

Executive Overview

Total Revenue

2.42bn

Sum of total_revenue

Total Transactions

10K

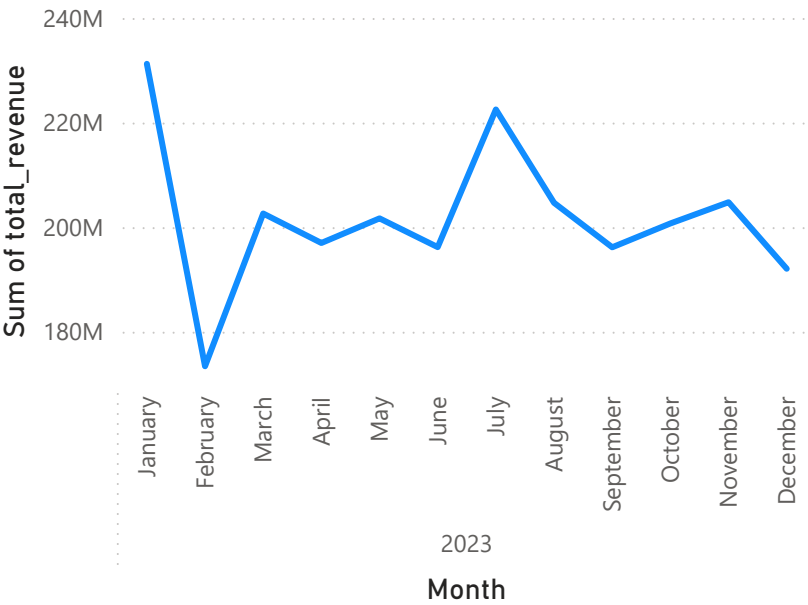
Sum of...

Average Order Value

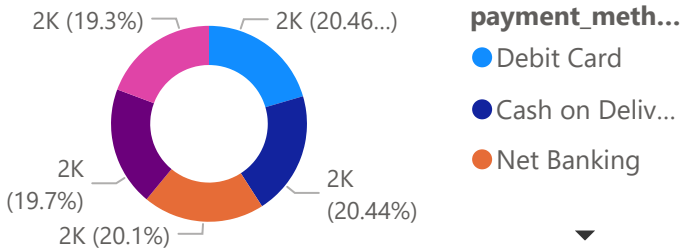
13.54K

Average of...

