



# Order Summary

Date

01-01-2025

13-04-2025

2365

Total Orders

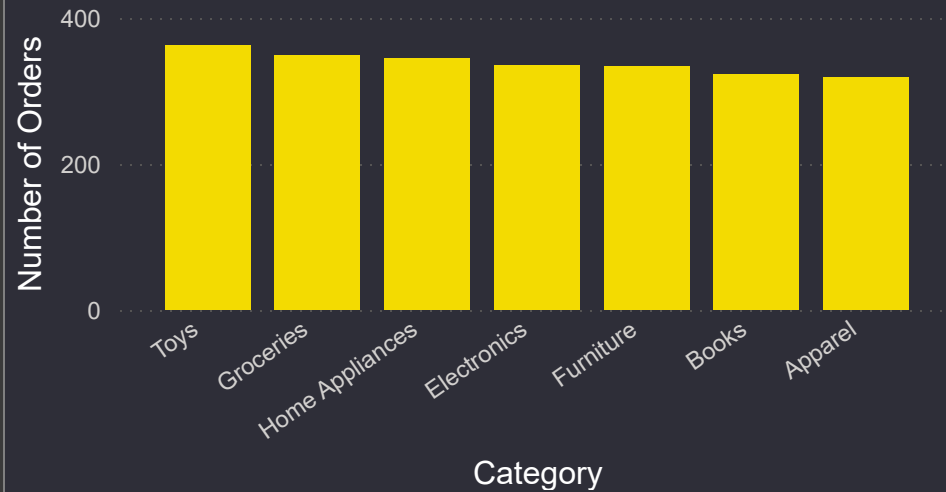
35.56%

On Time Delivery

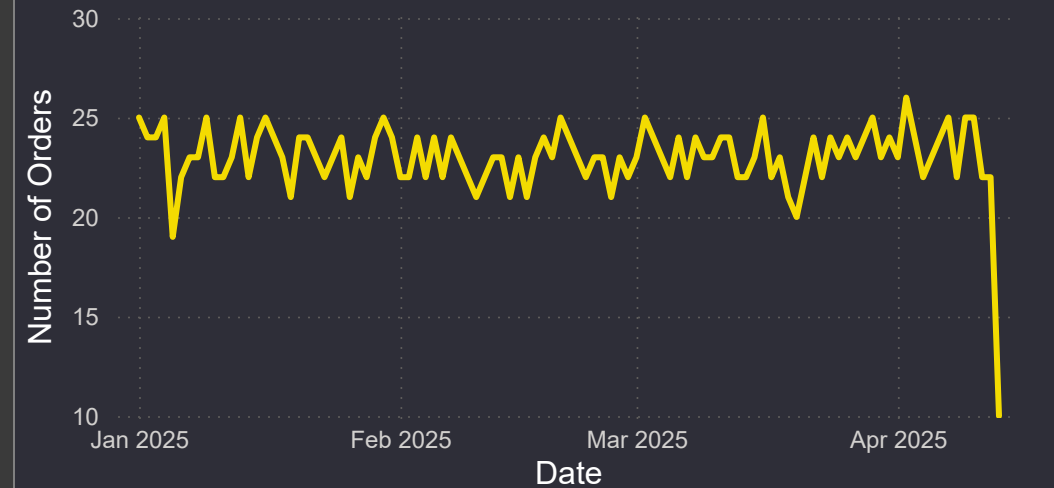
7.44

Average of Shipping Time  
(days)

