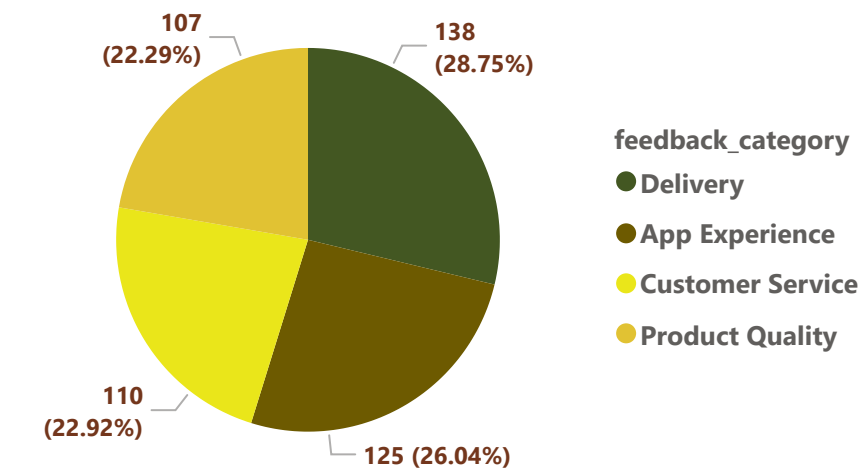
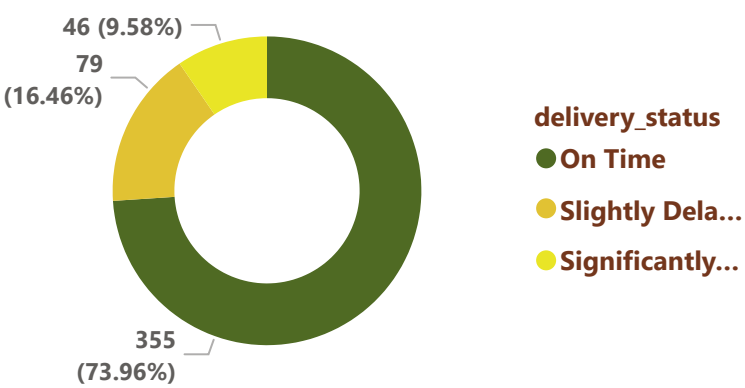


Count of feedback_category by feedback_category

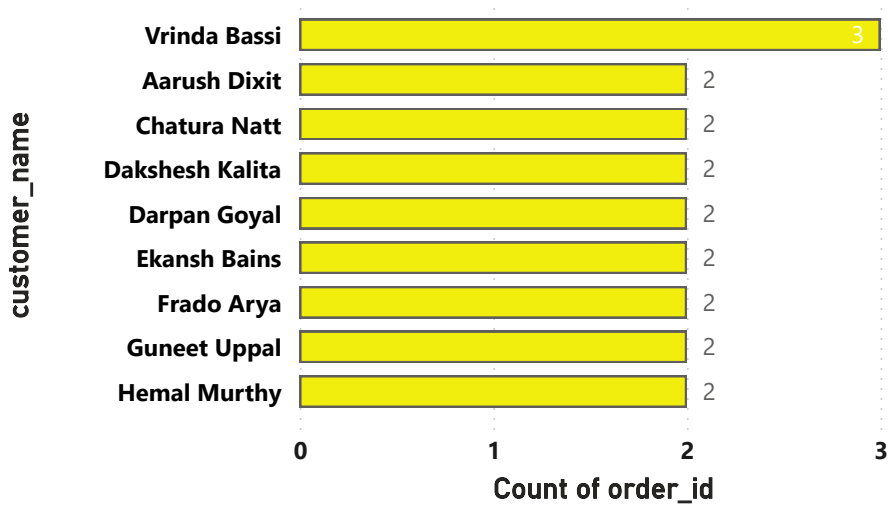


customer_id	customer_name	email
45383958	Aachal Mangat	yasti56@example.org
14161586	Aachal Nazareth	aadhya71@example.org
15487049	Aadhya Cherian	rushil71@example.com
87222820	Aadhya Padmanabhan	nkala@example.org
65618148	Aadhya Palla	forumshan@example.org
35885052	Aadhya Ravi	urmibedi@example.org
79206969	Aadi Bains	girindra18@example.net
10608845	Aadi Gole	vbalan@example.com
65692224	Aahana Buch	zayyan92@example.com
44426129	Aahana Gopal	tdave@example.org
75913572	Aahana Menon	guhadalaja@example.com
33998721	Aahana Naik	rakshabahri@example.org
44928499	Aarav Andra	sonikabir@example.org
47275378	Aarav Dar	amruta30@example.net

