

Quick Commerce Performance & Customer Insights Dashboard

Total Revenue
594.3M

Total Order
900K

Total Customers
150K

Total Cities
15

Average Order Value (Rs.)
660.37

Avg ETA
30.02

Revenue Per Customer
3.97K

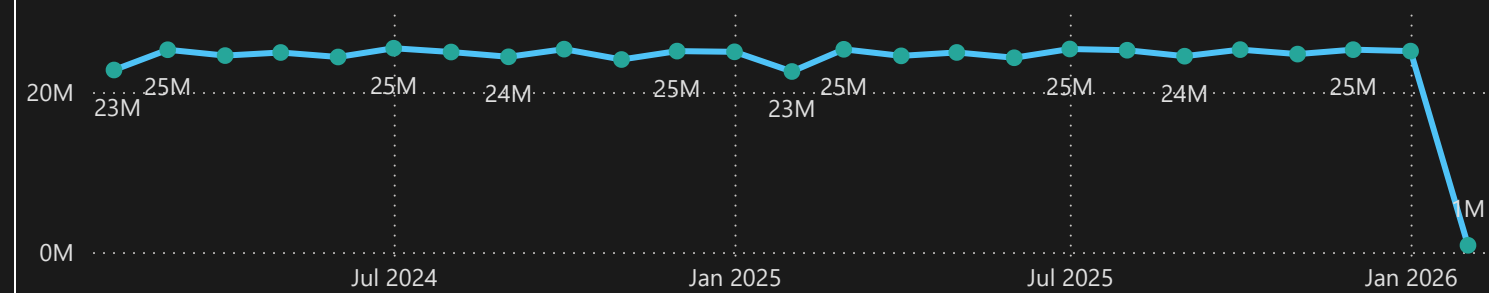
On Time Delivery (%)
66.6%

Delayed Order (%)
33.4%

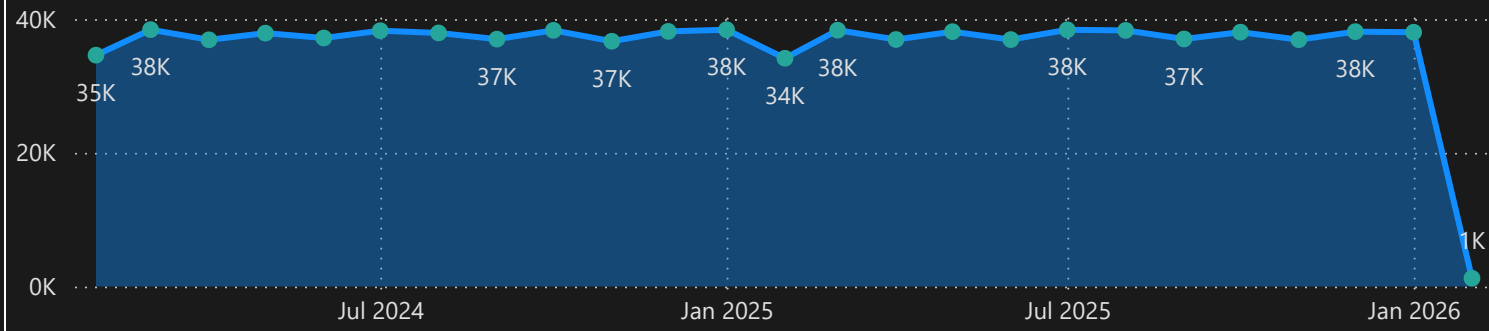
Orders Per Customer
6.01

order_date

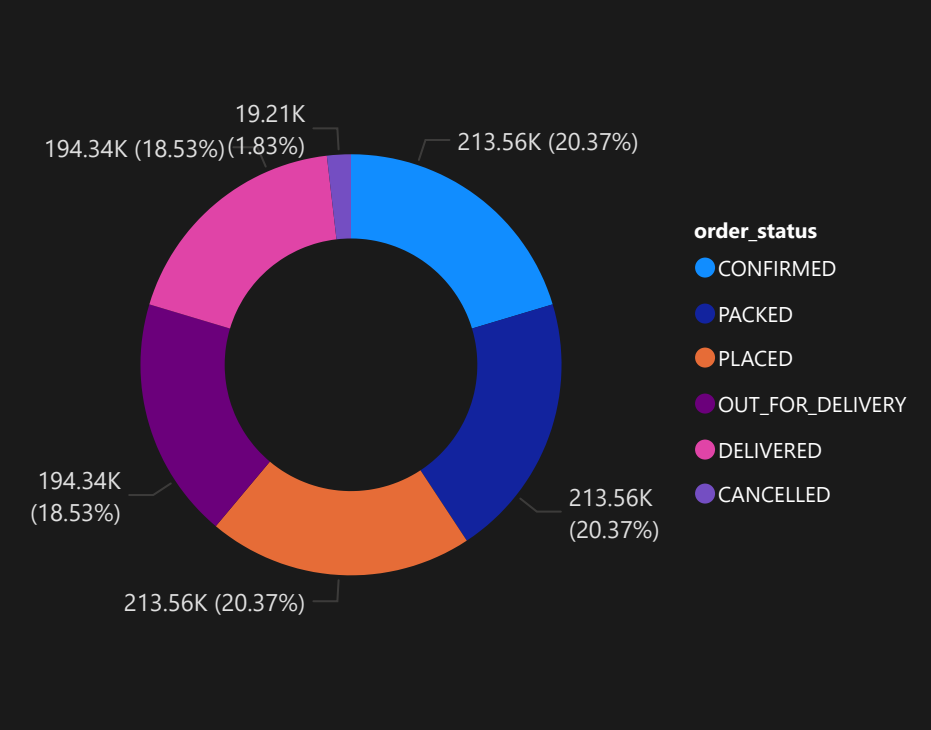
Sales by Date



Orders By Date



Order Status



City & Delivery Performance

Total Revenue

594.3M

Total Orders

900K

Cities

15

Fastest Delivery (minutes)

29.89

Delayed Order (%)

33.4%

On Time Delivery (%)

66.6%

Avg ETA (minutes)

30.02

City Revenue (%)

