



Overview



Customers



Products & Operation



Reset



Overview

2023

2024

Transactions

2556

Prev. Year

2444

4.58%

Sales (₹)

₹ 5.54M

Prev. Year

₹ 5.46M

1.46%

Sales Volume

5116

Prev. Year

4918

4.03%

Top 5 Product Categories by Transactions

Dairy & Breakfast

Fruits & Vegetables

Household Care

Pet Care

Snacks & Munchies

Household Care



287

5.74%

Dairy & Breakfast



279

5.58%

Pet Care



276

5.52%

Snacks & Munchies



248

4.96%

Fruits & Vegetables



239

4.78%

Top 5 Stores with Highest Sales Value (₹)

Transactions Sales (₹)

1.0

0.5

0.0

2409

6124

6841

7603

909

Store ID

Store ID

Transactions

Sales (₹)

Sales (₹) % GT

AOV

2409

1

6124

1

909

1

7603

1

6841

1

2409

1

6124

1

909

1

7603

1

6841

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6841

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2409

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7603

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6841

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2409

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6124



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Customers

2023

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Total Customers

ordered in this period:

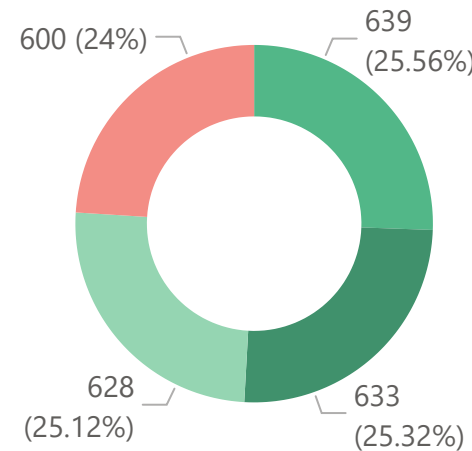
1612

▲ 2.48%

Customer Types:

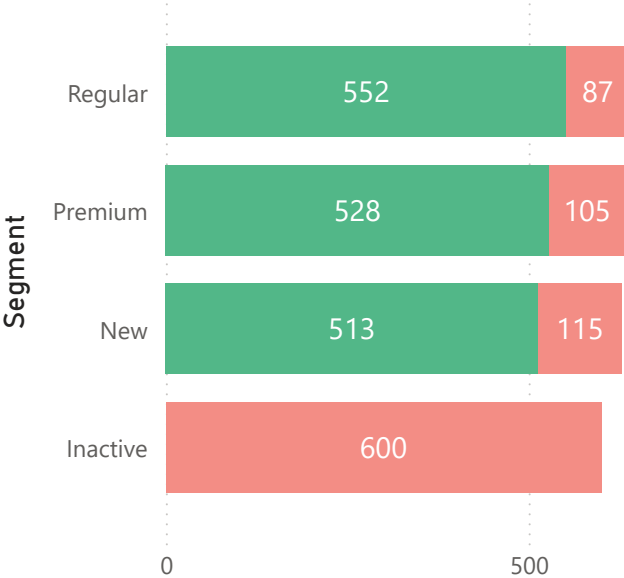
Customer Type	Total	% Customers of GT	%Customer Change	
Inactive	384	17.68%	▲	3.23%
New	391	18.00%	▲	3.44%
Premium	396	18.23%	▼	-3.65%
Regular	441	20.30%	▲	7.04%

Registered Customers:



Regular Premium New Inactive

Active Inactive

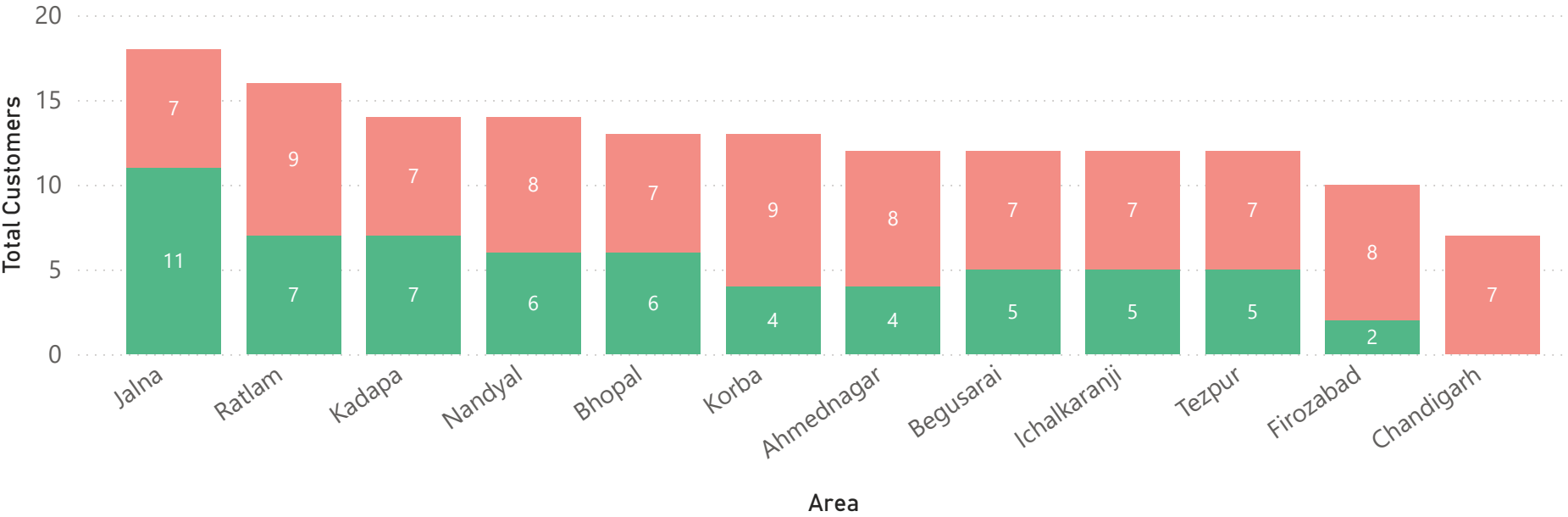


Customers' Data:

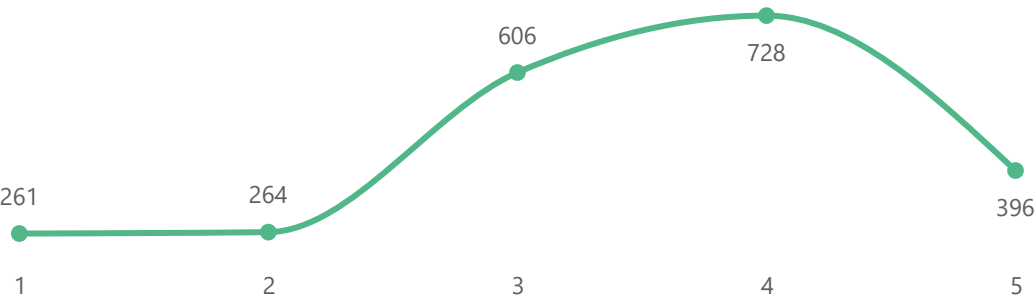
ID	Type	Transactions	AOV	Updated Status
10038382	Inactive	5	₹ 339.73	Inactive
10210309	Inactive	14	₹ 515.07	Inactive
10225164	Inactive	22	₹ 491.07	Inactive
10285414	Inactive	18	₹ 993.50	Inactive
10524732	Regular	21	₹ 1,830.92	Inactive
10605484	Inactive	15	₹ 652.00	Inactive
1060685	Inactive	4	₹ 999.24	Inactive

Top 10 Areas with The Most Inactive Customers

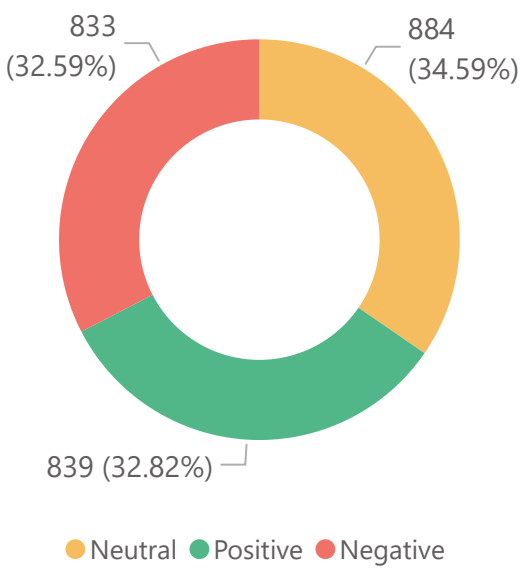
Active Inactive



Satisfaction Rate:



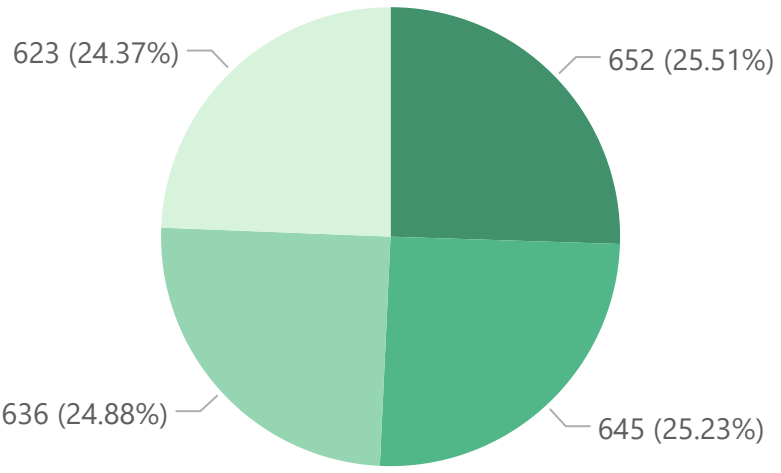
Feedback:



Neutral Positive Negative

AVG Satisfaction Rate:

3.36 ▲ 1.10%



Feedback Category Delivery Customer Service Product Quality App Experience



Overview



Customers



Products & Operation



Reset



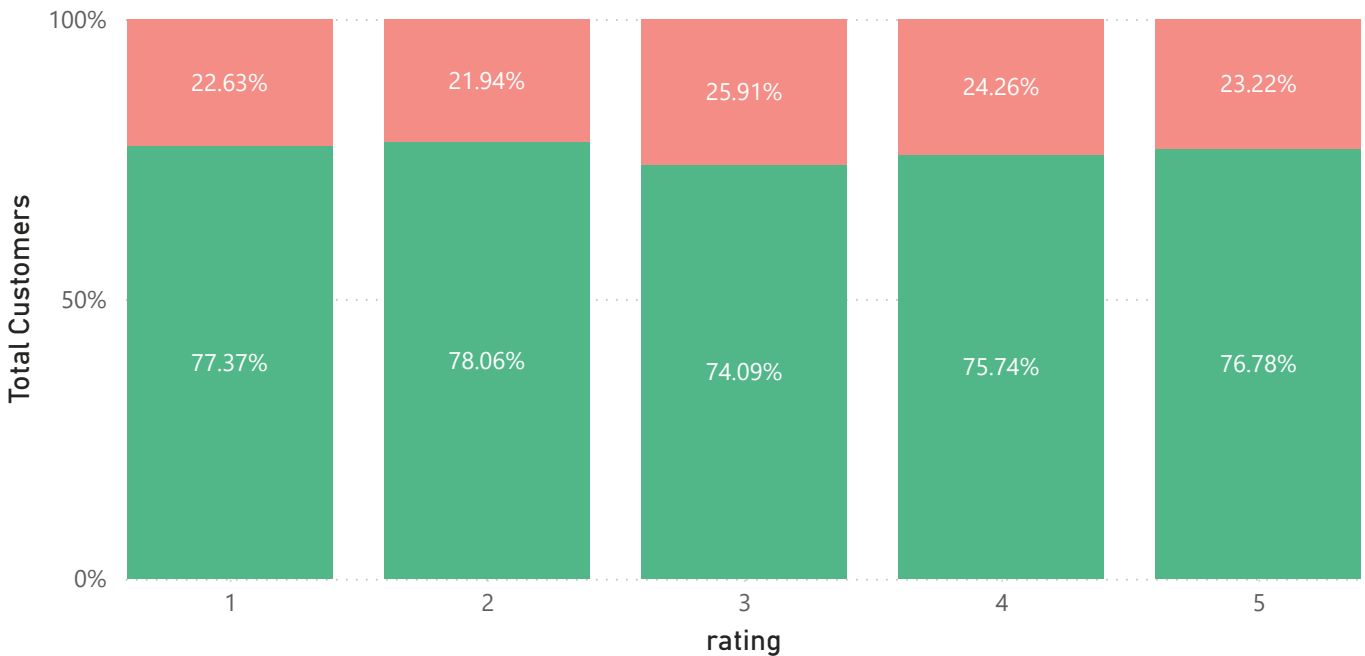
Customers

2023

2024

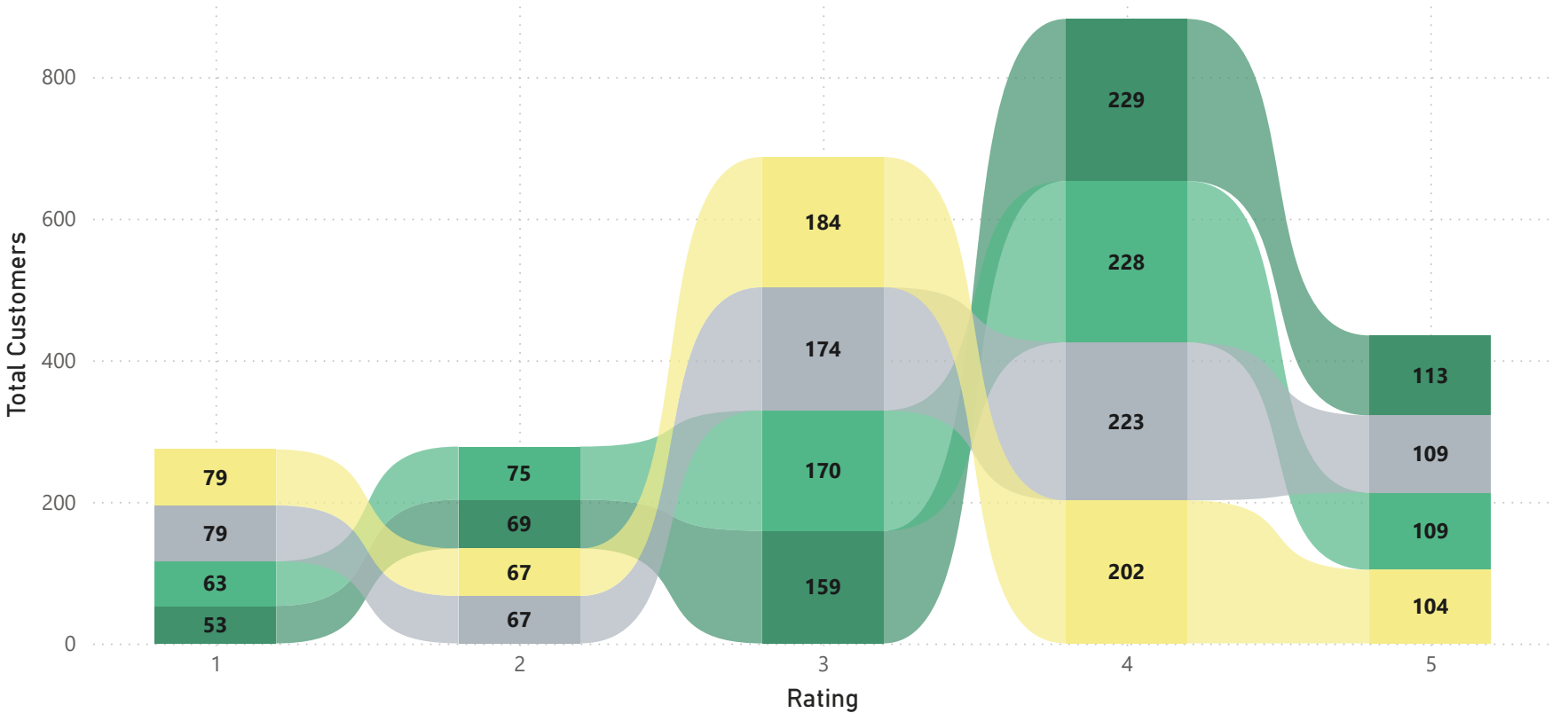
Which Customer Groups are sending the most negative feedbacks?

