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India's Last Minute App

CATEGORY

All

DELIVERY STATUS

All

SEGMENTS

All



4.97M

Total Sales



2.76M

Average Order Value



29.03M

Customer Lifetime Value



94.20%

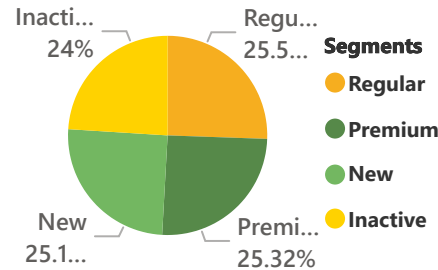
Customer Retention Rate



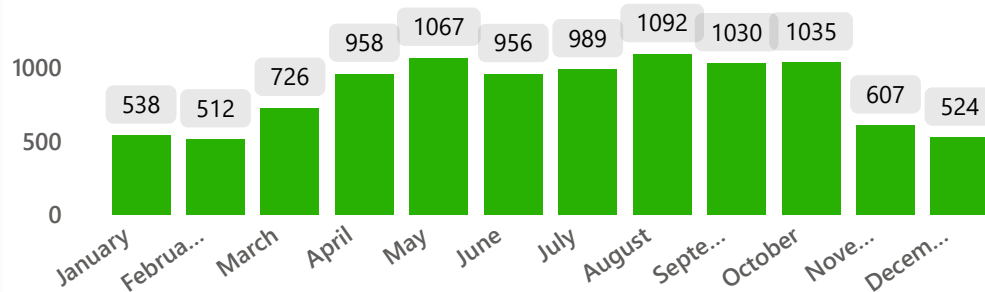
PRODUCT-WISE ORDER QUANTITIES

Pet Tre...	473
Toilet C...	430
Dish S...	397
Vitamins	380
Cough ...	373
Lotion	350
Baby ...	328
Cat Food	307

