

HOME DELIVERY PIPELINE SEGMENTATION SUMMARY

PURCHASE YEAR MONTH

All

CUSTOMER STATE

All

TOP CATEGORY

All



E-COMMERCE DASHBOARD



DELIVERY PIPELINE



SEGMENTATION



SUMMARY

Total Orders

96.386K



Avg Days to Deliver

12.50



Late Rate %

0.08



Avg Days to Ship

3.21



HOME DELIVERY PIPELINE SEGMENTATION SUMMARY

PURCHASE YEAR MONTH

All

Late Orders

8K



Late Rate %

0.08



Avg Days to Deliver

12.50



TOP CATEGORY

All

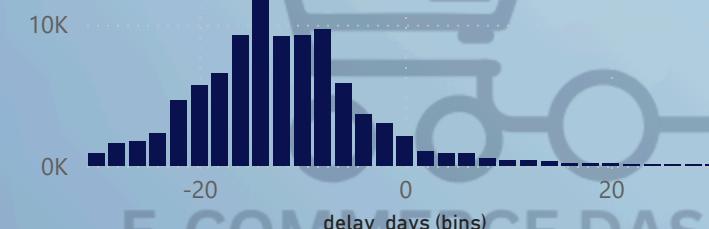


Carrier → Customer vs Delay Days

is_late ● Late ● On-time

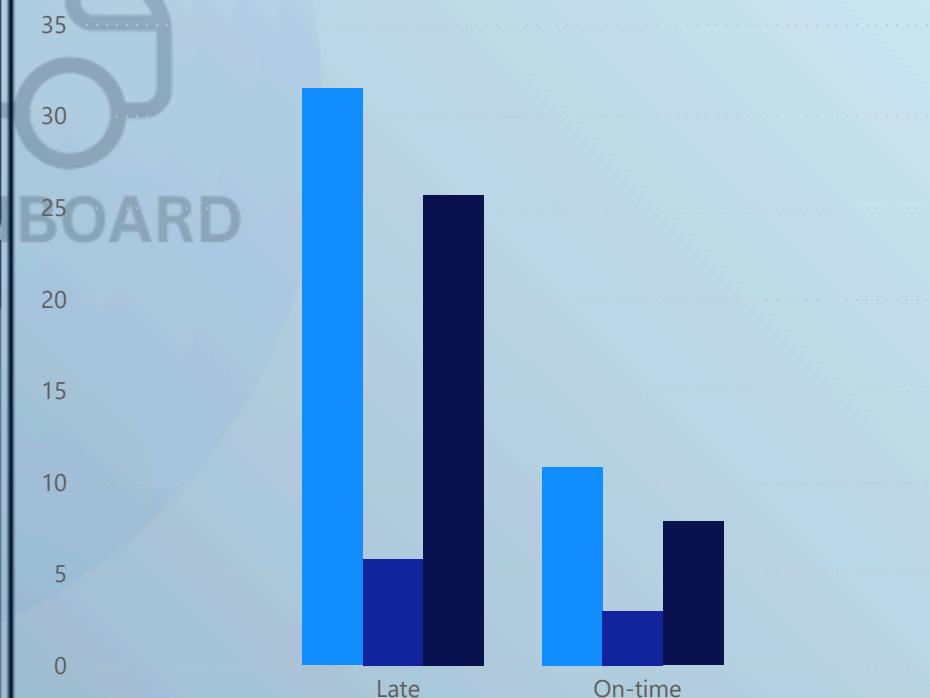


Delay Days Distribution



Delivery Time Comparison(Late vs On-time)

● Avg Days to Deliver ● Avg Days to Ship ● Avg Carrier to Customer Days



Monthly Stage Trends

● Avg Days to Ship ● Avg Carrier to Customer Days



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0.08



Worst State Rate

0.24



Worst Category Rate

0.17



Order Volume + Late Rate

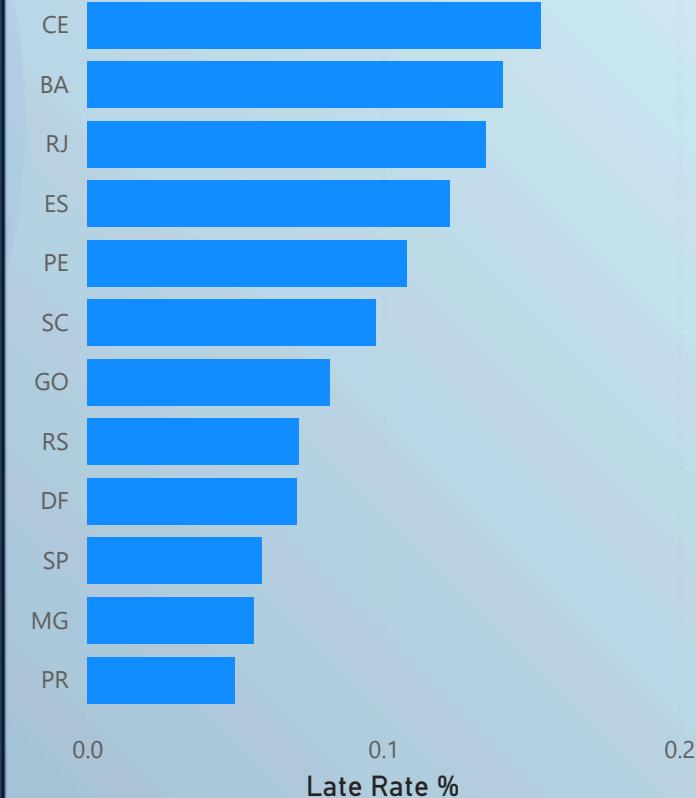
● Count of order_id ● Late Rate %



Top Categories by Late Delivery Rate



Top States by Late Delivery Rate



Insights

- Late rate averages ~8%, with spikes during Oct-Dec holidays
- A small set of states drive the highest lateness
- High volume categories cluster around 10% but niche categories are riskier

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TOP CATEGORY

All



Total Orders

96.386K



Late Orders

8K



Late Rate %

0.08



On-Time Rate %

0.92



Avg Days to Deliver

12.50



Avg Days to ship

3.21



Avg Order Value (\$)

137.05



Avg Freight Cost (\$)

22.79



Avg Carrier → Ship Days

9.29



Total Categories

74



Avg Review Score

4.16



% Orders with Review

0.99