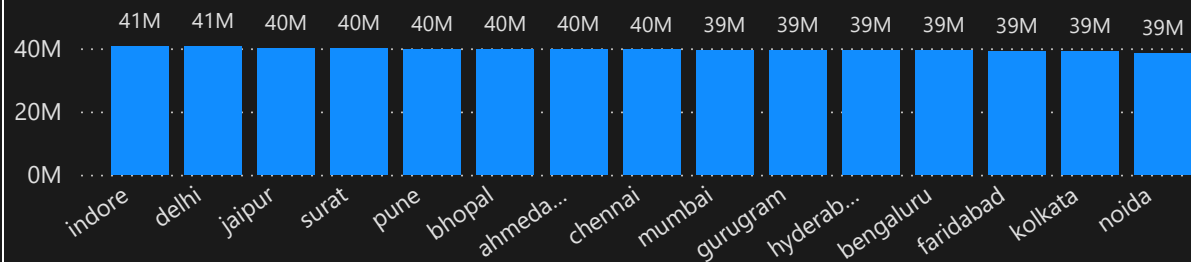
100.0%

2024

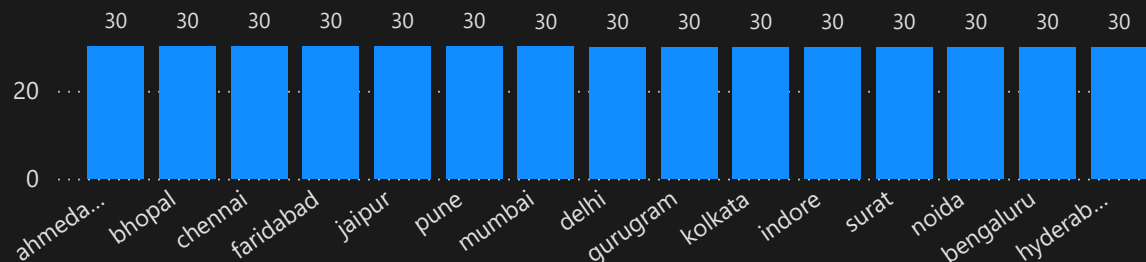
2025

2026

Total Revenue by city

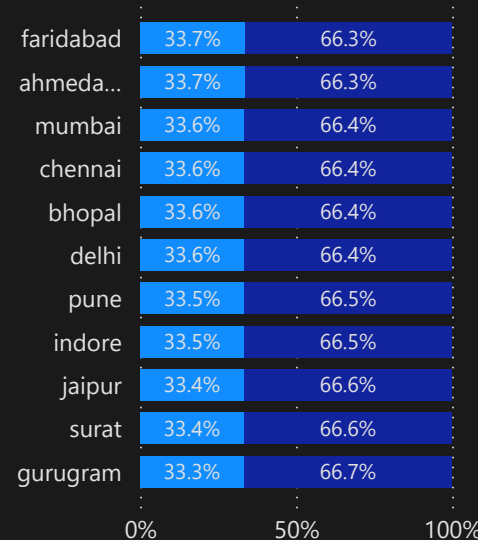


Avg ETA by city



Delayed vs On Time Delivery (%) by city

● Delayed Order (%) ● On Time Delivery (%)



city	Total Orders	Total Revenue	Avg ETA
surat	60886	40084033.2	29.98
pune	60272	39847338.7	30.07
noida	58614	38586988.3	29.94
mumbai	59815	39410887.7	30.06
kolkata	59400	39073571.0	30.01
jaipur	60630	40122370.2	30.07
indore	61082	40798707.9	30.00
hyderabad	59757	39268347.2	29.89
gurugram	59728	39273673.2	30.02
faridabad	59226	39167832.2	30.08
delhi	61308	40688202.8	30.02
chennai	59880	39559219.9	30.11
bhopal	59988	39608454.2	30.11
bengaluru	59520	39267215.4	29.89
ahmedabad	59894	39572235.8	30.14
Total	900000	594329077.5	30.02

Customer & Products Insights

Total Customer

150K

Repeat Customers

147K

Repeat Customers (%)

98.5%

Average Order Value

660.37

Payment Mode

COD

Debit Card

Credit Card

Net Banking

order_date

2/2/2024

2/1/2026

Revenue from Top Product

579.18K

Perishable Revenue

144.94M

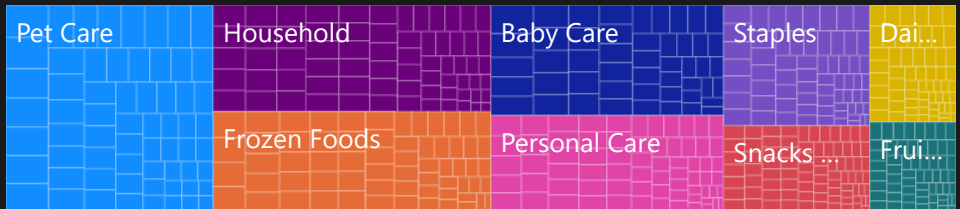
Perishable Revenue (%)