Updated Status ● Active ● Inactive

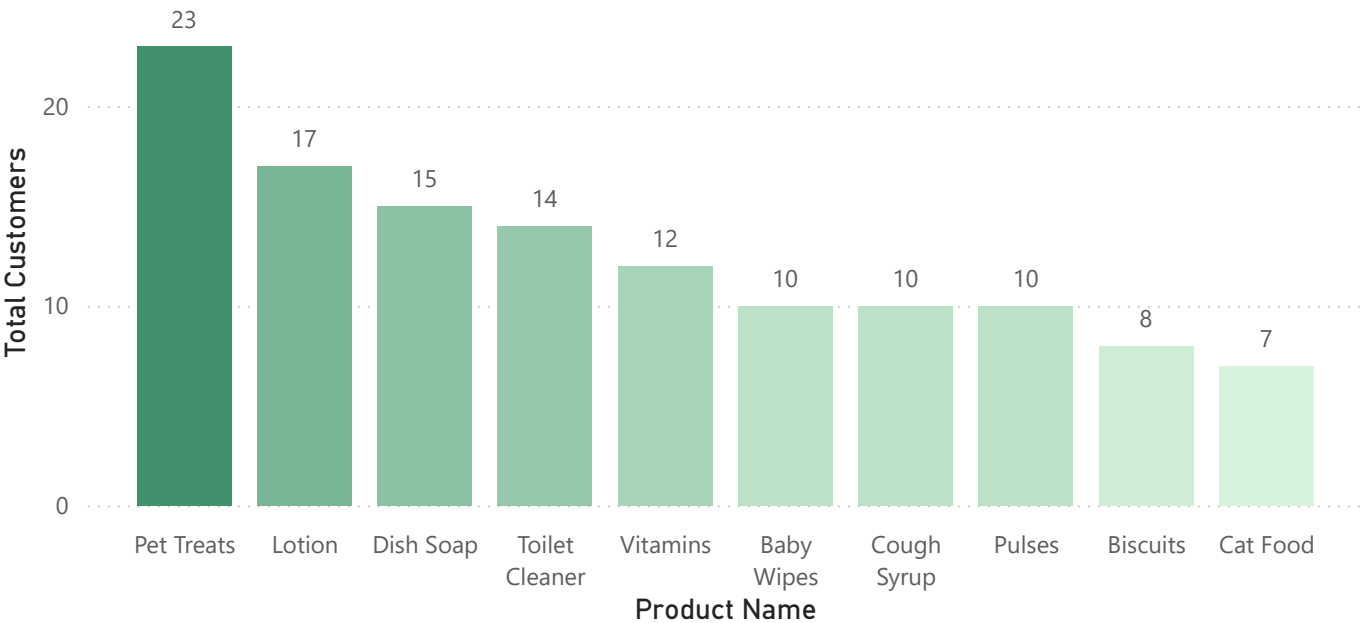


Total Customers by Rating of Feedback Categories

● App Experience ● Customer Service ● Delivery ● Product Quality

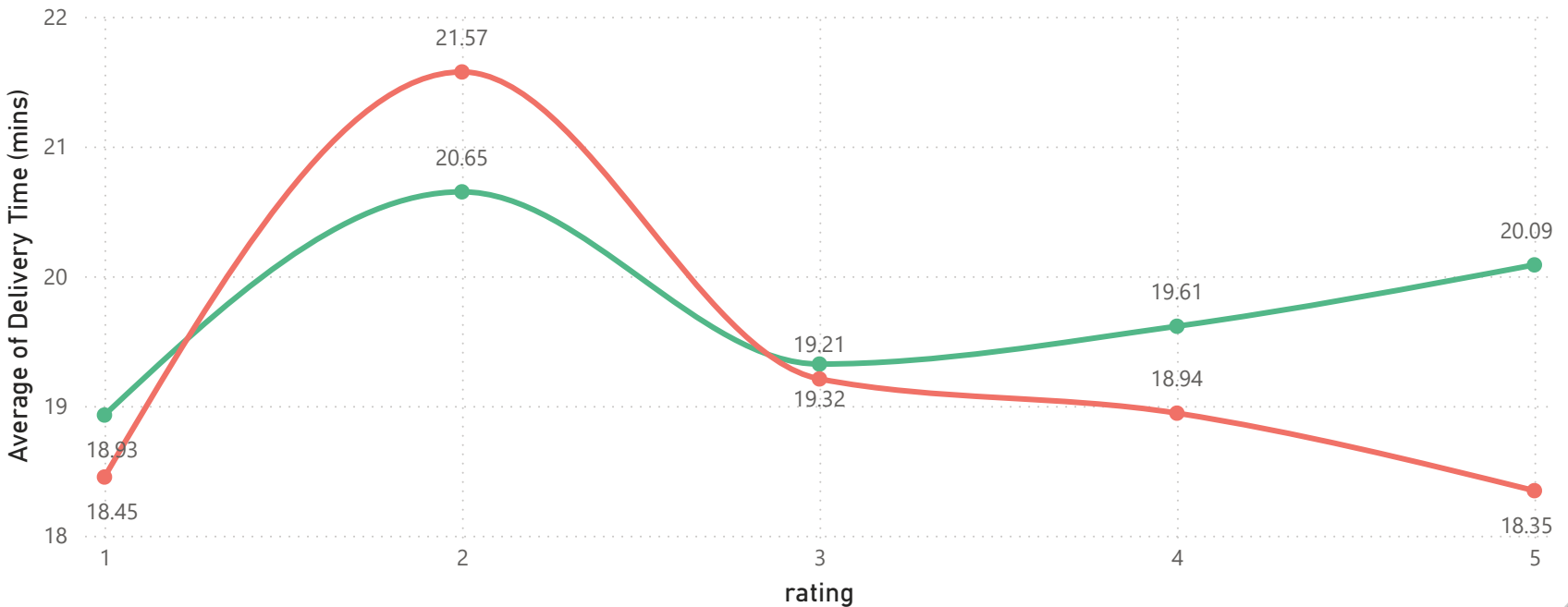


Top 10 Products Receiving the Most Negative Feedbacks (1-3 points)



Correlation between Satisfaction Rate and Delivery Time (mins)