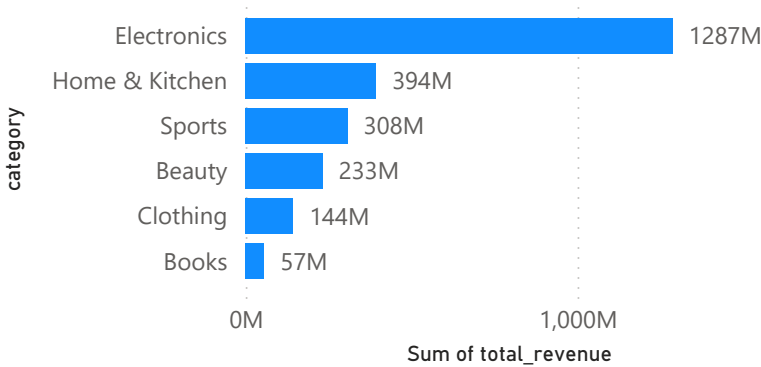
Monthly Revenue Trend



Payment Method Distribution

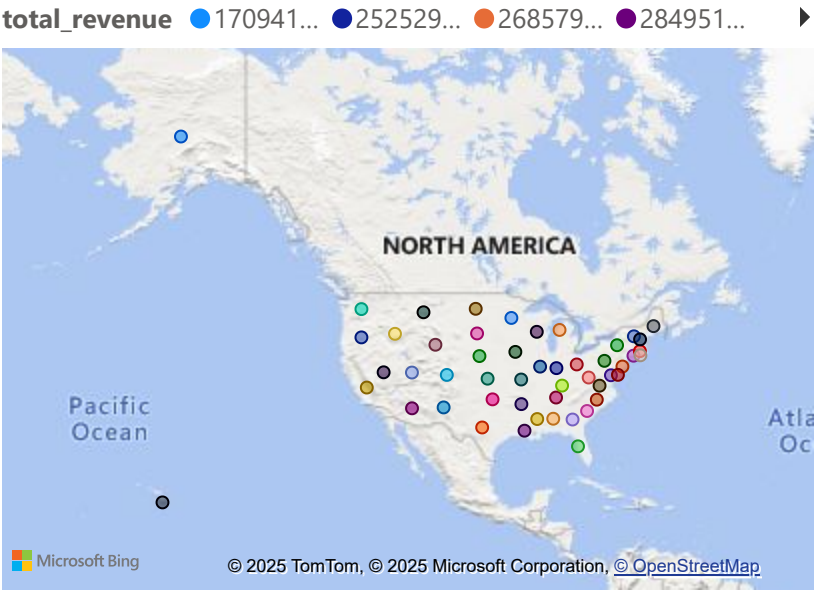


Top Categories by Revenue



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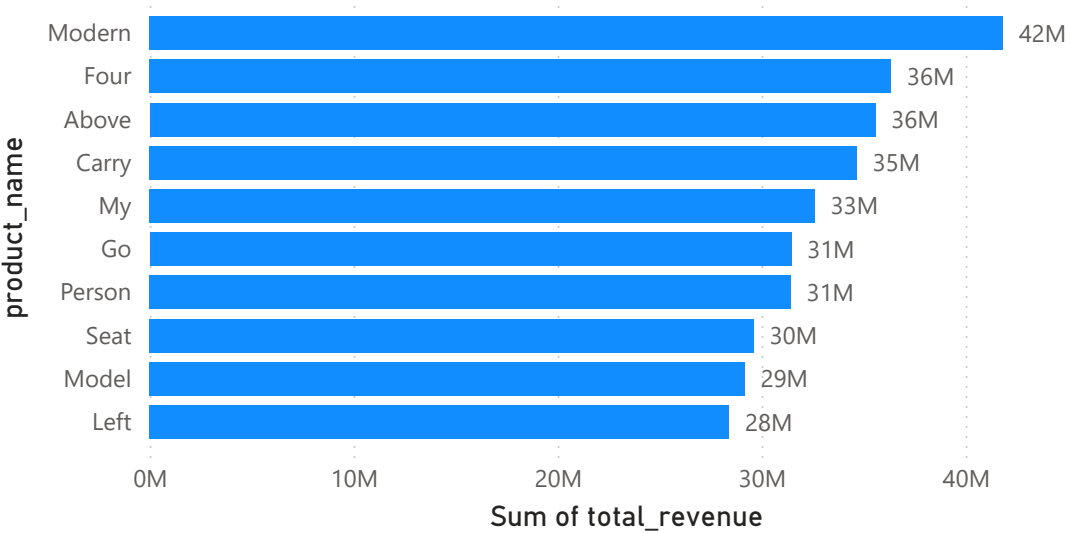
Revenue by State



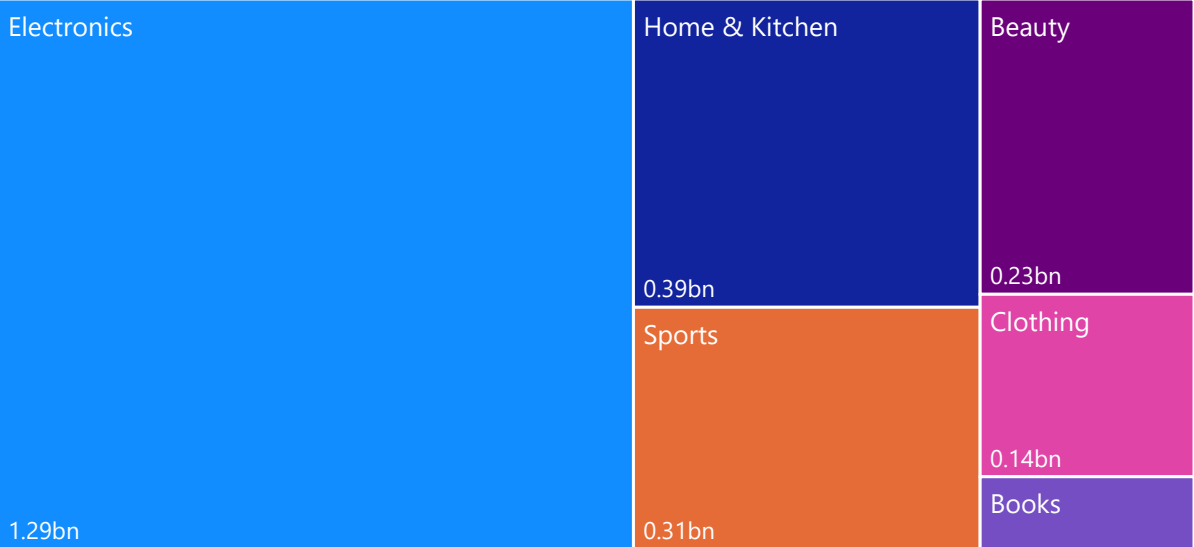
state	category
All	All
year_month	payment_method
All	All

