



Sales Dashboard

State

All

Product_category

All

Payment_type

All



₹ 15.84M

Sales

98.67K

Orders

112.65K

Items sold

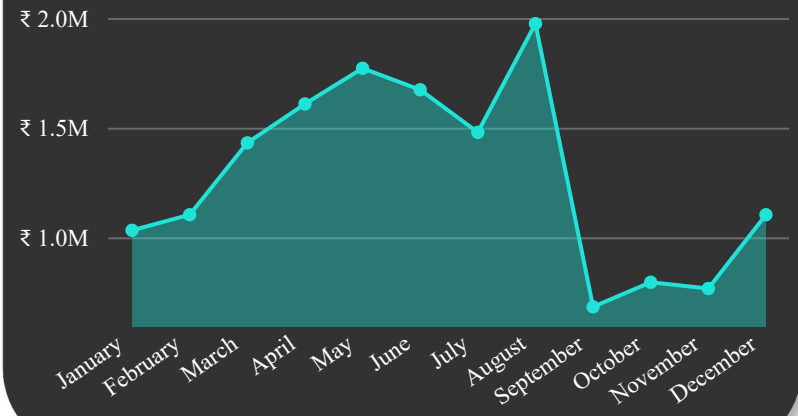
₹ 160.58

Avg order value

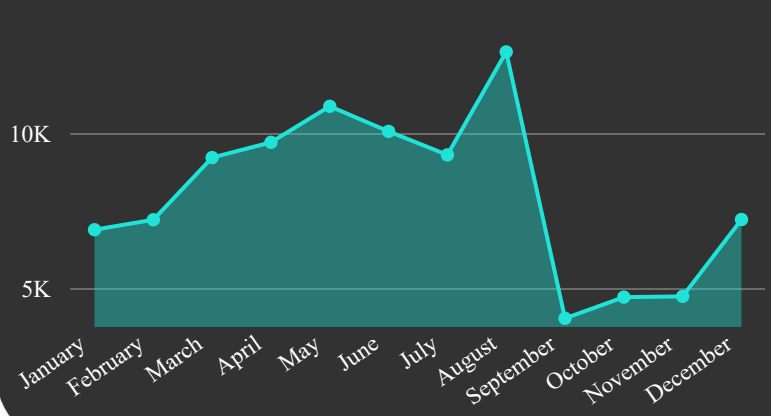
97.78%

Delivery Rate

Sales Trend over time



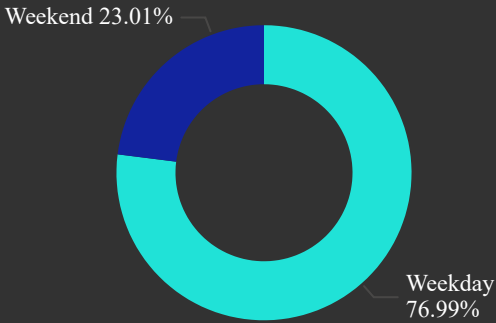
Orders Trend over time



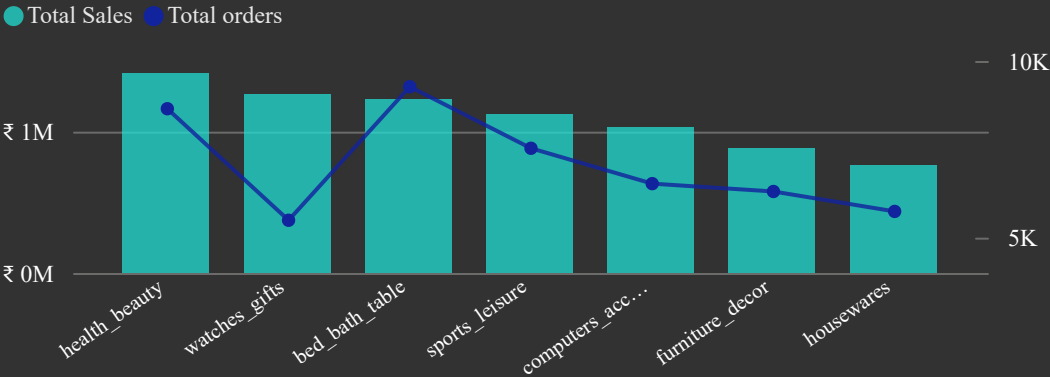
State wise Sales overview

State	Total orders	Total Sales	Avg order Value
SP	41,375.00	₹ 59,21,678.12	₹ 143.12
RJ	12,762.00	₹ 21,29,681.98	₹ 166.88
MG	11,544.00	₹ 18,56,161.49	₹ 160.79
RS	5,432.00	₹ 8,85,826.76	₹ 163.08
PR	4,998.00	₹ 8,00,935.44	₹ 160.25
BA	3,358.00	₹ 6,11,506.67	₹ 182.10
SC	3,612.00	₹ 6,10,213.6	₹ 168.94
DF	2,125.00	₹ 3,53,229.44	₹ 166.23
GO	2,007.00	₹ 3,47,706.93	₹ 173.25
Total	98,666.00	₹ 1,58,43,553.24	₹ 160.58