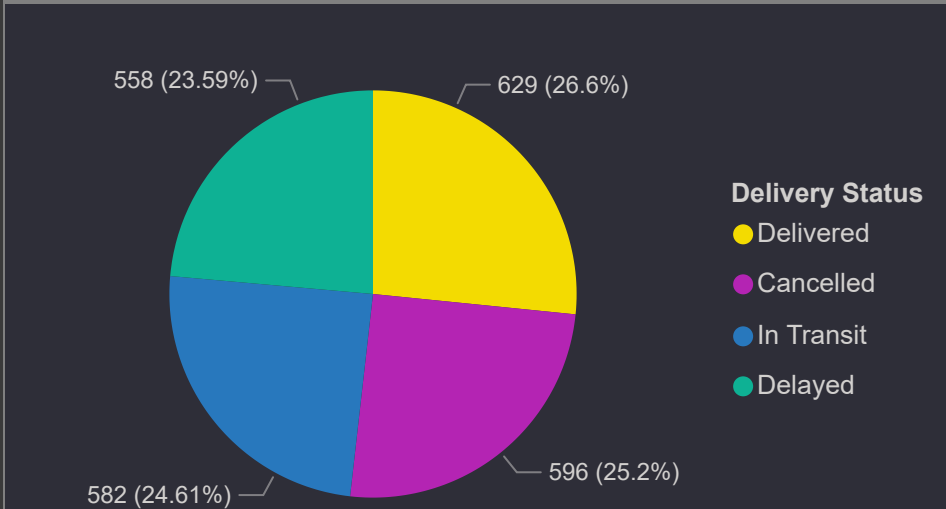
Number of Orders by Category



Order Trend



Number of Orders by Delivery Status



Number of Orders by Region





# Customer Insights

17.01K

Total Customers

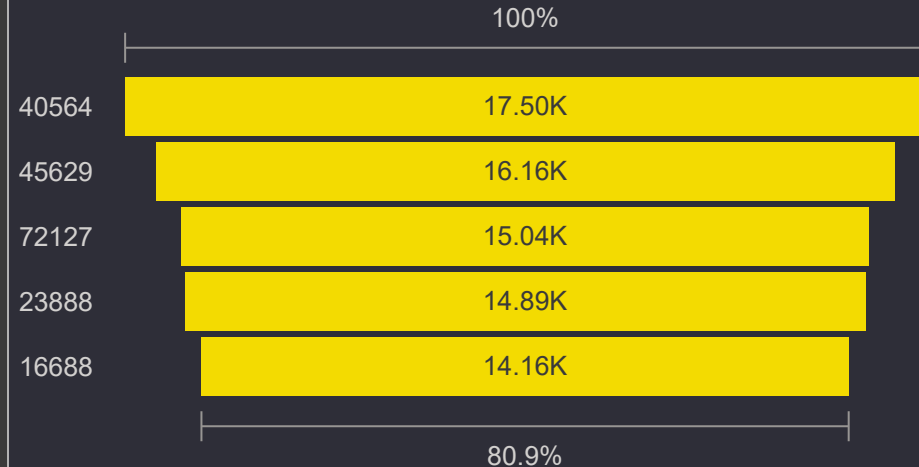