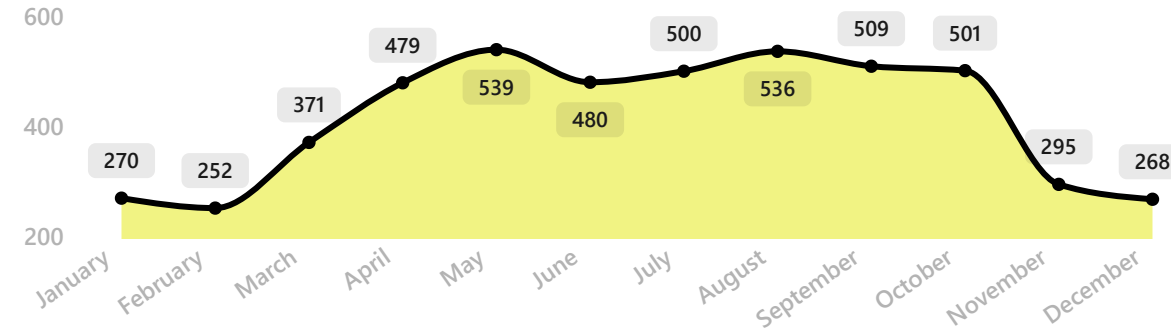
CUSTOMER SEGMENTS DISTRIBUTION



PRODUCT DELIVERIES OVER TIME

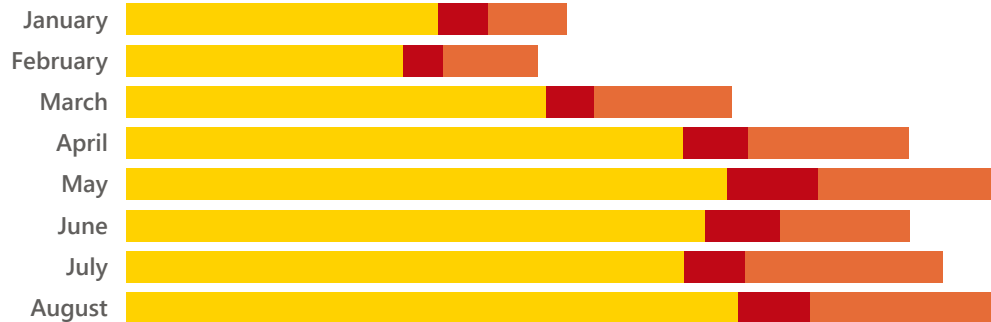


MONTHLY ORDER TREND

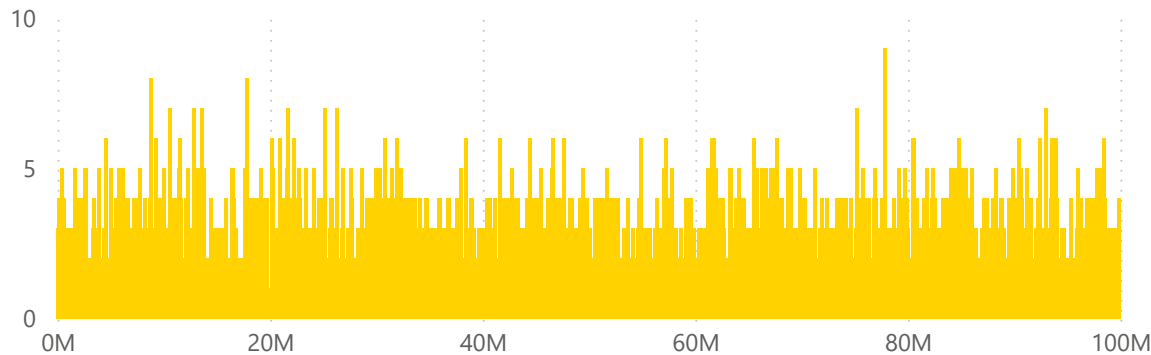


ORDER DELIVERY STATUS

On Time Significantly Delayed Slightly Delayed



ORDERS BY CUSTOMER

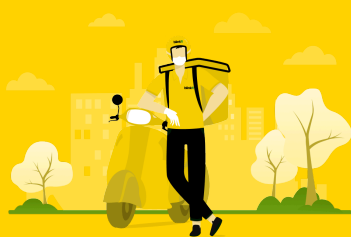


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CATEGORY

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32.19M

TOTAL REVENUE



35.99K

GROSS PROFIT



14.80K

ROAS

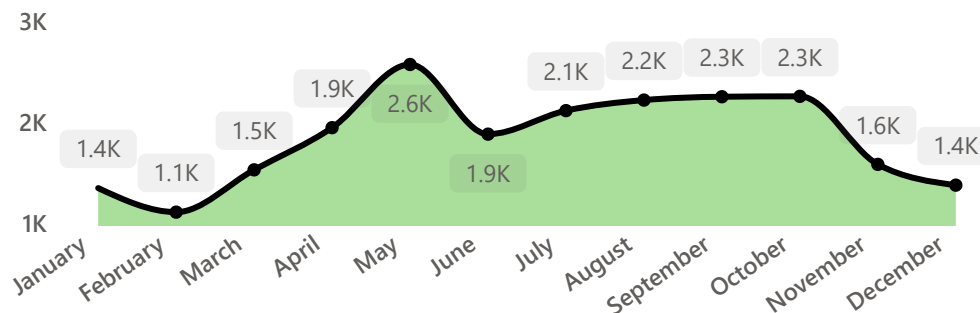


22K

TOTAL DELIVERY TIME



DELIVERY DELAY OVER TIME

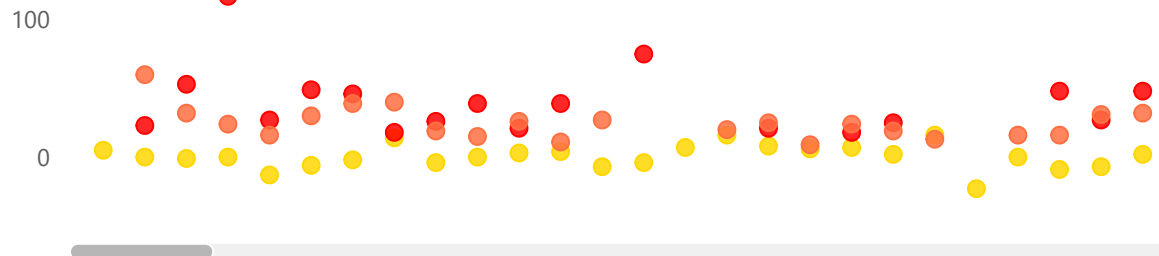


CUSTOMER DETAILS

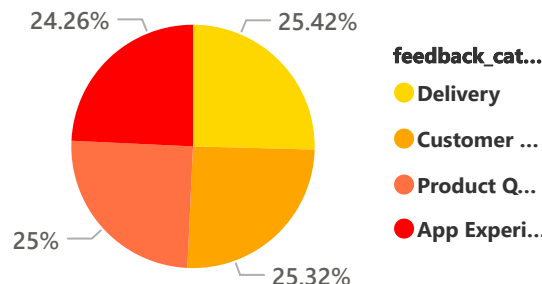
Customer Id	Customer Name	Email
