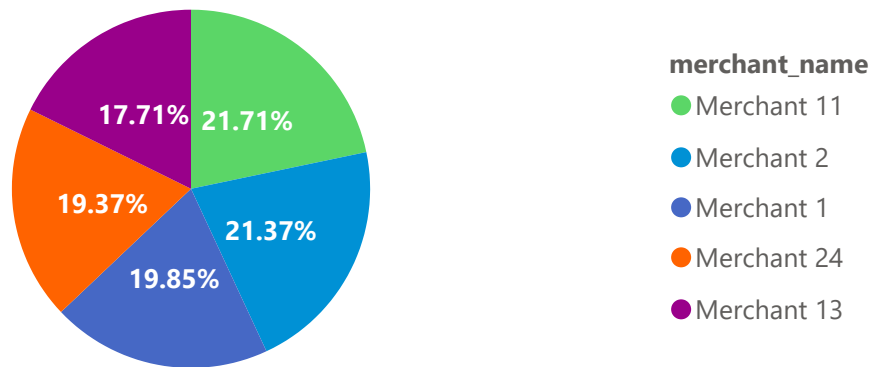


Merchant Performance Dashboard

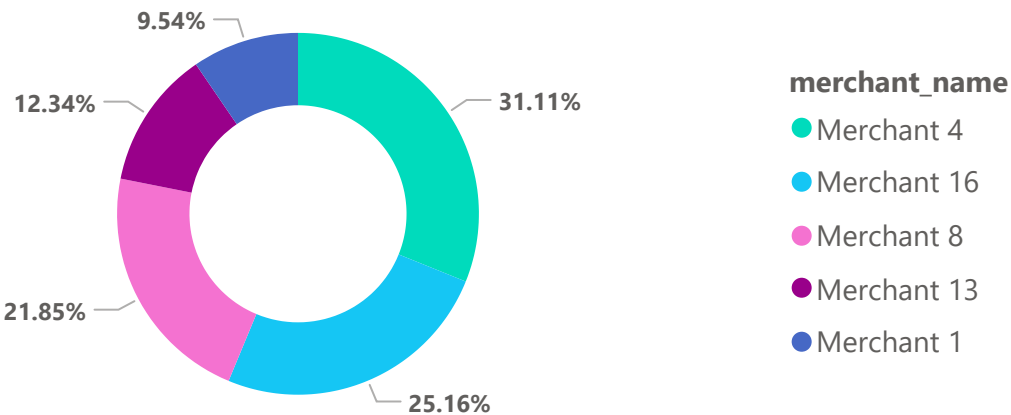
31297
Total Orders

35.57
Average Order Time

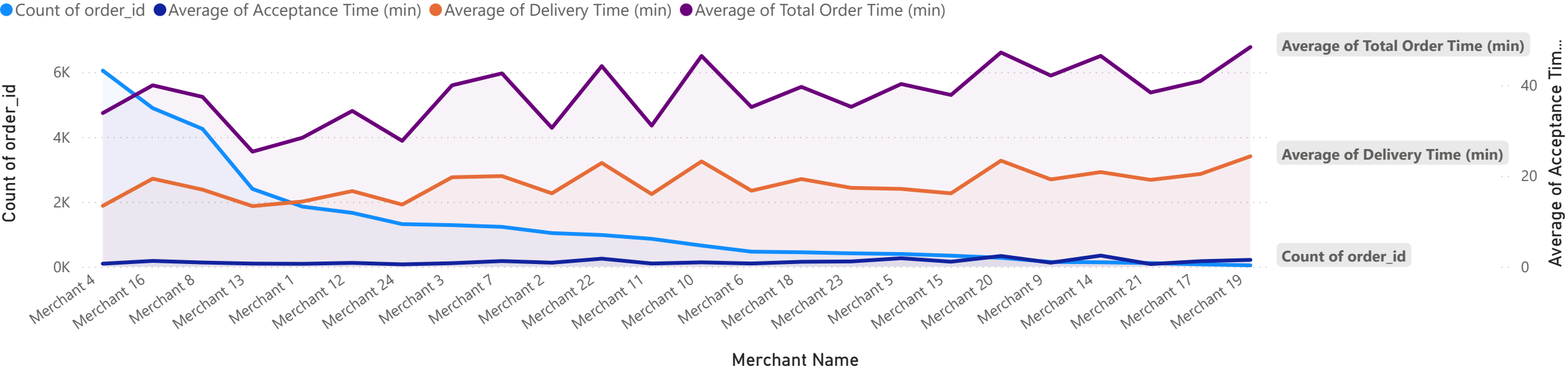
Top 5 Fastest Merchants by Avg Order Time