Count of delivery_status by delivery_status



Count of order_id by customer_name



OrderMonth

☐ April

☐ August

☐ December

☐ February

☐ January

☐ July

☒ June

☐ March

☐ May



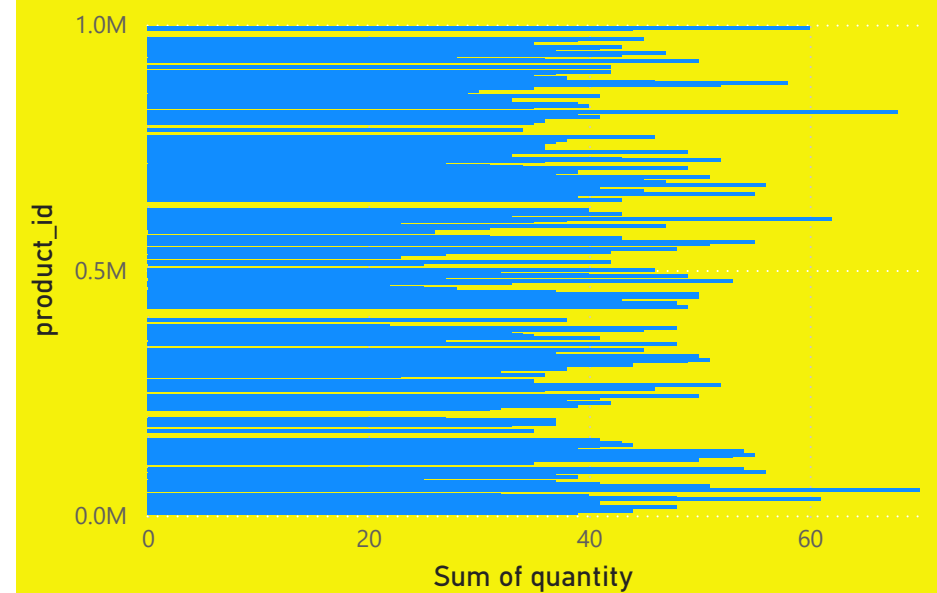
400

Target AOV

32.19M

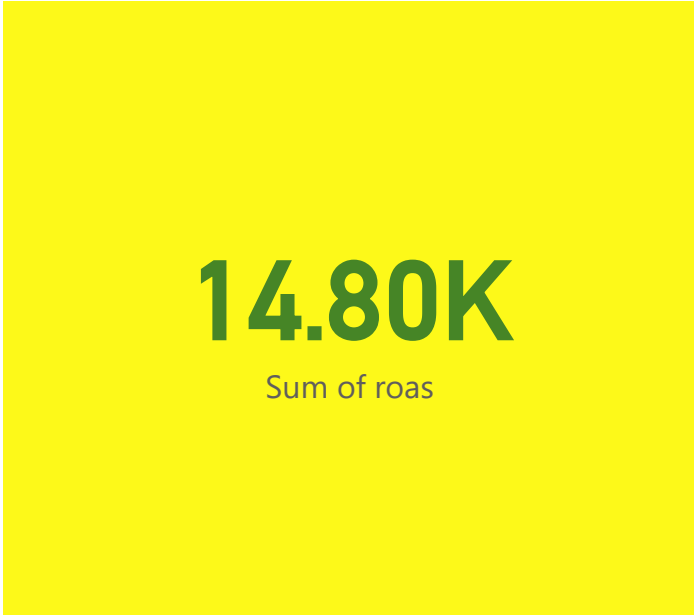
TotalRevenue

Sum of quantity by product_id



product_id	Damaged Stock Percentage
709916	109.83
448752	102.74
767398	102.42
897083	95.54
739534	93.71
739448	92.71
473647	92.49
133542	90.52
9436	88.82
894539	86.88
700048	85.97
365133	85.96
968887	83.24
Total	54.41

campaign_name	Sum of spend	Sum of campaign_id	Sum of revenue_generated
App Push Notification	17,88,989.20	298313610	35,54,370.00
Category Promotion	18,50,583.00	300943298	35,82,455.37
Email Campaign	18,10,729.67	299052581	36,01,785.22
Festival Offer	17,96,687.14	310812770	35,07,063.91
Flash Sale	18,31,687.82	291379422	35,56,087.02
Membership Drive	17,90,069.80	310982280	35,24,951.25
New User Discount	18,33,454.81	302168513	36,03,860.17
Referral Program	18,18,025.51	311426765	36,91,382.60
Weekend Special	17,99,611.29	282022944	35,71,451.83
Total	1,63,19,838.24	2707102183	3,21,93,407.37

