

Customer AnalysisAJIO

Age

All

State, City

All

Category

All

Total Customer10K

Male % 50.80%

Female % 49.20%

Total Revenue₹ 97.24M

Total Discount 91K

Rewards Used 10K

Total Orders10K

Return Rate 20.0%

Average Order Value9.72K

Average Product Rating 2.99

Average Delivery Rating 3.01

Repeat purchase rate0.26

High Loyalty % 7.89%

Genders--

Female

Male

Gender Distribution

Male

Female

5K (49.2%)

5K (50.8%)

Orders vs Returns by state

Maharashtra

411

1994

Gujarat

294

1551

Uttar Pradesh

306

1487

Madhya Pradesh

180

977

Age Distribution

179

220

159

215

168

213

160

193

Customer_Name	State	Age	Mobile	Total Revenue	Total Orders	Rewards Used
George Halder	Uttar Pradesh	25	9490854846	₹ 86,844.00	5	4
Anthony Goda	Gujarat	49	9915125027	₹ 82,207.00	5	1
Chaaya Mani	Madhya Pradesh	33	9432111075	₹ 76,608.00	5	3
Gautam Nori	Gujarat	33	9479199419	₹ 72,328.00	4	5
Manbir Rai	Telangana	20	9459739915	₹ 71,411.00	4	4
Bishakha Khalsa	Tamil Nadu	46	9991795719	₹ 70,888.00	5	6
Eiravati Chakraborty	Gujarat	37	9817229581	₹ 69,780.00	5	3
Vedhika Mane	Uttar Pradesh	55	9982590644	₹ 69,626.00	6	6
Veda Sinha	Bihar	63	9894674265	₹ 68,117.00	5	1
Wakeeta Bakshi	Andhra Pradesh	31	9929683792	₹ 66,841.00	6	5
Mekhalha Comar	Gujarat	32	9891320714	₹ 66,830.00	4	4
Yatan Peri	Gujarat	36	9804896145	₹ 66,319.00	4	3
Total				₹ 97,236,411.00	10000	10001

Overview

Transactions Analysis

Regional Analysis

Product Analysis

Customer Analysis

Returns & Service Analysis

Geographical Analysis