



Sales Analysis Dashboard

Order Month

All

Order Year

All

0.05

Growth Rate %

Total sales

3.85bn✓

Previous Year: 31.21M (+12241.5%)

Current to Previous Month

513.30M!

Previous Year: 920.76M (-44.25%)

Current to Previous QTR

1.19bn!

Previous Year: 2.13bn (-44.06%)

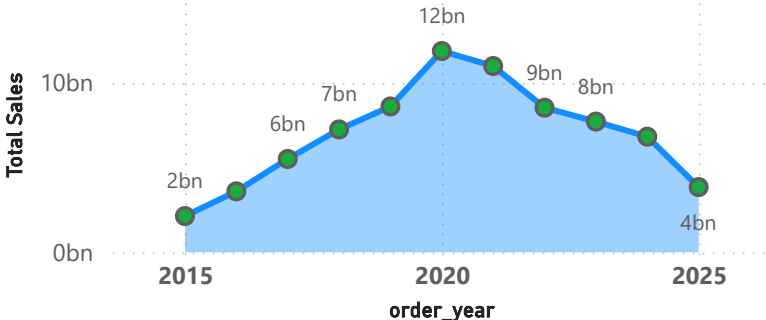
68.19K

Average Order Value

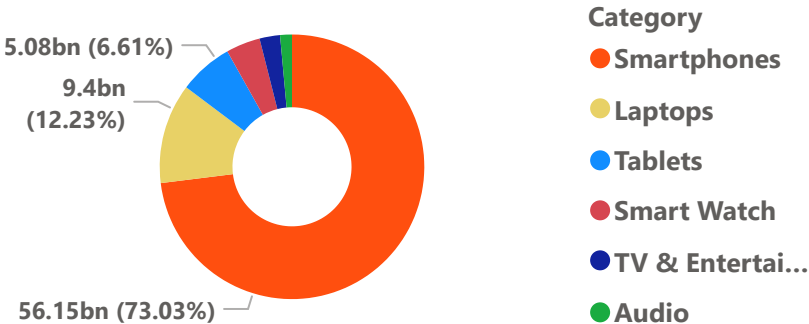
355K

Active Customers

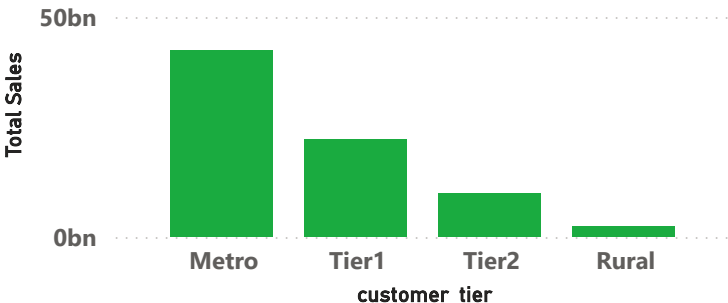
Total Revenue



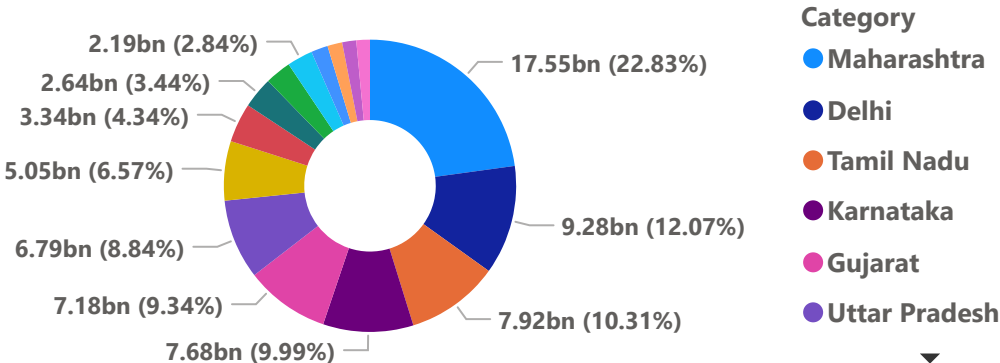
Total Sales by Category



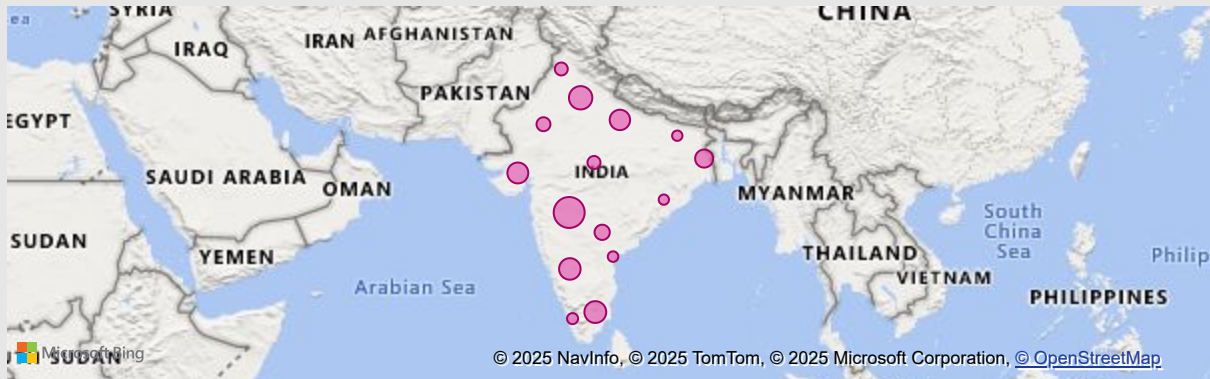
Total Sales by City_Tier

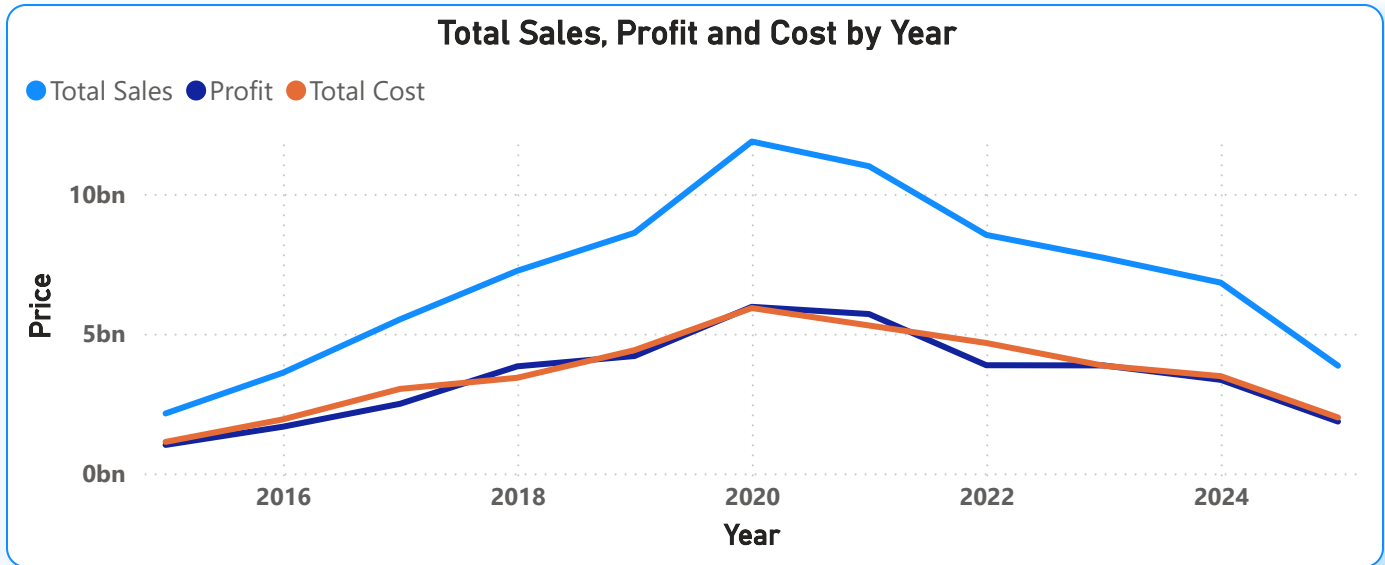
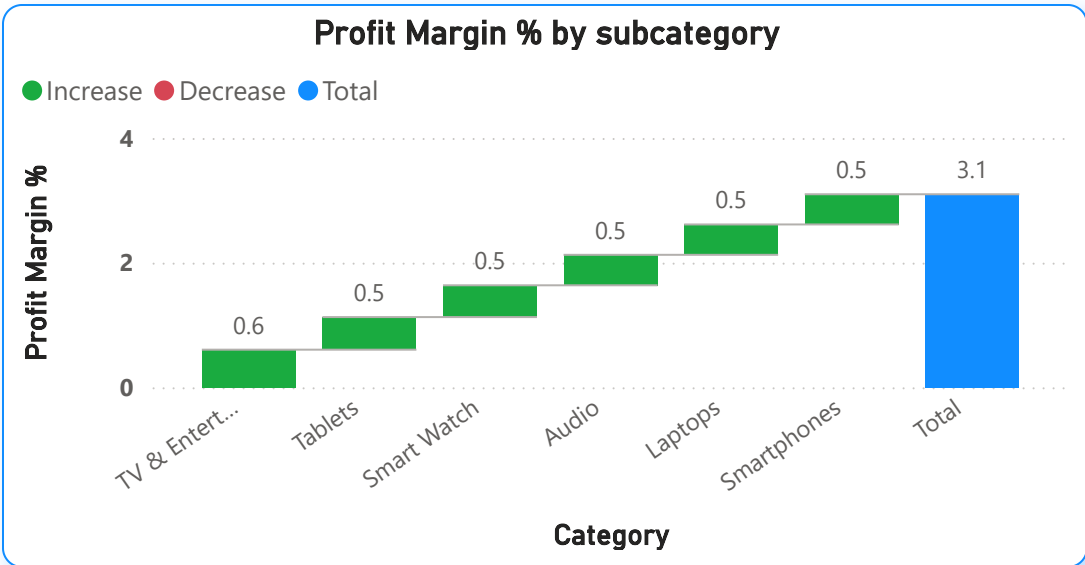
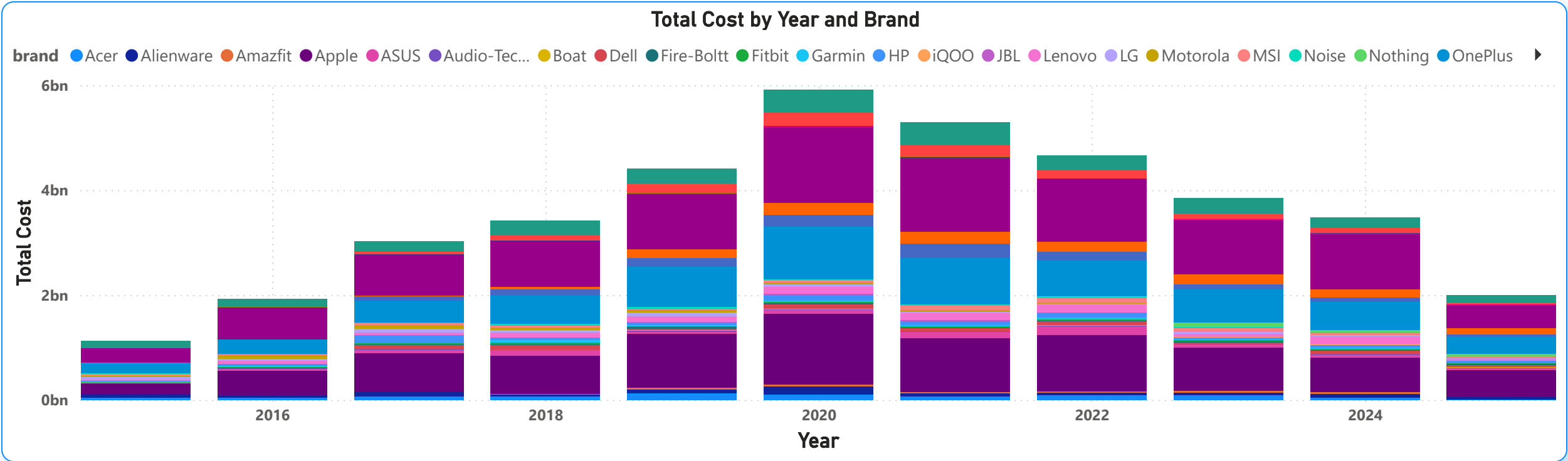


