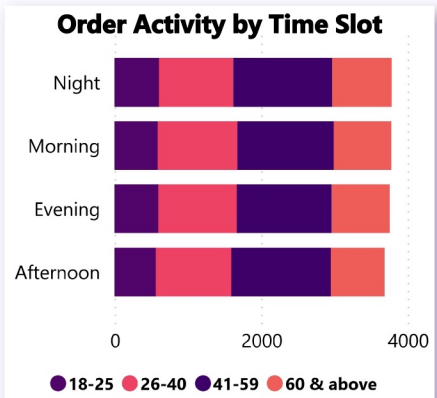
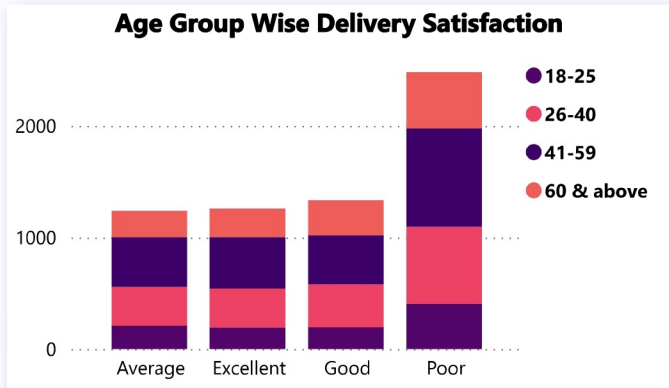
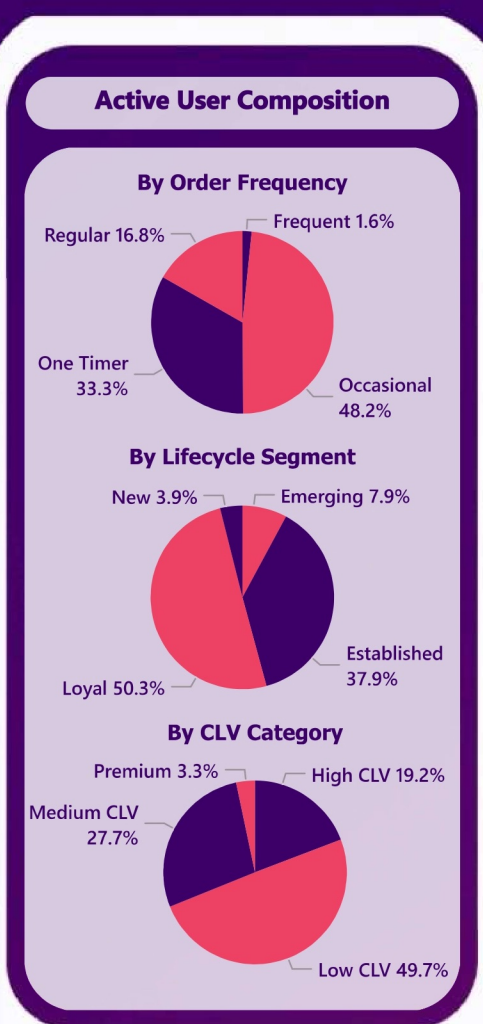




Age Group Purchase Behaviour Matrix					
Age Group	Discounted Orders Count	Discount ROI	Repeat Customer Rate	Big Cart Orders	% of Total Active Users
18-25	1764	470.44%	67.27%	1414	15.71%
26-40	3130	463.29%	65.59%	2534	28.42%
41-59	3999	461.66%	67.19%	3196	35.38%
60 & above	2321	467.35%	66.82%	1864	20.49%



Customer Level Sales Insight			
Customer_Name	Total Orders	Net Sales Revenue	
Unni Walia	8	₹	40,228.8
Bahadurjit Chaudry	9	₹	34,746.2
Yatin Bajaj	5	₹	32,977.8
Jagdish Karan	8	₹	32,368.6
Total	15000	₹	36,778,420.2