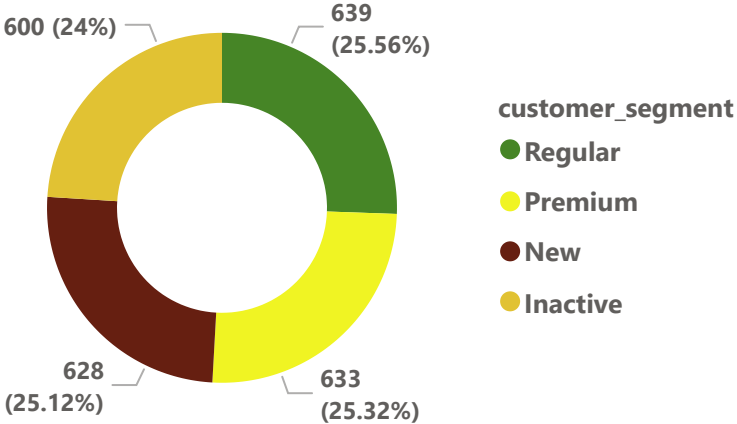


order_id	customer_id	order_date	promised_delivery_time	actual_delivery_time	Sum of Delivery_Delay_Minutes	Sum of Total_Delivery_Time_Minutes
60465	15808945	23 October 2024	23-10-2024 05:34:29	23-10-2024 05:39:29	5	16
2237858	48281892	02 April 2023	02-04-2023 04:00:11	02-04-2023 04:03:11	3	18
3101265	89617089	23 May 2024	23-05-2024 03:37:47	23-05-2024 03:40:47	3	19
5120698	44174426	09 June 2023	09-06-2023 12:25:20	09-06-2023 12:40:20	15	30
5512907	51476157	30 April 2023	30-04-2023 21:11:21	30-04-2023 21:26:21	15	34
7550508	93127511	20 October 2023	20-10-2023 11:07:27	20-10-2023 11:06:27	-1	12
8701796	14479168	19 August 2024	19-08-2024 19:14:44	19-08-2024 19:23:44	9	22
9408428	31456752	30 August 2023	30-08-2023 13:54:14	30-08-2023 13:50:14	-4	16
10161194	63238941	24 December 2023	24-12-2023 23:28:35	24-12-2023 23:31:35	3	21
10448052	90021871	05 August 2023	05-08-2023 10:21:05	05-08-2023 10:26:05	5	25
Total					22215	97172

Total Sales Revenue	product_id
6,625.32	4452
8,041.34	6405
3,890.92	9436
3,433.32	11422
25,233.60	14145
18,523.20	15314
46,509.12	18035
14,060.54	26060
7,993.08	33797
6,326.72	33955
56,464.65	34186
14,071.20	34200
19,088.64	36412
37,874.40	39154
29,134.08	41853
49,72,415.43	



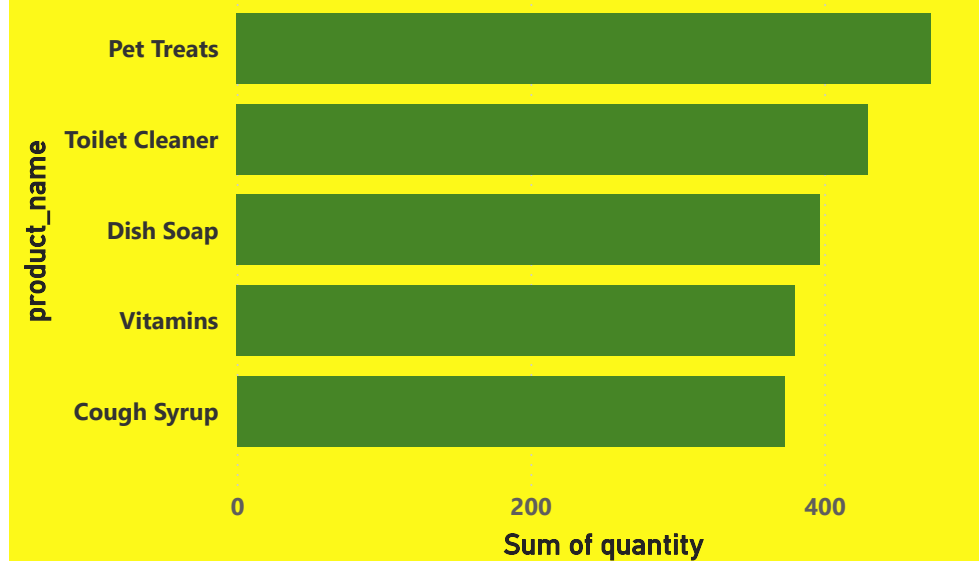
Count of customer_id by customer_segment