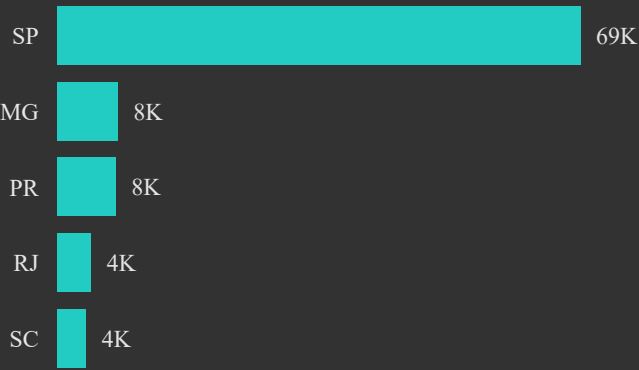
Weekly Orders



Product category wise Sales & Orders overview



Top 5 State wise orders





Customer Dashboard



State

Product_category

Payment_type

All

All

All

96K

Customers

2.997K

Repeated Customers

3.12%

Retention rate

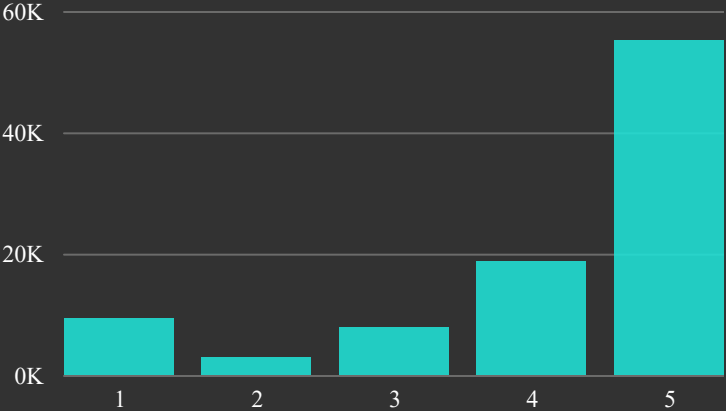
\$164.87

Revenue per Customer

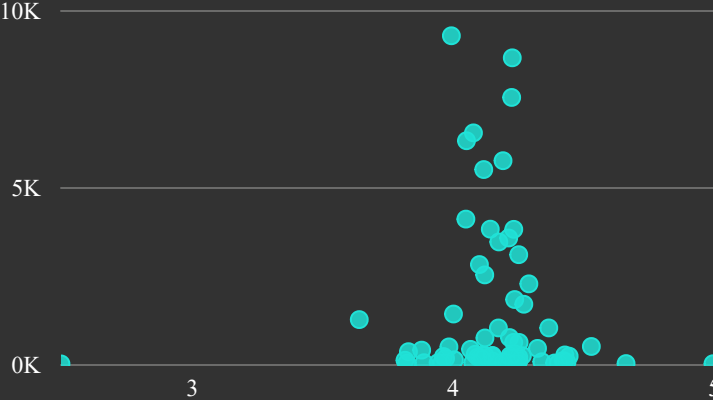
4.09

Avg rating

Reviews by Customers



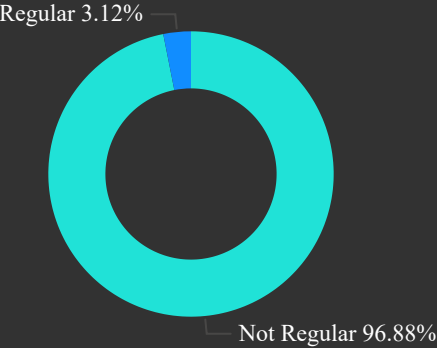
Product Category: Orders vs Review



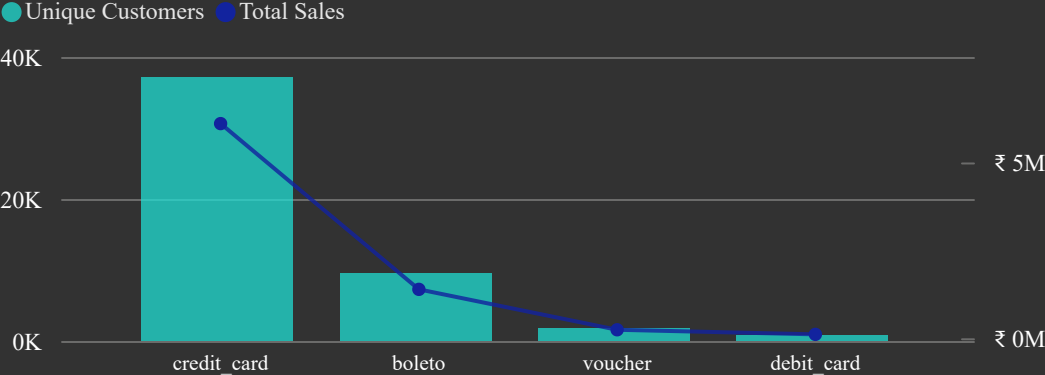
State wise Customer Behavior

State	Customers	Repeated customers	\$ per customer	Avg Rating
SP	40,302	1313.000	\$146.93	4.17
RJ	12,384	429.000	\$171.97	3.87
MG	11,259	348.000	\$164.86	4.14
RS	5,277	169.000	\$167.87	4.13
PR	4,882	149.000	\$164.06	4.18
SC	3,534	101.000	\$172.67	4.07
BA	3,277	95.000	\$186.61	3.86
GO	1,952	66.000	\$178.13	4.04
DF	2,075	65.000	\$170.23	4.06
ES	1,964	58.000	\$165.38	4.04
Total	96,096	2997.000	\$164.87	4.09

Customer Reptation



Payment Types of Customers



Product Category vs Review rating

product_category	Avg Rating	Customers
agro_industry_and_commerce	4.02	181
air_conditioning	4.03	251
art	4.03	202
arts_and_craftmanship	4.17	21
audio	3.83	349