Total Sales by Category



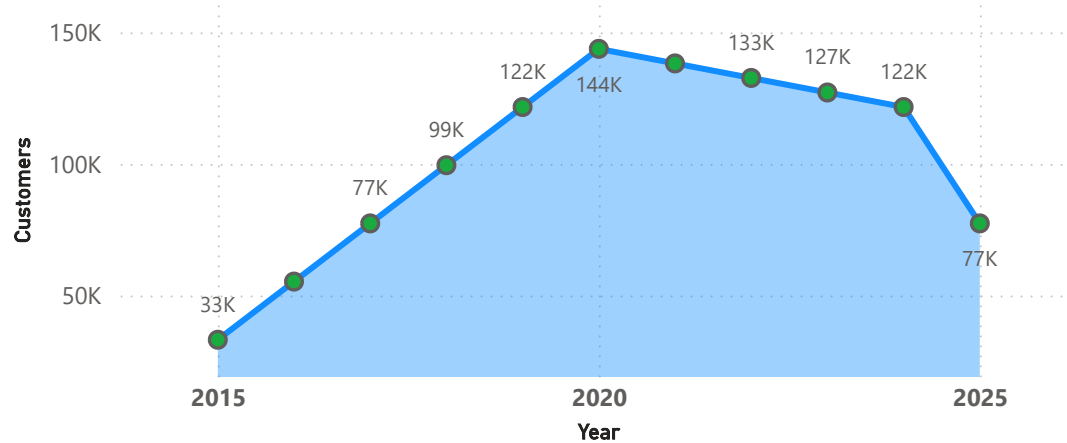
State and Region



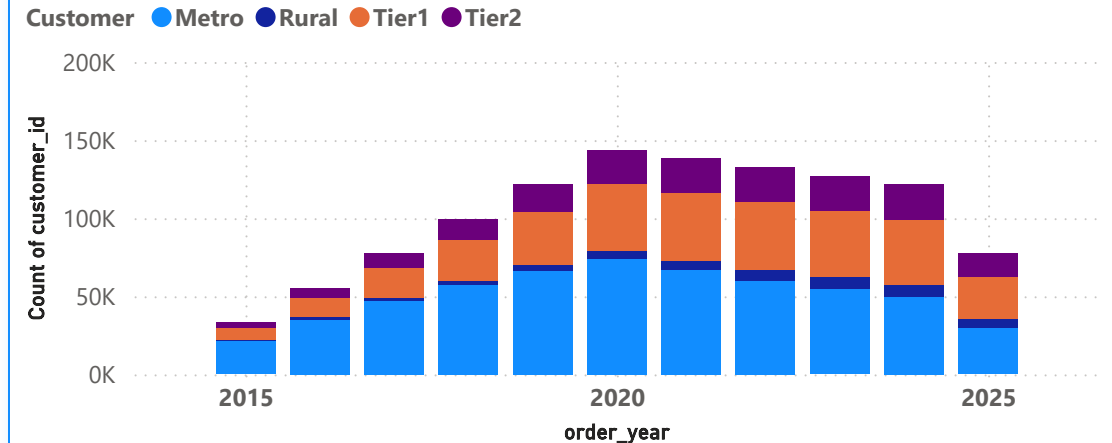


Growth Analytics Dashboard

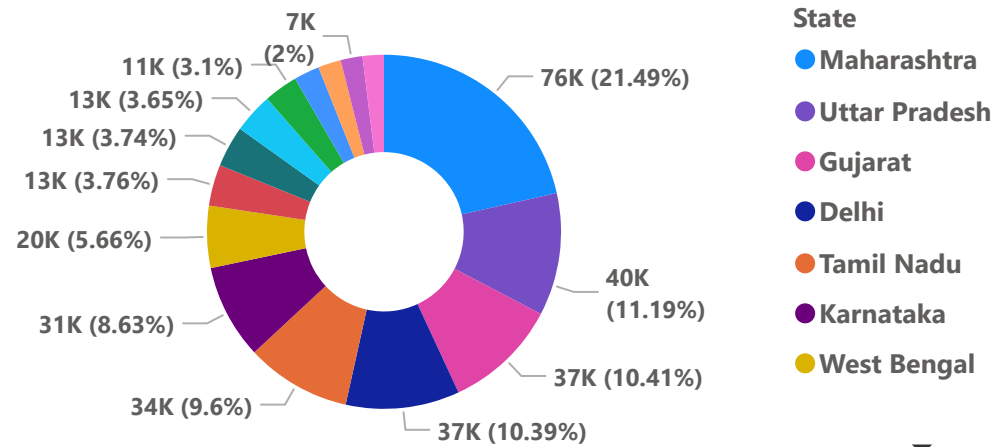
Customers Growth



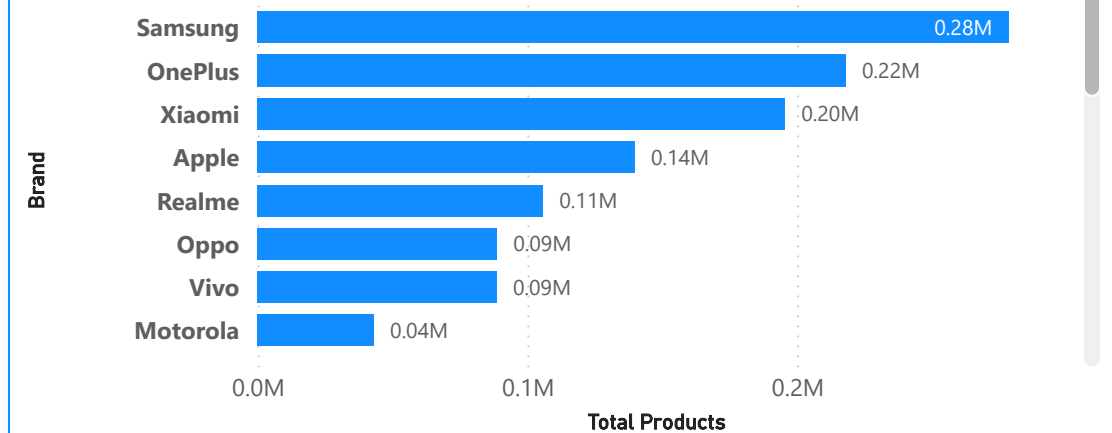