24.4%

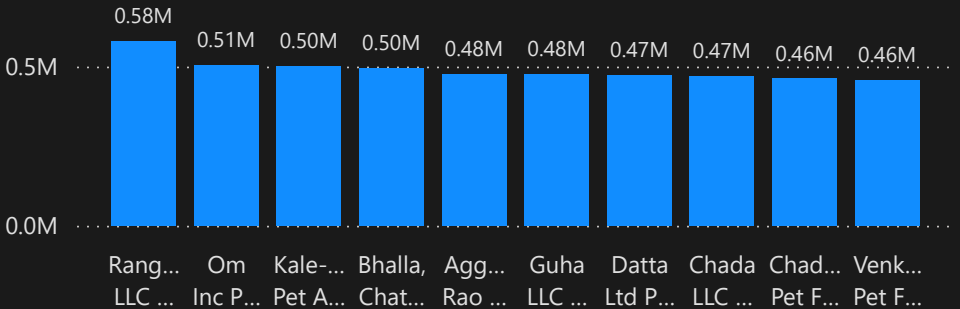
Customer Lifetime Value (CLV)

3.97K

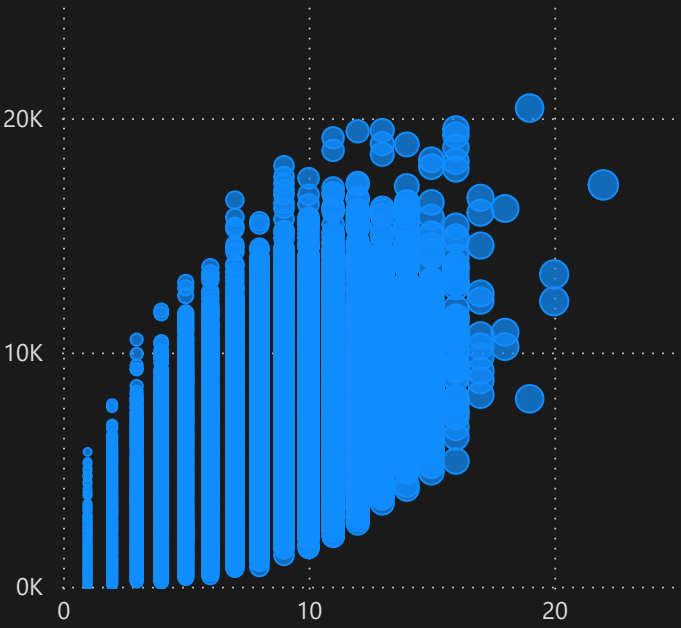
Sales by category and brand



Top 10 Products By Sales



Order & Sales Per Customer



Payment Status

FAILED

PENDING

SUCCESS

Perishable vs Non Perishable

144.94M
(24.39%)

449.39M
(75.61%)