Product Performance

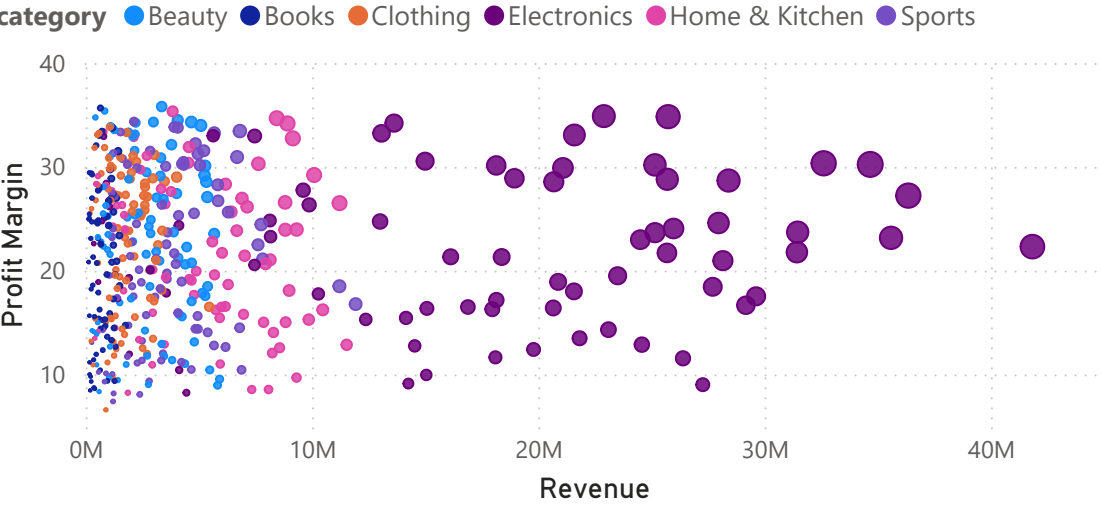
Top 10 Products by Revenue



Revenue by Category



Product Profitability vs Revenue

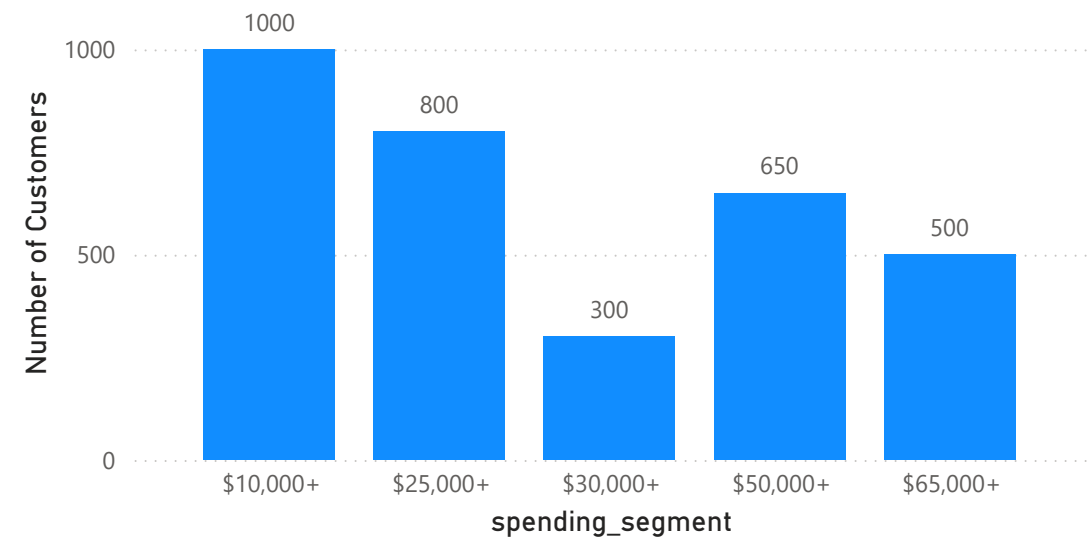


Product Table

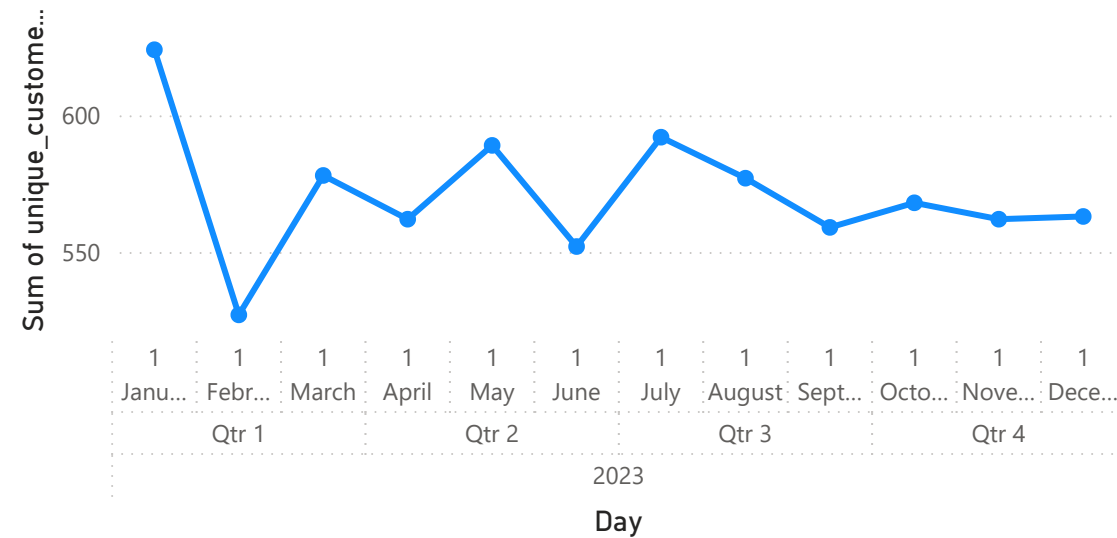
Product Name	Category	Total Revenue	Units Sold	Average Price
Modern	Electronics	₹ 4,18,37,818.74	918	49,313.79
Four	Electronics	₹ 3,63,54,791.46	816	47,466.76
Above	Electronics	₹ 3,55,90,081.80	780	49,595.99
Carry	Electronics	₹ 3,46,70,183.52	798	46,637.32
My	Electronics	₹ 3,26,12,930.10	732	47,347.46
Go	Electronics	₹ 3,14,65,017.72	750	44,995.02
Person	Electronics	₹ 3,14,31,136.68	702	48,935.29
Seat	Electronics	₹ 2,96,25,903.18	750	42,713.24
Model	Electronics	₹ 2,91,76,976.04	960	33,307.05