Customers by Tier



Active Customers by customer_state



Total Products



Total sales

76.89bn

0.05

Growth Rate %

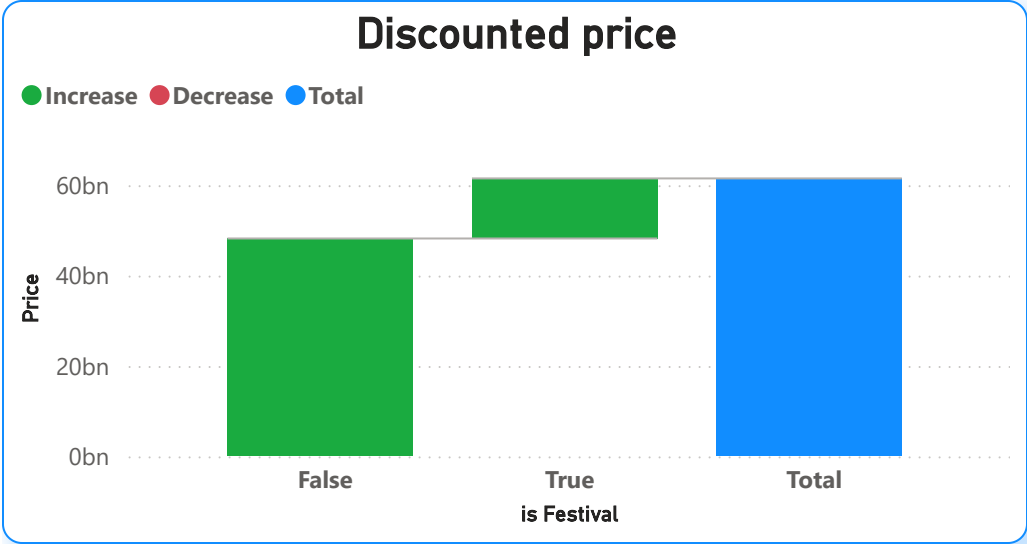
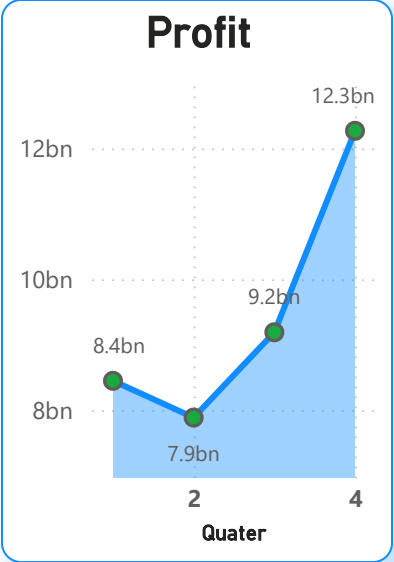
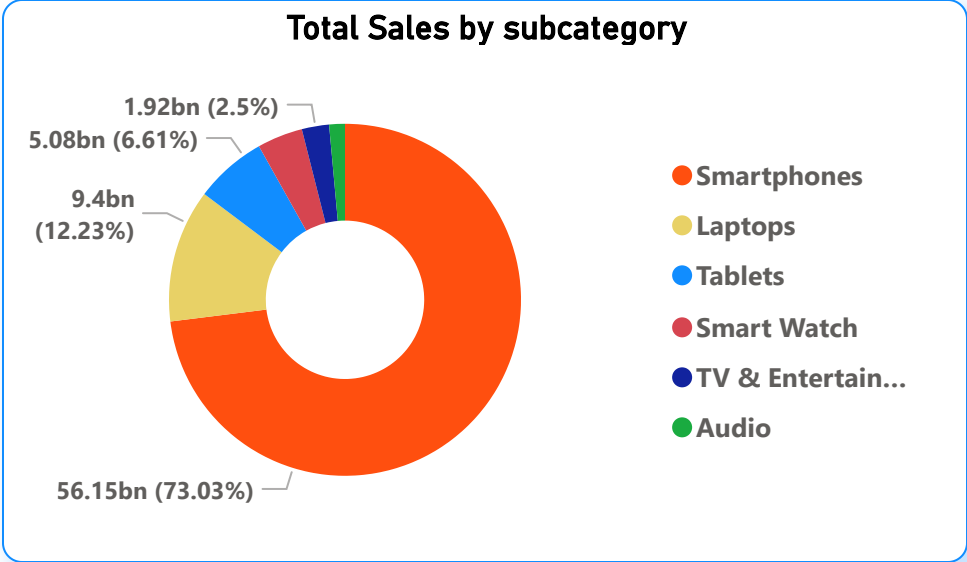
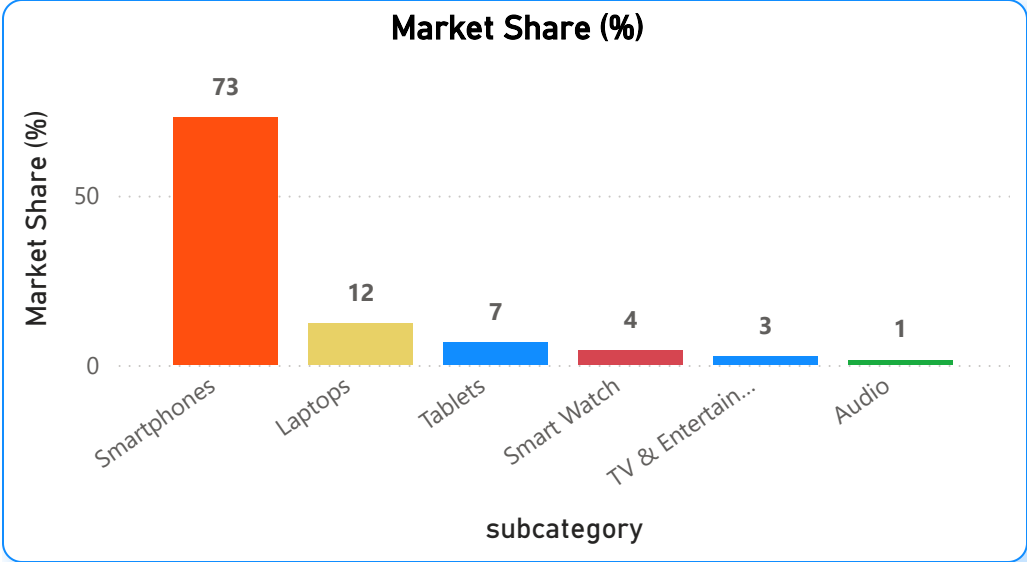
Revenue Analytics

Order Month

All

Order Year

All



Discount Impact % vs Revenue

Audio		
2015	79.65	
order_year	Discount Impact %	
Laptops		
2015	81.27	
order_year	Discount Impact %	
Smart Watch		
2015	79.80	
order_year	Discount Impact %	