is_perishable

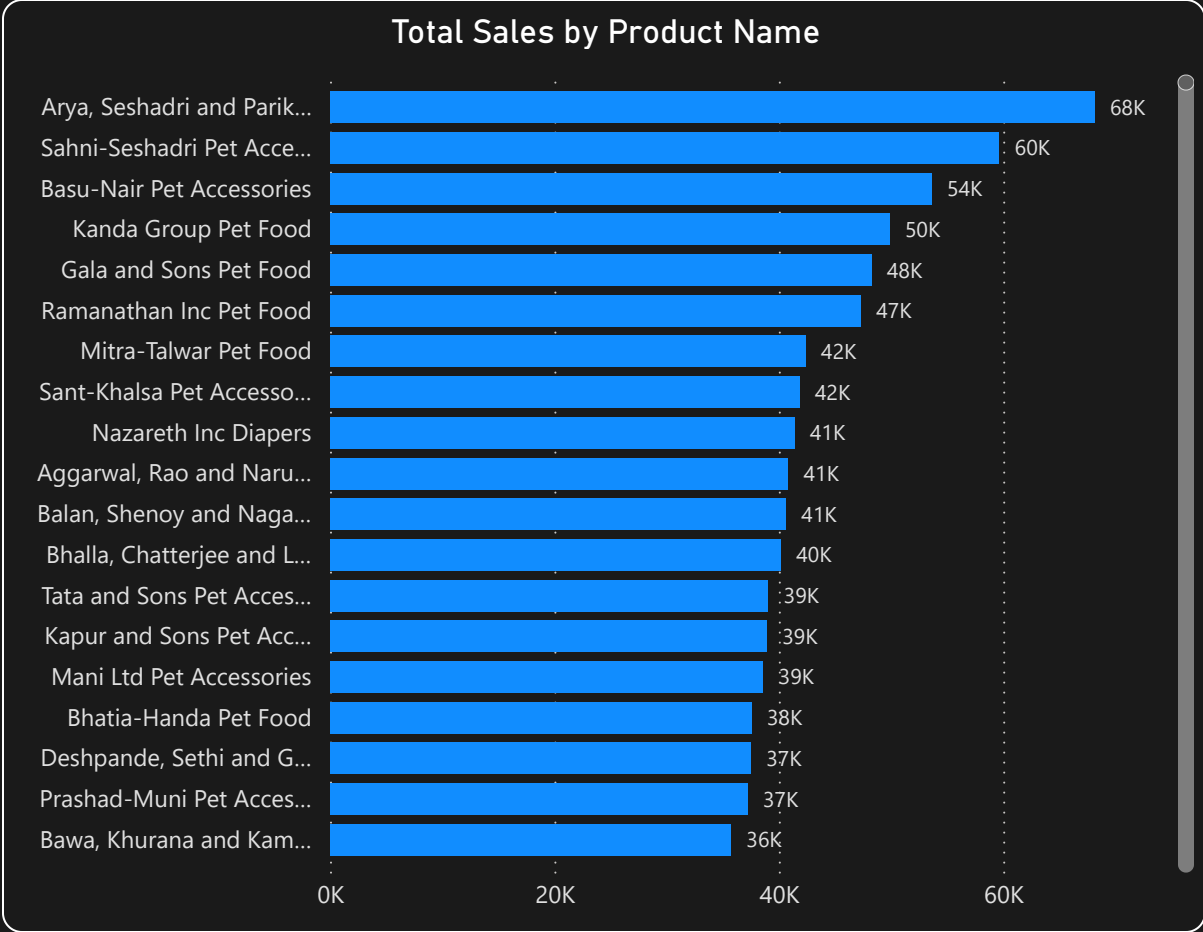