auto	4.09	3,852
baby	4.04	2,858
bed_bath_table	3.97	9,145
Total	4.11	94,088



Logistic Dashboard



State

Product_category

Payment_type

All

All

All

98.67K

Total Orders

3095

Sellers

12.50

Avg Delivery Time

10.85%

OT Rate

89.15%

Late delivery Rate

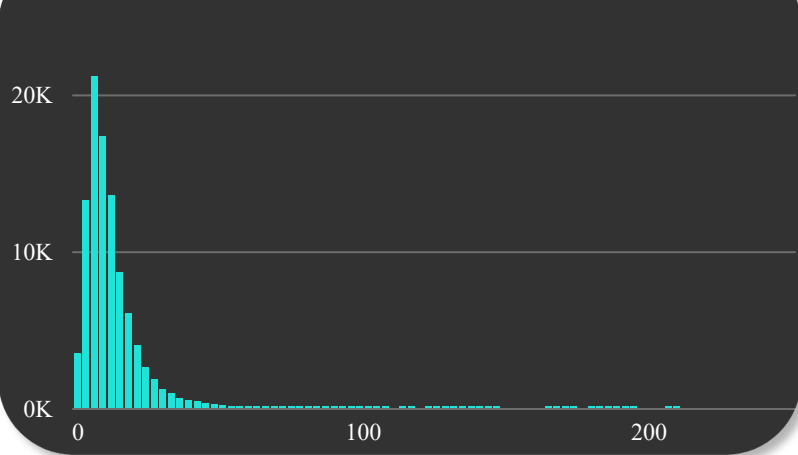
State Wise Orders



Product Category Wise Overview

product_category	% of OT	% of Late
cds_dvds_musicals		100.00%
la_cuisine		100.00%
security_and_services		100.00%
flowers	3.45%	96.55%
party_supplies	5.13%	94.87%
costruction_tools_tools	6.19%	93.81%
tablets_printing_image	6.33%	93.67%
air_conditioning	6.72%	93.28%
market_place	6.79%	93.21%
Total	10.12%	89.88%

Distribution Order Over Time



State Wise Orders Overview

State	Total orders	Avg Delivery Time	One Time Delivery	Late Delivery	Avg Rating
SP	41,375.00	8.70	8.71%	91.29%	4.17
RJ	12,762.00	15.24	16.83%	83.17%	3.87
MG	11,544.00	11.95	7.89%	92.11%	4.14
RS	5,432.00	15.25	9.22%	90.78%	4.13
PR	4,998.00	11.94	7.29%	92.71%	4.18
SC	3,612.00	14.91	11.99%	88.01%	4.07
BA	3,358.00	19.28	17.19%	82.81%	3.86
DF	2,125.00	12.90	9.67%	90.33%	4.06
ES	2,025.00	15.72	13.87%	86.13%	4.04
GO	2,007.00	15.54	11.04%	88.96%	4.04
Total	98,666.00	12.50	10.85%	89.15%	4.09

Avg Time Delivery