RFM Segment	Recency	Monetary	Frequency
5-5-5	-108	76,888,729,563.25	1127609

Customer Analytics

Month

All

Year

All

Total sales

76.89bn

Customer Age

All

customer_tier

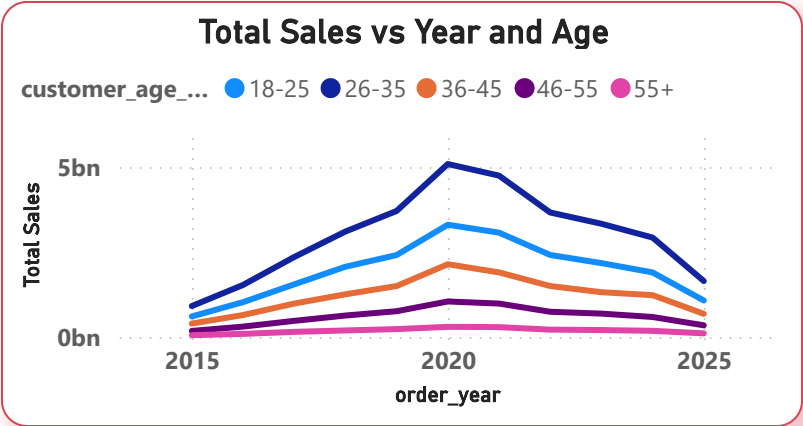
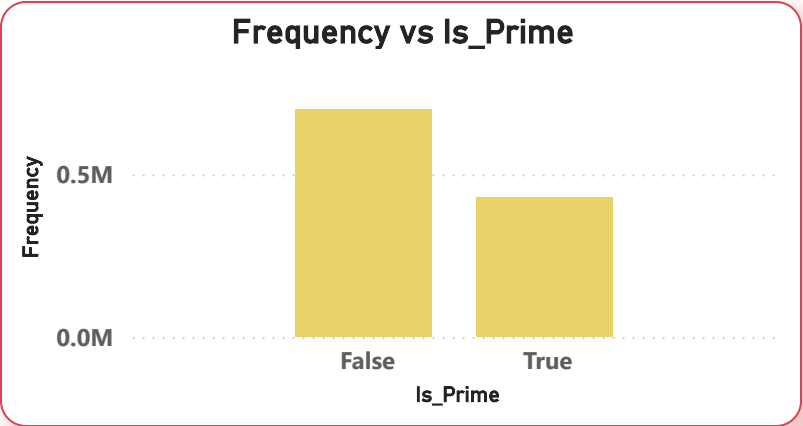
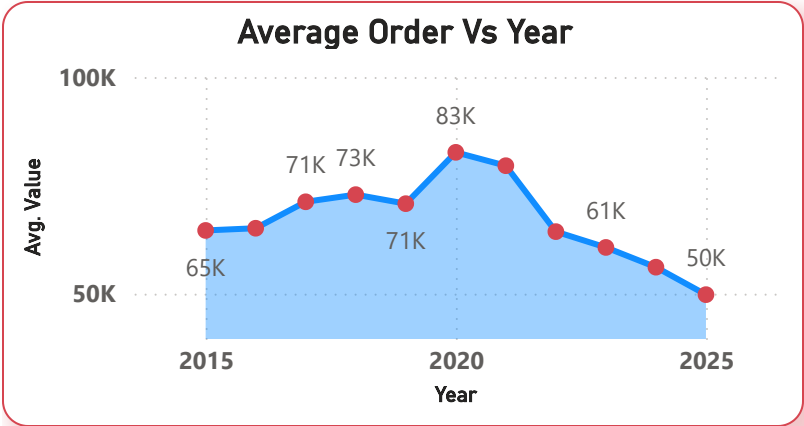
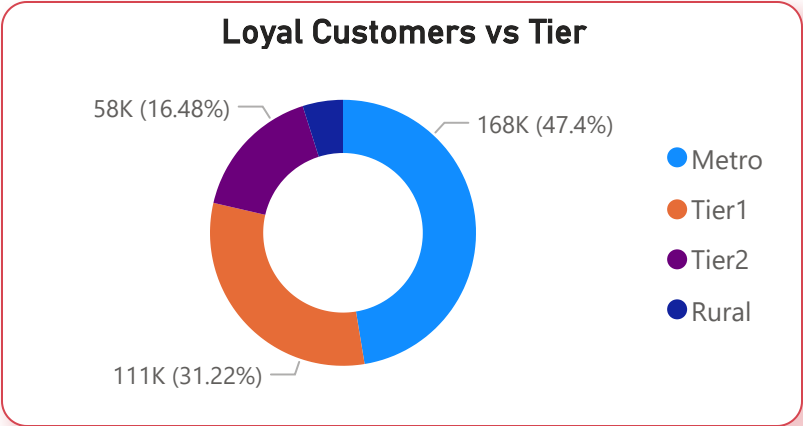
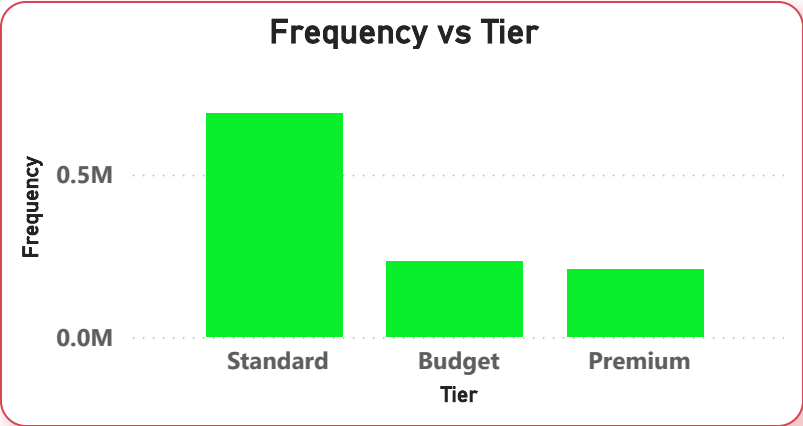
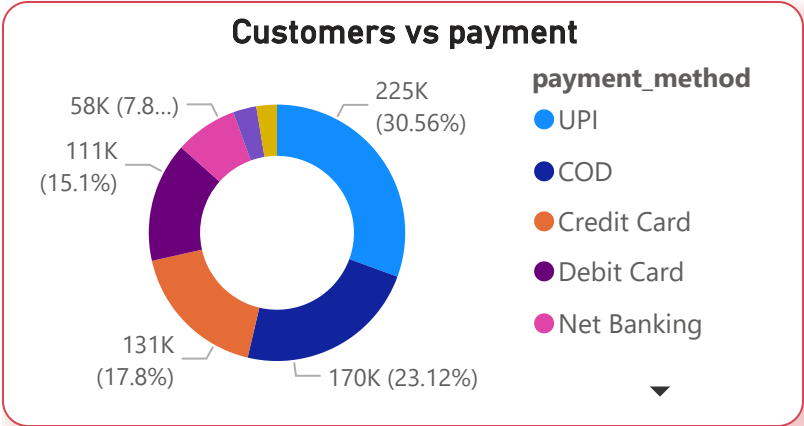
All