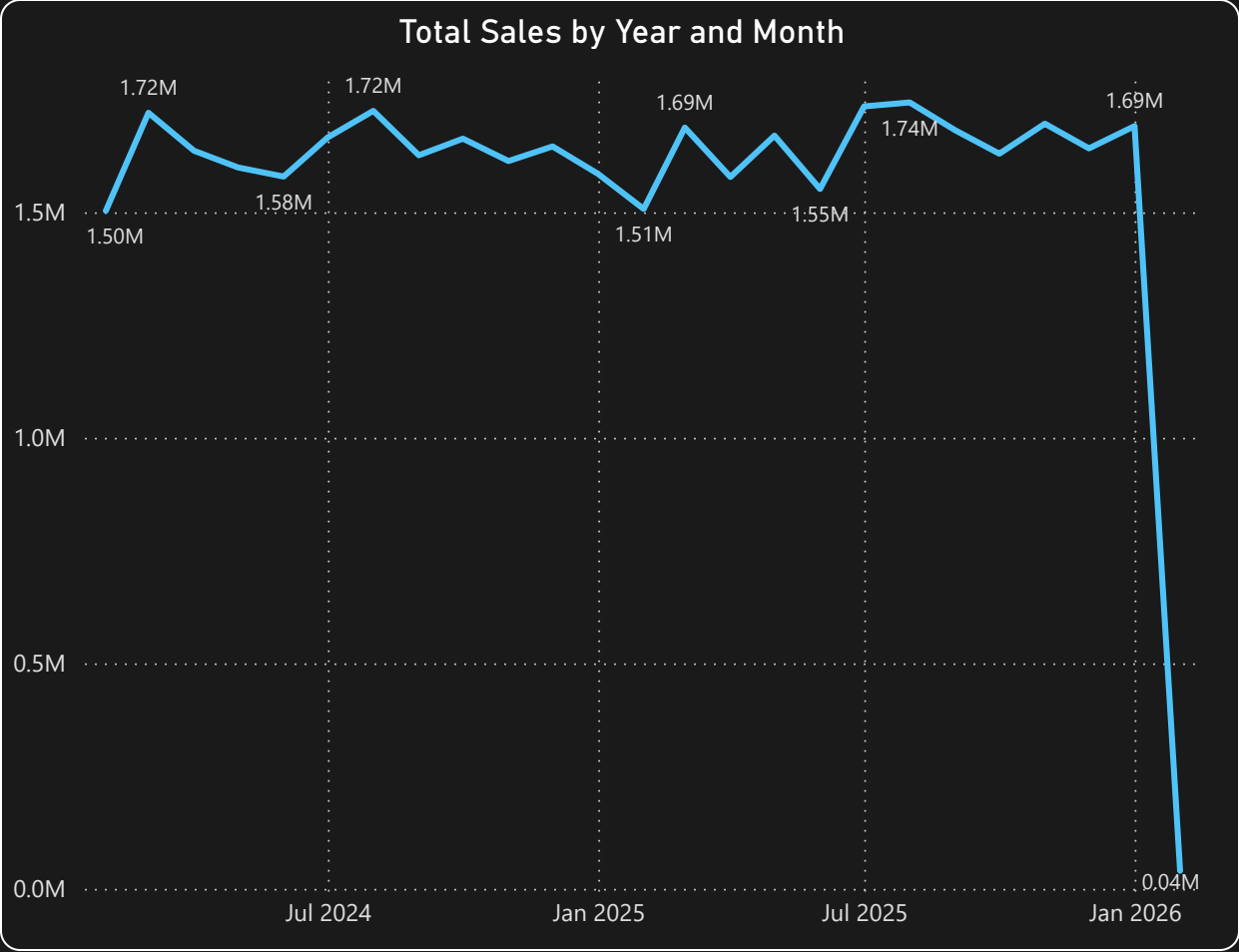
0