1.36M

Gross Profit

Sum of quantity by product_name

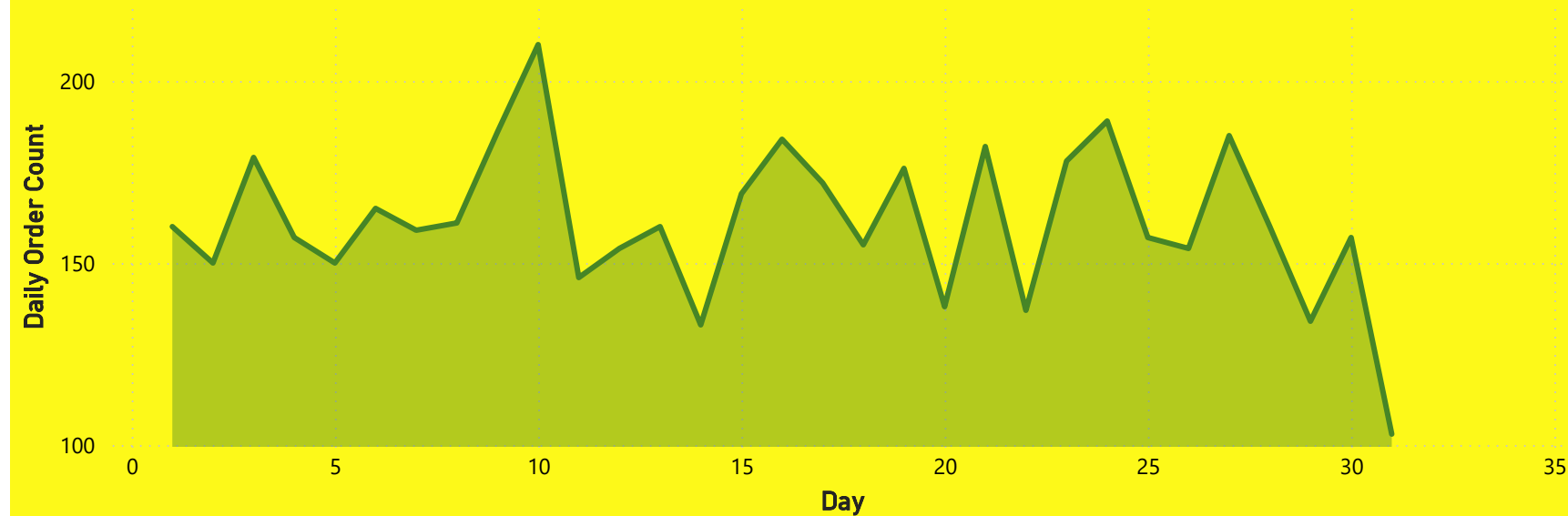


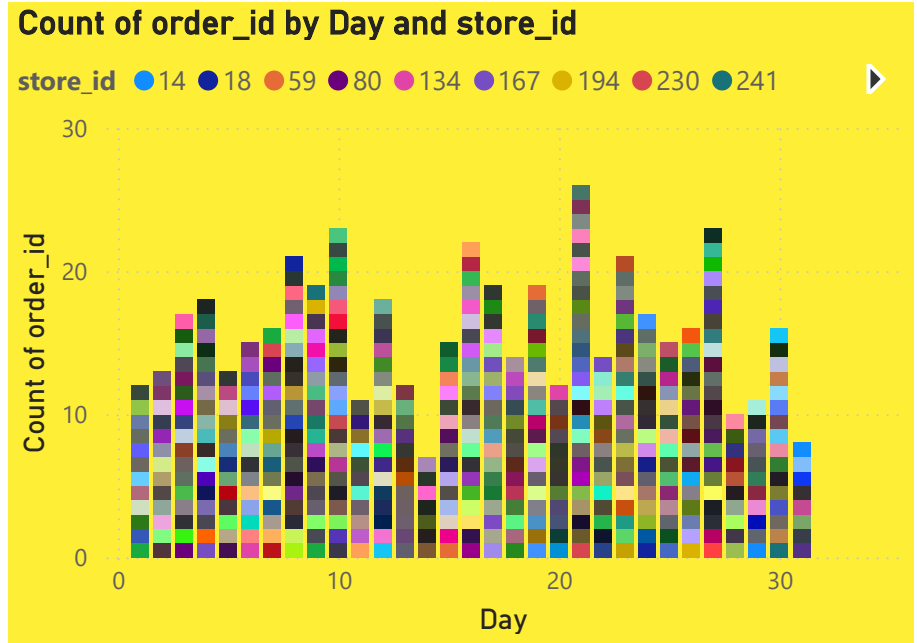
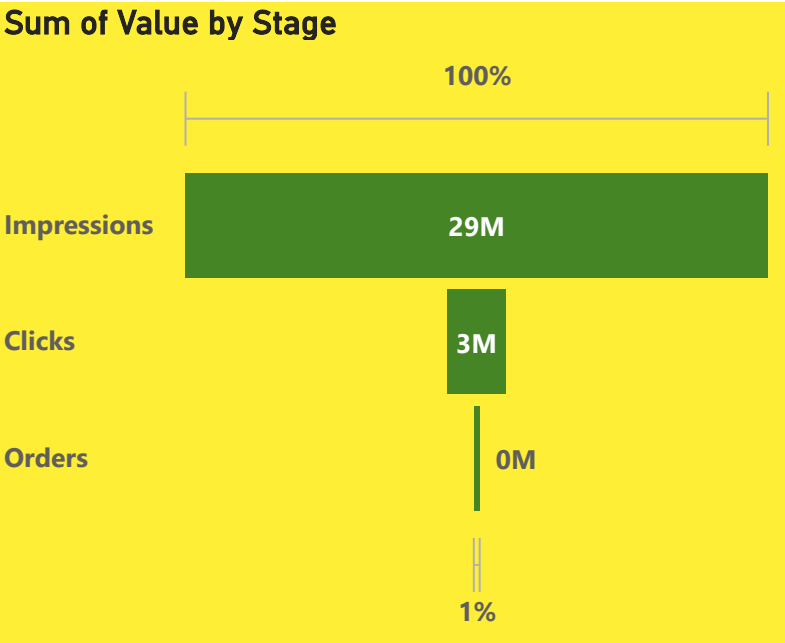
category	Total Quantity Ordered
Baby Care	655
Cold Drinks & Juices	758
Dairy & Breakfast	1114
Fruits & Vegetables	966
Grocery & Staples	895
Household Care	1078
Instant & Frozen Food	742
Personal Care	887
Pet Care	1003
Pharmacy	973
Snacks & Munchies	963
Total	10034