45383958	Aachal Mangat	yasti56@example.org
14161586	Aachal Nazareth	aadhya71@example.org
15487049	Aadhya Cherian	rushil71@example.com
87222820	Aadhya Padmanabhan	nkala@example.org

DELIVERY EFFICIENCY ANALYSIS

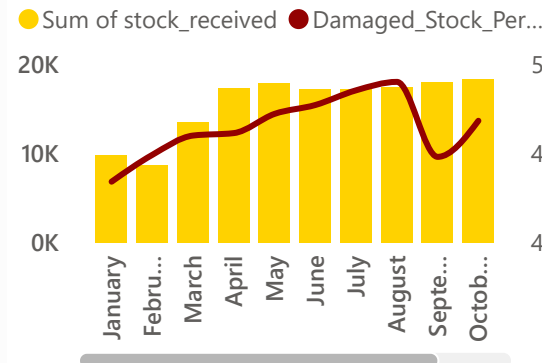
On Time Significantly Delayed Slightly Delayed



FEEDBACK CATEGORY DISTRIBUTION



STOCK VS DAMAGE %



CAMPAIGN ANALYSIS

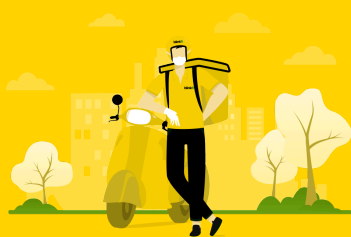
Campaign Id	Campaign Name	Spend	Revenue Generated
243	Referral Program	3.64K	5.97K
342	Flash Sale	2.90K	7.71K
417	Email Campaign	2.70K	5.20K
472	Festival Offer	1.54K	4.32K

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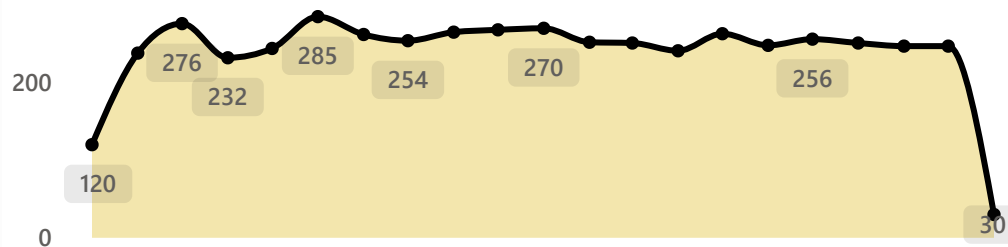
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CATEGORY