1



City Details

Total Revenue	Repeat Customers (%)	Total Orders	On Time Delivery (%)	Avg ETA (minutes)	City
39.4M	88.2%	60K	66.4%	30.06	mumbai





Customer Details

Total Orders

11

Total Revenue

7723.5

Average Order Value

702.13

Orders Per Customer

11.00

Customer Lifetime Value

7.72K

Customer Type



Customer Type

● Repeat

11 (100%)

Gender



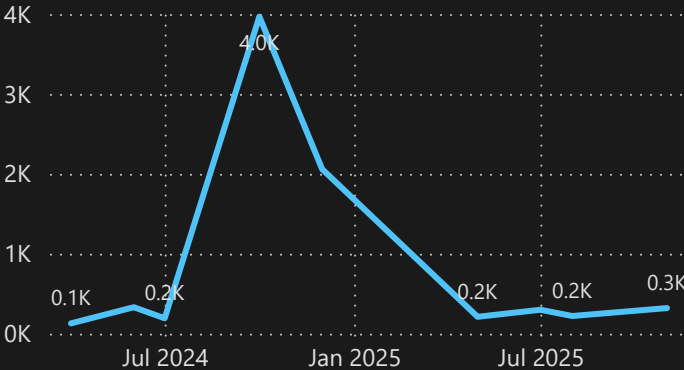
gender

● Other

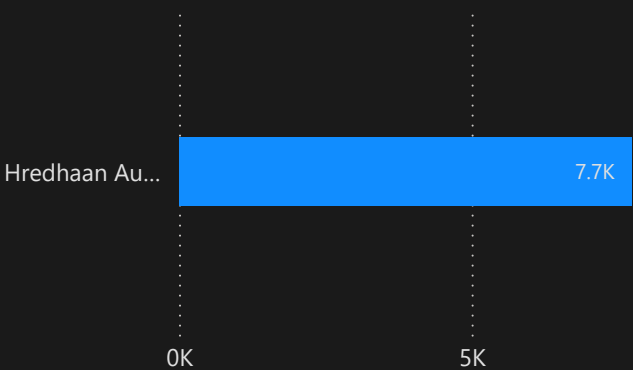
10 (100%)

cust_id	city	Total Orders	Total Revenue	Average Order
109522	gurugram	11	7723.5	702.13
Total		11	7723.5	702.13