Average Realised
Selling Price

₹445.7



Average Listed Price

₹507.8



Average Units
Sold per Product

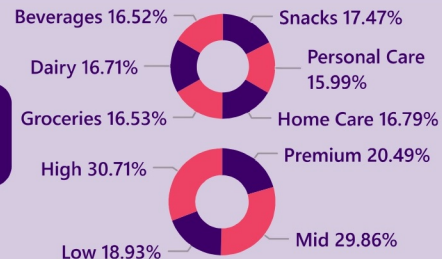
5.5



By Category

Catalog
Composition

By Price Range



Top Revenue
Generating Brand

Dabur

Most Ordered Brand

Dabur

Top Revenue
Generating Category

Personal Care

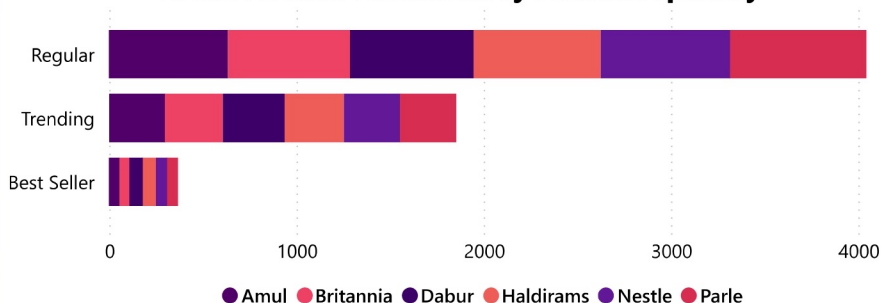
Most Ordered Category

Home Care

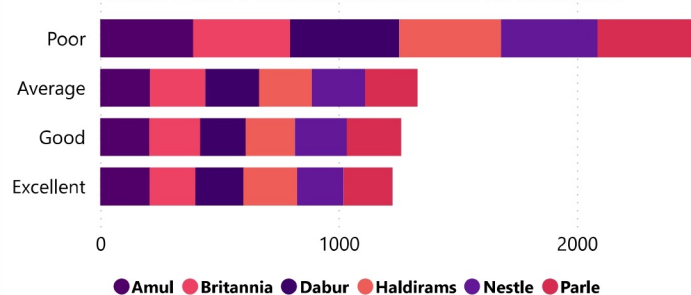
Brand Level Operational Insights

Brand	Dependence upon Discount	Product Velocity	Active Users	Average Discount Offered	Unsold Product Count
Amul	75.51%	35.67	1472	11.26	1454
Britannia	74.86%	36.28	1491	11.21	1397
Dabur	73.98%	39.47	1591	11.26	1464
Haldirams	74.47%	39.23	1590	11.19	1461
Nestle	75.82%	37.43	1527	11.23	1442
Parle	74.19%	37.67	1582	11.22	1516