customer_state

All

customer_city

All



Product Analytics

3.98

Avg Rating

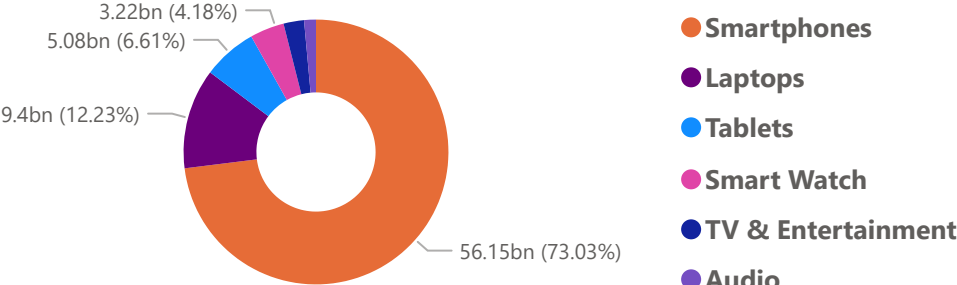
0.07

Return Rate

3.98

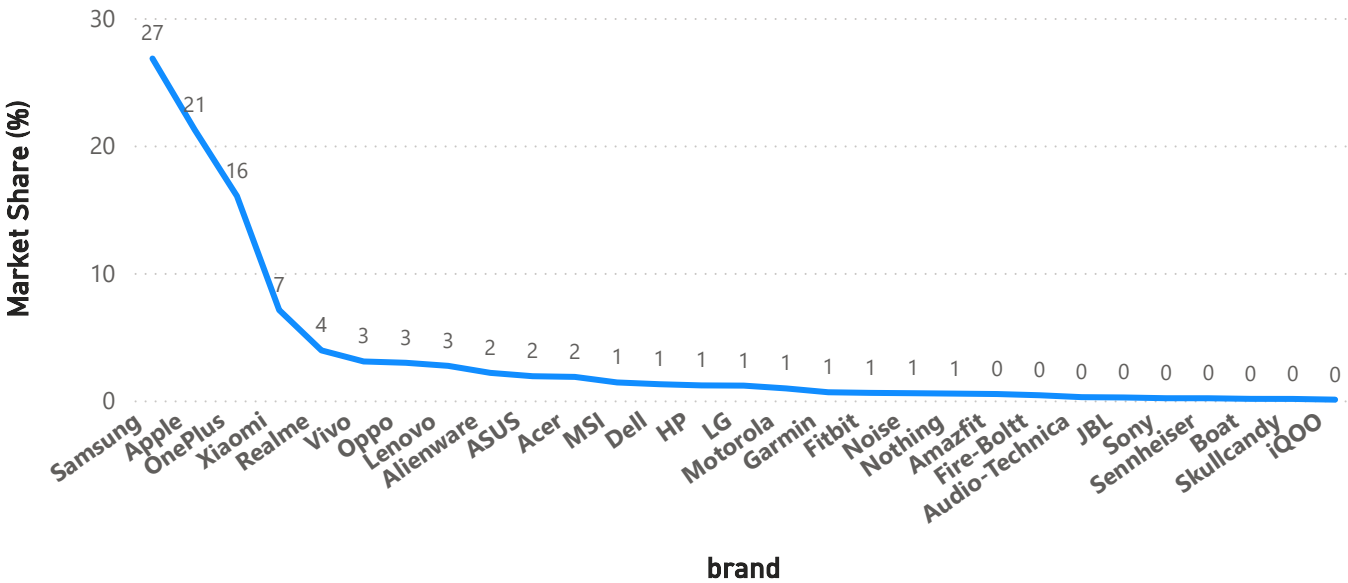
Product Rating

Total Sales by subcategory



Audio				Laptops		
Return Rate	Product Revenue	Units Sold	Avg Rating	Return Rate	Product Revenue	Units Sold
0.08	1,111,227,200.05	63148	3.91	0.07	9,404,032,393.46	110245