Customer Spend Over-time



Top 10 Customer by Spending





Product Details

Total Revenue

475.8K

Repeat Customers (%)

0.0%

Average Order Value

2.37K

Perishable Revenue

0.00

Perishable Revenue (%)

0.0%

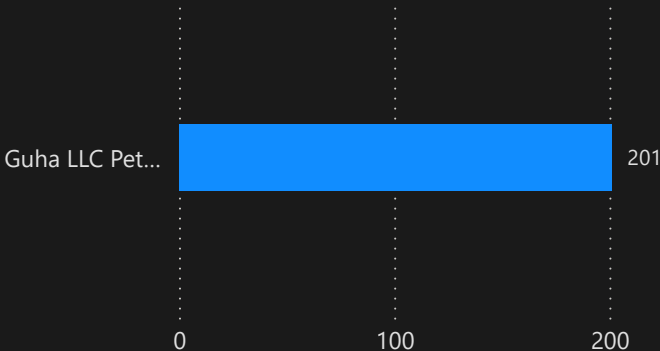
Perishable vs Non Perishable



is_perishable
● 0

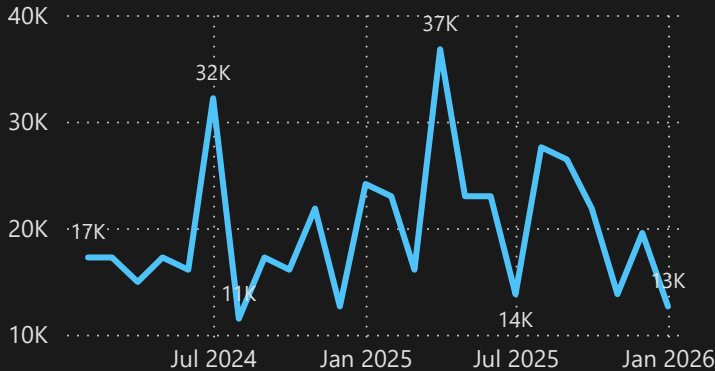
475.84K (100%)

Total Orders by Product

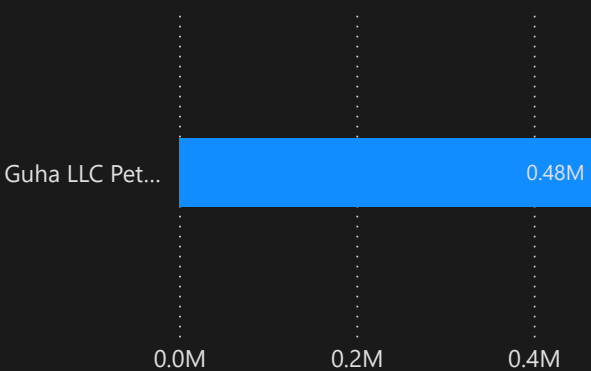


prod_name	category	Total Revenue	Total Orders	Average C
Guha LLC Pet Accessories	Pet Care	475835.0	201	
Total		475835.0	201	

Total Sales by Year and Month



Total Sales by Product





Payment Details

Total Transactions

900K

Total Revenue

594.3M

Success Rate (%)

