery Time vs. Cart Abandonment

Region	Value
North	5.6
South	5.5
West	5.5
East	5.4

AvgDeliveryTime — AvgCartAbandonRate: 25.2 / 25.0 / 24.8
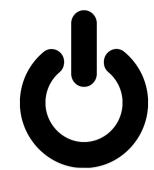
Service Health vs. Churn Risk

CustomerSe... ● New ● Returning ● VIP

- Returning
- New
- VIP

AvgSupportInteractions: 4.55 / 4.50 / 4.45
AvgSatisfactionScore(CLV): 3.00 / 3.01 / 3.02 / 3.03

Customer-Level Metrics

CustomerID	Segment	TotalOrders	AvgDeliveryTime(Days)	OverallChurnRisk	TotalCLV
CUST00001	New	25	3.93	96.00%	₹ 8.12K
CUST00001	Returning	99	7.59	37.00%	₹ 3.87K
CUST00001	VIP	106	5.35	23.50%	₹ 7.90K
CUST00002	Returning	40	2.59	41.00%	₹ 3.13K
CUST00003	New	32	6.01	41.00%	₹ 18.34K
CUST00003	Returning	8	3.89	23.00%	₹ 9.10K
CUST00004	New	71	7.35	28.00%	₹ 7.11K
CUST00004	Returning	130	4.00	48.00%	₹ 10.24K
CUST00004	VIP	163	2.87	74.50%	₹ 6.95K
Total		**488921**	**5.49**	**49.44%**	**₹ 49,157.07K**

Customer Retention & Churn Analysis

| Retention Rate %	Lost Value from Churn	Avg Response Time (Min)	Total Churned Customers	Churn Rate %
16.54%	**₹ 32.49M**	**24.58**	**2412**	**83.46%**

LoyaltyTier
All ▾
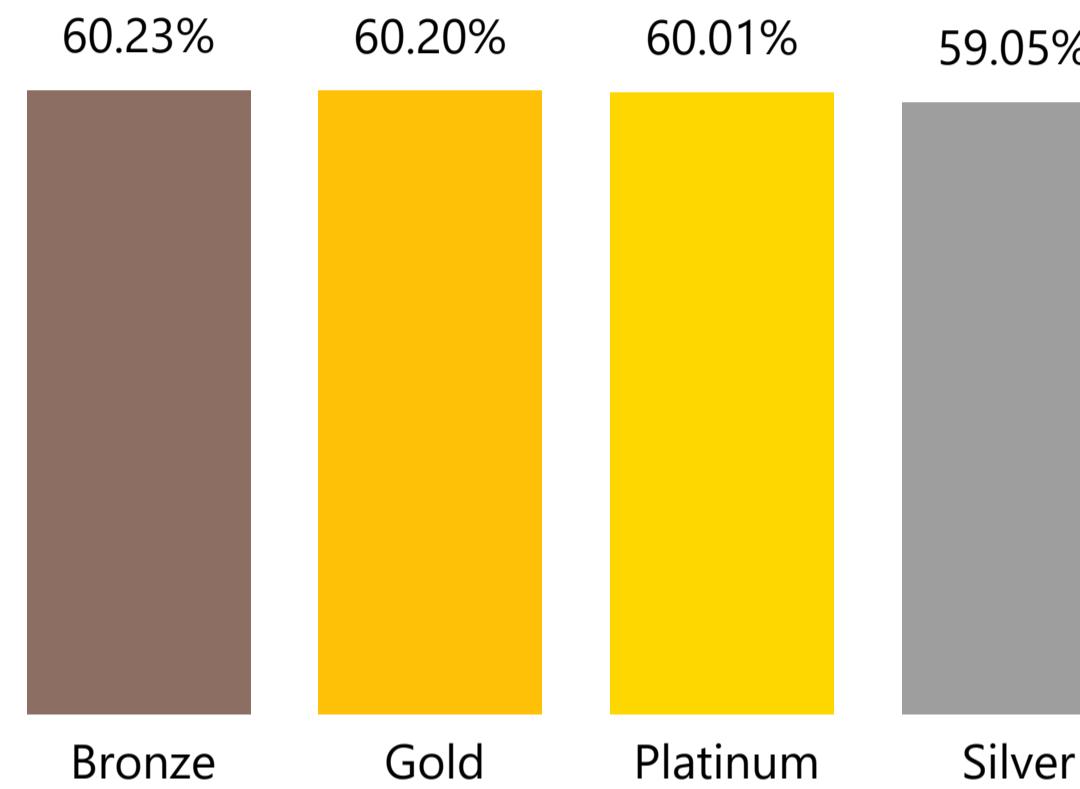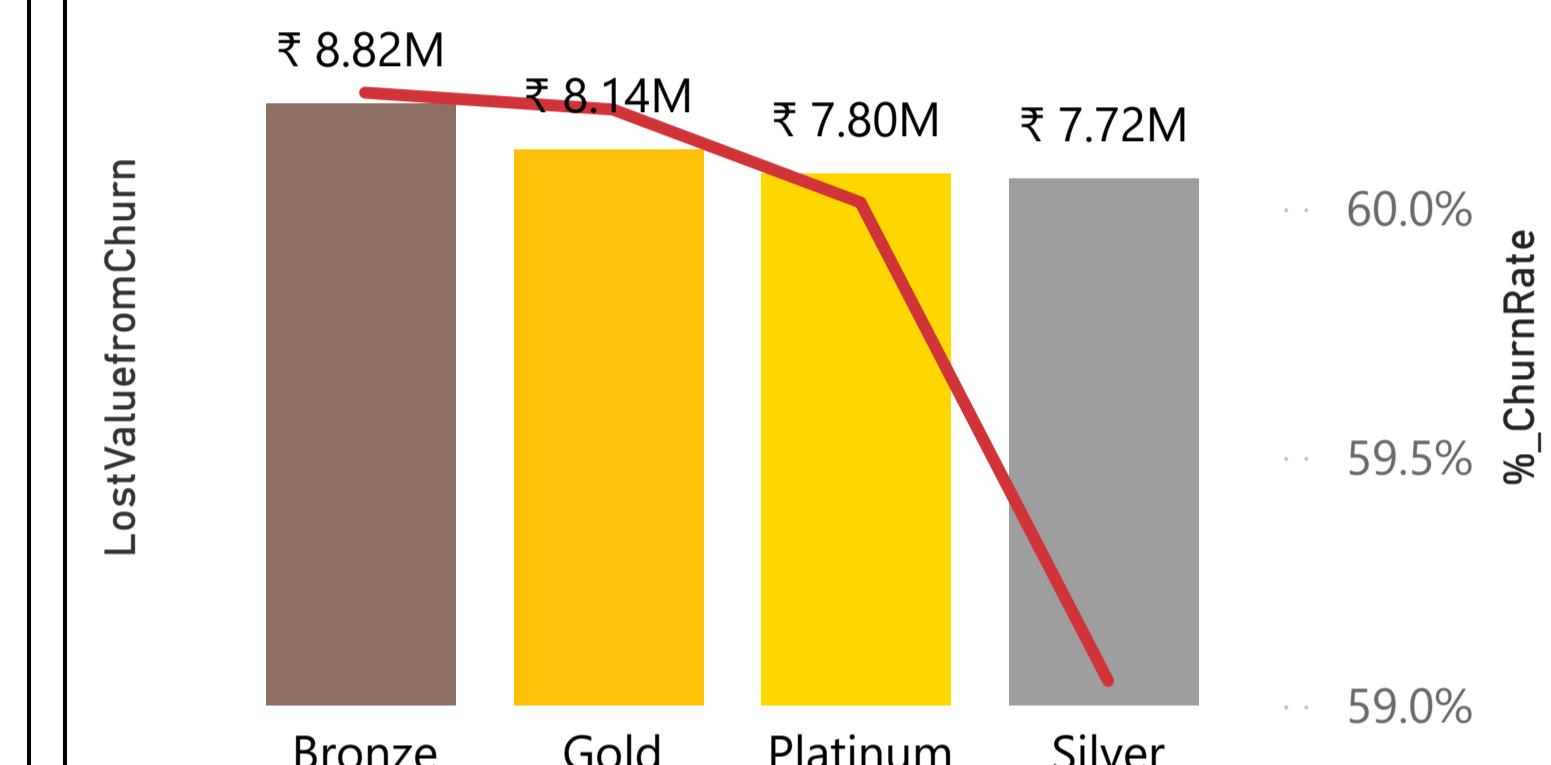
Churn Rate % by Loyalty Tier