All



DAILY ORDER COUNTS OVER TIME

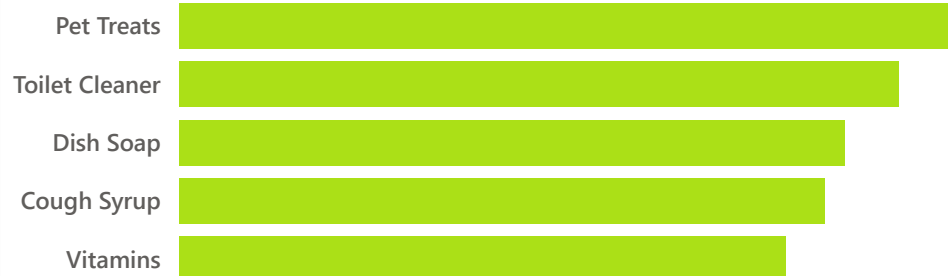


On Time

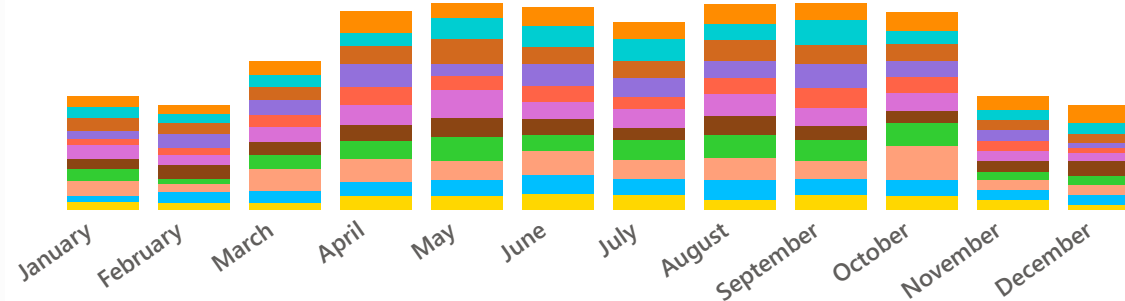
Significantly Delayed

Slightly Delayed

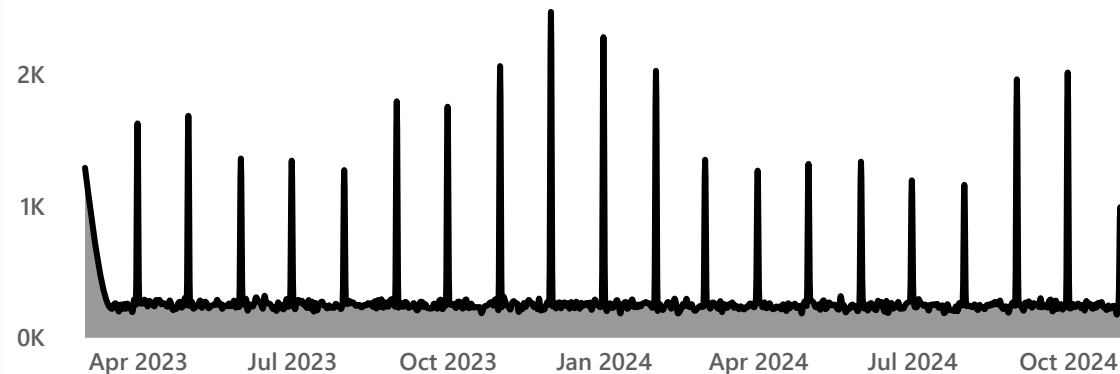
TOP 5 BEST SELLING PRODUCT



MONTHLY ORDER VOLUME BY CATEGORY



FORECASTED STOCK RECEIVED



TOTAL ORDERS BY AREA AND CUSTOMER SEGMENT

customer_segment Inactive New Premium Regular



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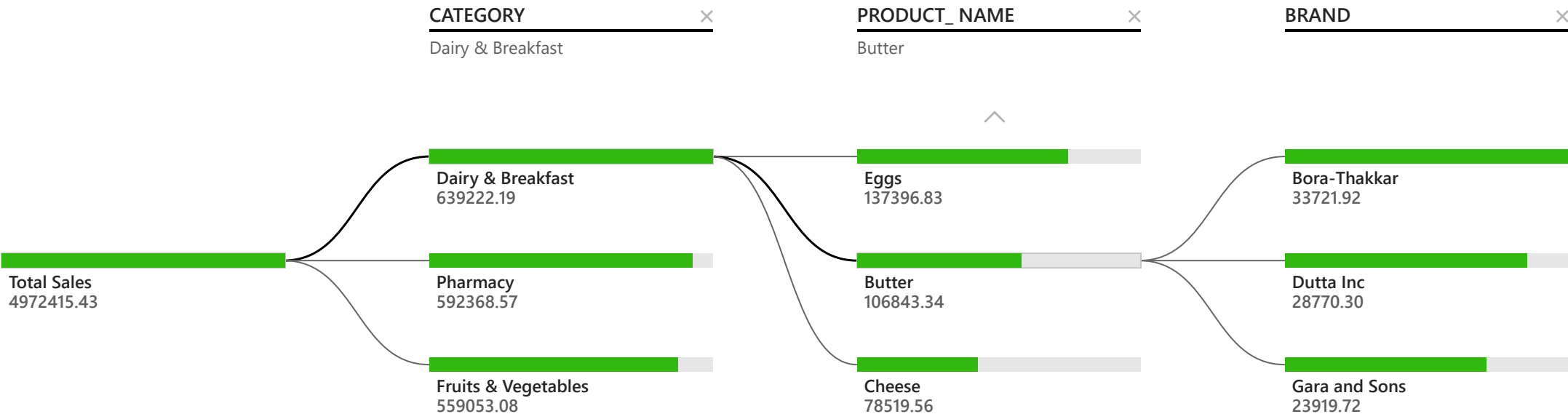
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All