87.5%

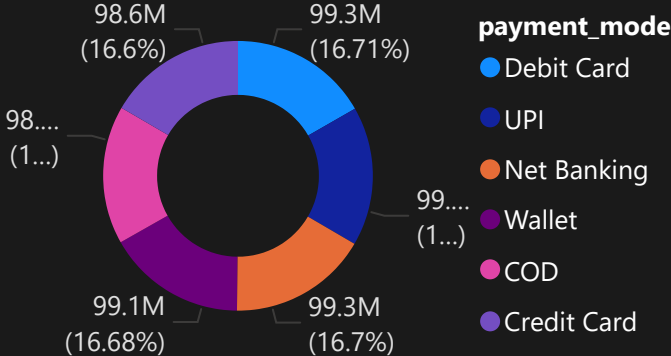
Failed Payments

8.4%

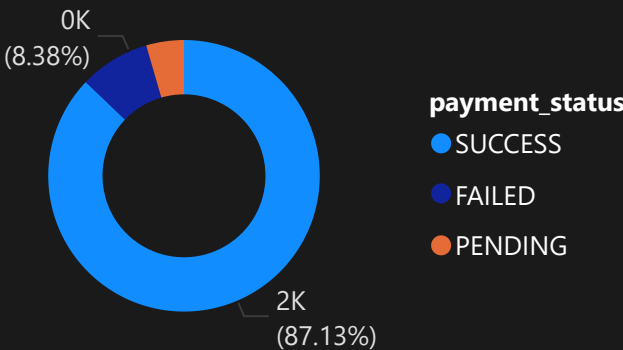
Average Transaction Value

660.37

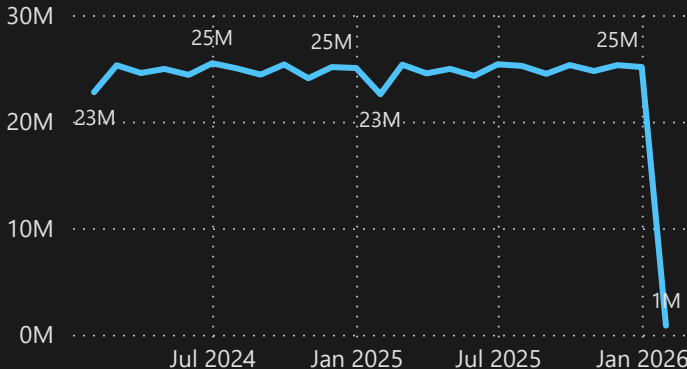
Payment Mode



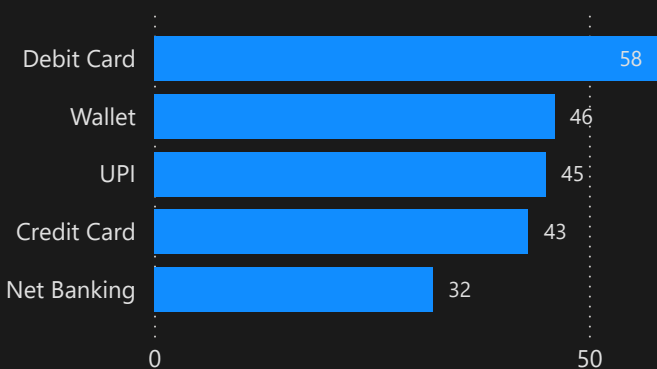
Payment Status



Payment Trend



Failed Transactions by Mode



payment_mode	payment_status	Total Transactions	Total Revenue
COD	SUCCESS	149698	986922
Credit Card	FAILED	15125	98497
Credit Card	PENDING	7399	48805
Credit Card	SUCCESS	127403	839139
Debit Card	FAILED	15132	99099
Debit Card	PENDING	7544	50014
Debit Card	SUCCESS	127355	844075
Net Banking	FAILED	15200	100122
Net Banking	PENDING	7423	48412
Net Banking	SUCCESS	127763	844211
UPI	FAILED	14893	99744
UPI	PENDING	7449	50039
UPI	SUCCESS	127622	843039
Wallet	FAILED	14898	99242
Wallet	PENDING	7559	49277
Wallet	SUCCESS	127537	842645
Total		900000	5943290