27.83

Loyal Customer %

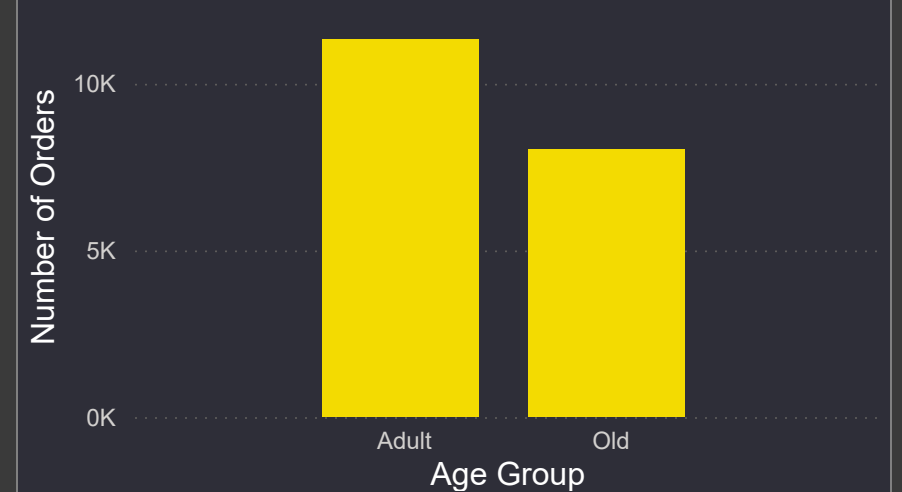
659

One-Time Customer

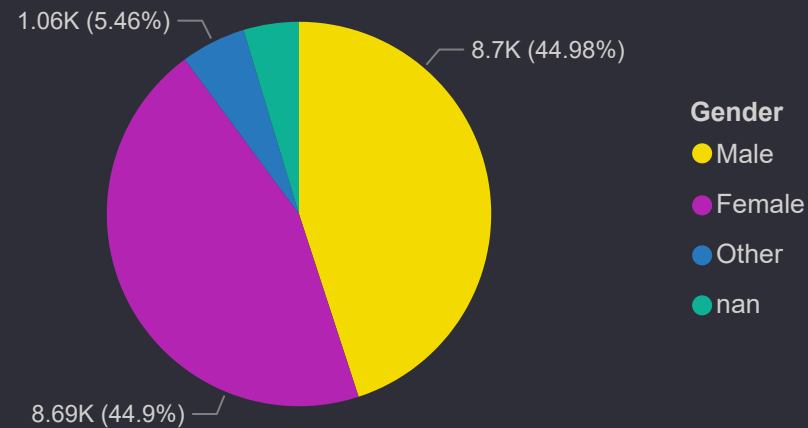
High Value Customer



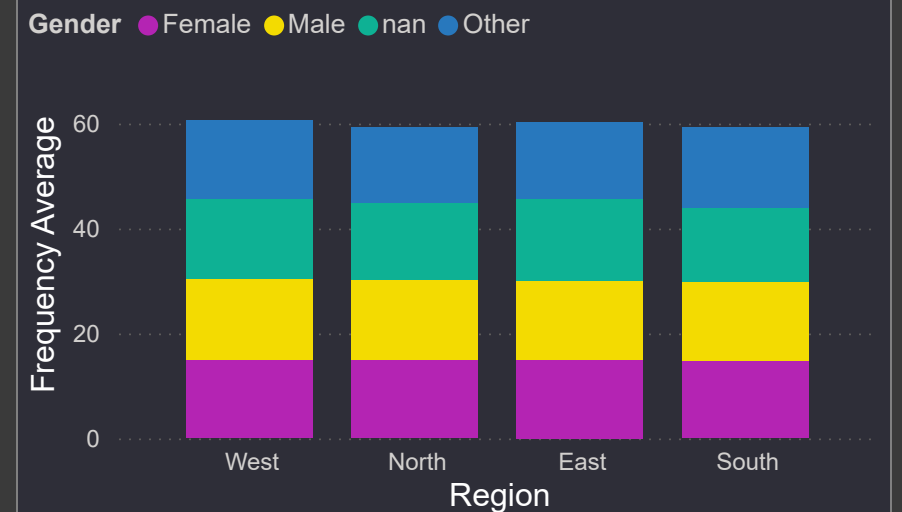
Number of Orders by Age Group