Updated Status ● Active ● Inactive





Products & Operation

2023

2024



Overview



Customers



Products & Operation



Reset



Total Products

268

Total Stores

2556

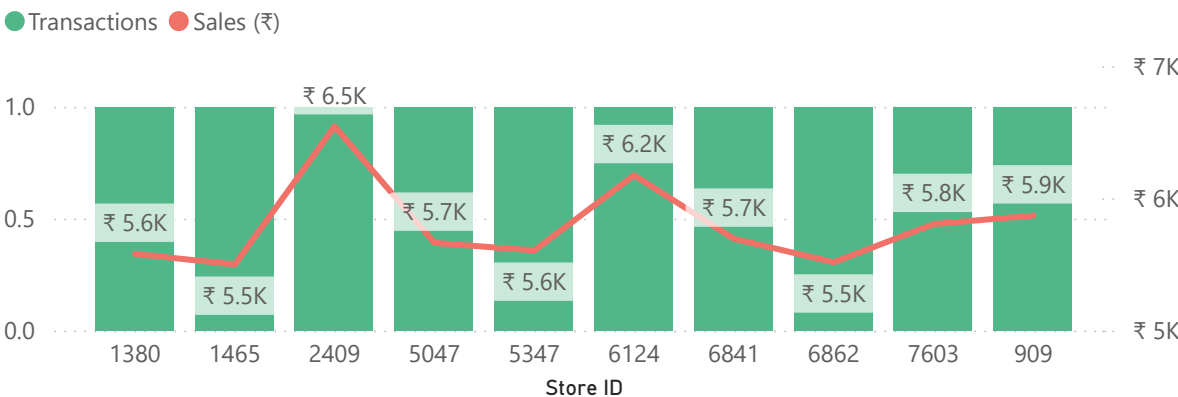
▲ 4.58%

AVG Revenue per Store

₹ 2.17K

▼ -2.99%

Top 10 Stores with Highest Sales Value (₹)