Brand Portfolio Breakdown by Product Popularity



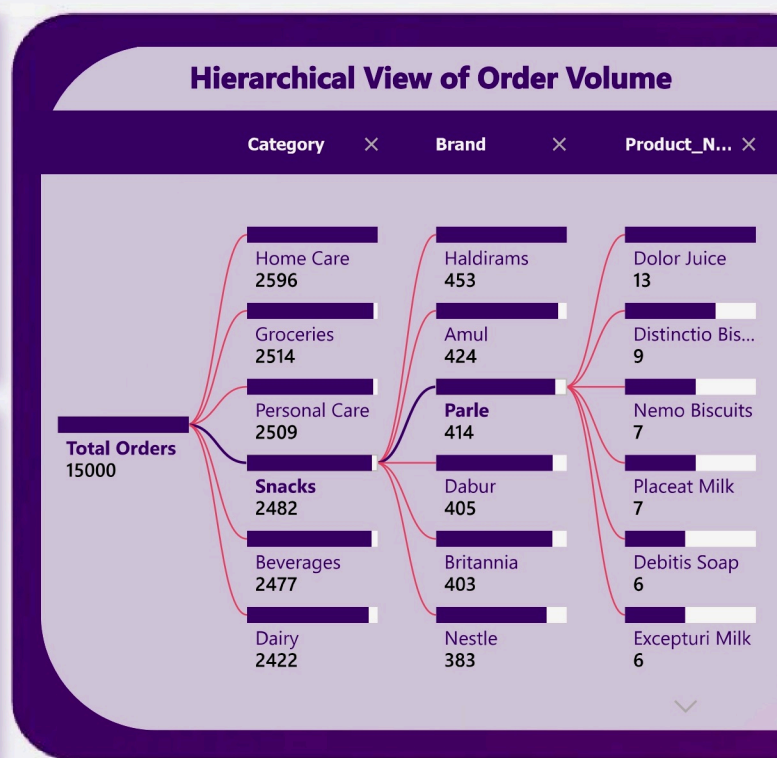
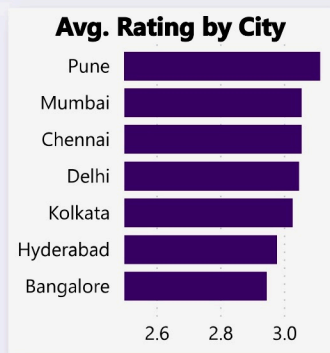
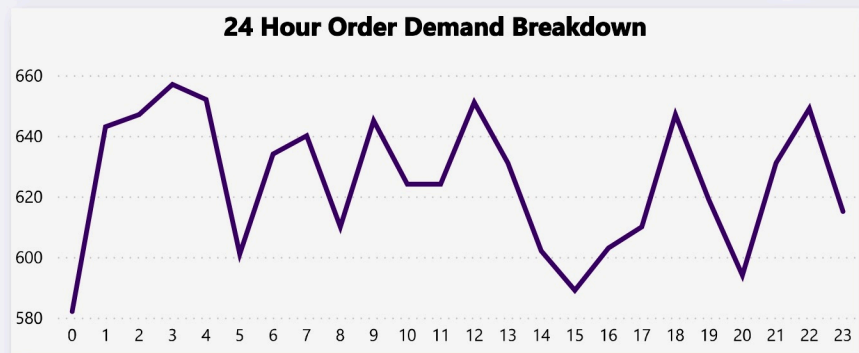
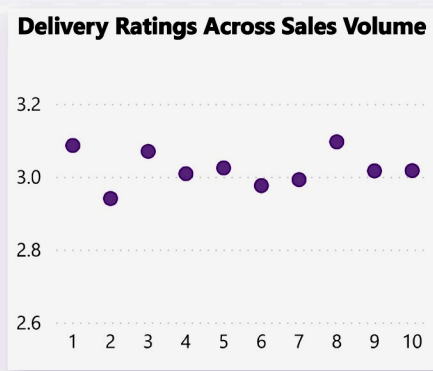
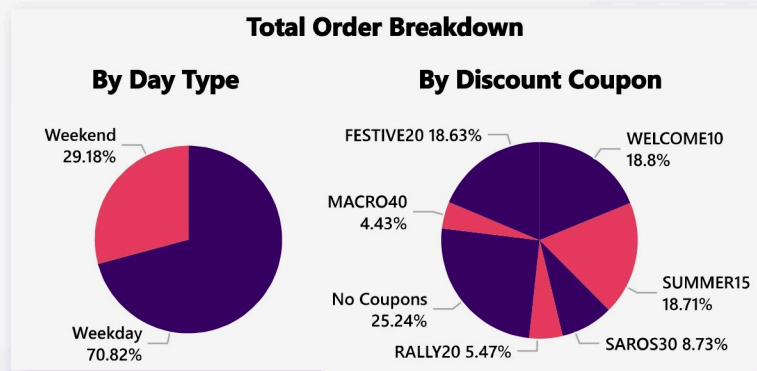
Brand Wise Product Satisfaction Breakdown



Product Performance Breakdown

Brand	Product_Name	Total Orders	Net Sales Revenue
Dabur	Minus Soap	21	₹77,360.7
Parle	Ipsa Juice	15	₹66,816.2
Dabur	Fugit Biscuits	14	₹56,641.6
Haldirams	Aut Juice	9	₹53,432.6
Haldirams	Iste Milk	11	₹52,780.4
Total		15000	₹36,778,420.2