0.94

Customer_Retention_Rate

Daily Order Count by Day





Ice Cream

Top Product Name

15

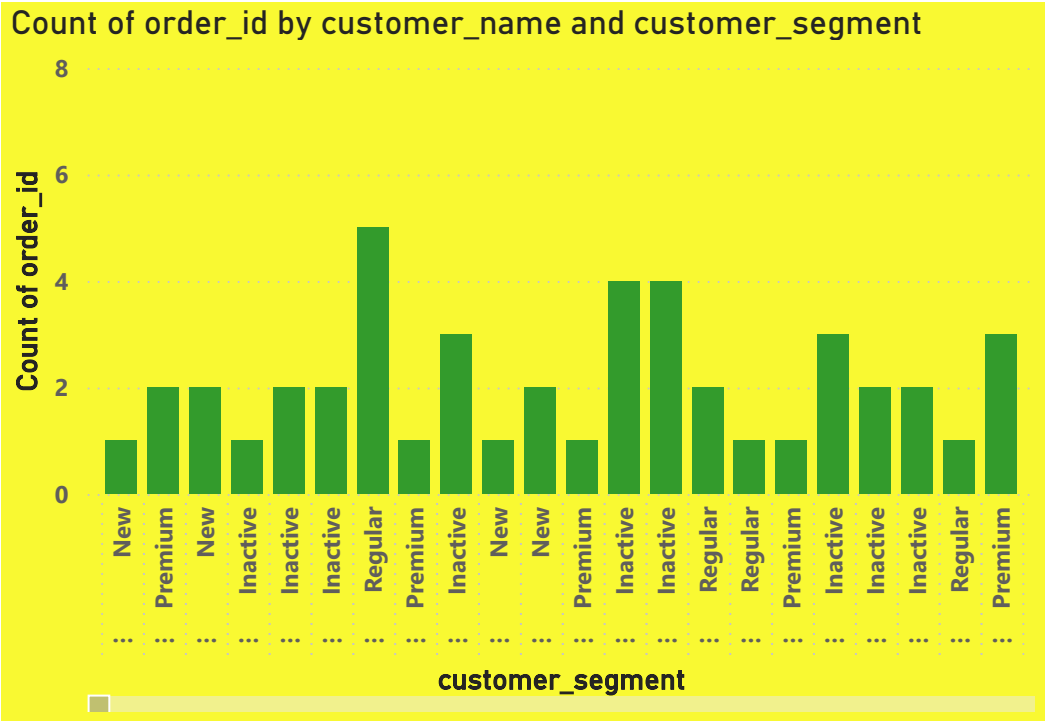
Most Frequently Ordered

29.03M

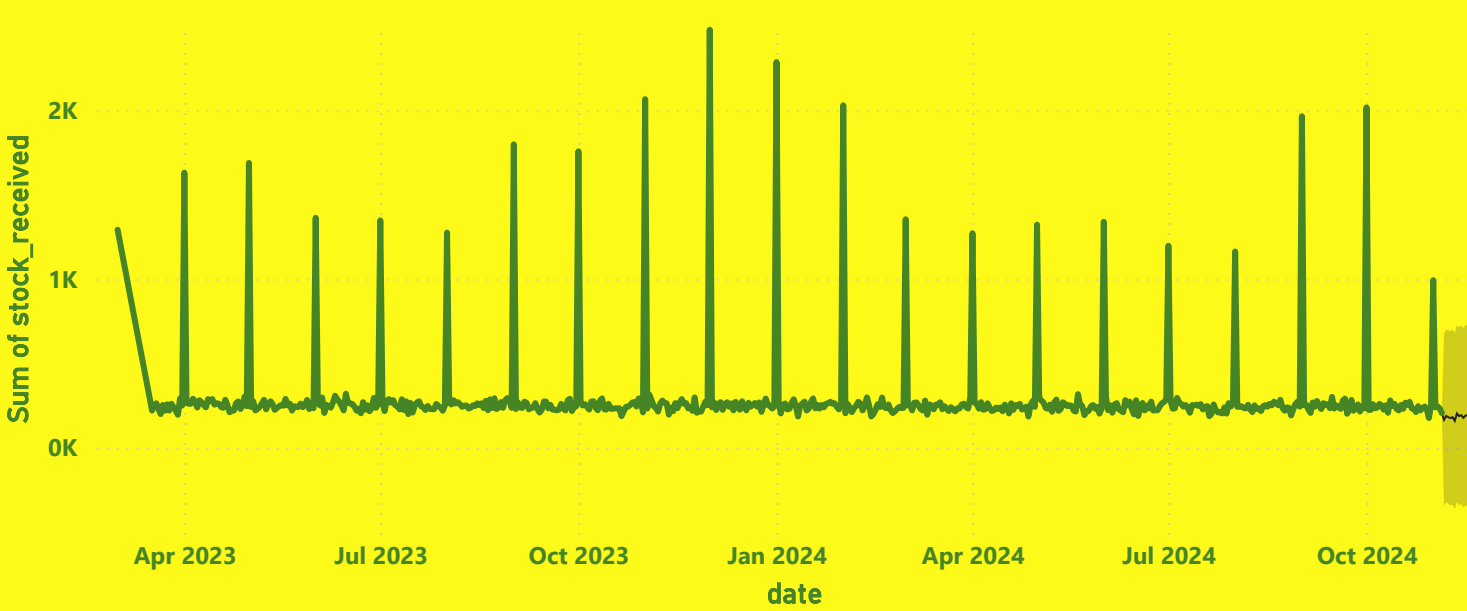
Customer Lifetime Value

campaign_name	Sum of roas
Email Campaign	1,666.24
Festival Offer	1,659.55
App Push Notification	1,656.49
New User Discount	1,652.97
Referral Program	1,646.07
Weekend Special	1,646.00
Total	9,927.32

product_name	Sum of price	Sum of mrp	Discount Percentage
Baby Food	3,105.35	4,436.21	30.00
Baby Wipes	4,004.32	5,720.46	30.00
Bananas	1,478.80	1,971.73	25.00
Biscuits	3,666.20	5,640.30	35.00
Bread	4,558.09	5,697.62	20.00
Butter	2,938.59	3,673.23	20.00
Carrots	3,122.55	4,163.40	25.00
Cat Food	3,741.58	5,756.26	35.00
Cereal	577.37	721.71	20.00
Cheese	2,227.79	2,784.73	20.00
Chips	1,190.09	1,830.91	35.00
Chocolates	1,534.63	2,360.97	35.00
Cola	3,830.84	5,472.63	30.00
Cookies	1,546.31	2,378.94	35.00
Cough Syrup	4,768.25	5,960.31	20.00
Curd	2,335.23	2,919.04	20.00
Detergent	1,638.19	2,184.25	25.00
Diapers	1,148.77	1,641.10	30.00
Dish Soap	4,634.57	6,179.42	25.00
Dog Food	3,452.27	5,311.18	35.00
Total	1,30,879.63	1,82,356.51	28.23