Bronze	60.23%
Gold	60.20%
Platinum	60.01%
Silver	59.05%
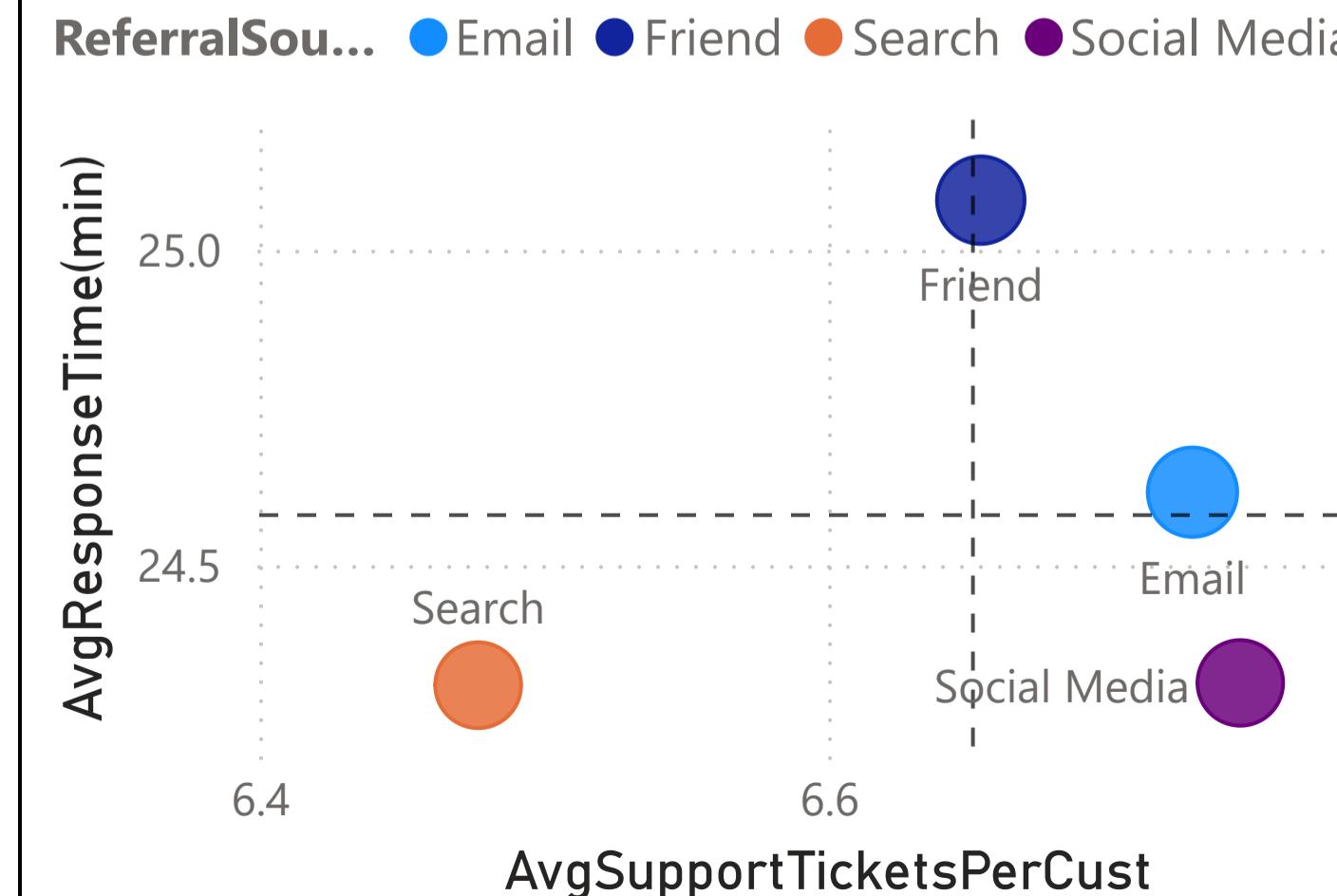
Distribution of Churned Customers

Region	Count
West	872
South	826
East	819
Central	831
North	821
Unknown	

Discount Rate vs. Churn Rate

Tier	LostValuefromChurn
Bronze	₹ 8.82M
Gold	₹ 8.14M
Platinum	₹ 7.80M
Silver	₹ 7.72M
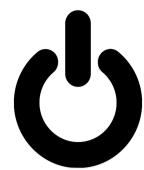
Service Load vs. Response Time

ReferralSou... ● Email ● Friend ● Search ● Social Media

X axis: AvgSupportTicketsPerCust (6.4 – 6.8)
Y axis: AvgResponseTime(min) (24.5 – 25.0)