DECOMPOSITION TREE FOR SALES INSIGHTS



ORDER QUANTITY BY PRODUCT CATEGORY

CATEGORY	Baby Food	Baby Wipes	Bananas	Biscuits	Bread
Baby Care	236	328			
Cold Drinks & Juices					
Dairy & Breakfast					270
Fruits & Vegetables			85		
Grocery & Staples					
Household Care					
Instant & Frozen Food					
Personal Care					

ORDER FREQUENCY BY PINCODE



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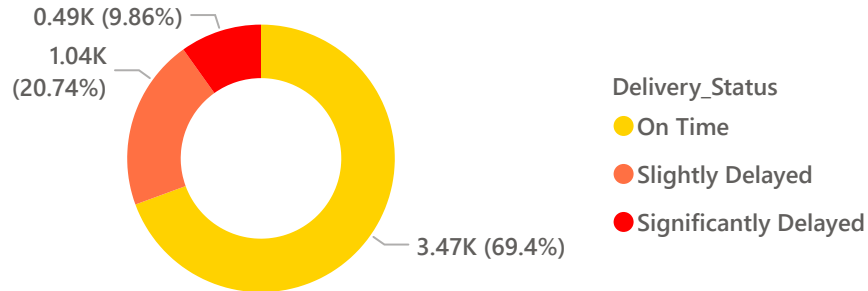
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CATEGORY