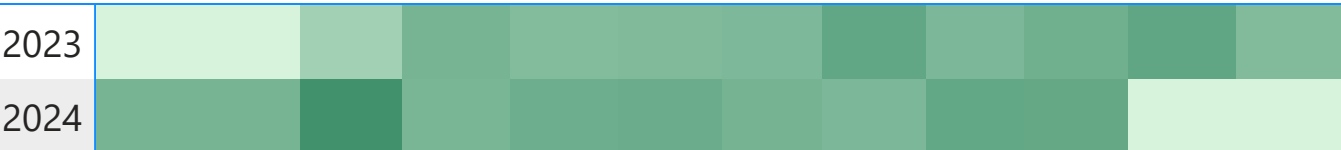
Top 10
Stores

Bottom
10
Stores

Store ID	Transactions	Sales (₹)	Sales (₹) % GT	AOV
2409	1	₹ 6,543.19	0.06%	₹ 6,543.19
6124	1	₹ 6,173.45	0.06%	₹ 6,173.45
909	1	₹ 5,868.92	0.05%	₹ 5,868.92
7603	1	₹ 5,804.23	0.05%	₹ 5,804.23
6841	1	₹ 5,692.84	0.05%	₹ 5,692.84

Customer Growth

Year Jan Feb Mar Apr May Jun Jul Aug Sep Oct Nov Dec



Channel

App

Email

SMS

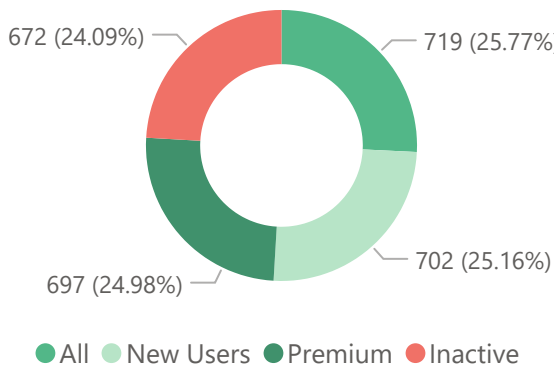
Social Media

Total Campaigns

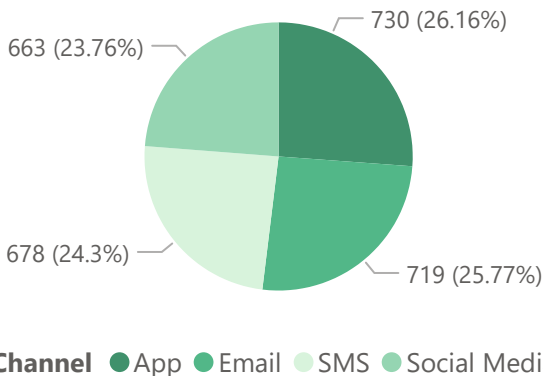
2790

▲ 6.90%

Total Campaigns by Target Audiences



Total Campaigns by Channel



Planned MKT Campaigns by Months:

Target Audience	1	2	3	4	5	6	7	8	9	10	11
All	70	66	71	80	66	68	74	68	76	68	12
Inactive	61	50	68	57	65	73	81	76	56	71	14
New Users	74	79	70	66	76	65	55	66	70	70	11
Premium	74	66	70	67	72	64	69	69	68	70	8

Planned MKT Campaigns Data:

Campaign Name	Date	Channel	Target Audience	CTR	CVR	CPC	CPA	ROAS
App Push Notification	1 January, 2024	Social Media	All	4.01%	39.84%	₹ 5.67	₹ 14.22	₹ 2.88
Category Promotion	1 January, 2024	Email	Inactive	42.51%	1.99%	₹ 6.67	₹ 335.13	₹ 1.18
Email Campaign	1 January, 2024	Email	New Users	3.24%	12.21%	₹ 4.55	₹ 37.24	₹ 4.43
Festival Offer	1 January, 2024	Social Media	New Users	3.22%	46.99%	₹ 19.38	₹ 41.25	₹ 2.74
Flash Sale	1 January, 2024	Social Media	Inactive	5.28%	14.98%	₹ 15.99	₹ 106.74	₹ 2.01
Membership Drive	1 January, 2024	App	All	14.38%	40.61%	₹ 16.06	₹ 39.55	₹ 2.01
New User Discount	1 January, 2024	Social Media	Premium	36.34%	8.27%	₹ 2.97	₹ 35.89	₹ 8.03
Referral Program	1 January, 2024	App	Inactive	11.76%	10.24%	₹ 11.93	₹ 116.48	₹ 2.41
Weekend Special	1 January, 2024	Social Media	New Users	19.38%	7.26%	₹ 3.14	₹ 43.16	₹ 2.66
App Push Notification	2 January, 2024	App	All	28.78%	7.28%	₹ 2.84	₹ 38.92	₹ 2.31
Category Promotion	2 January, 2024	Email	Premium	5.01%	12.63%	₹ 8.97	₹ 71.03	₹ 0.82
Email Campaign	2 January, 2024	Social Media	Premium	2.13%	28.57%	₹ 36.16	₹ 126.57	₹ 0.43