Left	Electronics	₹ 2,84,11,388.04	828	37,432.52

Customer Analytics

Customer Segments



Customer Acquisition Trend



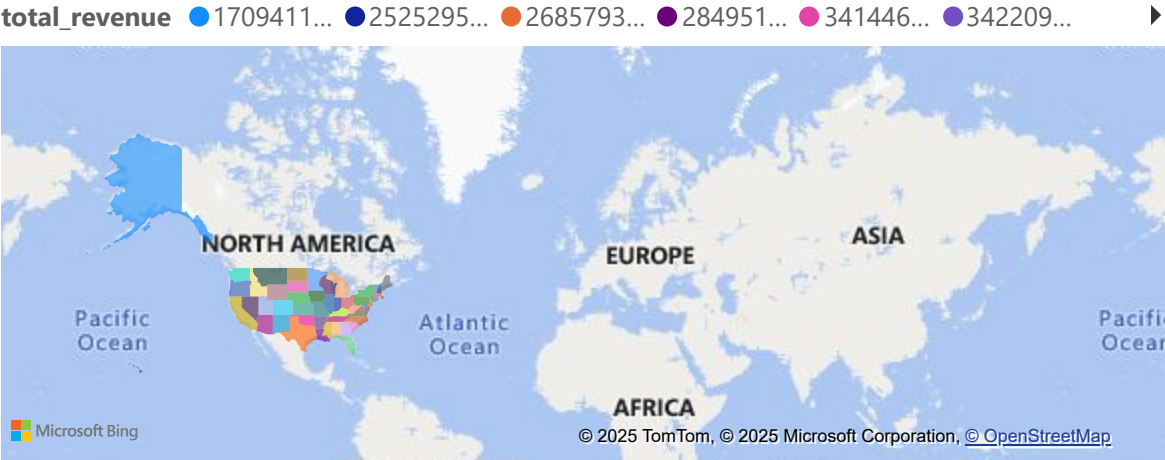
Top 10 Customers by Lifetime Value

Customer Name	Lifetime Value	Total Orders	Average Order Value
Michaela Welch	₹ 78,43,442.82	14	₹ 24,664.91
Melissa Luna	₹ 71,90,225.16	14	₹ 21,399.48
Christopher Smith	₹ 69,63,389.40	21	₹ 17,584.32
Matthew Smith	₹ 65,10,325.86	32	₹ 32,424.95
James Reid	₹ 64,90,133.70	17	₹ 18,649.81
Wesley Johns	₹ 59,22,105.24	13	₹ 21,933.72
Michelle Branch	₹ 57,59,191.86	16	₹ 19,197.31
Steven Lopez	₹ 57,47,494.98	17	₹ 17,739.18
Aaron Bowen	₹ 56,94,573.36	12	₹ 21,570.35
Tracie Massey	₹ 55,72,407.54	11	₹ 22,652.06