Friend, Email, Search, Social Media

Customer Churn Matrix

CustomerID	LoyaltyTier	Age	Source	AvgResponseTime(min)	TotalEstCustValue	ChurnFlag
CUST00001	Bronze	57	Email	25.60	₹ 0.43K	0
CUST00002	Silver	57	Friend	35.60	₹ 8.53K	0
CUST00003	Platinum	59	Friend	16.50	₹ 2.89K	0
CUST00005	Bronze	61	Social Media	19.10	₹ 9.73K	0
CUST00006	Gold	27	Friend	17.20	₹ 4.21K	0
CUST00006	Silver	66	Search	30.00	₹ 0.73K	0
CUST00008	Platinum	62	Social Media	40.50	₹ 21.65K	0
CUST00010	Silver	31	Email	33.40	₹ 2.06K	0
CUST00010	Silver	53	Friend	29.30	₹ 4.39K	0
Total				**24.58**	**₹ 65,574.41K**	

Camapign Roi
LifeTime Value
Retention
Sales
Inventory
Performance
Return Analysis

Geographic Sales & Logistics

Sidebar navigation:
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- Return Analysis

KPI Cards

Total Order Value	Delivery Failure Rate %	Avg Order Value	Shipping Cost %	Avg Delivery Days
₹ 5.12M	66.97%	₹ 512.06	5.41%	7

OrderDate: 01/01/2022 — 01/01/2024
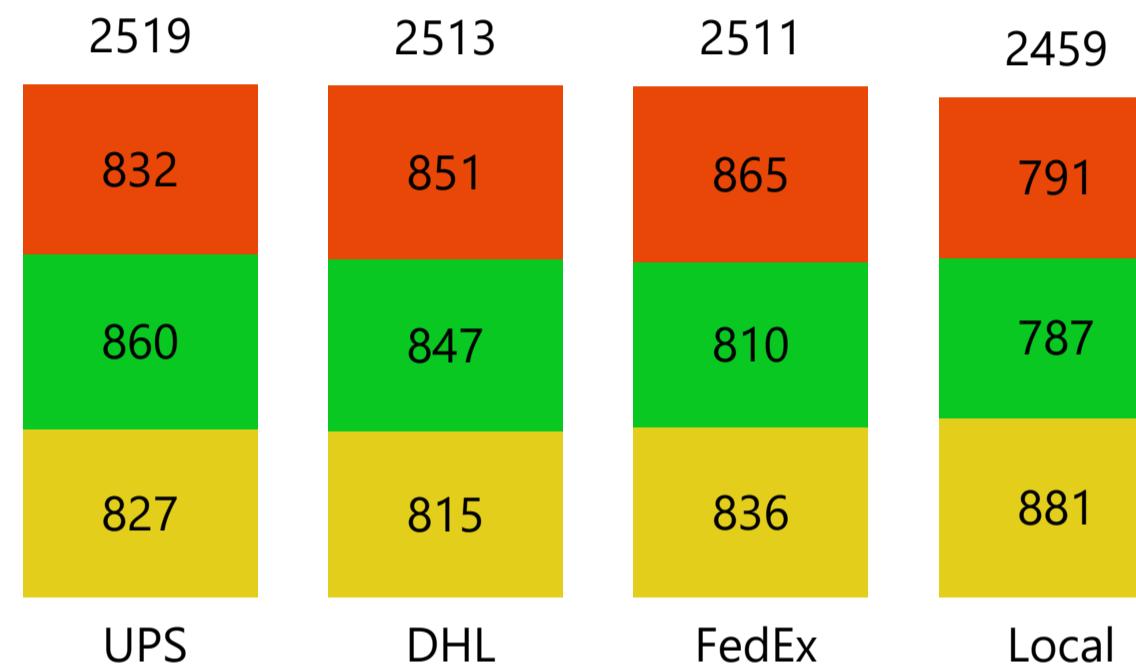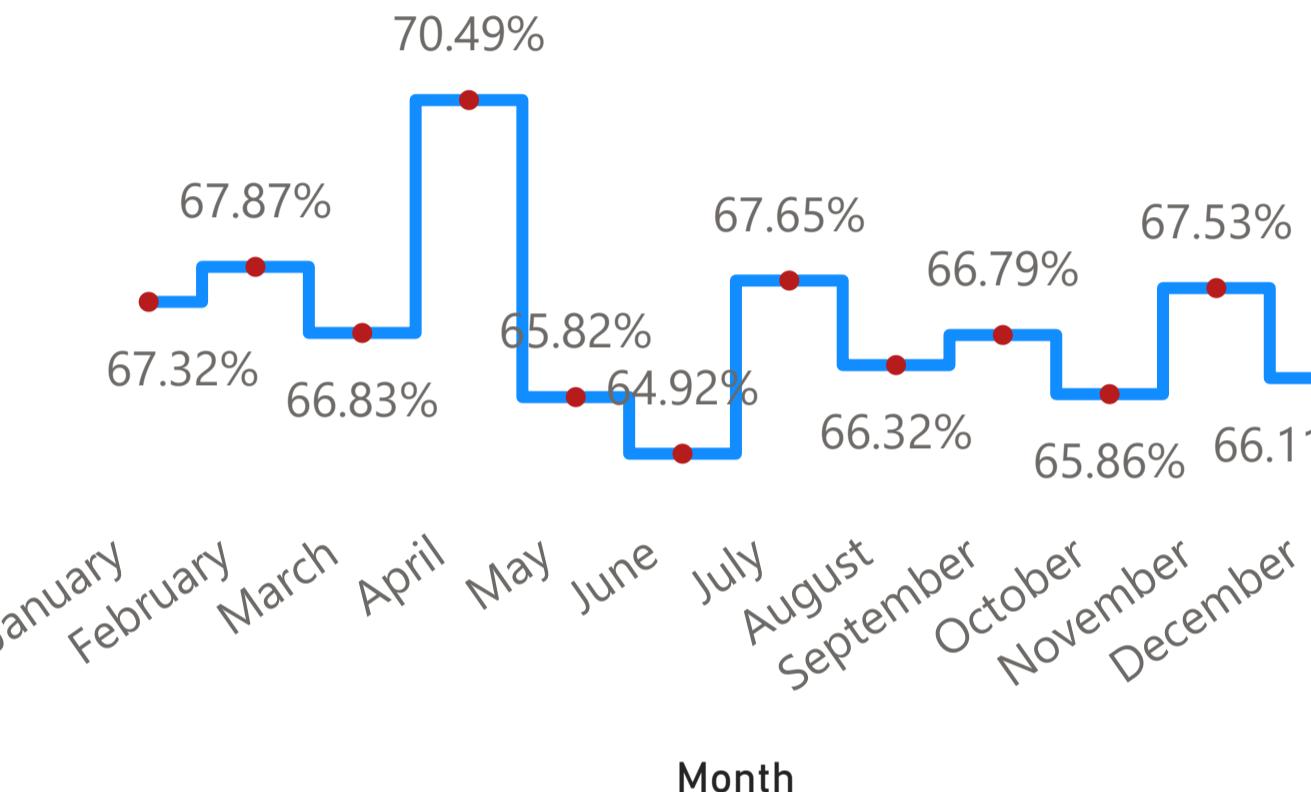
Delivery Success & Failure Breakdown
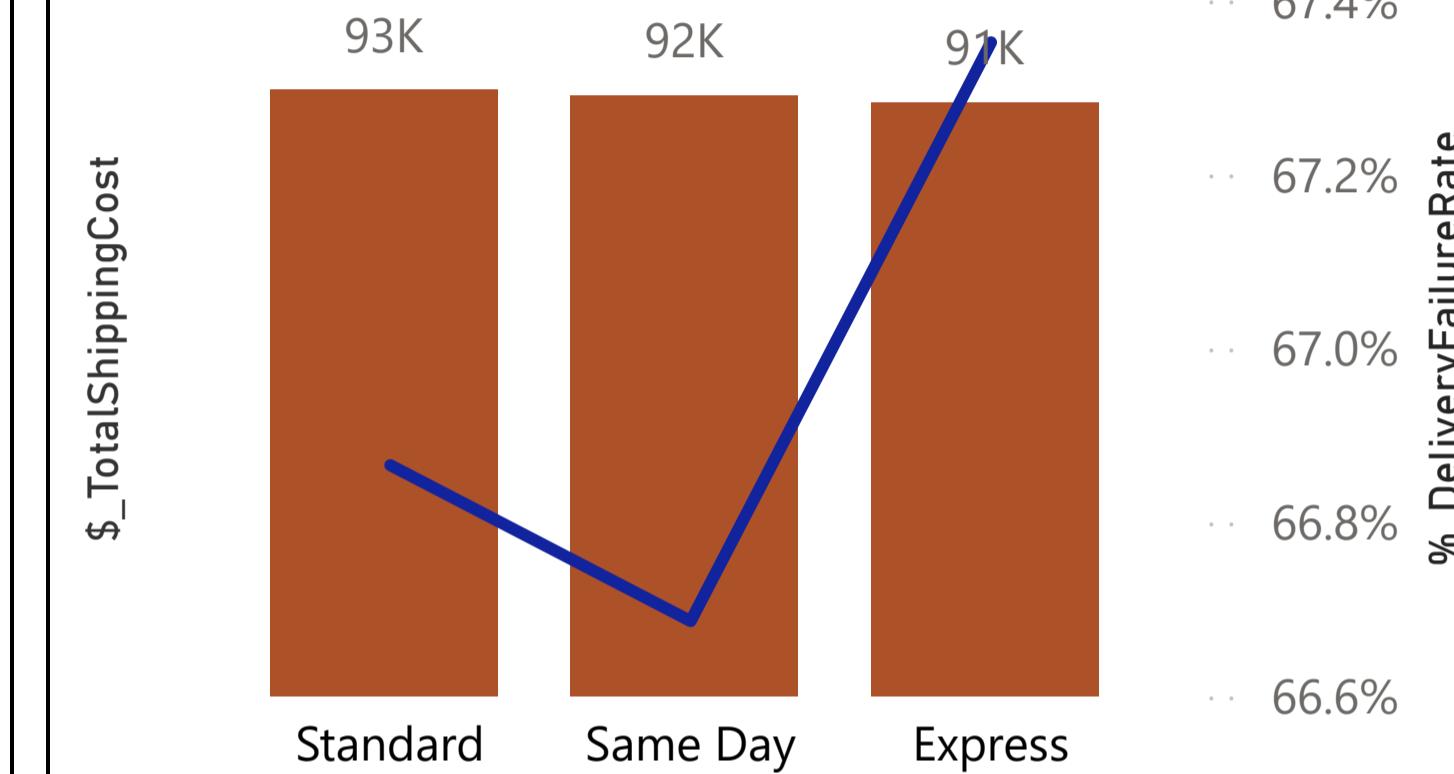
DeliveryStatus: ● Delayed ● Delivered ● Returned