Highest Order Volume – Top 5 Merchants



Order Stage Breakdown by Merchant



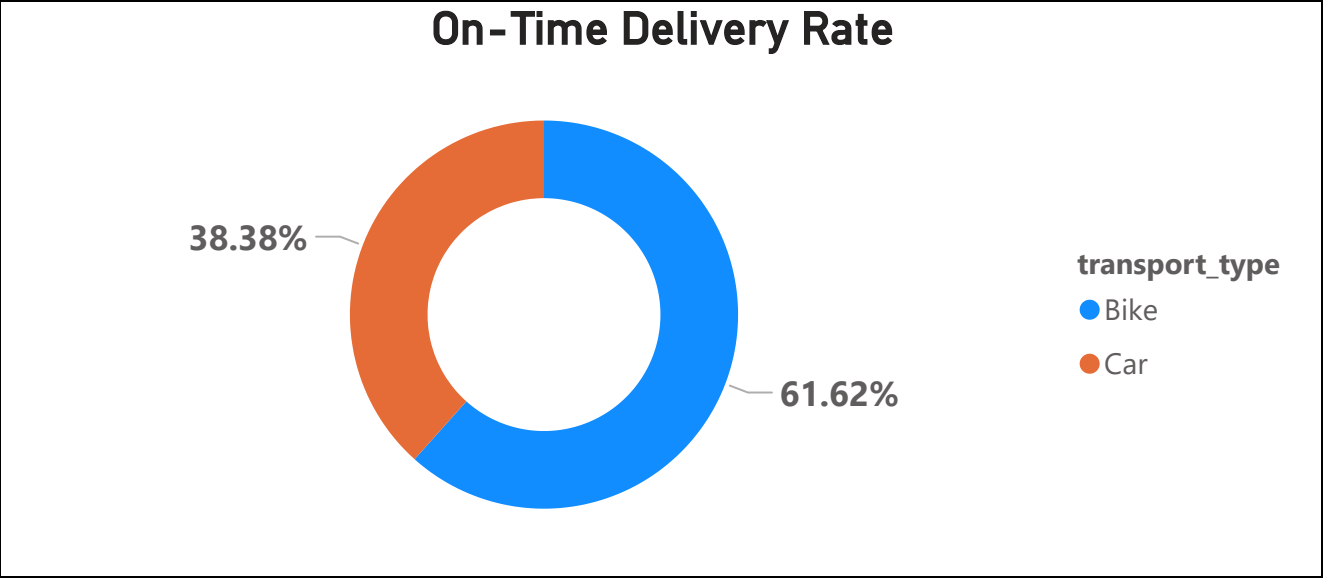
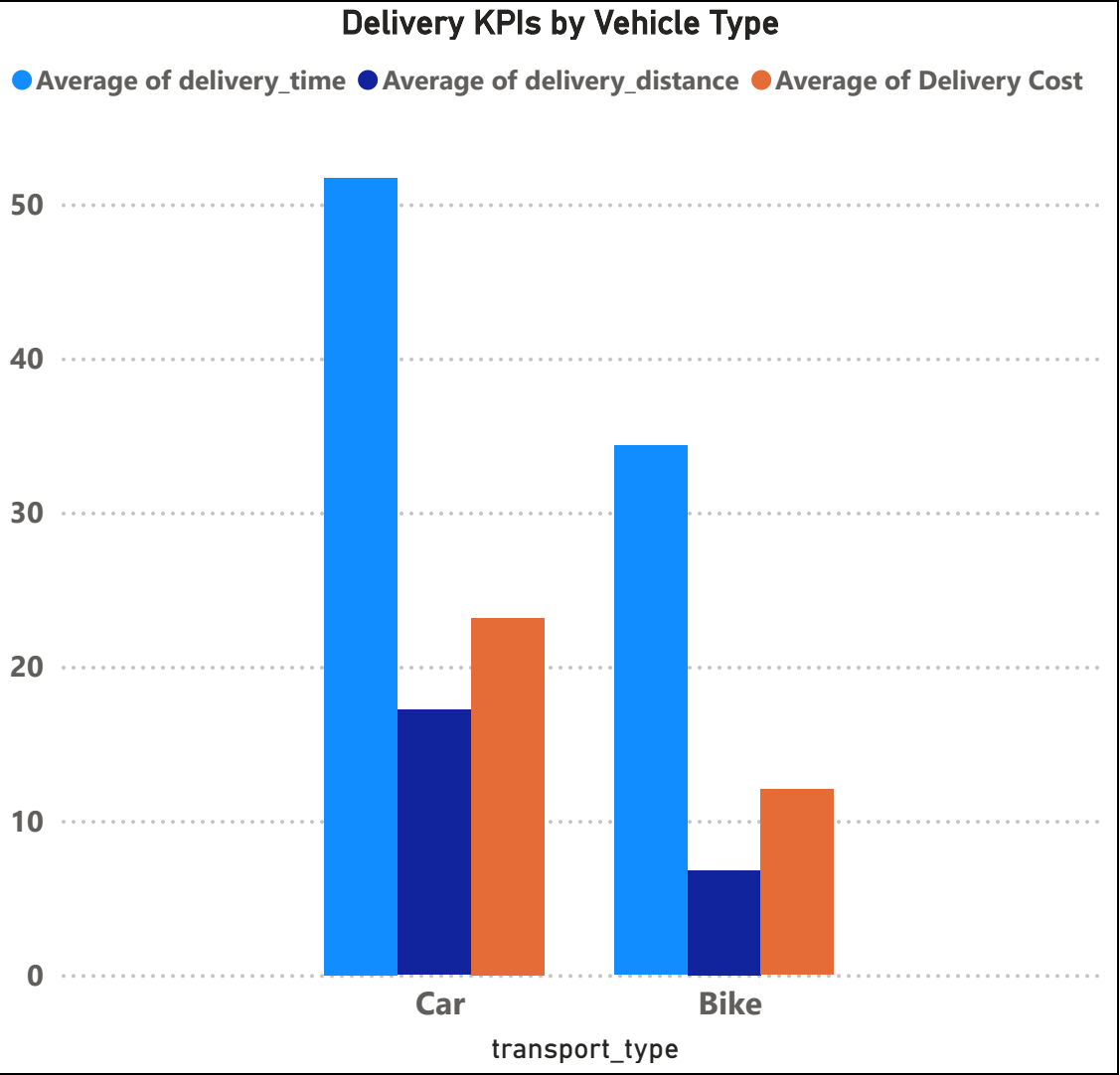
Logistics Performance Dashboard

43.04

Avg Delivery Time

17.60

Avg Delivery Cost



Vehicle Performance Summary				
transport_type	Avg Delivery Time	Avg Delivery Distance	Avg Delivery Cost	On-Time %
Bike	34.35	6.81	12.04	61.62%
Car	51.72	17.20	23.16	38.38%
Total	43.04	12.01	17.60	100.00%

31297 Total Orders	35.57 Avg Order Time	16.70 Avg Delivery Time	17.60 Avg Delivery Cost
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Key Insights	
<ul style="list-style-type: none">• Merchant 13, 24, 1 are top performers with low order times• Merchant 19, 20, 14 need operational audits due to delays• Bikes outperform cars in speed, cost, and reliability• System-wide on-time rate is low (43%) – process optimization needed	

Recommendations Table		
Area	Problem	Recommendation
Merchant Ops	High Avg Order Time	Audit slow merchants, replicate fast ones
Logistics	Low On-Time Delivery (Cars)	Prioritize bikes for short deliveries
System	Delays at pickup	Improve alerts when food is almost ready