Products & Operation

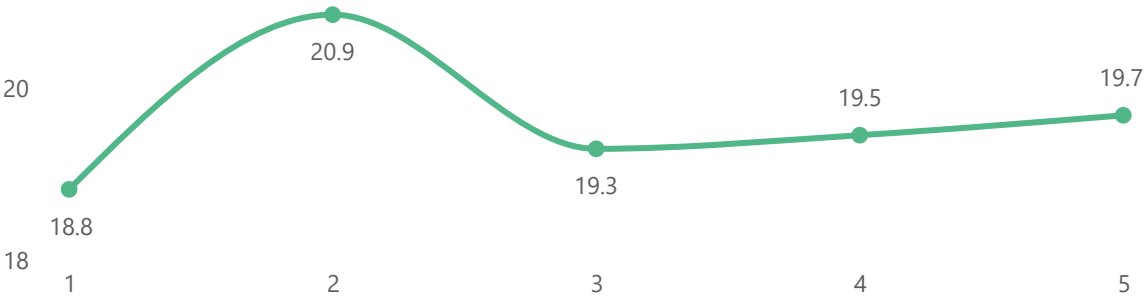
2023

2024

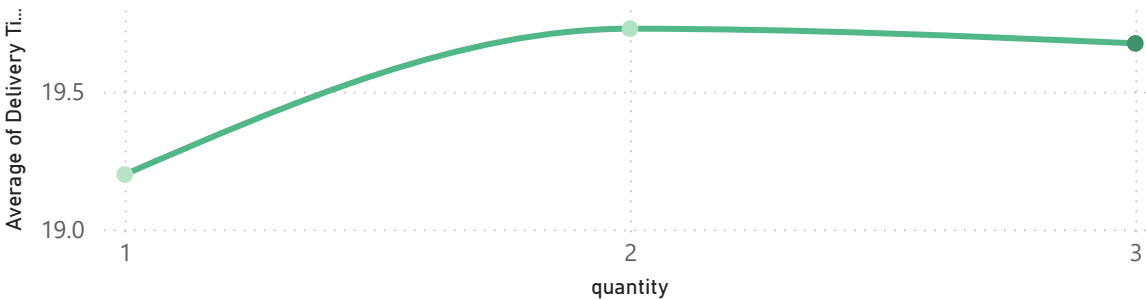
AVG Delivery Time (mins): 19.53

Status	AVG Delivery Time	% Sales Change	AOV
On Time	15.12	▲ 4.37%	₹ 2,178.66
Significantly Delayed	38.07	▲ 8.74%	₹ 2,154.52
Slightly Delayed	25.55	▲ 3.78%	₹ 2,141.57

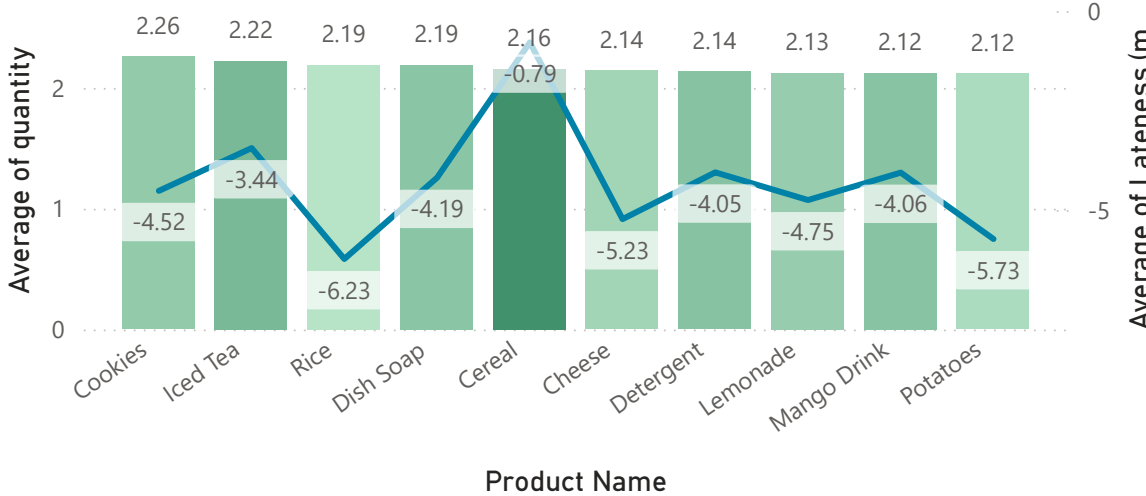
AVG Delivery Time vs. Satisfaction Rate



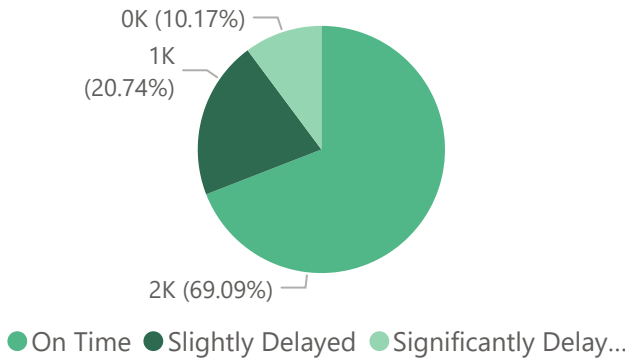
Correlation between Delivery Time & Quantity