	UPS	DHL	FedEx	Local
Total	2519	2513	2511	2459
Returned	832	851	865	791
Delivered	860	847	810	787
Delayed	827	815	836	881

Delivery Failure Rate Trend

Month	Rate
January	67.32%
February	67.87%
March	66.83%
April	70.49%
May	65.82%
June	64.92%
July	67.65%
August	66.32%
September	66.79%
October	65.86%
November	67.53%
December	66.11%

Cost vs. Failure Rate

	Standard	Same Day	Express
$_TotalShippingCost	93K	92K	91K

(Right axis %_DeliveryFailureRate: 66.6% – 67.4%)
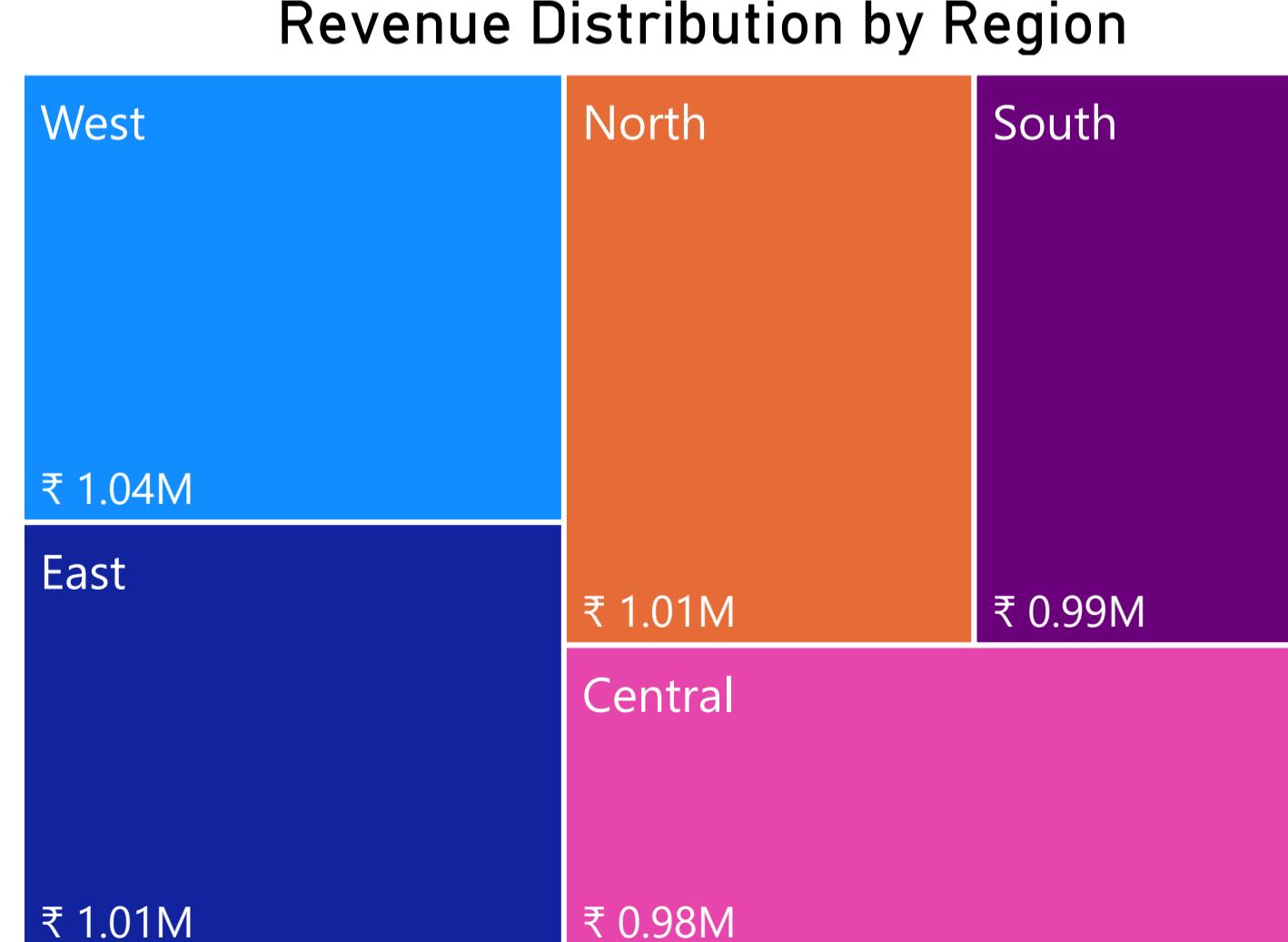
Revenue Distribution by Region