Number of orders by Gender



Frequency Average by Region and Gender





# Revenue Insights

49.04M

Total Sales

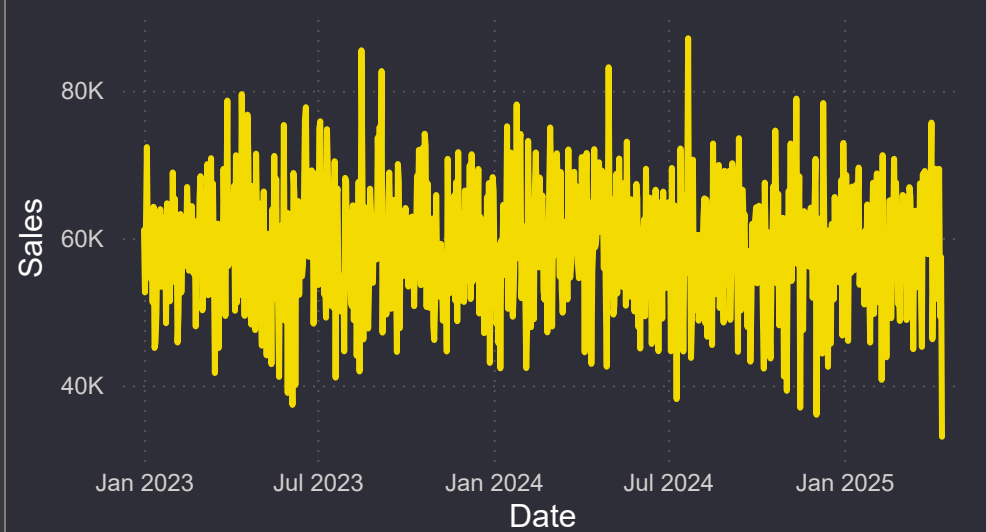
29.73%

Profit Percentage

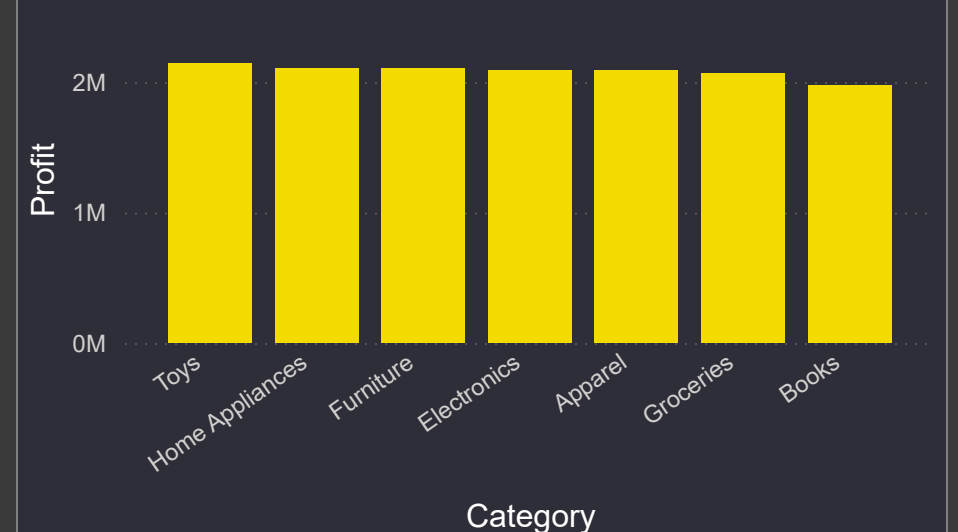
-78.86

YoY Growth (%)