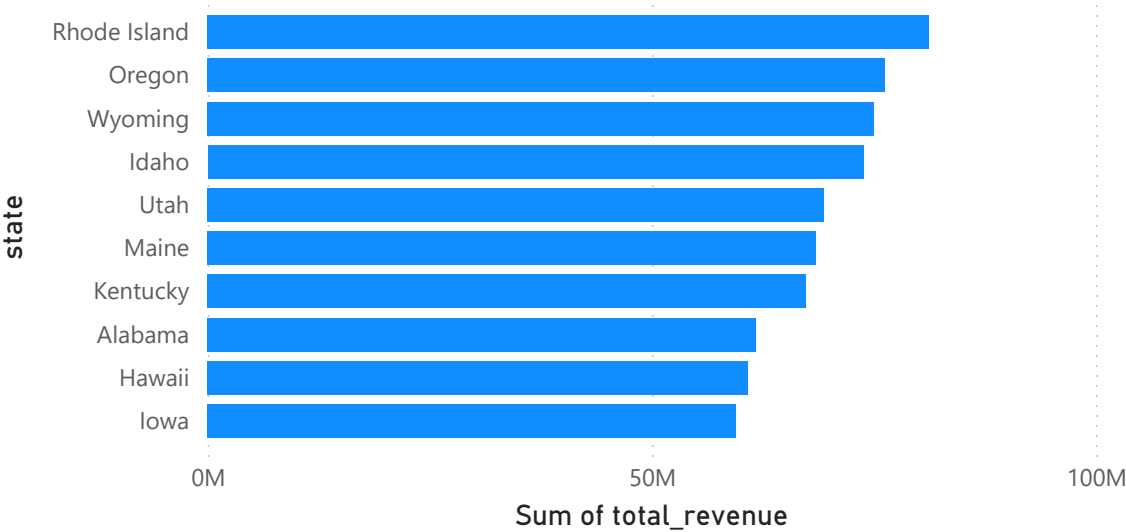
Trends & Geography

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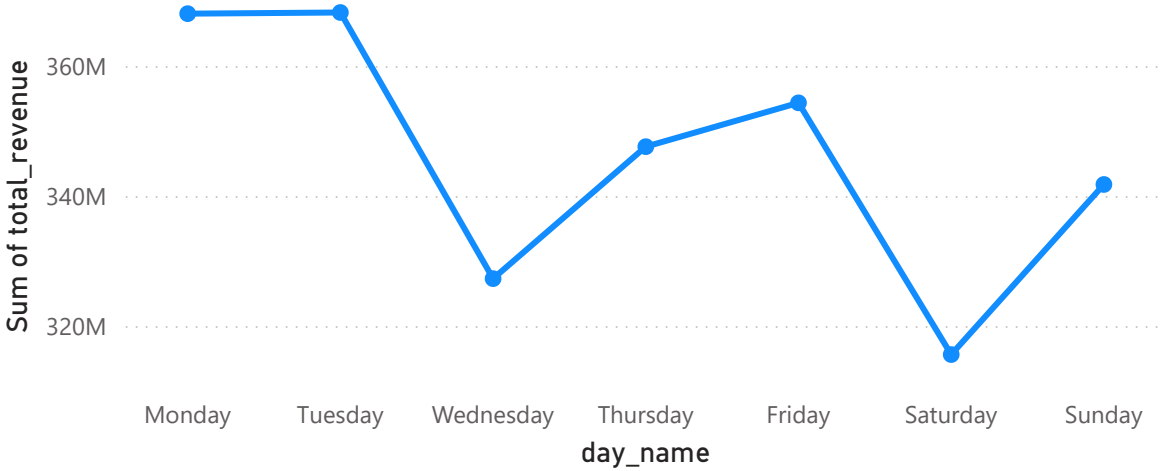
State-wise Revenue



Top 10 States by Revenue



Day of Week Sales Pattern



Category-wise Revenue Trend