- West: ₹ 1.04M
- North: ₹ 1.01M
- South: ₹ 0.99M
- East: ₹ 1.01M
- Central: ₹ 0.98M
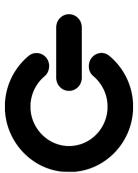
Geographic Logistics Matrix

Region	GeoZone	DeliveryPartner	AvgDeliveryDays	ShippingCostofSales	DeliveryFailureRate
Central	Rural	DHL	8	5.11%	67.09%
Central	Rural	FedEx	7	5.14%	69.18%
Central	Rural	Local	7	5.18%	66.88%
Central	Rural	UPS	8	5.61%	63.48%
Central	Suburban	DHL	7	5.61%	69.74%
Central	Suburban	FedEx	8	5.95%	63.47%
Central	Suburban	Local	8	5.19%	71.43%
Central	Suburban	UPS	7	5.20%	69.66%
Central	Urban	DHL	8	5.11%	66.14%
Total			**7**	**5.41%**	**66.97%**

Inventory Efficiency & Capital Utilization

Navigation
- Camapign Roi
- LifeTime Value
- Retention
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- Return Analysis

KPI Cards

Stockout Rate %	Overstock Item Count	Total Inventory Value	Demand Forecast Accuracy
50.73%	4858	₹ 251.57M	45.84%