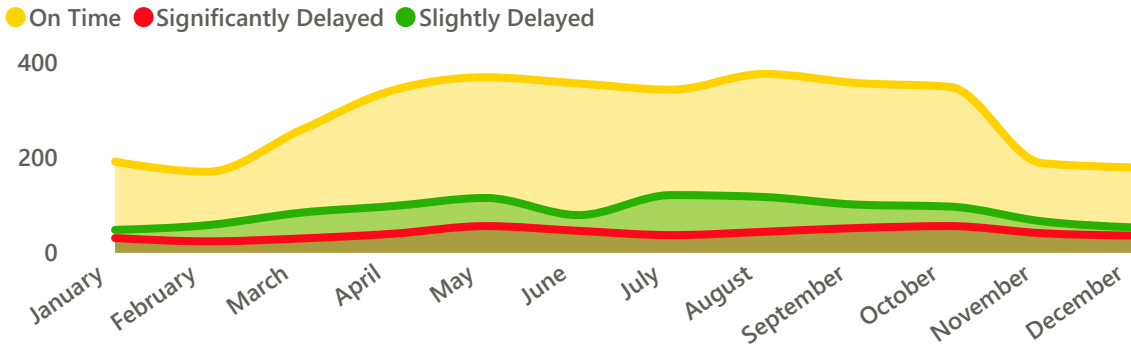
All



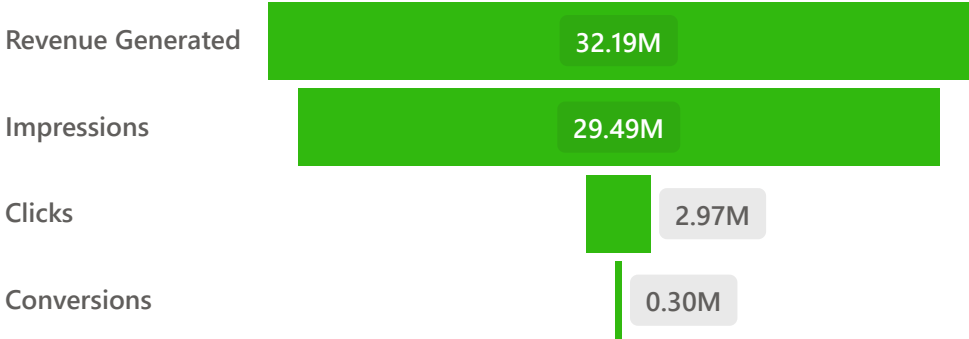
REAL-TIME DELIVERY PERFORMANCE



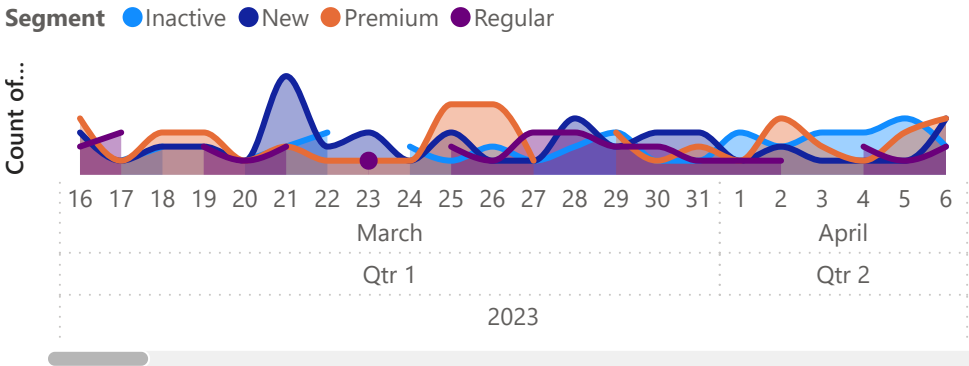
STORE-WISE ORDER INSIGHTS



CAMPAIGN FLOW: IMPRESSIONS TO REVENUE



ORDER TRENDS OVER TIME



RATED PRODUCT BY CATEGORY

category	Average Customer Rating	Emoji	Rating
Baby Care	1.00	😡	1
Baby Care	3.00	😐	3
Baby Care	4.00	😊	4
Baby Care	5.00	🌟	5
Baby Care	2.00	😞	2