Selected Product Category

Dairy

Net Sales Revenue

₹5.7M



Total Orders

2K



Product Count

3K



Brand Count

6



Top Revenue Generating Brand

Dabur

Top Revenue Generating Product

Consectetur Milk

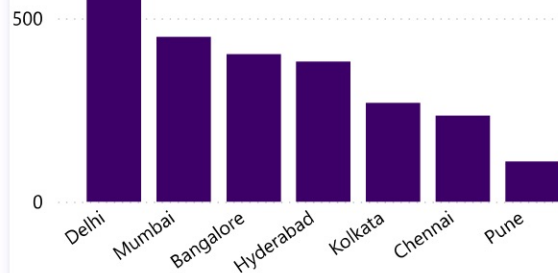
Product Velocity

35.65

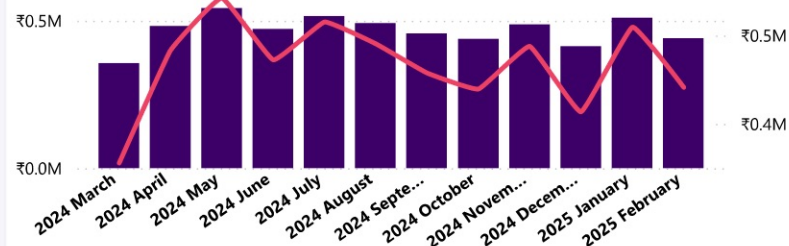
Avg. Product Rating

3.09

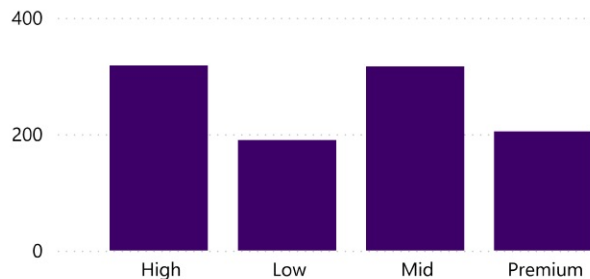
Order Distribution by City



Revenue Growth Over Time



Sales Volume Across Price Categories



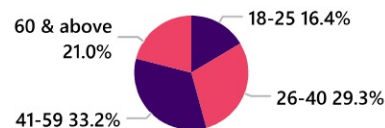
Discount ROI

458.70%

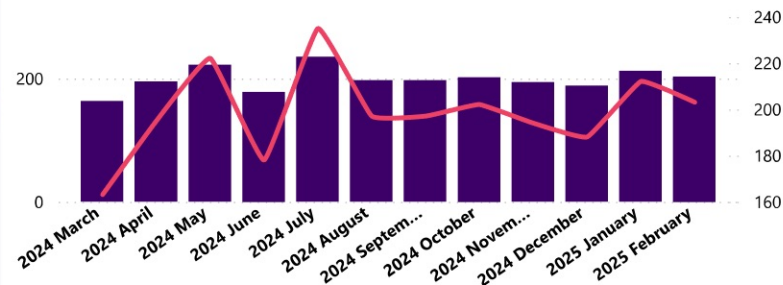
Avg. Discount Offered

11.43

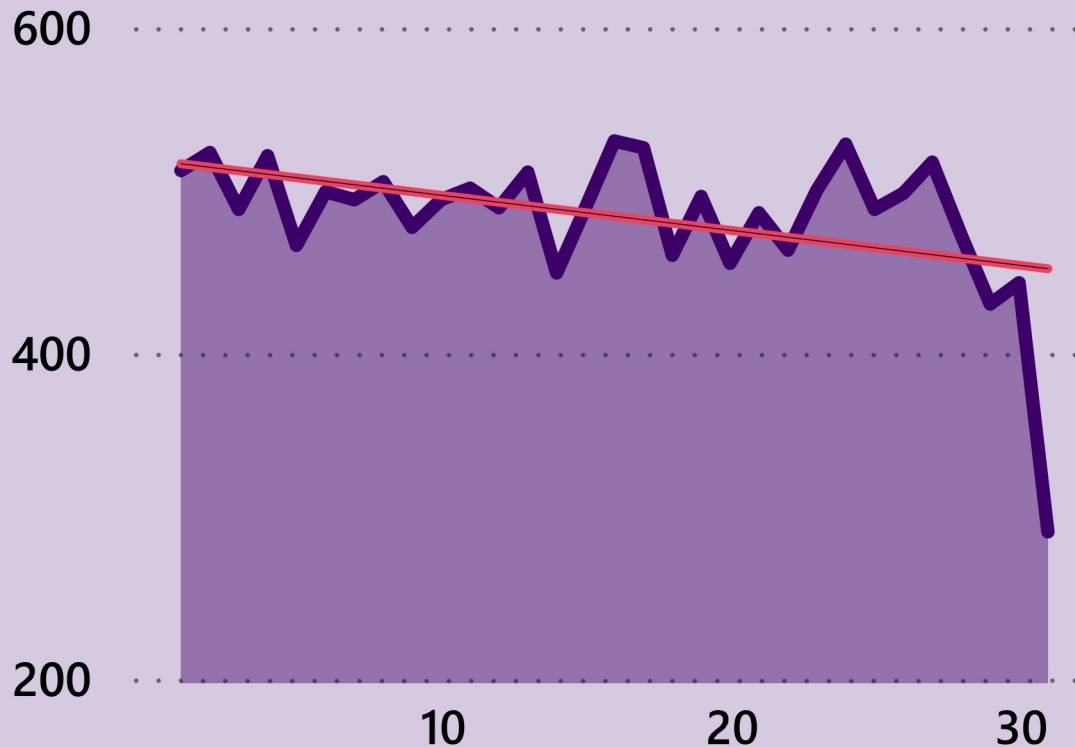
Age Based Audience Segmentation



Monthly Order Trend



Daily Order Trend



₹36,778,420.2

Net Sales Revenue

15000

Total Orders

6340

Active Users

₹2,451.89

Average Order Value

60%

% of Big Cart Orders

41%

% of Top Rated Orders