Region: East | North | South | West
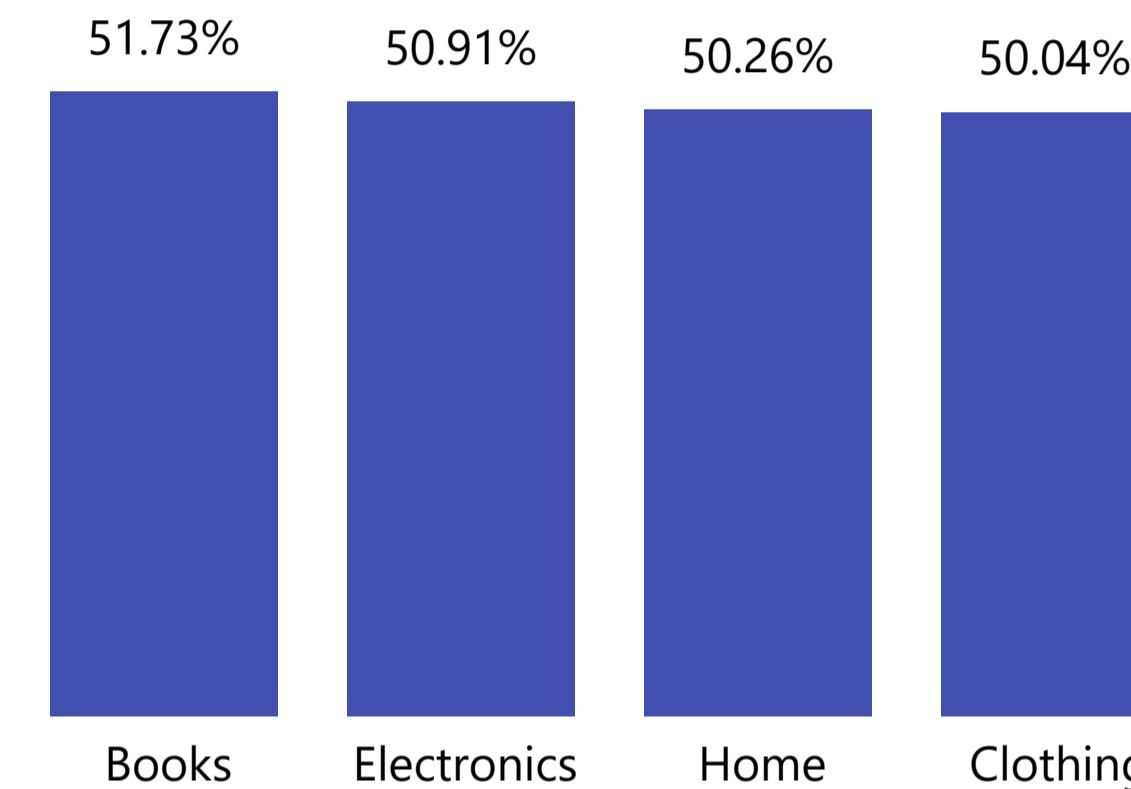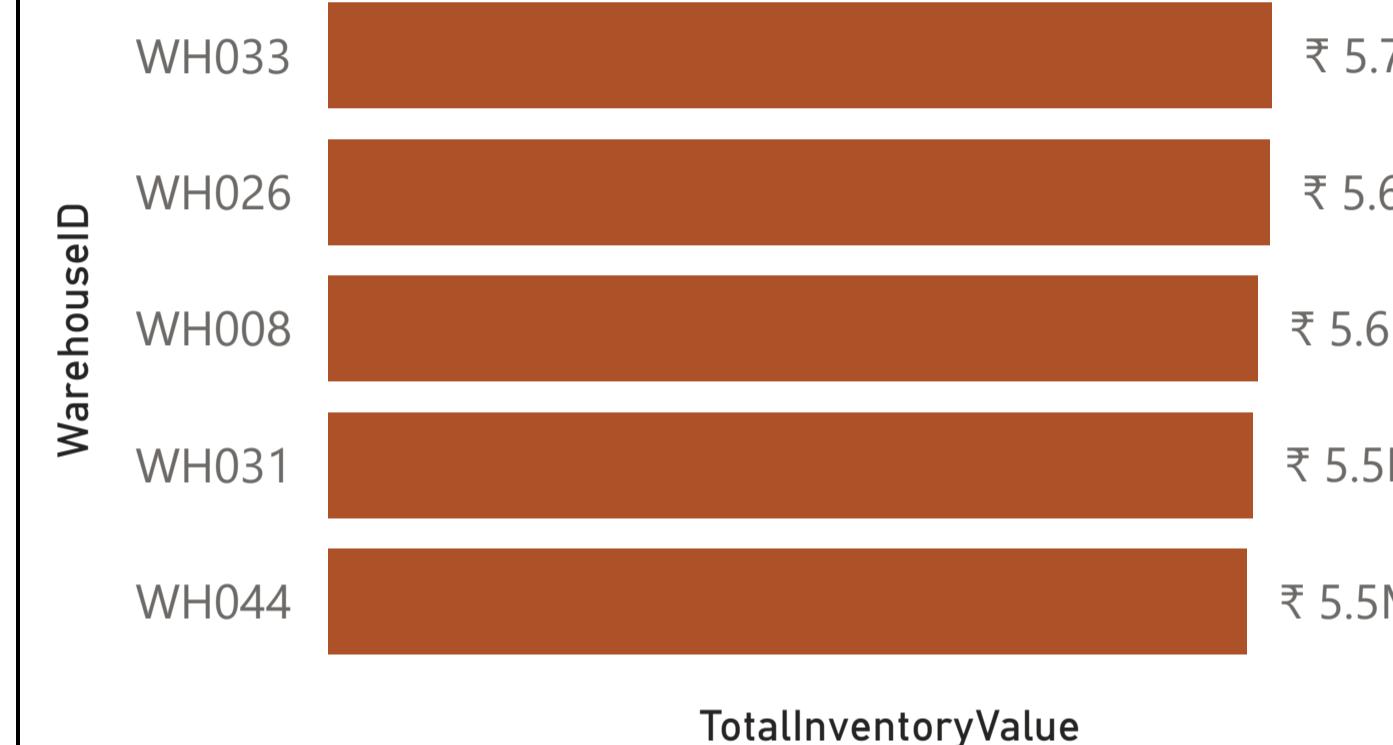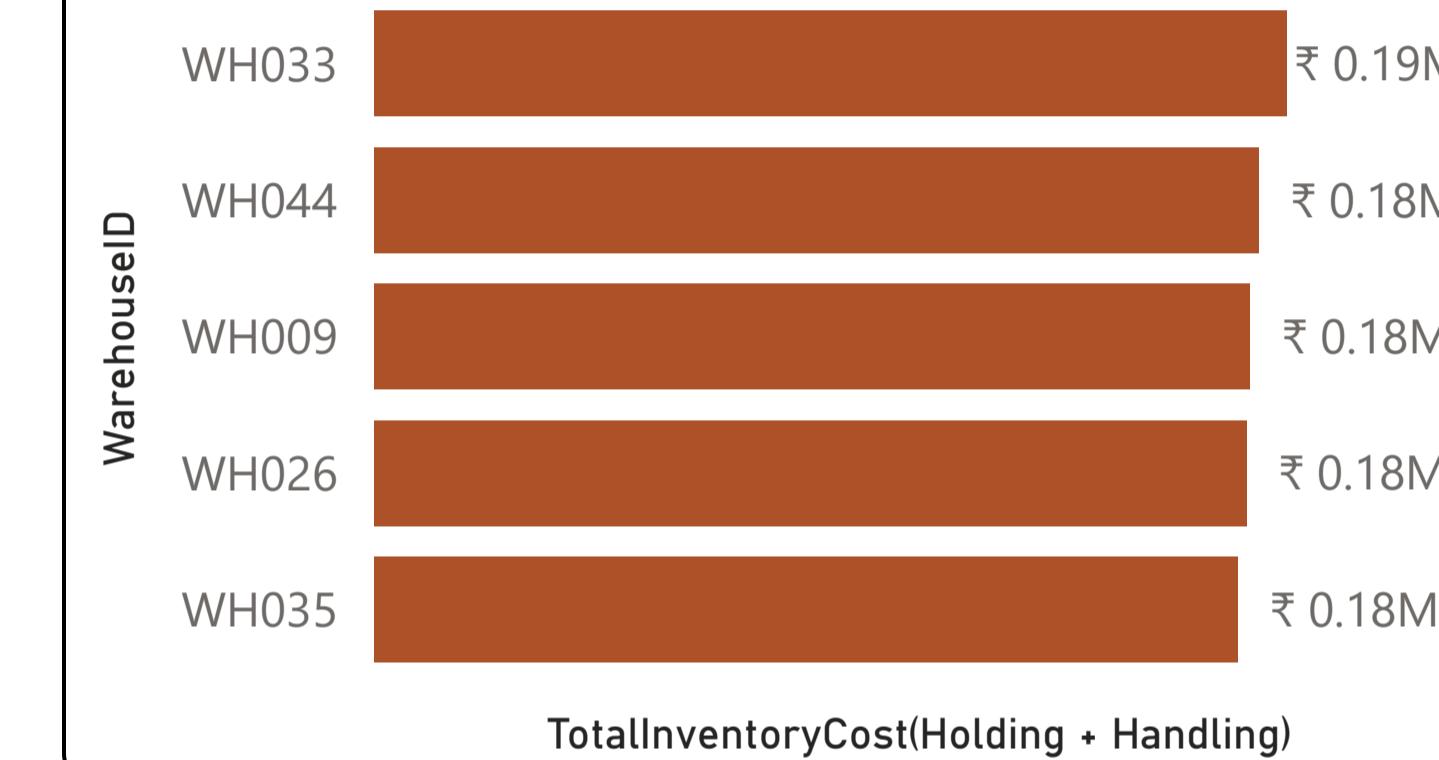
Stockout Rate by Category

Books	Electronics	Home	Clothing
51.73%	50.91%	50.26%	50.04%

Top 5 Warehouses by Inventory Value

WarehouseID	TotalInventoryValue
WH033	₹ 5.7M
WH026	₹ 5.6M
WH008	₹ 5.6M
WH031	₹ 5.5M
WH044	₹ 5.5M