Market Share (%) by brand



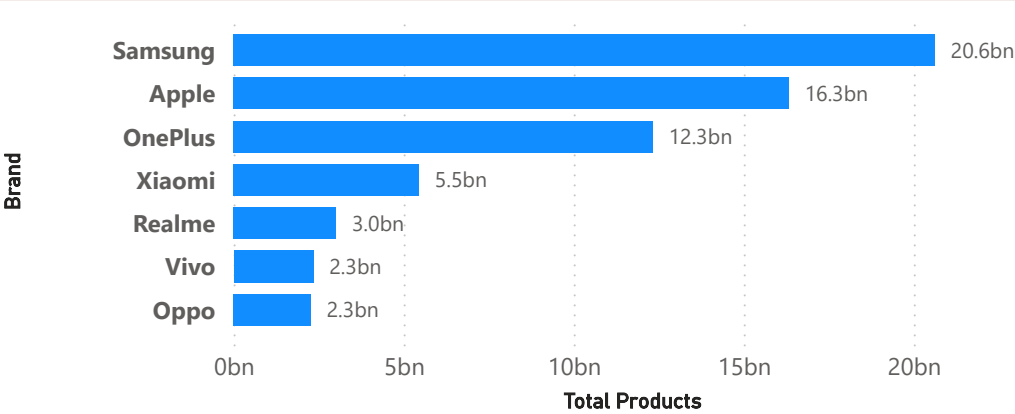
Month

All

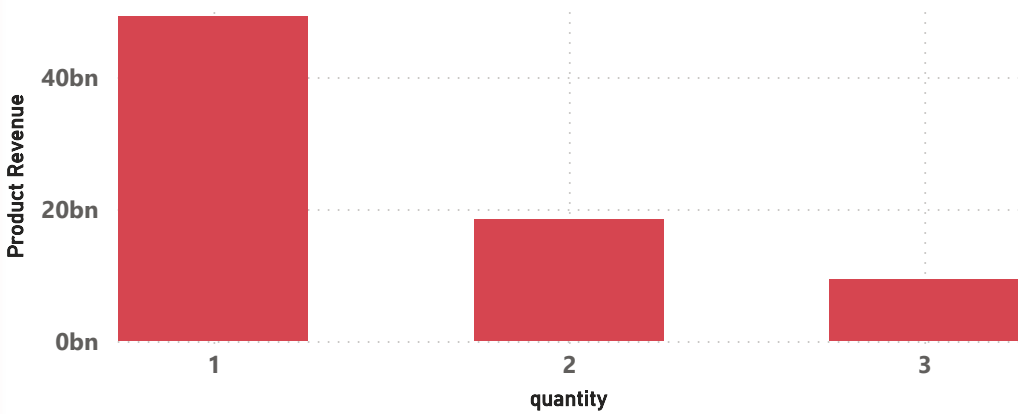
Year

All

Total Products



Product Revenue by quantity



0.91

Transaction Success Rate

Performance Dashboard

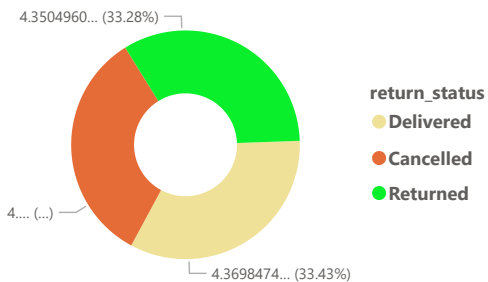
Month

All

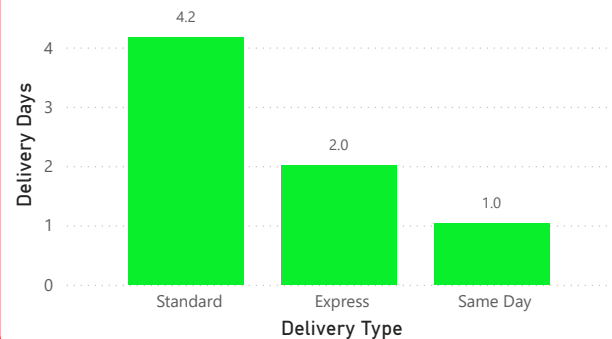
Year

All

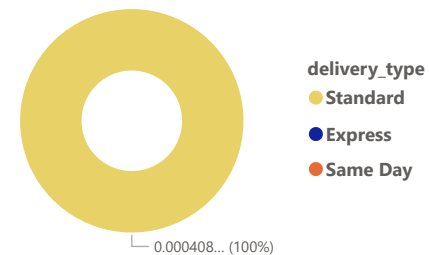
Customer Rating



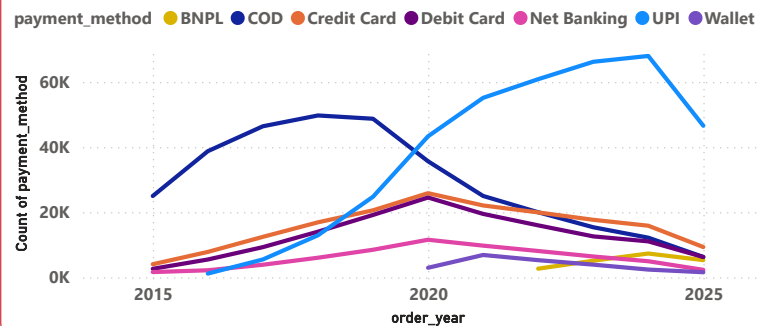
Delivery day by Type



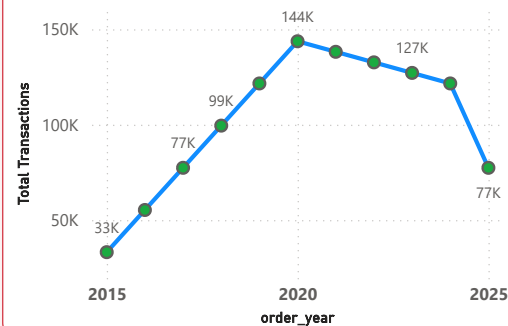
Delivery Charges



Payment within Year



Total Transactions



Total Transactions by Customer Tier