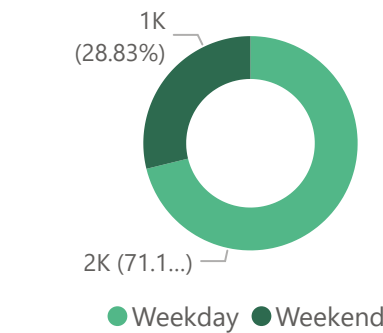
Lateness (mins) vs. Products & Quantity



Delivery Status



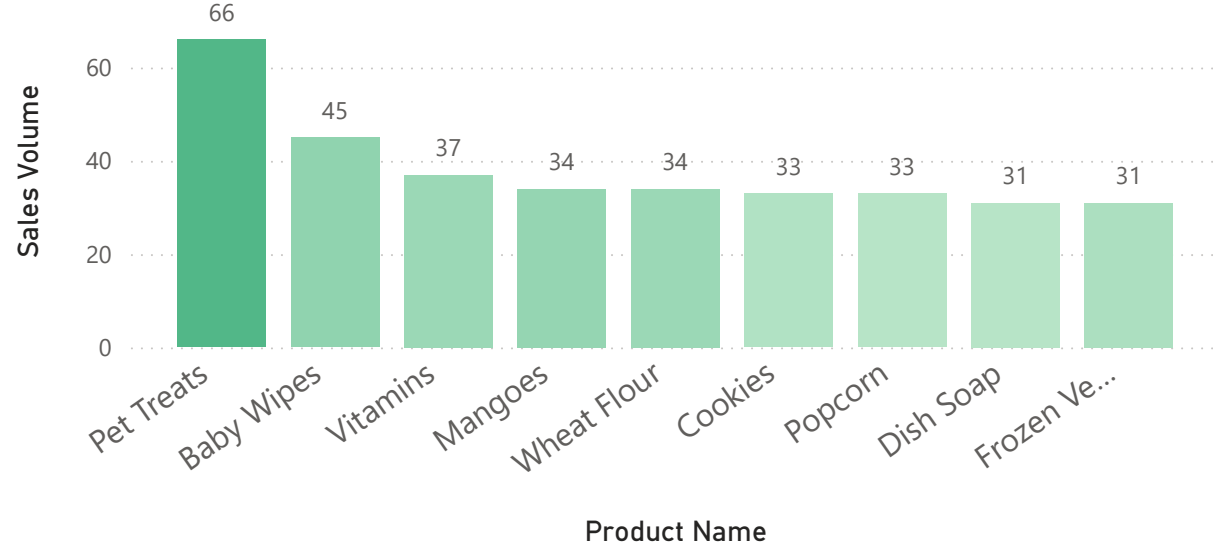
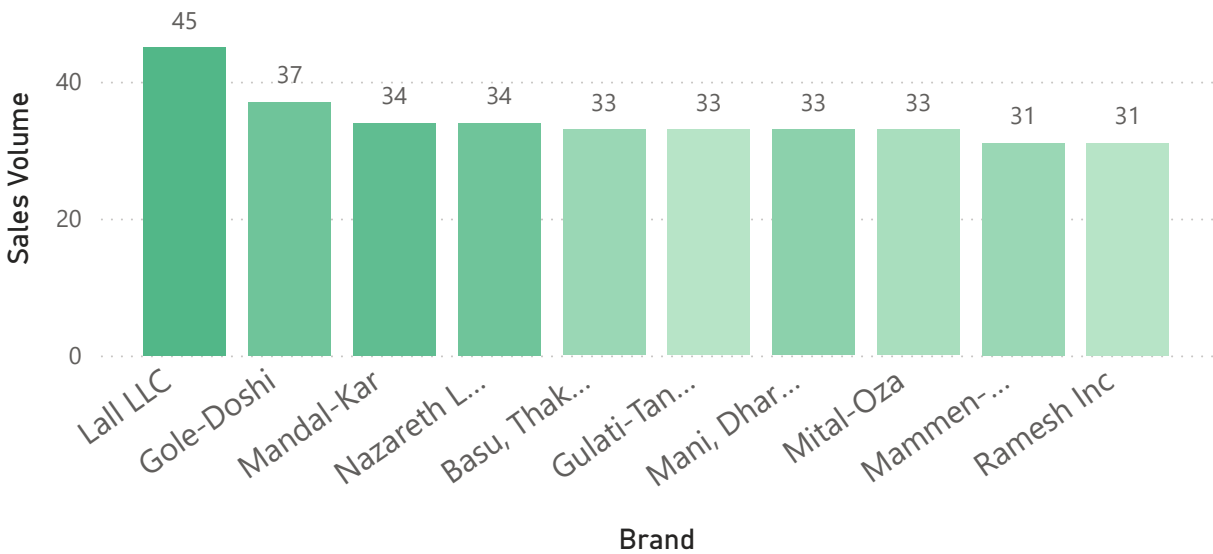
Weekday | Weekend Transactions



Top 10 Products

Bottom 10 Products

Top 10 Best-Sellers



Peak Day & Time