Top 5 Warehouses by Inventory Cost

WarehouseID	TotalInventoryCost(Holding + Handling)
WH033	₹ 0.19M
WH044	₹ 0.18M
WH009	₹ 0.18M
WH026	₹ 0.18M
WH035	₹ 0.18M
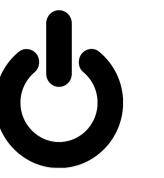
Top 5 SupplierID by LeadTime (Days)

SupplierID	AvgLeadTime(Days)
SUP0041	18
SUP0028	18
SUP0107	17
SUP0191	17
SUP0148	17

Inventory Matrix

ProductID	SupplierID	WarehouseID	AvgLeadTime(Days)	StockoutFlag	OverstockFlag	TotalStorageCost
PROD0001	SUP0018	WH013	14	1	0	₹ 254.16
PROD0001	SUP0034	WH049	11	0	1	₹ 343.57
PROD0001	SUP0038	WH047	26	0	1	₹ 230.98
PROD0001	SUP0117	WH045	22	0	0	₹ 116.81
PROD0001	SUP0126	WH009	14	0	1	₹ 587.33
PROD0001	SUP0126	WH016	13	1	1	₹ 500.19
PROD0001	SUP0126	WH033	21	1	0	₹ 978.52
PROD0001	SUP0179	WH035	6	1	0	₹ 533.77
PROD0001	SUP0185	WH050	24	1	1	₹ 409.38
Total			**15**			**₹ 5,418,059.47**

Product Performance & Margin Analysis

Navigation
- Camapign Roi
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- Inventory
- **Performance**
- Return Analysis

KPIs

Total Margin Contribution
₹ 898.01M

Profit Leakage (Returns)
₹ 135.61M

Avg Margin %
70.02%

Avg Product Rating
3.01

Category
All ▾

Avg Margin vs Units Sold

Category ● Books ● Clothing ● Electronics ● Home ● Toys ▶

Y-axis: %_AvgMargin (70%, 71%)
X-axis: TotalUnitsSold (₹ 0.0M, ₹ 0.5M)

Margin Breakdown by Category

IsFeatured ● False ● True

Category	False	True
Toys	₹ 85.99M	₹ 97.69M
Books	₹ 81.48M	₹ 92.98M
Clothing	₹ 82.37M	₹ 89.23M
Home	₹ 78.45M	₹ 92.85M
Electronics	₹ 90.82M	₹ 79.09M
Unknwon		

X-axis: TotalMarginContribution

Return Rate by Material

Material	%_OverallReturnRate
Metal	15.07%
Wood	15.06%
Fabric	14.91%
Plastic	14.90%

Top 10 SupplierID by Profit Leakage

SupplierID	Profit Leakage (Returns)
SUP0008	₹ 1.29M
SUP0077	₹ 1.17M
SUP0165	₹ 1.17M
SUP0163	₹ 1.13M
SUP0175	₹ 1.11M
SUP0046	₹ 1.10M
SUP0178	₹ 1.07M
SUP0022	₹ 1.06M
SUP0038	₹ 1.04M
SUP0130	₹ 1.02M

Inventory Matrix

ProductID	Category	SupplierID	AvgMargin	OverallReturnRate	Profit Leakage (Returns)
PROD0001	Clothing	SUP0015	89.35%	23.00%	₹ 13.36K
PROD0001	Electronics	SUP0017	64.01%	4.00%	₹ 3.92K
PROD0001	Electronics	SUP0019	86.48%	11.00%	₹ 22.41K
PROD0001	Toys	SUP0062	57.09%	27.00%	₹ 10.23K
PROD0001	Electronics	SUP0102	-11.24%	19.00%	1.53K₹
PROD0001	Toys	SUP0113	48.23%	8.00%	₹ 9.55K
PROD0001	Clothing	SUP0117	-227.08%	29.00%	14.45K₹
PROD0001	Clothing	SUP0121	92.97%	26.00%	₹ 102.53K
PROD0001	Home	SUP0130	83.69%	11.00%	₹ 22.31K
Total			**70.02%**	**14.98%**	**₹ 135,611.80K**