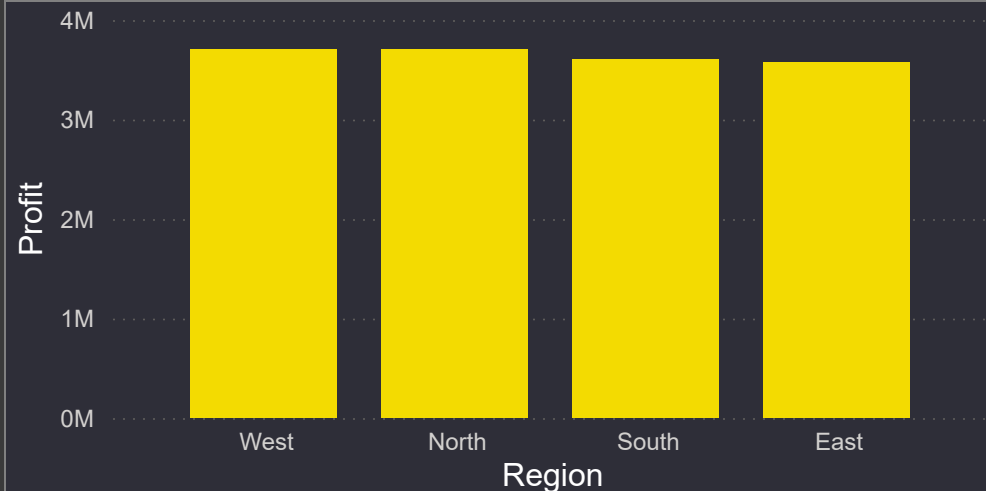
Overall Sales by Year



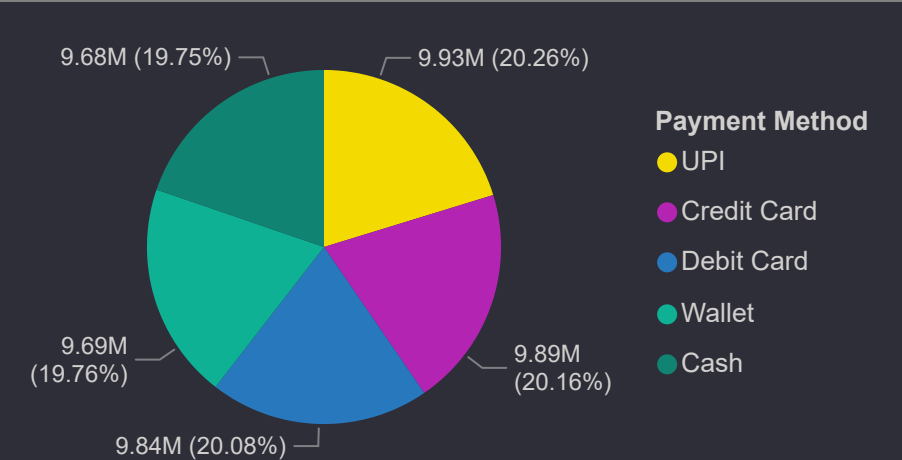
Overall Profit by Category



Overall Profit by Region



Overall Sales by Payment Method





# Order Details

Order ID	Store ID	Product ID	Delivery Status	Customer ID	Age	Age Group	Gender	Region	Order Value	Purchase Frequency	Profit	Payment Method
12	713	2356	Cancelled	14721	38	Adult	Female	East	1,909.00	10	1025	Cash
14	182	2600	Delivered	76230	28	Adult	Female	East	3,762.00	12	1321	Cash
21	231	1152	In Transit	83955	26	Adult	Female	South	4,368.00	7	1620	Cash
23	555	8282	Delayed	66676	56	Old	Female	South	3,906.00	24	-330	Cash
28	219	8362	In Transit	40869	63	Old	Female	South	2,853.00	29	1556	Cash
82	518	2928	In Transit	20437	56	Old	Female	West	2,268.20	12	-401	Cash
114	272	8553	Delayed	20639	31	Adult	Female	South	151.00	8	-267	Cash
133	854	9878	In Transit	47218	21	Adult	Female	North	3,081.00	28	-327	Cash
148	370	9710	In Transit	16859	55	Old	Female	East	3,853.00	7	16	Cash
175	948	1072	Cancelled	15882	34	Adult	Female	West	1,299.00	14	-484	Cash
184	793	1269	Cancelled	68635	69	Old	Female	East	290.00	21	1475	Cash
188	122	5361	Cancelled	40716	66	Old	Female	East	2,417.80	8	988	Cash
194	657	6659	Cancelled	52498	61	Old	Female	East	777.60	1	740	Cash
198	954	9598	Cancelled	83970	37	Adult	Female	West	4,748.00	19	874	Cash
206	117	3446	Cancelled	63595	39	Adult	Female	North	1,983.00	28	1901	Cash
223	481	5951	Delivered	62397	55	Old	Female	South	1,758.00	5	943	Cash
232	682	8075	Delayed	68334	68	Old	Female	West	1,557.00	15	1247	Cash
244	145	6914	Cancelled	95795	68	Old	Female	North	1,621.00	21	1802	Cash
264	376	1143	Delivered	37040	24	Adult	Female	North	2,474.00	29	1692	Cash
269	905	1270	Delivered	50895	28	Adult	Female	East	4,084.00	22	94	Cash
279	500	5320	Delayed	83294	34	Adult	Female	North	3,464.00	8	1445	Cash
284	565	5716	Delayed	22685	48	Adult	Female	East	209.00	7	1589	Cash
305	560	6514	Delayed	97649	55	Old	Female	South	2,673.00	10	1061	Cash
331	194	3468	Delivered	50891	31	Adult	Female	North	1,298.00	2	68	Cash
332	460	3428	In Transit	72704	47	Adult	Female	North	569.00	13	93	Cash
355	715	1837	Delivered	75300	54	Old	Female	West	4,587.00	16	-47	Cash
361	855	3520	Delivered	67899	35	Adult	Female	West	2,831.00	20	534	Cash
387	725	6477	Cancelled	20687	59	Old	Female	East	982.00	20	1281	Cash
423	490	7963	In Transit	76476	51	Old	Female	South	239.00	3	909	Cash
427	206	4032	Cancelled	44086	59	Old	Female	North	4,508.00	15	1588	Cash
436	112	8120	Cancelled	98521	44	Adult	Female	West	882.00	11	1021	Cash
447	927	5475	In Transit	71120	58	Old	Female	East	3,580.20	23	-446	Cash