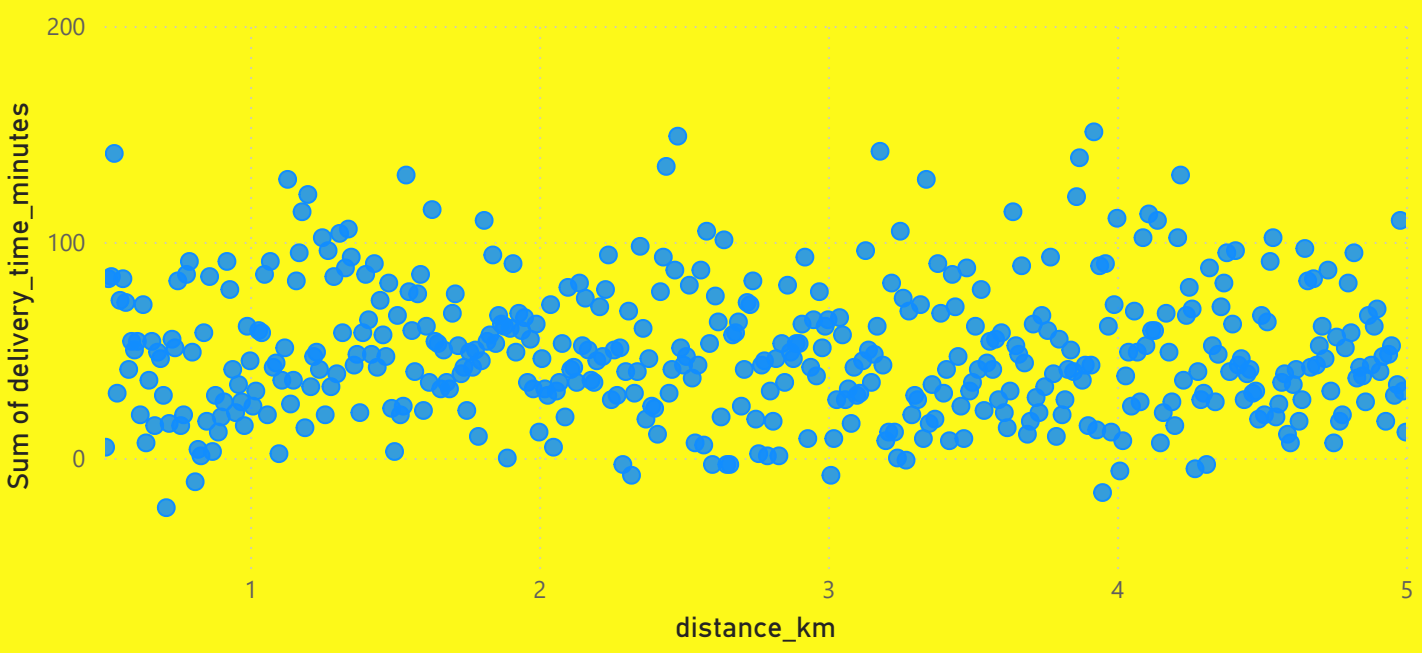
Sum of stock_received by date



Baby Food

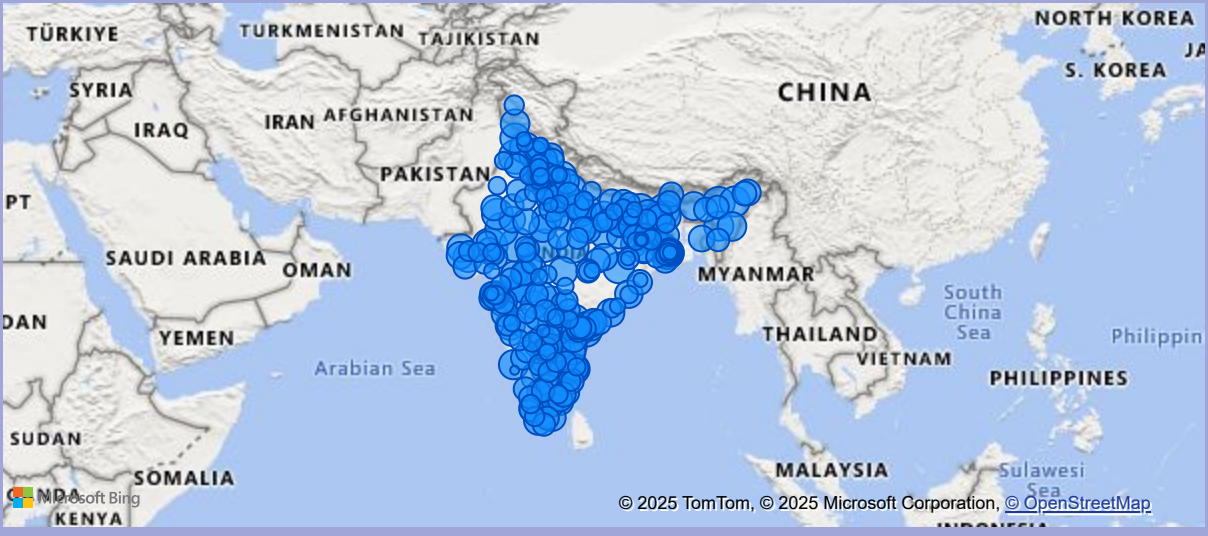
Most Ordered Product

Sum of delivery_time_minutes by distance_km

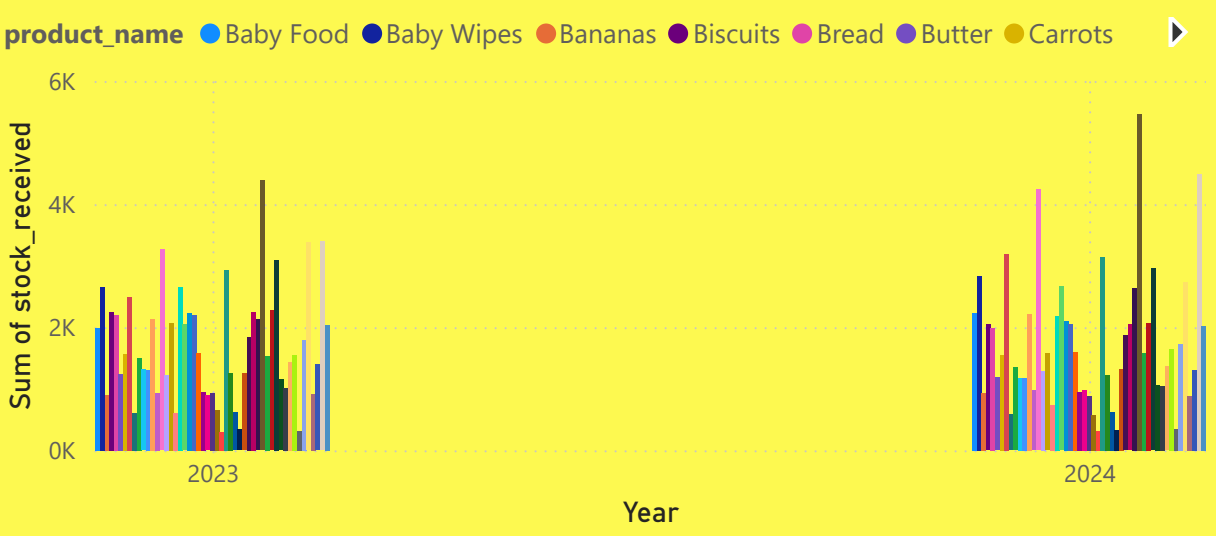


Sum of stock_received	Sum of damaged_stock	Year	Quarter	Month	Day	product_id
1	0	2023	Qtr 1	March	1	4452
8	0	2023	Qtr 1	March	1	6405
6	0	2023	Qtr 1	March	1	9436
11	0	2023	Qtr 1	March	1	11422
5	0	2023	Qtr 1	March	1	14145
4	0	2023	Qtr 1	March	1	15314
4	0	2023	Qtr 1	March	1	18035
5	0	2023	Qtr 1	March	1	26060
6	0	2023	Qtr 1	March	1	33797
3	0	2023	Qtr 1	March	1	33955
4	1	2023	Qtr 1	March	1	34186
6	0	2023	Qtr 1	March	1	34200
176305	81377					

Sum of OrderCount by AreaLocation



Sum of stock_received by Year and product_name



Sum of stock_received	Sum of damaged_stock	Year	Quarter	Month	Day	product_id
1	0	2023	Qtr 1	March	1	4452
8	0	2023	Qtr 1	March	1	6405
6	0	2023	Qtr 1	March	1	9436
11	0	2023	Qtr 1	March	1	11422
5	0	2023	Qtr 1	March	1	14145
4	0	2023	Qtr 1	March	1	15314
4	0	2023	Qtr 1	March	1	18035
5	0	2023	Qtr 1	March	1	26060
6	0	2023	Qtr 1	March	1	33797
3	0	2023	Qtr 1	March	1	33955
4	1	2023	Qtr 1	March	1	34186
6	0	2023	Qtr 1	March	1	34200
176305	81377					

Count of order_id by pincode