Returns Analysis

Camapign Roi

LifeTime Value

Retention

Sales

Inventory

Performance

Return Analysis

Total Refund Amount
₹ 5.07M

Net Refund Cost
₹ 4.82M

Defective Return %
49.10%

## Avg Processing Days
8

**ReturnReason**

All
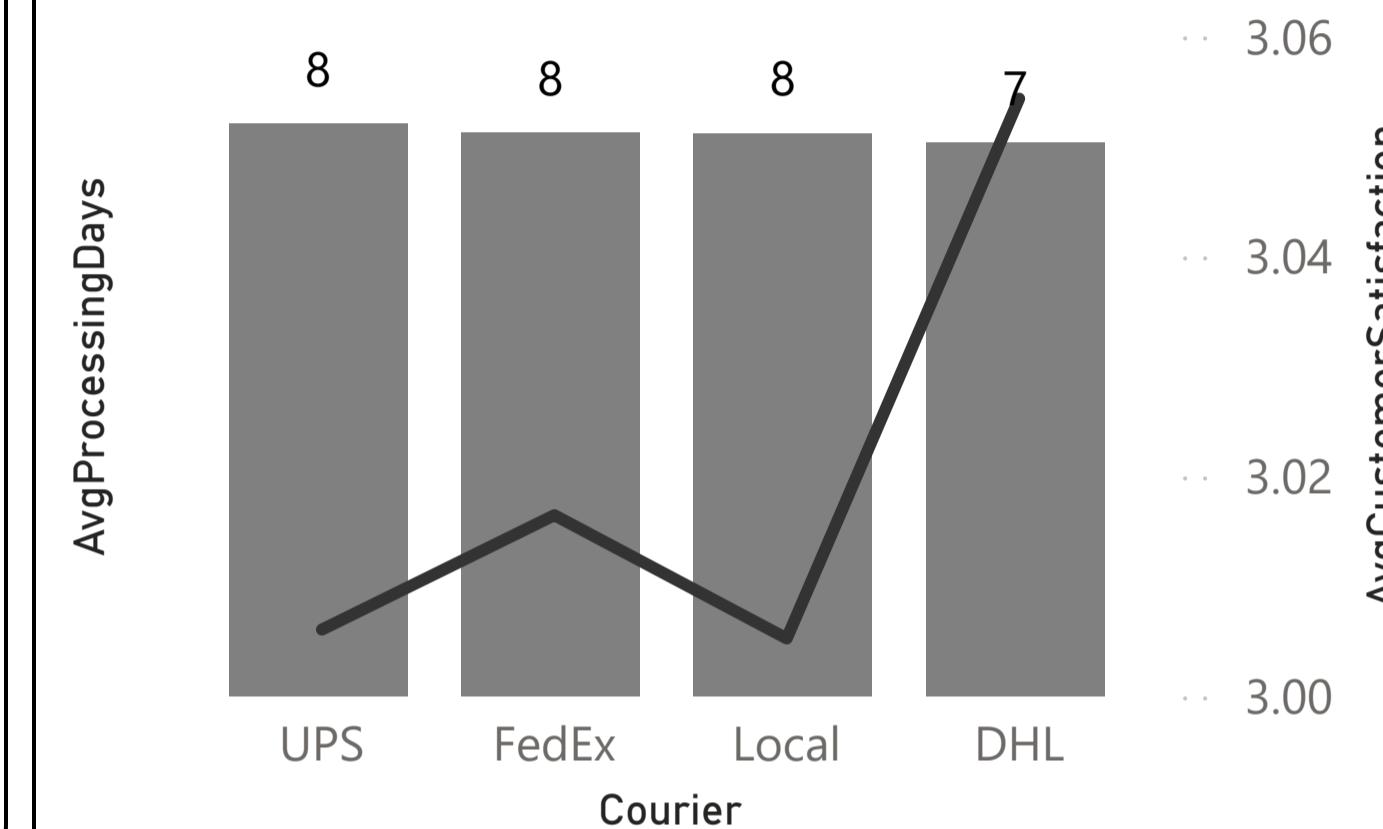
Refund Amount by Return Reason

Return Reason	Refund Amount
Wrong Item	₹ 1.3M
Defective	₹ 1.3M
Changed Mind	₹ 1.3M
Late Delivery	₹ 1.2M
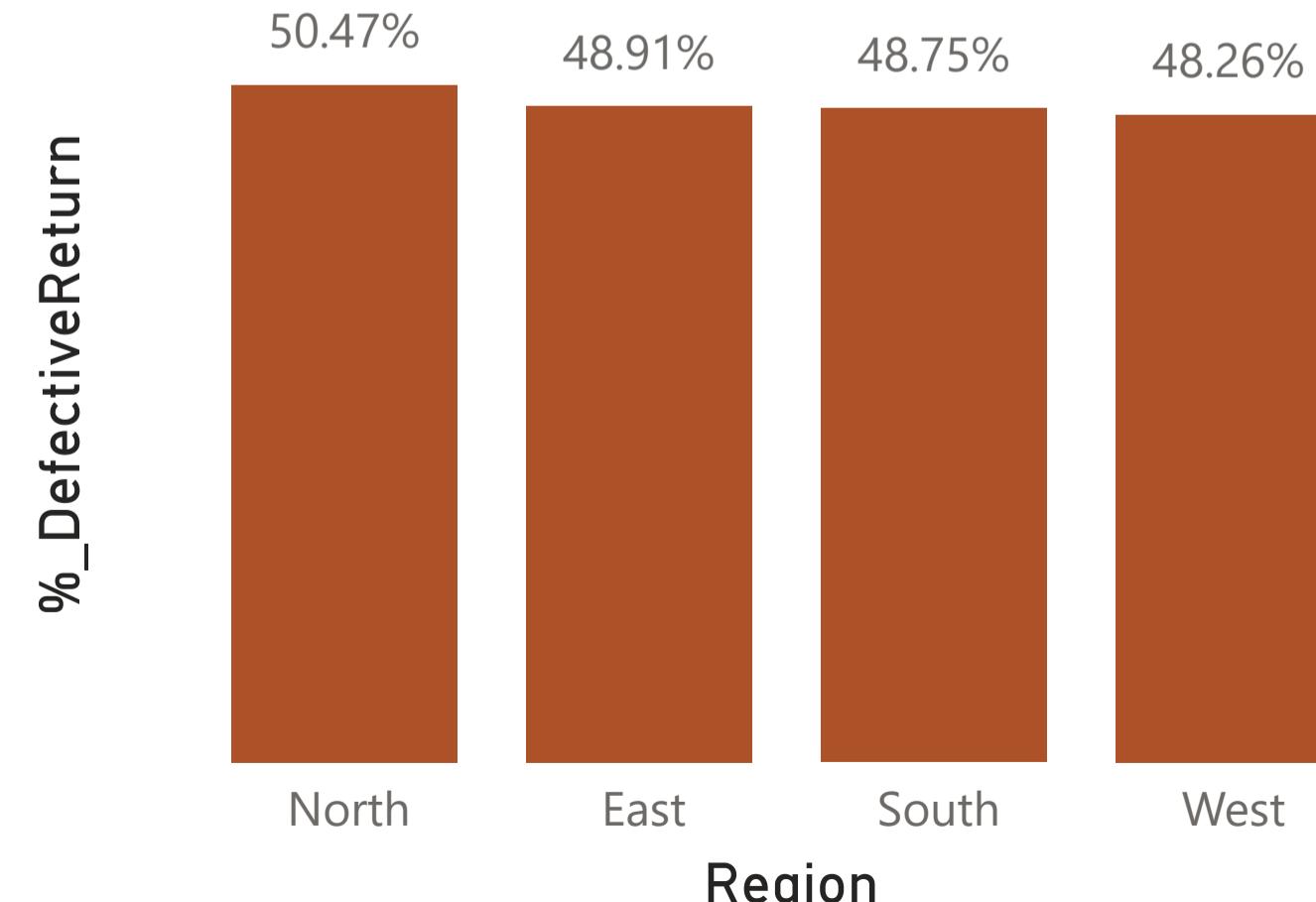
Defective Rate by Product Category

ProductCategory	%_DefectiveReturn
Home	50.54%
Books	49.66%
Clothing	49.16%
Electronics	47.09%

Avg Processing Days by Courier

Courier	AvgProcessingDays
UPS	8
FedEx	8
Local	8
DHL	7

AvgCustomerSatisfaction: 3.06, 3.04, 3.02, 3.00

Defective Return by Region

Region	%_DefectiveReturn
North	50.47%
East	48.91%
South	48.75%
West	48.26%

Return Analysis Matrix

ReturnReason	ProductCategory	AvgQualityScore ▲	TotalRefundAmount	AvgCustomerSatisfaction
Defective	Clothing	2.93	₹ 326.64K	3.00
Changed Mind	Clothing	2.94	₹ 304.79K	3.01
Wrong Item	Books	2.95	₹ 325.77K	2.96
Defective	Home	2.95	₹ 337.59K	3.07
Defective	Books	2.95	₹ 318.26K	2.99
Changed Mind	Home	2.96	₹ 335.66K	3.04
Late Delivery	Electronics	2.97	₹ 315.93K	3.00
Late Delivery	Books	2.97	₹ 297.69K	3.07
Wrong Item	Home	2.97	₹ 295.45K	3.04
Total		**2.98**	**₹ 5,070.96K**	**3.02**